

# Results of SurveyUSA Election Poll #13151



Geography: South Carolina  
 Data Collected: 01/04/2008 - 01/06/2008  
 Release Date: 01/07/2008

Sponsors:  
 WCSC-TV (Charleston), WSPA-TV (Greenville)

**Eve of NEW HAMPSHIRE Primary, Obama now 20 points atop Clinton in SOUTH CAROLINA:** In a South Carolina Democratic Primary today, 01/07/08, 19 days to the vote, Barack Obama defeats Hillary Clinton 50% to 30%, according to a SurveyUSA tracking poll conducted exclusively for WCSC-TV Charleston and WSPA-TV Greenville. Compared to an identical SurveyUSA tracking poll completed 3 weeks ago, before Christmas and before the Iowa Caucuses, when Clinton and Obama were effectively tied, Obama is up 11 points, Clinton is down 11 points, a 22-point swing. John Edwards is unchanged, 17% on 12/19/07 and 16% today. There is across-the board movement away from Clinton to Obama. Among women: Clinton had led by 17 points, now trails by 14 points. Among blacks, Obama had led by 20 points, now leads by 46. Among white voters, Obama had been 3rd, is now 2nd, tied with Edwards, the two of them 9 and 10 points back of Clinton. Among Moderates, Obama was tied, now leads by 23. Among voters age 65+, Clinton had been at 61% a month ago, 40% today. In the Low Country, Clinton had led by 13, now trails by 16. Upstate, Obama had been tied, now leads by 16. In the Midlands, Obama had led by 5, now leads by 26. South Carolina Democrats name the Economy as the issue the next President should focus on ahead of all others. Among voters focused on the Economy, Obama leads Clinton 2:1. Among voters focused on Health Care, Clinton leads Obama 41% to 37%. Click on the "Triangle T" to access SurveyUSA's interactive tracking graphs, a SurveyUSA exclusive.

**Filtering / Might Switch to Another Candidate:** 2,250 South Carolina adults were interviewed 01/04/08 through 01/06/08, all interviews conducted after the Iowa Caucuses on 01/03/08 and before the New Hampshire Primaries on 01/08/08. 1,953 of those interviewed were registered to vote in South Carolina. Of them, 579 were determined by SurveyUSA to be likely to vote in the Democratic Primary. One quarter of SC likely voters say they could change their mind before the SC Primary. Of those who may change their mind, Edwards' support is the weakest, Obama's the strongest. **Among voters who made up their mind AFTER the Iowa Caucuses** , Obama leads Clinton 63% to 13%.

**1** If the Democratic Primary for President of the United States were today, would you vote for...(names rotated) Hillary Clinton? John Edwards? Barack Obama? Or some other Democrat?

579 Likely Democratic Primary Voter	All	Gender		Race				Party Affiliation			Ideology			When Did You D		Change Your Mi	
		Male	Female	White	Black	Hispani	Other	Republi	Democr	Indepen	Conser	Modera	Liberal	Before I	After lo	Could C	Mind M
Margin of Sampling Error: +/-4.2%																	
Clinton	30%	26%	33%	38%	23%	19%	10%	16%	31%	28%	30%	28%	41%	33%	13%	31%	30%
Edwards	16%	15%	16%	28%	4%	15%	0%	33%	14%	21%	16%	19%	16%	16%	12%	21%	14%
Obama	50%	54%	47%	29%	69%	56%	90%	48%	51%	47%	49%	51%	38%	48%	63%	37%	55%
Other	2%	2%	2%	3%	0%	0%	0%	2%	2%	1%	2%	1%	2%	1%	3%	3%	1%
Undecided	3%	3%	3%	2%	3%	9%	0%	0%	2%	3%	3%	1%	2%	1%	9%	7%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Democratic Pri	100%	42%	58%	47%	51%	1%	1%	5%	82%	10%	13%	41%	17%	83%	17%	25%	73%

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**1** If the Democratic Primary for President of the United States were today, would you vote for...(names rotated) Hillary Clinton? John Edwards? Barack Obama? Or some other Democrat?

579 Likely Democratic Primary Voter	All	Age				<50 / 50+		Region			Top Issue For Next President							
		18-34	35-49	50-64	65+	18-49	50+	Upstate	Midland	Low Co	Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra
Margin of Sampling Error: +/-4.2%																		
Clinton	30%	31%	27%	26%	40%	28%	32%	28%	29%	33%	27%	15%	41%	27%	13%	27%	26%	27%
Edwards	16%	7%	13%	20%	23%	11%	21%	24%	13%	12%	15%	15%	19%	14%	22%	21%	5%	23%
Obama	50%	56%	57%	50%	31%	56%	43%	44%	55%	49%	53%	53%	37%	56%	65%	53%	65%	46%
Other	2%	3%	1%	1%	3%	2%	2%	2%	1%	3%	2%	4%	1%	1%	0%	0%	3%	4%
Undecided	3%	4%	2%	2%	3%	3%	2%	3%	2%	3%	2%	13%	2%	2%	0%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Democratic Pri	100%	21%	32%	29%	18%	54%	46%	25%	42%	33%	28%	6%	23%	20%	2%	7%	8%	4%

**Statement of Methodology:** The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.