

Results of SurveyUSA Election Poll #13267



Geography: South Carolina
 Data Collected: 01/23/2008 - 01/24/2008
 Release Date: 01/25/2008

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

Eve of Democratic Primary, Obama Well-Positioned for South Carolina Win: 18 Hours until polls open in South Carolina, Barack Obama is poised to defeat Hillary Clinton and John Edwards, according to SurveyUSA's 7th and final tracking poll, conducted exclusively for WCSC-TV Charleston and WSPA-TV Greenville. After increasingly divisive campaigning, the contest ends: Obama 43%, Clinton 30%, Edwards 24%. Obama gets 3 of 4 black votes. Edwards and Clinton between them split 3 of 4 white votes. In the Midlands, Obama leads by 25; Upstate and in the Low Country, he leads by 5.

Filtering: 1,800 South Carolina adults were interviewed 01/23/08 and 01/24/08. Of the adults, 1,589 were registered to vote. Of them, 553 told SurveyUSA they had already voted in the Republican Primary on 01/19/08. Of the remainder, 606 were determined by SurveyUSA to be likely to vote in the 01/26/08 Democratic Primary. 1 in 5 likely voters say they still may change their mind, on the eve of the Primary. It is unknowable precisely how many Independents and Republicans may turn-out to vote in the Democratic Primary. The more who do, the better John Edwards will perform relative to Hillary Clinton. Over the past seven days, Edwards is the only candidate with momentum.

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?

606 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: +/-4.1%															
Clinton	30%	26%	32%	38%	18%	74%	30%	31%	32%	20%	21%	34%	37%	25%	31%
Edwards	24%	27%	21%	38%	6%	2%	20%	34%	18%	39%	39%	24%	18%	31%	22%
Obama	43%	42%	44%	21%	73%	25%	42%	26%	48%	36%	35%	40%	42%	33%	45%
Other	2%	3%	1%	2%	1%	0%	7%	8%	1%	3%	3%	1%	0%	5%	1%
Undecided	2%	1%	2%	2%	2%	0%	0%	2%	1%	2%	1%	1%	1%	6%	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%	41%	1%	2%	8%	73%	15%	16%	39%	18%	19%	81%

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?

606 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: +/-4.1%																		
Clinton	30%	24%	30%	26%	40%	28%	32%	30%	26%	34%	33%	26%	27%	38%	35%	20%	21%	15%
Edwards	24%	18%	20%	28%	28%	19%	28%	30%	20%	23%	19%	25%	21%	22%	39%	26%	16%	63%
Obama	43%	52%	46%	42%	31%	48%	38%	35%	51%	39%	44%	41%	49%	40%	24%	50%	55%	20%
Other	2%	5%	1%	2%	1%	3%	1%	3%	1%	2%	1%	8%	2%	0%	2%	2%	6%	2%
Undecided	2%	2%	2%	2%	0%	2%	1%	2%	1%	2%	3%	0%	1%	0%	0%	2%	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%	16%	33%	31%	20%	49%	51%	26%	40%	34%	38%	3%	20%	14%	4%	6%	6%	6%

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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.