



FOR IMMEDIATE RELEASE
January 13, 2008

CONTACT: DEAN DEBNAM
888-621-6988 / 919-880-4888

Obama, McCain widen leads in South Carolina

Raleigh, N.C. – The latest Public Policy Polling survey of likely South Carolina primary voters finds that Barack Obama and John McCain are expanding their leads in the state.

Obama's lead over Hillary Clinton is now 44-31 with South Carolina native John Edwards at just 16%. A key finding was that Obama leads Clinton 42-37 among likely female voters. His level of support among African Americans in the state is now up to 68%. Obama leads by large margins in the Low Country and the Midlands, while he and Clinton are tied with Edwards just behind in the Upstate.

“It looks like the next big momentum swing in the Democratic contest is going to go in Obama's direction,” said Dean Debnam, President of Public Policy Polling. “That's going to make it imperative for Hillary Clinton to have a strong Super Tuesday, or risk seeing Obama run away with it.”

On the Republican side, John McCain has opened up a seven point lead on Mike Huckabee, 28-21. Mitt Romney has 17% followed by Fred Thompson at 14%, and Rudy Giuliani has dropped all the way down to a tie with Ron Paul at 5%.

Huckabee received support from over half the respondents who listed moral and family values as their top issue, but McCain was the top choices of folks most concerned with Iraq and the economy. McCain has a large lead in the Low Country, with only two point margins over Huckabee in the Upstate and the Midlands.

“A loss in South Carolina could be deadly to Huckabee's candidacy,” said Debnam. “If he can't take a state dominated by his fellow southern conservatives, it's hard to see where coming up that he would be able to win.”

PPP surveyed 1072 likely Republican primary voters and 510 likely Democratic primary voters on January 11th and 12th. The surveys have margins of error of $\pm 2.9\%$ and $\pm 4.3\%$ respectively. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at www.publicpolicypolling.com.

If you have questions about this release or would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

###





SC Democratic Primary Survey Results

Q1 The Democratic candidates still running for President are Hillary Clinton, John Edwards, Dennis Kucinich, and Barack Obama. If the primary was today, who would you vote? If you would vote for Hillary Clinton, press 1. If for John Edwards, press 2. If for Dennis Kucinich, press 3. If for Barack Obama, press 4. If you're undecided press 5.

Clinton.....31% Obama.....44%
Edwards.....16% Undecided..... 8%
Kucinich 1%

Q2 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq27% Moral and family values..... 3%
Education..... 10% Health care..... 14%
Economy and jobs.40% Immigration 3%
Taxes 1% Other..... 2%

Q3 If you are a woman, press 1, if a man, press 2.

Women59% Men.....41%

Q4 If you are a Democrat, press 1, if a Republican, press 2. If other, press 3.

Democrat.....86% Other.....11%
Republican..... 3%

Q5 If you are white, press 1, if African-American, press 2. If other, press 3.

White47% Other..... 2%
African American ...51%

Q6 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older than 65, press 4.

18-29..... 8% 46-65.....49%
30-45.....18% Older than 65.....25%





SC Democratic Crosstabs

	Base	Issue							
		War in Iraq	Education	Economy and jobs	Taxes	Moral and family values	Health care	Immigration	Other
President									
Clinton	31%	33%	29%	29%	30%	14%	32%	64%	9%
Edwards	16%	18%	16%	15%	20%	23%	10%	25%	28%
Kucinich	1%	2%	1%	0%	-	5%	1%	-	6%
Obama	45%	44%	51%	45%	51%	40%	51%	6%	21%
Undecided	8%	3%	3%	11%	-	19%	7%	5%	37%

	Base	Gender	
		Women	Men
President			
Clinton	31%	37%	22%
Edwards	16%	13%	19%
Kucinich	1%	1%	1%
Obama	45%	42%	49%
Undecided	8%	7%	9%

	Base	Party Affiliation		
		Democrat	Republican	Other
President				
Clinton	31%	31%	30%	23%
Edwards	16%	13%	17%	35%
Kucinich	1%	1%	-	1%
Obama	44%	46%	44%	35%
Undecided	8%	8%	9%	6%

	Base	Race		
		White	African American	Other
President				
Clinton	31%	43%	19%	14%
Edwards	16%	30%	4%	5%
Kucinich	1%	2%	-	5%
Obama	44%	19%	68%	62%
Undecided	8%	6%	10%	14%

	Base	Age			
		18-29	30-45	46-65	Older than 65
President					
Clinton	31%	36%	20%	28%	42%
Edwards	16%	5%	13%	15%	23%
Kucinich	1%	1%	1%	2%	1%
Obama	44%	44%	58%	49%	25%
Undecided	8%	13%	8%	6%	9%

	Base	Area Code		
		803	843	864
President				
Clinton	31%	35%	25%	32%
Edwards	16%	11%	14%	28%
Kucinich	1%	0%	2%	1%
Obama	44%	47%	49%	32%
Undecided	8%	7%	10%	7%





SC Republican Primary Survey Results

Q1 The Republican candidates still running for President are Rudy Giuliani, Mike Huckabee, John McCain, Ron Paul, Mitt Romney, and Fred Thompson. If the primary was today, who would you vote for? If you would vote for Rudy Giuliani, press 1. If for Mike Huckabee, press 2. If for John McCain, press 3. If for Ron Paul, press 4. If for Mitt Romney, press 5. If for Fred Thompson, press 6. If you're undecided press 7.

Giuliani..... 5% *Romney*17%
Huckabee.....21% *Thompson*.....14%
McCain.....28% *Undecided*..... 9%
Paul 5%

Q2 I am going to name 7 issues. Which of these is most important to you? The War in Iraq, education, the economy and jobs, taxes, moral or family values, health care, or immigration. If the War in Iraq is most important, press 1. If education, press 2. If the economy and jobs, press 3. If taxes, press 4. If moral and family values, press 5. If health care, press 6. If immigration, press 7. If some other issue is most important, press 8.

War in Iraq 21% *Moral and family values*..... 16%
Education 3% *Health care*..... 3%
Economy and jobs.27% *Immigration* 21%
Taxes 7% *Other*..... 2%

Q3 If you are a woman, press 1, if a man, press 2.

Women44% *Men*.....56%

Q4 If you are a Democrat, press 1, if a Republican, press 2. If other, press 3.

Democrat..... 2% *Other*.....14%
Republican.....83%

Q5 If you are white, press 1, if African-American, press 2. If other, press 3.

White94% *Other*..... 3%
African American 3%

Q6 If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older than 65, press 4.

18-29..... 4% *46-65*.....44%
30-45.....14% *Older than 65*.....38%





SC Democratic Crosstabs

	Base	Issue							
		War in Iraq	Education	Economy and jobs	Taxes	Moral and family values	Health care	Immigration	Other
President									
Giuliani	5%	8%	13%	4%	3%	1%	10%	6%	7%
Huckabee	21%	15%	19%	18%	20%	52%	12%	11%	14%
McCain	28%	36%	25%	37%	24%	16%	49%	18%	18%
Paul	5%	2%	6%	7%	6%	3%	-	6%	3%
Romney	17%	17%	12%	16%	21%	8%	8%	26%	25%
Thompson	14%	15%	13%	10%	17%	9%	6%	26%	11%
Undecided	9%	7%	13%	8%	9%	11%	14%	8%	22%

	Base	Gender	
		Women	Men
President			
Giuliani	5%	5%	5%
Huckabee	21%	23%	19%
McCain	28%	28%	28%
Paul	5%	3%	6%
Romney	17%	19%	16%
Thompson	14%	11%	17%
Undecided	9%	10%	8%

	Base	Party Affiliation		
		Democrat	Republican	Other
President				
Giuliani	5%	6%	5%	4%
Huckabee	21%	20%	22%	18%
McCain	28%	29%	28%	30%
Paul	5%	-	4%	12%
Romney	17%	14%	18%	14%
Thompson	14%	11%	14%	16%
Undecided	9%	20%	9%	6%

	Base	Race		
		White	African American	Other
President				
Giuliani	5%	5%	5%	9%
Huckabee	21%	22%	17%	9%
McCain	28%	29%	29%	21%
Paul	5%	4%	12%	7%
Romney	17%	17%	20%	23%
Thompson	14%	15%	7%	5%
Undecided	9%	8%	10%	25%

	Base	Age			
		18-29	30-45	46-65	Older than 65
President					
Giuliani	5%	5%	5%	6%	4%
Huckabee	21%	24%	23%	24%	17%
McCain	28%	33%	20%	25%	35%
Paul	5%	13%	9%	5%	2%
Romney	17%	19%	10%	17%	20%
Thompson	14%	3%	21%	14%	13%
Undecided	9%	2%	13%	9%	8%

	Base	Area Code		
		803	843	864
President				
Giuliani	5%	3%	7%	5%
Huckabee	21%	24%	16%	23%
McCain	28%	26%	34%	25%
Paul	5%	5%	4%	6%
Romney	17%	15%	18%	18%
Thompson	14%	17%	13%	13%
Undecided	9%	10%	7%	9%

