

# Results of SurveyUSA Election Poll #13215



Geography: South Carolina  
 Data Collected: 01/16/2008 - 01/17/2008  
 Release Date: 01/18/2008

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

**8 Days to SC Democratic Primary, Obama 10 Atop Clinton:** In a SC Democratic Primary Today, 01/17/08, 8 days to the vote, Barack Obama defeats Hillary Clinton 46% to 36%, according to a SurveyUSA poll conducted exclusively for WSPA-TV Greenville and WCSC-TV Charleston. John Edwards finishes 3rd at 15%. Obama today gets 3 of 4 black votes, up from half of black votes in November. Clinton today gets half of white votes. John Edwards and Obama split the other half. Obama's support is young. Clinton's support is old. If younger voters do not vote, Obama's margin here is overstated. Obama and Clinton tie Upstate. Obama leads by 14 in the Midlands and in the Low Country. Among voters who say the next President should focus on the Economy ahead of all other issues, Clinton and Obama tie. Among voters focused on Health Care, Obama leads Clinton 2:1. Unlike other Primary states, Obama, not Clinton, leads among women in SC, though within the survey's margin of sampling error.

**22% May Change Their Mind:** 2,250 South Carolina adults were interviewed 01/15/08 and 01/16/08. Of them, 1,958 were registered to vote. Of them, 577 were determined by SurveyUSA to be likely to vote in the 01/26/08 Democratic Primary. 22% of likely Democratic Primary voters say they "may" change their mind. This number is further understated, because an additional 189 voters were excluded by SurveyUSA from the poll because they had not yet decided whether they would vote in the Republican Primary on 01/19/08 or the Democratic Primary on 01/26/08. The South Carolina Primary is "open." How these Palmetto Fence-Sitters ultimately dismount will influence the outcome of both primaries. The outcome of the Nevada caucus on 01/19/08 will also influence what happens in South Carolina.

**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?

577 Likely Democratic Primary Voter	All	Gender		Race				Party Affiliation			Ideology			Change Your Mi	
		Male	Female	White	Black	Hispani	Other	Republi	Democr	Indepen	Conser	Modera	Liberal	Could C	Mind M
Margin of Sampling Error: +/-4.2%															
Clinton	36%	32%	39%	50%	20%	45%	39%	29%	36%	37%	35%	35%	40%	39%	36%
Edwards	15%	17%	14%	26%	3%	6%	2%	12%	14%	27%	23%	15%	17%	18%	14%
Obama	46%	47%	45%	22%	74%	49%	56%	52%	48%	29%	39%	46%	43%	34%	49%
Other	1%	2%	1%	1%	1%	0%	0%	2%	1%	6%	1%	2%	0%	4%	0%
Undecided	2%	2%	2%	1%	3%	0%	2%	4%	2%	1%	3%	2%	0%	5%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Democratic Pri	100%	41%	59%	53%	45%	1%	1%	5%	84%	9%	13%	39%	22%	22%	78%

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577 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	36%	27%	31%	37%	54%	29%	43%	37%	35%	37%	40%	40%	27%	40%	24%	42%	28%	47%
Edwards	15%	8%	16%	17%	18%	13%	17%	24%	13%	10%	17%	17%	19%	11%	4%	10%	3%	33%
Obama	46%	65%	52%	42%	23%	57%	35%	36%	49%	51%	39%	42%	51%	46%	72%	48%	66%	16%
Other	1%	0%	1%	1%	4%	1%	2%	2%	1%	0%	1%	0%	2%	1%	0%	0%	0%	4%
Undecided	2%	0%	1%	4%	2%	0%	3%	1%	2%	2%	3%	0%	1%	2%	0%	0%	3%	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%	20%	29%	32%	19%	49%	51%	28%	39%	33%	34%	2%	24%	15%	3%	7%	9%	5%

**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.