

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		40%	47%
South Carolina Likely Voters		27%	32%
Party Identification	Democrat	n/a	31%
	Republican	n/a	32%
	Independent	n/a	35%
	Other	n/a	1%
Tea Party Supporters		n/a	30%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	9%
	Support Tea Party	n/a	21%
	Does not support Tea Party	n/a	60%
	Unsure	n/a	11%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	40%	36%
	45 or older	60%	64%
Age	18 to 29	15%	12%
	30 to 44	25%	24%
	45 to 59	27%	28%
	60 or older	33%	36%
Race	White	67%	67%
	Non-white	33%	33%
Region	Piedmont	37%	36%
	Midlands	23%	24%
	The Pee Dee	19%	19%
	Low Country	21%	21%
Household Income	Less than \$75,000	76%	74%
	\$75,000 or more	24%	26%
Interview Type	Landline	72%	76%
	Cell Phone	28%	24%

NBC News/Marist Poll South Carolina Adults. Interviews conducted January 16th and 17th, 2012, N=2524
MOE +/- 2.0 percentage points.

^South Carolina Registered Voters: N=2146 MOE +/- 2.1 percentage points. 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 Identificaton	Democrats	3%	2%
	Democratic leaning independents	4%	3%
	Just Independents	6%	6%
	Republican leaning independents	23%	21%
	Republicans	65%	68%
Tea Party Supporters		46%	51%
Intensity of Tea	Strongly support Tea Party	16%	19%
Party Support	Support Tea Party	30%	32%
	Does not support Tea Party	44%	40%
	Unsure	10%	9%
Political Ideology	Very liberal	1%	1%
	Liberal	4%	3%
	Moderate	24%	23%
	Conservative	48%	49%
	Very conservative	22%	24%
Past Participation**	Yes	80%	87%
	No	20%	13%
Facebook Page	Yes	45%	44%
	No-Unsure	55%	56%
Gender	Men	54%	54%
	Women	46%	46%
Age	Under 45	30%	27%
	45 or older	70%	73%
Age	18 to 29	7%	5%
	30 to 44	23%	22%
	45 to 59	29%	30%
	60 or older	40%	43%
Race	White	92%	93%
	Non-white	8%	7%
Region	Piedmont	41%	42%
	Midlands	23%	22%
	The Pee Dee	17%	15%
	Low Country	20%	21%
Household Income	Less than \$75,000	64%	62%
	\$75,000 or more	36%	38%
Evangelical Christian	Yes	44%	47%
	No	56%	53%
Tea Party-Conservative-Evangelical		19%	21%
Education	Not college graduate	56%	54%
	College graduate	44%	46%
Interview Type	Landline	81%	83%
	Cell Phone	19%	17%

NBC News/Marist Poll South Carolina Potential Republican Electorate. Interviews conducted January 16th and 17th, 2012, N=1001 MOE +/- 3.1 percentage points.

South Carolina Likely Republican Primary Voters: N=684 MOE +/- 3.8 percentage points. 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.

Nature of the Sample - South Carolina

		South Carolina Likely Voters	
		Pre-Debate	Post-Debate
		Col %	Col %
South Carolina Likely Voters	Pre-Debate	100%	
	Post-Debate		100%
Party Identification	Democrats	1%	3%
	Democratic leaning independents	3%	3%
	Just Independents	7%	5%
	Republican leaning independents	20%	23%
	Republicans	70%	66%
Tea Party Supporters		52%	50%
Intensity of Tea Party Support	Strongly support Tea Party	20%	17%
	Support Tea Party	32%	33%
	Does not support Tea Party	40%	40%
	Unsure	8%	10%
Political Ideology	Very liberal	1%	1%
	Liberal	4%	3%
	Moderate	23%	22%
	Conservative	47%	50%
	Very conservative	24%	25%
Past Participation**	Yes	89%	86%
	No	11%	14%
Facebook Page	Yes	44%	45%
	No-Unsure	56%	55%
Gender	Men	54%	54%
	Women	46%	46%
Age	Under 45	26%	29%
	45 or older	74%	71%
Age	18 to 29	5%	5%
	30 to 44	21%	24%
	45 to 59	31%	28%
	60 or older	43%	44%
Race	White	92%	94%
	Non-white	8%	6%
Region	Piedmont	41%	43%
	Midlands	24%	20%
	The Pee Dee	16%	14%
	Low Country	19%	23%
Household Income	Less than \$75,000	62%	63%
	\$75,000 or more	38%	37%
Evangelical Christian	Yes	47%	47%
	No	53%	53%
Tea Party-Conservative-Evangelical		24%	19%
Education	Not college graduate	55%	53%
	College graduate	45%	47%
Interview Type	Landline	82%	85%
	Cell Phone	18%	15%

NBC News/Marist Poll South Carolina Likely Republican Primary Voters. Interviews conducted Pre-Debate January 16th 2012, N=349 MOE +/- 5.5 percentage points. Interviews conducted Post-Debate January 17th 2012, N=335 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

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