

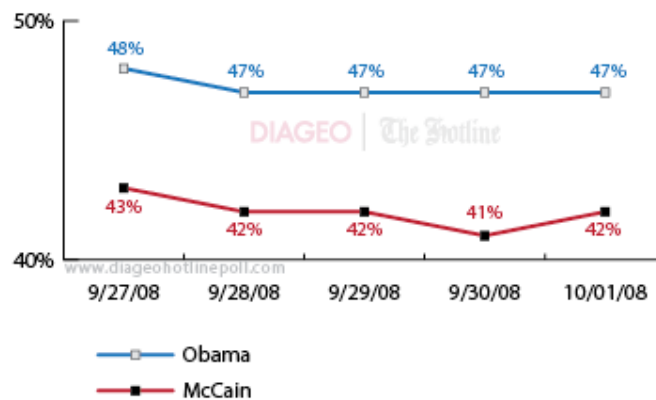
# DIAGEO | The Hotline

October 1, 2008

New York, NY – Today's Diageo/*Hotline* Daily Tracker Poll shows that the Obama-Biden ticket continues to lead the McCain-Palin ticket in the head-to-head, with very little fluctuation since this weekend.

In today's Poll, Obama-Biden is at 47%, McCain-Palin is at 42%, with 9% of voters undecided.

## General Election Ballot: McCain-Palin v. Obama-Biden\*

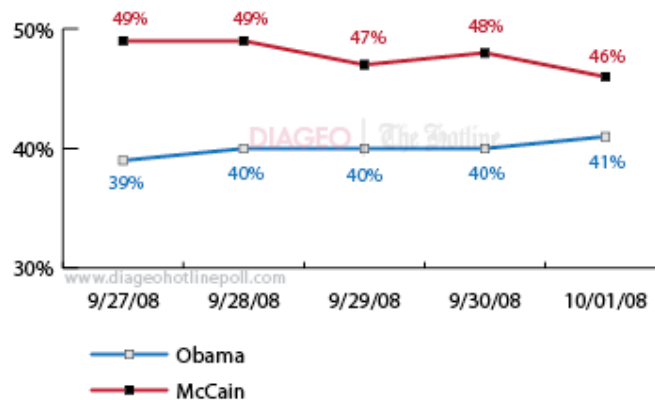


## Focus on Preparedness to Lead

McCain continues to fare better than Obama in terms of his perceived preparedness to lead, (46% - 41%).

That said, McCain's performance in terms of preparedness to lead has ticked downward this week, from a 49% in the September 27 Poll, to a 46% in today's Poll. Meanwhile, Obama has reduced the gap between them, which has decreased from 10-points in the September 27 Poll, to 5 points in today's Poll.

## Which Candidate is More Prepared to Lead Country?\*



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After a week of heavy coverage in the news, the Poll shows little shift in GOP VP candidate Sarah Palin's perceived preparedness to lead. Most voters now say that she is "unprepared" to lead should John McCain become unable to serve.

In today's Poll, 43% of voters say she is "prepared to lead," and 52% say she is "unprepared." Only 11% of voters say that Palin is "very prepared," while 40% say that she is "very unprepared."

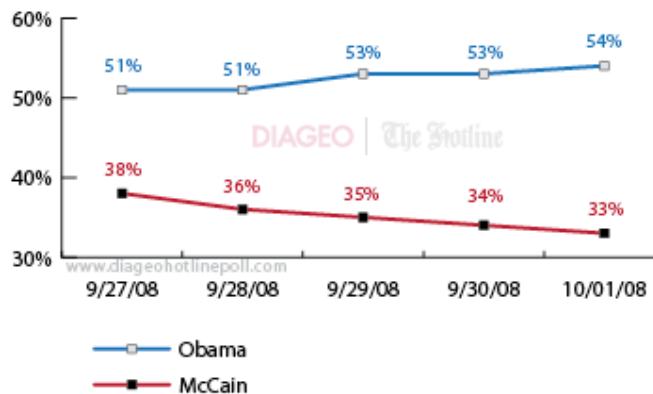
Women are more inclined than men to report that Palin is "prepared" (46% of women vs. 41% of men). Among married women, 50% say she is "prepared", compared to 38% of unmarried women who say she is prepared.

## Focus on Understanding Voters

When asked which candidate "better understands the needs and priorities of people like yourself," Obama continues to rank higher than McCain, (54% - 33%) and has climbed on this measure since the September 27 Poll.

Moreover, the gap between Obama and McCain has expanded on this point in Obama's favor, from a 13-point margin in the September 27 Poll, to a 21-point margin in today's Poll.

## Which Candidate Better Understands Your Needs and Priorities?\*



\* data presented in charts based on rolling 3-day average of 900+ interviews concluded the previous day (based on at least 300 interviews conducted daily).

To schedule an interview with Ed Reilly, contact Smriti Sateesh at (212) 850-5749 or [Smriti.Sateesh@fd.com](mailto:Smriti.Sateesh@fd.com).

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**Methodology:** The Diageo/*Hotline* Daily Tracker Poll, conducted by FD, is a new daily tracking poll that is being conducted from September 2, 2008 until Election Day, November 4, 2008. The poll is being conducted via telephone among a random, nationally representative sample of registered voters, age 18 and older. FD is reporting daily tracking numbers based on no fewer than 900 registered voters nationwide each day up to Election Day. Results will be released daily, Monday through Friday. Today's results are based on combined data from Sept 28 to Sept 30, 2008, with n=902 registered voters (margin of error +/- 3.3%).

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