

The Winthrop Poll Findings

This survey includes respondents aged 18 years and older from SC

This survey includes responses from 837 respondents giving results which use all respondents a margin of error of +/- 3.39% at the 95% confidence level. Reported results using a subset of the entire sample will naturally have a higher margin of error.

For a full explanation of survey procedures, see the Methodology Statement.

[NOTE: For individual Approval ratings, respondents were not prompted with the party affiliation of the individual subject of the question]

[NOTE: Except for gubernatorial primary candidate favorability questions, party designations include “leaners,” those who first claim to be political independents, but admit to leaning toward one party. Research has repeatedly shown “leaners” to vote in a more consistently partisan manner than “weak” partisans in general elections. However, it is assumed that self-identified partisans are still most likely to participate in a primary, hence only their inclusion in the questions regarding gubernatorial primary candidates. Respondents who answered “something else” or refused the partisanship question are only included in the “All Respondents” columns.]

Do you approve or disapprove of the way Barack Obama is handling his job as president of the United States?

	All	Democrat	Republican	Independent
Approve	47.6%	85.9%	8.4%	49.4%
Disapprove	40.0%	7.2%	78.9%	32.9%
Not Sure	11.9%	6.9%	11.4%	17.7%
Refused	.6%	0.0%	1.3%	0.0%

Do you approve or disapprove of the way Lindsey Graham is handling his job as United States Senator from South Carolina?

	All	Democrat	Republican	Independent
Approve	39.4%	37.8%	45.0%	40.0%
Disapprove	31.8%	35.6%	27.2%	35.0%
Not Sure	28.2%	26.6%	26.5%	23.8%
Refused	.6%	0.0%	1.3%	1.3%

Do you approve or disapprove of the way Jim DeMint is handling his job as United States Senator from South Carolina?

	All	Democrat	Republican	Independent
Approve	42.6%	26.3%	61.4%	48.1%
Disapprove	28.3%	42.0%	14.1%	30.4%
Not Sure	28.5%	31.7%	22.5%	21.5%
Refused	.7%	0.0%	2.0%	0.0%

For further information on the Winthrop Poll, please contact [Dr. Scott Huffman](#) at 803/323-4669.

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Do you approve or disapprove of the way the United States Congress is handling its job?

	All	Democrat	Republican	Independent
Approve	22.5%	33.4%	11.8%	22.2%
Disapprove	64.1%	51.6%	80.1%	69.1%
Not Sure	12.8%	13.8%	8.1%	8.6%
Refused	.5%	1.3%	0.0%	0.0%

Now I'd like to ask you opinion of several individuals; some may be familiar, some may not. For each, please tell me whether your opinion is favorable, not favorable, undecided, or whether you don't feel familiar enough with that person to offer an opinion.

The first is Michelle Obama. Is your opinion of **Michelle Obama** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Democrat	Republican	Independent
Favorable	58.1%	85.6%	35.0%	47.5%
Not Favorable	14.2%	2.8%	28.3%	12.5%
Undecided	17.3%	5.0%	25.3%	27.5%
Not Familiar	10.0%	6.6%	10.8%	12.5%
Refused	.5%	0.0%	.7%	0.0%

Is your opinion of **Jenny Sanford** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Democrat	Republican	Independent
Favorable	54.8%	55.7%	63.8%	42.5%
Not Favorable	10.0%	11.0%	9.1%	7.5%
Undecided	16.6%	17.0%	13.8%	16.3%
Not Familiar	18.1%	15.7%	13.1%	33.8%
Refused	.6%	.6%	.3%	0.0%

[NOTE: Favorability/Recognition numbers for all candidates currently vying for the Republican and Democratic gubernatorial nominations are listed below.

Respondents were not told that these individuals were running for their party's gubernatorial nomination, respondents were not told the current position held by each individual, and respondents were not told the partisan identification of each individual. The goal was to gauge the unprompted and unprimed recognition and favorability rating for each person. We hope, therefore, to obtain a *true* baseline. REMEMBER, a majority of Americans, according to many national polls over the years, cannot name their own House representative to the United States Congress (see "The Origin and Nature of Mass Opinion" by John Zaller)]

The Winthrop Poll Findings

Republicans

Is your opinion of **Gresham Barrett** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Republican
Favorable	10.3%	15.5%
Not Favorable	4.8%	3.1%
Undecided	12.6%	17.4%
Not Familiar	71.9%	64.0%
Refused	.4%	0.0

Is your opinion of **Andre Bauer** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Republican
Favorable	23.7%	25.4%
Not Favorable	27.3%	24.0%
Undecided	18.5%	22.6%
Not Familiar	30.3%	28.0%
Refused	.3%	0.0

Is your opinion of **Nikki Haley** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Republican
Favorable	8.9%	6.8%
Not Favorable	3.6%	.7%
Undecided	8.6%	12.0%
Not Familiar	78.6%	80.1%
Refused	.3%	.4%

Is your opinion of **Henry McMaster** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Republican
Favorable	21.4%	29.8%
Not Favorable	9.9%	6.7%
Undecided	16.6%	15.2%
Not Familiar	51.7%	48.2%
Refused	.3%	0.0

The Winthrop Poll Findings

Democrats

Is your opinion of **Dwight Drake** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Democrat
Favorable	5.9%	9.7%
Not Favorable	3.6%	3.8%
Undecided	8.5%	8.7%
Not Familiar	81.5%	77.3%
Refused	.5%	.5%

Is your opinion of **Robert Ford** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Democrat
Favorable	9.9%	13.0%
Not Favorable	7.1%	6.8%
Undecided	10.5%	14.3%
Not Familiar	72.0%	65.1%
Refused	.4%	.7%

Is your opinion of **Mullins McCloud*** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Democrat
Favorable	7.6%	11.9%
Not Favorable	3.1%	4.4%
Undecided	11.4%	12.8%
Not Familiar	77.5%	70.9%
Refused	.3%	0.0%

*Withdrew from race two days before the survey ended and endorsed Vincent Sheheen. The numbers of neither candidate exhibited a statistically significant change in the final two days of polling.

Is your opinion of **Jim Rex** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Democrat
Favorable	11.6%	15.4%
Not Favorable	5.6%	5.4%
Undecided	13.2%	14.3%
Not Familiar	69.5%	65.0%
Refused	.2%	0.0%

The Winthrop Poll Findings

Is your opinion of **Vincent Sheheen** favorable, not favorable, undecided, or are you not familiar enough with this person to offer an opinion?

	All	Democrat
Favorable	6.7%	9.3%
Not Favorable	3.3%	3.8%
Undecided	9.2%	9.8%
Not Familiar	80.4%	77.1%
Refused	.3%	0.0%

Most Important Problem

What do you think is the most important problem facing the country today? [Five most frequent responses listed]

All	Democrat	Republican	Independent
Economy 29.2%	Unemployment 30.1%	Economy 33.1%	Economy 43.8%
Unemployment 24%	Economy 24.8%	Unemployment 20.9%	Unemployment 12.5%
Health Care 9.6%	Health Care 15%	Budget Deficit 12.8%	Politicians/ Government 8.8%
Budget Deficit 6.7%	Politicians/ Government 5%	Health Care 6.8%	Budget Deficit 7.5%
Politicians/ Government 5.6%	Poverty 2.8%	[Tie] Politicians/ Government AND Moral Values 4.4%	Health Care 6.3%

National Economy

How would you rate the condition of the national economy these days? Is it very good, fairly good, fairly bad or very bad?

	All	Democrat	Republican	Independent
Very Good	1.0%	.6%	.3%	2.5%
Fairly Good	15.9%	25.7%	8.4%	13.6%
Fairly Bad	43.4%	44.8%	44.3%	39.5%
Very Bad	37.5%	27.0%	46.0%	42.0%
Don't Know/ Refused	2.2%	1.9%	1.0%	2.5%

For further information on the Winthrop Poll, please contact [Dr. Scott Huffman](mailto:Dr.Scott.Huffman) at 803/323-4669.

The Winthrop Poll Findings

Right now, do you think that economic conditions in the country as a whole are getting better or getting worse?

	All	Democrat	Republican	Independent
Getting Better	48.2%	69.3%	34.2%	33.8%
Getting Worse	40.0%	20.7%	55.4%	50.0%
Don't Know/ Refused	11.8%	10.0%	10.4%	16.3%

How concerned are you about the possibility of losing your job in the next year? Are you very concerned, somewhat concerned, not very concerned, or not at all concerned... [Only asked of those currently employed]

	All
Very Concerned	19.1%
Somewhat Concerned	21.4%
Not Very Concerned	21.5%
Not at All Concerned	36.3%
Don't Know/ Refused	1.6%

Rest of the Country's View of SC

In general would you say the rest of the country has a positive or negative opinion of South Carolina? Would you say that is Very or Somewhat?

	All	Democrat	Republican	Independent
Very Positive	4.4%	4.4%	5.0%	4.9%
Somewhat Positive	20.0%	17.5%	20.5%	22.2%
Neither Positive nor Negative/ Neutral [Volunteered]	4.4%	2.2%	7.0%	2.5%
Somewhat Negative	44.3%	49.1%	43.3%	44.4%
Very Negative	16.0%	18.4%	13.1%	14.8%
Not Sure	10.6%	8.1%	10.7%	9.9%
Refused	.4%	.3%	.3%	1.2%

The Winthrop Poll Findings

Over the last year, would you say that the country's opinions about South Carolina have grown more favorable or less favorable?

	All	Democrat	Republican	Independent
More Favorable	18.2%	15.0%	18.1%	23.8%
Unchanged [Volunteered]	4.9%	3.4%	7.0%	3.8%
Less Favorable	67.7%	75.2%	64.4%	66.3%
Not Sure	8.8%	6.3%	10.1%	5.0%
Refused	.3%	0.0%	.3%	1.3%

Travel and Vacations

Other than visiting friends or relatives for holidays, did you take any vacations for which you spent more than two nights away from home in 2009?

	All
Yes	50.8%
No	48.3%
Not Sure	.8%
Refused	.1%

I'd like for you to think about what you consider to be your "main," or "big," vacation for 2009. Did you spend this vacation in South Carolina or outside of South Carolina? [Only asked of those who took a vacation of more than 2 nights away from home in 2009]

	All
In South Carolina	29.2%
Outside South Carolina	70.1%
Not Sure	.7%
Refused	0.0%

Where in South Carolina did you spend this vacation? [[Only asked of those who took a vacation of more than 2 nights away from home in 2009 and spent their "big" vacation in SC]

	All
Myrtle Beach	52.5%
Charleston	10.8%
Hilton Head	6.7%
Edisto Beach	5.8%
Litchfield Beach/ Pawleys Island	5.8%

The Winthrop Poll Findings

Did concerns over the economy negatively impact your vacation plans in 2009?

	All
Yes	39.3%
No	58.5%
Not Sure	1.9%
Refused	.2%

Which of the following would you say is the **MAIN** way in which concerns over the economy negatively impacted your vacation plans: you chose a less expensive destination, you decided to stay at home for your vacation, you chose to shorten your vacation, you took fewer vacations, you did fewer things while on vacation, you cancelled your vacation plans. [Only asked of those who said concerns over the economy negatively affected their vacation plans.]

	All
Less Expensive Destination	7.7%
Stay at Home	30.2%
Shortened Vacation	9.0%
Took Fewer	10.7%
Did Fewer Things	12.7%
Cancelled Vacation	28.5%
Not Sure	.8%
Refused	.3%

Now I'd like for you to think ahead to your vacation plans for *2010* as compared to what you would consider a "normal," or "typical" year. As you think about vacation plans for *2010*, do you think you will be spending more money than a typical year, about the same amount of money as a typical year, or less money than a typical year?

	All
More	18.4%
Same	40.1%
Less	37.0%
Not Sure	3.4%
Refused	1.1%

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Internet Usage

OK, now I'd like to ask some different kinds of questions. First, do you have Internet access in your home?

	All
Yes	75.8%
No	23.6%
Not Sure	.5%
Refused	.1%

Is your home Internet access high speed, such as DSL or a Cable Modem, or dial-up? [Only asked of respondents who had internet at home]

	All
High Speed	86.5%
Dial Up	10.7%
Not Sure	2.7%
Refused	.1%

Tell me whether you do each of the following on the Internet very often, often, sometimes, hardly at all, or never.

**The first is read state or local news on-line. Do you read state or local news on the Internet very often, often, sometimes, hardly at all, or never? [Only asked of respondents who had internet at home]

**Do you read national or international news on the Internet very often, often, sometimes, hardly at all, or never? [Only asked of respondents who had internet at home]

**Do you look up political information about candidates or politicians on the Internet very often, often, sometimes, hardly at all, or never? [Only asked of respondents who had internet at home]

**Do you visit social networking sites, such as FaceBook, MySpace, or LinkedIn on the Internet very often, often, sometimes, hardly at all, or never? [Only asked of respondents who had internet at home]

	Read State/ Local News	Read National/ International News	Look Up Political Information	Visit Social Networking Sites
Very Often	17.1%	20.2%	7.2%	23.8%
Often	18.1%	23.0%	14.8%	13.5%
Sometimes	24.4%	22.4%	30.0%	15.8%
Hardly at All	19.2%	16.4%	22.7%	10.5%
Never	21.1%	17.9%	25.0%	36.3%
Refused	.1%	.1%	.4%	.1%

The Winthrop Poll Findings

Do you **primarily** see the Internet in your life as a tool for communication, for work, for information, or for entertainment? [Only asked of respondents who had internet at home]

	All
Communication	14.4%
Work	21.4%
Information	34.8%
Entertainment	17.5%
Other [Volunteered]	11.1%
Refused	.9%

Healthy Eating and Food Insecurity

On a different subject, would you say you **ate healthy** all day yesterday?

	All
Yes	57.9%
No	41.2%
Not Sure	.9%
Refused	0.0%

I'm going to read several statements and ask you to tell me whether each statement was often, sometimes, or never true for your household during the past 12 months

You were worried that food would run out in your household before you were able to afford to buy more. Was that statement often, sometimes, or never true for your household during the past 12 months?

	All
Often	6.2%
Sometimes	14.7%
Never	77.4%
Not Sure	.8%
Refused	1.0%

You felt that you couldn't afford to serve everyone balanced meals in your household because there wasn't enough money. Was that statement often, sometimes, or never true for your household during the past 12 months?

	All
Often	5.8%
Sometimes	15.7%
Never	77.2%
Not Sure	.2%
Refused	1.0%

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The Winthrop Poll Findings

Emotional Well Being

I'd like for you to think about yesterday. Would you say that you experienced **stress** during a lot of the day yesterday?

	All
Yes	36.2%
No	63.1%
Not Sure	.6%
Refused	0.0%

Would you say that you experienced **worry** during a lot of the day yesterday?

	All
Yes	26.4%
No	72.8%
Not Sure	.7%
Refused	.1%

Would you describe yourself as a generally happy or unhappy person? [wait for answer]

Would you say that you are generally very [happy/unhappy] or somewhat [happy/unhappy]?

	All	Religion Very Important	Evangelical Christians
Very Happy	57.9%	60.3%	60.2%
Somewhat Happy	36.4%	33.3%	33.9%
Neither Happy nor Unhappy [Volunteered]	1.9%	1.8%	.9%
Somewhat Unhappy	2.0%	2.5%	2.5%
Very Unhappy	1.1%	1.1%	1.7%
Not Sure	.7%	1.0%	.8%
Refused	0.0%	0.0%	0.0%

The Winthrop Poll Findings

Religion

How important would you say religion is in your own life: Very important, Fairly important, or Not very important?

	All
Very Important	74.9%
Fairly Important	15.9%
Not Very Important	8.8%
Don't Know/ Refused	.4%

Would you describe yourself as a "born again" or evangelical Christian, or not? [Only asked of those who identified their religious preference as "Protestant."]

	All
Yes	65.5%
No	29.9%
Not Sure	4.0%
Refused	.5%

Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

	All
More Than Once a Week	24.0%
Once a Week	34.6%
Once or Twice a Month	18.8%
Few Times a Year	11.3%
Seldom	7.8%
Never	3.5%
Don't Know/ Refused	0.0%

Understanding of Local Finances

[NOTE: Ask any City or County Manager and you will nearly universally be told that revenues collected from residential local taxes fail to cover the costs of residential services provided by local governments. However, this information does not appear to be widely known. Conversely, businesses often bear the brunt of the cost of services.]

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I'd like for you to think about local taxes for a moment, not state or federal taxes, but **local taxes only**.

These are the taxes that pay for government services such as road maintenance, animal control, or fire and police protection.

When you think about the services your local government provides from the local taxes you pay, which of the following best describes your opinion on the relationship between these taxes and the services you receive?

the *amount of taxes* collected **greatly exceeds** the *cost of services* provided

the *amount of taxes* collected **somewhat exceeds** the *cost of services* provided

the *amount of taxes* collected **roughly equals** the *cost of services* provided

the *cost of services* provided **somewhat exceeds** the *amount of taxes* collected

the *cost of services* provided **greatly exceeds** the *amount of taxes* collected

	All	Democrat	Republican	Independent
taxes collected greatly exceeds the cost of services	17.2%	14.1%	19.5%	22.5%
taxes collected somewhat exceeds the cost of services	21.7%	21.0%	26.6%	21.3%
taxes collected roughly equals the cost of services	26.8%	30.4%	24.9%	22.5%
The cost of services somewhat exceeds the amount of taxes collected	9.7%	10.7%	9.8%	7.5%
The cost of services greatly exceeds the amount of taxes collected	8.8%	10.3%	6.7%	8.8%
Not Sure/ Don't Know	9.6%	9.7%	8.8%	6.3%
Refused	6.0%	3.8%	3.7%	11.3%

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Regional Identity

Which of the following best describes your regional identity? Non-Southerner, Converted Southerner, or Native Southerner [ANSWERS ROTATED]

	All
Non-Southerner	11.5%
Converted Southerner	19.1%
Native Southerner	68.0%
Not Sure [Volunteered]	1.0%
Refused	.4%

ATTENTION: When reporting on the following results, the phrase "As reported in The State newspaper," should be used.

How would you rate the condition of South Carolina's economy these days? Is it very good, fairly good, fairly bad or very bad?

	All	Democrat	Republican	Independent
Very Good	1.2%	1.6%	1.3%	1.3%
Fairly Good	25.3%	22.2%	27.2%	26.3%
Fairly Bad	42.6%	41.9%	48.0%	36.3%
Very Bad	29.9%	33.4%	22.5%	36.3%
Don't Know/Refused	1.0%	.9%	1.0%	0.0%

Right now, do you think that economic conditions in South Carolina are getting better or getting worse?

	All	Democrat	Republican	Independent
Getting Better	41.1%	42.3%	41.8%	33.3%
Getting Worse	46.0%	43.6%	46.1%	56.8%
Don't Know/Refused	12.9%	14.1%	12.1%	9.9%

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Right now, do you think South Carolina's economy is doing **better** than the country as a whole, doing **about the same** as the country as a whole, or doing **worse** than the country as a whole?

	All	Democrat	Republican	Independent
Better	13.9%	10.3%	16.8%	16.3%
Same	46.0%	43.9%	50.5%	48.8%
Worse	35.8%	42.3%	30.3%	32.5%
Don't Know/ Refused	4.3%	3.4%	2.4%	2.5%

[NOTE: The following questions mirror a Gallup-Healthways measure based on The Cantril Ladder Scale. People who report their positions as on steps 7 – 10 are considered "thriving." People who report their positions as on steps 5 or 6 are considered "struggling." People who report their positions as on steps 0 – 4 are considered "suffering."]

I'd like for you to imagine your life **today** as a "ladder" with steps numbered from 0 to 10, where "0" represents the worst possible life and "10" represents the best possible life. Which step on the ladder would you say you are presently standing on?

	All	Democrat	Republican	Independent
Mean	6.82	6.52	7.40	6.66

	All	Democrat	Republican	Independent
Thriving	61.8%	51.7%	76.4%	63.3%
Struggling	26.1%	35.9%	17.9%	16.5%
Suffering	11.3%	11.7%	5.7%	17.7%
Don't Know/ Not Sure	0.0%	0.0%	0.0%	0.0%
Refused	.8%	.6%	0.0%	2.5%

Now I'd like for you to imagine your life as you think it will be 5 years from now as a "ladder" with steps numbered from 0 to 10, where "0" represents the worst possible life and "10" represents the best possible life. Which step on the ladder do you think you will be standing on **5 years from now**?

	All	Democrat	Republican	Independent
Mean	8.02	8.16	7.97	8.00

	All	Democrat	Republican	Independent
Thriving	82.3%	84.3%	83.3%	84.0%
Struggling	10.3%	9.7%	10.8%	8.0%
Suffering	6.0%	5.7%	4.9%	5.3%
Don't Know/ Not Sure	0.0%	0.0%	0.0%	0.0%
Refused	1.4%	.3%	1.0%	2.7%

For further information on the Winthrop Poll, please contact [Dr. Scott Huffman](mailto:Dr.Scott.Huffman@sc.edu) at 803/323-4669.

Survey Methodology – February 2010 Winthrop Poll

This survey includes respondents aged 18 years and older from SC

The final sample size is unknown, but should be around 800

The survey was in the field from February 6 through February 21 (excluding Super Bowl Sunday). Phone calls were made during weekday evenings, all day Saturdays, and Sunday afternoons and evenings. Weekday daytime calls are not made to avoid oversampling those who are more likely to be at home during the day (e.g. retirees, stay-at-home-moms, etc.).

Data will be weighted by race, age, and sex.

The survey used Random Digit Dialing (RDD) and wireless phone number sampling. Both the RDD sample and the wireless sample were purchased from Survey Sampling International (SSI). A further explanation of RDD methodology, with descriptions taken from SSI's website, may be found below.

Phone numbers selected for the survey were re-dialed five or more times in an attempt to reach a respondent. Once a household was reached, we also employed procedures to randomize *within* households.

Computerized autodialers were not used in order to ensure the survey of wireless phones complied with the Telephone Consumers Protection Act and all FCC rules regarding contacting wireless telephones.

SURVEY NOTES: There are a series of questions where respondents are asked whether they feel favorable/ unfavorable/ undecided/ don't know enough to judge regarding several individuals. Among the individuals are the names of every Republican and Democrat currently vying for their party's gubernatorial nomination. Respondents were not told that these individuals were running for their party's gubernatorial nomination, respondents were not told the current position held by each individual, and respondents were not told the partisan identification of each individual. The goal was to gauge the unprompted and unprimed recognition and favorability rating for each person. We hope, therefore, to obtain a *true* baseline.

Additionally, we were in the field when Andre Bauer introduced a limited TV ad campaign. I examined his favorability/ recognition numbers from the day before these ads hit the air and the beginning of the week after they had hit the air. The numbers moved in the direction you might expect, but only by one point for any given answer; certainly not a move of statistical significance. Therefore, after verifying with Associated Press reporter Jim Davenport that the ad release was really quite limited in scope, I believe that there was no statistically significant impact on the favorability/ recognition numbers for Bauer as a result of this single ad buy at this time.

Additional Explanation of RDD Methodology :
(with descriptions taken from SSI website)

Samples are generated using a database of “working blocks.” A block (also known as a 100-bank or a bank) is a set of 100 contiguous numbers identified by the first two digits of the last four digits of a telephone number. For example, in the telephone number 203-567-7200, “72” is the block. A block is termed to be working if some specified number of listed telephone numbers are found in that block.

Samples of random numbers distributed across all eligible blocks in proportion to their density of listed telephone households are selected. All blocks within a county are organized in ascending order by area code, exchange, and block number. Once the quota has been allocated to all counties in the frame, a sampling interval is calculated by summing the number of listed residential numbers in eligible blocks within the county and dividing that sum by the number of sampling points assigned to the county. From a random start between zero and the sampling interval, blocks are systematically selected in proportion to their density of listed households. Once a block has been selected, a two-digit number is systematically selected in the range 00-99 and is appended to the exchange and block to form a 10-digit telephone number.