







## Nature of the Sample - South Carolina

		South Carolina Potential Democratic Electorate	South Carolina Likely Democratic Primary Voters
		Col %	Col %
South Carolina Potential Democratic Electorate		100%	
South Carolina Likely Democratic Primary Voters		50%	100%
Party Identification	Democrat	75%	79%
	Republican	1%	1%
	Independent	25%	21%
Past Participation*	Yes	74%	83%
	No	26%	17%
Political Ideology	Very liberal	9%	10%
	Liberal	28%	27%
	Moderate	36%	35%
	Conservative	20%	19%
	Very conservative	8%	9%
Tea Party Supporters		12%	11%
Gender	Men	42%	41%
	Women	58%	59%
Age	Under 45	45%	39%
	45 or older	55%	61%
Age	18 to 29	21%	16%
	30 to 44	24%	23%
	45 to 59	26%	28%
	60 or older	29%	32%
Race	White	35%	35%
	African American	59%	60%
	Latino	4%	3%
	Other	2%	2%
Region	Upcountry	18%	20%
	Piedmont	11%	12%
	Central	32%	31%
	Pee Dee/Waccamaw	19%	17%
	Low Country	20%	20%
Household Income	Less than \$50,000	64%	62%
	\$50,000 or more	36%	38%
Education	Not college graduate	67%	65%
	College graduate	33%	35%
Marital Status	Married	37%	40%
	Not married	63%	60%
Evangelical Christian	Yes	32%	31%
	No	68%	69%
White Evangelical Christians		8%	6%
Religiosity	Practice a Religion	65%	66%
	Does not Practice a Religion	35%	34%
South Carolina Voter Registration List	Match	34%	36%
	No Match	66%	64%
Interview Type	Landline	49%	51%
	Cell Phone	51%	49%

NBC News/WSJ/Marist Poll South Carolina Potential Democratic Electorate. Interviews conducted January 17th through January 23rd, 2016, n=887 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

^South Carolina Likely Democratic Primary Voters: n=446 MOE +/- 4.6 percentage points.































