



CBS NEWS POLL
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SOUTH CAROLINA: THE DEMOCRATIC RACE
December 13-17, 2007

- The South Carolina Democratic primary is a toss-up between Hillary Clinton and Barack Obama.
- This is driven by race and a "reverse gender gap" -- Clinton leads with men, and Obama with women. Black women choose the black candidate, not the woman, voting for Obama by more than two to one. Black men are voting for him too, but by a smaller margin.
- In the big endorsement battle, Bill Clinton holds more sway than Oprah Winfrey.
- John Edwards, running third, is tops in one key attribute: he is seen as caring most about South Carolina.

A TIGHT CONTEST

Right now South Carolina is a toss-up between Hillary Clinton and Barack Obama. It is also a contest with large racial differences.

Obama is winning the black vote handily, but among whites, Hillary Clinton wins, and John Edwards is second, with Obama third. Edwards' support comes almost exclusively from whites.

CHOICE FOR DEMOCRATIC NOMINEE

(Among likely Democratic Primary Voters)

	All	Whites	Blacks
Obama	35%	14%	52%
Clinton	34	42	27
Edwards	13	27	2

There is a reverse gender gap: it is Obama leading among women, not Clinton, the female candidate. Clinton, in turn, leads among men.

CHOICE FOR DEMOCRATIC NOMINEE

(Among likely Democratic Primary Voters)

	All	Men	Women
Obama	35%	30%	39%
Clinton	34	38	31
Edwards	13	17	10

Much of the women's vote for Obama is driven by black women, who support him in strong numbers. They make up two-thirds of all

black Democratic primary voters, and black women constitute 60% of all women Democratic Primary voters in this poll.

Race matters more than gender right now. Clinton leads with both white men and white women; Obama wins with black men and black women.

CHOICE FOR DEMOCRATIC NOMINEE

(Among likely Democratic Primary Voters)

		<u>Whites</u>		<u>Blacks</u>	
	All	Men	Women	Men	Women
Obama	35%	11%	16%	52%	53%
Clinton	34	43	41	30	26
Edwards	13	32	23	1	2

EXPERIENCE VS. CHANGE

Obama's voters volunteer his campaign theme of being an agent of change and a new face as a reason for supporting him; Clinton's backers pick her for having the right experience.

In the same vein, she is also helped by her connection with Bill Clinton.

MAIN REASON YOU SUPPORT YOUR CANDIDATE?

(Among likely Democratic Primary Voters)

	Clinton Voters	Obama voters
Right experience	23%	6%
Change/new person	1	20
Agree on issues	11	15
Bill Clinton	13	-
Health Care	9	4
Cares about me	3	12
Want a black Pres.	-	7
Want a woman Pres.	8	-

One in eight of Obama's backers see him as caring about their needs (in particular, black voters think this).

Each of the top candidates' unique characteristic - Obama would be the first black President, Clinton the first woman - are mentioned by similar percentages of their supporters.

THE ENDORSEMENT FACTOR: BILL CLINTON VS. OPRAH WINFREY

Bill Clinton has a larger net impact than Oprah Winfrey.

38% say the former President's involvement makes them more likely to back Hillary Clinton. His involvement is a net positive for Senator Clinton among blacks, too.

BILL CLINTON'S IMPACT ON THE CLINTON CAMPAIGN: DOES HE MAKE YOU...?

(Among likely Democratic Primary Voters)

	All	Whites	Blacks
More likely to vote for her	38%	39%	37%
Less likely to vote for her	10	16	6
Makes no difference	50	44	55

Oprah Winfrey's impact for Obama is not as strong, not even among black women. Just 14% admit her involvement steers them more to Obama.

Her involvement even may be turning off some white voters: about one-third say it makes them less likely to back Obama.

OPRAH WINFREY'S IMPACT ON THE OBAMA CAMPAIGN: DOES SHE MAKE YOU...?

(Among likely Democratic Primary Voters)

	All	Whites	Blacks		
			All	Men	Women
More likely to vote for him	10%	4%	16%	20%	14%
Less likely to vote for him	15	31	3	1	3
Makes no difference	74	65	80	77	82

All the top candidates' fortunes may rest on turning out new voters - perhaps especially so for Obama.

25% of Obama's voters say they would be first time primary voters. 20% of Clinton's backers and 15% of Edwards' backers would be.

THE ROLE OF RACE AND GENDER

Most Democratic primary voters say a candidate's race or gender generally makes no difference to them. But some - including one in ten women - would rather vote for a man.

ALL ELSE EQUAL, WOULD YOU RATHER VOTE FOR A MAN OR WOMAN?

(Among likely Democratic primary voters)

	All	Men	Women
Man	12%	14%	10%
Woman	4	5	3
Doesn't matter	84	81	86

Being a woman may be costing Clinton some votes, even among women.

17% of non-Clinton supporters (including undecideds) say they'd rather vote for a man, generally.

13% of female non-Clinton backers would generally prefer a man, too.

Nine in ten Democratic voters says race makes no difference. Few blacks say they are seeking a black nominee, generally.

ALL ELSE EQUAL, WOULD YOU RATHER VOTE FOR YOUR OWN RACE, OR DIFFERENT?

(Among likely Democratic primary voters)

	All	Whites	Blacks
Same race as you	1%	9%	7%
Different race	8	1	1
Doesn't matter	91	90	91

10% of white Democratic primary voters who are not backing Obama (including undecideds) say they'd generally prefer someone of their own race (white).

55% of white Democratic primary voters in South Carolina think America is ready to elect a black president - fewer blacks think so.

IS AMERICA READY TO ELECT A BLACK PRESIDENT?

(Among likely Democratic primary voters)

	All	Whites	Blacks
Yes	50%	55%	46%
No	37	34	39

Blacks who say America is not ready to elect a black president are still voting for Obama by a slim margin: 43% are, compared to 36% who are backing Clinton.

VOTERS COULD CHANGE THEIR MINDS

Of course, Iowa and New Hampshire will be heard from first -- so the race could still shift.

Four in ten voters with a candidate preference say they could still change their minds.

Clinton's and Obama's voters are about equally committed: four in ten of each candidate's backers might switch.

IS YOUR MIND MADE UP?

(Among likely Democratic Primary Voters)

	All	Clinton Voters	Obama voters
Yes	55%	60%	58%
No	45	40	42

ASSESSING THE CANDIDATES: FRESH IDEAS MORE IMPORTANT THAN EXPERIENCE

By a slim margin, Democratic primary voters in South Carolina choose having fresh ideas over having the right kind of experience as more important in a presidential candidate.

WHICH IS MORE IMPORTANT IN A CANDIDATE?
 (Among likely Democratic primary voters)

Right experience	39%
Fresh ideas	45

Most Democratic primary voters who value fresh ideas support Obama, while most who value the right kind of experience support Clinton.

CHOICE FOR DEMOCRATIC NOMINEE
 (Among likely Democratic primary voters)

	Fresh Ideas	Right Experience
Obama	57%	17%
Clinton	17	52
Edwards	10	15

Clinton has a large lead on experience.

Most think Hillary Clinton has prepared herself well enough for the job of president.

Fewer than half of Democratic primary voters think Obama - or Edwards - are prepared.

ARE THEY PREPARED TO BE PRESIDENT?
 (Among likely Democratic primary voters)

	Clinton	Obama	Edwards
Prepared for being President	78%	44%	46%
Needs a few more years	15	47	37

CLINTON CAN WIN, OBAMA WILL BRING CHANGE, AND EDWARDS CARES

Clinton is seen as the candidate with the best chance of winning the presidency.

Obama is seen as the most likely to bring about real change in Washington, and the one who most cares about blacks.

Edwards is viewed as the candidate who cares most about the problems of South Carolina.

He was also seen that way by Iowans in an earlier CBS/NYT Iowa Poll.

WHICH CANDIDATE ...?
 (Among likely Democratic primary voters)

	Clinton	Obama	Edwards
Has best chance of winning in 11/2008	56%	22	9
Will bring about change in Washington	32%	38	12
Cares about problems of S. Carolina	22%	25	39
Cares about problems of blacks	23%	54	4

Among blacks, Obama is especially seen as caring about blacks, but whites think he does, too.

WHICH CANDIDATE CARES MOST ABOUT BLACKS?

(Among likely Democratic primary voters)

	Whites	Blacks
Obama does	49%	59%
Clinton does	23	23
Edwards does	6	2

CLINTON, OBAMA'S HURDLES WINNING OVER NON-SUPPORTERS

Voters not backing Hillary Clinton now offer many different reasons why they don't, and it's not her Iraq war stance.

The fact that she is a woman, and simply liking other candidates better, top the list.

WHY AREN'T YOU SUPPORTING CLINTON?

(Among backers of someone else)

Not time for woman president	11%
Like others better	10
She changes issue stances	5
Disagree on issues	6
Just don't like her	5
Dishonest	3
Iraq war stance	3

There's only one overriding reason that some aren't backing Obama: many of his non-supporters think he's too young and inexperienced.

Few mention his race or views on his electability as reasons.

WHY AREN'T YOU SUPPORTING OBAMA?

(Among backers of someone other than Obama)

Inexperienced/too young	34%
Like others better	8
Don't like him	5

One-third of the Democratic electorate says they've changed their minds -- they used to support someone other than their current choice. That movement has been mostly away from Hillary Clinton.

Most who have switched say they used to support Clinton. This may be in part a function of the higher name recognition Clinton had entering the race. She led by large margins in early South Carolina polls.

All three leading candidates for the nomination are viewed favorably by Democratic primary voters in South Carolina.

Voters are least decided about Edwards, with 42% yet to make up their minds.

OPINION OF THE CANDIDATES

(Among likely Democratic primary voters)

	Obama	Clinton	Edwards
Favorable	60%	59%	45%
Unfavorable	9	13	13
Undecided/ Don't know	29	27	42

THE ISSUES: HEALTH CARE FIRST, THEN THE WAR AND THE ECONOMY

Health care is the issue that most want to hear the candidates for president discuss, followed by the war in Iraq.

Primary voters supporting Clinton choose health care first, while the war in Iraq is the number one issue for Obama supporters.

ISSUE YOU MOST WANT CANDIDATES TO TALK ABOUT

(Among likely Democratic primary voters)

	All Voters	Clinton Voters	Obama Voters
Health care	29%	34%	28%
War in Iraq	24	20	32
Economy/jobs	14	17	10

Democratic primary voters in South Carolina, like those nationwide, overwhelmingly believe the war in Iraq is going badly.

They also want large numbers of U.S. troops out of Iraq within the next year.

HOW ARE THINGS GOING FOR U.S. IN IRAQ?

(Among likely Democratic primary voters)

	Nationwide (12/5-9)	South Carolina
Very well	1%	2%
Somewhat well	14	14
Somewhat badly	36	33
Very badly	46	49

Most Democratic primary voters in South Carolina are concerned about unemployment.

57% say they are at least somewhat concerned someone in their household will lose a job within the next year.

Many of these voters aren't getting ahead financially: only one in four Democratic primary voters in South Carolina make enough to save and buy extras, slightly fewer than Democratic primary voters nationwide.

Just under half of South Carolina's likely primary voters are paying a lot of attention to the campaign: 47% on the Democratic side and 45% on the Republican. By comparison, a November CBS News/NY Times poll of New Hampshire found about the same percent of likely voters paying a lot of attention there. Iowa's likely voters, however, were following their state's contest more closely, with over six in ten of each party's caucus-goers paying a lot.

This poll was conducted among a South Carolina statewide random sample of 1319 registered voters, including an oversample of African American voters. There are 599 likely Democratic Primary voters and 447 likely Republican Primary voters. The error due to sampling could be 3 points for all registered voters, 4 points for Democratic primary voters, and 5 points for Republican Primary voters. A total of 444 African-American registered voters and 356 African-American Democratic primary voters were interviewed.

The sample was drawn from two sources: records on the state of South Carolina's registered voter list for which phone numbers were available, and a statewide RDD phone sample. Numbers dialed from the RDD sample were only those not among the numbers available for records on the registered voter list.

Results were weighted by probabilities of selection and by demographic characteristics to reflect the South Carolina registered voter list. To create the probable electorate, registered voters were also weighted by their intention of voting, their attention to the campaign, and their past voting behavior.

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q1 RELEASED SEPARATELY

q2 How much attention have you been able to pay to the 2008 presidential campaign--a lot, some, not much, or no attention so far?

	** SC REGISTERED VOTERS **		
	All Voters	Dem Primary Voters	Rep Primary Voters
	%	%	%
A lot	39	47	45
Some	44	40	44
Not much	14	9	10
None at all	4	3	2

q3-q4 DEMOS

q5 Have you ever voted in a South Carolina Presidential primary in the past, or will this be your first time voting in a South Carolina primary?

	* SC LIKELY PRIMARY VOTERS *		
	80	79	80
Voted in past			
First time voter	20	21	20
DK/NA	0	0	0

q6 Which ONE issue would you most like to hear the candidates for president discuss during the 2008 presidential campaign?

	* SC LIKELY DEMOCRATIC PRIMARY VOTERS *		
	Total Voters	Clinton Voters	Obama Voters
	%	%	%
Health Care	29	34	28
War in Iraq	24	20	32
Economy & Jobs	14	18	10
Education	4	2	5
Immigration	2	3	2
Medicare, Medicaid	2	3	1
Social Security	2	0	4
Defense/Military	2	2	2
Other	15	12	9
DK/NA	8	6	7

q7 If the South Carolina Democratic Presidential primary were held today, which candidate would you vote for -- Hillary Clinton, Barack Obama, John Edwards, Joe Biden, Christopher Dodd, Mike Gravel, Dennis Kucinich or Bill Richardson?

SC Likely Democratic Primary Voters	
	%
Biden	1
Clinton	34
Dodd	0
Edwards	13
Kucinich	1
Obama	35
Richardson	1
Someone else/none	0
Undecided (Vol.)	11
DK/NA	4

q8 Is your mind made up or is it still too early to say for sure?

* SC LIKELY DEMOCRATIC PRIMARY VOTERS *			
	Total Voters	Clinton Voters	Obama Voters
	%	%	%
Mind made up	55	60	58
Too early to say for sure	45	40	42

q9 What specifically is it about [fill can1] that makes you want to support [fill can2]?

Agree on issues	13	11	15
Right experience	13	23	6
Cares about people like me	9	3	12
Like him/her	8	6	8
Stance on Health care	8	9	4
New person/fresh ideas	5	0	13
Married to Bill Clinton	5	13	0
Honesty/integrity/trustworthy	4	3	6
Will bring change	3	1	7
Stance on Iraq War	3	2	4
Smart/intelligent	3	6	1
Time for a woman president	3	8	0
Time for a black president	3	0	7
Best candidate for the job	2	2	1
Strong leader/leadership	2	3	1
Shares my values	2	0	3
Other	11	6	10
DK/NA	3	4	2

q10 Would you describe your support for [fill can1] as strongly favoring [fill can1], or do you like [fill can2] but with reservations, or do you support [fill can2] because you dislike the other candidates?

	* SC LIKELY DEMOCRATIC PRIMARY VOTERS *		
	Total	Clinton	Obama
	Voters	Voters	Voters
	%	%	%
Strongly favor	69	72	72
Like but with reservations	25	25	20
Dislike other candidates	4	2	5
Don't know/No answer	2	1	3

q11 Was there a time when you were supporting a different candidate for the nomination, or have you always supported the candidate you are backing now?

Yes, supported different	32	19	39
No, always supported this	65	77	58
DK/NA	3	4	3

q12 Which candidate did you support?

	* SC LIKELY DEMOCRATIC PRIMARY VOTERS WHO SUPPORTED OTHER CANDIDATE IN PAST *		
Clinton	54	3	72
Obama	16	55	5
Edwards	15	27	12
Biden	3	3	3
Someone else/None (vol)	9	6	7
DK/NA	3	6	1

q13 What specifically is the main reason you are NOT supporting Barack Obama right now?

	SC Likely Democratic Primary Voters Not voting for Hillary Clinton	
	%	
Not experienced enough	30	
Like my candidate better	8	
Don't like him	5	
Don't agree on issues	5	
Too young	4	
Dishonest/not trustworthy	2	
Nothing	2	
Other	12	
DK/NA	32	

q14 What specifically is the main reason you are NOT supporting Hillary Clinton right now?

SC Likely Democratic Primary Voters
Not voting for Hillary Clinton

	%
Not time for a woman president	11
Like my candidate better	10
Don't agree on issues	6
Changes stance on issues	5
Don't like him	5
Another Clinton	4
Dishonest/not trustworthy	3
Stance on Iraq War	3
Too young	2
Hard-headed	2
Stance on Health care	2
Nothing	4
Other	10
DK/NA	33

q16 Is your opinion of Hillary Clinton favorable, not favorable, undecided, or haven't you heard enough about Hillary Clinton yet to have an opinion?

SC Likely Democratic
Primary Voters

	%
Favorable	59
Not favorable	13
Undecided	20
Haven't heard enough	7
Refused	1

q17 Is your opinion of John Edwards favorable, not favorable, undecided, or haven't you heard enough about John Edwards yet to have an opinion?

Favorable	45
Not favorable	13
Undecided	22
Haven't heard enough	20
Refused	1

q18 Is your opinion of Barack Obama favorable, not favorable, undecided, or haven't you heard enough about Barack Obama yet to have an opinion?

Favorable	60
Not favorable	9
Undecided	18
Haven't heard enough	11
Refused	1

q19 Does Oprah Winfrey's involvement in Barack Obama's Presidential campaign make you more likely to support Barack Obama, less likely, or doesn't it make a difference to you?

* SC LIKELY DEMOCRATIC PRIMARY VOTERS *

	Total Voters %	White Voters %	Black Voters %
More likely	10	4	16
Less likely	15	31	3
No difference	74	65	80
DK/NA	1	0	1

q20 Does BILL Clinton's involvement in Hillary Clinton's Presidential campaign make you more likely to support Hillary Clinton, less likely, or doesn't it make a difference to you?

More likely	38	39	37
Less likely	10	16	6
No difference	50	44	55
DK/NA	2	1	2

q24 Which one is more important to you in a presidential candidate -- having the right experience, or having fresh ideas?

SC Likely Democratic
Primary Voters

	%
Right experience	39
Fresh ideas	45
Both (Vol.)	15
Don't know/No answer	1

q25 From what you know so far, do you think Hillary Clinton has prepared herself well enough for the job of President and all the issues a President has to face, or do you think she needs a few more years to prepare?

Prepared	78
Needs a few more years	15
DK/NA	7

q26 From what you know so far, do you think John Edwards has prepared himself well enough for the job of President and all the issues a President has to face, or do you think he needs a few more years to prepare?

Prepared	46
Needs a few more years	37
DK/NA	17

q27 From what you know so far, do you think Barack Obama has prepared himself well enough for the job of President and all the issues a President has to face, or do you think he needs a few more years to prepare?

SC Likely Democratic
Primary Voters

	%
Prepared	44
Needs a few more years	47
DK/NA	9

q34 Regardless of how you intend to vote in 2008, which candidate do you think is most likely to bring about real change in the way things are done in Washington -- Joe Biden, Hillary Clinton, Christopher Dodd, John Edwards, Mike Gravel, Dennis Kucinich, Barack Obama or Bill Richardson?

Biden	4
Clinton	32
Edwards	12
Gravel	0
Kucinich	2
Obama	38
Richardson	1
Someone else/None	1
DK/NA	10

q35 Regardless of how you intend to vote in 2008, which candidate do you think cares most about the needs and problems of blacks --Joe Biden, Hillary Clinton, Christopher Dodd, John Edwards, Mike Gravel, Dennis Kucinich, Barack Obama or Bill Richardson?

* SC LIKELY DEMOCRATIC PRIMARY VOTERS *

	Total Voters	White Voters	Black Voters
	%	%	%
Biden	0	0	0
Clinton	23	23	23
Dodd	0	0	0
Edwards	4	6	2
Kucinich	0	0	0
Obama	54	49	59
Richardson	0	0	0
Someone else/None (Vol.)	0	0	0
DK/NA	19	22	16

q36 Regardless of how you intend to vote in 2008, which candidate do you think has the best chance of winning the general election in November -- Joe Biden, Hillary Clinton, Christopher Dodd, John Edwards, Mike Gravel, Dennis Kucinich, Barack Obama, or Bill Richardson?

SC Likely Democratic
Primary Voters

	%
Biden	1
Clinton	56
Edwards	9
Kucinich	0
Obama	22
Richardson	1
Someone else/None	0
DK/NA	10

q37 Regardless of how you intend to vote in 2008, which candidate do you think cares most about the needs and problems of people in South Carolina -- Joe Biden, Hillary Clinton, Christopher Dodd, John Edwards, Mike Gravel, Dennis Kucinich, Barack Obama or Bill Richardson?

Biden	1
Clinton	22
Edwards	39
Kucinich	0
Obama	25
Richardson	1
Someone else/None (Vol.)	0
DK/NA	12

q37 - q67 RELEASED SEPARATELY

q68 Do you think America is ready to elect a black president, or not?

	* SC LIKELY DEMOCRATIC PRIMARY VOTERS *		
	Total Voters	White Voters	Black Voters
	%	%	%
Yes	50	55	46
No	37	34	39
Depends (Vol.)	5	2	7
Don't know/No answer	8	9	8

q69 RELEASED SEPARATELY

q70 BLANK

q71 All things being equal, would you be more likely to vote for a candidate of a different race than you, more likely to vote for a candidate of your own race, or wouldn't a candidate's race make a difference to you?

Different	1	1	1
Own	8	9	7
No difference	91	90	91
DK/NA	0	0	1

q72 RELEASED SEPARATELY

q73 All things being equal, would you be more likely to vote for a candidate who is a man, more likely to vote for a candidate who is a woman, or wouldn't a candidate's gender make a difference to you?

	* SC LIKELY DEMOCRATIC PRIMARY VOTERS *		
	Total	Male	Female
	Voters	Voters	Voters
	%	%	%
Man	12	14	10
Woman	4	5	3
No difference	84	81	86
DK/NA	0	0	1

q77 How would you say things are going for the U.S. in its efforts to bring stability and order to Iraq? Would you say things are going very well, somewhat well, somewhat badly, or very badly?

	**** SC REGISTERED VOTERS ****	
	Total	Democratic
	Voters	Primary Voters
	%	%
Very well	6	2
Somewhat well	34	14
Somewhat badly	29	33
Very badly	26	49
Don't know/No answer	5	2

q78 From what you know about the U.S. involvement in Iraq, how much longer would you be willing to have large numbers of U.S. troops remain in Iraq -- less than a year, one to two years, two to five years or longer than five years?

	**** SC REGISTERED VOTERS ****	
	Total	Democratic
	Voters	Primary Voters
	%	%
Less than a year	41	62
One to two years	25	22
Two to five years	10	6
Longer than five years	5	2
As long as it takes (Vol.)	10	2
Should leave now (Vol.)	3	5
Don't know/No answer	6	1

q79-q83 RELEASED SEPARATELY

q84 How concerned are you that in the next 12 months you or someone else in your household might be out of work or looking for a job -- very concerned, somewhat concerned, or not at all concerned?

**** SC REGISTERED VOTERS ****

	Total Voters %	Democratic Primary Voters %
Very concerned	22	33
Somewhat concerned	21	24
Not at all concerned	56	42
Don't know/No answer	1	1

q86 Think about your household income, would you say that it is more than enough so that you can save money or buy some extras, just enough to meet your bills and obligations, or is it not enough to meet your bills and obligations?

Can save and buy extras	39	26
Just enough to pay bills	45	53
Not enough to pay bills etc.	14	21
DK/NA	2	0

q87 On balance, do you think trade with other countries--both buying and selling products--is good for the U.S. economy, or is it bad for the U.S. economy, or does it have no effect?

Good	54	42
Bad	31	39
No effect	6	10
DK/NA	10	9

q88 During this presidential campaign, have you attended any campaign events or seen any of the Presidential candidates in person, or haven't you?

Yes	13	17
No	87	83
DK/NA	0	0

	<u>Unweighted</u>	<u>Weighted</u>
Registered Voters	1319	
Likely Democratic Primary Voters	599	529