



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

**JANUARY 2008 SOUTH CAROLINA REPUBLICAN PRIMARY POLL**

400 likely Republican 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>
John McCain	60%	18%	22%	-
Mike Huckabee	51%	19%	30%	-
Mitt Romney	50%	18%	32%	-
Fred Thompson	48%	17%	24%	1%
Rudy Giuliani	28%	27%	44%	1%
Ron Paul	21%	43%	33%	3%

**QUESTION: If the 2008 South Carolina Republican 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>&lt;50</u>	<u>50+</u>
John McCain	27%	30%	24%	23%	30%
Mike Huckabee	25%	24%	26%	29%	22%
Mitt Romney	15%	12%	18%	14%	16%
Fred Thompson	13%	18%	8%	13%	13%
Ron Paul	6%	5%	7%	6%	6%
Rudy Giuliani	5%	2%	8%	5%	5%
Duncan Hunter	1%	1%	1%	1%	1%
Undecided (NOT READ)	8%	15%	21%	9%	7%

	<u>STATE</u>	<u>BORN AGAIN?</u>		<u>PARTY ID</u>	
		<u>YES</u>	<u>NO</u>	<u>GOP</u>	<u>OTHER</u>
John McCain	27%	20%	39%	23%	40%
Mike Huckabee	25%	33%	11%	26%	22%
Mitt Romney	15%	13%	18%	17%	8%
Fred Thompson	13%	15%	10%	14%	9%
Ron Paul	6%	4%	9%	6%	7%
Rudy Giuliani	5%	3%	8%	6%	1%
Duncan Hunter	1%	1%	1%	1%	-
Undecided (NOT READ)	8%	11%	4%	7%	13%

**(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>MCCAIN</u> <u>VOTERS</u>	<u>HUCKABEE</u> <u>VOTERS</u>	<u>ROMNEY</u> <u>VOTERS</u>	<u>THOMPSON</u> <u>VOTERS</u>
STICK W/CHOICE	67%	74%	65%	64%	71%
MIGHT CHANGE MIND	33%	26%	35%	36%	29%

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

**Someone who: (ORDER ROTATED)**

43% - has the strength and leadership to keep America safe

39% - shares my values and views on issues

7% - has the right experience

6% - has the best chance to win in November

3% - represents a different approach from President Bush

2% - Other/Not Sure (NOT READ)

	<u>VALUES</u>	<u>LEADERSHIP</u>
MCCAIN	12%	33%
HUCKABEE	37%	17%
ROMNEY	15%	19%
THOMPSON	19%	9%
PAUL	7%	5%
GIULIANI	3%	6%
HUNTER	1%	-
UNDECIDED	6%	11%

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

The Economy & Jobs	27%
National Security or Terrorism	23%
Moral & Family Issues	16%
Taxes & Government Spending	13%
Immigration	12%
Iraq	5%
Other/Not Sure (NOT READ)	4%

	<u>TERROR</u>	<u>ECONOMY</u>	<u>IMMIGRATION</u>	<u>TAXES</u>	<u>MORAL/ FAMILY</u>
MCCAIN	30%	29%	13%	17%	8%
HUCKABEE	13%	24%	18%	21%	64%
ROMNEY	20%	17%	26%	17%	14%
THOMPSON	22%	6%	22%	16%	5%
PAUL	2%	6%	9%	13%	-
GIULIANI	7%	7%	4%	2%	-
HUNTER	-	1%	-	-	-
UNDECIDED	6%	10%	8%	14%	9%

**DEMOGRAPHICS:**

**SEX:**

Men	50%
Women	50%

**AGE:**

<50	42%
50+	58%

**EVANGELICAL/BORN AGAIN CHRISTIAN?**

Yes	62%
No	36%
Refused	2%

**PARTY ID:**

Democrat	2%
Republican	77%
Independent	21%