

Results of SurveyUSA Election Poll #13232



Geography: South Carolina
 Data Collected: 01/22/2008 - 01/23/2008
 Release Date: 01/24/2008

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

48 HRS TO SC DEMOCRATIC PRIMARY -- Obama Flat, Clinton Down, Edwards Up: Two days till the South Carolina Democratic Primary, SurveyUSA finds Barack Obama at 45%, unchanged from a week ago; Hillary Clinton at 29%, down 7 from a week ago, and John Edwards at 22%, up 7 from a week ago. Research conducted for WSPA-TV Greenville and WCSC-TV Charleston. All interviews conducted after results of the Nevada Caucus were known. Among white voters today, Clinton and Edwards are effectively tied, 37% Clinton (down 13 points from last week) to 34% Edwards (up 8 points from last week). Upstate, all 3 candidates are within 8 points of each other. In the Midlands, Obama is 2:1 atop Clinton. In the Low County, Obama and Clinton are down, Edwards is up, but Obama still leads by 15 points. More than a third of Democrats are focused on the Economy as the most important issue for the next president. Of those, Obama is backed by 48%, Clinton by 29%, Edwards by 20%. Among black voters, Obama leads 73% to 18%. Among voters under 50, Obama leads by 24. Among voters age 50+, Obama leads by 8. South Carolina is one of very few, and possibly the only Democratic primary state, where Obama leads among female voters. In most other states, Clinton has a stranglehold on women. Here in SC, Clinton led Obama by 33 points among females in November, but today, Obama is 12 atop Clinton among women.

20% May Change Their Mind: 2,100 South Carolina adults were interviewed 01/22/08 and 01/23/08. All interviews completed after contentious Democratic candidate debate in Myrtle Beach the evening of 01/21/08. Of the adults, 1,839 were registered to vote. Of them, 685 were determined by SurveyUSA to be likely to vote in the 01/26/08 Democratic Primary. 20% of likely Democratic Primary voters say they "may" yet change their mind. Of those whose minds are made up, Obama's support is the most solid.

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?

685 Likely Democratic 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%															
Clinton	29%	25%	32%	37%	18%	17%	42%	25%	31%	23%	28%	28%	36%	26%	30%
Edwards	22%	23%	21%	34%	6%	9%	22%	33%	17%	35%	29%	27%	16%	31%	20%
Obama	45%	47%	44%	24%	73%	53%	32%	25%	50%	38%	37%	43%	45%	35%	48%
Other	2%	4%	2%	3%	1%	22%	2%	10%	1%	3%	3%	1%	2%	5%	1%
Undecided	1%	1%	2%	2%	1%	0%	1%	7%	1%	1%	3%	0%	1%	3%	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%	55%	42%	1%	2%	8%	73%	16%	15%	42%	17%	20%	78%

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685 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: +/-3.8%																		
Clinton	29%	26%	24%	29%	40%	25%	33%	32%	27%	30%	29%	37%	28%	34%	28%	25%	20%	19%
Edwards	22%	18%	21%	25%	23%	20%	24%	28%	19%	21%	20%	24%	21%	24%	30%	15%	19%	48%
Obama	45%	50%	49%	44%	37%	49%	41%	36%	52%	45%	48%	29%	49%	40%	35%	59%	54%	22%
Other	2%	7%	2%	1%	1%	4%	1%	3%	2%	3%	1%	9%	2%	0%	2%	1%	5%	11%
Undecided	1%	0%	3%	1%	0%	2%	1%	1%	2%	2%	1%	0%	1%	1%	6%	0%	2%	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%	19%	31%	30%	20%	50%	50%	27%	38%	34%	37%	4%	20%	12%	5%	8%	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.