

**FOR IMMEDIATE RELEASE**

**May 25, 2010**

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**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Haley Up Big, Sheheen Narrowly in SC Governor Primaries**

**Raleigh, N.C.** – Polled over the weekend, before news broke of possible marital infidelity by gubernatorial candidate Nikki Haley, South Carolina Republicans favor her by a wide margin over her primary opponents to replace outgoing governor Mark Sanford. Meanwhile, Jim Rex and Vincent Sheheen are in a tight battle for the Democratic nomination heading into the June 8<sup>th</sup> vote.

Haley leads at 39%, with the other three contenders grappling for traction in the teens, Henry McMaster at 18, Gresham Barrett at 16, and Andre Bauer at 13. About as many, 14%, are undecided as favor the latter three. Haley and McMaster are both very well liked, with 47-13 and 43-22 favorability marks, while views on Bauer are decidedly negative, at 26-49. Barrett comes in at 28-18.

Sheheen tops Rex 36 to 30, with Robert Ford at 11% and 23% still undecided. Over half of Democratic primary voters still have no opinion of Sheheen and Rex, but Sheheen is more popular, with a 31-11 favorability margin to Rex's 29-19.

Sanford still gets a 51% job approval rating among his base electorate, to 36% who disapprove. That is similar to December's 50-34 margin among all Republican voters.

Brought back to the fore with the recent comments by Kentucky Republican Senate nominee Rand Paul, the Civil Rights Act of 1964 is supported by 58% of South Carolina Republican primary voters and opposed by only 15%, with 27% unsure.

“Nikki Haley was clearly headed for a first place finish before yesterday,” said Dean Debnam, President of Public Policy Polling. “Given the magnitude of her current lead the fallout from allegations of an extramarital affair would have to be huge for her not to at least make the runoff.”

PPP surveyed 638 likely South Carolina Republican primary voters, with a margin of error of +/-3.9%, and 410 likely Democratic primary voters, with a margin of error of +/-4.8%, from May 22<sup>nd</sup> to 23<sup>rd</sup>. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.



## South Carolina Survey Results

**Q1** Do you approve or disapprove of Governor Mark Sanford's job performance?

*Approve* ..... 51%  
*Disapprove*..... 36%  
*Not Sure*..... 13%

**Q2** Do you support or oppose the Civil Rights Act of 1964?

*Support* ..... 58%  
*Oppose* ..... 15%  
*Not sure* ..... 27%

**Q3** Do you have a favorable or unfavorable opinion of Gresham Barrett?

*Favorable*..... 28%  
*Unfavorable* ..... 18%  
*Not Sure*..... 54%

**Q4** Do you have a favorable or unfavorable opinion of Andre Bauer?

*Favorable*..... 26%  
*Unfavorable* ..... 49%  
*Not Sure*..... 25%

**Q5** Do you have a favorable or unfavorable opinion of Nikki Haley?

*Favorable*..... 47%  
*Unfavorable* ..... 13%  
*Not Sure*..... 39%

**Q6** Do you have a favorable or unfavorable opinion of Henry McMaster?

*Favorable*..... 43%  
*Unfavorable* ..... 22%  
*Not Sure*..... 34%

**Q7** Will you vote in the Democratic or Republican primary on June 8th, or will you not vote in a primary?

*Democratic primary*..... 0%  
*Republican primary*..... 100%  
*Not sure/don't think you'll vote in a primary*..... 0%

**Q8** The Republican candidates for governor are Gresham Barrett, Andre Bauer, Nikki Haley, and Henry McMaster. If the election was today, who would you vote for?

*Gresham Barrett* ..... 16%  
*Andre Bauer*..... 13%  
*Nikki Haley*..... 39%  
*Henry McMaster* ..... 18%  
*Undecided*..... 14%

**Q9** Would you describe yourself as a liberal, moderate, or conservative?

*Liberal*..... 3%  
*Moderate*..... 23%  
*Conservative*..... 74%

**Q10** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 48%  
*Man*..... 52%

**Q11** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat*..... 3%  
*Republican*..... 77%  
*Independent/Other*..... 20%

**Q12**

803..... 35%  
843..... 30%  
864..... 35%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Sanford Approval</b>				
<b>Approve</b>	51%	25%	39%	55%
<b>Disapprove</b>	36%	69%	52%	30%
<b>Not Sure</b>	13%	6%	8%	15%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Civil Rights Act Support</b>				
<b>Support</b>	58%	80%	64%	56%
<b>Oppose</b>	15%	20%	6%	18%
<b>Not sure</b>	27%	-	30%	27%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Barrett Favorability</b>				
<b>Favorable</b>	28%	25%	19%	31%
<b>Unfavorable</b>	18%	25%	22%	16%
<b>Not Sure</b>	54%	50%	59%	52%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Bauer Favorability</b>				
<b>Favorable</b>	26%	19%	26%	26%
<b>Unfavorable</b>	49%	63%	50%	48%
<b>Not Sure</b>	25%	19%	24%	26%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Haley Favorability</b>				
Favorable	47%	44%	40%	49%
Unfavorable	13%	25%	24%	9%
Not Sure	39%	31%	35%	41%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>McMaster Favorability</b>				
Favorable	43%	38%	37%	46%
Unfavorable	22%	31%	24%	21%
Not Sure	34%	31%	39%	33%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>GOP Gov Primary</b>				
Gresham Barrett	16%	13%	16%	16%
Andre Bauer	13%	19%	12%	13%
Nikki Haley	39%	44%	35%	40%
Henry McMaster	18%	13%	17%	19%
Undecided	14%	13%	20%	12%

	Base	Gender	
		Woman	Man
<b>Sanford Approval</b>			
Approve	51%	46%	54%
Disapprove	36%	38%	34%
Not Sure	13%	15%	11%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Civil Rights Act Support</b>			
<b>Support</b>	58%	54%	62%
<b>Oppose</b>	15%	10%	20%
<b>Not sure</b>	27%	36%	19%

	Base	Gender	
		Woman	Man
<b>Barrett Favorability</b>			
<b>Favorable</b>	28%	28%	29%
<b>Unfavorable</b>	18%	15%	20%
<b>Not Sure</b>	54%	58%	51%

	Base	Gender	
		Woman	Man
<b>Bauer Favorability</b>			
<b>Favorable</b>	26%	25%	26%
<b>Unfavorable</b>	49%	50%	48%
<b>Not Sure</b>	25%	25%	26%

	Base	Gender	
		Woman	Man
<b>Haley Favorability</b>			
<b>Favorable</b>	47%	44%	50%
<b>Unfavorable</b>	13%	13%	14%
<b>Not Sure</b>	39%	43%	36%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>McMaster Favorability</b>			
<b>Favorable</b>	43%	40%	47%
<b>Unfavorable</b>	22%	18%	26%
<b>Not Sure</b>	34%	42%	27%

	Base	Gender	
		Woman	Man
<b>GOP Gov Primary</b>			
<b>Gresham Barrett</b>	16%	17%	15%
<b>Andre Bauer</b>	13%	13%	12%
<b>Nikki Haley</b>	39%	39%	39%
<b>Henry McMaster</b>	18%	19%	17%
<b>Undecided</b>	14%	12%	16%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Sanford Approval</b>				
<b>Approve</b>	51%	16%	51%	52%
<b>Disapprove</b>	36%	74%	34%	39%
<b>Not Sure</b>	13%	11%	14%	9%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Civil Rights Act Support</b>				
<b>Support</b>	58%	68%	56%	65%
<b>Oppose</b>	15%	16%	16%	12%
<b>Not sure</b>	27%	16%	28%	23%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Barrett Favorability</b>				
<b>Favorable</b>	28%	32%	28%	28%
<b>Unfavorable</b>	18%	26%	15%	26%
<b>Not Sure</b>	54%	42%	56%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Bauer Favorability</b>				
<b>Favorable</b>	26%	11%	27%	22%
<b>Unfavorable</b>	49%	47%	47%	56%
<b>Not Sure</b>	25%	42%	26%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Haley Favorability</b>				
<b>Favorable</b>	47%	32%	47%	52%
<b>Unfavorable</b>	13%	26%	11%	19%
<b>Not Sure</b>	39%	42%	42%	29%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>McMaster Favorability</b>				
<b>Favorable</b>	43%	37%	45%	39%
<b>Unfavorable</b>	22%	21%	20%	29%
<b>Not Sure</b>	34%	42%	35%	33%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>GOP Gov Primary</b>				
<b>Gresham Barrett</b>	16%	32%	15%	18%
<b>Andre Bauer</b>	13%	11%	13%	10%
<b>Nikki Haley</b>	39%	26%	39%	42%
<b>Henry McMaster</b>	18%	16%	19%	14%
<b>Undecided</b>	14%	16%	14%	16%

	Base	Region		
		803	843	864
<b>Sanford Approval</b>				
<b>Approve</b>	51%	50%	53%	49%
<b>Disapprove</b>	36%	36%	35%	38%
<b>Not Sure</b>	13%	14%	12%	13%

	Base	Region		
		803	843	864
<b>Civil Rights Act Support</b>				
<b>Support</b>	58%	56%	59%	59%
<b>Oppose</b>	15%	16%	15%	14%
<b>Not sure</b>	27%	28%	26%	27%

	Base	Region		
		803	843	864
<b>Barrett Favorability</b>				
<b>Favorable</b>	28%	22%	22%	40%
<b>Unfavorable</b>	18%	15%	12%	25%
<b>Not Sure</b>	54%	63%	67%	34%







**Crosstabs**

	Base	Region		
		803	843	864
<b>Bauer Favorability</b>				
<b>Favorable</b>	26%	24%	24%	29%
<b>Unfavorable</b>	49%	47%	46%	54%
<b>Not Sure</b>	25%	29%	30%	17%

	Base	Region		
		803	843	864
<b>Haley Favorability</b>				
<b>Favorable</b>	47%	43%	49%	50%
<b>Unfavorable</b>	13%	12%	11%	17%
<b>Not Sure</b>	39%	46%	41%	33%

	Base	Region		
		803	843	864
<b>McMaster Favorability</b>				
<b>Favorable</b>	43%	46%	42%	42%
<b>Unfavorable</b>	22%	19%	19%	27%
<b>Not Sure</b>	34%	34%	38%	31%

	Base	Region		
		803	843	864
<b>GOP Gov Primary</b>				
<b>Gresham Barrett</b>	16%	13%	11%	24%
<b>Andre Bauer</b>	13%	13%	14%	11%
<b>Nikki Haley</b>	39%	40%	41%	37%
<b>Henry McMaster</b>	18%	21%	19%	14%
<b>Undecided</b>	14%	14%	16%	13%





## South Carolina Survey Results

- Q1** Do you have a favorable or unfavorable opinion of Jim Rex?
- Favorable*..... 29%
  - Unfavorable* ..... 19%
  - Not Sure*..... 53%
- Q2** Do you have a favorable or unfavorable opinion of Vincent Sheheen?
- Favorable*..... 31%
  - Unfavorable* ..... 11%
  - Not Sure*..... 57%
- Q3** Will you vote in the Democratic or Republican primary on June 8th, or will you not vote in a primary?
- Democratic primary*.....100%
  - Republican primary*..... 0%
  - Not sure/don't think you'll vote in a primary*..... 0%
- Q4** The Democratic candidates for governor are Robert Ford, Jim Rex, and Vincent Sheheen. If the election was today, who would you vote for?
- Robert Ford*..... 11%
  - Jim Rex*..... 30%
  - Vincent Sheheen* ..... 36%
  - Undecided*..... 23%
- Q5** Would you describe yourself as a liberal, moderate, or conservative?
- Liberal*..... 22%
  - Moderate*..... 58%
  - Conservative*..... 20%
- Q6** If you are a woman, press 1, if a man, press 2.
- Woman* ..... 50%
  - Man*..... 50%
- Q7** If you are a Democrat, press 1. If you are a Republican, press 2. If you are an independent or identify with another party, press 3.
- Democrat*..... 71%
  - Republican*..... 11%
  - Independent/Other*..... 17%
- Q8** If you are white, press one now. If you are African-American, press two now. If other, press 3.
- White* ..... 55%
  - African-American* ..... 42%
  - Other*..... 3%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Rex Favorability</b>				
<b>Favorable</b>	<b>29%</b>	33%	32%	14%
<b>Unfavorable</b>	<b>19%</b>	23%	14%	27%
<b>Not Sure</b>	<b>53%</b>	44%	54%	59%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Sheheen Favorability</b>				
<b>Favorable</b>	<b>31%</b>	54%	29%	13%
<b>Unfavorable</b>	<b>11%</b>	3%	12%	19%
<b>Not Sure</b>	<b>57%</b>	42%	59%	68%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Dem Gov Primary</b>				
<b>Robert Ford</b>	<b>11%</b>	19%	10%	5%
<b>Jim Rex</b>	<b>30%</b>	20%	38%	20%
<b>Vincent Sheheen</b>	<b>36%</b>	46%	31%	36%
<b>Undecided</b>	<b>23%</b>	15%	21%	38%

	Base	Gender	
		Woman	Man
<b>Rex Favorability</b>			
<b>Favorable</b>	<b>29%</b>	30%	27%
<b>Unfavorable</b>	<b>19%</b>	14%	23%
<b>Not Sure</b>	<b>53%</b>	55%	50%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Sheheen Favorability</b>			
<b>Favorable</b>	31%	25%	38%
<b>Unfavorable</b>	11%	12%	11%
<b>Not Sure</b>	57%	63%	52%

	Base	Gender	
		Woman	Man
<b>Dem Gov Primary</b>			
<b>Robert Ford</b>	11%	7%	15%
<b>Jim Rex</b>	30%	30%	31%
<b>Vincent Sheheen</b>	36%	31%	40%
<b>Undecided</b>	23%	33%	13%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Rex Favorability</b>				
<b>Favorable</b>	29%	27%	6%	51%
<b>Unfavorable</b>	19%	21%	19%	11%
<b>Not Sure</b>	53%	53%	75%	38%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Sheheen Favorability</b>				
<b>Favorable</b>	31%	34%	-	43%
<b>Unfavorable</b>	11%	7%	27%	18%
<b>Not Sure</b>	57%	59%	73%	40%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Dem Gov Primary</b>				
<b>Robert Ford</b>	11%	14%	6%	2%
<b>Jim Rex</b>	30%	30%	21%	37%
<b>Vincent Sheheen</b>	36%	38%	22%	37%
<b>Undecided</b>	23%	18%	51%	24%

	Base	Race		
		White	African-American	Other
<b>Rex Favorability</b>				
<b>Favorable</b>	29%	36%	20%	25%
<b>Unfavorable</b>	19%	17%	22%	20%
<b>Not Sure</b>	53%	48%	59%	55%

	Base	Race		
		White	African-American	Other
<b>Sheheen Favorability</b>				
<b>Favorable</b>	31%	33%	31%	15%
<b>Unfavorable</b>	11%	13%	9%	20%
<b>Not Sure</b>	57%	55%	60%	65%

	Base	Race		
		White	African-American	Other
<b>Dem Gov Primary</b>				
<b>Robert Ford</b>	11%	8%	15%	10%
<b>Jim Rex</b>	30%	32%	28%	30%
<b>Vincent Sheheen</b>	36%	34%	37%	40%
<b>Undecided</b>	23%	26%	20%	20%

