

For Immediate Release

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McCain Leads Romney 35% To 27% Obama Leads Clinton 38% To 29%

Atlanta, GA/January 7, 2008 – Strategic Vision, LLC, a public relations and public affairs agency, announced the results of a three-day poll in New Hampshire of 600 likely Republican primary voters and 600 likely Democratic primary voters on the 2008 Presidential Election. The poll has a margin of error of ± 4.5 percentage points for each Party's presidential preference.

When Republicans were polled on whom they would support in 2008 for the Republican Presidential nomination, Arizona Senator John McCain led with 35% followed by former Massachusetts Governor Mitt Romney led with 27%; former Arkansas Governor Mike Huckabee had 13%; former New York City Mayor Rudy Giuliani had 8%; Texas Congressman Ron Paul had 7%; former Tennessee Senator Fred Thompson had 5%; California Congressman Duncan Hunter had 1%; and 4% undecided.

“McCain has a strong base of support and respondents supporting him were more dedicated in their support for him,” said David E. Johnson, CEO of Strategic Vision, LLC. “McCain supporters emphasized his experience and cited the war on terror as a major reason for supporting him which is ironic considering that after Iowa this has been called an election for change. McCain had the highest positive ratings of all of the candidates and his support increased each day during our polling.

“As in Iowa, Romney's major problem among voters appears to be his flip-flop image,” continued Johnson. “Voters were not convinced that Romney is a consistent conservative. He also had the highest negative ratings of the Republican candidates. His support appeared stalled every night during our polling. Huckabee, while pulling ahead of Giuliani, does not appear to have tremendous momentum following his Iowa showing and many voters have no firm opinion of him. Paul has a strong base of support and has the potential to pass Giuliani on Election Day. Paul's supporters are dedicated and he is a candidate who seems to underperform in polls.”

When Republicans were asked if they viewed President Bush as a conservative in the mode of Ronald Reagan, 5% said yes; 77% said no; and 18% were undecided.

“The fact that such a large number of Republican voters do not view the President as a conservative in the Reagan mode, demonstrates the overall problem for the Republican Presidential candidates,” said Johnson. “How do you run as a Ronald Reagan conservative in a Party that is dissatisfied with the incumbent without offending the incumbent, or at some point does the President's poll numbers become so low that he is no longer relevant?”

When Republicans were asked how important it was for their presidential candidate to be conservative in the mode of Ronald Reagan, 58% said very important; 16% said somewhat important; 8% said not very important; 10% said not important; and 8% were undecided.

“For Republicans, the key is to be Reaganesque while at the same time defining themselves with their own imprint and showing that they are a vehicle for conservative change,” said Johnson. “At this point, the

Reagan mantle is very much up for grabs with just days remaining before the primary.”

On the Democratic side, Illinois Senator Barack Obama led with 38%; followed by New York Senator Hillary Clinton 29% former North Carolina Senator John Edwards 19%; New Mexico Governor Bill Richardson 7%; Ohio Congressman Dennis Kucinich 1%; and 8% were undecided.

“Obama has momentum and his polling better among younger voters and first time voters,” said Johnson. “Additionally, Obama has a slight lead among female voters. Clinton fares best with voters 55 and older and those who have a strong Democratic voting history. Ominously for Clinton, her negatives are higher than are those of Obama and Edwards. Obama supporters believe that he will end the current polarization of politics.

“Edwards remains a factor in this race and if he polls well could be the alternative to Obama if Clinton collapses,” continued Johnson. “However a sizeable number of Edwards’ supporters indicated that they may change their vote and if so, they are predisposed to switch to Obama. Richardson is a non-factor in the race.”

When Democratic voters were asked what they most looked for in a presidential candidate, one who represents change or one with experience 54% said one who represents change, 27% said one with experience, and 19% were undecided.

“The problem for Clinton is to convince voters that she can bring about fundamental change,” said Johnson.

Poll Results

1. If the 2008 Republican presidential primary were held today between Rudy Giuliani, Mike Huckabee, Duncan Hunter, John McCain, Ron Paul, Mitt Romney, and Fred Thompson, for whom would you vote?
(Republicans Only; Names Rotated)

John McCain	35%
Mitt Romney	27%
Mike Huckabee	13%
Rudy Giuliani	8%
Ron Paul	7%
Fred Thompson	5%
Duncan Hunter	1%
Undecided	4%

2. Do you see President George W. Bush as a conservative Republican in the mode of Ronald Reagan?
(Republicans Only)

Yes	5%
No	77%
Undecided	18%

3. How important is it for the Republican presidential candidate to be a conservative Republican in the mode of Ronald Reagan, very important, somewhat important, not very important, not important, or undecided? **(Republicans Only)**

Very Important	58%
Somewhat Important	16%
Not Very Important	8%
Not Important	10%
Undecided	8%

4. If the 2008 Democratic presidential primary were held today between, Hillary Clinton, John Edwards, Dennis Kucinich, Barack Obama, and Bill Richardson, for whom would you vote? **(Democrats Only; Names Rotated)**

Barack Obama	38%
Hillary Clinton	29%
John Edwards	19%
Bill Richardson	7%
Dennis Kucinich	1%
Undecided	6%

5. When making your selection for a presidential candidate, what is more important to you, a candidate who represents change or one who represents experience? **(Democrats Only)**

Change	54%
Experience	27%
Undecided	19%

Strategic Vision, LLC is an Atlanta-headquartered public relations and public affairs agency. Results are based on telephone interviews in New Hampshire with 600 likely Republican primary voters and 600 likely Democratic primary voters, aged 18+, and conducted January 4-6, 2008. The margin of sampling error is ± 4.5 percentage points for each Party. Additional information on Strategic Vision, LLC may be obtained at www.strategicvision.biz.

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