



EMBARGOED UNTIL 5:00 PM, Thursday, January 24, 2008

JANUARY 2008 SOUTH CAROLINA DEMOCRATIC PRIMARY POLL

400 likely Democratic primary voters were interviewed by telephone January 22-23, 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	63%	15%	22%	-
Hillary Clinton	57%	14%	29%	-
John Edwards	54%	16%	28%	2%

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

	<u>STATE</u>	<u>SEX</u>		<u>AGE</u>	
		<u>MEN</u>	<u>WOMEN</u>	<u><50</u>	<u>50+</u>
Barack Obama	38%	40%	36%	47%	31%
Hillary Clinton	30%	25%	33%	22%	36%
John Edwards	19%	24%	16%	20%	18%
Dennis Kucinich	-	-	-	-	-
Undecided (NOT READ)	13%	11%	15%	11%	15%

	<u>STATE</u>	<u>RACE</u>		<u>PARTY ID</u>	
		<u>WHITE</u>	<u>BLACK</u>	<u>DEM</u>	<u>OTHER</u>
Barack Obama	38%	10%	59%	38%	38%
Hillary Clinton	30%	36%	25%	32%	24%
John Edwards	19%	40%	4%	18%	23%
Dennis Kucinich	-	-	-	-	-
Undecided (NOT READ)	13%	14%	12%	12%	15%

	<u>STATE</u>	<u>WHITE</u>	<u>WHITE</u>	<u>BLACK</u>	<u>BLACK</u>
		<u>MEN</u>	<u>WOMEN</u>	<u>MEN</u>	<u>WOMEN</u>
Barack Obama	38%	11%	8%	66%	55%
Hillary Clinton	30%	29%	43%	23%	27%
John Edwards	19%	47%	34%	3%	4%
Dennis Kucinich	-	-	-	-	-
Undecided (NOT READ)	13%	13%	15%	8%	14%

(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>ALL</u>	<u>CLINTON VOTERS</u>	<u>OBAMA VOTERS</u>	<u>EDWARDS VOTERS</u>
STICK W/CHOICE	82%	80%	85%	77%
MIGHT CHANGE MIND	18%	20%	15%	23%

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

Someone who: (ORDER ROTATED)

- 36% - cares about the issues I care about
- 20% - is honest and trustworthy
- 20% - represents change and a new approach
- 12% - has the right experience
- 7% - has the best chance to win in November
- 5% - Other/Not Sure (NOT READ)

	<u>CHANGE</u>	<u>ISSUES</u>	<u>EXPERIENCE</u>	<u>HONEST</u>
OBAMA	65%	32%	12%	37%
CLINTON	18%	26%	73%	13%
EDWARDS	7%	29%	5%	33%
UNDECIDED	10%	13%	10%	17%

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

The Economy & Jobs	43%
Health care	29%
Iraq	9%
Race Relations & racial progress	8%
National Security or Terrorism	6%
The Environment, Energy & Climate Change	2%
Other/Not Sure (NOT READ)	3%

	<u>ECONOMY</u>	<u>HEALTH CARE</u>
OBAMA	38%	38%
CLINTON	33%	33%
EDWARDS	17%	13%
UNDECIDED	11%	16%

DEMOGRAPHICS:

SEX:

Men	42%
Women	58%

AGE:

<50	43%
50+	57%

RACE:

White/Caucasian	42%
Black/African-American	55%
Other/Refused	3%

PARTY ID:

Democrat	74%
Republican	3%
Independent	23%