

The Winthrop Poll Findings

Suppose the election were being held today. If Barack Obama were the Democratic Party's candidate and John McCain were the Republican Party's candidate, who would you be more likely to vote for - Barack Obama, the Democrat (or) John McCain, the Republican? *[names rotated]*

	All	Deep South	Peripheral South	Working Class Whites	Christians (white only)	Evangelicals (white only)
McCain	51.3%	56.6%	49.1%	60.1%	64.7%	71.5%
Obama	35.1%	31%	36.8%	25.5%	22%	17%
Someone Else <i>[volunteered]</i>	2.7%	2.8%	2.6%	5.8%	2.7%	3.4%
Undecided <i>[volunteered]</i>	8.3%	6.3%	9.2%	6.3%	8.7%	6.5%
Refused	2.6%	3.2%	2.3%	2.2%	1.9%	1.6%

Did you ever seriously consider not voting in the general election if your favored candidate in the primaries didn't get the nomination?

	All	Clinton Supporters
Yes	12.4%	18.6%
No	84.7%	79.8%
Don't Know/Refused	2.9%	1.6%

How important is a candidate's pick for vice president in deciding which presidential candidate you will vote for – is it very important, somewhat important, not very important, or not at all important?

	All	Deep South	Peripheral South	Working Class Whites
Very Important	37.5%	38%	37.1%	48.3%
Somewhat Important	33.4%	32.9%	33.6%	28.5%
Not Very Important	13.2%	14.7%	12.6%	10.2%
Not At All Important	14.1%	12.8%	14.7%	11.1%
Don't Know/Refused	1.8%	1.6%	2%	1.9%

Would choosing a vice presidential candidate from the South make you more likely or less likely to vote for a presidential candidate, or would it make no difference?

	All	Deep South	Peripheral South	Working Class Whites	Native Southerners
More Likely	7.1%	8%	6.7%	10.5%	8%
Less Likely	2.5%	2.6%	2.5%	1.8%	2.5%
Makes No Difference	87.2%	85.9%	87.8%	84.9%	87.4%
Not Sure	2.5%	3.2%	2.1%	2.8%	1.7%
Refused	0.7%	0.3%	0.9%	0.0%	.4%

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Do you approve or disapprove of the way George W. Bush is handling his job as president?

	All	Deep South	Peripheral South	Working Class Whites
Approve	35.2%	38.5%	33.9%	37.8%
Disapprove	52.5%	48.7%	54.1%	53.1%
Don't Know/Refused	12.3%	12.7%	12.0%	9.1%

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	Deep South	Peripheral South	Working Class Whites
Right Track	24.5%	27%	23.5%	20.9%
Wrong Direction	62.5%	60%	63.5%	68.2%
Don't Know/Refused	13.0%	13%	13.0%	10.9%

Which of the following comes closest to your preference regarding U.S. policy on the environment:
[answers rotated]

The U.S. government should be more active in protecting the environment.

The U.S. government should continue its current environmental policies.

The U.S. government should less involved in environmental issues

	All	Deep South	Peripheral South	Working Class Whites
U.S Gov't More Active	57.2%	54.7%	58.2%	58.3%
U.S. Gov't Continue Current	21.2%	22.3%	20.8%	21.4%
U.S. Gov't Less Involved	17.3%	17.8%	17.1%	16.8%
Not Sure [volunteered]	3.9%	4.9%	3.5%	3%
Refused [volunteered]	0.4%	0.3%	0.4%	0.5%

Which of the following qualities is most important to you in selecting the candidate for whom you will vote? [answers rotated]

	All	Deep South	Peripheral South	Working Class Whites	Christians (white only)	Evangelicals (white only)
Experience	21.1%	26.3%	19%	20.8%	23.4%	21.3%
Knowledge/Intelligence	18.2%	16.0%	19%	13.1%	15.8%	11.7%
Honesty	25.7%	21.2%	27.5%	32.4%	24.4%	25.8%
Diplomatic Skills	3.7%	1.9%	4.5%	4.5%	2.8%	2.6%
Holds Positions Similar to Yours	5.8%	6.4%	5.6%	2.8%	5.2%	5.1%
Exhibits Values Similar to Yours	19.8%	19.9%	19.8%	20.3%	23.1%	28.9%
Not Sure [volunteered]	4.8%	6.7%	3.9%	4.6%	4.3%	4.2%
Refused	1.0%	1.6%	0.8%	1.4%	1.1%	0.5%

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

The Winthrop Poll Findings

What is the *one* issue that is most important to you in the upcoming presidential election? [NOTE: Question open-ended; responses were categorized by trained interviewers]

	All	Deep South	Peripheral South	Working Class Whites
Economy	35.7%	Economy 34.8%	Economy 35.9%	Economy 32.4%
Iraq	12.0%	Iraq 10.4%	Iraq 12.5%	Iraq 15.3%
Price of Gas	5.8%	Healthcare 7.3%	Price of Gas 6.0%	Price of Gas 6.2%
Healthcare	5.3%	Terrorism 6.6%	Healthcare 4.4%	Healthcare 5.6%

I'm going to read a list of issues, for each issue, I'd like for you to tell me –if you had to choose—whether you think John McCain or Barack Obama would do a better job on that issue.

The first issue is healthcare. Who do you think would do better on that issue?

	All	Deep South	Peripheral South	Working Class Whites
McCain	41.6%	47.5%	39.2%	48.3%
Obama	40.8%	36.9%	42.4%	34.9%
Neither/Do the Same [volunteered]	8.1%	6.7%	8.6%	7.7%
Not Sure [volunteered]	9.1%	8.3%	9.4%	8.7%
Refused	0.5%	0.6%	0.4%	0.3%

How about energy, including gas prices?

	All	Deep South	Peripheral South	Working Class Whites
McCain	47.3%	51%	45.9%	50.1%
Obama	33.6%	30.6%	34.7%	27.5%
Neither/Do the Same [volunteered]	10.7%	8.9%	11.3%	9.0%
Not Sure [volunteered]	7.8%	8.6%	7.6%	11.7%
Refused	0.6%	1%	0.5%	1.8%

How about the situation in Iraq?

	All	Deep South	Peripheral South	Working Class Whites
McCain	53.7%	56.8%	52.5%	59.5%
Obama	33.5%	30.5%	34.6%	25.1%
Neither/Do the Same [volunteered]	6.4%	4.4%	7.2%	6.5%
Not Sure [volunteered]	6.0%	7.3%	5.6%	8.0%
Refused	0.3%	1.0%	0.1%	0.8%

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How about taxes?

	All	Deep South	Peripheral South	Working Class Whites
McCain	50%	54.8%	48%	51%
Obama	30.3%	30.3%	30.2%	23.4%
Neither/Do the Same <i>[volunteered]</i>	10.1%	5.4%	12%	10.7%
Not Sure <i>[volunteered]</i>	9.2%	8.3%	9.6%	14.1%
Refused	0.4%	1.3%	0.1%	0.8%

How about illegal immigration?

	All	Deep South	Peripheral South	Working Class Whites
McCain	42.1%	44.4%	41.2%	42.4%
Obama	25.5%	25.7%	25.4%	18.1%
Neither/Do the Same <i>[volunteered]</i>	14%	14%	14%	16.6%
Not Sure <i>[volunteered]</i>	17.3%	14.3%	18.6%	21.3%
Refused	1%	1.6%	0.8%	1.6%

How about moral values?

	All	Deep South	Peripheral South	Working Class Whites
McCain	45.1%	49.2%	43.4%	55.7%
Obama	28.2%	26.7%	28.8%	21.8%
Neither/Do the Same <i>[volunteered]</i>	17.5%	13%	19.3%	14.2%
Not Sure <i>[volunteered]</i>	8.5%	10.2%	7.8%	7.8%
Refused	0.7%	1%	0.7%	0.6%

How about terrorism?

	All	Deep South	Peripheral South	Working Class Whites
McCain	57.9%	61.6%	56.3%	62.6%
Obama	25.2%	23.8%	25.7%	18.5%
Neither/Do the Same <i>[volunteered]</i>	9%	5.4%	10.4%	8.7%
Not Sure <i>[volunteered]</i>	7.6%	8.3%	7.4%	9.3%
Refused	0.3%	1.0%	0.1%	0.8%

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The Winthrop Poll Findings

Thinking about the following characteristics and qualities, please say whether you think each one applies *more* to Barack Obama or *more* to John McCain?

The first is "Understands the problems Americans face in their daily lives."

	All	Deep South	Peripheral South	Working Class Whites
McCain	39.1%	44.9%	36.8%	47%
Obama	41.1%	36%	43.2%	33.1%
Applies to Both Equally <i>[volunteered]</i>	8.2%	8.3%	8.1%	9.2%
Applies to Neither <i>[volunteered]</i>	7.9%	7.3%	8.1%	7.5%
Not Sure <i>[volunteered]</i>	3.5%	2.9%	3.8%	2.8%
Refused <i>[volunteered]</i>	0.2%	0.6%	0.0%	0.3%

How about "Is independent in his thoughts and actions."

	All	Deep South	Peripheral South	Working Class Whites
McCain	41.1%	47.8%	38.4%	47.9%
Obama	38.1%	33.4%	40%	31.1%
Applies to Both Equally <i>[volunteered]</i>	7.2%	5.4%	7.8%	3.8%
Applies to Neither <i>[volunteered]</i>	7.3%	6.1%	7.8%	8.1%
Not Sure <i>[volunteered]</i>	5.8%	6.4%	5.6%	8.2%
Refused <i>[volunteered]</i>	0.4%	1.0%	0.3%	0.8%

Would work well with both parties to get things done in Washington.

	All	Deep South	Peripheral South	Working Class Whites
McCain	45.8%	49%	44.4%	53.7%
Obama	32.9%	30.9%	33.7%	27.6%
Applies to Both Equally <i>[volunteered]</i>	8.8%	6.7%	9.7%	6.4%
Applies to Neither <i>[volunteered]</i>	7.0%	8.3%	6.6%	3.9%
Not Sure <i>[volunteered]</i>	4.9%	3.8%	5.2%	7.6%
Refused <i>[volunteered]</i>	0.6%	1.3%	0.4%	0.8%

The Winthrop Poll Findings

Cares about the needs of people like you.

	All	Deep South	Peripheral South	Working Class Whites
McCain	37%	43%	34.5%	43.2%
Obama	37.9%	34.4%	39.3%	33.3%
Applies to Both Equally <i>[volunteered]</i>	8.5%	8%	8.8%	5.3%
Applies to Neither <i>[volunteered]</i>	11.6%	8.9%	12.7%	13.0%
Not Sure <i>[volunteered]</i>	4.5%	4.5%	4.5%	5.0%
Refused <i>[volunteered]</i>	0.6%	1.3%	0.3%	0.3%

Is a strong leader.

	All	Deep South	Peripheral South	Working Class Whites
McCain	50.1%	53%	48.8%	56.3%
Obama	30.3%	27.8%	31.4%	24.9%
Applies to Both Equally <i>[volunteered]</i>	8.7%	6.7%	9.6%	5.4%
Applies to Neither <i>[volunteered]</i>	5.6%	6.4%	5.4%	7.1%
Not Sure <i>[volunteered]</i>	4.5%	4.8%	4.5%	5.9%
Refused <i>[volunteered]</i>	0.7%	1.3%	0.4%	0.3%

Would stand up to special interests, including those aligned with his party.

	All	Deep South	Peripheral South	Working Class Whites
McCain	40.8%	44.1%	39.4%	48%
Obama	33.7%	31.9%	34.5%	26.7%
Applies to Both Equally <i>[volunteered]</i>	6.4%	4.8%	7.1%	3.6%
Applies to Neither <i>[volunteered]</i>	10.9%	9.6%	11.4%	8.2%
Not Sure <i>[volunteered]</i>	7.3%	8.0%	7%	11.5%
Refused <i>[volunteered]</i>	0.9%	1.6%	0.7%	2.0%

The Winthrop Poll Findings

Shares your values.

	All	Deep South	Peripheral South	Working Class Whites
McCain	45.1%	50%	43.2%	51.1%
Obama	32.9%	29.2%	34.4%	23.8%
Applies to Both Equally <i>[volunteered]</i>	7.5%	6.1%	8%	6.4%
Applies to Neither <i>[volunteered]</i>	8.7%	8.7%	8.7%	8.8%
Not Sure <i>[volunteered]</i>	5.2%	4.5%	5.5%	9.6%
Refused <i>[volunteered]</i>	0.6%	1.6%	0.1%	0.3%

Has a clear plan for solving the country's problems.

	All	Deep South	Peripheral South	Working Class Whites
McCain	29.8%	34.1%	28.1%	39.3%
Obama	26.2%	24.1%	26.9%	20.1%
Applies to Both Equally <i>[volunteered]</i>	4.5%	4.2%	4.6%	3.7%
Applies to Neither <i>[volunteered]</i>	33.3%	29.6%	34.8%	27.9%
Not Sure <i>[volunteered]</i>	5.6%	5.8%	5.5%	7.9%
Refused <i>[volunteered]</i>	0.6%	2.3%	0.0%	1.1%

Is honest and trustworthy.

	All	Deep South	Peripheral South	Working Class Whites
McCain	40.7%	44.1%	39.2%	49.8%
Obama	27.9%	25.4%	28.9%	19.6%
Applies to Both Equally <i>[volunteered]</i>	16.9%	13.5%	18.4%	13.1%
Applies to Neither <i>[volunteered]</i>	9.3%	8.4%	9.7%	9.8%
Not Sure <i>[volunteered]</i>	4.5%	6.8%	3.5%	7.4%
Refused <i>[volunteered]</i>	0.7%	1.9%	0.3%	0.3%

How important is it that a president has served in the United States military – is it very important, somewhat important, not very important, or not at all important?

	All	Deep South	Peripheral South	Working Class Whites
Very Important	27.3%	32.7%	25.1%	37.8%
Somewhat Important	28.8%	26%	29.9%	24.3%
Not Very Important	14.4%	12.8%	15%	12.7%
Not At All Important	28.3%	26%	29.2%	23.4%
Don't Know/Refused	1.3%	2.6%	0.8%	1.9%

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The Winthrop Poll Findings

How concerned are you that, as president, John McCain would pursue policies that are too similar to what George W. Bush has pursued – very concerned, somewhat concerned, not too concerned, or not concerned at all.

	All	Deep South	Peripheral South	Working Class Whites
Very Concerned	34.6%	32.1%	35.5%	30.9%
Somewhat Concerned	16.8%	15.4%	17.4%	20.8%
Not Too Concerned	15%	17%	14.2%	16.6%
Not At All Concerned	30.9%	33.7%	29.7%	29%
Don't Know/Refused	2.8%	1.9%	3.2%	2.7%

I'd like to ask you what you think about Barack Obama's level of experience. Do you think he has enough experience to be president, does not have enough experience to be president, or are not sure whether he has enough experience to be president?

	All	Deep South	Peripheral South	Working Class Whites
Has Enough Experience	31.3%	27.3%	32.9%	21.2%
Does Not Have Enough Experience	49.4%	53.4%	47.8%	57.8%
Not Sure	18.3%	18.3%	18.3%	20.5%
Refused	1%	1%	1.1%	0.5%

I'd like for you to think about your circle of closest friends. Do you think the majority of them would have a serious problem voting for an African American for president, somewhat of a problem voting for an African American for president, or no problem at all voting for an African American for president?

	All	Deep South	Peripheral South	Working Class Whites
Serious Problem	5.8%	6.5%	5.5%	9%
Somewhat of a Problem	16.5%	16.8%	16.4%	23%
No Problem At All	73.2%	72.9%	73.3%	63%
Not Sure	3.9%	3.9%	3.8%	3.9%
Refused	0.6%	0.0%	0.9%	1%

In your choice for president, how important is the race of the candidate - very important, somewhat important, not so important or not important at all?

	All	Deep South	Peripheral South	Whites	Blacks	Working Class Whites
Very Important	6.4%	8.7%	5.5%	4.6%	18.8%	9.1%
Somewhat Important	5.8%	6.8%	5.5%	5.3%	8.3%	8.3%
Not Very Important	13.5%	14.8%	12.9%	14.7%	12%	15.7%
Not At All Important	73.3%	68.4%	75.1%	74.3%	60.9%	65.1%
Don't Know/Refused	1.1%	1.3%	1.1%	1.1%	0.0%	1.8%

The Winthrop Poll Findings

In your choice for president, how important is the age of the candidate - very important, somewhat important, not so important or not important at all?

	All	Deep South	Peripheral South	Working Class Whites
Very Important	12.9%	14.2%	12.4%	16.9%
Somewhat Important	34.6%	32.6%	35.6%	30%
Not Very Important	16.1%	16.8%	15.8%	14.8%
Not At All Important	35.3%	35.5%	35.2%	36.8%
Don't Know/Refused	1.1%	1%	1.1%	1.4%

At what age would you say someone is "too old" to run for president?

Not Sure	14.9%
No Age Too Old	21.2%
Mean	73.73 years old
Median	74 years old
Mode	70 years old

Even if the candidate were a practicing Christian, would having a Muslim parent impact your willingness to vote for a candidate for president?

	All	Deep South	Peripheral South	Working Class Whites	Christians (white only)	Evangelicals (white only)
Yes	24.8%	27.7%	23.5%	37.7%	30%	40.3%
No	65%	59.7%	67.2%	49.9%	59.7%	49%
Not Sure	8.7%	9%	8.7%	11%	9.3%	9.8%
Refused	1.5%	3.5%	0.7%	1.4%	1%	0.9%

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

	All	Deep South	Peripheral South	Whites	Blacks	Working Class Whites
Very Important	70.8%	82.4%	66.1%	69%	83.6%	78%
Fairly Important	18.6%	12.7%	21%	20.4%	11.9%	14%
Not Very Important	9.2%	3.6%	11.5%	9.7%	2.2%	7.4%
Refused	1.5%	1.3%	1.5%	1%	2.2%	0.5%

The Winthrop Poll Findings

Would you describe yourself as a “born again” or evangelical Christian?

	All	Deep South	Peripheral South	Whites	Blacks	Working Class Whites
Yes	49.8%	59.5%	45.7%	48.9%	66.2%	65.8%
No	45.2%	35.5%	49.2%	47.2%	27.1%	29.3%
Not Sure	2.7%	3.3%	2.5%	2.5%	4.5%	3.8%
Refused	2.3%	1.6%	2.6%	1.5%	2.3%	1.1%

How would you describe your political beliefs, Very Liberal, Somewhat Liberal, Moderate, Somewhat Conservative, Very Conservative?

	All	Deep South	Peripheral South	Whites	Blacks	Working Class Whites
Very Liberal	7.4%	8.3%	7%	6.3%	11.4%	6.4%
Somewhat Liberal	15.2%	12.5%	16.2%	13.0%	27.3%	15.6%
Moderate	24.6%	22.8%	25.3%	24.7%	27.3%	28.7%
Somewhat Conservative	26.4%	26.4%	26.3%	28.5%	15.2%	19.4%
Very Conservative	23.4%	28.1%	21.6%	24.7%	16.7%	26.3%
Not Sure	2.3%	0.7%	3.1%	2.3%	1.5%	3.2%
Refused	0.8%	1.3%	0.5%	0.5%	0.8%	0.3%

Which of the following best describes your regional identity? *[answers rotated]*

- Non-Southern
- Converted Southerner
- Native Southerner

	All	Deep South	Peripheral South	Whites	Blacks	Working Class Whites
Non-Southern	14.6%	9.1%	16.8%	14.3%	13.6%	5.4%
Converted Southerner	20%	13.7%	22.6%	22%	6.8%	19.9%
Native Southerner	61.5%	74.6%	56%	60.8%	75%	71.9%
Not Sure	3%	1.6%	3.5%	2.2%	4.5%	2.3%
Refused	1.0%	1.0%	1.1%	0.7%	0.0%	0.5%

The Winthrop Poll Findings

Some people seem to follow what's going on in government and public affairs most of the time, whether there's an election or not. Others aren't that interested. How often would you say that you follow what is going on in government and public affairs: Most of the time, Some of the time, Only now and then, or Hardly at all?

Most of the Time	73.4%
Some of the Time	18.5%
Only Now and Then	4.5%
Hardly At All	2.7%
Don't Know/Refused	0.1%

What is your primary source for news about politics? Is it local or regional television news, cable television news, newspapers, radio, the Internet, talking with friends or family, or something else?

Local/Regional TV News	19.5%
Cable TV News	44.7%
Newspapers	16.9%
Radio	5.2%
Internet	9.2%
Friends or Family	1.6%
Something Else	1.0%
Don't Know/Refused	1.7%