



INTERNAL MEMO

To: Campaign Leadership
From: Rick Davis
Subject: McCain v. Giuliani Electoral Map
Date: 10/31/2007

National polling continues to show that Senator McCain is the only conservative who can beat Hillary Clinton in the general election. He is the only Republican who can hold together the Reagan coalition of conservative Republicans, Independents and disaffected Democrats. This fact is vividly demonstrated in recent state polling data. The data shows that McCain's strength against Hillary Clinton in the swing electoral states is stronger than Rudy Giuliani or any other GOP candidate. Only in solid blue states – less likely to vote Republican next November – does Giuliani outpace McCain.

The attached map includes a detailed state-by-state analysis of general election polling to show who performs better against Senator Clinton. It is important to use a single polling company to evaluate states across the country so that you do not pick and choose polls that might be favorable. For the purposes of this analysis we have standardized using the Survey USA Polling firm that has run the most state-by-state polls across the country. This analysis includes every poll Survey USA has run since they began state-by-state polling on October 16th.

Survey USA has run fourteen consecutive statewide polls to gauge how the different potential GOP nominees perform against Hillary Clinton in a general election. McCain outperformed Giuliani in ten out of the fourteen states, they tied two of the states, and Giuliani outperformed McCain in two of the states. Most significantly, McCain wins or ties the swing states of Ohio, Kentucky, and Washington whereas Giuliani loses them. McCain wins and Giuliani loses the state of Virginia, a state that has not voted Democrat in a Presidential year since 1964. McCain also outperforms Giuliani in the important swing states of Minnesota, Wisconsin, and Missouri.

The two states where Rudy outperforms McCain are the solidly Democrat states of California and New York – states that according to these polls are out of practical reach for either candidate to win and haven't voted Republican in decades. Rudy Giuliani does not outperform John McCain in a single state that is, according to this data, within reach for our party in 2008.

It is certainly true that Rudy Giuliani's nomination would change the electoral map in 2008. He might perform slightly better in solidly Democrat states such as California and New York but he puts important swing states out of reach and loses states that are normally reliable victories for the Republican nominee. The problematic changes that Rudy Giuliani's nomination would do to the electoral map make

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it very difficult for our party to win the general election with Giuliani as our nominee – even without taking into account the impact of a conservative third party candidate.

John McCain is clearly the strongest candidate in state-by-state polling and therefore gives our party the best opportunity to win the general election. John McCain holds together the traditional Republican map to victory, performs far better than Rudy Giuliani in almost all states, and can win important swing states such as Ohio and Washington. This is a difficult election year for our party and we cannot afford to nominate a candidate who risks our electoral strategy. John McCain would be, by far, the strongest nominee for our party.

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Survey USA General Election Statewide Polls • Oct 16 - 30

McCain Outperforms Giuliani Against Clinton in Swing States

Survey USA polled a different state every day since October 16th to provide general election polling numbers for the various potential GOP nominees against Hillary Clinton.

POLL RESULTS

New York 10/30/07 Both Lose

McCain 28% Clinton 67%
Giuliani 30% Clinton 64%

California 10/29/07 Both Lose

McCain 35% Clinton 56%
Giuliani 39% Clinton 55%

Virginia 10/27/07 McCain +11%

McCain 52% Clinton 42%
Giuliani 46% Clinton 47%

Oregon 10/26/07 Tie

McCain 44% Clinton 49%
Giuliani 45% Clinton 50%

Minnesota 10/25/07 McCain +4%

McCain 43% Clinton 50%
Giuliani 40% Clinton 51%

Wisconsin 10/24/07 McCain +6%

McCain 45% Clinton 46%
Giuliani 41% Clinton 48%

Washington 10/23/07 McCain +8%

McCain 47% Clinton 46%
Giuliani 43% Clinton 50%

New Mexico 10/22/07 McCain +6%

McCain 50% Clinton 43%
Giuliani 48% Clinton 47%

Iowa 10/21/07 Tie

McCain 44% Clinton 49%
Giuliani 43% Clinton 48%

Missouri 10/20/07 McCain +4%

McCain 45% Clinton 48%
Giuliani 43% Clinton 50%

Ohio 10/19/07 McCain +2%

McCain 46% Clinton 46%
Giuliani 45% Clinton 47%

Kansas 10/18/07 McCain +9%

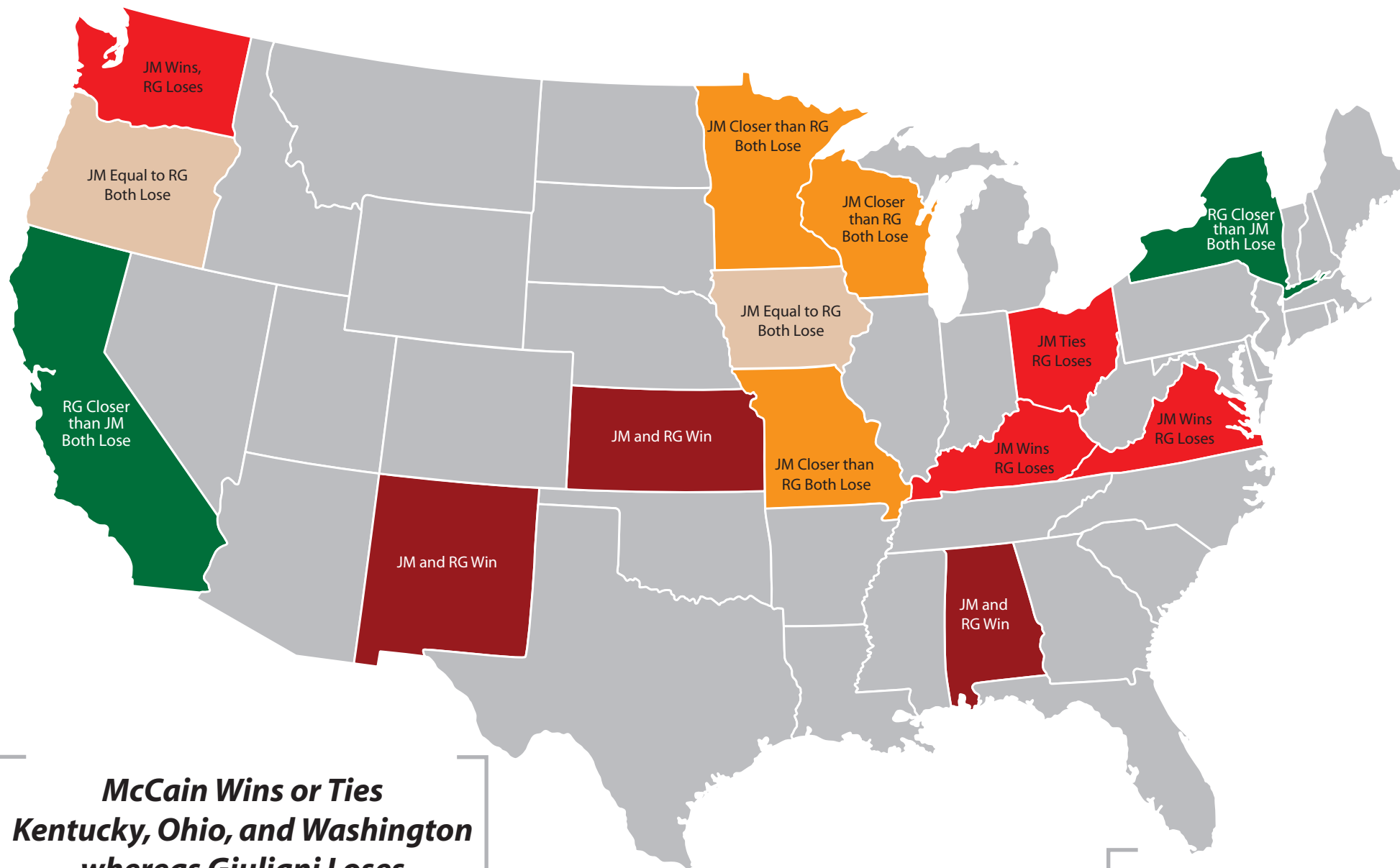
McCain 60% Clinton 34%
Giuliani 54% Clinton 37%

Kentucky 10/17/07 McCain +6%

McCain 49% Clinton 45%
Giuliani 45% Clinton 47%

Alabama 10/16/07 McCain +1%

McCain 52% Clinton 43%
Giuliani 52% Clinton 44%



**McCain Wins or Ties
Kentucky, Ohio, and Washington
whereas Giuliani Loses**

**Giuliani Loses Virginia,
a State That Has Not Voted
Democrat in Decades**

**The ONLY States Giuliani
Outperforms McCain are Liberal
States California and New York
(both lose to Clinton by over 20 points)**

**McCain Outperforms
Giuliani in Almost All
Winnable States**

- There are three states that McCain outperforms Giuliani where both candidates beat Hillary Clinton: **Alabama, Kansas and New Mexico.**
- There are four states that McCain wins or ties against Clinton that Giuliani loses: **Virginia, Washington, Ohio, and Kentucky.**
- There are three states that McCain is down against Clinton but outperforms Giuliani: **Minnesota, Wisconsin, and Missouri.**
- There are two states that McCain performs equal to Giuliani that both candidates lose against Clinton: **Iowa and Oregon.**
- There are two states that Giuliani outperforms McCain that both candidates lose badly against Clinton: **California and New York.**
- Several states have yet been polled by Survey USA.