



South Carolina Index **scindex**

May 1, 2003

WELCOME TO THE SOUTH CAROLINA INDEX

Have you ever wondered what style of barbeque is the most popular among South Carolinians? Or how many times a week the average person stops in a convenience store? Maybe you've wondered how your neighbors feel about the state's budget crisis? The SCIndex can answer these questions and many, many more.

The SCIndex is a new service from three of the South's leading research and data collection firms. The SCIndex, a bi-monthly newsletter, will highlight South Carolinian's opinions

on politics, culture, business, health and the environment and much more. Every issue of the SCIndex will be full of thought provoking and fun facts about life in South Carolina that you'll want to share with friends, family, and colleagues.

The best part about the SCIndex is it is **ABSOLUTLY FREE!** Our member firms want this to be a forum for information about South Carolina for South Carolinians. We can even send the SCIndex via email. Just send us a blank email with "SCIndex" in the

subject line to scindex@aol.com and you can receive the SCIndex in a paperless format. Its that simple.

In the coming months, the SCIndex will have its own website where you can view the newsletter online or see graphics depicting trends in our research.

Please enjoy this inaugural issue of the SCIndex and look for your next issue in two months.

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South Carolina: Heading in the Right Direction?

When asked if their state was heading in the right direction, most South Carolinians agreed that it was.

46% of South Carolinians felt we were moving in the right direction, while 25% thought we'd gotten off on the wrong track. Uncertainty about the future was high, with 29% not sure about SC's direction.

White South Carolinians had a much more positive view of the state, with 51% saying South Carolina is moving

forward positively while only 20% thought the opposite. Feelings among African Americans were vastly different, however, with only 28% feeling we were moving in the right direction and 42% believing we're on the wrong track.

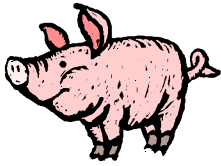
There was no noticeable difference of opinion along gender lines, but older South Carolinians were more inclined to feel positive about the state of affairs than younger people.

ALWAYS WANTED TO KNOW SOMETHING?

In each issue of the SCIndex, we'd like to feature the results of a question submitted by one of our readers. Each issue, our board will select one question that we find most intriguing and ask that question in our poll.

Send your question via email to

scindex@aol.com



BARBEQUE CONTROVERSY PUT TO REST

South Carolinians prefer the taste of a mustard-based sauce when eating barbecued pork, according to the SCIndex survey.

36% of those surveyed liked the mustard sauce popular in the Midlands region of the state. Another 25% liked a ketchup-based sauce. Only 16% of South Carolinians went with a vinegar and pepper sauce, which disappointed the SCIndex, who's board prefers the spicy vinegar sauce.

African Americans in South Carolina were more likely to favor the ketchup-based sauce than their white counterparts, who tended to like the mustard-based sauce. 35% of African Americans preferred the ketchup-based sauce while only 22% of whites did. 42% of white South Carolinians said they favor the mustard sauce while only 16% of African Americans did.

Women and men tended to have similar tastes in barbe-

que. Women, however, tended to prefer ketchup-based sauce slightly more than men.

Amazingly, only 10% of those surveyed did not eat pork barbeque, which shows the food popular at family gatherings, political events, and church socials is still South Carolina's favorite.

**BBQ & Politics—
Forever United**

The SCIndex made an interesting discovery this issue—your political views might be tied to your taste in BBQ.

DEMOCRATS
Preferred ketchup-based sauce by 6%.

REPUBLICANS
Preferred mustard-based sauce over other sauces 2 to 1.

Governor Sanford's favorability rate is high, with more than 64% of South Carolinians having a favorable impression of him.

SANFORD POPULAR AMONG CONSTITUENTS

After nearly four months in office, Governor Mark Sanford's favorability still remains high among South Carolinians, with 64% of those polled for the SC Index having a favorable impression of Sanford. Only 8% had an unfavorable impression of the Governor, while 21% were neutral.

Governor Sanford's favorability among South Carolinians boasts well for the first-

term Governor; this trend continues among those polled when asked to rate the Governor on job performance.

64% gave Sanford an Excellent or Good rating when asked about job performance, while 23% gave the Governor a Fair mark. Only 4% of those asked gave Sanford the thumbs down.

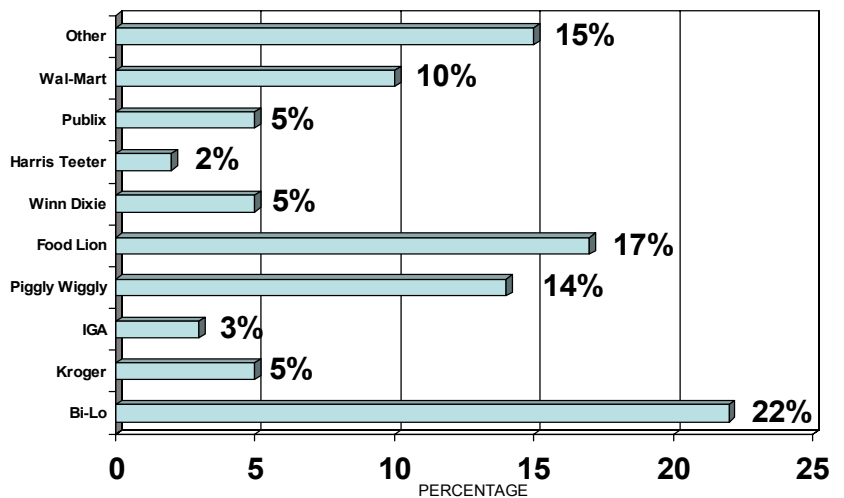
Sanford rates equally well among men and women,

though African Americans were less likely to give the Governor high job performance ratings. 33% of African Americans like the job Sanford is doing. 74% of whites agreed.

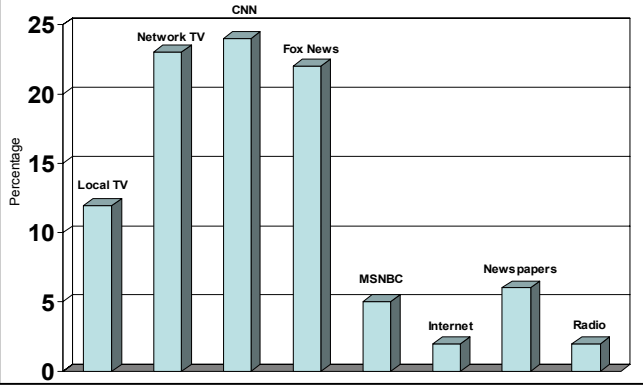
Even party affiliation couldn't break the Governor's stride—14% of Democrats have an unfavorable impression. Compare that with the 11% of Republicans who felt the same.

Where do YOU shop?

The graph shows where your neighbors are likely to buy their groceries. Most of the trends held true for gender and age differences, though African Americans are more likely than whites to shop at Food Lion.



Where did South Carolinians get information about Operation Iraqi Freedom?



14% of South Carolinians say they have altered their travel plans this year because of fear of terrorism.

Education Budget Cuts

The South Carolina Legislature is considering slashing the budgets of priority programs and services throughout the state. The overwhelming majority of South Carolinians think these cuts will have a negative impact on public education.

From our statewide, 400 sample survey, the SCIndex finds that 52% of South Carolinians think the proposed budget cuts will be detrimental to public education while only 16% think the cuts will have no impact. These numbers held true regardless of race, income level, and gender, though African Americans are more likely to see the cuts harming public education.

For older South Carolinians, however, the cuts in education are less likely to be negative, though there still is a strong sentiment, even among older interviewees, that the cuts will hurt public schools.

BY THE NUMBERS:

Impact of Budget Cuts on Quality of Public Education

- Positive Impact — 12%
- Negative Impact— 52%
- No Impact— 16%
- Don't Know — 21%



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Confederate Flag Still Divides South Carolina

South Carolinians remain split over whether the Confederate flag should continue to fly on the Statehouse grounds.

42% of voters polled believe the flag should wave at its new location in front of the Statehouse, while 37% say it should be removed. 21% remain undecided on the divisive issue.

Views about the flag are polarized along racial and party lines.

BY THE NUMBERS

Do you support flying the Confederate flag on the Statehouse grounds?

SUPPORT — 42% OPPOSE — 37%
UNSURE — 21%

MEN	Support — 44%	Oppose — 40%
WOMEN	Support — 41%	Oppose — 34%

AFRICAN AMERICANS

Support— 4% Oppose — 82%

WHITES

Support — 54% Oppose — 23%

DEMOCRATS

Support — 25% Oppose — 61%

REPUBLICANS

Support — 52% Oppose — 18%

INDEPENDENTS

Support— 46% Oppose — 40%

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Your business or group can purchase a unique question that the SCIndex will include on our 400 sample, state-wide poll. All information gathered for the question is proprietary.

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