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Voters Know What They Want In A Vice President, New National Poll Says *Republicans Favor A Strong Conservative, Democrats Want Experience*

WASHINGTON – July 9, 2008 – Republicans want John McCain to pick a strong conservative to be his vice presidential running mate and Democrats want Barack Obama to pick someone with economic or military and foreign policy experience, according to a new nationwide poll conducted by Clarus Research Group, a nonpartisan survey firm based in Washington, DC.

“Most rank-and-file Republicans want McCain to pick a running mate based on a commitment to conservative ideology,” said Ron Faucheux, President of Clarus Research Group. “Most GOP voters would prefer a conservative executive-type over a moderate legislative-type to be their vice presidential nominee. Republican voters seem to want to balance what they see as McCain’s own weaknesses with a running mate who supplies compensating strengths.”

While conservatism was the favored qualification for the GOP vice presidential nominee, Republican voters also ranked experience dealing with the economy, administrative experience as a governor or presidential cabinet member, and experience running a business high on their list.

On the Democratic side, the top ranked qualification was experience dealing with the economy, which was closely followed by military and foreign policy experience. Next for Democrats was appeal to Hillary Clinton supporters and administrative experience as a governor or big city mayor. “This is an indication that many Democrats believe their youthful presidential nominee has an opportunity to fill gaps in his own resume with an experienced vice presidential candidate,” said Faucheux.

“Mitt Romney would likely be a popular VP choice among many Republicans based on these findings,” Faucheux commented. “The former Massachusetts governor offers qualifications that most rank-and-file GOP voters want: a conservative with executive, economic and business experience.”

“Among contenders for Obama’s running mate, Indiana Sen. Evan Bayh offers a combination that would be attractive to many Democratic voters: a former governor and Clinton supporter with appeal to moderate Independents as well as some foreign policy and economic experience,” countered Faucheux. “New York Senator Hillary Clinton would also meet many of the favored criteria.”

“Interestingly, New York Mayor Michael Bloomberg – a dark horse possibility who isn’t even a Democrat – meets four criteria: economic, executive and business experience who would appeal to moderate Independents. New Mexico Governor Bill Richardson has a range of strengths that include foreign policy, economic and executive experience. Kansas Governor Kathleen Sibelius, a woman with executive and economic experience and appeal to moderate Independents, provides a strong combination except for a lack of foreign policy expertise.”

“Running mate selection this year will be more important than usual,” Faucheux continued. “Because of Obama’s newness on the national scene, his pick will help define his own candidacy. Because of McCain’s need to both energize his party’s base and distance himself from President Bush, his pick will help define his vision for America as well as his vision for the Republican Party’s future.”

“Democrats place experience dealing with the economy above Republicans (22% to 16%) while Republicans place executive experience in government above Democrats (16% to 10%),” said Faucheux. “Republicans rank running a business much higher than do Democrats (15% to 4%). Voters from both parties rate being a woman similarly (3% for Republicans, 5% for Democrats) as they do appeal to moderate Independents (5% for Republicans, 7% for Democrats).”

“Of course, this poll only tells us how voters in each party rate the major qualifications for a vice presidential nominee relative to one another. They do not give us a complete measure of each contender’s personal or political strengths and weaknesses,” said Faucheux.

The results of this survey were based on a representative nationwide sample of 912 registered voters. Interviewing was conducted by telephone from June 18-23, 2008, with a margin of error of +/- 3.5 percent. Only voters who identified themselves as Republicans or as Independents who more often vote for Republicans were asked about McCain’s running mate. Only voters who identified themselves as Democrats or as Independents who more often vote for Democrats were asked about Obama’s running mate. A list of seven vice presidential qualifications was presented to each respondent. Each party’s list of qualifications was based on an analysis of those most often mentioned in media coverage of the presidential election during June 4-16, 2008.

About Clarus Research Group:

Clarus Research Group is a nonpartisan polling and research firm based in Washington, DC that offers a full array of research services to businesses, associations and nonprofits, including public opinion polling, focus groups, in-depth interviewing and analysis, dial sessions, market studies, grassroots targeting, and message development. Dr. Ronald A. Faucheux is President of Clarus Research Group. He can be reached at 202-256-8036 (direct) or 202-683-3146 and Rfaucheux@ClarusRG.com. Clarus Research Group is a Qorvis company and is located at 1201 Connecticut Avenue, NW, Washington, DC 20036.

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The following question was asked of Republican voters and Independents who said they more often vote for Republicans:

As you may know, John McCain has won enough delegates to be the Republican presidential nominee. When he selects a vice presidential running mate, which ONE qualification do you think would be the most important for that person to have.... (Read List)

<i>Someone who is a strong conservative on social and economic issues</i>	27
<i>Someone experienced dealing with the economy</i>	16
<i>Someone who has administrative experience as a governor or presidential cabinet member</i>	16
<i>Someone who has experience running a business</i>	15
<i>Someone who would appeal to moderate Independent voters</i>	5
<i>Someone who is a young, new face</i>	4
<i>Someone who is a woman</i>	3
<i>(VOLUNTEERED) All of above</i>	3
<i>(VOLUNTEERED) More than one of the above</i>	6
<i>(VOLUNTEERED) None of the above</i>	3
<i>(VOLUNTEERED) No answer</i>	1

The following question was asked of Democratic voters and Independents who said they more often vote for Democrats:

As you may know, Barack Obama has won enough delegates to be the Democratic presidential nominee. When he selects a vice presidential running mate, which ONE qualification do you think would be the most important for that person to have.... (Read List)

<i>Someone experienced dealing with the economy</i>	22
<i>Someone with military and foreign policy experience</i>	21
<i>Someone who would appeal to supporters of Hillary Clinton</i>	13
<i>Someone who has administrative experience as a governor or big city mayor</i>	10
<i>Someone who would appeal to moderate Independent voters</i>	7
<i>Someone who is a woman</i>	5
<i>Someone who has experience running a business</i>	4
<i>(VOLUNTEERED) All of above</i>	3
<i>(VOLUNTEERED) More than one of the above</i>	7
<i>(VOLUNTEERED) None of the above</i>	2
<i>(VOLUNTEERED) No answer</i>	

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