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FOR IMMEDIATE RELEASE: February 4th, 2008

SURVEY: College students shift en masse from Edwards to Obama and from Giuliani to McCain

New York, NY February 4th, 2008 — According to a highly accurate two-stage survey fielded just prior to the January 3rd start of the Primaries as well as immediately prior to Super Tuesday, the shifting allegiances that have occurred over the past month among college students have benefited Barack Obama and John McCain.

DEMOCRATS: First Choice Candidate	<u>Pre-Primary:</u> December 30th 2007 – January 2nd 2008 (N=1,254)	<u>Pre-Super Tuesday:</u> January 31st 2008 – February 3rd 2008 (N=1,000)
Barack Obama	42%	59%
Hillary Clinton	17%	18%
John Edwards	11%	N/A
Dennis Kucinich	3%	N/A
Bill Richardson	1%	N/A
Joe Biden	1%	N/A
Mike Gavel	2%	3%
Chris Dodd	0%	NA
Other	4%	8%
Undecided	19%	12%

DEMOCRATS: Second Choice Candidate	<u>Pre-Primary:</u> December 30th 2007 – January 2nd 2008 (N=1,254)	<u>Pre-Super Tuesday:</u> January 31st 2008 – February 3rd 2008 (N=1,000)
Barack Obama	20%	18%
Hillary Clinton	19%	31%
John Edwards	15%	N/A
Dennis Kucinich	3%	N/A
Bill Richardson	3%	N/A
Joe Biden	3%	N/A
Mike Gavel	1%	5%
Chris Dodd	1%	N/A
Other	4%	19%
Undecided	29%	23%
None of the Above	2%	0%

While all of the 18% who select would select Hillary Clinton as their first choice are willing to select Barack Obama as their second choice, the converse is not true. Hillary remains a polarizing figure among college students as well as among the general population. Of the 59% of college students that selected Barack Obama as their first choice, scant more than half will select Hillary Clinton as their second choice.

From a Republican perspective, the disappearance of collegiate front-runner Rudy Giuliani has created a surge in support for John McCain. His share of collegians doubled from 17% to 34% as a result of Giuliani's backing.

REPUBLICANS: First Choice Candidate	<u>Pre-Primary:</u> December 30th 2007 – January 2nd 2008 (N=1,254)	<u>Pre-Super Tuesday:</u> January 31st 2008 – February 3rd 2008 (N=1,000)
Rudy Giuliani	22%	N/A
John McCain	17%	34%
Fred Thompson	3%	N/A
Mitt Romney	5%	9%
Mike Huckabee	10%	16%
Duncan Hunter	0%	N/A
Ron Paul	13%	14%
Other	3%	5%
Undecided	26%	22%
None of the Above	1%	0%

REPUBLICANS: Second Choice Candidate	<u>Pre-Primary:</u> December 30th 2007 – January 2nd 2008 (N=1,254)	<u>Pre-Super Tuesday:</u> January 31st 2008 – February 3rd 2008 (N=1,000)
Rudy Giuliani	12%	N/A
John McCain	15%	18%
Fred Thompson	4%	N/A
Mitt Romney	7%	17%
Mike Huckabee	9%	9%
Duncan Hunter	1%	N/A
Ron Paul	7%	11%
Other	4%	8%
Undecided	39%	36%
None of the Above	2%	1%*

After McCain, Mitt Romney is deemed the next most suitable candidate to U.S. College students while Huckabee appeals to an Evangelical base of 19% of college students.

Methodology

One thousand two-hundred and fifty-four online interviews were conducted between Sunday, December 30th 2008 and Thursday, January 3rd, 2008 for the pre-primary wave. A further one thousand interviews were conducted between Thursday, January 31st, 2008 and Sunday, February 3rd, 2008. Respondents participate in the SurveyU panel of U.S. college students which has been meticulously constructed to represent college students nationally. Results were weighted to reflect the demographic composition of college students nationwide according to statistics published by the NCES (National Center for Educational Statistics). Further details regarding the SurveyU study and its results are available online at: www.surveyu.com/press_room.php.

About SurveyU

SurveyU is a survey research organization that has established a representative panel of college students within the United States who share their opinions on a wide range of issues. The SurveyU community has been meticulously constructed within the United States. Our bottom-up methodology enables levels of accuracy on campus, state, regional and national levels that were previously impractical - either online or offline.

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