

## How the Survey was Conducted

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### **Nature of the Sample: South Carolina Poll of 2,506 Adults**

This survey of 2,506 adults was conducted from October 11th through October 13th, 2011. Adults 18 years of age and older residing in the state of South Carolina were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results for adults are statistically significant within  $\pm 2.0$  percentage points. There are 2,131 registered voters. The results for this subset are statistically significant within  $\pm 2.1$  percentage points. There are 992 potential Republican primary voters, that is, voters who identify as Republicans, Republican leaning independents, and those who plan to vote in the South Carolina Republican Presidential Primary. The results for this subset are statistically significant within  $\pm 3.1$  percentage points. There are 639 likely voters defined by a probability turnout model which determines the likelihood respondents will vote in the 2012 South Carolina Republican Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within  $\pm 3.9$  percentage points. The error margin increases for cross-tabulations.

**Nature of the Sample - South Carolina**

		South Carolina Adults	South Carolina Registered Voters
		Col %	Col %
South Carolina Adults		100%	
South Carolina Registered Voters		85%	100%
South Carolina Potential Republican Electorate*		40%	47%
South Carolina Likely Voters		26%	30%
Party Identification	Democrat	n/a	32%
	Republican	n/a	30%
	Independent	n/a	37%
	Other	n/a	1%
Tea Party Supporters		n/a	27%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	9%
	Support Tea Party	n/a	18%
	Does not support Tea Party	n/a	62%
	Unsure	n/a	11%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	44%	40%
	45 or older	56%	60%
Age	18 to 29	19%	15%
	30 to 44	25%	25%
	45 to 59	27%	28%
	60 or older	29%	32%
Race	White	69%	69%
	Non-white	31%	31%
Region	Piedmont	37%	35%
	Midlands	23%	23%
	The Pee Dee	19%	20%
	Low Country	21%	22%
Household Income	Less than \$75,000	75%	73%
	\$75,000 or more	25%	27%
Interview Type	Landline	73%	75%
	Cell Phone	27%	25%

NBC News/Marist Poll South Carolina Adults. Interviews conducted October 11th through 13th, 2011, N=2506 MOE +/- 2.0%. South Carolina Registered Voters: N=2131 MOE +/- 2.1%. Totals may not add to 100% due to rounding.

\*The potential Republican electorate in South Carolina includes all Republicans, all Republican leaning independents and those who plan to vote in the Republican presidential primary.

**Nature of the Sample - South Carolina**

		South Carolina Potential Republican Electorate*	South Carolina Likely Voters
		Col %	Col %
South Carolina Potential Republican Electorate*		100%	
South Carolina Likely Voters			100%
Party Identification	Democrats	2%	1%
	Democratic leaning independents	3%	2%
	Just Independents	5%	5%
	Republican leaning independents	29%	27%
	Republicans	62%	65%
Tea Party Supporters		42%	45%
Intensity of Tea Party Support	Strongly support Tea Party	15%	17%
	Support Tea Party	27%	28%
	Does not support Tea Party	48%	44%
	Unsure	11%	10%
Political Ideology	Very liberal	3%	2%
	Liberal	5%	4%
	Moderate	25%	23%
	Conservative	48%	50%
	Very conservative	19%	21%
Past Participation**	Yes	80%	88%
	No	20%	12%
Uses Social Media for Campaign Information		11%	11%
Does Not Use Social Media for Campaign Information		89%	89%
Gender	Men	52%	52%
	Women	48%	48%
Age	Under 45	37%	33%
	45 or older	63%	67%
Age	18 to 29	13%	10%
	30 to 44	24%	23%
	45 to 59	28%	30%
	60 or older	35%	37%
			35%
Race	White	92%	93%
	Non-white	8%	7%
Region	Piedmont	38%	38%
	Midlands	22%	22%
	The Pee Dee	18%	16%
	Low Country	23%	24%
			23%
Household Income	Less than \$75,000	65%	63%
	\$75,000 or more	35%	37%
Tea Party-Conservative-Evangelical		18%	21%
Evangelical Christian	Yes	38%	40%
	No	62%	60%
Education	Not college graduate	60%	57%
	College graduate	40%	43%
Interview Type	Landline	78%	80%
	Cell Phone	22%	20%

NBC News/Marist Poll South Carolina Potential Republican Electorate. Interviews conducted October 11th through 13th, 2011, N=992 MOE +/- 3.1%. Likely Republican Primary Voters: N=639 MOE +/- 3.9%. Totals may not add to 100% due to rounding.

\*The potential Republican electorate in South Carolina includes all Republicans, all Republican leaning independents and those who plan to vote in the Republican presidential primary.

\*\*Past participation refers to previous participation in a South Carolina Republican Presidential Primary.