



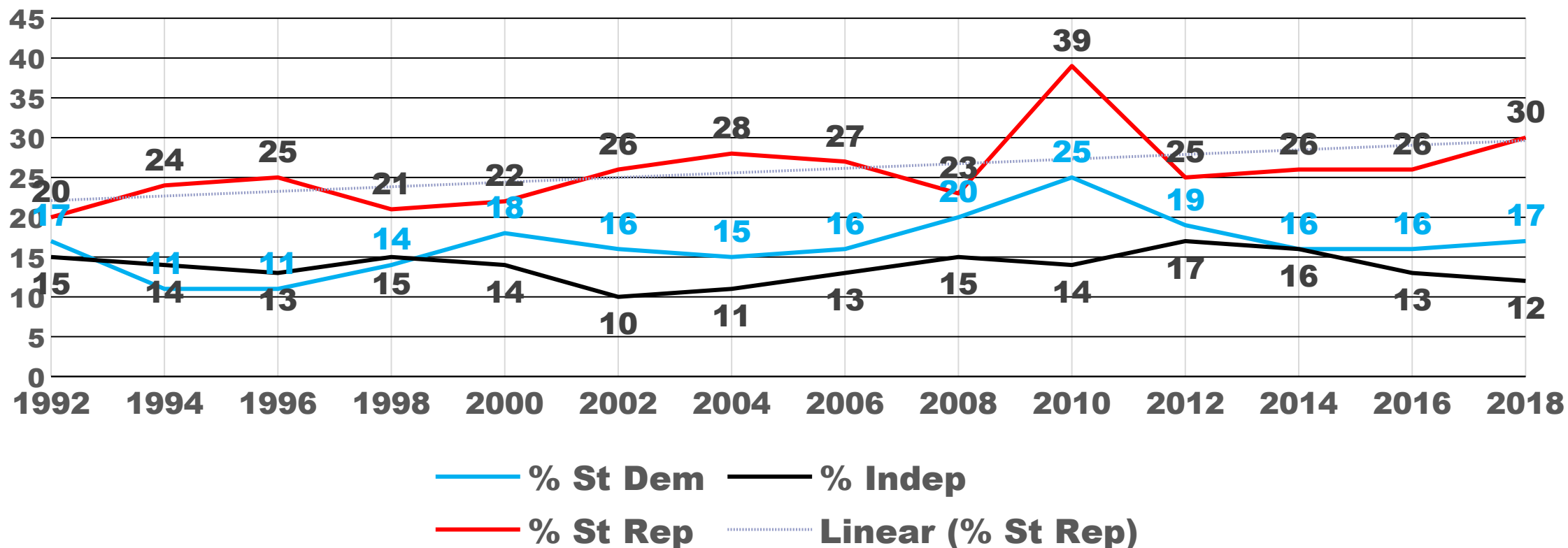
TRENDS IN OPINION IN AIKEN COUNTY SINCE THE 1980S

**USC AIKEN ACADEMY FOR
LIFELONG LEARNING**

BOB BOTSCH, JANUARY 2020

IS PARTISANSHIP BECOMING MORE EXTREME?

Slight Increase in % Strong Republicans Among Voters in AC, 1992-2018



STRAIGHT PARTY VOTING HAS INCREASED

- **SC one of nine states with straight party voting**
- **1985 (Aik City)**
 - **64% split ticket**
 - **36% st pty, splitting almost evenly Dem/Rep (13% pts / 15% pts)**
- **2018 (Aik Co—imperfect comparison—”suggestive”)**
 - **38% split ticket**
 - **62% st pty, splitting strongly Rep (21% pts Dem / 41% pts Rep)**
 - **Means Rep only need 9 of the 38 pts of split ticket voters, or 24%**
- **In both 1985 and 2018, the split ticket voters split almost evenly between Dem and Rep votes**
- **Do campaigns matter anymore?**

SOCIAL ISSUE 1: ABORTION

Year	Pro-Choice	Middle Positions	Pro-Life
1992	41%	36%	23%
1994	29%	51%	15%
1996 (used pro choice/life labels)	35%	26%	36%
2010	39%	37%	21%
2012	48%	35%	13%
2014	44%	39%	13%
2016	35%	40%	19%

WHY ARE PRO LIFE SUPPORTERS SO POWERFUL IF OUTNUMBERED ABOUT 2/1 BY PRO CHOICE SUPPORTERS?

1994 Exit Poll: How much did the abortion issue help you decide for whom to vote in the governor's race?

Helpfulness	Pro Choice Voters	Middle Position Voters	Pro Life Voters
Very/ Moderately	58%	66%	76%
Slight/not helpful	42%	34%	24%

SOCIAL ISSUE 2: GUN CONTROL

Year	Question	Fav or	Oppose
1996	Ease concealed handgun laws	42%	50%
2000	Require license to buy handguns	68%	18%
2002	Ballistic fingerprinting on all guns	64%	18%

SOCIAL ISSUE #3: CONFEDERATE FLAG

Year	Question	Leave Up	Mixed Feelings	Remove
1994	Flag over dome	59%	22%	15%
2007	On grounds	52%	9%	33%
2008	On grounds	48%	11%	30%
2009	On grounds	53%	7%	33%
2012	On grounds	42%	15%	30%
2014	On grounds	48%	18%	30%
2016	Mistake to have removed	43%	15%	36%

FACTORS RELATED TO SUPPORTING FLAG REMOVAL (2016 DATA)
WHAT ROLE DOES RACE PLAY?

Position	White	Black
Leave up	55%	7%
Mixed	16%	9%
Remove	25%	73%
dk	4%	11%

WHICH WHITES ARE MORE/LESS LIKELY TO SUPPORT FLAG REMOVAL? (TOTAL SAMPLE WAS AT 25%)

- **Democrats/Republicans:** 78% / 14%
- **Liberals / Conservatives:** 69% / 16%
- **>Col / <=HS:** 59% / 6%
- **Non-Southern / Native Southern:** 47% / 20%
- **Non-Fundamentalist / Fundamentalist:** 39% / 13%
- **Blacks not too much power / too much:** 36% / 6%
- **< 36 / > 64:** 28% / 23%
- **Females / Males:** 25% / 25%

#4: AFFIRMATIVE ACTION: SOME SIGN OF LESS WHITE RESENTMENT?

(DO YOU BELIEVE THAT WHITES ARE DENIED JOBS MORE OFTEN DUE TO REVERSE DISCRIMINATION THAN BLACKS ARE DENIED JOBS DUE TO PREJUDICE?)

	1996	2000	2018
% whites who agree	53%	46%	23%

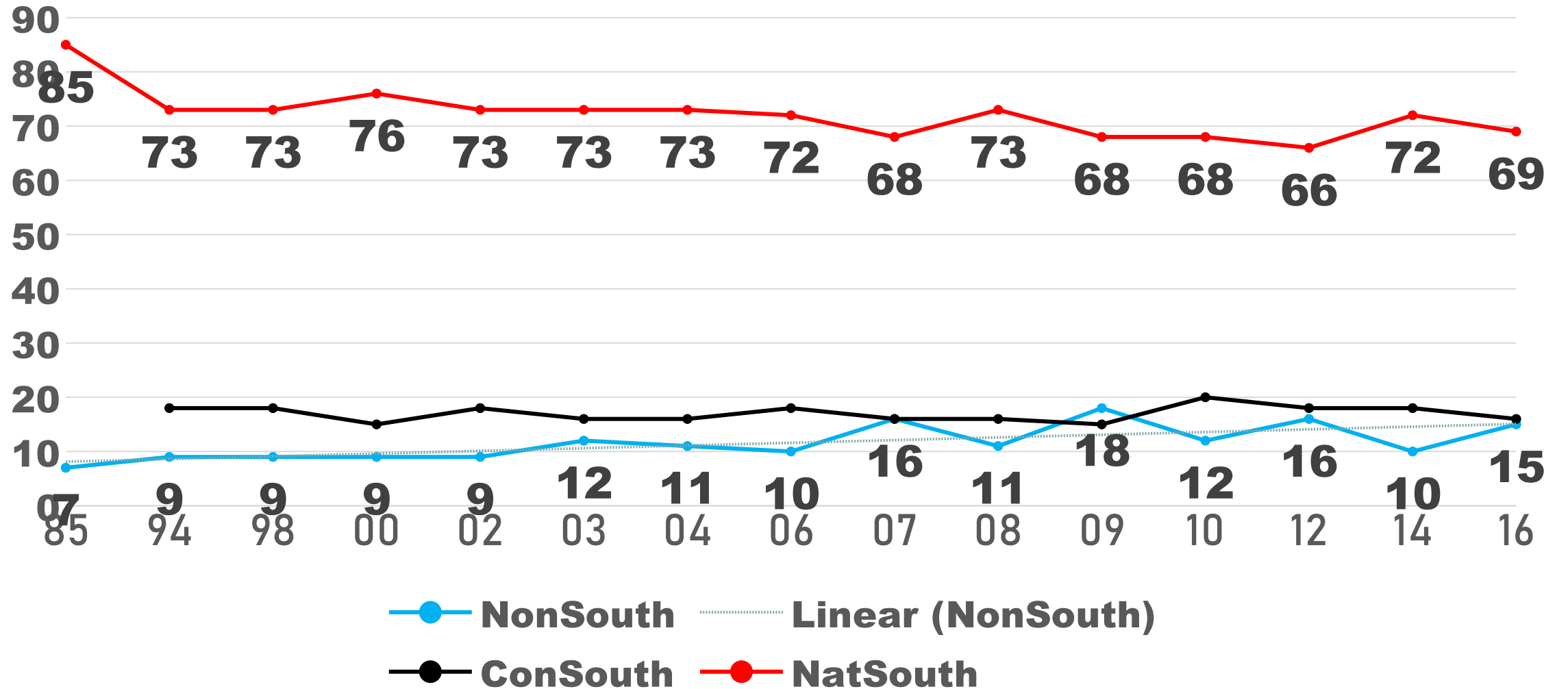
#5: GAY MARRIAGE OPPOSITION (SEE SSBRL SITE)

GROUPS	1992 lifestyle	1996 lifestyle	2006 SC Con Ban	2012 Gay Marr	2014 Gay Marr	2016 Gay Marr
ALL	67%	62%	67%	48%	51%	41%
> 65	68%	71%	72%	56%	59%	49%
< 36	66%	54%	63%	33%	39%	22%
WHITE	69%	65%	70%	55%	53%	45%
BLACK	52%	49%	54%	30%	48%	30%
WH REL FUNDMTL	--	77%	82%	71%	77%	64% (44% <36)

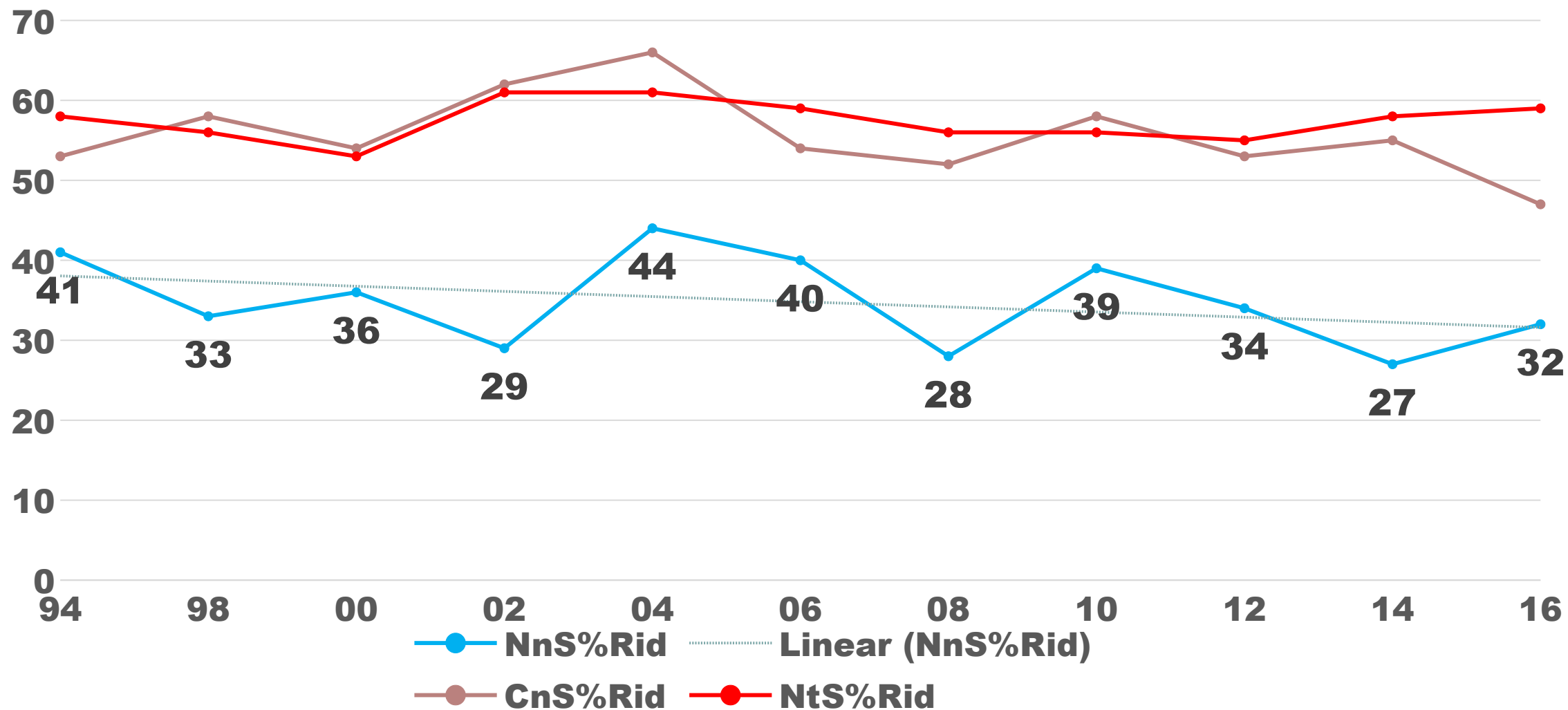
REGIONAL IDENTITY TRENDS—THE GROWING AND CHANGING NATURE OF “NON-SOUTHERNERS”

- **Nature of regional identity – more than just birth and living in a place**
- **Experimented early with question**
- **Proved to be a powerful independent variable**
 - **Race not a factor—whites and blacks about equally distributed, BUT**
 - **The more southern, the more conservative on**
 - **racial issues are, e.g. Confederate Flag/Obama Muslim**
 - **Traditional morality, e.g. firing pregnant single teachers**
 - **Less accepting of diversity, e.g. preferences living with similar people**
 - **More likely to prefer strength over cooperation in politicians**
 - **Negative view of human nature, e.g. more likely to say people are lazy**

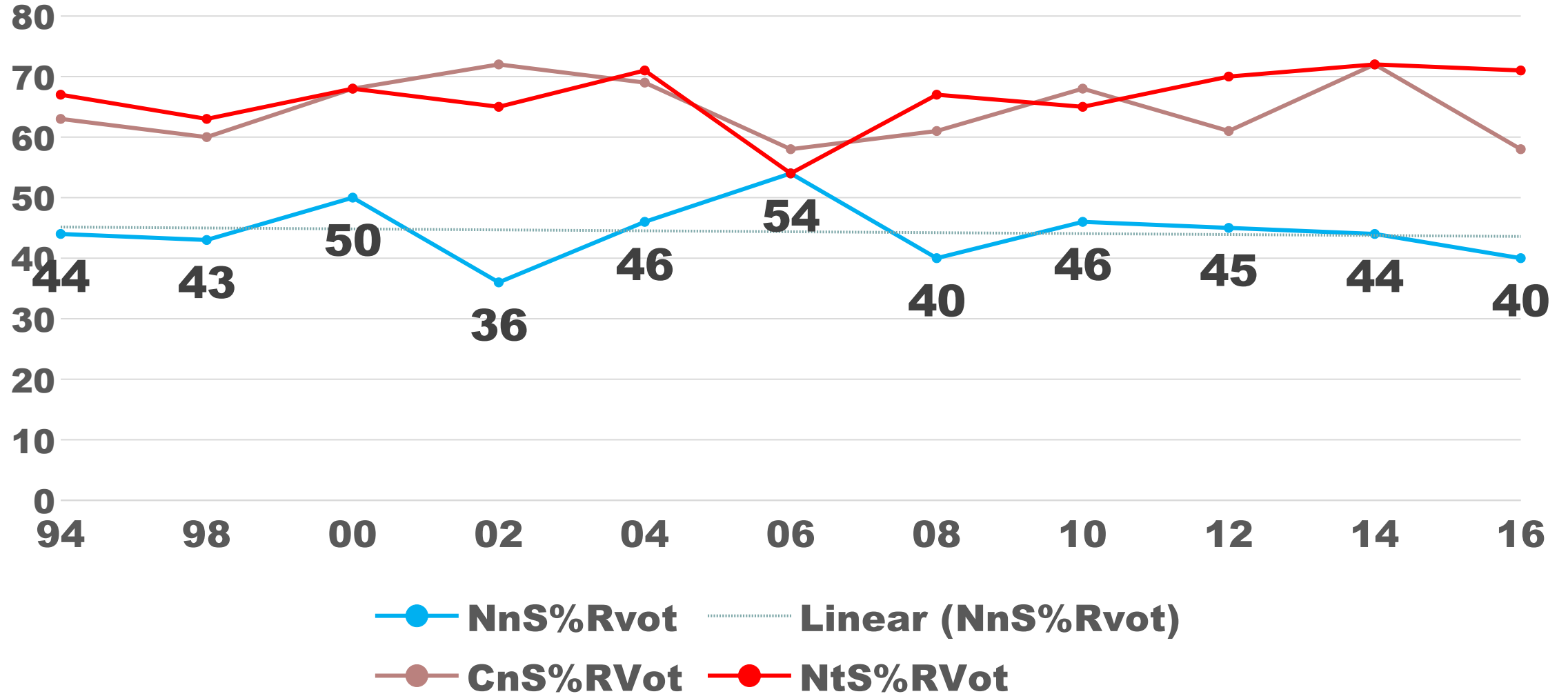
CHANGES IN REGIONAL IDENTIFICATION: 1985-2016



REGIONAL ID AND PARTISAN ID IN ELECTION YEARS: 1994-2016



REGIONAL ID AND GOP % IN ELECTIONS: 1994-2016



ASSIGNMENT FOR LAST CLASS

- **Look at questionnaires under course materials**
- **Pick some question/variable that you think important or interesting to know more about**
- **Look for some other question/variable that you think might explain why some people might answer one way and other people answer a different way, i.e. an explanatory variable. The explanation as to why you think this can be seen as a theory.**
- **Once you have done this, it becomes a testable hypothesis that can be diagrammed in the form of an arrow diagram**
- **Independent Variable A → Dependent variable B**
- **In class we will set up the appropriate table/graph/chart to test your hypothesis!**