

Results of SurveyUSA Election Poll #13205



Geography: South Carolina
 Data Collected: 01/16/2008
 Release Date: 01/17/2008

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

36 HRS TO SC GOP PRIMARY -- McCain and Huckabee Palmetto to Palmetto: Hours till the South Carolina Republican Primary, John McCain has the slightest edge over Mike Huckabee, but within the margin of sampling error, each with an excellent chance to win, according to a SurveyUSA poll conducted exclusively for WSPA-TV Greenville and WCSC-TV Charleston. At this hour, it's: McCain 29%, Huckabee 26%, Mitt Romney and Fred Thompson tied for 3rd place at 17%, and Ron Paul and Rudolph Giuliani further back, effectively tied for 5th place. Huckabee still leads Upstate. In the Midlands, the two are tied. But in the Low Country, the race is fundamentally altered: McCain up 23 points and Huckabee down 16 points, a 39-point swing away from the Preacher to the War Hero over the past 10 days. Among seniors, McCain is up 21 points, Huckabee is down 14 points, a 35-point swing. By contrast, Huckabee holds onto younger supporters; he leads by 12 among voters under 50.

That Was Then, This is Now: Ten days ago, when the Dow was at 13,046, SC Republicans said Immigration was the most important issue facing the next President. Today, with the Dow 580 points lower, Republicans say the Economy is the most important issue. Among voters focused on the economy, McCain and Huckabee tie. Among voters focused on Immigration, McCain runs 4th, behind Romney, Thompson, and Huckabee. If South Carolina's seniors and Low Country residents vote in larger numbers than SurveyUSA here forecasts, McCain wins. If younger voters, voters in the Midlands and voters Upstate show up in larger numbers, Huckabee wins. This is SurveyUSA's 5th tracking poll in SC. Giuliani led on 11/13/07, just 9 weeks ago. That makes Giuliani's 3% showing today stunning.

31% Might Still Change Their Mind: 1,500 South Carolina adults were interviewed 01/16/08. All interviews conducted after the results of the 01/15/08 Michigan Primary were known. 1,300 of those interviewed were registered to vote in South Carolina. Of them, 470 were determined by SurveyUSA to be likely to vote in the 01/19/08 Republican Primary. Election polls with a one-day field period may be more volatile than election polls conducted across several days. As such, SurveyUSA will continue to interview in South Carolina on Thursday 01/17/08, and will endeavor to release an updated set of Republican numbers, along with a completely fresh set of Democratic numbers, on Friday 01/18/08. At this hour, 31% of likely Republican Primary voters say they "may" change their mind. Among just the subset of likely voters who say their mind is made up, McCain leads Huckabee 33% to 28% -- within the survey's margin of sampling error.

1 If the Republican Primary for President of the United States were today, would you vote for ...(names rotated) Rudy Giuliani? Mike Huckabee? John McCain? Mitt Romney? Fred Thompson? Ron Paul? Or some other Republican?

470 Likely Republican 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: +/-4.6%															
Giuliani	3%	4%	2%	3%	0%	13%	4%	3%	0%	0%	2%	6%	0%	4%	2%
Huckabee	26%	24%	27%	27%	16%	9%	3%	27%	10%	16%	28%	21%	0%	21%	28%
McCain	29%	26%	32%	29%	10%	8%	46%	28%	28%	43%	24%	38%	50%	19%	33%
Romney	17%	17%	18%	19%	2%	15%	9%	19%	8%	12%	20%	10%	0%	22%	15%
Thompson	17%	19%	14%	16%	35%	54%	8%	17%	4%	15%	21%	10%	10%	19%	16%
Paul	5%	6%	4%	5%	19%	1%	0%	4%	9%	10%	3%	12%	14%	6%	5%
Other	2%	2%	1%	1%	4%	0%	30%	1%	24%	2%	2%	2%	0%	4%	1%
Undecided	2%	2%	2%	1%	14%	1%	0%	1%	17%	2%	2%	0%	27%	5%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Republican Pri	100%	55%	45%	91%	5%	1%	3%	82%	3%	11%	67%	24%	2%	31%	69%

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470 Likely Republican 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: +/-4.6%																		
Giuliani	3%	4%	1%	3%	5%	2%	4%	2%	3%	4%	3%	0%	0%	3%	5%	9%	0%	2%
Huckabee	26%	39%	29%	20%	18%	33%	19%	32%	27%	18%	33%	13%	16%	38%	19%	19%	24%	20%
McCain	29%	11%	26%	30%	42%	21%	36%	25%	24%	38%	34%	47%	38%	28%	33%	30%	43%	15%
Romney	17%	21%	12%	19%	20%	16%	19%	12%	18%	22%	16%	0%	17%	15%	14%	12%	6%	27%
Thompson	17%	7%	21%	23%	11%	16%	18%	20%	16%	14%	8%	34%	20%	10%	28%	16%	9%	24%
Paul	5%	11%	6%	3%	2%	8%	3%	6%	6%	3%	3%	6%	0%	3%	1%	14%	8%	10%
Other	2%	1%	4%	1%	0%	3%	1%	1%	3%	1%	0%	0%	5%	0%	0%	0%	0%	2%
Undecided	2%	5%	1%	1%	2%	2%	2%	3%	3%	0%	3%	0%	4%	2%	1%	0%	10%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Republican Pri	100%	17%	29%	30%	23%	46%	54%	33%	36%	31%	35%	2%	9%	7%	15%	4%	2%	23%

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.