TEL OPINION RESEARCH

South Carolina Democrat Primary Track

N=600, MOE +/-4% at 95% Confidence Interval

Conducted from 5/22/19 - 5/24/19

South Carolina Democrat Primary Sample Details

N=600 Likely Voters: MOE +/- 4% at the 95% confidence level

Demographic	Sample
Primary	
Republican	0%
Democrat	100%
Primary Vote History	
New	11%
1 of 3	46%
2 of 3	25%
3 of 3	18%
Ideology	
Very Conservative	4%
Somewhat Conservative	11%
Moderate	20%
Somewhat Liberal	27%
Very Liberal	36%

Demographic	Sample	Actual 16' Dem Primary TO
Gender		16' Dem Primary TO
Female	62%	60%
Male	38%	40%
Age		16' Dem Primary TO
18-29	10%	4%
30-44	13%	12%
45-54	15%	15%
55-64	18%	23%
65-74	25%	27%
75+	18%	19%
Race		16' Dem Primary TO
White	40%	36%
African American	58%	63%
Other	2%	1%

Demographic	Sample
Media Markets & Geographic	
Columbia	33%
Charleston	19%
Green/Spart/Ash	16%
Florence/Myrtle	13%
Charlotte	9%
Savannah	5%
Augusta	4%
Likely Voter Trigger	
Definitely Voting	87%
Probably Voting	12%
Education	
High School or Less	21%
Some College	21%
2-Year Associate	17%
Tech or Vocational	6%
4-Year Degree	24%
Post-Grad	12%

48% *of the respondents were interviewed on their cell phone*

Full Methodology

N=600 Likely Voters: MOE +/- 4% at the 95% confidence level

- This survey sampled 600 registered voters who have voted in at least 1 of the last 3 Democrat primaries in South Carolina plus new registrants since November of 2018 .

- At the top of the survey there was a likely voter trigger question: *"How likely are you to vote in the 2020 Democrat Primary election for President?".* If the respondents indicated they were *"definitely voting"* or *"probably voting"* they were then triggered into the survey.

- There were a total of 24 questions asked in this survey.

- The interviews were conducted via live callers only on both landlines and cell phones. The interviews began on 5/22 and ended on 5/24.
  - 226 interviews were completed on 5/22
  - 285 interviews were completed on 5/23
  - The remaining 89 interviews were completed by 5/24

- 48% of the respondents in this survey were interviewed via their cell phone.
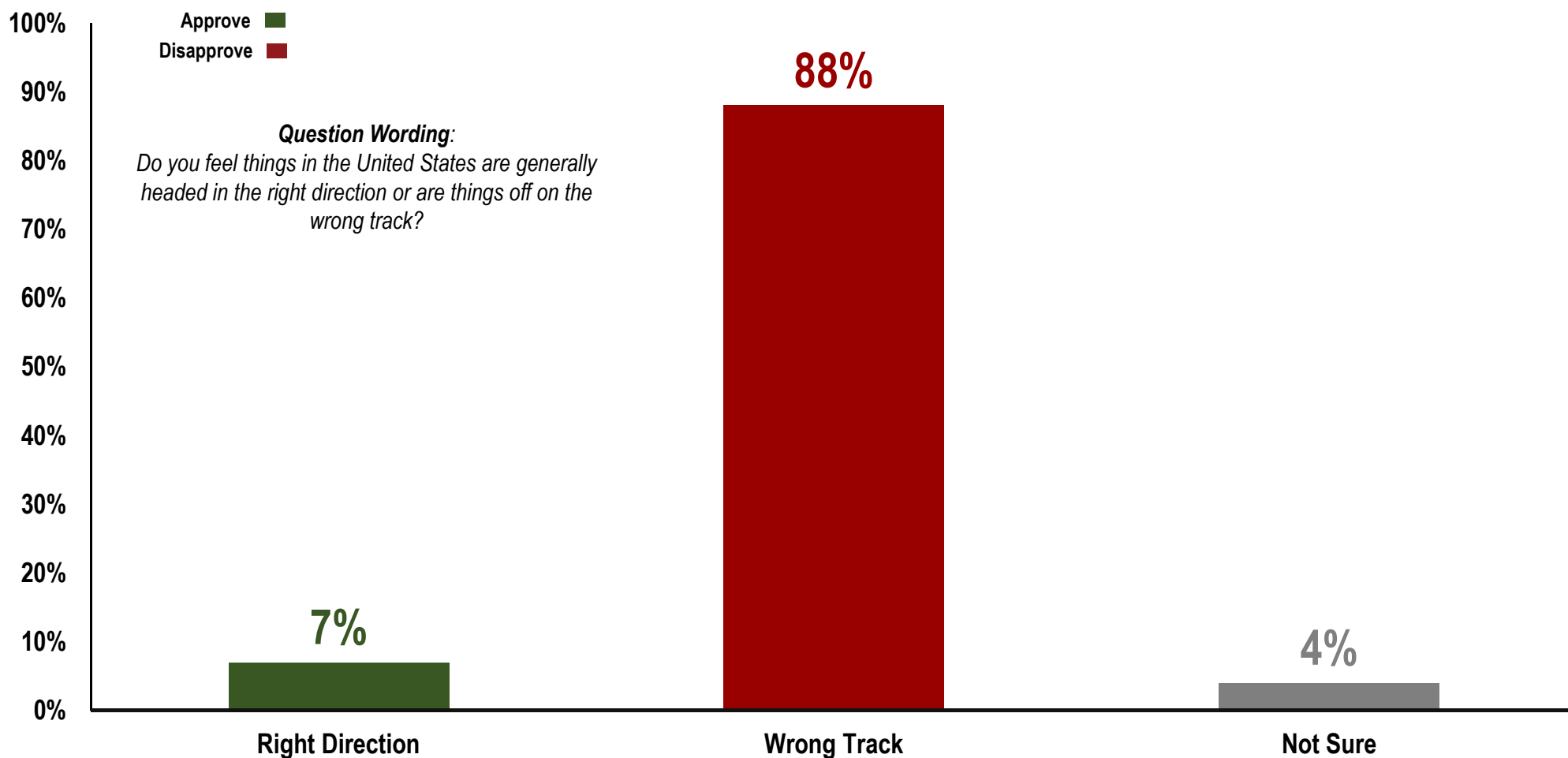
Key Findings

- Former Vice President Joe Biden is the clear frontrunner in our benchmark survey of likely Democrat Primary voters in South Carolina. His +81% net favorability rating (53% Very Favorable – 34% Somewhat Favorable, with 6% Unfavorable) is driving a 27% lead on the open-ended ballot for the Democratic nomination. Amongst African Americans, Biden has an +84% net favorability rating with 57% saying they have a 'very favorable' view of the former Vice President.

- Biden's strength with African Americans is the critical finding in this survey and will be key to for him to win the first primary in the South. In the 2016 Democratic Primary, 63% of the electorate was African American. More specifically, African American Females made up 37% of that primary that elected Hillary Clinton. In our benchmark survey, Biden is pulling 44% of the African American females over 55 on the open-ended ballot.

- While both Kamala Harris and Corey Booker have high name ID, there remains large segments of uniformed opinion amongst all key demographics, especially with African Americans. When compared to Biden, both candidates lack the intensity behind their positives that Biden enjoys with African Americans.

Biggest Issue Facing the US

Issue	Frequency
IMPROVING THE ECONOMY/BETTER JOBS	22
HEALTHCARE-MEDICARE FOR ALL	12
STRICTER GUN CONTROL/BACKGROUND CHECKS	9
LOWER TAXES	8
IMPROVED PUBLIC EDUCATION	7
HEALTHCARE-PROTECT PRE-EXISTING CONDITIONS	6
HEALTHCARE-LOWER PRESCRIPTION DRUG PRICES	6
ENVIRONMENT-CLEANER/SAFER ENVIRONMENT	5
IMMIGRATION-HUMANE TREATMENT OF IMMIGRANTS	5
IMMIGRATION-ALLOW DACA RECIPIENTS TO	4
DRUGS/OPIODS	4
EXPANDED EDUCATION OPTIONS	3
FOREIGN AFFAIRS—IRAN,IRAQ,NORTH KOREA	3
NOT SURE	3
WOMEN'S RIGHTS-ABORTION	1
GET TRUMP OUT OF OFFICE	1
EFFORTS TO REDUCE CRIME	1

Right Direction/Wrong Track in the United States

Approve ▮
Disapprove ▮

Question Wording:
Do you feel things in the United States are generally headed in the right direction or are things off on the wrong track?

88%

7%

4%

Right Direction　　　　**Wrong Track**　　　　**Not Sure**

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Job Approval: President Trump

Strongly Approve ■ (dark green) **Strongly Disapprove** ■ (dark red)
Somewhat Approve ■ (light green) **Somewhat Disapprove** ■ (pink)

Question Wording:
Do you approve or disapprove of the job Donald Trump is doing as President?
After answer… Is that Strongly or Somewhat?

90%
14%
76%

9%
6%

Approve   **Disapprove**

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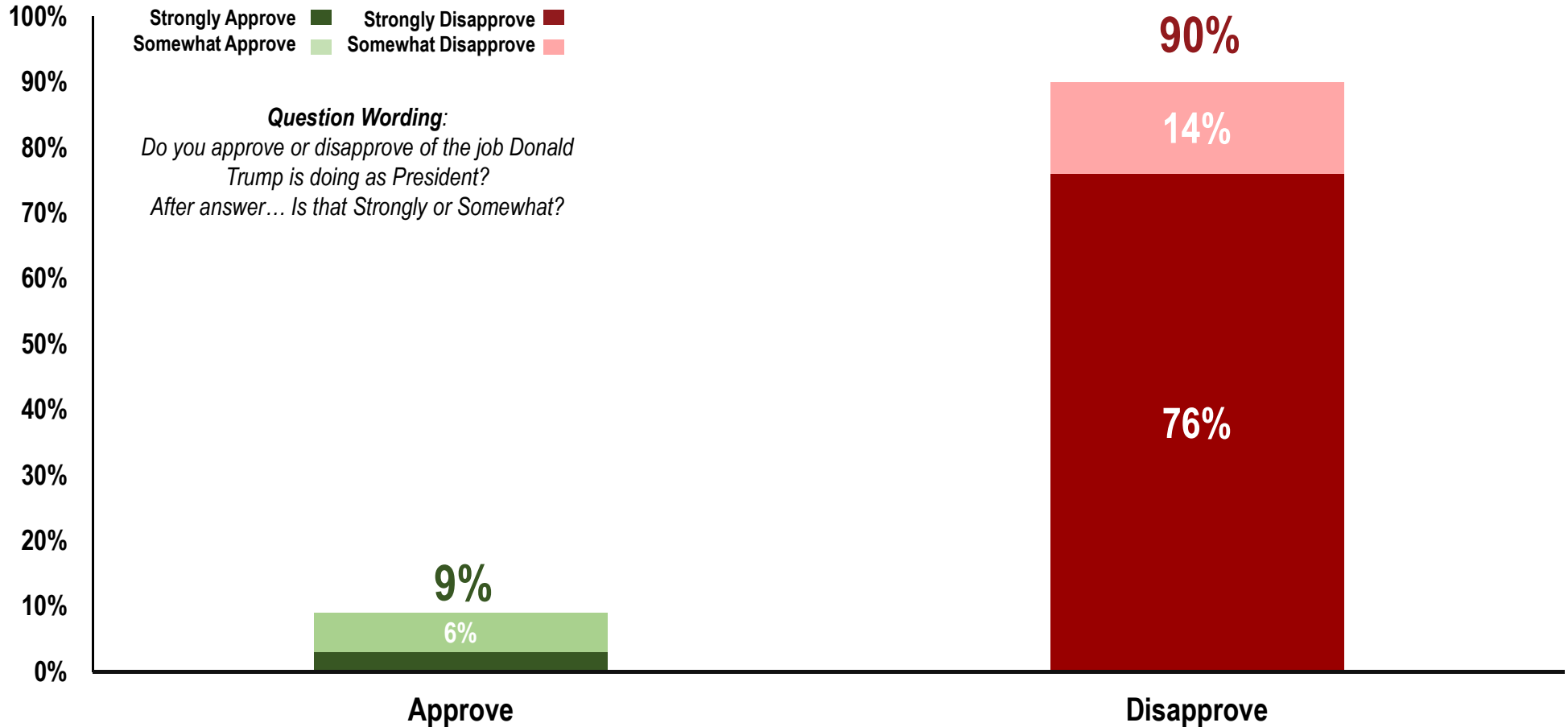
Open-Ended Democratic Primary Ballot

While the South Carolina Democrat primary is months away and more candidates could still announce, who would you like to see win the Democratic Presidential nomination?

Open-Ended Democratic Primary Ballot

Candidate	Percentage
Biden	37%
Not Sure	32%
Sanders	10%
Warren	8%
Harris	7%
Buttigieg	3%
Booker	2%

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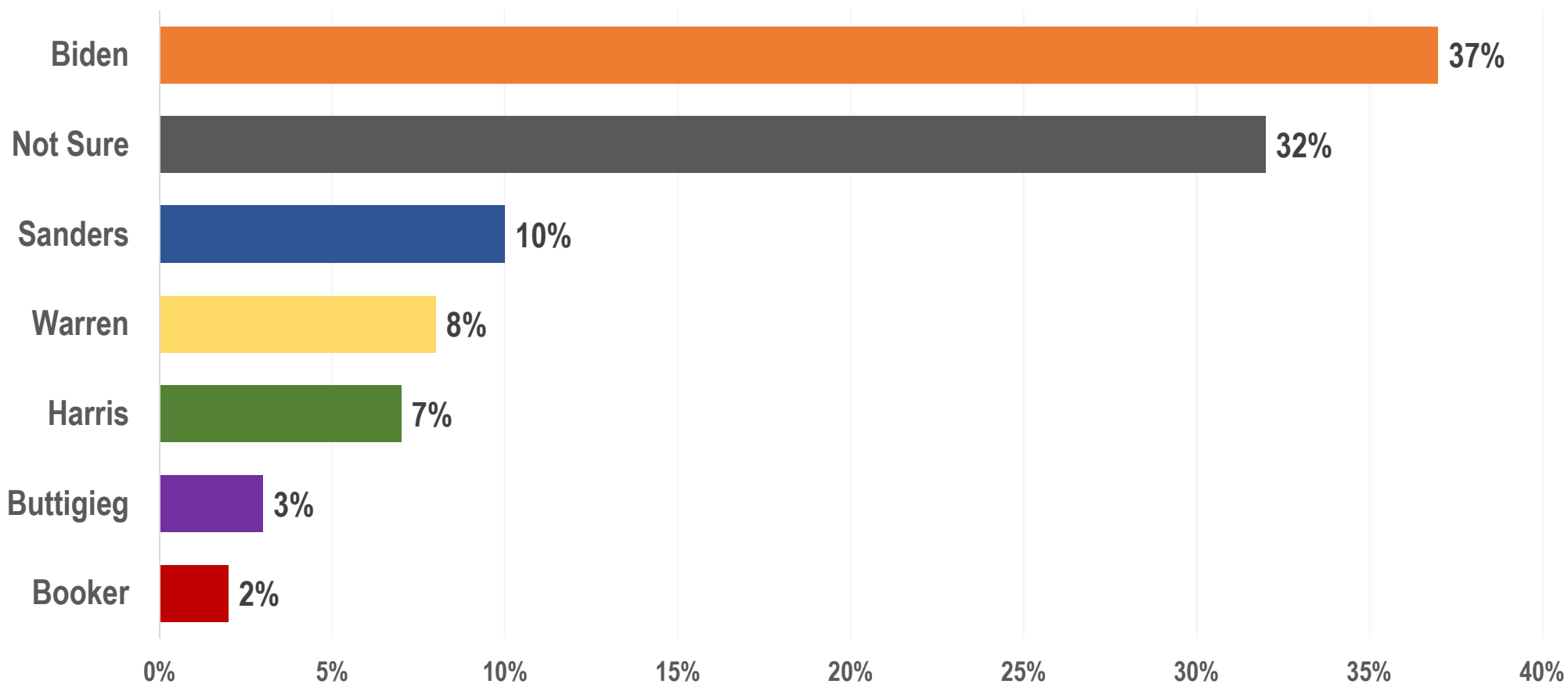
Open-Ended Democratic Primary Ballot

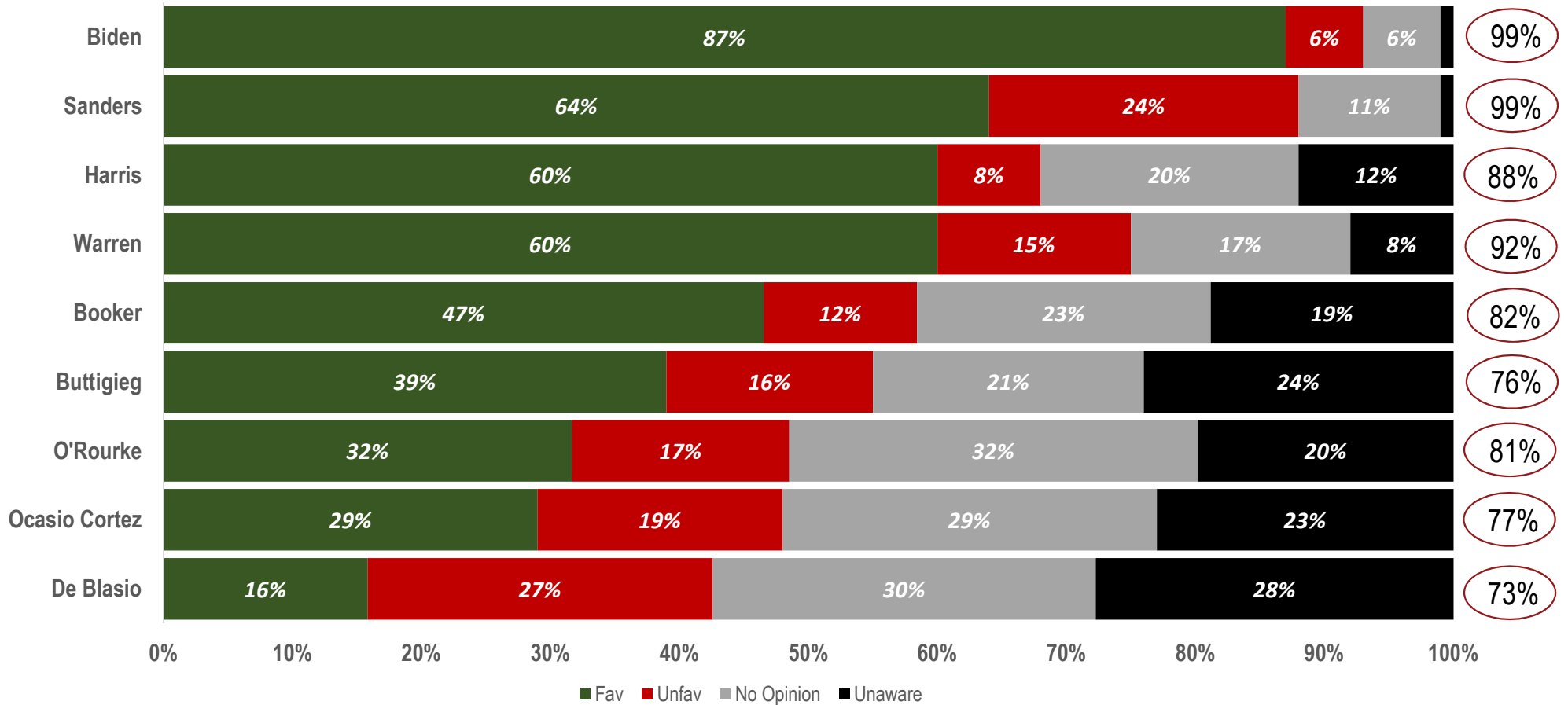|	Biden	Sanders	Warren	Harris	Buttigieg	Booker	Not Sure
TOPLINE	37	10	8	7	3	2	32
VERY LIBERAL	43	16	8	11	6	2	15
SOMEWHAT LIBERAL	32	13	4	6	3	2	39
SOMEWHAT CONSERV.	44	3	16	0	0	0	37
MODERATE	32	1	7	5	2	4	48
WHITE	33	13	14	6	5	1	27
AFRICAN AMERICAN	40	8	4	8	2	2	35
HIGH SCHOOL >	36	4	9	1	3	4	43
SOME COLLEGE	38	11	6	7	3	0	34
2 YEAR ASSOC.	44	12	6	9	2	1	25
TECH VOCATION.	40	24	5	3	0	4	25
4 YEAR DEGREE	35	10	9	12	6	3	25
POST GRADUATE	31	10	10	6	2	0	36
18-29	24	16	11	13	6	0	27
30-44	30	13	8	14	2	3	28
45-54	41	9	6	8	2	3	31
55-64	31	12	10	8	5	1	34
65-74	43	7	6	3	4	2	34
75+	44	9	9	3	1	2	33
MALE	39	15	5	3	3	2	31
FEMALE	36	7	9	9	3	2	33
ONE OF THREE	41	11	7	7	2	2	28
TWO OF THREE	34	7	8	6	3	2	39
THREE OF THREE	40	10	9	3	3	1	34
WHITE FEMALE OVER 55	33	5	17	6	7	0	33
A-A FEMALE OVER 55	44	6	6	5	1	2	36

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Favorability Amongst Notable Democrats

◯ = Total Name ID

| Candidate	Fav	Unfav	No Opinion	Unaware	Total Name ID
Biden	87%	6%	6%		99%
Sanders	64%	24%	11%		99%
Harris	60%	8%	20%	12%	88%
Warren	60%	15%	17%	8%	92%
Booker	47%	12%	23%	19%	82%
Buttigieg	39%	16%	21%	24%	76%
O'Rourke	32%	17%	32%	20%	81%
Ocasio Cortez	29%	19%	29%	23%	77%
De Blasio	16%	27%	30%	28%	73%

■ Fav ■ Unfav ■ No Opinion ■ Unaware

Tel Opinion Survey (5/24/19)

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Image: Joe Biden
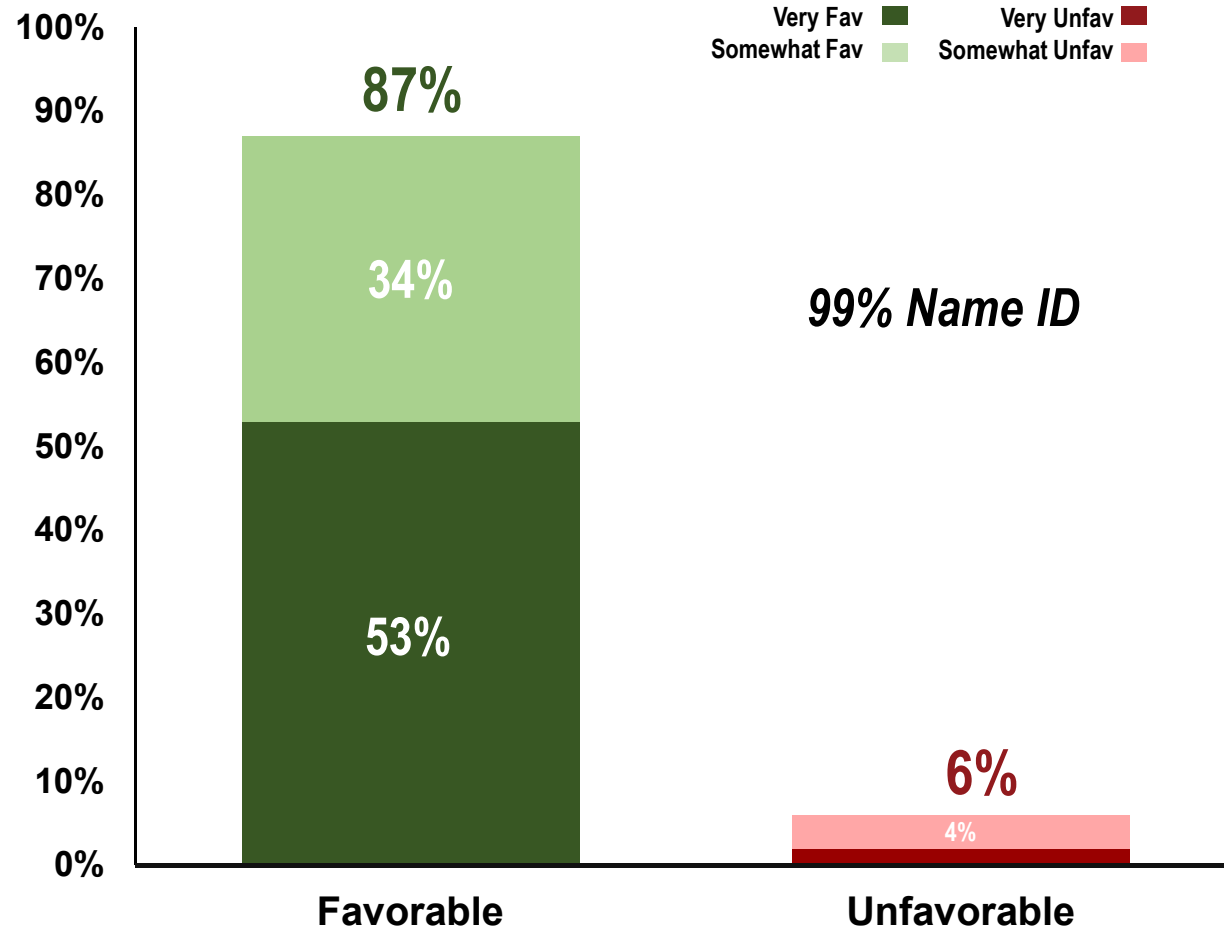
99% Name ID

	Fav	Unfav	Net Fav
TOPLINE	87	6	81
VERY LIBERAL	92	5	87
SOMEWHAT LIBERAL	85	8	77
SOMEWHAT CONSERV.	89	3	86
MODERATE	80	7	73
CAUCASIAN	87	9	77
AFRICAN AMERICAN	87	4	84
HIGH SCHOOL >	82	5	78
2 YEAR ASSOC.	93	2	90
TECH VOCATION.	95	5	90
UNSURE ON OPEN-ENDED BALLOT	74	8	66
4 YEAR DEGREE	89	6	83
POST GRADUATE	86	9	77
18-29	80	13	66
30-44	83	7	76
45-54	87	6	81
55-64	89	6	83
65-74	87	5	82
75+	90	3	87
MALE	89	5	84
FEMALE	85	7	78
ONE OF THREE	90	6	85
TWO OF THREE	78	8	70
THREE OF THREE	90	3	87

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Image: Bernie Sanders

Favorable: 64%
- Somewhat Fav: 38%
- Very Fav: 23%

Unfavorable: 24%
- Somewhat Unfav: 17%
- Very Unfav: 7%

99% Name ID

Legend:
- Very Fav (dark green)
- Somewhat Fav (light green)
- Very Unfav (dark red)
- Somewhat Unfav (pink)
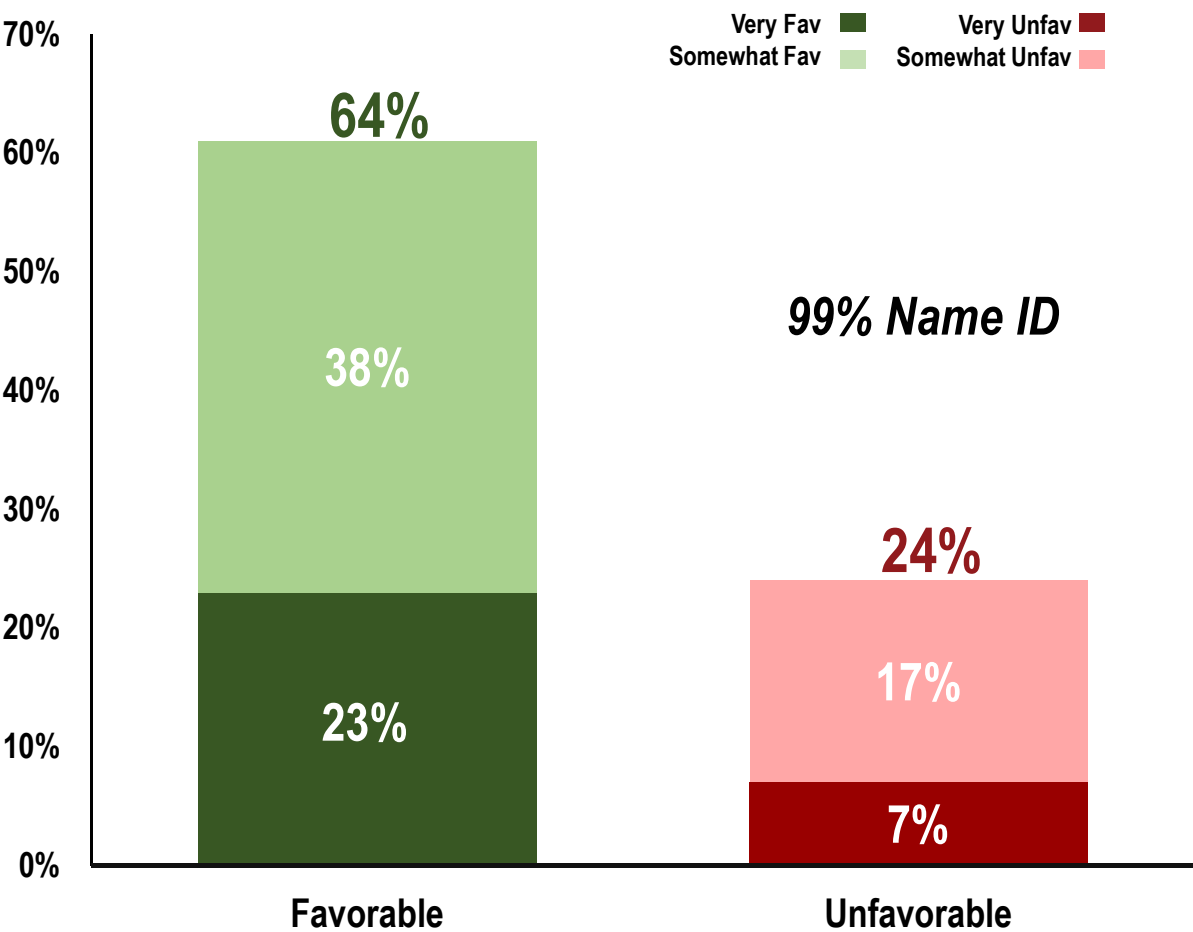
	Fav	Unfav	Net Fav
TOPLINE	64	24	40
VERY LIBERAL	72	23	49
SOMEWHAT LIBERAL	70	20	50
SOMEWHAT CONSERV.	51	34	16
MODERATE	53	26	28
CAUCASIAN	61	31	30
AFRICAN AMERICAN	67	20	47
HIGH SCHOOL >	64	18	46
SOME COLLEGE	53	34	18
2 YEAR ASSOC.	76	18	58
TECH VOCATION.	73	20	53
4 YEAR DEGREE	69	21	48
POST GRADUATE	57	37	20
18-29	68	27	41
30-44	67	17	50
45-54	67	26	41
55-64	69	22	47
65-74	59	28	31
75+	61	24	38
MALE	67	22	45
FEMALE	63	26	37

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Head to Head: Biden vs Sanders

Legend: Biden ■ (dark navy) · Sanders ■ (dark gray) · Leans Biden ■ (light blue) · Leans Sanders ■ (light gray)

Question Wording:
…And if the Democrat Primary election for President was between Joe Biden and Bernie Sanders? Who would you vote for?

Bar chart:
- Biden: 70% (56% Biden + 14% Leans Biden)
- Sanders: 15% (12% Sanders + 3% Leans Sanders)
- Not Sure: 16%
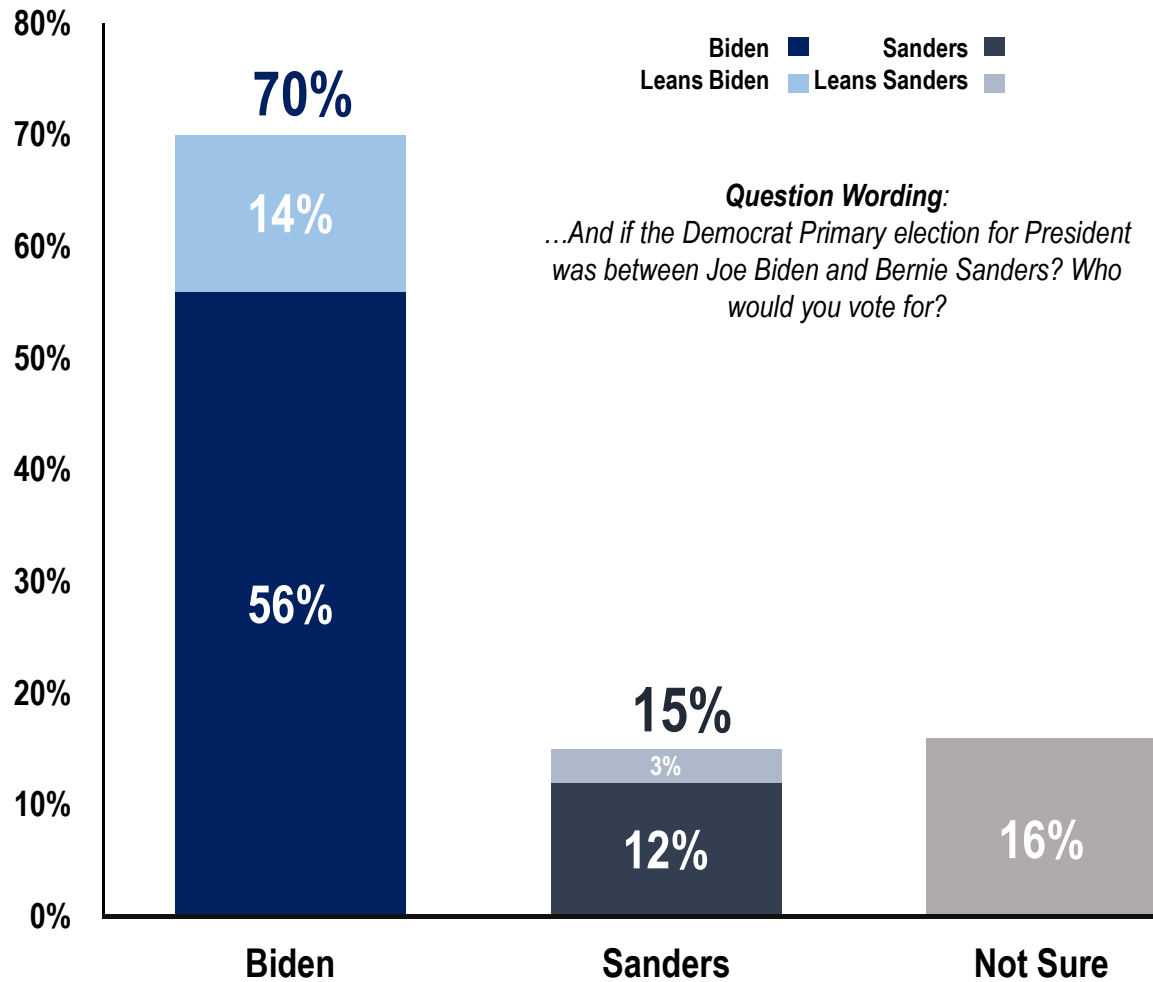
	BIDEN	SANDERS	NET BIDEN
TOPLINE	70	15	55
VERY LIBERAL	76	17	59
SOMEWHAT LIBERAL	62	22	40
SOMEWHAT CONSERV.	79	9	70
MODERATE	63	7	55
CAUCASIAN	69	17	53
AFRICAN AMERICAN	70	13	57
HIGH SCHOOL >	60	14	46
2 YEAR ASSOC.	75	13	62
4 YEAR DEGREE	76	13	62
POST GRADUATE	67	21	45
18-29	61	20	41
30-44	69	20	49
45-54	66	19	47
55-64	70	17	53
65-74	74	11	63
75+	72	8	64
MALE	67	18	49
FEMALE	71	13	58
A-A FEMALES OVER 55	73	10	63
CHOSE WARREN ON OPEN-ENDED	80	9	71
CHOSE HARRIS ON OPEN-ENDED	69	16	53
NOT SURE ON OPEN-ENDED	46	15	30
CHOSE SANDERS ON OPEN-ENDED	34	66	-31

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Head to Head: Biden vs Buttigieg

Biden ■ Buttigieg ■
Leans Biden ■ Leans Buttigieg ■

Question Wording:
...And if the Democrat Primary election for President was between Joe Biden and Pete Buttigieg? Who would you vote for?

Biden: 71% (14% Leans Biden, 57% Biden)
Buttigieg: 10% (4% Leans Buttigieg, 6% Buttigieg)
Not Sure: 19%
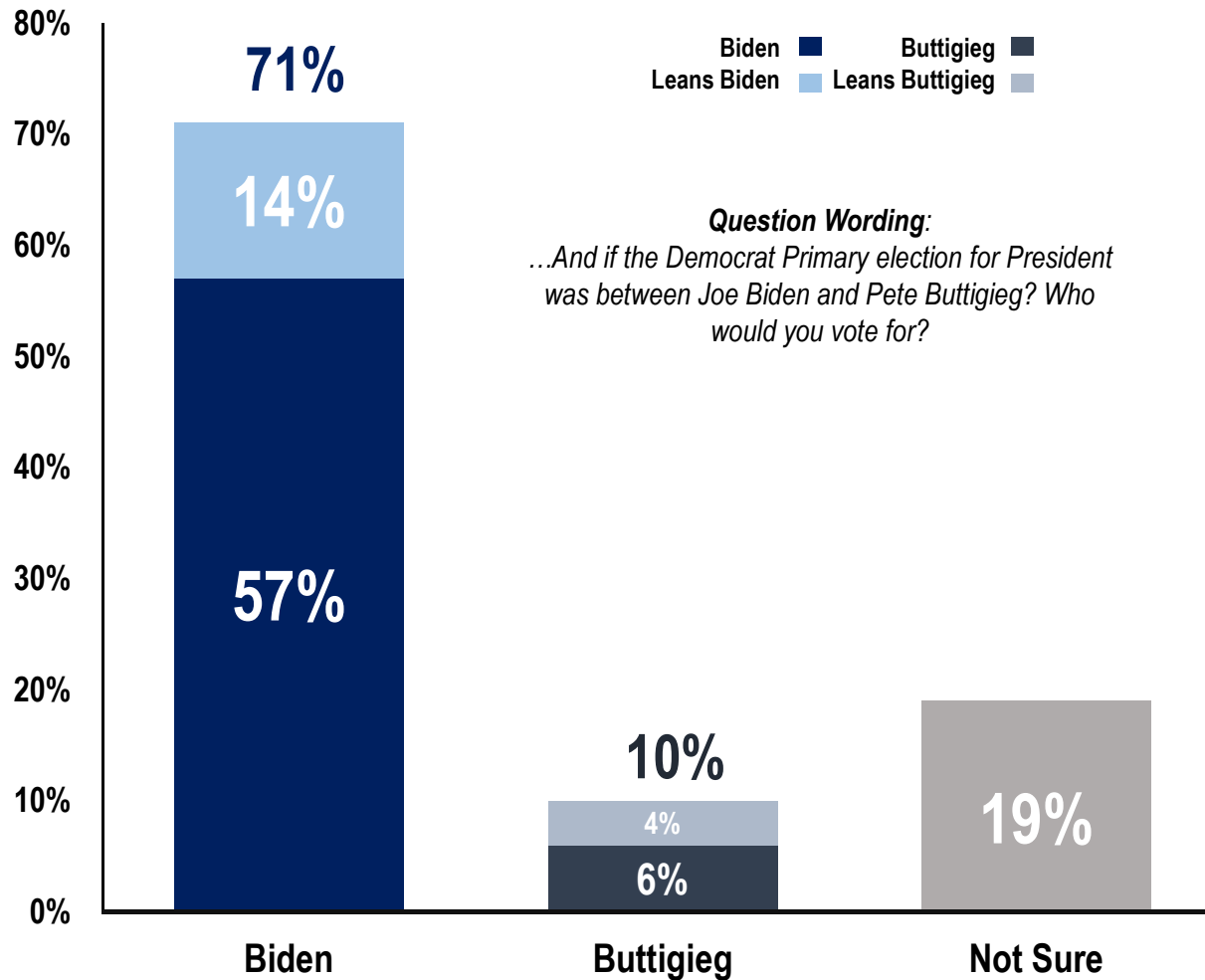
	BIDEN	BUTTIGIEG	NET BIDEN
TOPLINE	71	10	61
VERY LIBERAL	74	16	58
SOMEWHAT LIBERAL	68	7	61
SOMEWHAT CONSERV.	84	3	80
MODERATE	62	8	55
WHITE	72	14	58
AFRICAN AMERICAN	71	7	64
HIGH SCHOOL >	64	6	58
POST GRADUATE	71	16	55
18-29	61	19	43
30-44	69	14	55
45-54	69	15	53
55-64	74	8	66
65-74	70	8	62
75+	79	3	76
MALE	73	8	65
FEMALE	70	11	59
ONE OF THREE	74	11	63
THREE OF THREE	75	6	69
CHOSE HARRIS ON OPEN ENDED	61	23	38

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Head to Head: Biden vs Warren

Biden ■ (dark navy) Warren ■ (dark gray)
Leans Biden ■ (light blue) Leans Warren ■ (light gray)

67%
14%
53%
Biden

15%
3%
12%
Warren

18%
Not Sure

Question Wording:
…And if the Democrat Primary election for President was between Joe Biden and Elizabeth Warren? Who would you vote for?
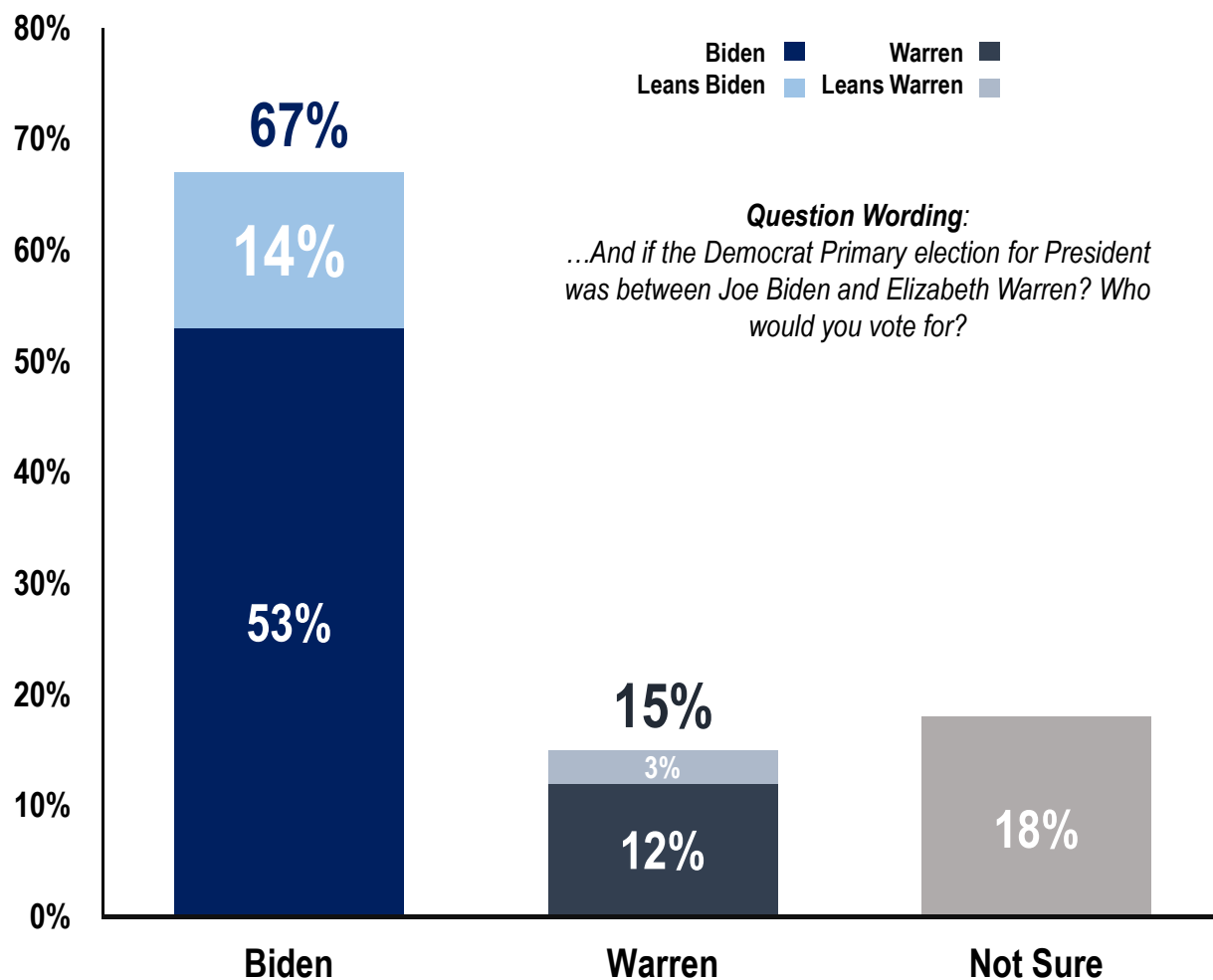
	BIDEN	WARREN	NET BIDEN
TOPLINE	67	15	52
VERY LIBERAL	76	15	62
SOMEWHAT LIBERAL	65	14	52
SOMEWHAT CONSERV.	68	20	48
MODERATE	53	15	38
CAUCASIAN	63	23	40
AFRICAN AMERICAN	69	10	59
HIGH SCHOOL >	54	16	37
2 YEAR ASSOC.	71	13	58
4 YEAR DEGREE	72	16	56
POST GRADUATE	60	27	34
18-29	61	18	43
30-44	67	19	48
45-54	66	21	46
55-64	65	18	47
65-74	70	10	60
75+	68	13	55
MALE	71	11	60
FEMALE	64	18	46
ONE OF THREE	71	14	57
TWO OF THREE	57	20	38
THREE OF THREE	69	14	56

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