

Subject: [Fwd: SCIndex - October 2004]
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The Question that's on Everyone's Mind is ...

As November 2nd draws closer and closer (and more and more people begin to actually pay attention), the big question is – who will be victorious in the General Election. Well, according to the latest SCIndex, George W. Bush does not have to worry about South Carolina's eight electoral votes. If the election were held today, George W. Bush would carry South Carolina 52% to 38% for John Kerry, with only 9% undecided.

Bush does best among white voters (68%) and Republicans (94%) and he carries a majority among Independents (51%), though 22% of all Independents remain undecided. W. also leads among women (49% to 40%) while Kerry has a wide margin of support among African American voters (85%).

47% of South Carolinians approve of the way Bush is handling the economy, while 49% disapprove. This dichotomy is very blatant based on race, with 61% of whites approving while 89% of African Americans disapprove.

The same situation manifests itself when it comes to the situation in Iraq, with 51% supporting the President while 45% disapprove of his job performance. Republicans and Democrats differ strongly on the handling of the war. 91% of R's approve of Bush's handling of Iraq while 89% of all D's disapprove.

Bush's leadership numbers strengthen on the war on terrorism. 61% of South Carolinians approve of his handling of the war on terror. 35% of all voters disapprove of his efforts.

The Guy you'd most like to have a Beer With

The SCIndex also rated the two candidates for President on some non-political topics in this issue; the results are tabulated below:

When asked which of the two candidates would you:

	Bush	Kerry	Neither
Like to meet in person	54%	32%	14%

Invite home for dinner	50%	20%	24%
Say has values similar to yours	52%	29%	17%
Loan money too	34%	17%	48%

The Race to Replace Fritz

If the election were held today in the US Senate race, neither candidate would hold a plurality of the votes. Jim DeMint is leading the race, but only by 5 points over Inez Tenenbaum – 45% of South Carolinians support DeMint while 40% support Tenenbaum. Both camps will be fighting hard for the 15% undecided in this election. Independents poll stronger for DeMint (40%) versus Inez (35%), though a good percentage (25%) remains undecided.

There appears to be a slight gender gap in the Senate campaign. Slightly more female voters support Inez more than DeMint (45% to 40%) while male voters appear to be swinging to DeMint (51% to 34%). African Americans also prefer Tenenbaum over DeMint (82% to 7%) while whites favor DeMint over Tenenbaum - 51% to 34%..

Two South Carolina’s?

South Carolinians generally think we’re headed in the right direction. (48% right track versus 35% who say we’re on the wrong track). As the table below shows here are sharp division on this question along party and racial lines.

	Right Track	Wrong Direction	Not Sure
Democrats	25%	57%	19%
Republicans	73%	13%	13%
Independents	41%	40%	20%
African Americans	19%	65%	16%
Whites	58%	25%	17%

Governor Sanford, however, does not have much trouble along any lines, with 57% of South Carolinians saying he’s doing a good or excellent job while 68% say they have a favorable view of the Gov.

SCIndex - Tell your friends!

Remember, you can share all the juicy info in the SCIndex with your friends and neighbors. Just have them send a blank email with "SCIndex" in the subject line to scindex@bellsouth.net and they'll automatically receive the SCIndex.

REMEMBER - If you'd like to know how South Carolinians feel about a specific issue, you can tag a question onto the SCIndex without having to do an expensive poll. Call Wil Brown at 803-206-0901 for more information.

The SCIndex is a private publication not intended for public use. The SCIndex is a joint production of Campaign Systems, Crantford & Associates, and the Southern Political Information Network (SPIN). Any questions or comments should be directed to Wil Brown and emailed to scindex@bellsouth.net.

Information contained in the SCIndex was compiled from a poll of likely General Election voters conducted on October 4 and has an error of +/- 4 percentage points.