



From: Tom Jensen, Director of Public Policy Polling

Subject: South Carolina Governor's Race Remains Close Despite Huge Haley Spending Edge

Date: September 8, 2014

A new Public Policy Polling survey of the South Carolina Governor's race finds that the race remained close over the last two months, and that the difference between Nikki Haley and Vincent Sheheen continues to be inside the margin of error. The race remains steady even as Haley held more than a 2:1 spending advantage throughout most of the month of August.

Key findings from the survey include:

-Haley has a 50/45 advantage over Sheheen, numbers that have hardly moved from a 49/46 spread when we last polled the contest in June. The lack of movement in Haley's direction comes despite her having spent more than \$650,000 on television ads between August 5th and September 1st to only around \$260,000 for Sheheen. Despite having much more of an opportunity to get her message out Haley hasn't really been able to move the needle at all.

-The undecided voters that remain are much more likely to move in Sheheen's direction than Haley's, which would tighten up the race further. Among the voters that haven't yet made up their minds just 8% approve of Haley to 47% who disapprove. They are also in general a Democratic leaning group- 30% are Democrats to 24% who are Republicans and beyond that 65% are women and 33% are African Americans, both groups that Sheheen is leading with.

-Sheheen continues to remain competitive in the race because he's getting 16% of the Republican vote, benefiting from the lack of support Haley continues to receive from some voters in her party. Sheheen has an overwhelming advantage with younger voters (62/34) and actually leads overall with voters under the age of 65 (49/46) which speaks to the increasing competitiveness Democrats should have in South Carolina moving forward.

PPP surveyed 793 likely voters on September 4th and 5th on behalf of the South Carolina Democratic Party. The survey's margin of error is +/-3.5%.



South Carolina Survey Results

Q1 If you had to choose just between Republican Nikki Haley and Democrat Vincent Sheheen for Governor, who would you vote for?

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|-----------------------------|-----|
| <i>Strong Haley</i> | 43% |
| <i>Weak Haley</i> | 7% |
| <i>Strong Sheheen</i> | 33% |
| <i>Weak Sheheen</i> | 12% |
| <i>Undecided</i> | 5% |

Q2 If you are a woman, press 1. If a man, press 2.

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|--------------------|-----|
| <i>Woman</i> | 53% |
| <i>Man</i> | 47% |

Q3 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

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|----------------------------------|-----|
| <i>Democrat</i> | 36% |
| <i>Republican</i> | 42% |
| <i>Independent / Other</i> | 21% |

Q4 If you are white, press 1. If African-American, press 2. If other, press 3.

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|-------------------------------|-----|
| <i>White</i> | 66% |
| <i>African-American</i> | 29% |
| <i>Other</i> | 5% |

Q5 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.

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|----------------------------|-----|
| <i>18 to 29</i> | 11% |
| <i>30 to 45</i> | 16% |
| <i>46 to 65</i> | 45% |
| <i>Older than 65</i> | 29% |

Q6 Area Code

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|------------------|-----|
| <i>803</i> | 37% |
| <i>843</i> | 34% |
| <i>864</i> | 29% |