

How the Survey was Conducted

Nature of the Sample: South Carolina Poll of 2,529 Adults

This survey of 2,529 adults was conducted from December 4th through 6th, 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 ± 2.0 percentage points. There are 2,107 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. There are 957 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 ± 3.2 percentage points. There are 635 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 ± 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		83%	100%
South Carolina Potential Republican Electorate*		38%	45%
South Carolina Likely Voters		25%	30%
Party Identification	Democrat	n/a	33%
	Republican	n/a	30%
	Independent	n/a	36%
	Other	n/a	1%
Tea Party Supporters		n/a	28%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	8%
	Support Tea Party	n/a	20%
	Does not support Tea Party	n/a	60%
	Unsure	n/a	12%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	43%	39%
	45 or older	57%	61%
Age	18 to 29	19%	15%
	30 to 44	25%	24%
	45 to 59	27%	28%
	60 or older	30%	33%
Race	White	68%	68%
	Non-white	32%	32%
Region	Piedmont	37%	36%
	Midlands	23%	24%
	The Pee Dee	19%	19%
	Low Country	21%	21%
Household Income	Less than \$75,000	76%	73%
	\$75,000 or more	24%	27%
Interview Type	Landline	72%	75%
	Cell Phone	28%	25%

NBC News/Marist Poll South Carolina Adults. Interviews conducted December 4th through 6th, 2011, N=2529 MOE +/- 2.0%. South Carolina Registered Voters: N=2107 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%	2%
	Democratic leaning independents	4%	3%
	Just Independents	4%	4%
	Republican leaning independents	28%	26%
	Republicans	62%	65%
Tea Party Supporters		46%	50%
Intensity of Tea Party Support	Strongly support Tea Party	16%	19%
	Support Tea Party	30%	31%
	Does not support Tea Party	43%	40%
	Unsure	11%	10%
Political Ideology	Very liberal	2%	1%
	Liberal	6%	6%
	Moderate	24%	23%
	Conservative	49%	49%
	Very conservative	19%	21%
Past Participation**	Yes	81%	88%
	No	19%	12%
Gender	Men	53%	54%
	Women	47%	46%
Age	Under 45	34%	30%
	45 or older	66%	70%
Age	18 to 29	10%	8%
	30 to 44	24%	21%
	45 to 59	30%	31%
	60 or older	36%	39%
Race	White	92%	93%
	Non-white	8%	7%
Region	Piedmont	41%	41%
	Midlands	23%	23%
	The Pee Dee	14%	14%
	Low Country	22%	22%
Household Income	Less than \$75,000	64%	64%
	\$75,000 or more	36%	36%
Evangelical Christian	Yes	42%	44%
	No	58%	56%
Tea Party-Conservative-Evangelical		17%	19%
Education	Not college graduate	59%	58%
	College graduate	41%	42%
Interview Type	Landline	79%	80%
	Cell Phone	21%	20%

NBC News/Marist Poll South Carolina Potential Republican Electorate. Interviews conducted December 4th through 6th, 2011, N=957 MOE +/- 3.2%. South Carolina Likely Republican Primary Voters: N=635 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.