

INTERVIEWS: Tom Jensen 919-744-6312

IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH OF THE PRESS RELEASE

Despite approval decline, Haley still tops Sheheen in re-do

Raleigh, N.C. – As they have become more familiar with her, South Carolina voters' views of their new Governor Nikki Haley have slid tremendously in the last four months, but if she were to stand for election against her 2010 opponent Vincent Sheheen today, she would yet win by a slightly larger margin than she actually did last fall. 42% approve and 41% disapprove of Haley's job performance, an 11-point decline on the margin from the 36-24 she posted when PPP last polled the state just after her inauguration.

Though she won by four points—a surprisingly close margin, considering the Republican wave and the red lean of the state—a do-over with Sheheen would result in a 48-42 win for the incumbent. Voters are no more fond of Sheheen than Haley; the Democrat's favorables and unfavorables both fall at 27%. Haley is one of the only new Republican governors who would survive a rematch—in recent PPP polls, Wisconsin's Scott Walker, Ohio's John Kasich, Florida's Rick Scott, Pennsylvania's Tom Corbett, Michigan's Rick Snyder, and Georgia's Nathan Deal would all fall to the Democrats they beat. Of two Democratic governors tested so far, both have improved on their 2010 victory margins.

Out of four states in which the question has been asked, South Carolinians are the most supportive of interracial marriages. 70% think they should be legal, as they are now, and 16% illegal. In North Carolina, 68% think they should be legal; the figure is 62% in Georgia and only 54% in Mississippi. The Palmetto State is the home of Bob Jones University, which until 10 years ago banned interracial dating among students.

At 46%, South Carolinians are, however, not quite as glad that the North won the Civil War as North Carolinians (48%) or Georgians (53%), but still happier than Mississippians (34%), 27% of whom wish the South had won instead. That pro-Confederacy figure is only 21% in North Carolina, 23% in Georgia, and 24% in South Carolina. The other three states were polled in March and April, and data can be found at www.publicpolicypolling.com.

PPP surveyed 741 South Carolina voters from June 2nd to 5th. The margin of error for the survey is +/-3.6%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews. PPP is a Democratic polling company, but polling expert Nate Silver of the *New York Times* found that its surveys in 2010 actually exhibited a slight bias toward Republican candidates.



South Carolina Survey Results

Q1 Do you approve or disapprove of Governor Nikki Haley's job performance?

Approve 42%
Disapprove..... 41%
Not sure 17%

Q2 Do you have a favorable or unfavorable opinion of Vincent Sheheen?

Favorable..... 27%
Unfavorable 27%
Not sure 46%

Q3 If you could do last fall's election for Governor over again would you vote for Republican Nikki Haley or Democrat Vincent Sheheen?

Nikki Haley..... 48%
Vincent Sheheen..... 42%
Not sure 10%

Q4 Do you approve or disapprove of Senator Lindsey Graham's job performance?

Approve 40%
Disapprove..... 38%
Not sure 22%

Q5 Do you think Lindsey Graham is too liberal, too conservative, or about right?

Too liberal 29%
Too conservative..... 20%
About right 40%
Not sure 11%

Q6 Do you have a favorable or unfavorable opinion of Mark Sanford?

Favorable..... 27%
Unfavorable 56%
Not sure..... 17%

Q7 Do you think interracial marriage should be legal or illegal?

Legal..... 70%
Illegal 16%
Not sure..... 15%

Q8 Are you glad that the North won the Civil War or do you wish that the South had won?

Glad the North won..... 46%
Wish the South had 24%
Not sure..... 29%

Q9 Who did you vote for President in 2008?

John McCain..... 50%
Barack Obama..... 40%
Someone Else/Don't Remember..... 10%

Q10 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 9%
Somewhat liberal 16%
Moderate..... 27%
Somewhat conservative..... 22%
Very conservative 25%

Q11 If you are a woman, press 1. If a man, press 2.

Woman 57%
Man..... 43%

Q12 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat..... 35%
Republican..... 43%
Independent/Other..... 22%





Q13 If you are white, press 1. If African-American, press 2. If other, press 3.

| | |
|-------------------------------|-----|
| <i>White</i> | 70% |
| <i>African-American</i> | 26% |
| <i>Other</i> | 4% |

Q14 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

| | |
|----------------------------|-----|
| <i>18 to 29</i> | 10% |
| <i>30 to 45</i> | 24% |
| <i>46 to 65</i> | 46% |
| <i>Older than 65</i> | 20% |





Crosstabs

| | Base | 2008 Vote | | |
|-----------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone Else/Don't Remember |
| Haley Approval | | | | |
| Approve | 42% | 61% | 19% | 39% |
| Disapprove | 41% | 22% | 67% | 38% |
| Not sure | 17% | 17% | 14% | 23% |

| | Base | 2008 Vote | | |
|-----------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone Else/Don't Remember |
| Sheheen Favorability | | | | |
| Favorable | 27% | 14% | 45% | 20% |
| Unfavorable | 27% | 33% | 20% | 25% |
| Not sure | 46% | 53% | 35% | 55% |

| | Base | 2008 Vote | | |
|----------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone Else/Don't Remember |
| Haley/Sheheen Re-do | | | | |
| Nikki Haley | 48% | 73% | 16% | 48% |
| Vincent Sheheen | 42% | 17% | 75% | 30% |
| Not sure | 10% | 9% | 8% | 22% |

| | Base | 2008 Vote | | |
|------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone Else/Don't Remember |
| Graham Approval | | | | |
| Approve | 40% | 45% | 34% | 39% |
| Disapprove | 38% | 39% | 37% | 35% |
| Not sure | 22% | 15% | 29% | 26% |





Crosstabs

| | Base | 2008 Vote | | |
|-------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone Else/Don't Remember |
| Graham Ideology | | | | |
| Too liberal | 29% | 41% | 12% | 36% |
| Too conservative | 20% | 7% | 36% | 16% |
| About right | 40% | 41% | 40% | 37% |
| Not sure | 11% | 10% | 12% | 12% |

| | Base | 2008 Vote | | |
|-----------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone Else/Don't Remember |
| Sanford Favorability | | | | |
| Favorable | 27% | 36% | 14% | 33% |
| Unfavorable | 56% | 46% | 71% | 48% |
| Not sure | 17% | 18% | 15% | 19% |

| | Base | 2008 Vote | | |
|-----------------------------|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone Else/Don't Remember |
| Interracial Marriage | | | | |
| Legal | 70% | 57% | 87% | 62% |
| Illegal | 16% | 23% | 6% | 15% |
| Not sure | 15% | 19% | 6% | 23% |

| | Base | 2008 Vote | | |
|---|------|-------------|--------------|-----------------------------|
| | | John McCain | Barack Obama | Someone Else/Don't Remember |
| Glad North Won CW or Wish South Had? | | | | |
| Glad the North won | 46% | 38% | 60% | 35% |
| Wish the South had | 24% | 30% | 15% | 35% |
| Not sure | 29% | 32% | 25% | 30% |





Crosstabs

| | Base | Ideology | | | | |
|-----------------------|------|--------------|------------------|----------|-----------------------|-------------------|
| | | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Haley Approval | | | | | | |
| Approve | 42% | 29% | 20% | 27% | 56% | 63% |
| Disapprove | 41% | 57% | 64% | 57% | 25% | 18% |
| Not sure | 17% | 14% | 15% | 15% | 18% | 19% |

| | Base | Ideology | | | | |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
| | | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Sheheen Favorability | | | | | | |
| Favorable | 27% | 43% | 46% | 32% | 19% | 10% |
| Unfavorable | 27% | 30% | 28% | 22% | 21% | 36% |
| Not sure | 46% | 27% | 27% | 46% | 59% | 54% |

| | Base | Ideology | | | | |
|----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
| | | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Haley/Sheheen Re-do | | | | | | |
| Nikki Haley | 48% | 27% | 18% | 32% | 65% | 77% |
| Vincent Sheheen | 42% | 58% | 78% | 58% | 22% | 13% |
| Not sure | 10% | 16% | 3% | 10% | 13% | 10% |

| | Base | Ideology | | | | |
|------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
| | | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Graham Approval | | | | | | |
| Approve | 40% | 41% | 33% | 44% | 51% | 31% |
| Disapprove | 38% | 40% | 46% | 30% | 27% | 49% |
| Not sure | 22% | 19% | 20% | 26% | 22% | 20% |





Crosstabs

| | Base | Ideology | | | | |
|-------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
| | | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Graham Ideology | | | | | | |
| Too liberal | 29% | 19% | 11% | 14% | 36% | 55% |
| Too conservative | 20% | 37% | 48% | 24% | 4% | 5% |
| About right | 40% | 34% | 33% | 52% | 49% | 27% |
| Not sure | 11% | 9% | 9% | 11% | 11% | 14% |

| | Base | Ideology | | | | |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
| | | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Sanford Favorability | | | | | | |
| Favorable | 27% | 23% | 20% | 19% | 35% | 34% |
| Unfavorable | 56% | 67% | 68% | 60% | 50% | 46% |
| Not sure | 17% | 10% | 12% | 21% | 15% | 20% |

| | Base | Ideology | | | | |
|-----------------------------|------|--------------|------------------|----------|-----------------------|-------------------|
| | | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Interracial Marriage | | | | | | |
| Legal | 70% | 86% | 91% | 73% | 59% | 56% |
| Illegal | 16% | 2% | 4% | 15% | 21% | 25% |
| Not sure | 15% | 11% | 5% | 12% | 20% | 20% |

| | Base | Ideology | | | | |
|---|------|--------------|------------------|----------|-----------------------|-------------------|
| | | Very liberal | Somewhat liberal | Moderate | Somewhat conservative | Very conservative |
| Glad North Won CW or Wish South Had? | | | | | | |
| Glad the North won | 46% | 54% | 65% | 48% | 46% | 30% |
| Wish the South had | 24% | 31% | 16% | 20% | 23% | 33% |
| Not sure | 29% | 15% | 19% | 32% | 32% | 37% |





Crosstabs

| | Base | Gender | |
|-----------------------|------------|--------|-----|
| | | Woman | Man |
| Haley Approval | | | |
| Approve | 42% | 39% | 46% |
| Disapprove | 41% | 44% | 38% |
| Not sure | 17% | 17% | 16% |

| | Base | Gender | |
|-----------------------------|------------|--------|-----|
| | | Woman | Man |
| Sheheen Favorability | | | |
| Favorable | 27% | 30% | 23% |
| Unfavorable | 27% | 20% | 36% |
| Not sure | 46% | 50% | 41% |

| | Base | Gender | |
|----------------------------|------------|--------|-----|
| | | Woman | Man |
| Haley/Sheheen Re-do | | | |
| Nikki Haley | 48% | 45% | 52% |
| Vincent Sheheen | 42% | 45% | 37% |
| Not sure | 10% | 10% | 11% |

| | Base | Gender | |
|------------------------|------------|--------|-----|
| | | Woman | Man |
| Graham Approval | | | |
| Approve | 40% | 40% | 41% |
| Disapprove | 38% | 34% | 43% |
| Not sure | 22% | 26% | 16% |





Crosstabs

| | Base | Gender | |
|-------------------------|------|--------|-----|
| | | Woman | Man |
| Graham Ideology | | | |
| Too liberal | 29% | 26% | 33% |
| Too conservative | 20% | 20% | 19% |
| About right | 40% | 40% | 40% |
| Not sure | 11% | 13% | 8% |

| | Base | Gender | |
|-----------------------------|------|--------|-----|
| | | Woman | Man |
| Sanford Favorability | | | |
| Favorable | 27% | 22% | 34% |
| Unfavorable | 56% | 59% | 53% |
| Not sure | 17% | 19% | 14% |

| | Base | Gender | |
|-----------------------------|------|--------|-----|
| | | Woman | Man |
| Interracial Marriage | | | |
| Legal | 70% | 70% | 69% |
| Illegal | 16% | 14% | 18% |
| Not sure | 15% | 15% | 13% |

| | Base | Gender | |
|---|------|--------|-----|
| | | Woman | Man |
| Glad North Won CW or Wish South Had? | | | |
| Glad the North won | 46% | 45% | 48% |
| Wish the South had | 24% | 24% | 25% |
| Not sure | 29% | 31% | 28% |





Crosstabs

| | Base | Party | | |
|-----------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Haley Approval | | | | |
| Approve | 42% | 16% | 63% | 42% |
| Disapprove | 41% | 68% | 19% | 41% |
| Not sure | 17% | 15% | 18% | 17% |

| | Base | Party | | |
|-----------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Sheheen Favorability | | | | |
| Favorable | 27% | 45% | 14% | 23% |
| Unfavorable | 27% | 19% | 30% | 33% |
| Not sure | 46% | 35% | 56% | 44% |

| | Base | Party | | |
|----------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Haley/Sheheen Re-do | | | | |
| Nikki Haley | 48% | 13% | 78% | 47% |
| Vincent Sheheen | 42% | 78% | 13% | 39% |
| Not sure | 10% | 9% | 9% | 14% |

| | Base | Party | | |
|------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Graham Approval | | | | |
| Approve | 40% | 30% | 48% | 41% |
| Disapprove | 38% | 40% | 36% | 38% |
| Not sure | 22% | 30% | 15% | 21% |





Crosstabs

| | Base | Party | | |
|-------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Graham Ideology | | | | |
| Too liberal | 29% | 16% | 42% | 25% |
| Too conservative | 20% | 36% | 5% | 22% |
| About right | 40% | 36% | 43% | 41% |
| Not sure | 11% | 12% | 10% | 12% |

| | Base | Party | | |
|-----------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Sanford Favorability | | | | |
| Favorable | 27% | 17% | 36% | 26% |
| Unfavorable | 56% | 67% | 46% | 59% |
| Not sure | 17% | 16% | 19% | 16% |

| | Base | Party | | |
|-----------------------------|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Interracial Marriage | | | | |
| Legal | 70% | 82% | 56% | 77% |
| Illegal | 16% | 8% | 25% | 11% |
| Not sure | 15% | 10% | 19% | 13% |

| | Base | Party | | |
|---|------|----------|------------|-------------------|
| | | Democrat | Republican | Independent/Other |
| Glad North Won CW or Wish South Had? | | | | |
| Glad the North won | 46% | 59% | 36% | 47% |
| Wish the South had | 24% | 18% | 30% | 22% |
| Not sure | 29% | 23% | 34% | 31% |





Crosstabs

| | Base | Race | | |
|-----------------------|------|-------|------------------|-------|
| | | White | African-American | Other |
| Haley Approval | | | | |
| Approve | 42% | 52% | 19% | 24% |
| Disapprove | 41% | 33% | 62% | 46% |
| Not sure | 17% | 15% | 18% | 30% |

| | Base | Race | | |
|-----------------------------|------|-------|------------------|-------|
| | | White | African-American | Other |
| Sheheen Favorability | | | | |
| Favorable | 27% | 21% | 41% | 30% |
| Unfavorable | 27% | 29% | 20% | 33% |
| Not sure | 46% | 49% | 39% | 37% |

| | Base | Race | | |
|----------------------------|------|-------|------------------|-------|
| | | White | African-American | Other |
| Haley/Sheheen Re-do | | | | |
| Nikki Haley | 48% | 62% | 14% | 35% |
| Vincent Sheheen | 42% | 29% | 75% | 50% |
| Not sure | 10% | 9% | 12% | 15% |

| | Base | Race | | |
|------------------------|------|-------|------------------|-------|
| | | White | African-American | Other |
| Graham Approval | | | | |
| Approve | 40% | 45% | 28% | 31% |
| Disapprove | 38% | 38% | 37% | 46% |
| Not sure | 22% | 17% | 35% | 24% |





Crosstabs

| | Base | Race | | |
|-------------------------|------------|-------|------------------|-------|
| | | White | African-American | Other |
| Graham Ideology | | | | |
| Too liberal | 29% | 35% | 15% | 16% |
| Too conservative | 20% | 14% | 32% | 35% |
| About right | 40% | 41% | 39% | 41% |
| Not sure | 11% | 10% | 14% | 9% |

| | Base | Race | | |
|-----------------------------|------------|-------|------------------|-------|
| | | White | African-American | Other |
| Sanford Favorability | | | | |
| Favorable | 27% | 31% | 18% | 9% |
| Unfavorable | 56% | 52% | 65% | 72% |
| Not sure | 17% | 16% | 18% | 19% |

| | Base | Race | | |
|-----------------------------|------------|-------|------------------|-------|
| | | White | African-American | Other |
| Interracial Marriage | | | | |
| Legal | 70% | 63% | 87% | 68% |
| Illegal | 16% | 19% | 8% | 9% |
| Not sure | 15% | 18% | 5% | 23% |

| | Base | Race | | |
|---|------------|-------|------------------|-------|
| | | White | African-American | Other |
| Glad North Won CW or Wish South Had? | | | | |
| Glad the North won | 46% | 43% | 54% | 60% |
| Wish the South had | 24% | 27% | 18% | 11% |
| Not sure | 29% | 30% | 28% | 28% |





Crosstabs

| | Base | Age | | | |
|-----------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Haley Approval | | | | | |
| Approve | 42% | 41% | 40% | 40% | 51% |
| Disapprove | 41% | 47% | 39% | 44% | 35% |
| Not sure | 17% | 13% | 22% | 16% | 14% |

| | Base | Age | | | |
|-----------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Sheheen Favorability | | | | | |
| Favorable | 27% | 21% | 27% | 27% | 28% |
| Unfavorable | 27% | 27% | 31% | 27% | 23% |
| Not sure | 46% | 52% | 42% | 46% | 49% |

| | Base | Age | | | |
|----------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Haley/Sheheen Re-do | | | | | |
| Nikki Haley | 48% | 33% | 47% | 47% | 59% |
| Vincent Sheheen | 42% | 48% | 44% | 43% | 31% |
| Not sure | 10% | 18% | 9% | 10% | 9% |

| | Base | Age | | | |
|------------------------|------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Graham Approval | | | | | |
| Approve | 40% | 30% | 38% | 39% | 50% |
| Disapprove | 38% | 42% | 39% | 39% | 32% |
| Not sure | 22% | 27% | 24% | 22% | 18% |





Crosstabs

| | Base | Age | | | |
|-------------------------|------------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Graham Ideology | | | | | |
| Too liberal | 29% | 18% | 31% | 30% | 30% |
| Too conservative | 20% | 39% | 17% | 19% | 14% |
| About right | 40% | 27% | 39% | 40% | 48% |
| Not sure | 11% | 15% | 14% | 11% | 7% |

| | Base | Age | | | |
|-----------------------------|------------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Sanford Favorability | | | | | |
| Favorable | 27% | 27% | 26% | 25% | 32% |
| Unfavorable | 56% | 45% | 56% | 60% | 52% |
| Not sure | 17% | 27% | 18% | 14% | 16% |

| | Base | Age | | | |
|-----------------------------|------------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Interracial Marriage | | | | | |
| Legal | 70% | 58% | 76% | 77% | 52% |
| Illegal | 16% | 18% | 13% | 12% | 27% |
| Not sure | 15% | 24% | 11% | 11% | 21% |

| | Base | Age | | | |
|---|------------|----------|----------|----------|---------------|
| | | 18 to 29 | 30 to 45 | 46 to 65 | Older than 65 |
| Glad North Won CW or Wish South Had? | | | | | |
| Glad the North won | 46% | 45% | 52% | 46% | 39% |
| Wish the South had | 24% | 36% | 22% | 22% | 26% |
| Not sure | 29% | 18% | 26% | 31% | 35% |

