

# 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)

**EVE OF SC GOP PRIMARY -- McCain and Huckabee Palmetto to Palmetto:** On the eve of the South Carolina Republican Primary, John McCain has the slightest edge over Mike Huckabee, but within the margin of sampling error, each with an excellent chance to win, according to a SurveyUSA poll conducted exclusively for WSPA-TV Greenville and WCSC-TV Charleston. At this hour, it's: McCain 31%, Huckabee 27%, Mitt Romney and Fred Thompson tied for 3rd place, and Ron Paul and Rudolph Giuliani further back. Huckabee leads by 10 Upstate. In the Midlands, the two are tied. But in the Low Country, McCain leads 2:1. Among seniors, McCain leads by 22 points. Among voters under 50, Huckabee leads by 7, but McCain has momentum.

**That Was Then, This is Now:** 5 weeks ago, when the Dow was at 13,700, SC Republicans said Immigration was the most important issue facing the next President. Today, with the Dow 1,550 points lower, Republicans say the Economy is the most important issue. Among voters focused on the Economy, McCain has eclipsed Huckabee. Among voters focused on Immigration, McCain runs 4th, behind Romney, Thompson, and Huckabee. If South Carolina's seniors and Low Country residents vote in larger numbers than SurveyUSA here forecasts, McCain wins. If younger voters, voters in the Midlands and voters Upstate turn-out in larger numbers, Huckabee wins. If Fred Thompson siphons more votes from Mike Huckabee than SurveyUSA here detects, McCain wins. This is SurveyUSA's 6th tracking poll in SC. Giuliani led on 11/13/07, 9 weeks ago. That makes Giuliani's 2% showing today remarkable.

**28% Might Still Change Their Mind:** 2,250 South Carolina adults were interviewed 01/15/08 and 01/16/08. All interviews conducted after the results of the 01/15/08 Michigan Primary were known. 1,958 of those interviewed were registered to vote in South Carolina. Of them, 699 were determined by SurveyUSA to be likely to vote in the 01/19/08 Republican Primary. At this hour, 18 hours till polls open, 28% of likely Republican Primary voters say they "may" change their mind. Among just the subset of likely voters who say their mind is made up, McCain leads Huckabee 33% to 28% -- within the survey's margin of sampling error. These results incorporate results from SurveyUSA Poll # 13205 conducted 01/15/08 and released 01/16/08. **Caveat:** Of the voters interviewed by SurveyUSA for this poll, 189 were excluded because they told SurveyUSA they were not yet sure 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 may influence the outcome of the primary.

**1** If the Republican Primary for President of the United States were today, would you vote for ...(names rotated) Rudy Giuliani? Mike Huckabee? John McCain? Mitt Romney? Fred Thompson? Ron Paul? Or some other Republican?

699 Likely Republican Primary Voter	All	Gender		Race				Party Affiliation			Ideology			Change Your Mi	
		Male	Female	White	Black	Hispani	Other	Republi	Democr	Indepen	Conser	Moder	Liberal	Could C	Mind M
Margin of Sampling Error: +/-3.8%															
Giuliani	2%	3%	2%	2%	0%	6%	4%	2%	0%	2%	2%	4%	0%	3%	2%
Huckabee	27%	25%	29%	28%	7%	8%	10%	28%	11%	16%	30%	20%	7%	22%	28%
McCain	31%	28%	34%	31%	28%	10%	43%	30%	31%	47%	26%	42%	51%	26%	33%
Romney	17%	17%	17%	17%	16%	28%	19%	18%	21%	10%	18%	12%	4%	21%	15%
Thompson	16%	20%	12%	15%	24%	41%	6%	16%	12%	13%	20%	9%	9%	15%	16%
Paul	5%	6%	4%	4%	11%	1%	11%	3%	9%	9%	2%	12%	13%	6%	4%
Other	1%	1%	1%	0%	7%	6%	7%	1%	3%	2%	1%	1%	0%	2%	1%
Undecided	2%	1%	2%	1%	7%	1%	0%	1%	12%	1%	1%	1%	17%	5%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Republican Pri	100%	54%	46%	91%	6%	1%	1%	83%	3%	10%	68%	23%	2%	28%	71%

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699 Likely Republican 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: +/-3.8%																		
Giuliani	2%	3%	0%	3%	4%	1%	3%	1%	3%	3%	2%	0%	0%	4%	3%	6%	0%	1%
Huckabee	27%	35%	30%	24%	20%	32%	22%	34%	26%	20%	31%	24%	26%	27%	20%	20%	27%	24%
McCain	31%	23%	26%	31%	42%	25%	36%	24%	28%	40%	38%	33%	35%	36%	36%	28%	48%	15%
Romney	17%	16%	13%	18%	20%	14%	19%	15%	18%	18%	15%	0%	14%	15%	16%	12%	5%	26%
Thompson	16%	9%	23%	19%	9%	18%	15%	18%	16%	14%	10%	24%	17%	12%	23%	16%	8%	23%
Paul	5%	9%	5%	3%	4%	7%	3%	7%	5%	3%	3%	4%	0%	4%	0%	18%	6%	9%
Other	1%	1%	2%	1%	0%	2%	0%	0%	2%	0%	0%	14%	4%	1%	0%	0%	0%	1%
Undecided	2%	3%	1%	1%	2%	2%	1%	2%	2%	1%	2%	0%	5%	1%	2%	0%	5%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Republican Pri	100%	17%	28%	30%	24%	46%	54%	33%	34%	33%	35%	2%	8%	7%	14%	4%	3%	22%

**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.