



American Research Group, Inc.

January 25, 2008 - South Carolina Primary Preferences

Democrats	South Carolina			
	Jan 15-16	Jan 17-18	Jan 22-23	Jan 24-25
Clinton	38%	39%	36%	36%
Edwards	9%	10%	12%	22%
Gravel	-	-	-	-
Kucinich	1%	1%	1%	1%
Obama	44%	45%	45%	39%
Undecided	8%	5%	6%	2%

Hillary Clinton leads John Edwards among white voters 45% to 33%, with 19% for Barack Obama. Obama leads Clinton among African-American voters 61% to 25%, with 9% for Edwards. The racial composition of the vote is 53% white voters and 47% African American voters.

There is strong playback of this Edwards television ad, with both Clinton and Obama losing support. While Edwards picks up support among white voters, Edwards does not pick up support among the African American voters Obama loses. That support goes to Clinton, leaving her overall ballot number unchanged from Jan 22-23 while Obama drops 6 percentage points overall.

About this Survey -

Survey Sponsor: American Research Group, Inc.

The American Research Group has been conducting surveys of voters since 1985.

Sample Size: 600 completed telephone interviews among a random sample of likely Democratic primary voters living in South Carolina (443 Democrats and 157 independent voters).

Sample Dates: January 24-25, 2008

Margin of Error: ± 4 percentage points, 95% of the time, on questions where opinion is evenly split.

Question Wording:

If the 2008 Democratic presidential preference primary were being held today between (names rotated) Hillary Clinton, John Edwards, Mike Gravel, Dennis Kucinich, and Barack Obama, for whom would you vote?

Would you say that you definitely plan to vote in the 2008 Democratic presidential primary, that

you might vote in the 2008 Democratic presidential primary, or that you will probably not vote in the 2008 Democratic presidential primary?

When it comes to your ethnic or racial background, do you consider yourself to be white, African American, or something else.