



MEMORANDUM

TO: Interested parties
FROM: Hickman Analytics, Inc.
RE: South Carolina Survey Results
DATE: May 8, 2015

Summary. South Carolina voters support drilling for oil and natural gas in the Arctic Circle by more than two-to-one. Hillary Clinton has a large early lead for the Democratic Presidential nomination. The Republican field has no clear frontrunner.

Key Findings

Arctic drilling. 63% of voters in South Carolina support allowing offshore drilling for oil and natural gas in U.S. waters inside the Arctic Circle, while only a quarter (25%) oppose the measure. Arctic drilling receives majority support across party lines (Republicans: 76% support/16% independents: 60% support/32% oppose, and Democrats: 51% support/29% oppose). White Democrats are more narrowly divided on the issue, with the plurality opposed to Arctic drilling (44% support, 49% oppose).

Presidential preference: Democrats. Over two-thirds (69%) of Democratic primary voters prefer Hillary Clinton as the nominee. (NOTE: When the survey was conducted, Clinton was the only Democrat who had formally announced a presidential bid; U.S. Senator Bernie Sanders (VT) announced his after the conclusion of interviewing.) Vice President Joe Biden is a distant second with 19%. Sanders, former U.S. Senator Jim Webb (VA), and former Maryland Governor Martin O’Malley all poll in the low single digits. Clinton leads by at least a two-to-one margin across all major geographic and demographic subgroups, and among voters most likely to vote on primary day. Her support is nearly unanimous among white Democrats (86% support, 7% oppose) and liberals (84% support, 8% oppose). She does better with whites than blacks, and with women than men.

Democratic primary vote									
	<u>All</u>	<u>Likely primary</u>	<u>Race</u>		<u>Sex</u>		<u>Age</u>		
			<u>White</u>	<u>Black</u>	<u>Men</u>	<u>Women</u>	<u>18-39</u>	<u>40-59</u>	<u>60+</u>
Clinton	69%	73%	77%	63%	66%	71%	63%	74%	67%
Biden	19	17	8	26	23	16	19	21	16
Sanders	2	2	3	1	5	0	5	2	0
Webb	1	1	0	2	0	2	0	0	3
O’Malley	1	1	4	0	2	1	0	0	4
Don’t know	8	7	8	8	4	10	13	3	10

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Presidential preference: Republicans. No candidate has a clear advantage in the South Carolina Republican primary; half a dozen candidates have reasonable arguments that they are well-positioned for the coming campaign.

Four candidates currently have double-digit support: South Carolina Senator Lindsay Graham, U.S. Senator Marco Rubio (FL), former Florida Governor Jeb Bush, and Wisconsin Governor Scott Walker. Nearly a year out from the primary, more voters are undecided (15%) than register a preference for any candidate.

Candidate support varies with gender, age, and partisanship. Graham leads among women, Republicans, and middle aged voters. Walker leads with men. Rubio and U.S. Senator Rand Paul (KY) lead among independents, and Rubio also holds a narrow lead with older voters. Bush leads very narrowly among younger voters.

Republican primary vote							
	All	Likely primary	Sex		Age		
			Men	Women	18-39	40-59	60+
Graham	14%	12%	9%	19%	14%	18%	9%
Rubio	12	13	12	13	3	13	18
Bush	12	10	11	12	17	5	16
Walker	10	12	15	6	2	10	15
Huckabee	9	9	9	9	6	9	10
Paul	8	8	10	6	16	7	5
Cruz	6	6	10	3	9	8	3
Carson	6	7	7	5	0	8	7
Christie	3	3	0	5	5	4	0
Perry	2	3	4	0	5	1	2
Santorum	1	1	0	2	0	1	1
Fiorina	1	1	1	1	0	3	0
Don't know	15	14	11	20	22	13	14

Among those who have officially announced their candidacy for President, Rubio (21%) has an advantage over former Arkansas governor Mike Huckabee (12%), Rand Paul (10%), U.S. Senator Ted Cruz (TX) (8%), and Dr. Ben Carson (8%). Former Hewlett-Packard CEO Carly Fiorina lags with 2%. (NOTE: When the survey was conducted, only Rubio, Paul, and Cruz had announced their bids. Fiorina, Carson, and Huckabee announced theirs after the conclusion of interviewing). Rubio leads with both women and men, middle aged and older voters, Republicans, and voters across the ideological spectrum. Paul ties Rubio with independents, and leads with younger voters.

Republican primary preference among announced candidates							
	All	Likely Primary	Sex		Age		
			Men	Women	18-39	40-59	60+
Rubio	21%	24%	23%	19%	5%	21%	31%
Huckabee	12	12	12	12	10	11	13
Paul	10	10	10	10	21	8	5
Cruz	8	7	12	5	9	9	6
Carson	8	10	11	6	7	10	7
Fiorina	2	2	2	1	0	4	0
Don't know	39	36	30	47	48	36	37

Energy Issues and Voting. Energy issues will be important when South Carolina voters vote next year. More than eight of every ten (85%) say energy issues will be important in their 2016 voting decisions. The salience of energy issues is over 80% among Republicans, Democrats, and Independents; among men and women; among voters of all age groups; and among voters of every ideological stripe.

Technical note: This memo is based on a survey of 508 registered voters in South Carolina. Telephone interviewing was conducted April 26-28, 2015. The sample was selected so all registered voters were equally likely to be contacted, including a sample of cell phone numbers. The results were adjusted slightly to align the sample with known facts about the geographic and demographic composition of South Carolina registered voters. All polls are subject to errors associated with interviewing a sample rather than the entire universe. The estimation error associated with a sample of 508 is +/-4.3 percentage points. In other words, in 95 out of 100 cases, the results of this poll are within 4.3 percentage points (plus or minus) of the results that would have been achieved in interviews with every registered voter in South Carolina. Estimation errors are higher among subgroups of the sample.