

Winthrop Poll September 2016

ROCK HILL, SOUTH CAROLINA – Donald Trump has a lead among South Carolina voters, but his numbers still lag the performance of previous Republican presidential candidates in the state.

A majority of South Carolina residents surveyed in the latest Winthrop Poll said they did not view Republican candidate Donald Trump or Democratic candidate Hillary Clinton favorably or as “honest.”

The poll, which was conducted between Sept. 18-26, ending before Monday’s first presidential debate, found that Trump was preferred by 42% of likely voters in SC, while Clinton was at 38%. Seven percent were undecided, while none of the third party candidates registered support in double digits.

Only 1 in 5 residents described Clinton as honest, while Trump garnered that same description from a third of residents. Both candidates viewed unfavorably by around 55% of residents.

Clinton fared somewhat better than Trump when residents were asked if they thought she was capable. Fifty-three percent of residents said the former Secretary of State was capable, while only 46% said the term accurately described the Republican nominee.

According to Winthrop Poll Director Scott Huffmon, “While Clinton is seen as the more capable candidate, she is also viewed as more dishonest. However, both candidates are setting records for being viewed unfavorably. While Trump has the lead, these factors may contribute to why he is underperforming expectations of a hypothetical generic Republican versus generic Democrat matchup.”

Almost three-fourths of those surveyed said the presidential election’s outcome was very important and would affect their personal future, while 95% believed it very important in affecting America’s future.

Drawing from the discipline of psychology, the poll also measured where respondents fell on the Authoritarianism Scale. The scale, verified by psychologists, asks non-political questions to determine a respondents general orientation. Authoritarianism, as defined by psychologists and measured here, reflects a desire for order and tradition, as well as suspicion and fear of “outsiders.” The poll found that more authoritarian leaning voters tended to support Trump over Clinton.

Huffmon notes, “With 70% of respondents feeling that the country is headed in the wrong direction, it’s not hard to imagine that many are feeling uncertain or that the American way of life is being threatened. People who score high on the Authoritarian Scale are more likely to turn to a “strong” leader when they perceive a threat.”

PRESIDENT BARACK OBAMA, GOVERNOR NIKKI HALEY, AND OTHERS

President Barack Obama’s approval rating in South Carolina has improved to 48% among residents but disapproval is almost at 50% for likely voters. The two-term president’s ratings in the Palmetto State has consistently lagged behind national approval ratings. His approval rating is lower, and lower than his disapproval numbers, among likely voters.

Governor Nikki Haley’s approval rating remains strongly positive among South Carolinians at 57%. The approval ratings for the state’s two U.S. senators hover around the same ratings as in the spring. **U.S. Sen. Lindsey Graham**, who ran for president on the GOP ticket, has a 41% disapproval rating, while the state’s junior senator, **U.S. Sen. Tim Scott** is more highly rated among the Republican base with a 52% approval rating.

ECONOMY

Seventy percent of the S.C. general population said the country is headed in the wrong direction. They cited the economy, 11.3%, racial issues or racism, 9.8%, and terrorism, 8.3% as top problems facing the country. Still, 54% said the country’s economy is either very or fairly good.

Nearly half said the Palmetto State is on the right track. S.C. residents rate education, 12.4%; jobs/unemployment, 11%; racial issues/racism, 6.5%; roads/bridges/infrastructure, 5.9%; and politicians/government, 5.4% as the most pressing problems. A majority – 61% - said the state's economy was either very or fairly good.

When asked about their personal financial situation, 56% of all respondents said their finances were excellent or good.

RACE

Racial Issues came up for the first time as one of the top issues concerning South Carolinians. Nearly 10% said it was the most important problem facing the country right now while 6.5% said it was the most important problem facing our state.

Dr. Huffmon said, "The rise for concern over racism and racial divisiveness hardly seems surprising given growing attention to the death of black men in confrontations with police, the rise of the Black Lives Matter movement, and the racial undercurrents that have marked this presidential contest."

Issues Ahead for S.C.

The Winthrop Poll looked at how many S.C. residents would support a driver's license question about whether a resident would allow the donation of brain tissue for research and education. More than three-fourths of residents said yes. Already, S.C. residents can agree to the donation of organs or tissue that can be transplanted into living patients, such as heart, lungs, liver, kidneys or eye tissue.

An overwhelmingly number of S.C. residents – 81% - supported the state passing a law requiring private companies to pay the same amount to men and women for the same job and experience, while still allowing for different pay based on seniority or job performance.

The S.C. Conservation Bank, which is a state agency that protects the state's rivers, farms and forests through voluntary land protection agreements, will expire in 2018. Nearly 80% of residents said they would support its reauthorization in 2017 and 2018.

The "main" poll is a General Population poll of **694** SC residents. Results which use **All Respondents** have a **margin of error of approximately +/- 3.7%** at the 95% confidence level. Results for **LIKELY VOTERS in the November presidential election** have a sample size of **475** and have a **margin of error of approximately +/- 4.5%** at the 95% confidence level. Any subset will have a larger margin of error. Margins of error are based on weighted sample size.

Poll phone calls were made during weekday evenings, all day Saturday, and Sunday afternoon and evening to those with landlines and mobile devices.

METHODOLOGY AT BOTTOM

POLL FUNDING AND CONTACT INFORMATION

The Winthrop Poll is paid for by Winthrop University with additional support from [The West Forum on Politics and Policy](#) at Winthrop University. For additional information, or to set up an interview with **Poll Director Scott Huffmon**, please contact **Judy Longshaw** at longshawj@winthrop.edu or 803/323-2404 (office) or 803/984-0586 (cell).

T.1 Do you approve or disapprove of the way **Barack Obama** is handling his job as President of the United States?

	All Respondents	Likely Voters
Approve	48	46
Disapprove	45	49
Don't Know	6	5
Refused	2	1

T.2 Do you approve or disapprove of the way **Nikki Haley** is handling her job as Governor of South Carolina?

	All Respondents	Likely Voters
Approve	57	56
Disapprove	29	33
Don't Know	12	10
Refused	2	1

T.3 Do you approve or disapprove of the way **Lindsey Graham** is handling his job as a United States Senator for South Carolina?

	All Respondents	Likely Voters
Approve	38	36
Disapprove	41	48
Don't Know	19	13
Refused	3	3

T.4 Do you approve or disapprove of the way **Tim Scott** is handling his job as a United States Senator for South Carolina?

	All Respondents	Likely Voters
Approve	52	54
Disapprove	21	23
Don't Know	25	21
Refused	2	2

T.5 If the election for **United States President** were held today would you vote for:

[NOTE: Names were rotated]

Hillary Clinton, the Democratic Candidate

Donald Trump, the Republican Candidate

Gary Johnson, the Libertarian Candidate

Jill Stein, the Green Party candidate

	Likely Voters
Clinton	38
Trump	42
Johnson	6
Stein	3
Not Sure/ Undecided	7
Refused	4

T.6 Thinking about the current path that our nation is taking, do you think our country is on the right track or headed in the wrong direction?

	All Respondents
Right Track	24
Wrong Direction	70
Don't Know/ Refused	6

T.7 Thinking about the current path that the state of South Carolina is taking, do you think South Carolina is on the right track or headed in the wrong direction?

	All Respondents
Right Track	49
Wrong Direction	38
Don't Know/ Refused	13

T.8 What do you think is the most important problem facing the United States of America today?

All Respondents
Economy 11.3%
(Jobs/Unemployment 4.7%)
Racial Issues or Racism 9.8%
Terrorism 8.3%
Politicians/Government 7.8%
Immigration 6.7%

T.9 What do you think is the most important problem facing the state of South Carolina today?

All Respondents
Education 12.4%
Jobs/Unemployment 11%

(Economy 9.5%)
Racial Issues or Racism 6.5%
Roads/Bridges/Infrastructure 5.9%
Politicians/Government 5.4%

T.10 How would you rate the condition of the economy of the country as a whole these days? Is it very good, fairly good, fairly bad, or very bad?

	All Respondents
Very good	5
Fairly good	49
Fairly bad	29
Very bad	17
Not sure	1
Refused	0

T.11 How would you rate the condition of the economy of South Carolina these days? Is it very good, fairly good, fairly bad, or very bad?

	All Respondents
Very good	8
Fairly good	53
Fairly bad	29
Very bad	7
Not sure	2
Refused	1

T.12 How would you rate your financial situation today? As excellent, good, only fair, or poor?

	All Respondents
Excellent	11
Good	45
Only Fair	32
Poor	11
Not Sure	0
Refused	1

T.13 How important would you say the outcome of this presidential election is with regard to **your personal future**? Would you say that it is Very Important, Somewhat Important, Slightly Important, or Not At All Important?

	All Respondents	Likely Voters
Very	72	78

important		
Somewhat important	15	14
Slightly important	8	7
Not at all important	5	2
Not sure	0	0
Refused	0	--

T.14 How important would you say the outcome of this presidential election is with regard to **the future of America**? Would you say that it is Very Important, Somewhat Important, Slightly Important, or Not At All Important?

	All Respondents	Likely Voters
Very important	86	90
Somewhat important	9	8
Slightly important	3	2
Not at all important	2	1
Not sure	0	--
Refused	0	--

T.15 I'm going to read you a list of names of people or things. For each person or thing, please tell me whether you have a generally favorable or generally unfavorable view of them. If you are familiar with them, but undecided – or if you are unfamiliar with them – you can tell me that as well.

[NOTE: Names were rotated]

Hillary Clinton

	All Respondents	Likely Voters
Favorable	37	39
Unfavorable	57	57
Undecided	5	3
Not familiar	1	0
Refused	1	0

T.16 Donald Trump

	All Respondents	Likely Voters
Favorable	36	40
Unfavorable	55	52
Undecided	7	7
Not familiar	1	1
Refused	0	0

T.17 I'm going to read a term, then I want you to tell me whether you think that term accurately describes a person.

The first term is HONEST

[NOTE: Names rotated]

Do you think the term HONEST describes Hillary Clinton, or not?

	All Respondents	Likely Voters
Yes	21	23
No	74	71
Not Sure	5	6
Refused	1	0

T.18 Do you think the term HONEST describes Donald Trump, or not?

	All Respondents	Likely Voters
Yes	32	35
No	63	61
Not Sure	5	4
Refused	0	--

T.19 The next term is CAPABLE

[NOTE: Names rotated]

Do you think the term CAPABLE describes Hillary Clinton, or not?

	All Respondents	Likely Voters
Yes	53	52
No	44	45
Not Sure	3	3
Refused	0	0

T.20 Do you think the term CAPABLE describes Donald Trump, or not?

	All Respondents	Likely Voters
Yes	46	48
No	51	49

Not Sure	3	3
Refused	0	0

The following tables use data derived from what is known as the “Authoritarian Scale.” Using attitudes about preferred qualities for children, psychologists developed 4 questions where traits for children are paired against each other. The questions are below. The “more authoritarian” answers are in bold. The higher a person’s score when the answers from these questions are added together, the more “Authoritarian” that person is considered to be.

Questions:

“Although there are a number of qualities that people feel children should have, every person thinks that some are more important than others. We are going to ask you about pairs of desirable qualities.

Which of the following qualities is more important for a child to have?

The pair of qualities are...

[NOTE: the order of the pairs was randomized]

Respect for elders or Independence.

Obedience or Self-Reliance.

Curiosity or **Good Manners.**

Being Considerate or **Well-Behaved.”**

The scale ranges from 0 to 4 with higher scores representing more “Authoritarian” attitudes:

T.21 Authoritarian Scale Means

General Population Mean	2.2553
Clinton Voter Mean	2.1127
Trump Voter Mean	2.3850
Clinton Voters (Whites ONLY)	1.1262
Trump Voters (Whites ONLY)	2.4019

**NOTE: The ‘cell size’ for the population of white-only Clinton voters is under 100 and should not be interpreted as definitive. However, it is instructive to see the difference made by removing African American Clinton voters who are more likely to be ‘traditional’ and religious than the majority of white Clinton voters

T.22 Percent below and above Authoritarian Scale mean by candidate support

	Clinton Voters	Trump Voters
Below Mean on Authoritarian Scale	59	49
Above Mean on Authoritarian Scale	41	51

	Clinton Voters (Whites ONLY)	Trump Voters (Whites ONLY)
Below Mean on Authoritarian Scale	93	48
Above Mean on Authoritarian Scale	7	52

****NOTE:** The 'cell size' for the population of white-only Clinton voters is under 100 and should not be interpreted as definitive. However, it is instructive to see the difference made by removing African American Clinton voters who are more likely to be 'traditional' and religious than the majority of white Clinton voters

T.23 Currently, if you check the "Organ Donor box" when you get a driver's license in South Carolina, you are only agreeing to the donation of organs or tissue that can be transplanted into living patients, such as heart, lungs, liver, kidneys, or eye tissue.

Would you support or oppose adding a box to driver's license applications that would allow the donation of brain tissue for the purposes of research and education?

	All Respondents
Support	78
Oppose	17
Not Sure	3
Refused	1

T.24 Would you support or oppose the South Carolina state government passing a law requiring private companies to pay the same amount to men and women with the same job and experience while still allowing for different pay based on seniority or job performance?

	All Respondents
Support	81
Oppose	15
Not Sure	3
Refused	1

T.25 The South Carolina Conservation Bank is a state agency that protects South Carolina's rivers, farms, and forests through voluntary land protection agreements. It is funded through a portion of the fees collected through real estate transactions.

The Conservation Bank will expire in 2018 and is being considered for re-authorization in 2017 and 2018.

[Note: Statements were rotated]

Supporters want to re-authorize the bank because they believe land protection provides clean air, clean water, and wildlife for our communities and future generations to enjoy.

Opponents say the Bank should not be re-authorized because money should be spent elsewhere and enough land is already protected.

Would you support or oppose the re authorization of the conservation bank?

	All Respondents
Support	79
Oppose	15
Not Sure	5
Refused	2

T.26 In general, would you say you approve or disapprove of the Tea Party movement or are you not familiar enough with the Tea Party movement to have an opinion?

	All Respondents	GOP (including Leaners)
Approve	21	36
Disapprove	27	16
Not Familiar Enough	47	43
Not Sure	5	4
Refused	1	1

T.27 Would you consider yourself a MEMBER of the Tea Party Movement?

	All Respondents	GOP (including Leaners)
Yes	4	8
No	89	85
Not Sure	5	5
Refused	1	2

T.28 Partisan Breakdown of General Population and Likely Voters

	General Population	Likely Voters
GOP (including Leaners)	40	47
Independents	15	11
Democrats (including Leaners)	37	38
Something Else	5	5
Refused	3	0

T.29 Do you feel that marijuana should, or should NOT, be legalized for **medical** purposes?

	All Respondents
Should	78
Should NOT	16
Not Sure	6
Refused	1

T.30 Do you feel that marijuana should, or should NOT, be legalized for **recreational** purposes?

	All Respondents
Should	39
Should NOT	54
Not Sure	6
Refused	1

T.31 If marijuana were legalized for medical purposes, do you think it should, or should NOT, be regulated by the Food and Drug Administration like current medications?

	All Respondents
Should	77
Should NOT	19
Not Sure	3
Refused	1

T.32 Do you feel that marijuana use is, or is NOT, currently a problem in the area where you live?

	All Respondents
is	35
is NOT	54
Not sure	10
Refused	1

T.33 Do you feel that marijuana should, or should NOT, be legalized for **medical** purposes? (By AGE)

	18-24	25-44	45-64	65+
Should	86	86	76	64
Should NOT	11	8	18	29
Not Sure	3	6	5	7
Refused	--	--	0	1

T.34 Do you feel that marijuana should, or should NOT, be legalized for **recreational** purposes? (By AGE)

	18-24	25-44	45-64	65+
Should	53	54	34	19
Should NOT	40	40	60	75
Not Sure	8	5	5	6
Refused	--	1	2	1

T.35 If marijuana were legalized for medical purposes, do you think it should, or should NOT, be regulated by the Food and Drug Administration like current medications? (By AGE)

	18-24	25-44	45-64	65+
Should	73	75	79	82
Should NOT	25	23	18	12
Not Sure	3	2	2	4
Refused	--	--	1	2

T.36 Do you feel that marijuana use is, or is NOT, currently a problem in the area where you live? (By AGE)

	18-24	25-44	45-64	65+
IS	31	30	39	42
is NOT	63	63	53	41
Not Sure	6	7	9	17
Refused	--	1	--	1

T.37 Do you feel that marijuana should, or should NOT, be legalized for **medical** purposes? (By RACE)

	White	Black
Should	80	73
Should NOT	14	19
Not Sure	5	8
Refused	1	--

T.38 Do you feel that marijuana should, or should NOT, be legalized for **recreational** purposes? (By RACE)

	White	Black
Should	40	35
Should NOT	52	60
Not Sure	6	5
Refused	2	--

T.39 If marijuana were legalized for medical purposes, do you think it should, or should NOT, be regulated by the Food and Drug Administration like current medications? (By RACE)

	White	Black
Should	77	79
Should NOT	20	17
Not Sure	2	3
Refused	1	1

T.40 Do you feel that marijuana use is, or is NOT, currently a problem in the area where you live? (By RACE)

	White	Black
IS	35	37
is NOT	55	53
Not Sure	10	10
Refused	0	--

ADDITIONAL ANALYSIS FROM THE WINTHROP POLL

ROCK HILL, SOUTH CAROLINA - Scholars from Winthrop University's Departments of Psychology and Political Science have taken a deeper dive into results from the September 2016 Winthrop Poll.

They find that those with more authoritarian personalities, as well as those who show greater preference for beliefs rooted in "social dominance," are more likely to be supporters of Republican Presidential Nominee Donald Trump.

Winthrop Poll Director Dr. Scott Huffmon said: "Beyond understanding which demographic groups are lending support to which candidate, this research delves more deeply into what *personality traits* drive support toward one candidate or the other."

The original data release noted that Trump supporters scored higher on the Authoritarian Scale than supporters of Hillary Clinton. However, this new research points out the more significant relationships between candidate preference and **Authoritarianism and Social Dominance Orientation**.

Huffmon worked with faculty members Dr. Matt Hayes and Dr. Jeff Sinn from the Winthrop Department of Psychology to untangle this complex relationship.

In explaining Authoritarianism, Sinn says, "Those with more Authoritarian personalities seek order, stability, and security and are wary of non-conforming groups that may undermine group cohesiveness"

Social dominance orientation is a bit different. First, it contains two parts, attitudes described as "Pro-Dominance" and attitudes described as "Anti-egalitarian."

Hayes explains the dominance facet as “the belief that in an ideal society some groups are on the top and should dominate groups on the bottom.” The anti-egalitarian facet “resists efforts to redistribute resources in order to achieve equality.”

Trump supporters tended to have higher scores on the Authoritarian Scale as well as the Pro-Dominance and Anti-Egalitarian scale that measure Social Dominance Orientation. “Likely Trump voters appear more authoritarian, favoring respect for authority over independence and obedience over self-reliance,” said Sinn. Hayes added that, “They are also more likely to endorse group-based dominance, seeing some groups as superior to others and, therefore, entitled to a larger share of resources, as well as oppose efforts to achieve equality between groups, rejecting the ideal of equalizing opportunity across groups.”

While some other research has already examined authoritarianism and support for Trump, this interdisciplinary project between Winthrop researchers in psychology and political science seeks to add a little explored layer to our understanding of this election: the pervasive impact of social dominance orientation on public opinion and candidate preference.

The researchers conducted analysis using a hierarchical logistic regression model.

The questions used and the models, with explanations as to how to interpret the results, are below.

POLL FUNDING AND CONTACT INFORMATION

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Recall the questions on Authoritarianism from above:

“Although there are a number of qualities that people feel children should have, every person thinks that some are more important than others. We are going to ask you about pairs of desirable qualities.

Which of the following qualities is more important for a child to have?

The pair of qualities are...

[NOTE: the order of the pairs was randomized]

Respect for elders or Independence.

Obedience or Self-Reliance.

Curiosity or **Good Manners**.

Being Considerate or **Well-Behaved**.”

Here are the questions on Social Dominance Orientation (SDO)

"I am going to read a list of some ideas that different people have to make society better. You may favor some ideas and oppose others.

For each idea, I want you to tell me whether you Strongly Oppose, Somewhat Oppose, Slightly Oppose, are Neutral, Slightly Favor, Somewhat Favor, or Strongly Favor that idea.

The first idea is"

[Statements were randomized]

Pro-trait Dominance: (SDO_D in the models)

1. An ideal society requires some groups to be on top and others to be on the bottom.
2. Some groups of people are simply inferior to other groups.

Con-trait dominance:

3. Groups at the bottom are just as deserving as groups at the top. (score reversed for consistent coding)
4. No one group should dominate in society. (score reversed for consistent coding)

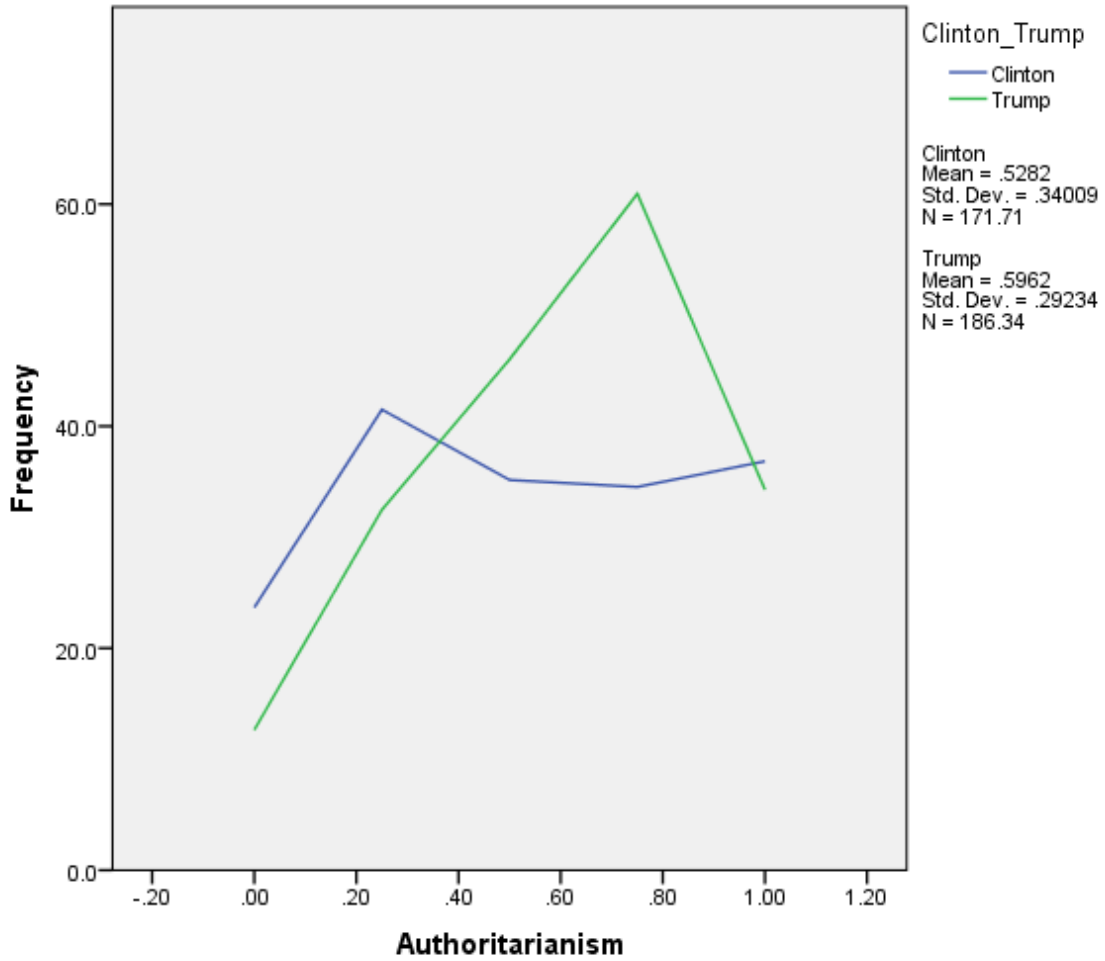
Pro-trait anti-egalitarianism: (SDO_E in the models)

5. It is unjust to try to make groups equal.
6. Group equality should not be our primary goal.

Con-trait anti-egalitarianism:

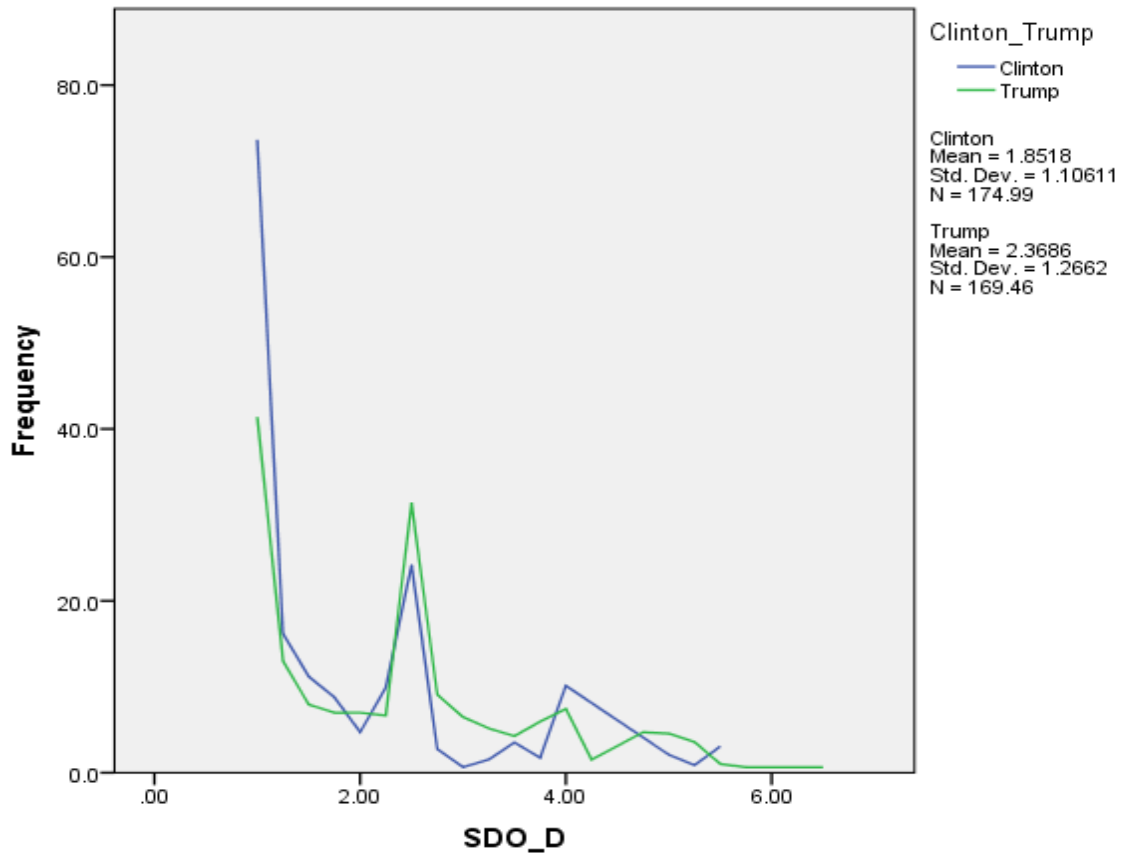
7. We should work to give all groups an equal chance to succeed. (score reversed for consistent coding)
8. We should do what we can to equalize conditions for different groups. (score reversed for consistent coding)

Differences in Authoritarianism



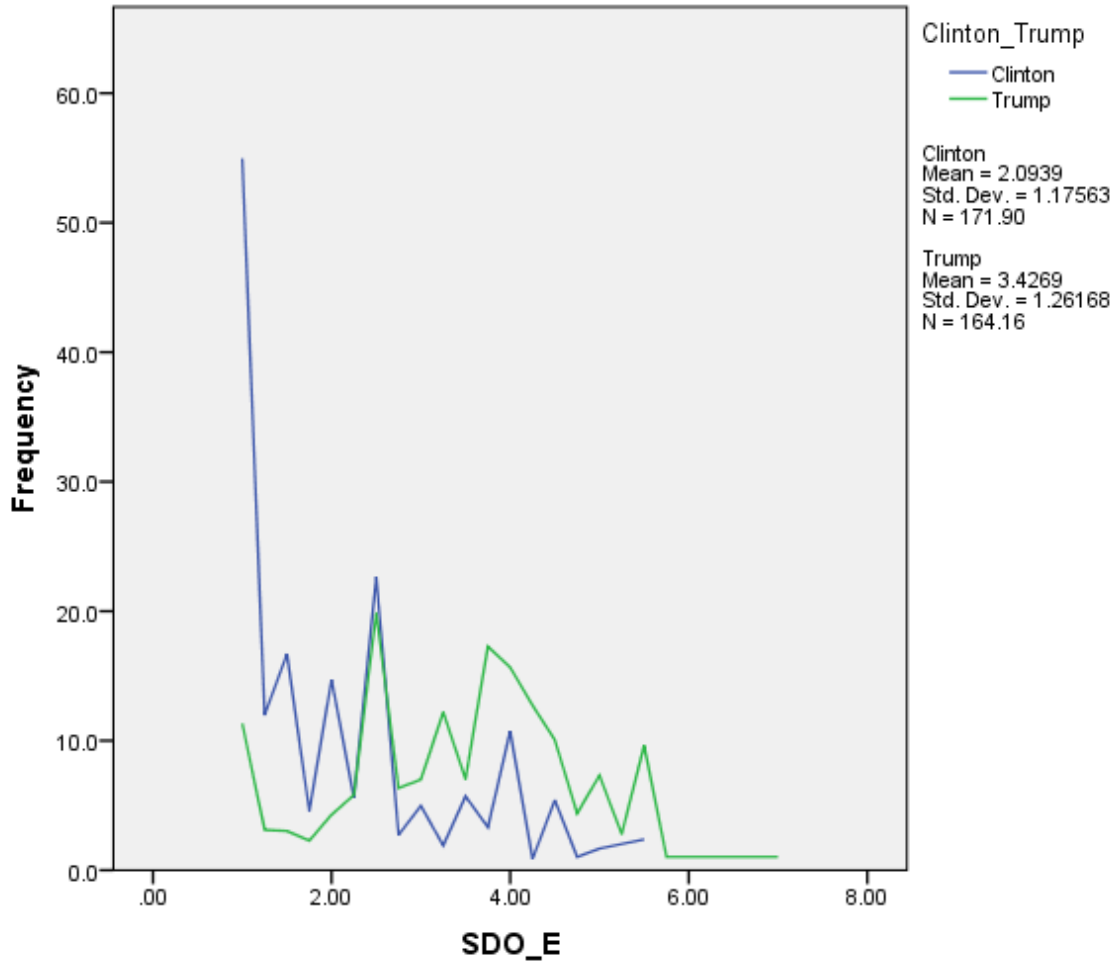
Interpretation: More Clinton supporters score lower on the Authoritarian Scale than Trump supporters. As the Authoritarian score increases to moderate-high, the number of Trump supporters holding that position spikes.

Differences in SDO-D



Interpretation: There are many more Clinton supporters on the low end of the pro-dominance scale. Trump supporters are over-represented at higher pro-dominance scores with only Trump supporters at the highest pro-dominance scores observed in this survey.

Differences in SDO-E



Interpretation: There are vastly more Clinton supporters than Trump supporters at the low end of the anti-egalitarian scale. Trump supporters are notable more likely to occupy the higher end of the anti-egalitarian scale.

Voting (only variables that reached statistical significance shown; full model noted at bottom¹)

	Vote for	Increased odds²	Interpretation
Race (minority) ³	Clinton	15,803%	Being a minority increases the probability that a respondent will vote for Clinton by a staggering 15,803 percent*
Authoritarianism	Trump	951%	For each 1 unit shift up the 5-point Authoritarian Scale, the probability of voting for Trump increases by 951 percent
SDO-D (Dominance)	Trump	64%	For each 1 unit shift up the 7-point Pro-Dominance Scale, the probability of voting for Trump increases by 64 percent
SDO-E (Anti-egalitarianism)	Trump	126%	For each 1 unit shift up the 7-point Anti-Egalitarian Scale, the probability of voting for Trump increases by 126 percent
SDO-D * Uncertainty ⁴	Trump	47%	The variable of Pro-Dominance interacts with an individual's Uncertainty; the more Uncertain individuals are about themselves, the more pronounced the impact of Pro-Dominance attitudes: they favor strong leaders who will keep their group on top <i>even more</i> .

¹ Full model contained: Race (minority), Gender (women), Age, Income, Religious Attendance, Authoritarianism, SDO-D, SDO-E, Uncertainty, Authoritarianism * Uncertainty, SDO-D * Uncertainty, SDO-E * Uncertainty

² All else being equal/ controlling for other factors

³Race was coded as White or Minority.

⁴ Wording of the Uncertainty question: "For the next few questions I want you to tell me whether you Strongly Agree, Agree, Neither Agree nor Disagree, Disagree, or Strongly Disagree with the following statements about yourself. The first one is... I am uncertain about myself."

Clinton Favorability (only variables that reached statistical significance shown; full model noted at bottom¹)

Factor	Rating	Increased odds ²	Interpretation
Race (minority) ³	Favorable	1,983%	Minority race/ethnicity increased the odds of rating Clinton favorable by 1,983 percent.
Gender (women)	Favorable	73%	Being a woman increases the odds of rating Clinton favorable by 73 percent.
Age	Favorable	2%	The odds of rating Clinton favorable increase by 2 percent with every birthday.
Authoritarianism	Unfavorable	183%	Each increase on the 5-point scale makes an unfavorable rating 183 percent more likely.
SDO-D (Dominance)	Unfavorable	42%	Every point that SDO-D (Dominance) increases (from 1 to 7) also increases the odds of an unfavorable rating for Clinton by 42 percent.
SDO-E (Anti-egalitarianism)	Unfavorable	48%	Each time SDO-E (Anti-egalitarianism) increases by 1 point (on a 7-point scale), the odds of Clinton receiving an unfavorable rating increase by 48 percent.

¹Full model contained: Race (minority), Gender (women), Age, Income, Religious Attendance, Authoritarianism, SDO-D, SDO-E, Uncertainty, Authoritarianism * Uncertainty, SDO-D * Uncertainty, SDO-E * Uncertainty

²All else being equal/ controlling for other factors

³Race was coded as White or Minority.

Trump Favorability (only variables that reached statistical significance shown; full model noted at bottom¹)

Factor	Rating	Increased odds ²	Interpretation
Race (minority) ³	Unfavorable	2,177%	Minorities are 2,177% more likely to rate Trump unfavorably than favorably.
Gender (women)	Unfavorable	37%	Women have a 37% greater odds of rating Trump unfavorably than favorably.
Age	Favorable	2%	As respondents get older the odds that they rate Trump favorably increases by 2% for every year.
Religious Attendance	Favorable	23%	Every increase in frequency of religious attendance on a 6-point scale from never to more than once a week saw an increase of 23% in the odds of a favorable rating of Trump.
Authoritarianism	Favorable	264%	Each 1-point increase on the 5-point Authoritarianism scale was accompanied by a 264% increase in the odds of bestowing a favorable rating on Trump.
SDO-D (Dominance)	Favorable	32%	Each 1-point increase on the 7-point Dominance (SDO-D) scale saw a 32% increase in the odds of Trump receiving a favorable rating.
SDO-E (Anti-egalitarianism)	Favorable	33%	Each 1-point increase on the 7-point Anti-egalitarianism (SDO-E) scale saw a 33% increase in the odds of Trump receiving a favorable rating.

¹Full model contained: Race (minority), Gender (women), Age, Income, Religious Attendance, Authoritarianism, SDO-D, SDO-E, Uncertainty, Authoritarianism * Uncertainty, SDO-D * Uncertainty, SDO-E * Uncertainty

²All else being equal/ controlling for other factors

³Race was coded as White or Minority.

Methodology Statement

Survey Methodology

September 2016 Winthrop Poll

The “main” poll is a General Population poll of **694** SC residents. Results which use **All Respondents** have a **margin of error of approximately +/- 3.7%** at the 95% confidence level. Results for **LIKELY VOTERS in the November presidential election** have a sample size of **475** and have a **margin of error of approximately +/- 4.5%** at the 95% confidence level. Any subset will have a larger margin of error. Margins of error are based on weighted sample size.

Phone calls were made during weekday evenings, all day Saturday, and Sunday afternoon and evening. 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-parents, etc.). Conducting weekend calls is important to avoid systematically excluding certain populations (such as those who may work 2nd or 3rd shift during the week). This poll was in the field from September 18 – 26, 2016.

The survey used **(1)** Random Digit Dialing (RDD) and **(2)** Wireless phone number sampling. Both RDD and wireless samples are crucial to ensure no adult in the geographical area of interest is systematically excluded from the sample. All samples were purchased from Survey Sampling International (SSI).

General population results are weighted based on age, sex, and race using Census Bureau data.

For Likely Voter results, respondents go through a multi-question screening process. Respondents who pass the registration screen are weighted based on age, sex, and race using South Carolina Election Commission data. Results from these respondents who go on to pass the likely voter screen are reported as “Likely Voter Results”

Phone numbers selected for the survey were re-dialed up to six times in an attempt to reach a respondent. Once a household was reached, we also employed procedures to randomize within households for RDD sample. Surveys were conducted in English.

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. 54% of the completions came from the wireless sample.

The Winthrop Poll is paid for by Winthrop University with additional support from The West Forum on Politics and Policy at Winthrop University.

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.