



**MEMORANDUM**

**TO:** Interested Parties  
**FROM:** Eily Hayes and Harrison Hickman, Global Strategy Group, LLC  
**RE:** Edwards for President  
**Date:** June 15, 2007

**PRIMARY ELECTION: Edwards leads decisively in IA and is well-positioned in NH**

<b>Most Recent Public Polling Results</b>		
	<b>Iowa</b>	<b>New Hampshire</b>
John Edwards.....	<b>31%</b>	18%
Hillary Clinton .....	17	<b>26</b>
Barack Obama.....	17	21

- In Iowa, Edwards has a solid lead in all reliable public polls.
- Because of the front-loaded primary calendar, a strong performance in Iowa will greatly increase the winner's standing in New Hampshire.
  - In 2004, Dean had a 20 point lead over Kerry in New Hampshire going into Iowa. After his victory in Iowa, Kerry jumped to a 10 point lead in the polls, winning by 12.
  - Clinton's current advantage in New Hampshire is within the margin of sampling error – and much narrower than Dean's pre-Iowa lead in the state.
- Native-born Edwards won South Carolina by 15 points in 2004. Current polls show Obama and Clinton with a narrow lead... but at this time in 2003, the same polls showed Lieberman in the lead, with double Edwards' support.
- Polling in the February 5<sup>th</sup> primary states shows above all that vote support is very soft, indicating that the outcome in those states will be determined in large part by what happens in states earlier on the nomination calendar.

**GENERAL ELECTION: Edwards is the most electable Democrat**

- General election polls almost unanimously show Edwards outperforming all other Democrats against all Republicans. For example,

<b>General Election Match-Ups (Nationwide)</b>			
	<b>John Edwards</b>	<b>Hillary Clinton</b>	<b>Barack Obama</b>
Rudy Giuliani.....	<b>Edwards + 4</b>	Giuliani + 3	Giuliani +12
John McCain .....	<b>Edwards + 7</b>	McCain + 6	<b>Obama +4</b>
Mitt Romney.....	<b>Edwards +26</b>	<b>Clinton + 3</b>	<b>Obama +12</b>
Fred Thompson.....	<b>Edwards +13</b>	<b>Clinton + 3</b>	<b>Obama +3</b>

*SOURCE: Rasmussen Reports polling*

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- Even more important than national polls, Edwards outperforms other Democratic candidates in key battleground states, including Iowa, Minnesota, Wisconsin, and Ohio.
- Unlike other Democrats, who will be forced to “run the table” of states where Democrats have been competitive in recent elections, Edwards brings new states into play. This provides alternative scenarios – and a margin for error – when it comes to winning 270 electoral votes.

<b>Battleground State General Election Match-Ups</b>			
	<b><u>John Edwards</u></b>	<b><u>Hillary Clinton</u></b>	<b><u>Barack Obama</u></b>
<b>Oregon*</b>			
Fred Thompson.....	<b>Edwards +15</b>	Clinton +7	Obama +14
<b>Iowa*</b>			
Rudy Giuliani.....	<b>Edwards +14</b>	Clinton - 3	Obama + 5
Fred Thompson.....	<b>Edwards +23</b>	Clinton + 2	Obama +10
<b>Kansas*</b>			
Fred Thompson.....	<b>Edwards +13</b>	Clinton - 7	Obama + 4
<b>Wisconsin*</b>			
Rudy Giuliani.....	<b>Edwards +10</b>	Clinton - 1	Obama - 2
Fred Thompson.....	<b>Edwards +13</b>	Clinton - 3	Obama + 3
<b>Ohio*</b>			
Rudy Giuliani.....	<b>Edwards + 8</b>	Clinton + 3	Obama -11
Fred Thompson.....	<b>Edwards +24</b>	Clinton +15	Tied
<b>Minnesota*</b>			
Rudy Giuliani.....	<b>Edwards + 8</b>	Clinton + 3	Obama - 6
Fred Thompson.....	<b>Edwards +24</b>	Clinton +16	Obama + 8
<b>Missouri*</b>			
Rudy Giuliani.....	<b>Edwards + 5</b>	Clinton - 3	Obama - 8
Fred Thompson.....	<b>Edwards +21</b>	Clinton + 8	Obama + 6
<b>Kentucky*</b>			
Rudy Giuliani.....	<b>Edwards + 3</b>	Clinton - 2	Obama -16
Fred Thompson.....	<b>Edwards +22</b>	Clinton +13	Obama - 6
<b>Virginia*</b>			
Rudy Giuliani.....	Tied	Clinton - 5	Obama -15
Fred Thompson.....	<b>Edwards +10</b>	Clinton - 4	Obama - 6
<b>Alabama*</b>			
Fred Thompson.....	<b>Edwards - 2</b>	Clinton - 5	Obama -16
<b>New Mexico*</b>			
Rudy Giuliani.....	Edwards - 3	<b>Clinton - 2</b>	Obama -10
Fred Thompson.....	<b>Edwards +18</b>	Clinton +10	Obama + 7
<b>Arizona, Grand Canyon State poll</b>			
Rudy Giuliani.....	<b>Edwards - 8</b>	Clinton -19	Obama -10
John McCain.....	Edwards -17	Clinton -21	<b>Obama -15</b>
Mitt Romney.....	<b>Edwards +6</b>	Clinton - 6	Obama + 3

*SOURCE: Survey USA polling. Best Democrat in each category shown in BOLD.*