

## Current Findings

October 2012 Winthrop Poll

For methodological questions please read the full Methodology Statement

RESULTS OF LATEST WINTHROP POLL OF VOTERS IN SOUTH CAROLINA'S NEW 7TH CONGRESSIONAL DISTRICT ARE IN

IN THE RACE FOR REPRESENTATIVE TO THE U.S. CONGRESS,  
AMONG LIKELY VOTERS, REPUBLICAN CANDIDATE TOM RICE LEADS DEMOCRATIC CANDIDATE GLORIA BROMELL TINUBU BY ALMOST 13 %  
HOWEVER, 10 % SAY THEY'RE STILL UNDECIDED

ALMOST ONE-THIRD OF REGISTERED VOTERS SAY THEY WERE UNAWARE  
THAT A NEW DISTRICT HAD BEEN ADDED

ALMOST 50% BELIEVE THE NEW DISTRICT WILL MAKE NO DIFFERENCE AS TO HOW THEIR INTERESTS ARE REPRESENTED

OVER 92% OF REGISTERED VOTERS FEEL THEY CAN TRUST  
THE S.C. STATE GOVERNMENT TO DO WHAT IS RIGHT  
AT LEAST SOME OF THE TIME,  
WITH ALMOST ONE-THIRD OF THEM SAYING MOST OF THE TIME

JOBS/UNEMPLOYMENT AND THE ECONOMY CITED AS TOP PROBLEMS IN S.C.

30% OF REGISTERED VOTERS SAY THEIR OPINION OF LABOR UNIONS IS NEITHER POSITIVE NOR NEGATIVE

OVER 75% WERE UNSURE OR DID NOT KNOW WHO THE LT. GOV. OF S.C. IS  
WHILE A SIMILAR NUMBER WERE UNABLE TO NAME THE  
CURRENT CHIEF JUSTICE OF THE U.S.

NEARLY 88% OF REGISTERED VOTERS SAID THEY DID NOT CONSIDER THEMSELVES MEMBERS OF THE TEA PARTY

Rock Hill SC...The results of the latest Winthrop Poll, of 981 Registered Voters living in South Carolina's newly formed 7th Congressional District are in. The survey was in the field from Sept. 23-30, 2012. After weights (for sex, age, and race) have been applied, results which use all respondents have a margin of error of +/- 3% at the 95% confidence level.

NOTE: The results presented for the 7th Congressional race are only of 878 Likely Voters and have a margin of error of approximately +/- 3.5%.

Reported results using a subset of the entire sample will naturally have a higher margin of error.

For additional information on methodology, see conclusion of poll.

Among the Winthrop Poll findings:

In the contest to choose the first Representative of the newly-created 7th Congressional District, 48.9% of Likely Voters selected Republican Tim Rice, while 36.2% chose Gloria Bromell Tinubu. At the same time, more than one-in-10 (10.3%) said they were still undecided.

While almost 40% of Registered Voters were aware that they lived in a new Congressional District, almost one-third (33.0%) of them were not, and 8.4% were aware there was a new district, but didn't realize they lived in it.

Almost one-half of Registered Voters (49.6%) felt that despite the fact they were in a new Congressional District, they would see no change in how their needs are addressed. Still, almost one-in-three (31.2%) felt that being in the new district would mean their interests would be better represented.

Registered Voters were almost equally divided (49% compared to 46.6%) on whether anyone who works hard enough can become financially successful in America compared with the idea that hard work alone is sometimes not enough to achieve that.

Despite the fact that S.C. is a "right to work state," and its lack of unions has been cited as the reason why some businesses are relocating to the Palmetto State, nearly one-third of Registered Voters (30.3%) said their opinion of Labor Unions was neither positive nor negative.

Only 5.3% of registered voters in the district correctly identified Glenn McConnell as Lt. Governor while more than three quarters (76.9%) didn't even hazard a guess. Andre Bauer, the former Lt. Gov., was most often cited (by 10.4%).

Even as the U.S. Supreme Court begins its new term this week, less than one-in-four Registered Voters (22.1%) was able to identify John Roberts as the current Chief Justice, while 72% were either not sure or did not know who it was.

Among Registered Voters, the number of respondents who said they were not members of the Tea Party was decidedly significant. While 87.9% said they were not, a mere 6.9% said they were.

Over one-half of Registered Voters in the new district (54.6%) felt that our country was headed in the wrong direction, while they were about equally divided as to whether that was also true of South Carolina, with 42.4% saying we are on the wrong track and 40.9% saying the state was on the right track.

Jobs/Unemployment and the Economy were most often mentioned by Registered Voters as the most important problems facing S.C., with 33% naming Jobs/Unemployment as their top concern, and 18.9% identifying the Economy as the state's chief headache.

T1

Note: Topline (may not sum to 100% due to rounding)

Demographics

Demographics		
	Registered Voters in the 7th Congressional District according to SC State Election Commission	October 2012 Winthrop Poll
Sex		
Male	44.53	44.9
Female	55.47	55.1
Race		
White	68.74	65.6
Non-white	31.26	33.0
Refused	--	1.4
Age		
18-24	3.77	3.8
25-44	35.04	34.0
45-64	36.78	35.4
65+	24.33	23.1
Refused	--	3.8

Results:

This table presents Likely Voters in the SC 7th Congressional District ONLY:

T2

If the election for Representative to the United States Congress from the South Carolina 7th District

were held today, would you vote for the Democrat, Gloria Bromell Tinubu, the Republican, Tom Rice, or someone else? [FIRST TWO ANSWERS ROTATED]

	Likely Voters		Likely Voters
Tinubu	36.2	Tinubu – Vote	34.5
		Tinubu – Lean	1.7
Rice	48.9	Rice – Lean	3.1
		Rice – Vote	45.8
Someone Else	2.0	Someone Else	2.0
Not Sure	10.3	Not Sure	10.3
Refused to Answer	2.5	Refused to Answer	2.5

The following tables are of all Registered Voters in the SC 7th Congressional District (not just Likely Voters)

T3

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 Registered Voters
Right Track	37.3
Wrong Direction	54.6
Don't Know/ Refused to Answer	8.1

T4

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 Registered Voters
Right Track	40.9
Wrong Direction	42.4

Don't Know/ Refused to Answer	16.7
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T5

How much of the time do you think you can trust the national government in Washington to do what is right: Just about always, Most of the time, or only Some of the time.

	All Registered Voters
Just About Always	4.4
Most of the Time	21.4
Some of the Time	62.3
Never [Volunteered]	9.8
Don't Know	1.4
Refused	0.7

T6

How much of the time do you think you can trust the South Carolina state government to do what is right: Just about always, Most of the time, or only Some of the time.

	All Registered Voters
Just About Always	3.4
Most of the Time	31.7
Some of the Time	57.7
Never [Volunteered]	4.6
Don't Know	1.5
Refused	1.1

T7

How much of the time do you think you can trust your local government to do what is right: Just about always, Most of the time, or only Some of the time.

	All Registered Voters
Just About Always	5.6
Most of the Time	33.5
Some of the Time	53.1
Never [Volunteered]	5.2
Don't Know	1.3
Refused	1.2

T8

Would you say that your opinion of Labor Unions is generally positive, generally negative, or neither positive nor negative? [if "positive" or "negative" ...] Very or Somewhat?

	All Registered Voters	Democrat [including Leaners]	Republican [including Leaners]
Very Positive	13.0	22.4	3.5
Somewhat Positive	13.7	22.6	5.1
Neither	30.3	36.0	24.2
Somewhat Negative	13.3	6.7	20.4
Very Negative	24.1	5.1	43.7
Don't Know	4.4	6.5	2.2
Refused	1.2	0.7	0.9

T9

What do you think is the most important problem facing the United States of America today? [NOTE: Top four answers reported]

	All Registered Voters
Economy	29.6

Jobs/ Unemployment	19.2
Budget Deficit or Debt	10.9
Politicians/ Government	6.2

T10

What do you think is the most important problem facing the state of South Carolina? [NOTE: Top four answers reported]

	All Registered Voters
Jobs/ Unemployment	33.0
Economy	18.9
Education	11.8
Politicians/ Government	5.2

T11

What issue that is directly related to life in the South Carolina 7th Congressional district do you think the person elected should focus on? [Open-ended ... responses coded by SBRL Director. Those getting higher than 1% reported]

	All Registered Voters
Jobs / Unemployment	36.9
Economy / Business or Industrial growth & development	13.1
Education	11.2
Transportation / Interstate / I-73	2.7
Healthcare / Health insurance	2.5
Taxes	1.9
Crime	1.0

T12

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

	All Registered Voters
Very Good	2.2
Fairly Good	28.0
Fairly Bad	30.3
Very Bad	37.0
Not Sure [volunteered]	0.0
Neither [volunteered]	2.2
Refused to Answer	0.3

T13

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

	All Registered Voters
Getting Better	44.6
Getting Worse	44.3
Not Sure [volunteered]	3.6
Neither [volunteered]	7.4
Refused to Answer	0.1

T14

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 Registered
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	Voters
Very Good	2.2
Fairly Good	41.9
Fairly Bad	35.4
Very Bad	16.0
Not sure [volunteered]	2.0
Neither [volunteered]	2.2
Refused to Answer	0.3

T15

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

	All Registered Voters
Getting Better	48.5
Getting Worse	34.4
Not Sure [volunteered]	7.6
Neither [volunteered]	8.3
Refused to Answer	1.1

T16

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

	All Registered Voters
Excellent	8.1
Good	43.4

Only Fair	34.0
Poor	12.7
Not Sure [volunteered]	0.3
Neither [volunteered]	0.2
Refused to Answer	1.3

T17

Right now, do you think that your financial situation as a whole is getting better or getting worse?

	All Registered Voters
Getting Better	42.5
Getting Worse	34.5
Not Sure [volunteered]	4.0
Neither [volunteered]	17.3
Refused to Answer	1.8

T18

Which of the following statements is most accurate regarding you?

I was aware that a new Congressional District had been created and that I lived in it

I was aware that a new Congressional District had been created and was not sure if I lived in it

I was aware that a new Congressional District had been created but didn't think that I lived in it

I was not aware that a new Congressional District had been added in South Carolina

	All Registered Voters
Aware and Knew Lived in	38.9

Aware, Not Sure if Lived in	18.2
Aware, Did Not Think Lived in	8.4
Not Aware	33.0
Refused to Answer	1.6

T19

Do you think that being put in a new Congressional district will mean that your interests are represented BETTER than before, WORSE than before, or that it will make NO DIFFERENCE in how well your interests are represented?

	All Registered Voters
Better	31.2
Worse	4.0
No Difference	49.6
Not Sure	14.7
Refused to Answer	0.6

T20

Do you think that one area or part of the South Carolina 7th Congressional District is likely to get more of its issues addressed than other areas or parts of the district, or not? [ If “yes”...] Which area? [OPTIONS NOT READ]

	All Registered Voters
No	47.1
Horry County	6.9
Myrtle Beach	7.6
Beach or Coastal Areas	8.5
Other	18.5
Don't know/ Refused	11.5

T21

To the best of your knowledge, is Georgetown County in the new 7th Congressional district? [NOTE: the correct answer is YES. Georgetown used to be split between the 1st and 6th Congressional districts. Georgetown County residents have been removed from this analysis)

	All Registered Voters (excluding those in Georgetown Co.)
Yes	31.4
No	13.1
Not sure / Don't know	55.2
Refused	0.3

T22

To the best of your knowledge, is York County in the new 7th Congressional district? [NOTE: the correct answer is NO. York County remains in the 5th Congressional district. Many residents of the new district used to be in the 5th with York Co.)

	All Registered Voters
Yes	21.5
No	25.2
Not sure / Don't know	53.1
Refused	0.3

T23

To the best of your knowledge, is Sumter County in the new 7th Congressional district? [NOTE: the correct answer is NO. Sumter County remains split between the 5th and 6th Congressional districts, although the lines have changed somewhat. Many residents of the new district used to be in the 5th with a small slice of Sumter Co.)

	All Registered Voters
Yes	12.6
No	29.4
Not sure / Don't know	57.7

know	
Refused	0.3

T24

What would you say is the main source you use to get news ... national cable television news, national network television news, local television news, National Public Radio, Talk Radio, commercial radio, newspapers, the internet, or friends or family?

	All Registered Voters
Cable TV	29.3
National Network TV	19.2
Local TV	19.1
NPR	1.5
Talk Radio	4.6
Commercial Radio	0.5
Newspaper	7.2
Internet	14.6
Friends/Family	2.6
Something Else	1.0
Don't Know/ Refused to Answer	0.4

T25

Over the last 30 years, do you think that violent crime in the United States has Increased, Decreased, or Remained About the Same?

	All Registered Voters
Increased	68.3
Decreased	11.0

Remained About the Same	18.9
Don't Know	1.7
Refused to Answer	0.1

[INTERPRETATION NOTE: Violent crime in the U.S. has decreased over the last 30 years according Department of Justice Uniform Crime Reporting Statistics and the Bureau of Justice Statistics National Crime Victimization Survey]

T26

Over the last 30 years, do you think that teen pregnancy in the United States has Increased, Decreased, or Remained About the Same?

	All Registered Voters
Increased	65.0
Decreased	17.0
Remained About the Same	15.5
Don't Know	0.1
Refused to Answer	2.4

[INTERPRETATION NOTE: Teen pregnancy in the U.S. has decreased over the last 30 years according United States Centers for Disease Control and Prevention]

T27

Which of the following come closer to your beliefs: [ANSWERS ROTATED]

Anyone who works hard enough can become financially successful in America

Hard work alone is sometimes not enough to become financially successful in America

	All Registered Voters
Anyone Who Works Hard Succeeds	49.0
Hard Work Not Enough	46.6
Don't Know	3.6
Refused to Answer	0.8

T28

Do you know the name of the current Lieutenant Governor of South Carolina? [No answer options given]

	All Registered Voters
Glenn McConnell	5.3
Ken Ard	2.4
Andre Bauer	10.4
Bob Peeler	0.1
Another Name	4.4
Not Sure/Don't Know	76.9
Refused to Answer	0.5

T29

Do you know the name of the current Chief Justice of the United States Supreme Court? [No answer options given]

	All Registered Voters
John Roberts	22.1
William Rehnquist	1.0
Another Name	4.7
Not Sure/Don't Know	72.0
Refused	0.3

T30

Which of the following come closer to your beliefs: [ANSWERS ROTATED]

With some exceptions, the history of racism in America can prevent many hard working minorities from succeeding

The racism of America's past does not prevent any minorities who work hard enough from getting ahead in this day and age

	All Registered Voters
Racism Can Prevent Success	38.6
Racism Does NOT Prevent Success	54.1
Don't Know	4.9
Refused to Answer	2.4

T31

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 Registered Voters	Democrat [including Leaners]	Republican [including Leaners]
Approve	33.0	6.4	62.0
Disapprove	31.1	53.7	9.7
Not Familiar	30.6	36.2	22.7
Not Sure	4.1	3.0	4.6
Refused to Answer	1.1	0.7	0.9

T32

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

	All Registered Voters
Yes	6.9
No	87.9
Not Sure	4.2
Refused to Answer	1.0



We have had requests to break down some of the results by both race and sex. Unfortunately if data is broken down by sex for non-whites, the sample sizes will be quite small. Therefore the following file contains several questions broken down by sex, but ONLY for white registered voters in the SC 7th. There are the raw SPSS tables for the data. We apologize that we do not currently have the time to format these tables in a more visually appealing format. If interest in these tables continues after the elections (when things slow down for the SBRL Director), we can re-format these tables: Click [HERE](#) for crosstabs of some questions by SEX for WHITE registered voters in the new SC 7th.

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See full methodology page for more info.

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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 Dr. Scott Huffmon, please contact Judy Longshaw at [longshawj@winthrop.edu](mailto:longshawj@winthrop.edu) or 803/323-2404.

Note: Winthrop University, located in Rock Hill, S.C., is a nationally recognized public university offering graduate and undergraduate degrees to an inclusive, international student body.

## Methodology Statement

### Survey Methodology

#### October 2012 Winthrop Poll

The October 2012 Winthrop Poll interviewed 981 Registered Voters living in South Carolina's newly formed 7<sup>th</sup> Congressional District. After weights (for sex, age, and race) have been applied, results which use all respondents have a **margin of error of approximately +/- 3%** at the 95% confidence level.

Click [HERE](#) to see a map of the current SC Congressional districts (map created by Dr. Christopher N. Lawrence)

**NOTE:** The results presented for the 7<sup>th</sup> District Congressional race are only of 878 **Likely Voters** and have a **margin of error of approximately +/- 3.5%**

Reported results using a subset of the entire sample will naturally have a higher margin of error.

The survey was in the field from 9/23-9/30, 2012. Phone calls were made during weekday evenings, all day Saturday, and Sunday afternoon and evening. Weekday daytime calls are generally 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.). Conducting weekend calls is important to avoid systematically excluding certain populations (such as those who may work 2nd or 3rd shift during the week).

The survey used (1) Sample drawn from lists of registered voters in SC, also called Registration Based Sample (RBS), (2) Random Digit Dialing (RDD), and (3) wireless phone number sampling. The registered voter sample was purchased from Aristotle/Voter Lists Online. However, because these lists have a natural lag of a few months – AND since SC does not collect and update phone information -- ONLY using Registration Based Sample would produce a systematic bias. RDD and wireless samples are crucial to ensure no adult in the geographical area of interest is systematically excluded from the sample. 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 for RDD sample.

Additionally, we:

1. Screen RDD and wireless sample for registration status and confirm with respondents selected from the RBS sample that they are, in fact, registered to vote
2. Screen the wireless sample for **wireless-only** status since individuals who have a cell phone and a land line already have an established probability of appearing in the RDD.
3. Weight responses based on **sex, age, and race** according to the known population of registered voters in the newly drawn SC 7<sup>th</sup> Congressional District.

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.

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.