

Results of SurveyUSA Election Poll #14399



Geography: South Carolina
 Data Collected: 09/21/2008 - 09/22/2008
 Release Date: 09/23/2008

Sponsor:
 WCSC-TV (Charleston)

McCain Holds Significant Lead In Palmetto State: In an election for President of the United States in South Carolina today, 09/23/08, six weeks from the vote, Republican John McCain defeats Republican Barack Obama by 19 points, 58% to 39%, according to this latest exclusive WCSC-TV poll conducted by SurveyUSA. McCain takes a majority of votes among men and women, young and old, and in all regions of the state. McCain wins white voters 3:1; Obama wins black voters 10:1. 13% of Democrats cross over to vote for McCain; 5% of Republicans cross over to vote for Obama. Independents break 2:1 for McCain. McCain takes 89% of conservative votes; Obama takes 77% of liberal votes; moderates split evenly. McCain wins college graduates by 30 points, those who did not attend college by 9 points. McCain wins those with household incomes greater than \$50,000 by 34 points; Obama wins low-income households by 5 points.

Filtering: SurveyUSA interviewed 900 South Carolina adults 09/21/08 through 09/22/08. Of the adults, 817 were registered to vote. Of the registered voters, 690 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. South Carolina has 8 Electoral College votes. George W. Bush carried South Carolina by 17 points in 2004 and by 16 points in 2000.

1 If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

690 Adults Margin of Sampling Error: +/-3.8%	All	Gender		Age				<50 / 50+		Age			Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other
McCain (R)	58%	58%	58%	50%	59%	54%	71%	55%	61%	56%	76%	56%	74%	9%	**	**
Obama (D)	39%	39%	40%	47%	38%	43%	27%	42%	36%	41%	22%	41%	23%	90%	**	**
Other	2%	3%	0%	3%	1%	2%	1%	2%	2%	2%	1%	2%	2%	0%	**	**
Undecided	1%	0%	2%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	46%	54%	21%	31%	28%	20%	52%	48%	46%	10%	44%	74%	24%	1%	1%

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690 Adults Margin of Sampling Error: +/-3.8%	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
McCain (R)	58%	94%	13%	61%	89%	48%	21%	64%	53%	62%	56%	45%	77%	41%	53%	60%
Obama (D)	39%	5%	86%	30%	10%	49%	77%	34%	44%	36%	42%	51%	21%	56%	38%	39%
Other	2%	0%	1%	8%	1%	2%	1%	1%	1%	1%	1%	4%	1%	2%	6%	1%
Undecided	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	4%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	41%	35%	17%	38%	34%	10%	48%	52%	65%	23%	13%	50%	45%	10%	89%

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1 If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

690 Adults	All	Top Issue For Next President								Income		Region		
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Upstate	Midland	Low Co
Margin of Sampling Error: +/-3.8%														
McCain (R)	58%	55%	**	35%	51%	91%	**	**	**	47%	66%	64%	53%	57%
Obama (D)	39%	43%	**	65%	45%	6%	**	**	**	52%	32%	32%	45%	41%
Other	2%	1%	**	1%	2%	1%	**	**	**	1%	2%	3%	1%	2%
Undecided	1%	1%	**	0%	2%	2%	**	**	**	1%	0%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	59%	2%	8%	7%	10%	2%	4%	5%	40%	60%	31%	35%	34%

** Too few respondents of this type were interviewed for this data to be meaningful.

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 Clifton, NJ.