

Sponsor(s)	Augusta Chronicle
Target Population	Likely Voters; South Carolina; Republican Presidential Primary
Sampling Method	Blended sample; Mixed mode
	Landline: Registered South Carolina voters were selected randomly from a list of voters determined likely to participate in the 2016 primary. Voters were contacted and surveyed on the evening of January 15th, 2016 using an interactive voice response system.
	Mobile: Registered South Carolina voters determined likely to participate in the 2016 primary and otherwise unreachable by landline were surveyed on their mobile device on the evening of January 15 th , 2016.
Weighting	The poll was weighted for age, race, and gender using propensity scores, according to past primary turnout figures and internal projections.
Total Number of Respondents	683 (weighted)
Margin of Error	±3.7% (95% confidence)



1. If the 2016 Republican primary or caucus for your state were held today and your choices were **Jeb Bush**, **Ben Carson**, **Chris Christie**, **Ted Cruz**, **Carly Fiorina**, **Mike Huckabee**, **John Kasich**, **Rand Paul**, **Marco Rubio**, **Rick Santorum**, **and Donald Trump**, for whom would you vote?

	Frequency	Percent
Bush	90	13.2
Carson	63	9.3
Christie	26	3.9
Cruz	120	17.6
Fiorina	18	2.7
Huckabee	13	1.9
Kasich	17	2.5
Paul	16	2.4
Rubio	76	11.2
Santorum	4	.6
Trump	217	31.8
Undecided	21	3.1
Total	683	100.0



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			Α	ge			Race		Ge	nder	
							African				
		18-29	30-44	45-64	65+	White	American	Other	Male	Female	
		%	%	%	%	%	%	%	%	%	
Horse Race 1	Bush	9.6%	10.2%	13.1%	15.6%	13.2%	9.8%	10.7%	11.8%	14.6%	
	Carson	5.0%	16.6%	8.4%	7.2%	9.2%	18.4%	7.0%	8.7%	9.8%	
	Christie	0.0%	3.0%	3.5%	5.5%	3.9%	0.0%	7.0%	5.2%	2.6%	
	Cruz	8.2%	11.2%	19.3%	20.6%	17.5%	31.8%	20.5%	19.1%	16.2%	
	Fiorina	0.0%	2.9%	3.1%	2.5%	2.8%	0.0%	0.0%	1.1%	4.3%	
	Huckabee	4.3%	0.0%	1.7%	2.8%	1.9%	0.0%	4.5%	1.8%	2.0%	
	Kasich	4.1%	3.1%	2.1%	2.3%	2.5%	0.0%	0.0%	3.4%	1.6%	
	Paul	.6%	3.7%	2.8%	1.3%	2.2%	5.6%	10.8%	2.8%	2.0%	
	Rubio	20.1%	7.2%	10.9%	12.2%	11.4%	5.0%	0.0%	8.5%	13.9%	
	Santorum	3.7%	0.0%	.6%	.3%	.6%	0.0%	0.0%	.7%	.4%	
	Trump	40.3%	34.2%	32.6%	27.7%	32.0%	12.7%	31.5%	34.7%	28.8%	
	Undecided	4.1%	8.0%	1.9%	2.0%	2.9%	16.7%	8.2%	2.3%	3.9%	

				Ideo	ology			Mode		
		Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal	Unsure	Landline	Mobile	
		%	%	%	%	%	%	%	%	
Horse Race 1	Bush	9.0%	15.0%	16.5%	13.6%	43.0%	7.3%	14.0%	8.4%	
	Carson	10.2%	9.5%	10.8%	0.0%	0.0%	6.3%	8.6%	12.8%	
	Christie	1.3%	5.0%	6.6%	1.5%	8.5%	0.0%	3.9%	3.6%	
	Cruz	28.7%	15.4%	7.5%	0.0%	0.0%	11.5%	20.0%	4.0%	
	Fiorina	1.4%	3.6%	5.2%	0.0%	0.0%	0.0%	2.9%	1.7%	
	Huckabee	1.5%	1.2%	1.7%	0.0%	1.5%	9.3%	2.2%	0.0%	
	Kasich	.2%	2.5%	5.5%	21.2%	0.0%	0.0%	2.3%	3.5%	
	Paul	3.2%	1.6%	1.8%	12.2%	0.0%	0.0%	2.0%	4.6%	
	Rubio	9.3%	11.0%	16.3%	21.2%	0.0%	3.8%	11.2%	11.3%	
	Santorum	.3%	.7%	0.0%	0.0%	0.0%	3.6%	.7%	0.0%	
	Trump	33.5%	33.4%	23.5%	30.3%	27.5%	44.9%	30.5%	39.1%	
	Undecided	1.4%	.9%	4.5%	0.0%	19.5%	13.4%	1.7%	11.0%	



2. If the Republican primary were held today and your choices were limited to **Jeb Bush**, **Ben Carson**, **Ted Cruz**, **Marco Rubio**, **and Donald Trump**, for whom would you vote?

	Frequency	Percent
Bush	100	14.7
Carson	70	10.2
Cruz	130	19.0
Rubio	110	16.1
Trump	235	34.5
Undecided	38	5.5
Total	683	100.0



			Ag	ge		Race			Ge	nder
		18-29	30-44	45-64	65+	White	African American	Other	Male	Female
		%	%	%	%	%	%	%	%	%
Horse Race 2	Bush	5.5%	11.9%	14.0%	18.9%	14.9%	4.8%	9.5%	13.8%	15.7%
	Carson	5.6%	18.1%	9.7%	7.3%	10.0%	18.4%	18.4%	10.7%	9.6%
	Cruz	16.4%	8.2%	21.3%	22.2%	18.9%	26.8%	24.0%	19.5%	18.5%
	Rubio	20.1%	14.8%	15.4%	17.1%	16.3%	10.6%	3.3%	13.5%	18.7%
	Trump	40.3%	34.1%	36.1%	31.4%	34.7%	22.7%	29.2%	37.6%	31.3%
	Undecided	12.2%	12.9%	3.4%	3.1%	5.3%	16.7%	15.6%	4.8%	6.2%

				Ideo	ology			Mode		
		Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal	Unsure	Landline	Mobile	
		%	%	%	%	%	%	%	%	
Horse Race 2	Bush	7.5%	17.7%	21.0%	24.7%	47.1%	7.1%	15.5%	10.3%	
	Carson	9.1%	11.1%	13.4%	0.0%	1.5%	6.3%	9.1%	16.1%	
	Cruz	30.9%	16.9%	7.7%	0.0%	0.0%	11.7%	21.6%	4.0%	
	Rubio	13.3%	16.6%	26.2%	22.7%	0.0%	0.0%	16.9%	11.7%	
	Trump	37.4%	36.0%	23.0%	30.3%	31.9%	50.6%	33.7%	39.1%	
	Undecided	1.8%	1.8%	8.7%	22.3%	19.5%	24.4%	3.2%	18.8%	



3. Did you watch the Republican Presidential nominee debate hosted by Fox Business on January 14th?

	Frequency	Percent
Yes	411	59.8
No	277	40.2
Total	688	100.0



			А	ge			Race	Gender		
		18-29	30-44	45-64	65+	White	African American	Other	Male	Female
		%	%	%	%	%	%	%	%	%
Debate 1	Yes	67.1%	71.3%	52.4%	62.0%	59.9%	52.7%	48.6%	61.7%	57.8%
	No	32.9%	28.7%	47.6%	38.0%	40.1%	47.3%	51.4%	38.3%	42.2%

				Ideo	ology			Mode		
		Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal	Unsure	Landline	Mobile	
		%	%	%	%	%	%	%	%	
Debate 1	Yes	59.9%	61.5%	61.6%	33.6%	39.0%	62.7%	57.0%	74.8%	
	No	40.1%	38.5%	38.4%	66.4%	61.0%	37.3%	43.0%	25.2%	



4. In your opinion, who do you believe was the winner, or performed the best, in the Republican debate on January 14th?

	Frequency	Percent
Bush	20	5.0
Carson	10	2.4
Christie	23	5.6
Cruz	94	22.9
Kasich	14	3.3
Rubio	48	11.7
Trump	152	37.0
Undecided	50	12.2
Total	411	100.0



			A	ge			Race		Ge	nder
		18-29	30-44	45-64	65+	White	African American	Other	Male	Female
		%	%	%	%	%	%	%	%	%
Debate 2	Bush	0.0%	6.0%	4.1%	6.3%	5.0%	0.0%	2.7%	4.3%	5.6%
	Carson	0.0%	2.1%	1.2%	4.4%	2.3%	9.6%	0.0%	2.1%	2.7%
	Christie	5.3%	10.0%	4.2%	4.5%	5.7%	0.0%	0.0%	4.8%	6.5%
	Cruz	5.9%	16.5%	28.7%	23.6%	22.8%	28.7%	23.6%	20.7%	25.1%
	Kasich	12.5%	4.3%	2.1%	2.2%	3.3%	0.0%	6.2%	5.0%	1.5%
	Rubio	17.1%	6.5%	9.5%	16.5%	11.7%	20.1%	0.0%	11.3%	12.0%
	Trump	39.5%	35.9%	40.7%	32.9%	37.1%	20.1%	41.5%	42.6%	31.0%
	Undecided	19.7%	18.7%	9.4%	9.6%	12.0%	21.5%	26.0%	9.1%	15.5%

				Ideo	ology			Mode		
		Very Conservative	Somewhat Conservative	Somewhat Moderate Liberal		Very Liberal	Unsure	Landline	Mobile	
		%	%	%	%	%	%	%	%	
Debate 2	Bush	2.2%	8.3%	5.0%	12.2%	10.4%	0.0%	5.7%	2.2%	
	Carson	1.9%	1.7%	5.0%	12.2%	0.0%	0.0%	2.5%	2.0%	
	Christie	1.8%	7.9%	10.3%	0.0%	0.0%	2.5%	4.3%	11.0%	
	Cruz	33.3%	21.2%	9.6%	15.5%	31.0%	18.3%	26.7%	7.0%	
	Kasich	.8%	1.7%	11.1%	0.0%	14.2%	0.0%	2.6%	6.4%	
	Rubio	10.4%	12.0%	17.3%	0.0%	0.0%	6.1%	11.8%	11.0%	
	Trump	38.7%	39.1%	21.5%	60.1%	44.4%	63.0%	38.0%	32.9%	
	Undecided	10.9%	8.1%	20.2%	0.0%	0.0%	10.2%	8.5%	27.5%	



5. In your opinion, who do you believe LOST, or performed the worst, in the Republican debate held on January 14th?

	Frequency	Percent
Bush	109	26.5
Carson	61	14.7
Christie	18	4.4
Cruz	33	8.1
Kasich	72	17.4
Rubio	17	4.1
Trump	44	10.7
Undecided	58	14.1
_ Total	411	100.0



			Ą	ge			Race		Ge	nder
		18-29	30-44	45-64	65+	White	African American	Other	Male	Female
		%	%	%	%	%	%	%	%	%
Debate 3	Bush	34.7%	19.0%	33.3%	21.9%	26.6%	20.1%	19.8%	33.8%	18.8%
	Carson	5.9%	14.8%	12.8%	18.7%	14.6%	19.2%	25.1%	12.6%	17.0%
	Christie	5.3%	10.5%	2.3%	2.6%	4.4%	0.0%	7.2%	5.6%	3.1%
	Cruz	16.6%	8.6%	6.3%	8.1%	8.0%	20.1%	0.0%	7.2%	9.1%
	Kasich	13.0%	11.9%	19.0%	20.0%	17.4%	29.0%	9.0%	14.5%	20.5%
	Rubio	11.2%	4.1%	5.3%	1.3%	4.1%	0.0%	7.2%	3.7%	4.6%
	Trump	0.0%	14.9%	12.4%	8.1%	10.7%	11.6%	2.7%	11.4%	10.0%
	Undecided	13.4%	16.2%	8.5%	19.4%	14.1%	0.0%	28.9%	11.3%	17.1%

				Ideo	ology			Mode		
		Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal	Unsure	Landline	Mobile	
		%	%	%	%	%	%	%	%	
Debate 3	Bush	32.3%	27.8%	16.3%	15.9%	34.0%	23.5%	28.1%	19.9%	
	Carson	6.7%	20.1%	20.5%	24.4%	31.0%	7.1%	13.9%	18.0%	
	Christie	4.3%	2.4%	4.7%	11.1%	0.0%	14.9%	3.8%	6.6%	
	Cruz	7.5%	3.8%	14.9%	33.0%	10.4%	9.6%	6.4%	15.2%	
	Kasich	27.7%	15.1%	9.8%	11.1%	0.0%	4.5%	18.9%	11.3%	
	Rubio	1.7%	3.8%	6.1%	0.0%	10.4%	13.3%	4.2%	3.9%	
	Trump	4.5%	12.7%	20.6%	0.0%	10.4%	0.0%	11.0%	9.2%	
	Undecided	15.3%	14.2%	7.0%	4.4%	3.8%	27.1%	13.6%	15.9%	



6. What is your age?

	Frequency	Percent
18-29	41	6.0
30-44	124	18.0
45-64	303	44.0
65+	220	32.0
Total	688	100.0



			Race		Gender		
		White	African American	Other	Male	Female	
		%	%	%	%	%	
Age	18-29	5.8%	10.0%	16.0%	8.3%	3.7%	
	30-44	17.9%	35.0%	15.1%	16.5%	19.5%	
	45-64	43.8%	51.0%	57.6%	44.3%	43.8%	
	65+	32.5%	4.1%	11.3%	30.9%	33.1%	

				Ideo	ology			Mode		
		Very Conservative			Somewhat oderate Liberal Very Libe		ery Liberal Unsure		Mobile	
		%	%	%	%	%	%	%	%	
Age	18-29	6.6%	2.8%	11.1%	0.0%	7.0%	7.2%	2.6%	24.4%	
	30-44	12.0%	17.8%	26.1%	12.2%	25.4%	27.4%	9.4%	64.7%	
	45-64	42.9%	45.0%	41.4%	68.3%	34.0%	47.4%	50.1%	11.0%	
	65+	38.5%	34.4%	21.5%	19.4%	33.7%	18.0%	37.9%	0.0%	



7. What is your race/ethnicity?

	Frequency	Percent
White	674	98.0
African American	7	1.0
Other	7	1.0
Total	688	100.0



			А		Gender		
	_	18-29	30-44	45-64	65+	Male	Female
		%	%	%	%	%	%
Race	White	95.6%	97.2%	97.5%	99.5%	98.0%	97.9%
	African American	1.7%	2.0%	1.2%	.1%	.7%	1.3%
	Other	2.8%	.9%	1.4%	.4%	1.3%	.7%

				Ideo	ology			Mode		
		Very Conservative	Somewhat Conservative	Moderate	Somewhat Moderate Liberal Very Libe		Very Liberal Unsure		Mobile	
		%	%	%	%	%	%	%	%	
Race	White African	98.0%	98.9%	97.7%	95.3%	93.0%	96.1%	98.1%	97.0%	
	American	1.1%	.7%	1.6%	0.0%	2.3%	.8%	.9%	1.9%	
	Other	.9%	.4%	.7%	4.7%	4.7%	3.1%	1.0%	1.2%	



8. What is your gender?

	Frequency	Percent
Male	344	50.0
Female	344	50.0
Total	688	100.0



			Age				Race			
		18-29	30-44	45-64	65+	White	African American	Other		
		%	%	%	%	%	%	%		
Gender	Male	69.5%	46.0%	50.3%	48.3%	50.1%	33.1%	64.5%		
	Female	30.5%	54.0%	49.7%	51.7%	49.9%	66.9%	35.5%		

			Ideology						de
		Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal	Unsure	Landline	Mobile
		%	%	%	%	%	%	%	%
Gender	Male	46.8%	50.2%	53.7%	57.0%	40.3%	60.0%	48.8%	56.9%
	Female	53.2%	49.8%	46.3%	43.0%	59.7%	40.0%	51.2%	43.1%



9 How would you describe your political ideology?

	Frequency	Percent
Very Conservative	240	35.4
Somewhat Conservative	237	34.8
Moderate	132	19.4
Somewhat Liberal	15	2.3
Very Liberal	14	2.1
Unsure	41	6.1
Total	680	100.0



	<u>-</u>	Age				Race			
	<u>-</u>	18-29	30-44	45-64	65+	White	African American	Other	
		%	%	%	%	%	%	%	
Ideology	Very Conservative Somewhat	38.5%	23.6%	34.5%	42.5%	35.4%	37.4%	31.8%	
	Conservative	16.1%	34.5%	35.6%	37.5%	35.2%	22.2%	15.3%	
	Moderate Somewhat	35.8%	28.1%	18.2%	13.0%	19.3%	30.6%	14.3%	
	Liberal	0.0%	1.5%	3.5%	1.4%	2.2%	0.0%	10.6%	
	Very Liberal	2.4%	3.0%	1.6%	2.2%	2.0%	4.8%	9.7%	
	Unsure	7.2%	9.2%	6.5%	3.4%	5.9%	5.0%	18.4%	

	_	Ge	ender	Mo	de
	<u>-</u>	Male	Female	Landline	Mobile
		%	%	%	%
Ideology	Very Conservative Somewhat	32.9%	37.8%	38.3%	19.1%
	Conservative	34.8%	34.8%	36.5%	25.9%
	Moderate	20.7%	18.0%	15.5%	40.6%
	Somewhat Liberal	2.6%	2.0%	2.4%	1.8%
	Very Liberal	1.7%	2.5%	1.9%	3.4%
	Unsure	7.2%	4.9%	5.5%	9.1%



10. Collection Mode

	Frequency	Percent
Landline	581	84.5
Mobile	107	15.5
Total	688	100.0



			A	ge	Race			
		18-29	30-44	45-64	65+	White	African American	Other
		%	%	%	%	%	%	%
Mode	Landline	36.8%	44.3%	96.1%	100.0%	84.6%	71.5%	82.1%
	Mobile	63.2%	55.7%	3.9%	0.0%	15.4%	28.5%	17.9%

		Gender							
		Male	Female	Very Conservative	Somewhat Conservative	Moderate	Somewhat Liberal	Very Liberal	Unsure
		%	%	%	%	%	%	%	%
Mode	Landline	82.3%	86.6%	91.7%	88.5%	67.7%	87.8%	74.6%	76.8%
	Mobile	17.7%	13.4%	8.3%	11.5%	32.3%	12.2%	25.4%	23.2%