



EMBARGOED UNTIL 4:00 PM, THURSDAY, JANUARY 17, 2008

JANUARY 2008 SOUTH CAROLINA DEMOCRATIC PRIMARY POLL

400 likely Democratic primary voters were interviewed by telephone January 14-16, 2008 by Mason-Dixon Polling & Research, Inc. of Washington, D.C. The margin for error is plus or minus 5%.

STATEWIDE NAME RECOGNITION:

QUESTION: I am going to read a list of names.

The first (next) name is _____.

Do you recognize that name? (IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Barack Obama	67%	16%	17%	-
Hillary Clinton	62%	14%	24%	-
John Edwards	56%	13%	31%	-

QUESTION: If the 2008 South Carolina Democratic primary were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

	SEX		AGE		
	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u><50</u>	<u>50+</u>
Barack Obama	40%	42%	39%	47%	35%
Hillary Clinton	31%	27%	34%	21%	39%
John Edwards	13%	17%	10%	15%	11%
Dennis Kucinich	1%	2%	-	1%	1%
Undecided (NOT READ)	15%	12%	17%	16%	14%

	RACE		PARTY ID		
	<u>STATE</u>	<u>WHITE</u>	<u>BLACK</u>	<u>DEM</u>	<u>OTHER</u>
Barack Obama	40%	20%	56%	43%	32%
Hillary Clinton	31%	39%	25%	32%	29%
John Edwards	13%	28%	2%	11%	19%
Dennis Kucinich	1%	1%	-	1%	1%
Undecided (NOT READ)	15%	12%	17%	13%	19%

(IF THEY VOTED FOR A CANDIDATE) QUESTION: At this point, would you say you will probably stick with that choice, or are that you still might change your mind?

	<u>CLINTON</u>	<u>OBAMA</u>	<u>EDWARDS</u>	
	<u>ALL</u>	<u>VOTERS</u>	<u>VOTERS</u>	<u>VOTERS</u>
STICK W/CHOICE	78%	79%	81%	67%
MIGHT CHANGE MIND	22%	21%	19%	33%

QUESTION: Which ONE of the following qualities are you most looking for in deciding which candidate to support?

Someone who: (ORDER ROTATED)

- 37% - cares about the issues I care about
- 19% – is honest and trustworthy
- 18% - represents change and a new approach
- 16% - has the right experience
- 6% - has the best chance to win in November
- 4% – Other/Not Sure (NOT READ)

	<u>CHANGE</u>	<u>ISSUES</u>	<u>EXPERIENCE</u>	<u>HONEST</u>
OBAMA	65%	29%	7%	43%
CLINTON	7%	32%	81%	14%
EDWARDS	11%	21%	8%	27%
KUCINICH	2%	-	-	-
UNDECIDED	15%	18%	4%	16%

QUESTION: Which ONE of the following issues do you feel is MOST important: (ORDER ROTATED)

The Economy & Jobs	38%
Health care	31%
Iraq	12%
Race Relations & racial progress	7%
The Environment, Energy & Climate Change	6%
National Security or Terrorism	5%
Other/Not Sure (NOT READ)	1%

	<u>IRAQ</u>	<u>ECONOMY</u>	<u>HEALTH CARE</u>
OBAMA	30%	38%	38%
CLINTON	38%	33%	33%
EDWARDS	17%	17%	13%
KUCINICH	-	1%	-
UNDECIDED	15%	11%	16%

DEMOGRAPHICS:

SEX:

Men	41%
Women	59%

AGE:

<50	43%
50+	57%

RACE:

White/Caucasian	43%
Black/African-American	54%
Other/Refused	3%

PARTY ID:

Democrat	76%
Republican	3%
Independent	21%