November 2015 Winthrop Poll of SC Democratic Presidential Primary Likely Voters

For methodological questions please read the full Methodology Statement at bottom.

<u>PRESS RELEASE</u>

ROCK HILL, SOUTH CAROLINA – Likely Democratic voters in South Carolina overwhelmingly support Hillary Clinton to be the Democratic nominee to become the 45th president, according to the latest Winthrop Poll.

Seventy-one percent of those surveyed said they were leaning toward voting for the former Secretary of State. Of the African-Americans contacted, she had even higher numbers, at 80%. The other two candidates running in the primary received significantly lower support – U.S. Sen. Bernie Sanders, 15%, and former Maryland Gov. Martin O'Malley, 2%.

South Carolina is important in the presidential process because it is the first primary in the South and because it is the first time presidential candidates can be vetted by large numbers of African-American voters. Winthrop Poll Director Scott Huffmon noted, "African Americans constitute one of the most important constituencies for the Democratic Party. African Americans can make up over 50% of the Democratic Presidential Primary vote in South Carolina, which is a much larger portion than you'll see in the Iowa Caucus or New Hampshire primary."

Of the Clinton supporters polled, 72% said she is a solid choice. A little more than a third of all respondents said they might change their mind. Sanders comes up as a second choice by 37% of respondents, but a fourth of respondents said they are undecided.

According to Huffmon, "At 71% support of likely voters, a choice that is 'solid' among more than 7 in 10 of those supporters, and a 79/10 favorable/unfavorable rating, South Carolina is currently Clinton country. While Sanders has drawn large and boisterous crowds - including here at Winthrop - it appears that those crowds might not have significant overlap with likely primary voters. Sanders must convert campaign excitement into long-term voter commitment to begin to close the gap."

Vice President Joe Biden's decision last month not to enter the race has affected their choices. Thirty-four percent of Clinton supporters, and 46% of Sanders supporters reported that they would have supported Biden over their first choice if he had decided to run. Huffmon said: "It appears that Biden's choice not to run helped Sanders, but also effectively anchored Clinton's strong front runner status. While nearly half of Sanders' support came from potential Biden voters, the third of Clinton voters who might have preferred Biden represent a much larger number of individual voters."

When asked if respondents thought Clinton could win the general election, 87% said yes. Only 29% said yes about Sanders and 9% for O'Malley. "Clinton is clearly seen as the most electable by the S.C. Democratic Primary Likely Voters," said Huffmon, "but a strong showing by Sanders, especially in New Hampshire, could go a long way with changing South Carolina Democrats' views about his general election chances."

For this latest Winthrop Poll, callers surveyed 832 South Carolina residents by landline and cell phones between Oct.24 through Nov. 1. Results which use **all respondents** have a **margin of error of approximately +/- 3.4%** at the 95% confidence level. Subgroups have higher margins of error. Information about the poll methodology can be found here.

See the questions and responses.

When asked about favorable views among likely Democratic voters, here is the rundown:

.   Barack Obama, 90% favorable

.   Hillary Clinton, 79%

- Bernie Sanders, 47%

- Martin O'Malley, 18%, with 54% saying they are not familiar with him

- National Democratic Party, 77%

- S.C. Democratic Party, 72%

- Black Lives Matter movement, 57%, with 20% saying they are not familiar with it

PERSONALITY TRAITS

Likely Democratic voters also shared how they would describe the top two candidates in their party:

- Hillary Clinton, 65% said honest (24% said no), 92% said capable, 81% said she understands the needs of everyday people;

- Bernie Sanders, 65% said honest (13% said no), 59% said capable, 67% said he understands the needs of everyday people.

OPINIONS ON GOP CANDIDATES

Winthrop Poll callers found out that Democratic voters are divided on who would be the easiest and most difficult Republican presidential candidates to beat. New York real estate tycoon Donald Trump came in first in both categories. Twenty-three percent speculated that Trump would be the most difficult for the Democratic nominee to beat while 38% believe that he would be the easiest to beat.

Huffmon noted: "South Carolina Democratic Primary Voters appear to be ambivalent about Trump with more than 1 in 5 viewing him as the greatest threat to a 2016 Democratic victory while nearly 4 in 10 speculate that opposing Trump would make the path of the Democratic nominee much easier."

Others listed as difficult to beat were former Florida Governor Jeb Bush, 17% said so; U.S. Sen. Marco Rubio, 15%; neurosurgeon Ben Carson, 13%. The others ranked in single digits, including South Carolina's U.S. Sen. Lindsey Graham at 2%.

As for easiest to beat after Trump were Jeb Bush, 10%, while 16% weren't sure. Graham registered at 8%.

POLL FUNDING, METHODOLOGY 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).

RESULTS

NOTE: Percentages may not sum to 100 due to rounding

T1 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.

[Names for Tables T1 – T7 were read in random order]

Barack Obama

	All Respondents
Favorable	90
Unfavorable	7
Undecided	2
Not familiar	0
Refused	0

T2 Bernie Sanders

	All Respondents
Favorable	47
Unfavorable	16
Undecided	17
Not familiar	19
Refused	1

T3 Hillary Clinton

	All Respondents
Favorable	79
Unfavorable	10
Undecided	10
Not familiar	1
Refused	0

T4 Martin O'Malley

	All Respondents
Favorable	18
Unfavorable	12
Undecided	15
Not familiar	54
Refused	1

T5 the NATIONAL Democratic Party

	All Respondents
Favorable	77
Unfavorable	8
Undecided	10
Not familiar	5
Refused	0

T6 the SOUTH CAROLINA Democratic Party

	All Respondents
Favorable	72
Unfavorable	10
Undecided	11
Not familiar	6
Refused	0

T7 the Black Lives Matter movement

	All Respondents
Favorable	57
Unfavorable	11
Undecided	12
Not familiar	20
Refused	1

T8 If the candidates in the Democratic Primary were....for whom would you vote?

[Names of Clinton, O'Malley, and Sanders were read in random order. Those who were undecided were prompted once by being asked who they leaned toward as of today; if still undecided, they were coded as such]

	All Resp	Black	White	Women	Men
Hillary Clinton	71	80	62	74	67
Martin O'Malley	2	1	3	1	2
Bernie Sanders	15	8	24	13	18
Would not vote	2	0	4	1	3
Undecided	9	10	7	10	9
Refused	1	1	0	0	2

T9 Would you say that your support for that candidate is solid, or that you might change your mind?

	All Resp	Clinton Supporters	Sanders Supporters
Solid	61	72	42
might change mind	35	28	57
not sure/don't know	3	1	1
Refused	1	0	0

T10 Who would your second choice be?

	All Resp	Clinton Supporters	Sanders Supporters
Hillary Clinton	13	1	69
Martin O'Malley	12	13	19
Bernie Sanders	37	50	1
Someone not read	5	7	3
Would not vote	4	4	3
Undecided	26	24	5
Refused	3	1	1

T11 If Joe Biden had decided to run, would you have supported him over your current first choice?

	All Resp	Clinton Supporters	Sanders Supporters
Yes	37	34	46
No	48	52	45
Not Sure/ Don't Know	15	13	10
Refused	1	1	0

T12 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

[Names for Tables T12 – T14 were read in random order]

 Do you think the term HONEST describes <u>Hillary Clinton</u>, or not?

	All Respondents
Yes	65
No	24
Not Sure	9
Refused	1

T13 Do you think the term HONEST describes <u>Martin O'Malley</u>, or not?

	All Respondents
Yes	28
No	16
Not Sure	54
Refused	2

T14 Do you think the term HONEST describes <u>Bernie Sanders</u>, or not?

	All Respondents
Yes	65
No	13
Not Sure	21
Refused	2

T15 the next term is CAPABLE

[Names for Tables T15 – T17 were read in random order]

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

	All Respondents
Yes	92
No	6
Not Sure	2
Refused	0

T16 Do you think the term CAPABLE describes Martin O'Malley, or not?

	All Respondents
Yes	29
No	25
Not Sure	45
Refused	1

T17 Do you think the term CAPABLE describes Bernie Sanders, or not?

	All Respondents
Yes	59
No	21
Not Sure	18
Refused	1

T18 Do you think that Hillary Clinton understands the needs of everyday people, or not?

[Names for Tables T18 – T20 were read in random order]

	All Respondents
Yes	81
No	16
Not Sure	3
Refused	0

T19 Do you think that <u>Martin O'Malley</u> understands the needs of everyday people, or not?

	All Respondents
Yes	27
No	24
Not Sure	47
Refused	2

T20 Do you think that <u>Bernie Sanders</u> understands the needs of everyday people, or not?

	All Respondents
Yes	67
No	18
Not Sure	15
Refused	1

T21 Do you think that <u>Hillary Clinton</u> can win the general election, or not?

[Names for Tables T21 – T23 were read in random order]

	All Respondents
Yes	87
No	8
Not Sure	5
Refused	0

T22 Do you think that <u>Martin O'Malley</u> can win the general election, or not?

	All Respondents
Yes	9
No	66
Not Sure	24
Refused	1

T23 Do you think that <u>Bernie Sanders</u> can win the general election, or not?

	All Respondents
Yes	29
No	54
Not Sure	16
Refused	1

T24 The candidates currently running for the REPUBLICAN party presidential nomination are [GOP names were read to respondents in alphabetical order by last name]:

Which of those candidates do you think the Democratic nominee would have the <u>MOST **DIFFICULT**</u> time beating?

	All Respondents
Jeb Bush	17
Ben Carson	13
Chris Christie	2
Ted Cruz	1
Carly Fiorina	2
Jim Gilmore	0
Lindsey Graham	2
Mike Huckabee	0
Bobby Jindal	0
John Kasich	5
George Pataki	0
Rand Paul	0
Marco Rubio	15
Rick Santorum	0
Donald Trump	23
Not Sure/ Don't Know	17
Refused	2

T25 Which of those candidates do you think the Democratic nominee would have the **EASIEST** time beating?

	All Respondents
Jeb Bush	10
Ben Carson	7
Chris Christie	3
Ted Cruz	3
Carly Fiorina	2
Jim Gilmore	2
Lindsey Graham	8
Mike Huckabee	1
Bobby Jindal	3
John Kasich	1
George Pataki	1
Rand Paul	3
Marco Rubio	1
Rick Santorum	1
Donald Trump	38
Not Sure/ Don't Know	16
Refused	1

T26 Will you vote for the Democratic nominee for president in the general election no matter who wins the Democratic presidential nomination?

	All Resp	Clinton Supporters	Sanders Supporters
Yes	71	79	61
No	18	15	22
Not Sure/ Undecided	10	7	17
Refused	1	0	0

T27 I'm going to read some issues that future Democratic candidates for governor might pursue. Please tell me on a scale of one to ten, where one means the issue is not important at all and ten means that it is one of the most important issues, how important do you feel it is for any future Democratic candidate for governor to pursue that issue.

[Items for Tables t27 - T32 randomized]

How about abortion rights?

	All Respondents
Not important at all	10
2	2
3	2
4	2
5	14
6	3
7	10
8	11
9	7
One of the most imp issues	36
Don't know	2
Refused	2

T28 How about expanding Medicaid?

	All Respondents
Not important at all	2
2	1
3	1
4	1
5	8
6	3
7	7
8	13
9	8
One of the most imp issues	55
Don't know	1
Refused	0

T29 How about gun control?

	All Respondents
Not important at all	5
2	1
3	2
4	1
5	6
6	2
7	6
8	9
9	6
One of the most imp issues	59
Don't know	1
Refused	1

T30 How about repairing state roads?

	All Respondents
Not important at all	1
2	0
3	1
4	1
5	3
6	2
7	8
8	16
9	9
One of the most imp issues	59
Don't know	0
Refused	0

T31 How about improving k through 12 education?

	All Respondents
Not important at all	1
2	0
3	0
4	0
5	1
6	2
7	3
8	8
9	10
One of the most imp issues	75
Don't know	0
Refused	0

T32 How about <u>improving race relations</u>?

	All Respondents
Not important at all	1
2	0
3	1
4	0
5	4
6	2
7	7
8	12
9	8
One of the most imp issues	64
Don't know	1
Refused	1

T33

Issue	Mean Score (Don't Know and Refused removed)
Abortion Rights	7.2
Expanding Medicaid	8.5
Gun Control	8.4
Repairing State Roads	8.9
Improving K – 12 Education	9.5
Improving Race Relations	9.0

Chart 1 Mean with Error Bars; scaled 7 - 10
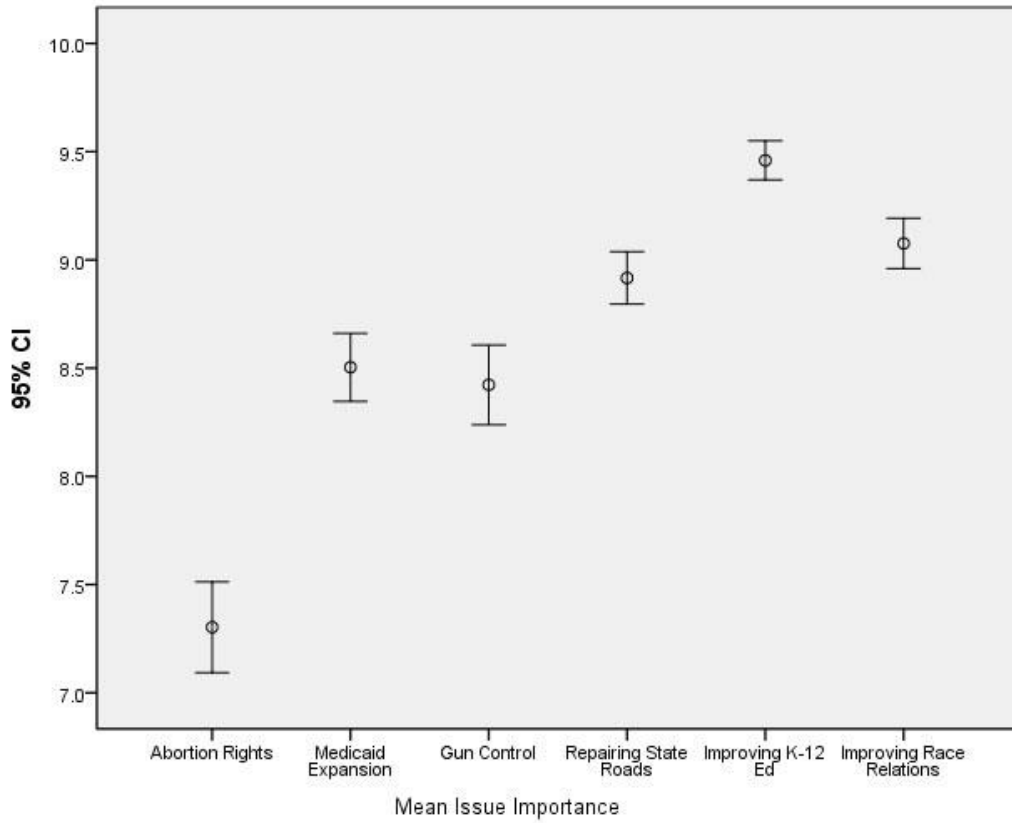
Most Important: Those who responded 9 - 10 on the previous scale
Less Important: Those who responded 1 – 8 on the previous scale. Only among those who offered a score (Don't know and Refused excluded)

T34

Abortion Rights	All Resp	Female	Male	Black	White	18-44	45+
Less Important	55	53	59	57	53	54	57
Most Important	45	47	42	43	47	46	43

T35

Medicaid Expansion	All Resp	Female	Male	Black	White	18-44	45+
Less Important	37	34	41	26	52	48	34
Most Important	63	66	59	74	48	52	66

T36

Gun Control	All Resp	Female	Male	Black	White	18-44	45+
Less Important	33	28	42	28	40	38	32
Most Important	67	72	58	72	60	62	68

T37

Road Repair	All Resp	Female	Male	Black	White	18-44	45+
Less Important	31	32	31	26	38	37	29
Most Important	69	68	69	74	62	63	71

T38

K-12 Ed	All Resp	Female	Male	Black	White	18-44	45+
Less Important	15	12	18	8	24	12	16
Most Important	85	88	82	92	76	88	84

Race Relations	All Resp	Female	Male	Black	White	18-44	45+
Less Important	27	24	31	17	41	30	27
Most Important	73	76	69	83	59	70	73

Methodology Statement

Survey Methodology

November 2015 Winthrop Poll of SC Residents

The November 2015 Winthrop Poll interviewed **832** Likely Voters in the 2016 SC Democratic Presidential Primary (aged 18 and older, registered to vote, screened for likelihood of voting in SC Democratic Presidential Primary). Results which use all respondents have a **margin of error of approximately +/- 3.4%** at the 95% confidence level. Results that use less than the full sample will naturally have a higher margin of error. Results for women only have a margin of error of approximately +/-4.4%. Results for men only have a margin of error of approximately +/-5.4%. Results for African Americans only have a margin of error of approximately +/-4.7%. Results for whites only have a margin of error of approximately +/-5.4%. Results for Clinton supporters only have a margin of error of approximately +/-4.1%. Results for Sanders supporters only have a margin of error of approximately +/-8.8%. Margins of error are based on weighted sample size.

The survey was in the field from 10/24-11/1, 2015. 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).

The survey used **(1)** Registration Based Sample (RBS) of previous Democratic Primary voters,**(2)** Random Digit Dialing (RDD), and **(3)** 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 simply because their number is not listed in the previous voter sample. MOST IMPORTANTLY, RDD and Wireless are necessary to capture any voters who are likely to vote in this contest, but did not vote in previous primaries (e.g. new to SC, newly registered voters, more interest in this contest, etc.) Both the RDD sample and the wireless sample were purchased from Survey Sampling International (SSI). RBS sample was purchased from Aristotle/Voter Lists Online.

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. Numbers reached via RBS asked for specific randomly selected voters. Surveys were conducted in English.

Additionally, we screen for voter registration status, screen for certainty of up-to-date registration status, _screen OUT_ Republicans and Republican-Leaning Independents, screen for likelihood of voting, and weight by sex, age, and race.

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.

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.