The Self Portrait:
How Are We Doing In South Carolina in 2007?

Survey One

JIM SELF
CENTER ON THE FUTURE

The Self Portrait:

How Are We Doing in South Carolina in 2007?

By

Jeff Parkey

Joseph Maxberry

Michael Mikota

Sandra L. Sanderson

Donna London, Director

The Jim Self Center on the Future

Strom Thurmond Institute of Government and Public Affairs

Clemson University

Executive Summary – Survey One

South Carolina's population and physical surroundings are facing unprecedented change. Population growth rates, the increase in developed land, test score rankings, and poverty indices are under scrutiny. In the midst of this change, it is important to assess how the state's citizens perceive they are faring.

Understanding concerns, where needs are going unmet, where there is optimism, and where resources should be targeted is the goal of *Self Portrait: How Are We Doing in South Carolina in 2007*? This effort is designed to understand South Carolinian's perceptions of the state's current and future outlook and to understand how and if attitudes are changing over time. Targeted to South Carolinians over 18 years old, this baseline study is the first in a series of studies that will be conducted twice a year.

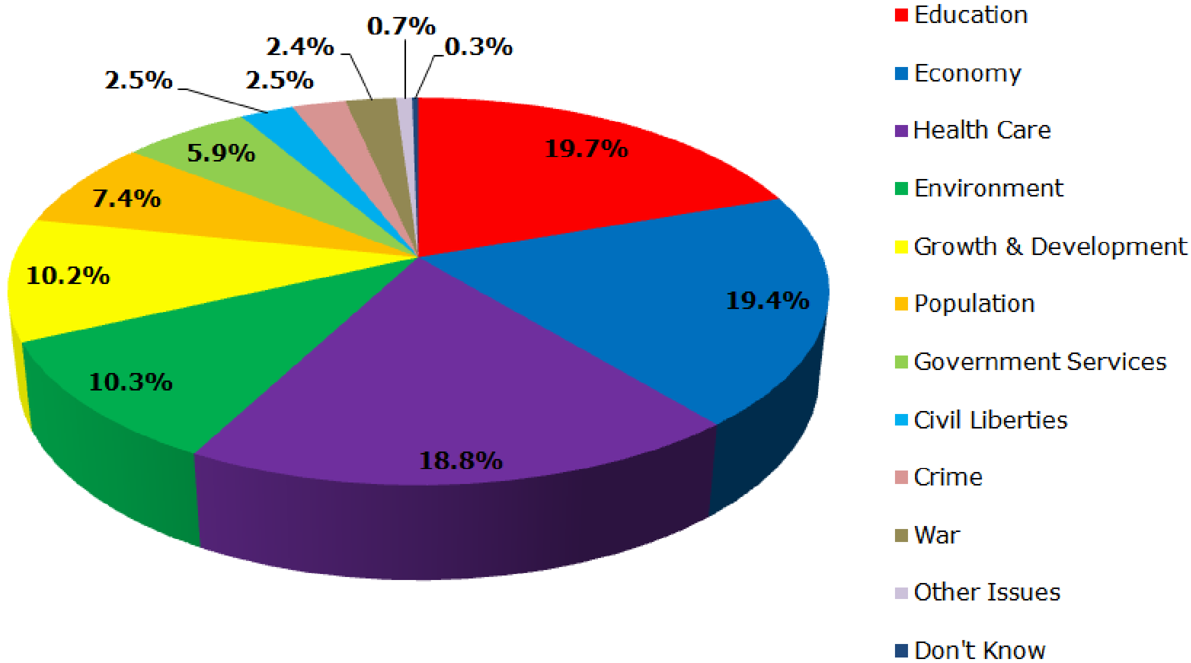
In this first study, respondents express concern about an array of issues but education, the economy, and health care surface as the major concerns. Many of the respondents are satisfied with South Carolina's quality of life and growth rate. In the same positive vein, many of the responses indicate optimism about the general direction of the state and the next generation's competitiveness in the global economy.

Interesting findings emerge, however, when the data is cross-tabulated with demographic variables. Gender, race, age, education level, income, region, and whether they live in urban, suburban, or rural areas provide insight into survey participants' unique perspectives.

While this information offers an interesting look at community sentiments, it will be more telling to compare responses over time.

Self Portrait: How Are We Doing in South Carolina in 2007? is an effort of Clemson University's Jim Self Center on the Future in the Strom Thurmond Institute in collaboration with the University of South Carolina's Survey Research Lab in the Institute for Public Service and Policy Research. This summary and the full report are available at www.strom.clemson.edu.

Question: What is the most important issue facing the state of South Carolina?



Most Important Issues

The most often cited responses (57.9% of responses) were education (19.7%), the economy (19.4%), or health care (18.8%).

Most of the education issue respondents note education in general as the most important issue (72.2%). Issues surrounding K-12 were specifically mentioned by 18.1% of respondents, followed by public education mentioned by 8.3% of respondents.

For the 19.4% of respondents concerned about the economy, employment (42.0%) is the most frequent concern followed by taxes (31.3%) and general concerns about the economy (26.7%).

Of the 18.8% of respondents who noted health care as the primary issue, the majority responded with general health care concerns (52%). Senior health issues, HIV AIDS and sexually transmitted disease, health care costs and insurance coverage, and immunizations also were noted.

Of respondents noting the environment as the most important issue (10.3%), approximately 41.4% specify some type of pollution, primarily water or air. Other issues included environmental control and garbage/litter.

For the 10.2% citing growth and development as a primary concerns, 43.5% specifically mentioned transportation issues. Issues related to growth are of particular concern in the lowcountry where development pressures exist and transportation infrastructure is strained.

Population issues are noted by approximately 7.4% of the respondents with specific concerns equally divided between general population growth and immigration.

Issues Cross-Tabbed with Demographic Characteristics

By gender, males responded that the economy (25.4%) is the most important issue facing the state over the next ten years, followed by education (18.0%). Females responded that health care (25.4%) is the most important issue followed by education (20.8%).

By race, the economy is the primary issue to be addressed for 27.7% of blacks, followed by health care (23.4%). For whites, education (22.0%) followed by the economy (17.4%) surfaced as the primary issues. For other races, health care is a notable concern for 35.5% of the respondents followed by education at 16.1%.

By age, the economy which includes wages and jobs is the most noted concern for the 18-29 age category at 33.9%. Education surfaces as the most pressing need for 25.8% of 30-44 age group who are most likely to have school age children but also for the 65 and older population who may have school aged grandchildren. In the 45-64 group, health care is the primary issue for 20.1% of the sandwich generation who in addition to their own health may have responsibility for the health care concerns of their children and their parents.

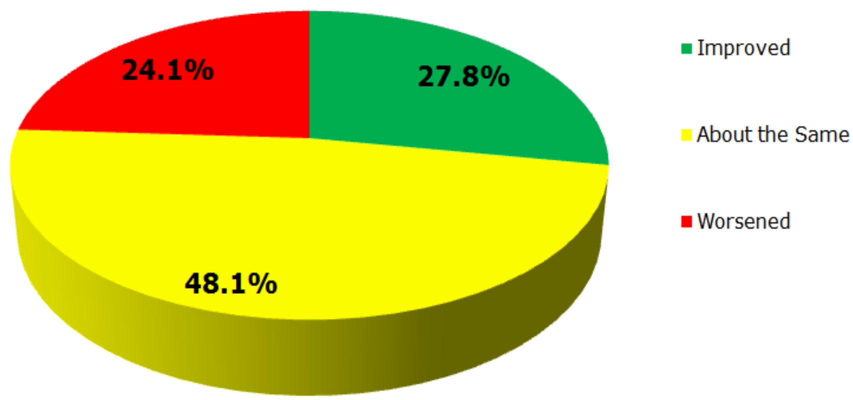
By income level, the <$25,000 category was most concerned about health care (27.5%). In the $25,000-$49,000 and $50,000-$74,999 ranges, the economy which includes jobs and wages was the primary concern with 21.4% and 29.1%, respectively. For the >$75,000 category, education ranked as the top concern (21.6%).

By educational attainment, the results were similar to income level results with health care the predominant issue for the people with less than a high school education (18.9%) and for people with some college experience (25.3%). For high school graduates, the economy ranked as the major issue for 20.0% of the respondents. For college graduates, 25.9% ranked education as the most important issue group.

By type of area, urban respondents were most concerned about health care (20.0%). In the suburban areas, education (21.1%) was the primary issue and in the rural areas, the economy (21.8%) ranked at the top of the list.

By region of the state, upstate participants noted that the economy (24.6%) ranked as the most important issue. Education (25.5%) was the primary issue for the midlands, and health care (20.9%) was noted most often in the lowcountry.

Question: Has South Carolina's quality of life improved, worsened, or stayed the same?



Almost half (48.1%) of the respondents indicate that the quality of life in South Carolina is about the same as it was five years ago. Of the remaining respondents, 27.8% note that the quality of life has improved compared with 24.1% who say it has deteriorated.

Jobs are the leading cause for whether the state's quality of life has improved or worsened. 'More jobs' are mentioned by the 15.0% of respondents who indicate that quality of life has improved. Jobs also are noted as the reason quality of life has worsened for 24.1% of respondents.

Race makes a difference in whether respondents feel their quality of life has improved or worsened. Roughly twice as many whites (31.4%) and respondents who identified themselves as another race (32.5%) feel that quality of life has improved compared to blacks (16.0%).

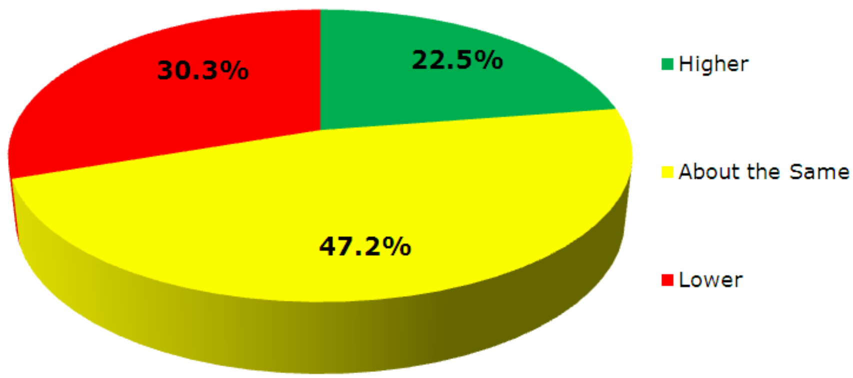
Level of education has an important influence on quality of life. Participants without a high school diploma respond most often that South Carolina's quality of life has worsened (34.1%) compared to respondents with a high school degree (25.9%), some college (24.3%), and with a college degree (17.4%).

Similarly, incomes are a factor in quality of life. Of the participants in the $75,000 and over income level, 39.2% responded that quality of life had improved, higher than the less than $25,000 (24.2%), the 25,000-$49,000 (28.8%), and the $50,000-$74,999 (23.7%) income levels.

At a rate of 36.6%, lower income participants responded that the quality of life has worsened to a much greater extent than participants over $75,000 (13.5%), between $25,000 and $49,999 (21.5%), and between $50,000 and $74,999 (24.6%).

Analyzed by region, the upstate did not fare as well as the midlands and the lowcountry. While the 31.2% of the midlands and 30.3% of the lowcountry participants responded that their quality of life had improved, only 22.8% of the upstate saw improvement.

Question: Do you prefer a higher rate of growth, a lower rate of growth, or about the same level of growth?



Almost half of the respondents (47.2%) indicate a preference for about the same level of growth currently experienced. Of the remaining respondents, 30.3% prefer a lower rate of growth and 22.5% want more growth.

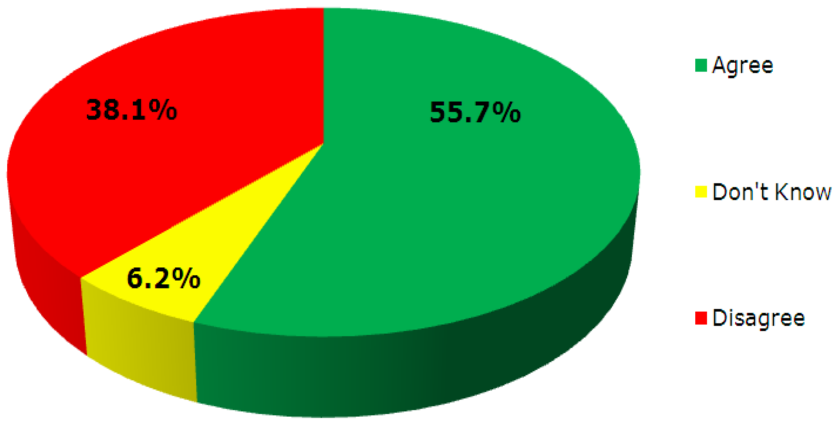
Respondents over 45 years old prefer a lower growth rate with 33.9% for those 45-64 and 29.5% for those 65 and older compared to 20.0% for the age 18-29 participants, and 25.6% for participants between the ages of 30-44.

Higher income groups indicated a stronger preference for lower growth rates.

Urban respondents indicated a slightly higher preference for growth at 26.9% compared to 20.2% among suburban and 22.2% among rural respondents.

Regional differences exist concerning rates of growth. Perhaps because of high rates of growth along the coast, lowcountry participants prefer a lower growth rate (43.3%) compared to upstate (26.5%) and midlands (25.3%) respondents.

Question: Will the next generation of South Carolinians be able to compete in the global economy?



The majority of respondents (55.7%) are optimistic about the next generation's ability to compete in the global economy.

Of the optimistic respondents, 45.1% say this competitiveness is due to better education. Of the non-optimistic respondents, 59.6% say it is due to lack of or poor education.

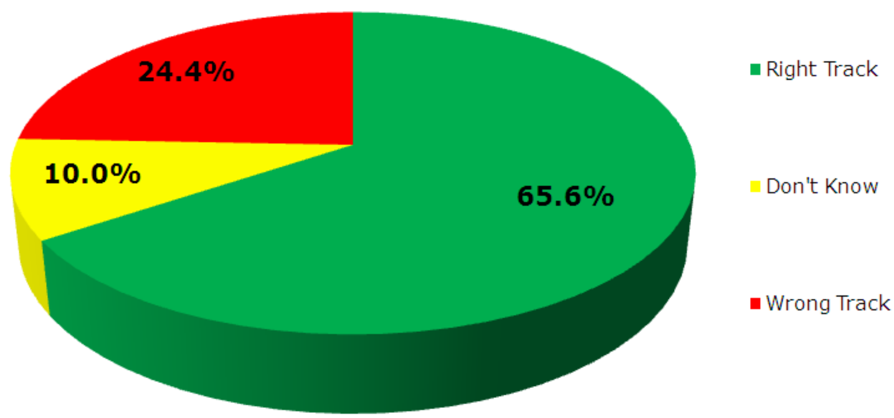
Younger respondents were the most optimistic. In the 18 to 29, age group, 69.4% of those surveyed felt that the next generation will be competitive followed by 59.8% in the 30-44 age group. Among older groups, the percentages drop to 53.5% for 45-64 year olds and to 51.8% for those over 65.

Similarly, optimism drops with level of education. Those respondents with a high school education (61.2%) and less than a high school education (59.3%) were optimistic that the next generation would be able to compete. The figures decline for those with some college and a college degree at 52.6% and 53.7%, respectively.

Although all income ranges agree that the next generation will be competitive in the global economy, this level of optimism tends to decrease as income levels increase. Optimistic responses range from a high of 63.8% for those earning less than $25,000 per year dropping to 54.1% for those earning more than $75,000. Likewise, participants earning between $50,000–$74,999 and over $75,000 had a higher rate of disagreement with 44.6% and 43.3%, respectively, compared to participants earning less than $25,000. In this <$25,000 group, 29.4% felt that the next generation will not be competitive in the global economy.

By region, 61.0% of upstate respondents agreed that the next generation will be competitive in the global economy, followed by 54.6% in the midlands and 49.0% in the lowcountry.

Question: Is South Carolina headed in the right direction?



A clear majority (65.6%) of respondents indicated that South Carolina is generally moving in the right direction. Slightly less than 1 out of 4 (24.4%) state that South Carolina is on the wrong track.

Some difference occurs by race with 70.3% of whites, 55.6% of blacks, and 47.2% of other races indicating that the state is moving in the right direction.

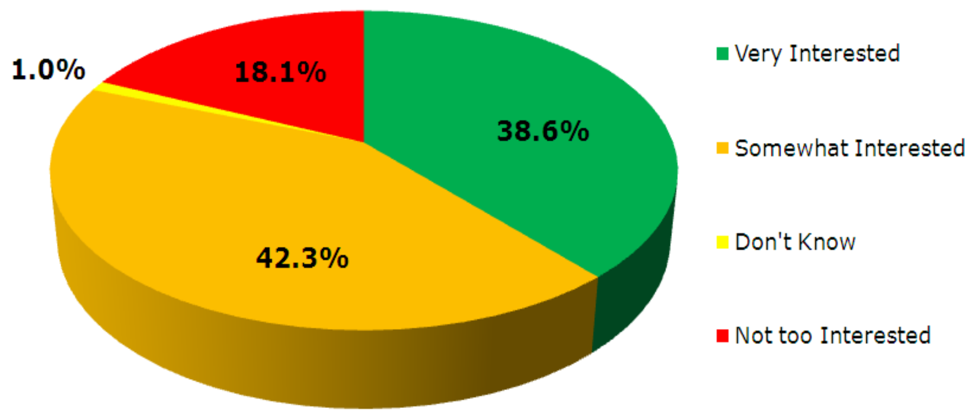
Younger participants feel that the state is moving in the right direction at higher rates than the older participants. In the 18-29 age category, 77.6% said the state is on the right track compared to the 30-44 age category (72.4%), the 45-64 category (61.0%), and the 65 and older category (63.3%).

Comparing responses by level of education, people without a high school degree and college graduates responded less favorably with 55.8% and 61.8%, respectively, about the state's direction than the high school graduates (68.0%) and people who had attended some college but who did not graduate (72.3%).

As income levels increase, the percentage of people who feel that the state is on the right track increases. Individuals earning over $75,000 felt that things were on the right track 72.6% of the time compared to 60.6% of those earning less than $25,000 per year.

The upstate had the highest percentage responding that the state is headed in the right direction at 67.9%, followed by the midlands (65.4%), and the lowcountry (62.8%).

Question: How interested are you in South Carolina political issues?



Among respondents, 80.9% indicate that they are either very interested (38.6%) or somewhat interested (42.3%) in state politics. A lower number of respondents (18.1%) indicate that they are not too interested in state politics.

At a rate of 42.2%, blacks responded that they are very interested in state politics more often than whites (37.6%) and other races (31.4%).

Respondents 65 and over are very interested in state politics at a rate of 45.9% compared to the 18-29 age group (20.0%), the 30-44 age group (39.1%), and the 45-64 age group (38.1%). The youngest age group (18-29) responds that they are not too interested in state politics at a rate of 16.9% to 20.5% higher than the other age groups.

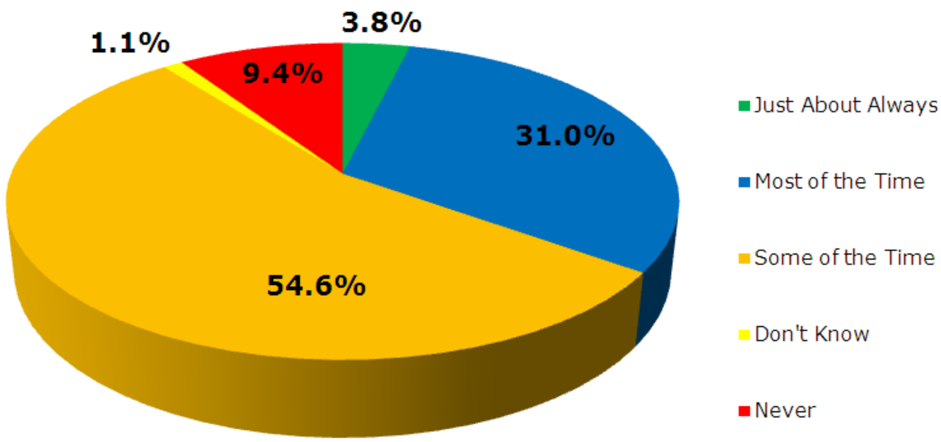
With a range of 28.3% to 53.7%, the higher the education level, the more interested the respondents are in state politics.

Likewise, the higher the income level, the more interested respondents are in state politics although the range (34.0 to 43.3%) is not as wide as the education range.

Participants in urban and suburban areas are more interested in state politics than participants residing in rural areas.

Perhaps because of proximity to the state capital, the midlands with 42.7% had the highest share of respondents indicating that they are very interested in state politics compared to the lowcountry at 39.8% and the upstate at 34.6%.

Question: How much of the time can you trust the state government?



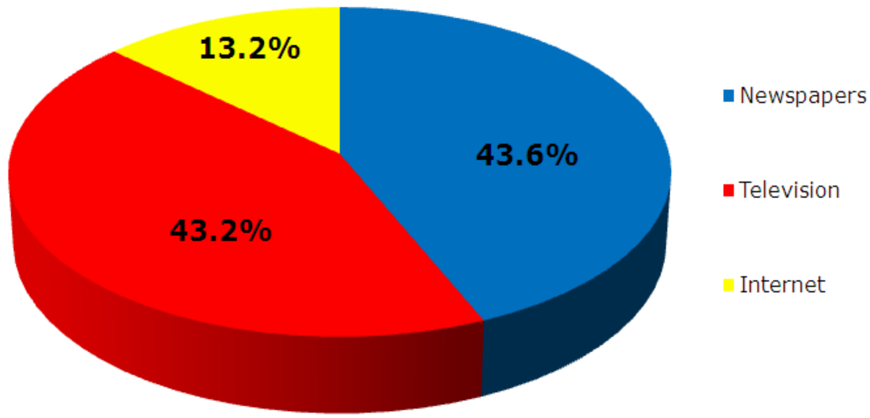
About a third of respondents (34.8%) trust state government either just about always or most of the time. Only 9.4% of respondents indicate that they never trust state government.

A racial divide appears as 38.9% of whites trust state government all or most of the time compared to 25.1% among blacks, and 24.2% among other races.

Differences were not as large among other groupings. The highest levels of trust were shown by those over 65, college graduates, and people earning more than $75,000 per year.

While the variance in responses is minimal between urban, suburban, and rural areas, the urban respondents have slightly more trust, and rural respondents have less trust in state government.

Question: How do you get most of your information about South Carolina?



The primary means by which respondents get their information about the state is split evenly between newspapers (43.6%) and television (43.2%). To a lesser extent, the internet is the source of information about the state by 13.2% of respondents.

When asked whether they are more inclined to watch local or national news programs, 56.8% indicate a tendency to view locally based programs compared with 35.8% who view national news programs and 7.4% who view both local and national programs.

Observations

It is notable that there is a general sense of satisfaction with the status quo and optimism toward the future. This response is somewhat unexpected, however, given the state's low rankings on many national quality of life indices. Comparing this information over time and to media events around the time of the survey, will shed additional light on how we are doing and how external factors affect the citizen's sense of wellbeing. In the interim, we want to mention a few of the points that struck the authors as unexpected, compelling or worth review in subsequent surveys.

Respondents of *The Self Portrait: How Are We Doing In South Carolina?* indicate that the state will face not one but three equally important issues in the coming decade. Education, the economy and healthcare garnered nearly identical ratings from survey takers as being more important than the other issues. In fact, these issues are interrelated. Educational achievement indicates the potential for better paying jobs and more health care options. Economic well-being relates to general prosperity which touches education and health care but also the other issues mentioned – the environment, development, population growth, government services, crime and to some extent even civil liberties. From a policy level, the trick is prioritizing and addressing with success the issues that have the potential to improve overall quality of life.

About half of the survey participants felt that their quality of life is about the same as it was five years ago. Jobs are the reason for many respondents' sense of an improved quality of life but jobs are also the reason given by other respondents who feel their quality of life has declined. As might be expected, survey respondents with the lowest income and with the least amount of education most often felt that their quality of life had worsened, while respondents with the highest income and the highest educational attainment most often indicated that their quality of life had improved. Men more often than women felt that their quality of life had improved paralleling national surveys that suggest women's work and home responsibilities are affecting their sense of well being. Finally, and most significantly, black respondents most often indicated that their quality of life had worsened while whites and other races, predominantly Hispanics, responded that quality of life had improved. It may be that Hispanics moved from a low base so that even minor improvements in the basics affecting quality of life may be seen as improvement. It is possible that blacks may still be better off than the 'other' category, but in comparison to their situation over five years ago, they may feel that they are slipping during times of economic downturn. This variation in quality of life sentiments certainly warrants further review.

Many of the participants are confident in the next generation's ability to compete. Interestingly, the people who are least equipped to be competitive in the global economy are the most optimistic about this scenario. The 18-29 year old group and the participants with the lowest levels of educational attainment were the most optimistic about the next generation's competitiveness. Respondents 65 and older and those with the highest level of educational attainment were the least optimistic.

A majority of survey respondents (65.6%) feel that South Carolina is moving in the right direction. One wonders if this high percentage of respondents feels that the state is moving in the right direction, will policymakers put energy towards improving the state's position. Still, this optimism is tempered by other respondents who are uncomfortable with the future and uncertain about the forces that will help to shape that future. Respondents in the lowest income category and respondents living in rural areas most often felt that the state was moving in the wrong direction. More often than the other racial groups, black respondents thought that the state was headed in the wrong direction which is consistent with the quality of life response.

This mixture of positive and negative responses offers South Carolina leaders the opportunity to listen, analyze, and respond to South Carolina's people. On one hand, optimism and satisfaction with the status quo may be good if systems are in place to maintain and enhance the state's assets. Yet, in a rapidly changing global environment, the state must look to opportunities and threats. *The Self Portrait: How Are We Doing in South Carolina?* will continue to monitor the pulse of the state to assess where we have been and where we might be headed in the future.

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Survey One

I. Introduction

The Jim Self Center on the Future conducted the Palmetto Survey (survey) in order to highlight ideas, stimulate discussion, and identify needs of the state's citizens. This random probability telephone survey was targeted to citizens age eighteen and older living in the state of South Carolina. The survey was conducted during November and December 2006. A response rate of 42.8% was achieved resulting in a total of 821 completed surveys. Additional information on the survey, including the survey design and methodology is included in the appendix. This biannual survey is a collaborative effort between Clemson University's Jim Self Center on the Future and the University of South Carolina Institute for Public Service and Policy Research.

Survey participants represented the variety of demographic characteristics found in South Carolina's population – the responses came from all ages and races, all corners of the state, all income and education levels, city-dwellers, suburbanites, and rural residents, males and females. They were asked questions to determine what they believed to be the most pressing issues facing the state, how they feel about the quality of their lives, and whether the coming generation will be competitive in the global economy of the future. Participants also were asked to gauge the level of growth in the state, whether South Carolina is "on the right track", whether they trust their government, and how interested they are in state politics. They were finally asked about their sources of information about the state. These results were analyzed and the results are presented here. The appendix at the end of this report contains further information regarding the survey design and methodology as well as a copy of the survey instrument itself.

II. Study Results

A number of interesting patterns and trends emerge from the analysis of the survey data. Regardless of income level, educational attainment, the region of the state or type of area in which respondents live, their gender or their race, respondents almost always identified education, the economy, and healthcare as the major issues facing the state.

Despite their concerns over these issues, about half of all survey takers appear to be satisfied with life in South Carolina. Some respondents however indicated that they were dissatisfied with their situations, and for a variety of reasons.

The demographic characteristics of survey takers provide interesting insights into the survey responses and prompt further questions. This report presents an in-depth analysis of the survey responses, both in the overall and by the various demographic features of the survey group. A summary of study results and observations are included at the end of the document.

A. What is the most important issue facing the State of South Carolina?

South Carolina will face many issues in the upcoming decade. But, what will be the most important issue? Survey takers were asked to identify what they felt was the most important issue in South Carolina over the next ten years. Figure 1 below provides a categorization of all responses.

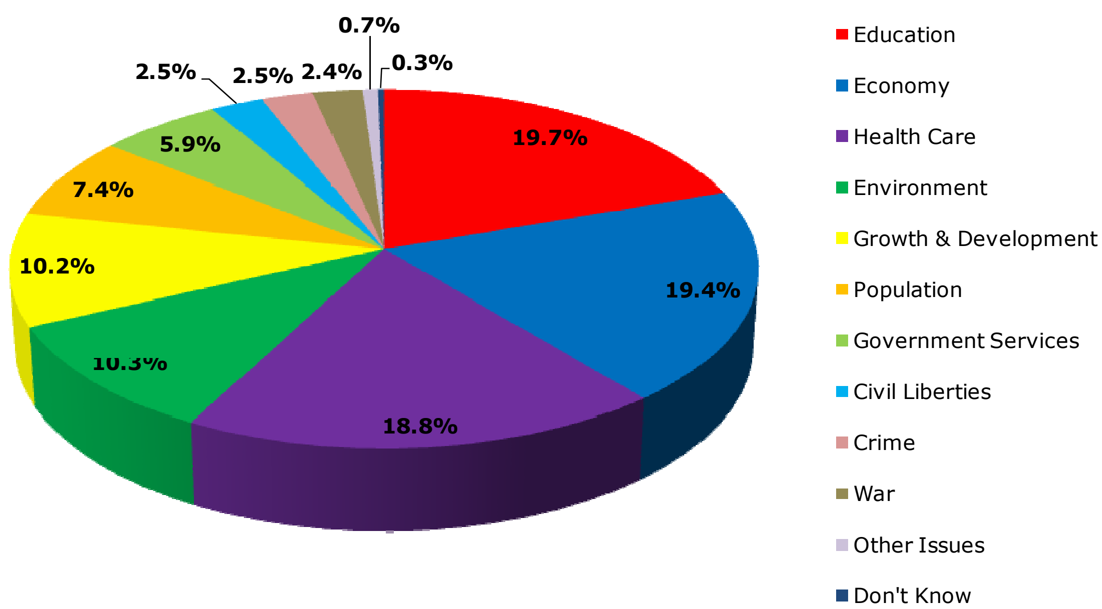


Figure 1 - Most Important South Carolina Issue

Nearly 60% of the respondents felt that education (19.7%), the economy (19.4%), and health care (18.8%) are the three most important issues in South Carolina. The percentage of respondents that identified these issues is almost the same, the three issues ranking within 1% point of each other (Figure 1). The discussion below provides a more in depth analysis of the top 6 issues, representing 85.8% of the responses.

1. Top Six Issues

a. Education

The majority of the education concerns were focused on k-12 and public education. Those individuals that identified education as being the most important issue that South Carolina will face over the next ten years live in various parts of the state and have different backgrounds, but there are some common trends that can be identified from the respondents. Of the respondents identifying education as the most significant factor, 68.5% are between 30 and 65 years old. By 23.4%, more females than males indicated that education is the most important issue. Seventy-two percent of respondents have some level of college experience or a college degree. The majority of the participants (95.5%) choosing education have at least a high school diploma, and 80.7% have a household income of at least $25,000.

b. Economy

For those respondents indicating the economy as the most important issue facing the state, employment was their greatest concern, mentioned 42% of the time. Taxes were a primary concern for 31% of the respondents. Fifty-five percent of these respondents were male, and 42.5% were under 45 years old. Sixty-eight percent have at least some college education and 89.6% have a household income of at least $25,000 per year.

c. Health Care

The health care responses were more specific. Concerns with general health care provision were followed by senior care, sexually transmitted diseases, health insurance and immunizations.

Almost nineteen percent of the respondents indicated that health care is the most important issue facing South Carolina over the next ten years. Females chose health care three times as often as males. Most of these respondents (91.9%) were at least 30 years old, and 72.3% of the households have had some experience in college or a college degree. At a rate of 72.5%, respondents had incomes of at least $25,000 per year. About thirty-seven percent of the respondents most concerned about health care reside in the upstate compared to 33.1% in the midlands, and 29.9% in the lowcountry.

The major focus of attention for the respondents concerning healthcare dealt with the affordability of health care and/or insurance for the poor, the elderly, women, and children. Immunizations were also a major focus of these respondents. Eleven percent indicated that HIV/AIDS was the important health care issue.

d. The Environment

While environmental issues were a concern for 10.3% of all participants, approximately 41.0% of the environmental respondents had specific concerns with pollution (water, air, garbage).

Management of environmental resources represents 31.0% of the environmental responses. Of the respondents who believe that environmental issues are South Carolina's greatest concern, 54.3% were female, 95.6% were at least 30 years old and 59.4% had some amount of college education. Forty-seven percent live in rural areas and 79.7% have incomes of at least $25,000 year.

e. Growth and Development

Growth and development issues were noted as the primary concern for the state by 10.2% of the participants. Transportation was the most frequently noted concern under growth and development, accounting for 44.0% of the responses. Fifty-five percent of growth and development respondents are male, 92.7% are at least 30 years old, approximately 69.5% have at least some college education, and 88.3% have an annual household income of at least $25,000. Suburbanites indicated growth and development as the most important issue for South Carolina 47.8% of the time compared with only 21.7% of urban residents and 30.4% of rural residents. Lowcountry residents indicated growth and development 50.7% of the time compared with just 17.4% for midlands residents and 31.9% for upstate residents.

f. Population

Under population issues, specific concerns were equally divided between immigration and general population growth. Sixty percent of population respondents are male, 95.9% are at least 30 years old, 70.0% have some college education, and 86.8% percent have incomes over $25,000. Finally it is noticeable that 42.0% of respondents that identified population as the most important issue live in rural areas, while 28.0% were suburbanites and 30.0% urbanites.

2. Demographic Breakdown

The following tables analyze the question of the most important issues facing the state by examining respondents' gender, race, age, educational attainment, income level, type of area in which they live (urban, suburban, and rural), and region of the state in which they live (upstate, midlands, and lowcountry). These tables can be read from top to bottom using the numbers in the blue cells to compare the ranking of issues within a single demographic category.

a. Gender and Race

The most important issue question was analyzed by respondents' gender and race.

Table 1 - Most Important Issue by Gender and Race

MOST IMPORTANT ISSUE GROUP	GENDER		RACE		
	Male	Female	Black	White	Other
Education	*18.0%*	*20.8%*	*12.1%*	*22.0%*	*16.1%*
Economy	*25.4%*	*15.0%*	*27.7%*	*17.4%*	*12.9%*
Health Care	*9.5%*	*25.4%*	*23.4%*	*16.6%*	*35.5%*
Environment	*11.3%*	*9.6%*	*7.8%*	*11.2%*	*3.2%*
Growth and Development	*13.4%*	*7.9%*	*5.0%*	*12.2%*	*0.0%*
Population	*10.6%*	*5.1%*	*0.7%*	*9.4%*	*6.5%*
Government Services	*3.9%*	*7.4%*	*12.1%*	*4.2%*	*6.5%*
Civil Liberties	*2.1%*	*2.8%*	*1.4%*	*2.6%*	*6.5%*
Crime	*2.1%*	*2.8%*	*4.3%*	*1.8%*	*6.5%*
War	*2.5%*	*2.3%*	*5.0%*	*1.6%*	*3.2%*
Other Issues	*1.1%*	*0.5%*	*0.7%*	*0.6%*	*3.2%*
Don't Know	*0.0%*	*0.5%*	*0.0%*	*0.4%*	*0.0%*

The percentage of women that chose health care as the top issue for the state was equal to the percentage of men that chose the economy – 25.4%. Women maintained the same overall trend in their ranking of important issues by selecting education and economy as their next two (20.8% and 15.0% respectively). Men also ranked education second (18.0%), however growth and development at 13.4% replaced healthcare as their third-ranked most important issue.

Education, the economy, and healthcare are consistently ranked as the three most important issues facing the state, regardless of survey respondents' race. Interestingly, blacks ranked the economy as the most important issue (27.7%). Whites ranked education as most important (22.0%), and those that consider themselves something other than black or white ranked health care number one (35.5%).

b. Age

The most important issue question was next analyzed by respondents' age. The results are displayed in Table 2 below.

Table 2 – Most Important Issue by Age

MOST IMPORTANT ISSUE GROUP	AGE			
	18-29	30-44	45-64	65 or Older
Education	10.2%	25.8%	17.6%	20.8%
Economy	33.9%	22.5%	18.7%	11.9%
Health Care	16.9%	23.2%	20.1%	12.5%
Environment	5.1%	6.0%	10.6%	16.1%
Growth and Development	8.5%	5.3%	11.6%	13.1%
Population	3.4%	7.9%	7.0%	8.9%
Government Services	8.5%	2.0%	7.0%	6.5%
Civil Liberties	3.4%	3.3%	1.8%	3.0%
Crime	1.7%	2.6%	2.5%	3.0%
War	5.1%	1.3%	2.5%	2.4%
Other Issues	3.4%	0.0%	0.7%	0.6%
Don't Know	0.0%	0.0%	0.0%	1.2%

Reading down the table, we see that education, the economy, and health care remain the three most important issues. For the 18-29 age group, the economy was the most important issue capturing 33.9% of their concern. For 30-44 year olds, education was most important; for the 45-64 year old group, healthcare was the issue of most import. The results point to another interesting outcome – that respondents aged 65 and older find education, followed by the environment, as their most important issues. Both of these issues likely will have a greater impact on future generations and are indicative of an altruistic outlook. Somewhat unexpectedly, healthcare for this age group ranks fourth, with 12.5%.

c. Education

The most important issues for South Carolina noted by respondents were next reviewed by educational level (Table 3) to determine if achievement in school affected sentiments toward particular issues.

Table 3 – Most Important Issue by Education

MOST IMPORTANT ISSUE GROUP	EDUCATION			
	Less than High School	High School Diploma	Some College	College Degree
Education	11.3%	18.8%	16.3%	25.9%
Economy	15.1%	20.0%	22.2%	17.1%
Health Care	18.9%	14.5%	25.3%	14.5%
Environment	17.0%	11.5%	9.5%	8.8%
Growth and Development	7.5%	10.3%	10.4%	11.0%
Population	1.9%	8.5%	7.7%	7.9%
Government Services	15.1%	6.7%	1.8%	7.0%
Civil Liberties	1.9%	2.4%	1.8%	3.1%
Crime	1.9%	3.6%	1.8%	2.6%
War	7.5%	1.2%	2.7%	1.8%
Other Issues	0.0%	1.8%	0.5%	0.4%
Don't Know	1.9%	0.6%	0.0%	0.0%

Reading down the table from top to bottom, we see that health care is the primary issue for respondents who did not graduate from high school with 18.9%. Interestingly, health care is followed by the environment (17.0%) then by the economy and government services, both at a 15.1 % response rate. In this context, governmental services include protective activities such as police and fire as well as honesty in government. Respondents with a high school diploma were most concerned by the economy (20%), followed closely by education (18.8%). Health care was the primary concern for 25.3% of the respondents with some college education, followed by the economy at 22.2%. Education was the primary concern for 25.9% of the respondents that had a college degree.

d. Income

Table 4 provides information on the most important issues when analyzed by income levels.

Table 4 - Most Important Issue by Income

MOST IMPORTANT ISSUE GROUP	INCOME			
	Less than $25,000	$25,000 - $49,999	$50,000 - $74,999	$75,000 and Over
Education	*19.3%*	*17.9%*	*22.7%*	*21.6%*
Economy	*10.1%*	*21.4%*	*29.1%*	*17.6%*
Health Care	*27.5%*	*19.1%*	*20.9%*	*15.5%*
Environment	*10.1%*	*12.1%*	*6.4%*	*10.1%*
Growth and Development	*5.5%*	*8.1%*	*5.5%*	*16.9%*
Population	*4.6%*	*9.2%*	*5.5%*	*7.4%*
Government Services	*8.3%*	*4.0%*	*7.3%*	*4.1%*
Civil Liberties	*3.7%*	*2.9%*	*1.8%*	*0.7%*
Crime	*3.7%*	*2.9%*	*0.0%*	*2.7%*
War	*6.4%*	*2.3%*	*0.9%*	*2.0%*
Other Issues	*0.0%*	*0.0%*	*0.0%*	*1.4%*
Don't Know	*0.9%*	*0.0%*	*0.0%*	*0.0%*

Respondents with a household income less than $25,000 obviously were most concerned with health care (27.5%) and education (19.3%). It is also noticeable that in the $25,000 to $49,999 income range, education and health care are also of great importance at 17.9% and 19.1%, respectively. For this income group, however, the economy is the most important issue with

21.4% of responses. In the $50,000 to $74,999 range, the economy ranks as the primary concern at 29.1% followed by education and healthcare at 22.7% and 20.9%, respectively. With incomes over $75,000, respondents rank education as the most pressing issue (21.6%) followed by the economy (17.5%) and growth and development (16.9%).

e. Area and Region

Respondents in urban areas (within city limits) were most concerned about health care (20.0%), followed equally by the economy (17.4%) and education (16.8%).

Table 5 - Most Important Issue by Area and Region

MOST IMPORTANT ISSUE GROUP	TYPE OF AREA			REGION		
	Urban	Suburb	Rural	Upstate	Midland	Low-country
Education	16.8%	21.1%	19.8%	14.8%	25.5%	18.1%
Economy	17.4%	18.4%	21.8%	24.6%	19.6%	12.1%
Health Care	20.0%	19.5%	17.2%	18.4%	17.9%	20.9%
Environment	9.7%	8.6%	12.6%	12.9%	9.4%	7.7%
Growth and Development	9.7%	12.9%	8.0%	8.6%	5.1%	19.2%
Population	9.7%	5.5%	8.0%	7.0%	6.8%	8.8%
Government Services	6.5%	5.9%	5.3%	4.7%	7.7%	5.5%
Civil Liberties	2.6%	3.1%	1.9%	2.3%	3.0%	2.2%
Crime	5.2%	1.6%	1.9%	2.0%	3.4%	2.2%
War	1.9%	2.7%	2.3%	3.1%	0.9%	2.7%
Other Issues	0.6%	0.4%	0.8%	1.2%	0.4%	0.5%
Don't Know	0.0%	0.4%	0.4%	0.4%	0.4%	0.0%

In the suburbs (just outside the city limits), the primary concern was education (21.1%) followed by health care at 19.5% then the economy at 18.4%. In the rural areas (outside the suburbs), the primary concern was the economy at 21.8% followed by education at 19.8% and health care at 17.2%.

When assessed by region, the economy is the major concern for the upstate (24.6%). Health care was ranked second highest at 18.4% for upstate participants followed by education at 14.8%. In the midlands, 25.5% of the survey respondents considered education as the most important issue facing the state. The economy ranked next among midlands respondents at 19.6%, while 17.9% said health care was most important. In the lowcountry, 20.9% of the participants ranked health care as the primary concern for the state, followed by growth and development at a 19.2%. Lowcountry respondents ranked education as the third most important issue for the state at 18.1%.

f. Assessment

Some combination of the education, health care, and economy issues are often noted as being the issues most important for the state. Irrespective of income, educational achievement, or geography, these three issues continued to be ranked highly by survey respondents.

Interesting deviations from this trend include:

- the ranking of environmental and government services issues either ahead of or tied with economic and education issues by those respondents with no high school degree, and

- the ranking of growth and development issues ahead of economic issues by respondents from the Lowcountry.

Given the Lowcountry's rapid and widespread growth, this concern is not surprising. Likewise, those respondents without a high school diploma may be more dependent on government services and may be more prone to live in areas with poorer environmental quality.

Those respondents in lower income categories, and also those of some race other than white or black, were fairly emphatic in their ranking of health care issues as most important. Those without a degree (either high school or college) were more insistent on health care as the primary issue of importance than those with a degree.

B. In the past five years has the quality of life in South Carolina improved, worsened, or stayed about the same?

Survey takers were asked whether their quality of life has improved, worsened, or stayed the same over the past five years.

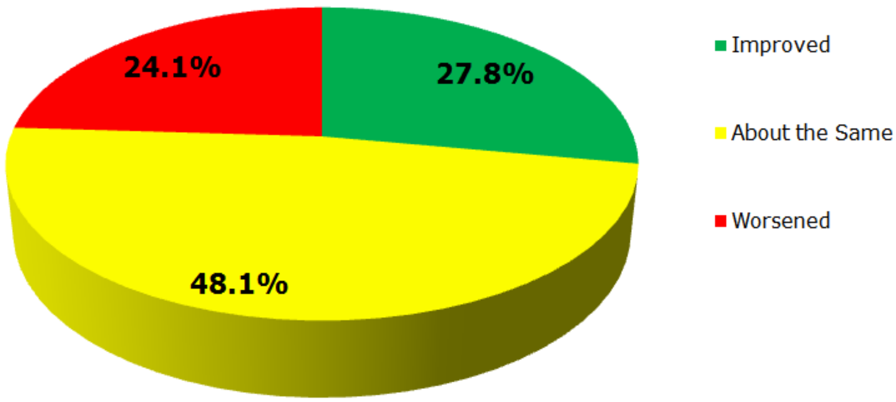


Figure 2 - Quality of Life

Close to half of survey participants indicated that the quality of life in South Carolina is about the same as it was five years ago (Figure 2). Of the remaining respondents, 27.8% noted that the quality of life had improved versus 24.1% who said it had deteriorated. Figure 3 below shows the particular reasons why respondents believe the quality of life in South Carolina has grown better or worse.

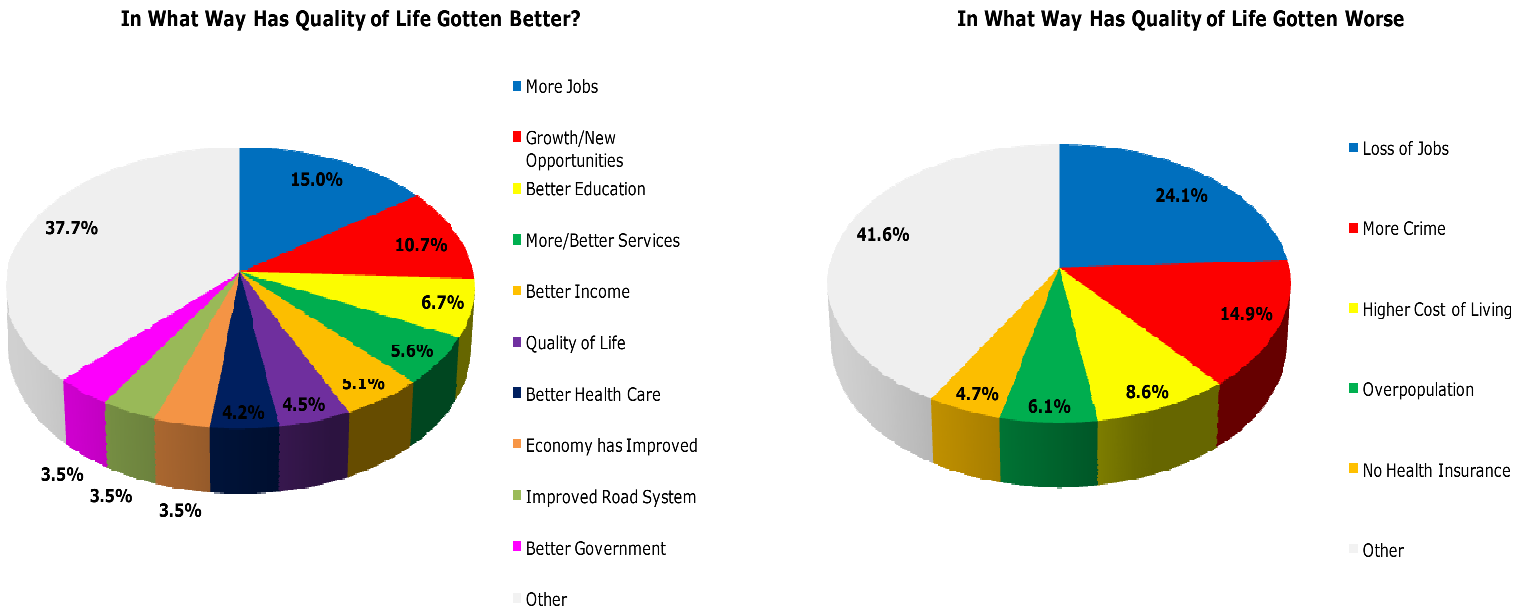
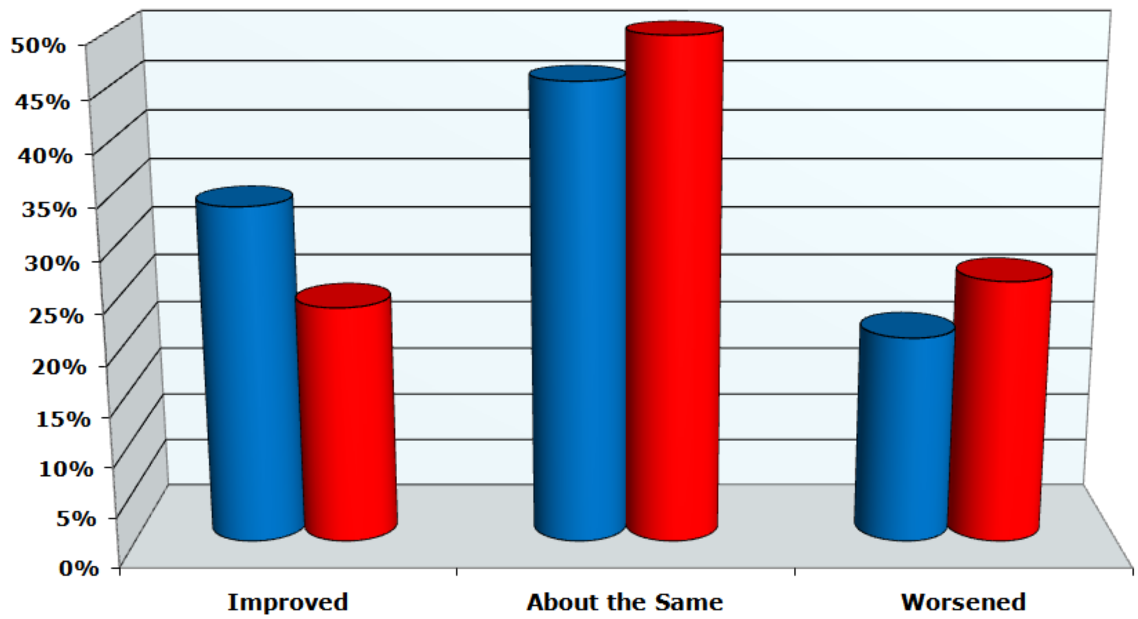


Figure 3 - Ways Quality of Life is Better or Worse

Jobs are the single leading reason for respondents indicating the direction of the quality of life in South Carolina. Fifteen percent of respondents who indicated that the quality of life has improved felt that this was due to more jobs. On the other hand, 24.1% of respondents believed the quality of life had worsened because of a lack of jobs. The “Other” category assimilates all of the responses that were more random in nature and did not fit into one of the other groups shown in Figure 3 above.

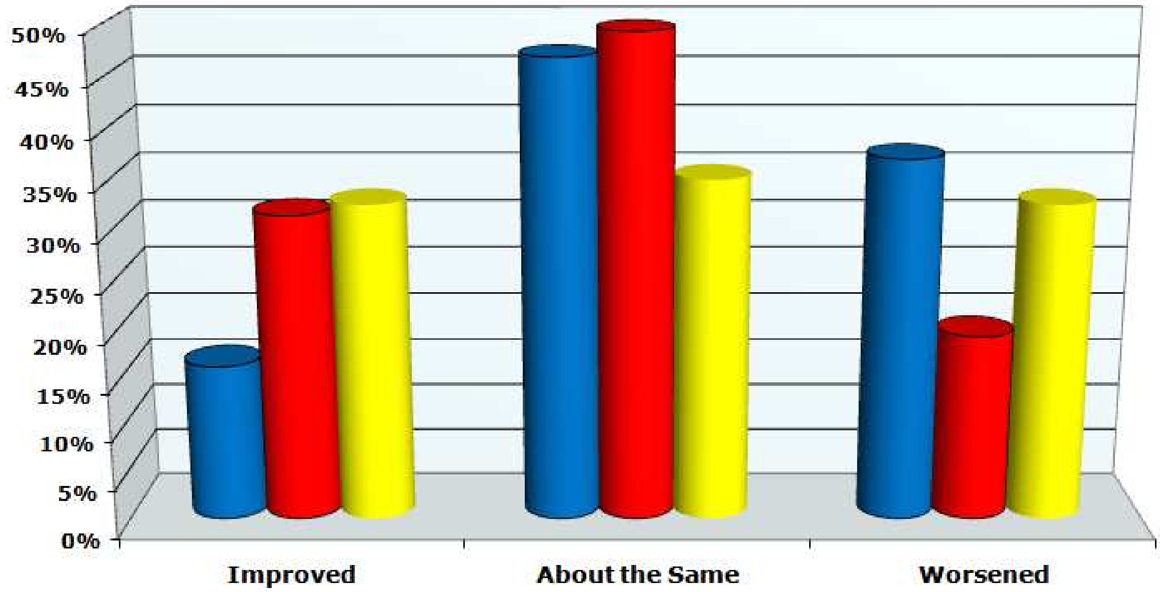
The following charts break down the quality of life by gender (Figure 4), race (Figure 5), age (Figure 6), education level (Figure 7), income (Figure 8), type of area (Figure 9), and region (Figure 10).



	Improved	About the Same	Worsened
Male	33.6%	45.6%	20.8%
Female	23.8%	49.9%	26.3%

Figure 4 - Quality of Life by Gender

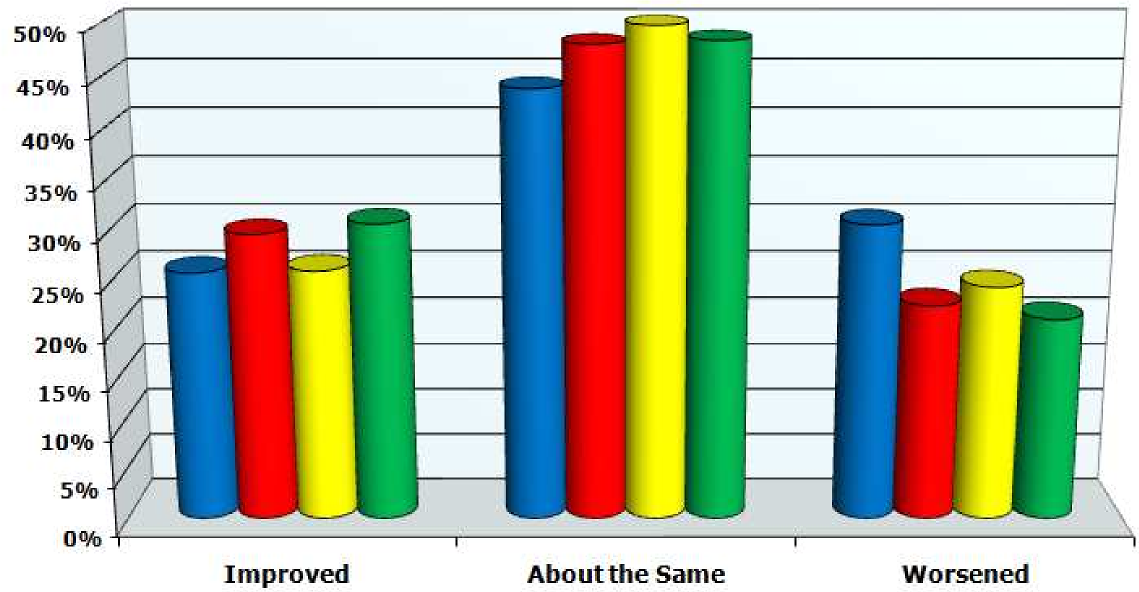
Males and females most frequently responded that quality of life has remained about the same over the last 5 years. Males responded more frequently that quality of life has improved compared to females, 33.6% to 23.8%. Similarly, 26.3% of females responded that quality of life had worsened compared to only 20.8% of males.



	Improved	About the Same	Worsened
Black	16.0%	47.0%	37.0%
White	31.4%	49.5%	19.1%
Other	32.5%	35.0%	32.5%

Figure 5 - Quality of Life by Race

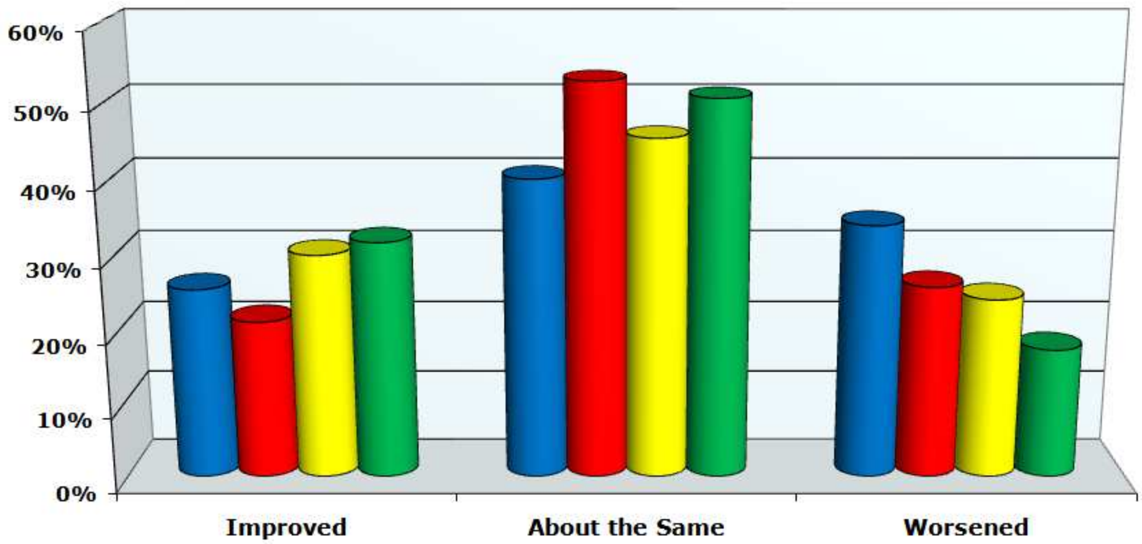
The quality of life question was next analyzed by the respondents' race. Figure 5 above clearly illustrates that race made a difference for those who responded that the quality of their lives had either improved or worsened. Roughly twice as many whites (31.4%) and those who identified their race as "other" (32.5%) feel that the quality of their lives had improved when compared with blacks (16.0%). Conversely, almost half as many whites (19.1%) as blacks (37.0%) felt the quality of their lives had worsened. A higher percentage of respondents indicating their race as "other" (32.5%) also felt their quality of life had worsened. Clearly, there is a substantial discrepancy between the blacks and the other races surveyed regarding how quality of life is perceived.



	Improved	About the Same	Worsened
18-29	25.6%	43.9%	30.5%
30-44	29.5%	48.2%	22.3%
45-64	25.8%	50.0%	24.2%
65 and Older	30.6%	48.5%	20.9%

Figure 6 - Quality of Life by Age

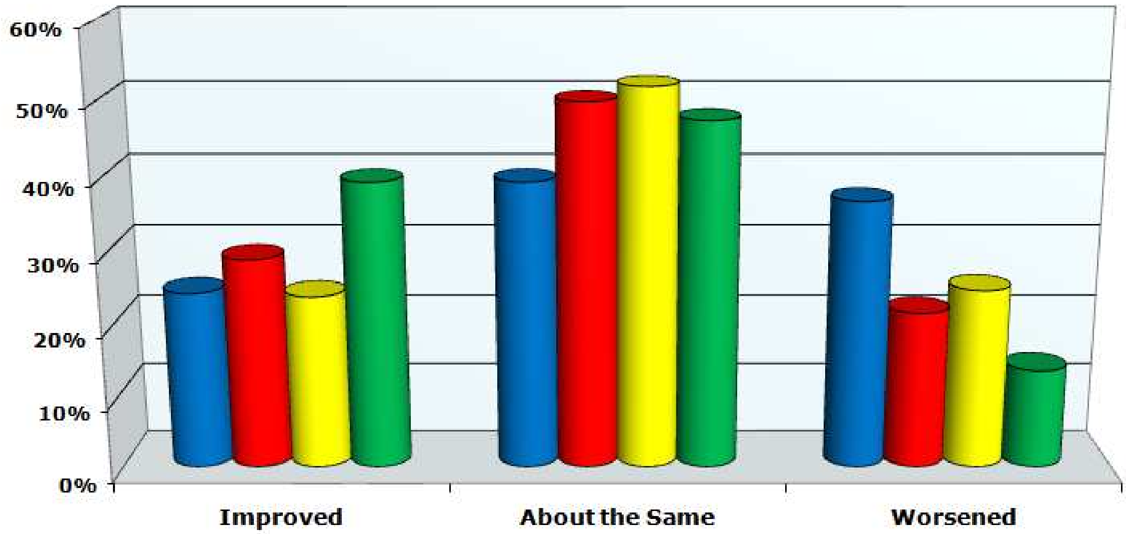
When analyzed by age, it is noticeable that the largest percentage of the participants responding that the quality of life has worsened is in the youngest category. About 6-10% separate 18-29 year olds from all others who responded that their quality of life had grown worse. In contrast, the largest percentage of respondents who felt that their quality of life had improved was the oldest group – the 65 and older class at 30.6%. This overall trend of age and quality of life may possibly be connected to entering and leaving the workforce.



	Improved	About the Same	Worsened
Less than High School	25.6%	40.2%	34.1%
High School/Diploma	21.2%	52.8%	25.9%
Some College	30.2%	45.5%	24.3%
College Degree	31.9%	50.6%	17.4%

Figure 7 - Quality of Life by Education

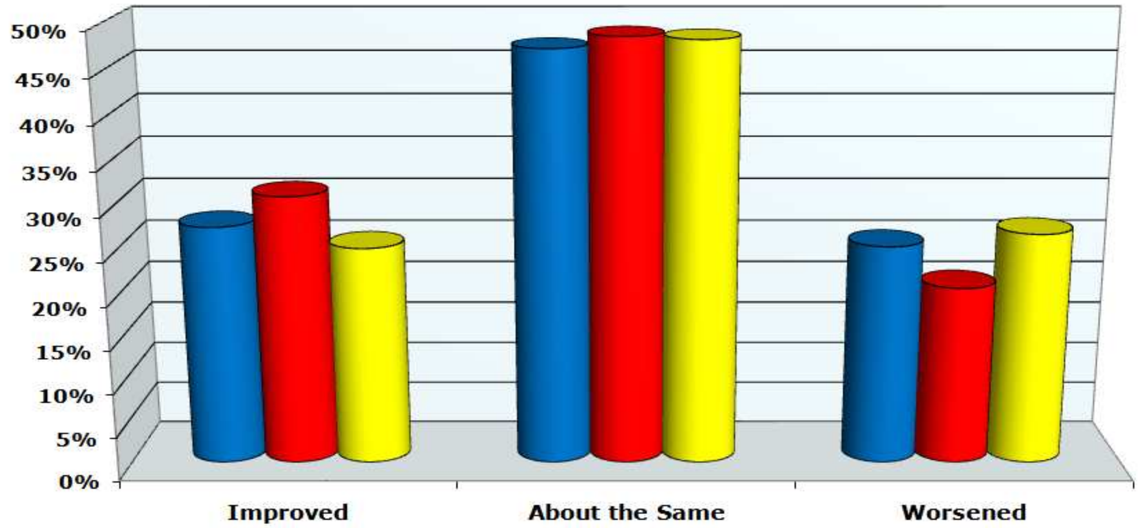
Figure 7 clearly illustrates that the way respondents felt about the quality of their lives is also related to the amount of education they have acquired. Thirty four percent of respondents that do not have a high school degree stated that their quality of life has worsened. As educational attainment rises, responses that quality of life has worsened diminish.



	Improved	About the Same	Worsened
Less than $25,000	24.2%	39.2%	36.6%
$25,000-49,999	28.8%	49.7%	21.5%
$50,000-74,999	23.7%	51.7%	24.6%
$75,000 and Over	39.2%	47.3%	13.5%

Figure 8 - Quality of Life by Income

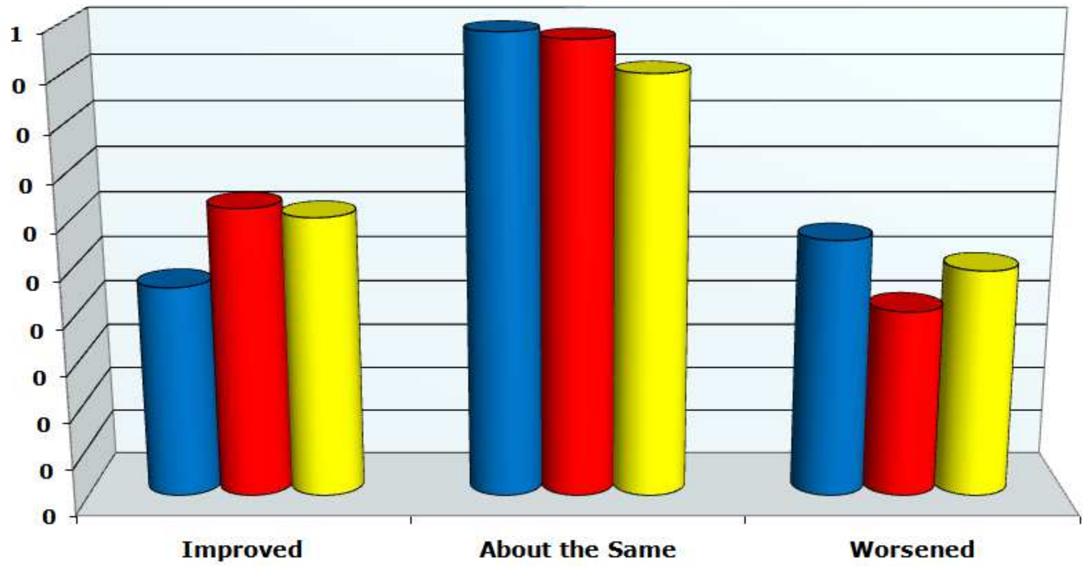
Examining the quality of life question by income provides some interesting results. Respondents making over $75,000 annually most often indicated that their quality of life has improved (39.2%). However, those making $50,000 - $74,999 annually (23.7%) were nearly as likely as those making less than $25,000 annually (24.2%) to indicate an improvement. Survey participants with the lowest incomes most often indicated that their quality of life had worsened (36.6%). Again, however, participants in the $50,000-$74,999 range indicated that their quality of life had worsened at a higher rate (24.6%) than those in the $25,000-$49,000 range. Apparently an increase in income does not necessarily mean an improvement in quality of life for survey respondents.



	Improved	About the Same	Worsened
Urban	27.5%	47.3%	25.3%
Suburban	30.9%	48.6%	20.5%
Rural	25.1%	48.2%	26.7%

Figure 9 - Quality of Life by Area

Quality of life was analyzed by the type of area in which respondents live. As seen in Figure 9, it is evident that suburban residents responded that their quality of life had deteriorated less often (20.5%) than respondents who live in urban (25.3%) and rural areas (26.7%).



	Improved	About the Same	Worsened
Upstate	22.8%	49.3%	27.9%
Midlands	31.2%	48.6%	20.2%
Lowcountry	30.3%	45.1%	24.6%

Figure 10 - Quality of Life by Region

Finally, the quality of life question was analyzed by the region of the state in which participants live. Figure 10 shows that participants from the midlands indicated that their quality of life had worsened less often (20.2%) than participants from the upstate (27.9%) and the lowcountry (24.6%).

C. Do you prefer a higher rate of growth, a lower rate of growth or about the same level of growth?

At a rate of 47.2%, just under half of the respondents indicate a preference for growth at the same level as currently exists (Figure 11).

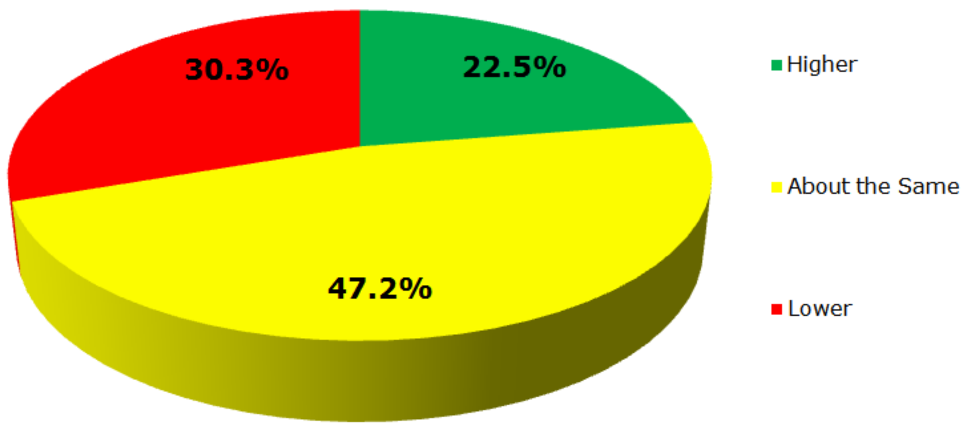
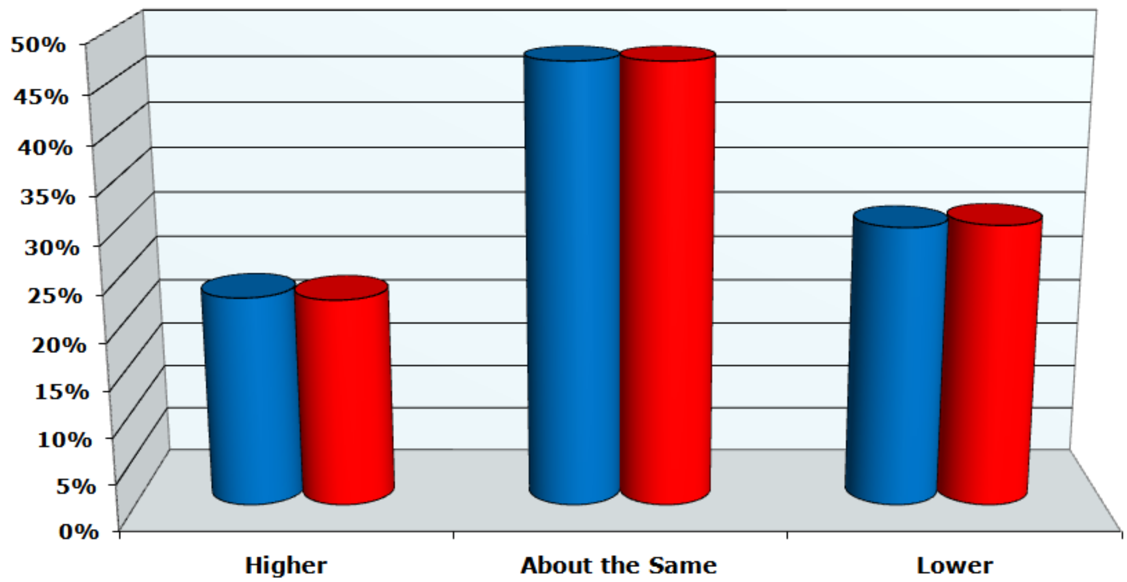


Figure 11 - Growth Rate Preference

South Carolina has seen and will continue to see large population increases along with the development that follows. The majority of respondents to this survey preferred about the same level of growth. Of the remaining respondents, 30.3% prefer a lower rate of growth while 22.5% want more growth. Regional differences exist concerning rates of growth. The lowcountry area of South Carolina prefers a lower rate of growth compared to the upstate and midlands.

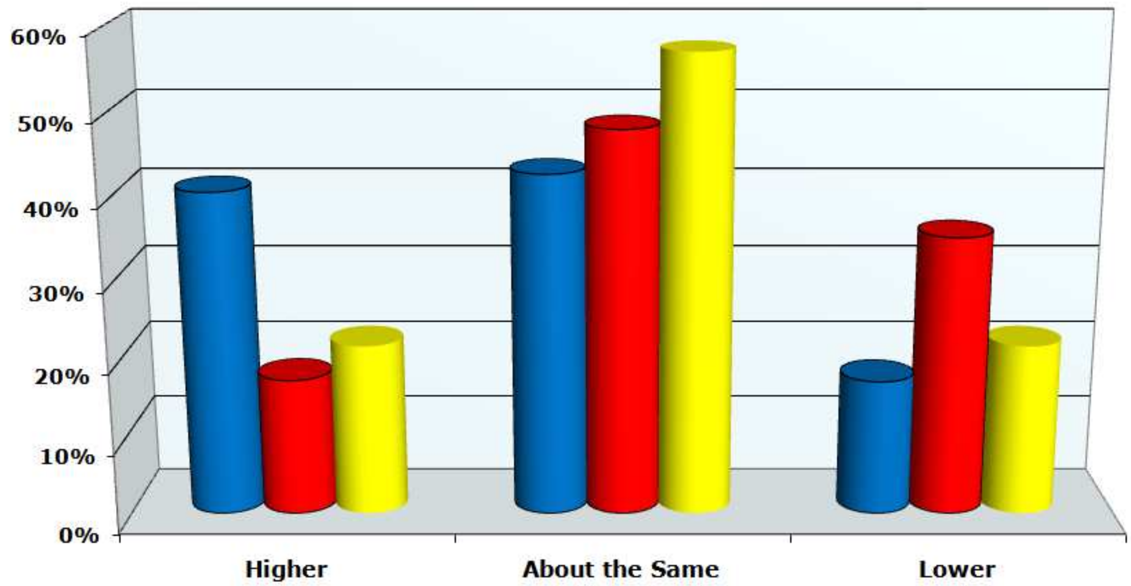
The following charts present the growth rate by gender (Figure 12), race (Figure 13), age (Figure 14), education level (Figure 15), income (Figure 16), type of area (Figure 17), and region (Figure 18):



	Higher	About the Same	Lower
Male	22.7%	47.2%	30.1%
Female	22.5%	47.2%	30.4%

Figure 12 - Growth Rate Preference by Gender

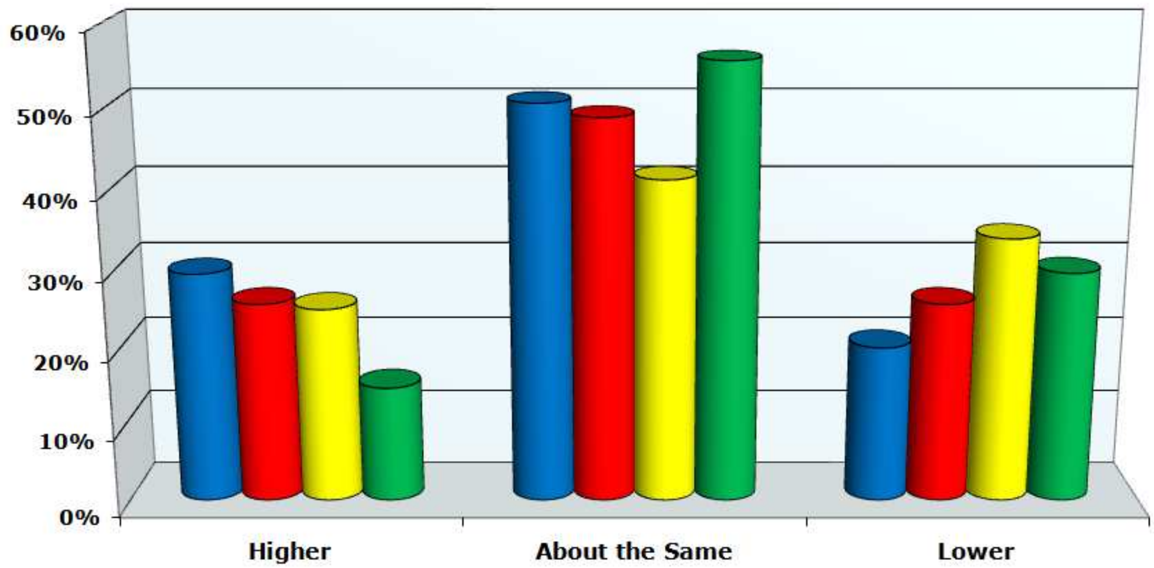
There was no major difference between males and females in terms of their preference for the rate of growth in the state. The same percentage of males and females (47.2%) reported that they are satisfied with maintaining the same level of growth in the state. Of the remaining respondents, slightly more favored a lower rate of growth than a higher one, but gender appears to have very little effect on these preferences, as Figure 12 above shows.



	Higher	About the Same	Lower
Black	40.4%	42.6%	16.9%
White	17.1%	48.0%	34.9%
Other	21.4%	57.1%	21.4%

Figure 13 - Growth Rate Preference by Race

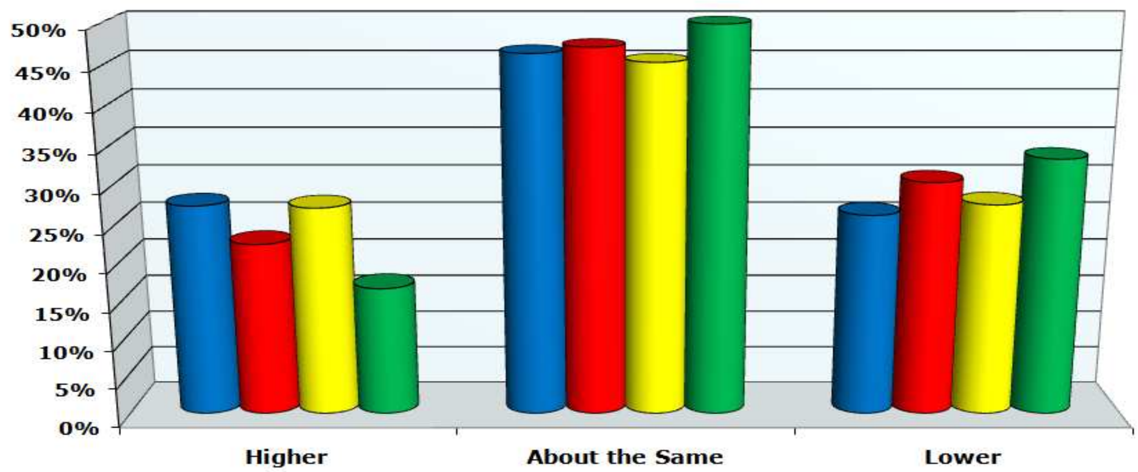
Participants were generally satisfied to maintain the same level of growth at 42.6% for blacks, 48.0% for whites, and 57.1% for other minority respondents. Of the remaining respondents, 40.4% of black participants preferred a higher rate of growth to 17.1% for white participants, and 21.4% for other minorities. Conversely, 34.9% of whites preferred a lower rate of growth to 16.9% of blacks and 21.4% for other minorities.



	Higher	About the Same	Lower
18-29	29.4%	50.6%	20.0%
30-44	25.6%	48.8%	25.6%
45-64	24.9%	41.2%	33.9%
65 and Older	14.8%	55.7%	29.5%

Figure 14 - Growth Rate Preference by Age

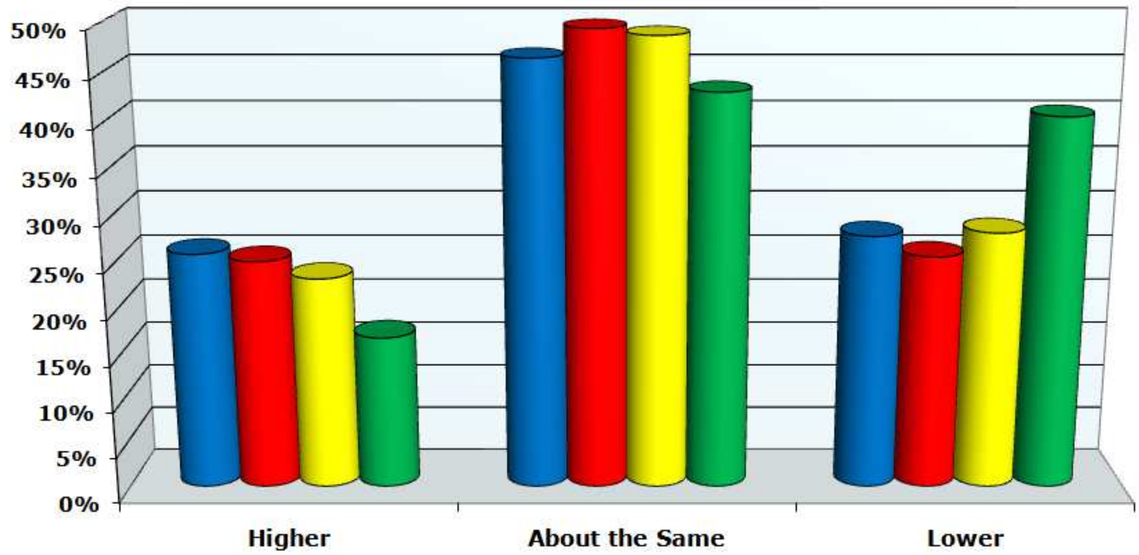
Of respondents aged 18-29, 80.0% prefer the same or higher rate of growth. Similarly, 74.4% of 30-44 year olds prefer the same or higher rate of growth, 66.1% for 45-64 year olds, and 70.5% for participants 65 and older. In general, respondents under 45 years old prefer a higher rate of growth and respondents over 45 years old prefer a lower rate of growth.



	Higher	About the Same	Lower
Less than High School	27.4%	46.4%	26.2%
High School/Diploma	22.4%	47.2%	30.4%
Some College	27.1%	45.3%	27.5%
College Degree	16.7%	50.0%	33.3%

Figure 15 - Growth Rate Preference by Education

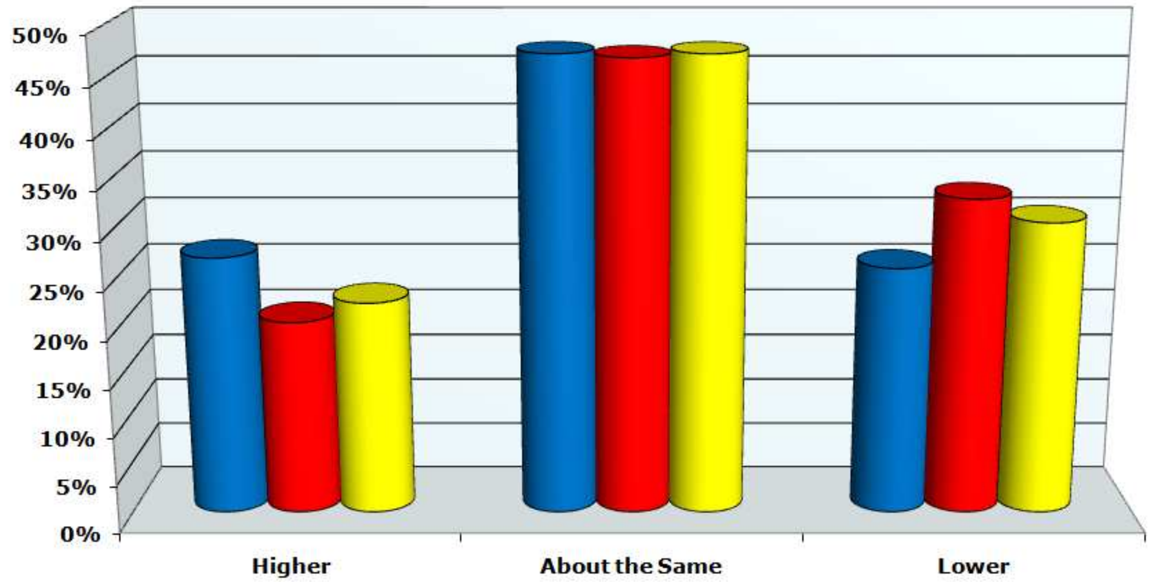
While most respondents are comfortable with the current level of growth, respondents with a college degree were least likely to prefer a higher rate of growth and most likely to want a lower rate of growth.



	Higher	About the Same	Lower
Less than $25,000	25.8%	46.5%	27.7%
$25,000-49,999	25.0%	49.5%	25.5%
$50,000-74,999	23.1%	48.8%	28.1%
$75,000 and Over	16.7%	42.9%	40.4%

Figure 16 - Growth Rate Preference by Income

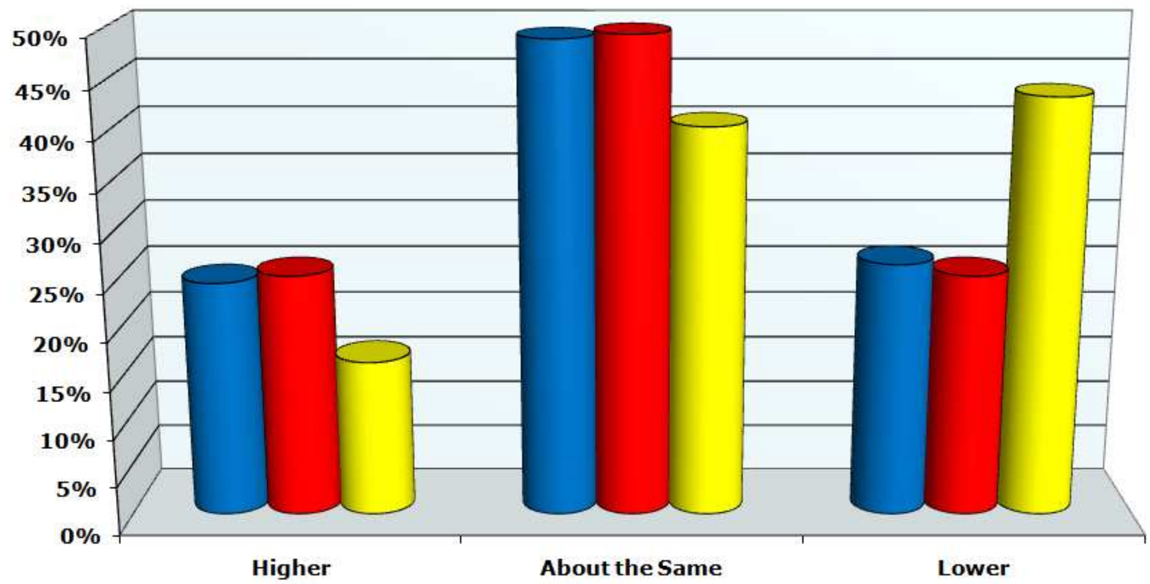
Again, when responses are analyzed according to income level, most of the respondents prefer the same level of growth. Preferences for a higher rate of growth decrease as income increases. Respondents in the less than $50,000 categories are more inclined to prefer a higher rate of growth. At 40.4%, the participants in the $75,000 had the highest preference for a lower growth rate.



	Higher	About the Same	Lower
Urban	26.9%	47.3%	25.8%
Suburban	20.2%	46.9%	32.9%
Rural	22.2%	47.3%	30.5%

Figure 17 - Growth Rate Preference by Area

While most respondents were satisfied with the same level of growth, respondents in urban areas had a higher preference for an increased rate of growth. This may be due to the shift of resources to serve the growing suburbs. According to the survey, respondents in suburban and rural areas prefer a lower rate of growth with 32.9% and 30.5%, respectively.



	Higher	About the Same	Lower
Upstate	24.5%	49.0%	26.5%
Midlands	25.3%	49.5%	25.3%
Lowcountry	16.3%	40.4%	43.3%

Figure 18 - Growth Rate Preference by Region

Probably in response to growing pains experienced in a fast growing area, 43.3% of the lowcountry respondents favored a lower rate of growth compared to 26.5% for the upstate and 25.3% for the midlands. Respondents from the upstate and midlands were more satisfied with the current rate of growth and responded more favorably to a higher rate of growth at 24.5% and 25.3% respectively.

D. Will the next generation of South Carolinians be able to compete in the global economy?

When asked whether the next generation will be competitive in the global economy, a majority of the respondents (55.7%) were optimistic about the next generation's ability to compete (Figure 19).

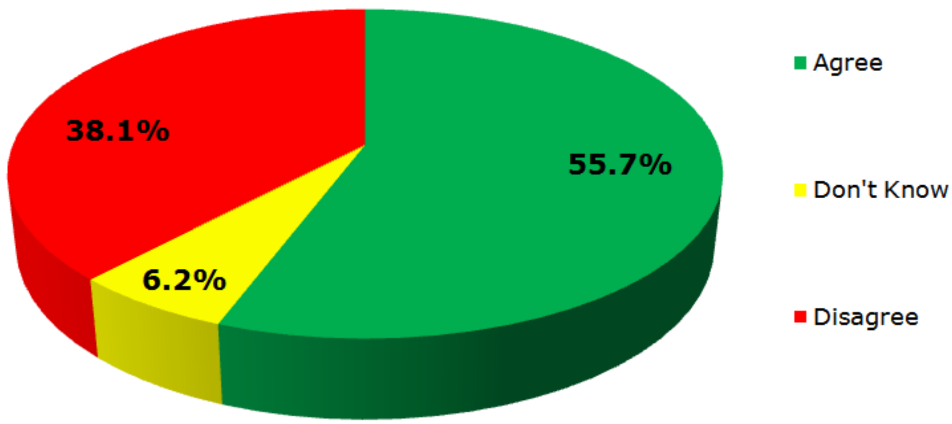


Figure 19 – Competitiveness of the Next Generation

Still, 38.1% of the respondents did not think the next generation would be competitive. The remaining 6.2% said they did not know if the next generation would be competitive.

Forty-five percent of these optimistic respondents believe the next generation's competitiveness is due to better education (Figure 20). Interestingly, the 38.1% of respondents who believe the next generation will not be able to compete feel this is due primarily to lack of education.

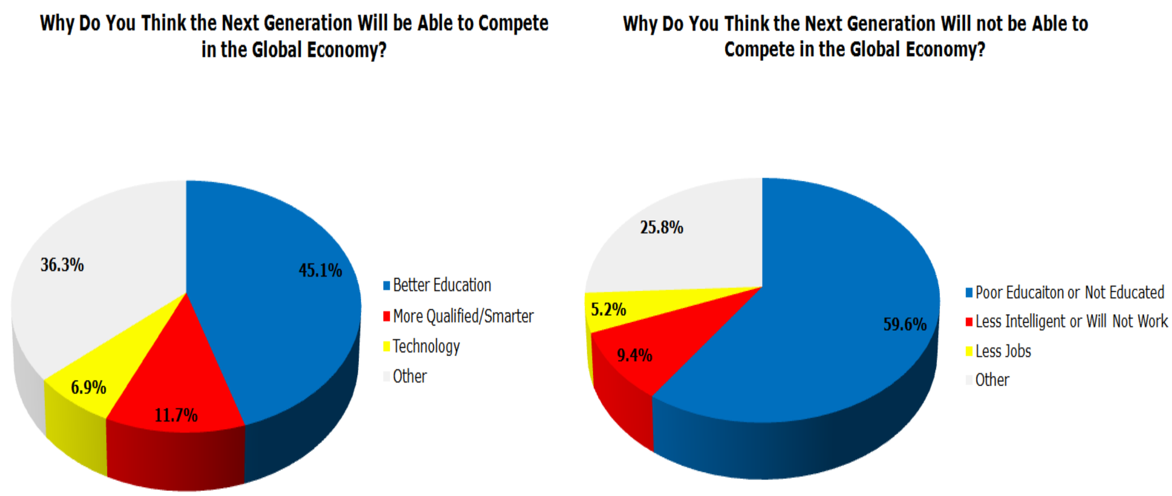
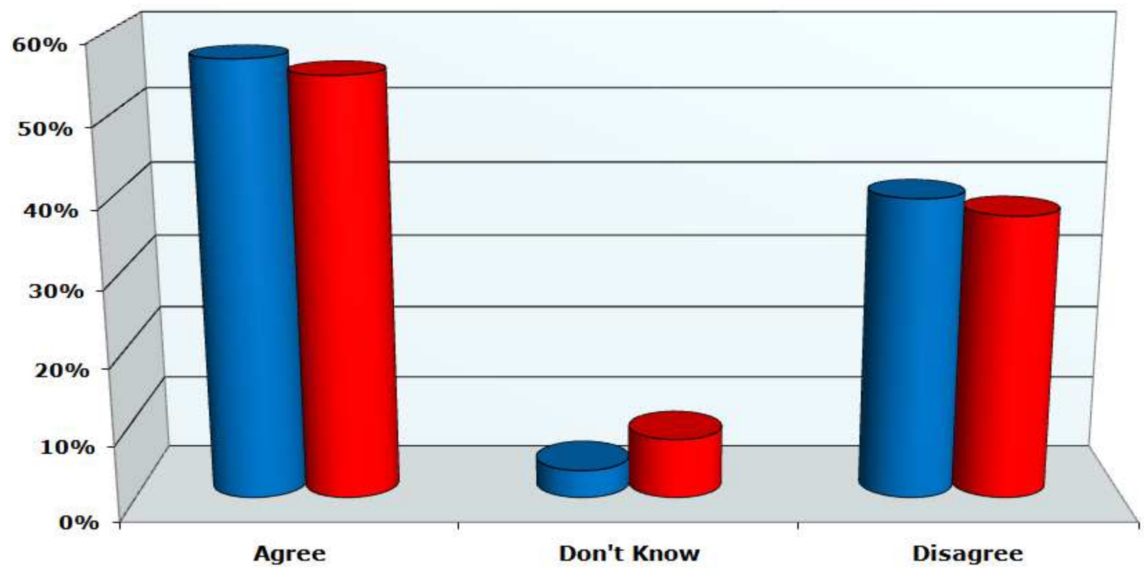


Figure 20 –Why The Next Generation Will/Will Not Be Competitive

Of those respondents who indicated that the next generation will be competitive in the global economy, 45.1% noted that better education will result in more competitiveness. Conversely, the respondents who are not optimistic about the next generation's ability to compete feel this is due to poor education (59.6%).

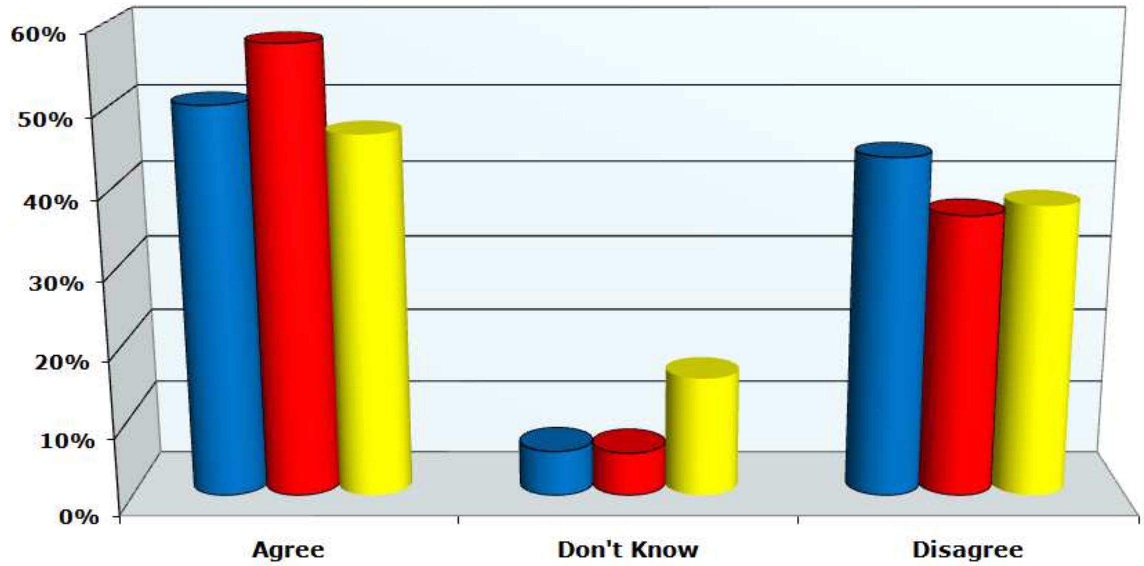
The following charts present the next generation competiveness question by gender (Figure 21), race (Figure 22), age (Figure 23), education level (Figure 24), income (Figure 25), type of area (Figure 26), and region (Figure 27):



	Agree	Don't Know	Disagree
Male	56.9%	3.7%	39.4%
Female	54.9%	7.9%	37.2%

Figure 21 - Next Generation Competitiveness by Gender

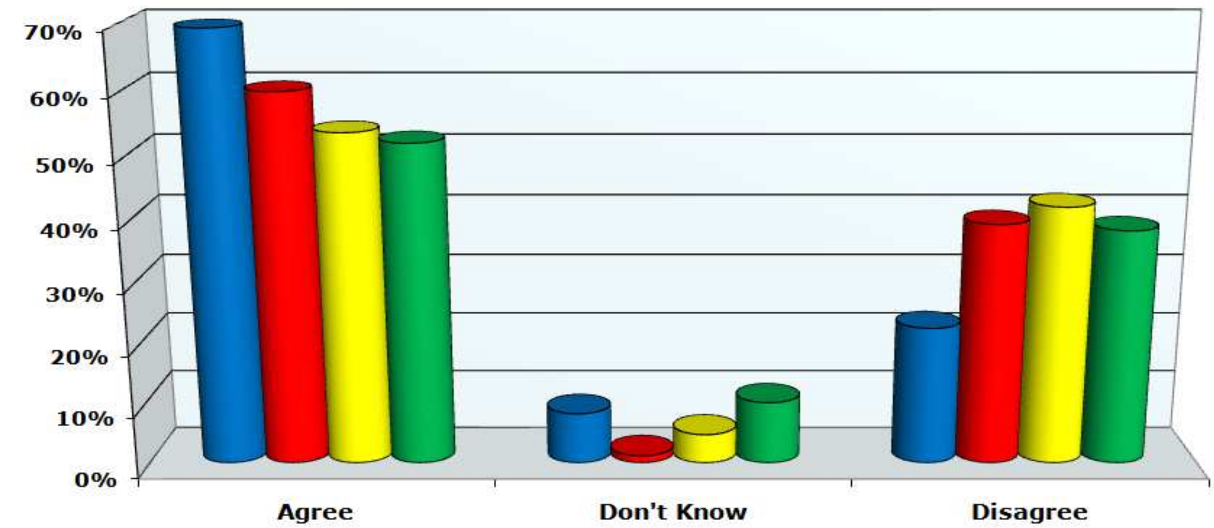
Both genders are optimistic about the next generation's competitiveness, with males slightly more so than females (56.9% to 54.9%). This same margin separates the males from the females who feel that the next generation will not be competitive - 39.4% to 37.2%.



	Agree	Don't Know	Disagree
Black	50.3%	5.9%	43.9%
White	57.8%	5.7%	36.5%
Other	46.7%	15.6%	37.8%

Figure 22 - Next Generation Competitiveness by Race

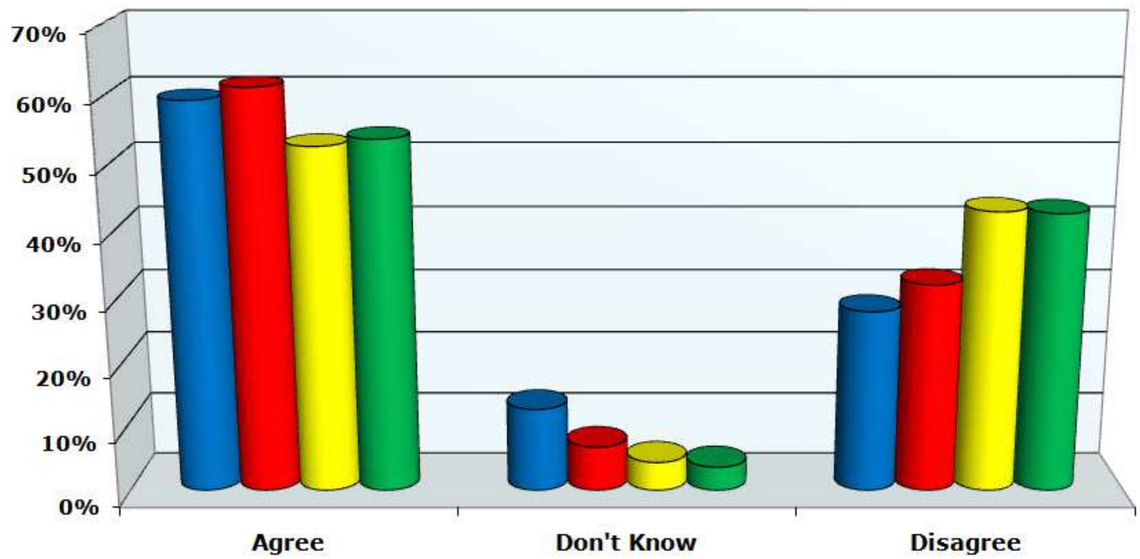
At 57.8%, whites are more optimistic than blacks (50.3%) and other races (46.7%) about the competitiveness of the state's next generation. Blacks disagreed with the ability of the next generation's ability to compete at a rate of 43.9% compared to whites at 36.5% and other races at 37.5%. The other race category responded that they did not know whether the next generation would be competitive at a rate of 15.6% compared to blacks at 5.9% and whites at 5.7%.



	Agree	Don't Know	Disagree
18-29	69.4%	8.2%	22.4%
30-44	59.8%	1.1%	39.1%
45-64	53.5%	4.7%	41.8%
65 and Older	51.8%	10.1%	38.1%

Figure 23 - Next Generation Competitiveness by Age

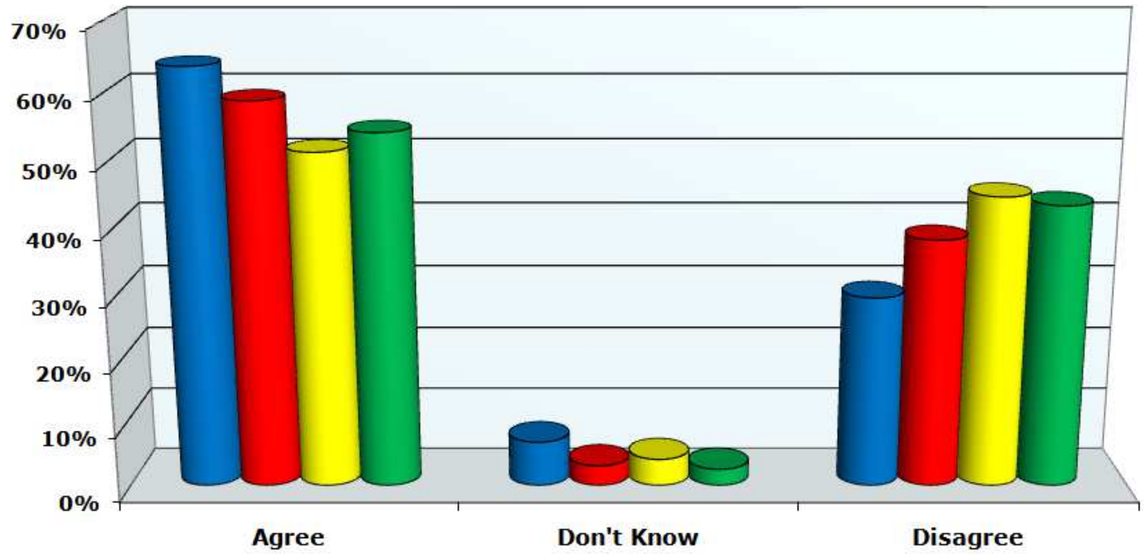
All age groups polled were more inclined to agree that the next generation will be able to compete in the global economy. As age increased, however, the rate of agreement decreased. The youngest survey respondents (18 to 29) were the most optimistic about the next generation's ability to compete at 69.4%, followed by 59.8% for the 30 to 44 age group, 53.5% for the 45 to 64 age group, and 51.8% for the 65 and older respondents. The 45 to 64 age group had the highest percentage (41.8%) of respondents disagreeing that the next generation will be competitive followed by 39.1% for the 30-44 group, 38.1% for the 65 and older group, and 22.4% for the youngest respondents.



	Agree	Don't Know	Disagree
Less than High School	59.3%	12.8%	27.9%
High School/Diploma	61.2%	6.8%	32.0%
Some College	52.6%	4.4%	43.0%
College Degree	53.7%	3.7%	42.7%

Figure 24 - Next Generation Competitiveness by Education

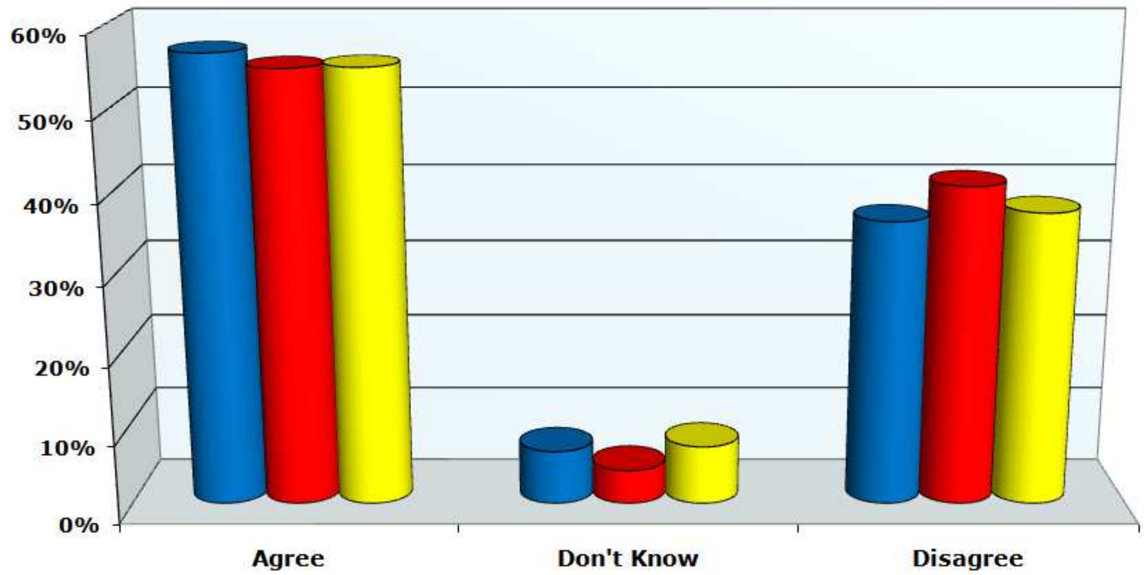
At all educational levels, optimistic respondents outweighed pessimistic respondents. Interestingly, respondents without any college experience were more optimistic than respondents with college experience. High school graduates without any college were the most optimistic at 61.2% followed by participants who did not graduate from high school (59.3%), college graduates (53.7%), and respondents with some college (52.6%).



	Agree	Don't Know	Disagree
Less than $25,000	63.8%	6.9%	29.4%
$25,000-49,999	58.8%	3.1%	38.1%
$50,000-74,999	51.2%	4.1%	44.6%
$75,000 and Over	54.1%	2.5%	43.3%

Figure 25 - Next Generation Competitiveness by Income

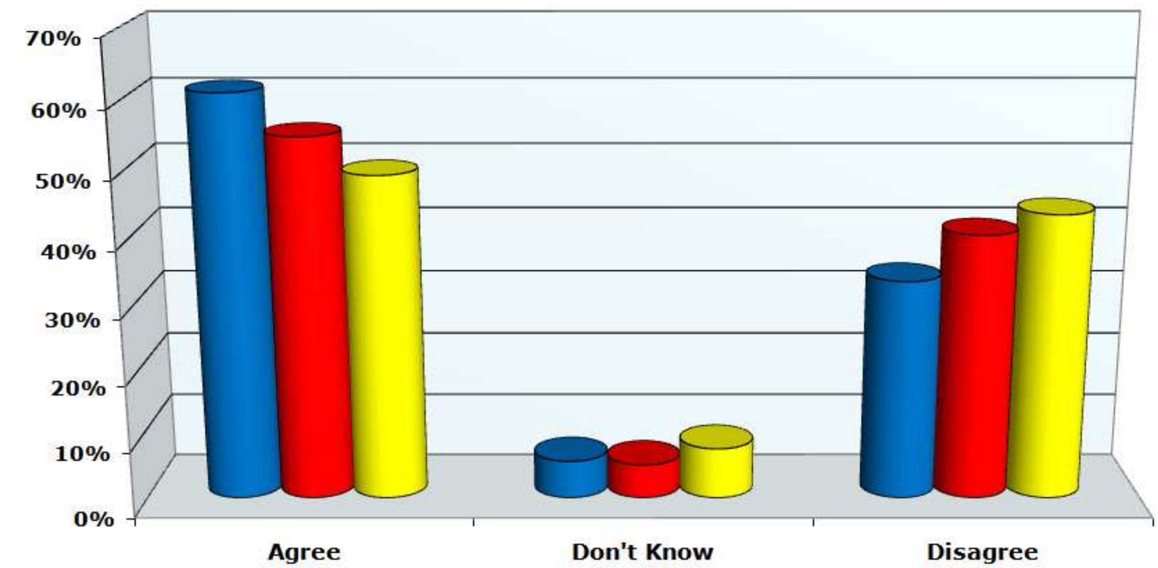
Although people in all of the income ranges agree that the next generation will be competitive, the percentages decreased in the upper income ranges. At 63.8%, respondents with incomes less than $25,000 per year where the most optimistic about the next generation's competitiveness followed by 58.8% for the $25,000-$49,000 respondents, 51.2% for the $50,000-$74,999 range and 54.1% for the $75,000 and over range. Likewise, disagreement with the statement increased in the upper income ranges. The respondents earning the least income may be the most hopeful regarding next generation's potential for increased earnings.



	Agree	Don't Know	Disagree
Urban	56.8%	6.8%	36.3%
Suburban	55.0%	4.3%	40.7%
Rural	55.1%	7.5%	37.4%

Figure 26 - Next Generation Competitiveness by Area

Urban (56.8%), suburban (55.0%), and rural (55.1%) area analysis revealed less than 2 percentage points difference in the level of agreement with the ability of the next generation to compete. Likewise, the level of disagreement was somewhat close with the suburban participants (40.7%) registering the least optimistic response, followed by the rural participants at 37.4% and the urban participants at 36.3%.



	Agree	Don't Know	Disagree
Upstate	61.0%	5.7%	33.3%
Midlands	54.6%	5.2%	40.2%
Lowcountry	49.0%	7.7%	43.3%

Figure 27 - Next Generation Competitiveness by Region

The level of optimism about the next generation's competitiveness decreases the further south one resides in the state. Sixty-one percent of the upstate respondents agreed that the next generation will be competitive in the global economy, followed by 54.6% in the midlands and 49.0% in the lowcountry.

E. Is South Carolina headed in the right or wrong direction?

Over 65% of survey respondents indicate that South Carolina is generally moving in the right direction (Figure 28).

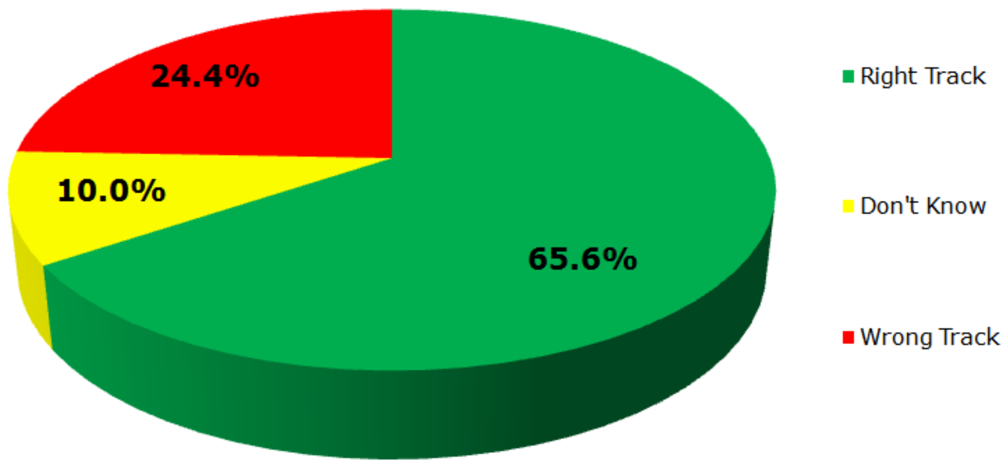
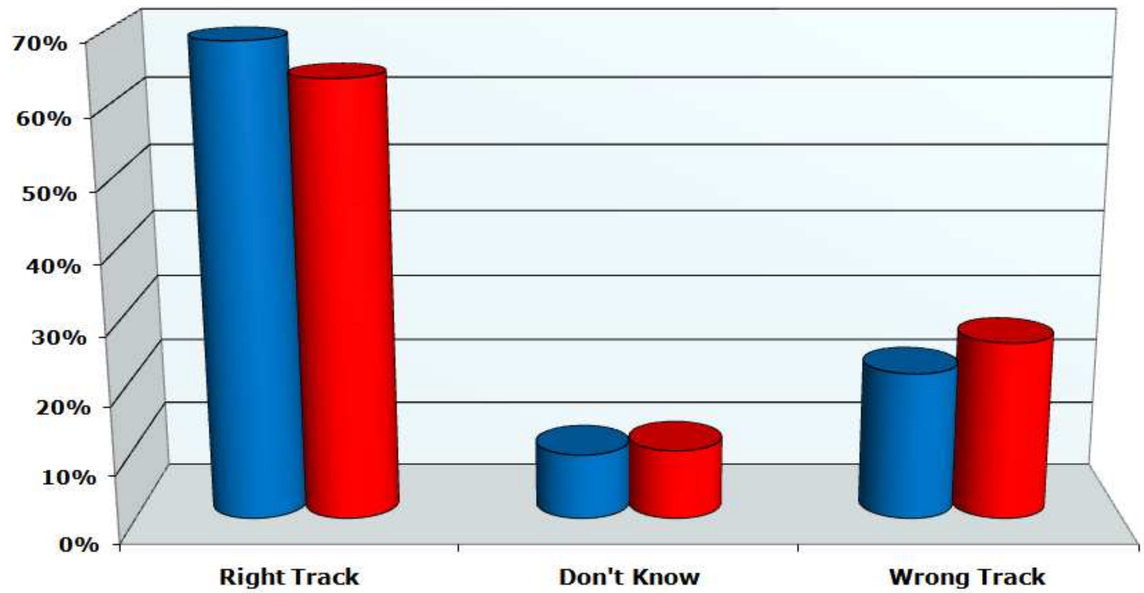


Figure 28 - Direction in South Carolina

About 1 in 4 survey respondents (24.4%) believe that South Carolina is on the wrong track. Ten percent of participants responded that they did not know whether the state was on the right or wrong track.

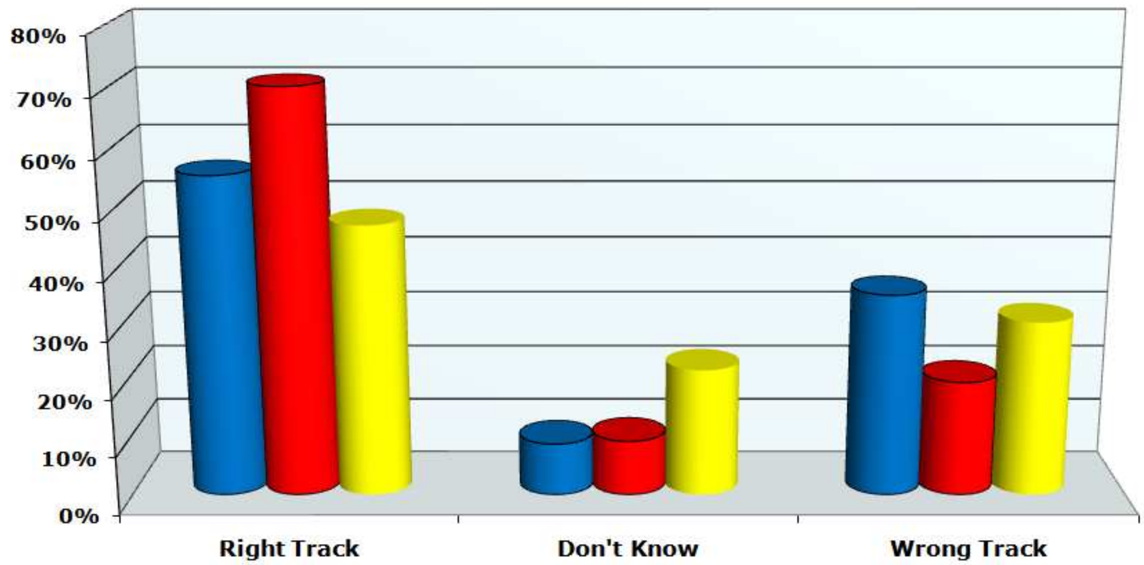
The following charts break down the direction respondents believe the state is headed by gender (Figure 29), race (Figure 30), age (Figure 31), education level (Figure 32), income (Figure 33), type of area (Figure 34), and region (Figure 35):



	Right Track	Don't Know	Wrong Track
Male	68.7%	9.6%	21.7%
Female	63.6%	10.2%	26.2%

Figure 29 - Right/Wrong Track by Gender

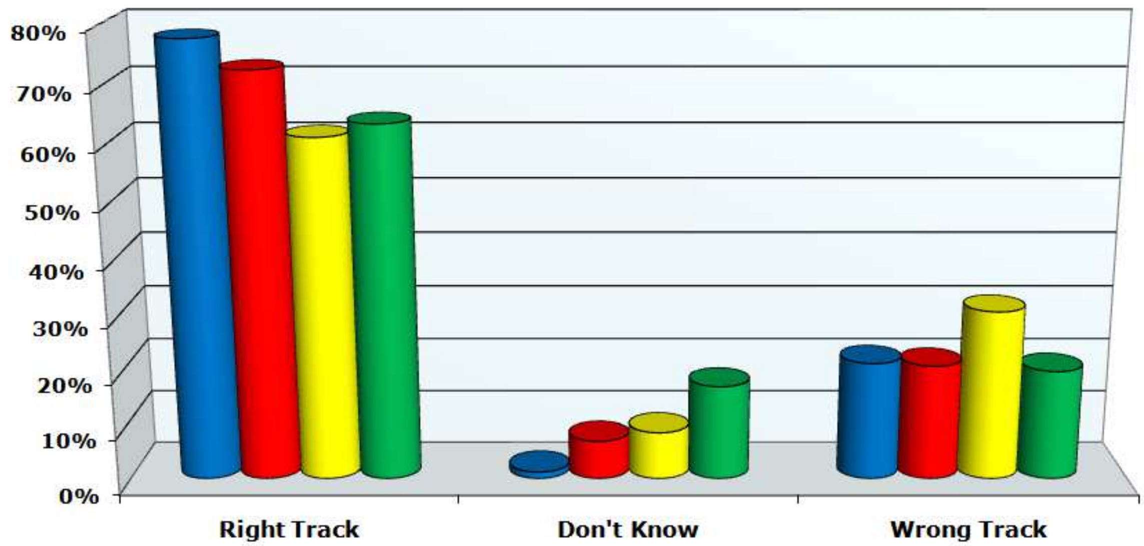
A majority of the males (68.7%) and females (63.6%) agree that South Carolina is on the right track. With a five percentage point difference, males are slightly more convinced than females.



	Right Track	Don't Know	Wrong Track
Black	55.6%	9.1%	35.3%
White	70.3%	9.6%	20.1%
Other	47.2%	22.2%	30.6%

Figure 30 - Right/Wrong Track by Race

All races responded more often that the state is on the right track. At 70.3%, whites were most pleased with the state's direction followed by blacks at 55.6% and other races at 47.2%. Likewise, whites were least concerned that the state was on the wrong track at 20.1% compared with blacks (35.3%) and other races (30.6%). Other minorities (22.2%) more readily responded that they did not know the answer to this question compared to blacks and whites with 9.1% and 9.6%, respectively.

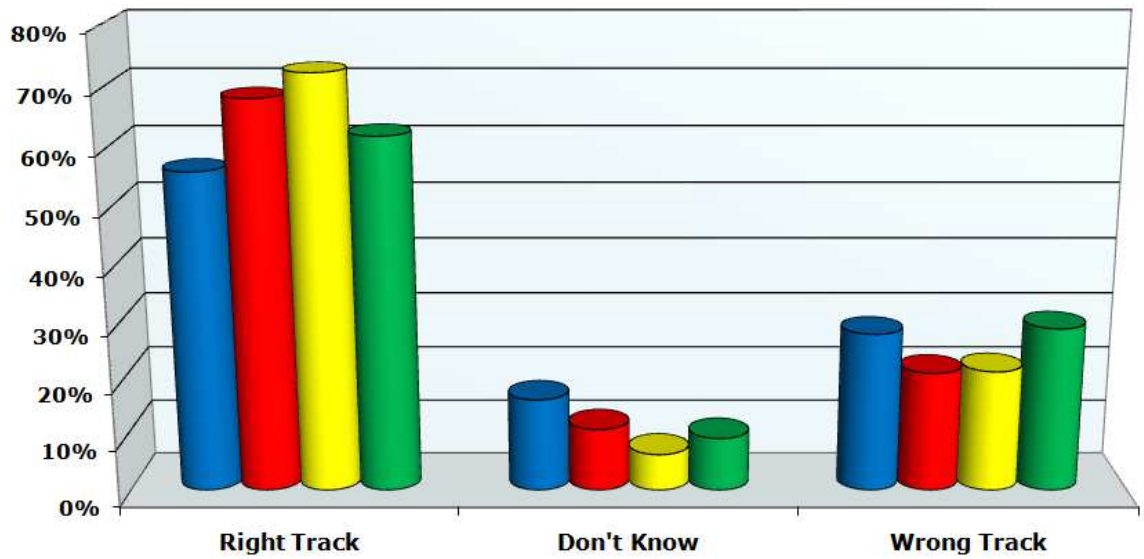


	Right Track	Don't Know	Wrong Track
18-29	77.6%	1.2%	21.2%
30-44	72.4%	6.9%	20.7%
45-64	61.0%	8.5%	30.5%
65 and Older	63.3%	17.0%	19.7%

Figure 31 - Right/Wrong Track by Age

At 77.6%, the 18-29 age category responded most often that the state is on the right track compared to 72.4% for the 30-44 group, 61.0% for the 45-64 category, and 63.3% for respondents 65 and older.

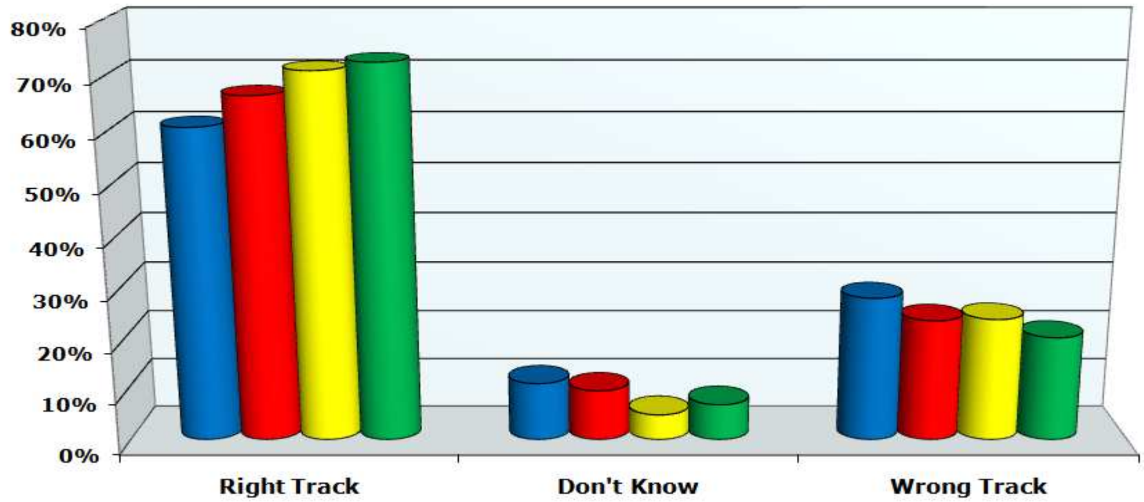
The 45-64 group responded at a higher rate (30.5%) that the state is on the wrong track, approximately 10 percentage points higher than the other age categories. The participants who said that they did not know the answer to the question increased with age.



	Right Track	Don't Know	Wrong Track
Less than High School	55.8%	16.3%	27.9%
High School/Diploma	68.0%	11.0%	21.0%
Some College	72.3%	6.4%	21.3%
College Degree	61.8%	9.3%	28.9%

Figure 32 - Right/Wrong Track by Education

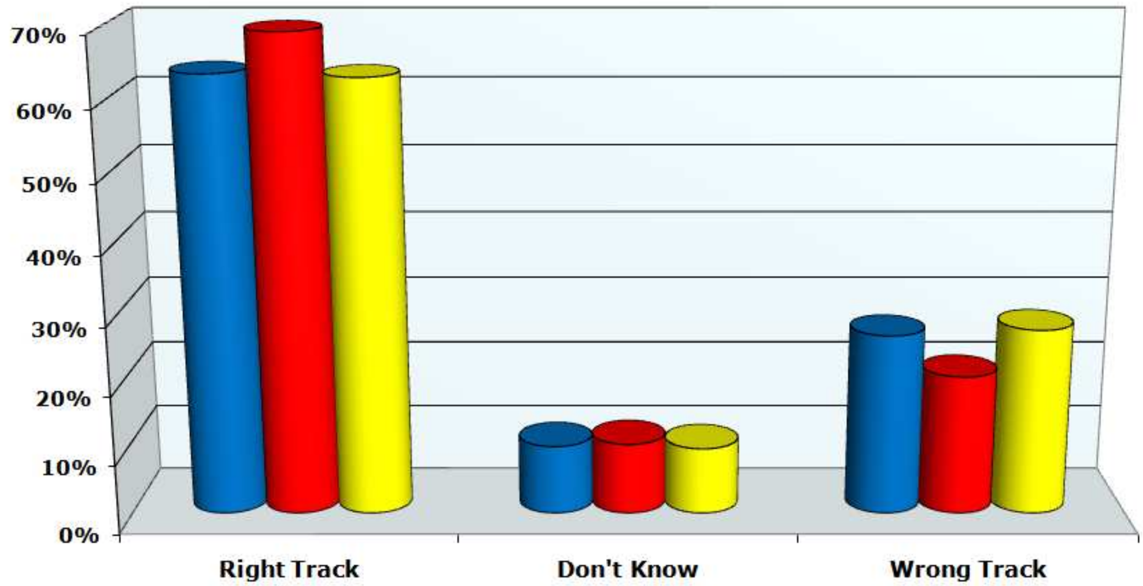
People of all educational levels responded more frequently that the state is headed in the right direction. High school graduates and people with some college education are more positive about the direction of the state with 72.3% and 68.0%, respectively, compared to college graduates (61.8%) and respondents who did not complete high school (55.8%). Likewise, college graduates at 28.9% and the people who did not graduate from high school at 27.9% responded more often that the state was on the wrong track compared to high school graduates (21.0%) and the people with some college (21.3%). In this analysis, respondents without a high school diploma were the most unable to determine whether the state is headed in the right or wrong direction.



	Right Track	Don't Know	Wrong Track
Less than $25,000	60.6%	11.3%	28.1%
$25,000-49,999	66.5%	9.8%	23.7%
$50,000-74,999	71.1%	5.0%	24.0%
$75,000 and Over	72.6%	7.0%	20.4%

Figure 33 - Right/Wrong Track by Income

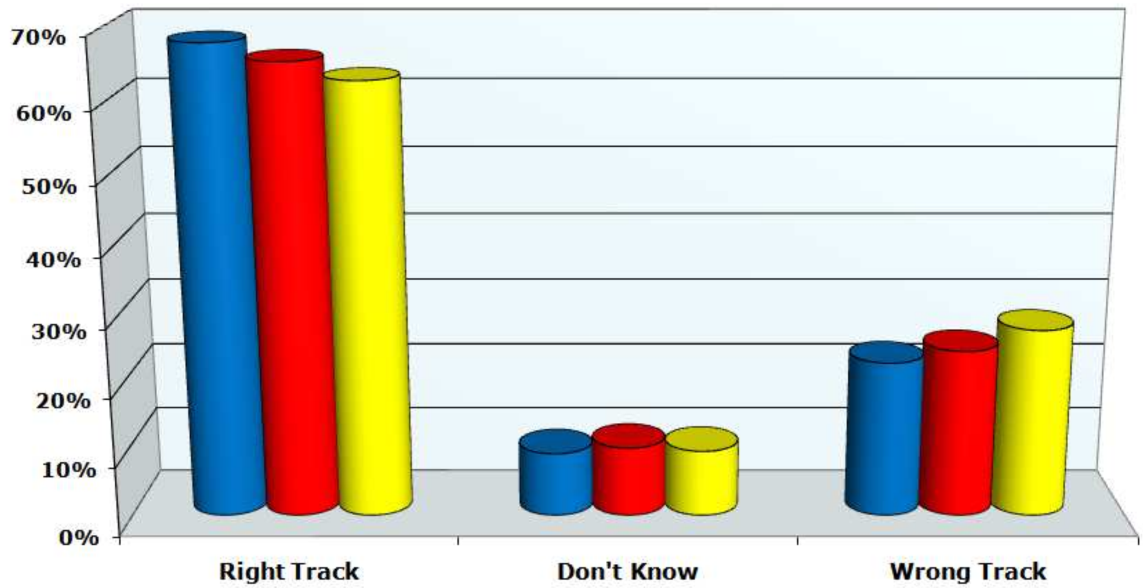
Once again, respondents are optimistic in terms of the state's direction. As the income range increases, the percentages of positive responses increases with the $50,000 and over income categories having positive responses in the 71.1% to 72.6% range. Respondents in the less than $25,000 income category had the highest wrong track responses at 28.1%.



	Right Track	Don't Know	Wrong Track
Urban	63.5%	10.1%	26.5%
Suburban	69.2%	10.4%	20.4%
Rural	63.0%	9.7%	27.3%

Figure 34 - Right/Wrong Track by Area

Suburban respondents noted that the state was on the right track at a higher rate (69.2%) than the urban (63.5%) and rural areas (63.0%).



	Right Track	Don't Know	Wrong Track
Upstate	67.9%	9.3%	22.8%
Midlands	65.4%	10.1%	24.5%
Lowcountry	62.8%	9.7%	27.5%

Figure 35 - Right/Wrong Track by Region

In all regions of the state, responses more often indicated that South Carolina is on the right track rather than the wrong track. The upstate had the highest percentage responding that the state is headed in the right direction at 67.9%, followed by the midlands (65.4%) and the lowcountry (62.8%).

F. How interested are you in state politics?

Almost eighty-one percent of survey participants show some level of interest in state politics (Figure 36).

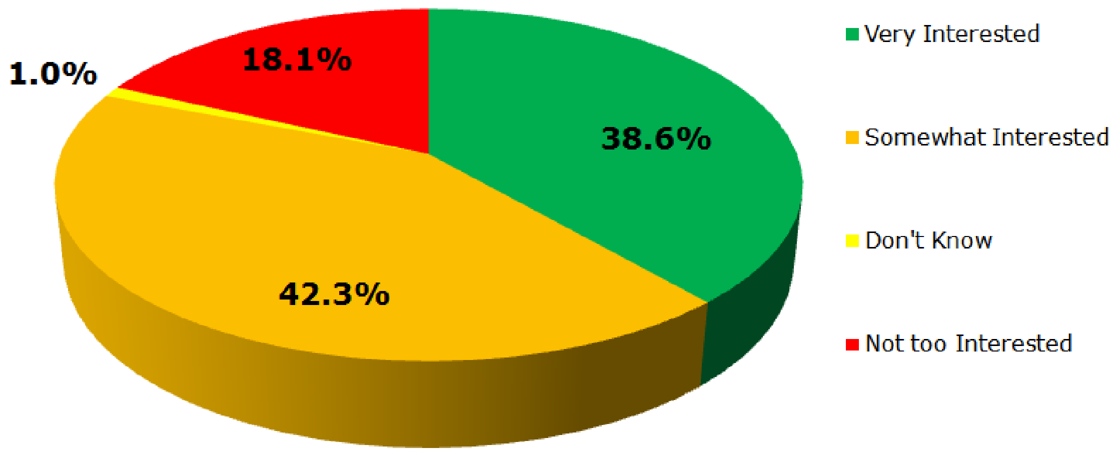
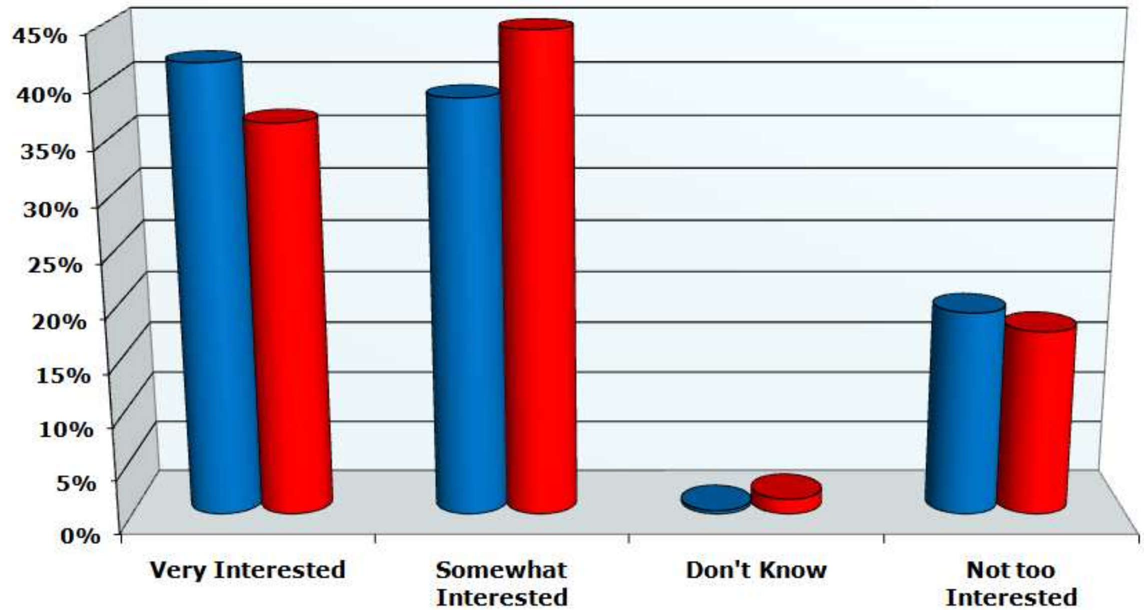


Figure 36 - Interest in State Politics

While the many of the respondents (42.3%) indicate that they are somewhat interested in South Carolina politics, 38.6% note that they are very interested. Fewer respondents (18.1%) indicated little interest in state politics

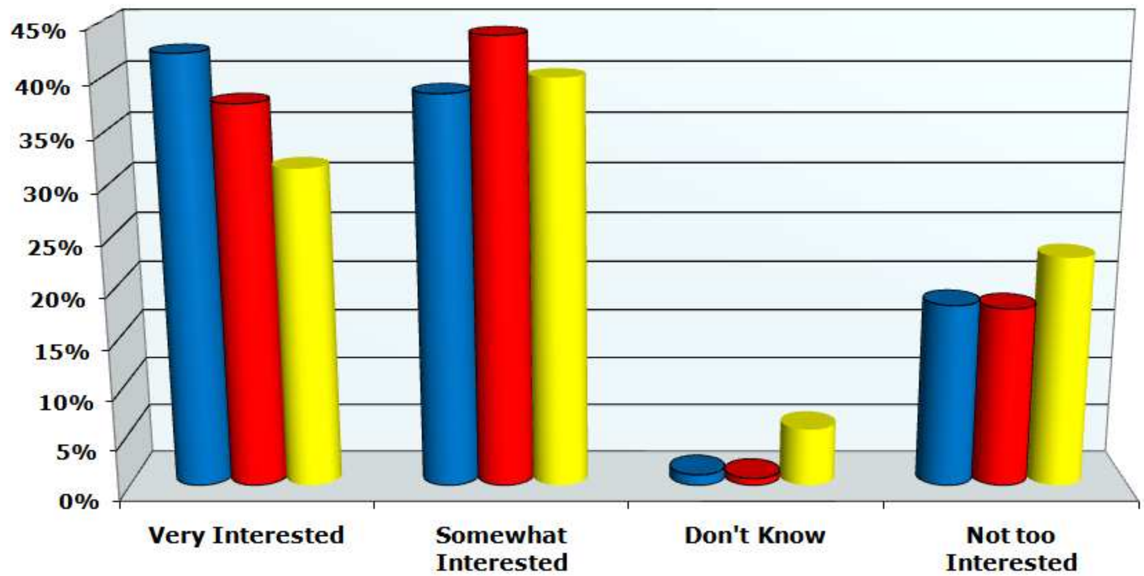
The results are depicted by gender (Figure 37), race (Figure 38), age (Figure 39), education (Figure 40), income (Figure 41), area (Figure 42), and region (Figure 43).



	Very Interested	Somewhat Interested	Don't Know	Not too Interested
Male	41.8%	38.7%	0.3%	19.2%
Female	36.5%	44.7%	1.4%	17.4%

Figure 37 - State Politics by Gender

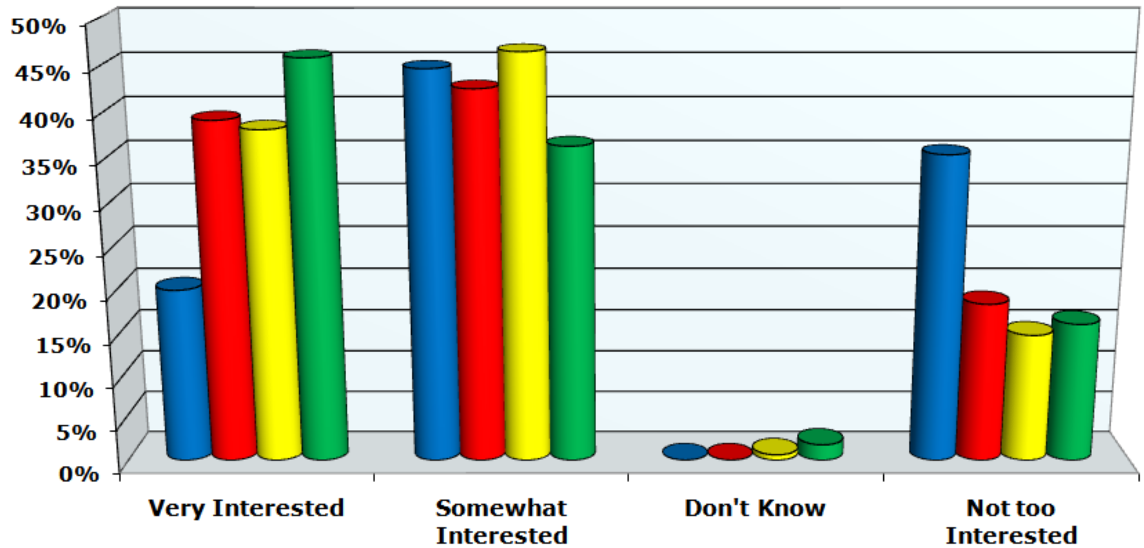
When looking at level of interest in state politics by gender, males respond that they are very interested at a higher rate (41.8%) than females (36.5%). Females however respond that they are somewhat interested at a higher rate (44.7%) than males (38.7%). Of the respondents that classify themselves as not too interested in state politics, 19.2% were males and 17.4% were females.



	Very Interested	Somewhat Interested	Don't Know	Not too Interested
Black	42.2%	38.5%	1.1%	18.2%
White	37.6%	43.9%	0.7%	17.8%
Other	31.4%	40.0%	5.7%	22.9%

Figure 38 - State Politics by Race

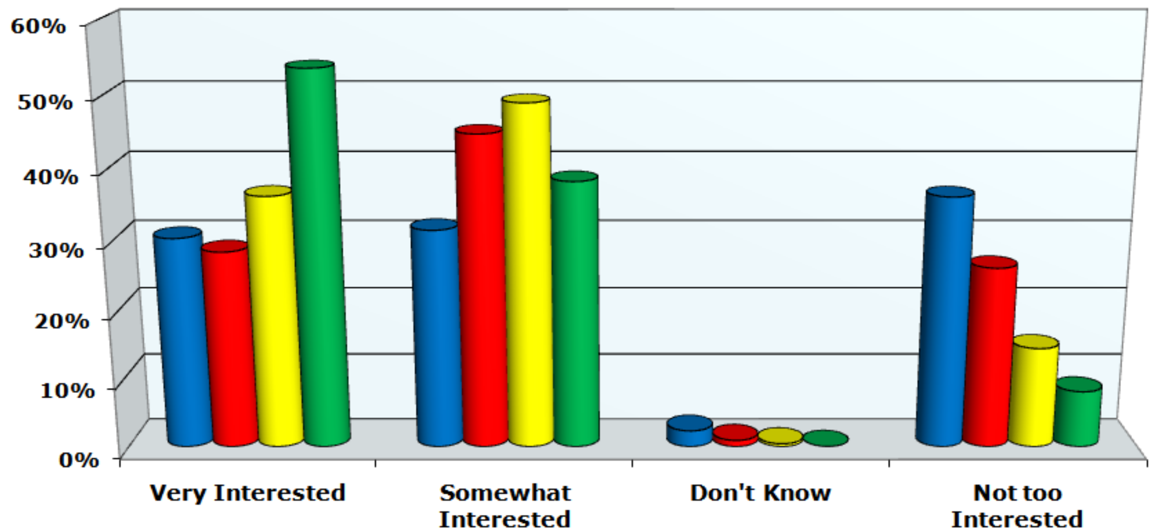
Among the respondents, 81.5% of whites indicate that they are very interested or somewhat interested compared to blacks at 80.7% and other races at 71.4%. Blacks (42.2%) were more likely to respond that they are very interested in state politics than whites (37.6%) and other races (31.4%). In the not too interested category, 22.9% of respondents classifying themselves from a race other than black or white indicate a lack of interest in state politics compared to blacks and whites with 18.2% and 17.8%, respectively.



	Very Interested	Somewhat Interested	Don't Know	Not too Interested
18-29	20.0%	44.7%	0.0%	35.3%
30-44	39.1%	42.5%	0.0%	18.4%
45-64	38.1%	46.5%	0.6%	14.8%
65 and Older	45.9%	36.2%	1.8%	16.1%

Figure 39 - State Politics by Age

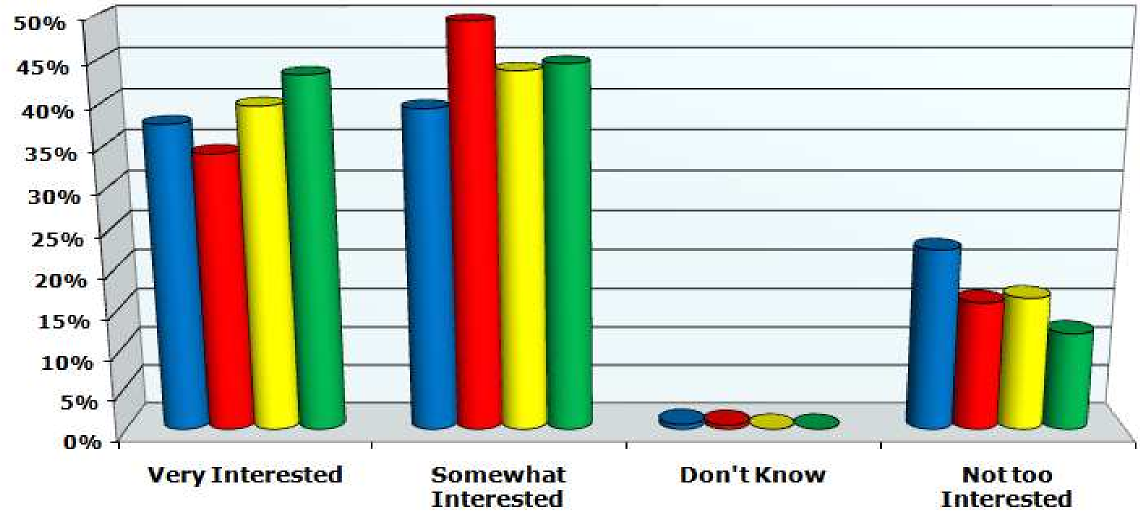
Respondents 65 and over are very interested in state politics at a rate of 45.9% compared to the 18-29 age group (20.0%), the 30-44 age group (39.1%), and the 45-64 age group (38.1%). When the very interested and somewhat interested responses are combined, the 45-64 age group represents a higher level of interest with 84.6% followed by respondents 65 and older with 82.1%, 81.6% for respondents 30-44, and 64.7% for respondents 18-29. Notably, the under 30 group is not too interested in state politics at a rate of 35.3%, however, this response changes significantly as respondents age. These results seem to accord with the often mentioned trend of lower levels of political participation by younger Americans.



	Very Interested	Somewhat Interested	Don't Know	Not too Interested
Less than High School	30.2%	31.4%	2.3%	36.0%
High School/Diploma	28.3%	44.7%	0.9%	26.0%
Some College	36.1%	49.0%	0.4%	14.5%
College Degree	53.7%	38.2%	0.0%	8.1%

Figure 40 - State Politics by Education

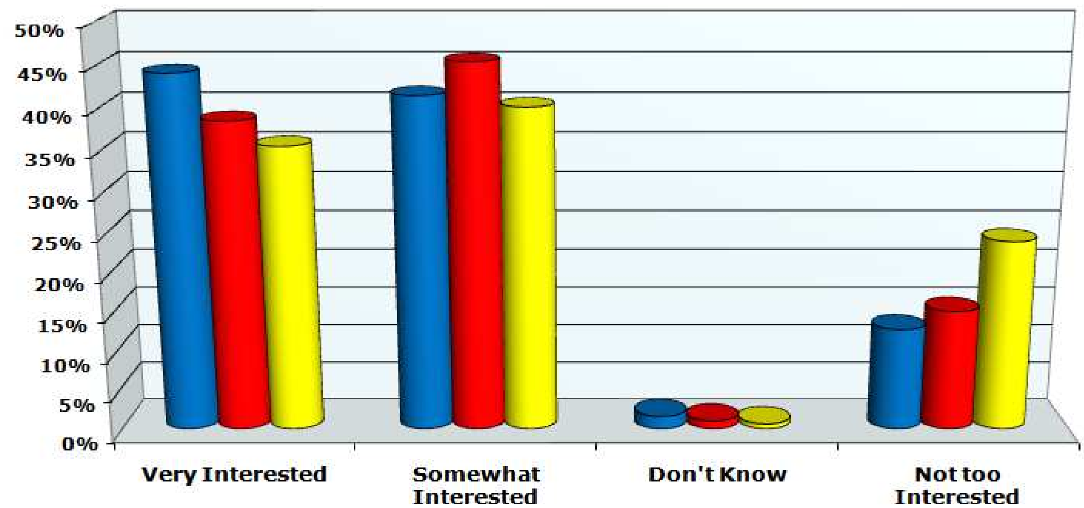
College graduates are the most interested in state politics (53.7%), ranging 17-25% higher than the other educational levels. Alternatively, those respondents without a high school diploma were least interested in state politics (36.0%), approximately 10-24% above the other educational levels. When combining the very interested and somewhat interested responses, the level of interest in state politics increases as the level of education increases. The combined responses range from 91.9% for college graduates, 85.1% for some college, 73.0% for high school graduates, down to 61.6% for participants who did not graduate from high school.



	Very Interested	Somewhat Interested	Don't Know	Not too Interested
Less than $25,000	37.5%	39.4%	0.6%	22.5%
$25,000-49,999	34.0%	49.5%	0.5%	16.0%
$50,000-74,999	39.7%	43.8%	0.0%	16.5%
$75,000 and Over	43.3%	44.6%	0.0%	12.1%

Figure 41 - State Politics by Income

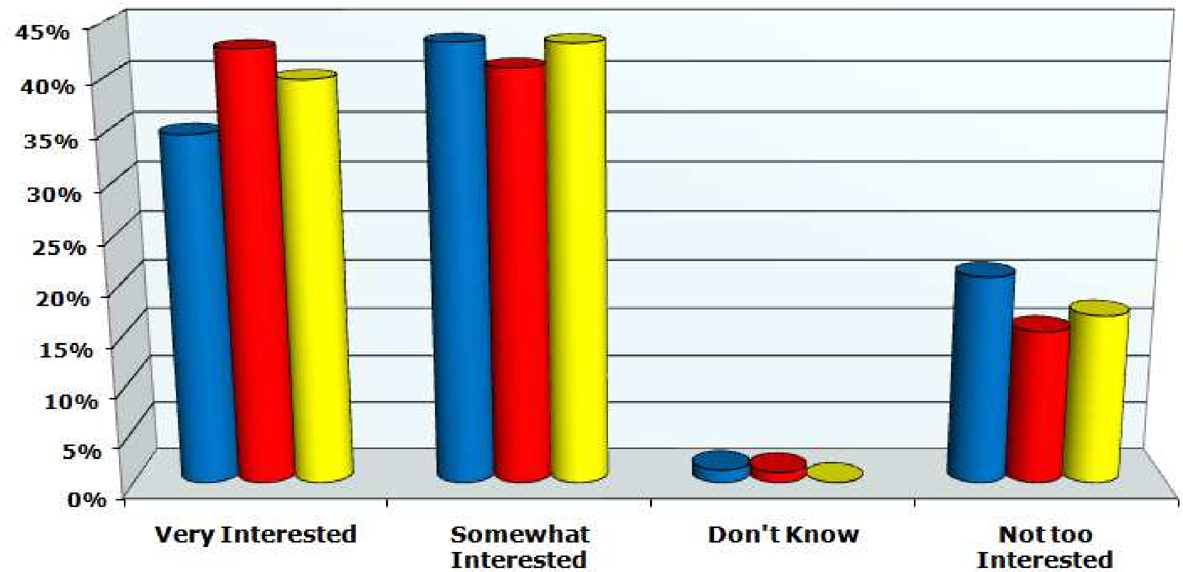
In the higher income ranges, respondents are more interested in state politics. In the $75,000 and over category, 43.3% of participants are very interested in state politics. When the very interested and the somewhat interested responses are combined, the $75,000 and over category ranks the most interest with 87.9%, the $25,000-49,999 and the $50,000-74,999 categories follow with 83.5% each, and the $25,000 and under category responds at a 76.9% rate. The less than $25,000 category is not too interested in state politics with 22.5% compared to 16.0-16.5% for the middle income categories, and 12.1% for the $75,000 and over group.



	Very Interested	Somewhat Interested	Don't Know	Not too Interested
Urban	44.1%	41.5%	1.6%	12.8%
Suburban	38.5%	45.5%	1.0%	15.1%
Rural	35.4%	40.1%	0.6%	23.8%

Figure 42 - State Politics by Area

According to the survey, respondents in the urban and suburban areas are more interested in state politics. In the urban areas, 44.1% are very interested compared to 38.5% in the suburban and 35.4% in the rural areas. When the very interested and the somewhat interested responses are combined, the urban respondents remain the most interested with 85.6%, followed by the suburban with 84.0% and the rural with 75.5%. In the rural areas, 23.8% said that they are not too interested in state politics, approximately 8-11% more than the urban and suburban areas.



	Very Interested	Somewhat Interested	Don't Know	Not too Interested
Upstate	34.6%	43.3%	1.3%	20.8%
Midlands	42.7%	40.9%	1.0%	15.4%
Lowcountry	39.8%	43.2%	0.0%	17.0%

Figure 43 - State Politics by Region

The Midlands has the highest percentage of respondents who consider themselves very interested in state politics (42.7%), followed by the lowcountry (39.8%) and the upstate (34.6%). This result is not surprising since the state capital, Columbia, lies in the midlands. When the very interested and somewhat interested categories are combined, the lowcountry and the midlands rank within a percentage point at 83.0% and 82.7%, respectively. The upstate's interest trails with 77.9%. Accordingly, the upstate has the highest percentage of respondents who are not too interested with 20.8%, followed by the lowcountry (17.0%) and the Midlands (15.4%).

G. How much of the time do you trust state government?

Almost 86% of the survey respondents indicate that they trust South Carolina state government either most of the time or some of the time (Figure 44).

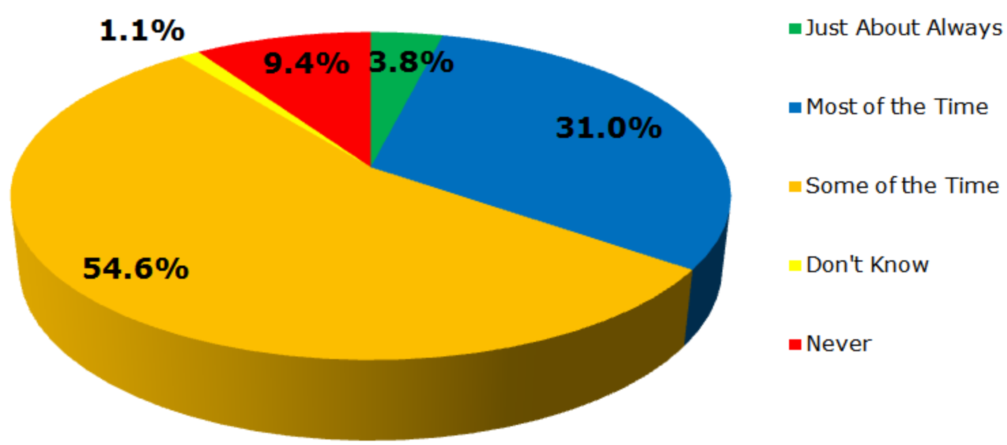
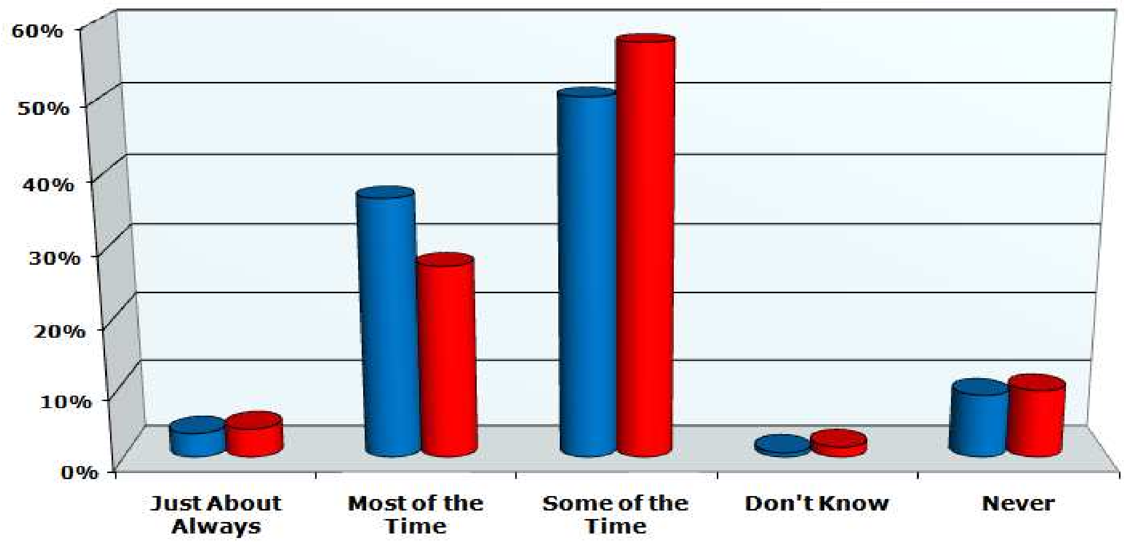


Figure 44 - Trust in State Government

Just over one-third of the respondents (34.8%) expressed trust in state government either just about always or most of the time. The majority (54.6%) trust government some of the time while 9.4% indicate that they never trust state government. More respondents (9.4%) say that they never trust government than respondents that say they trust government just about always (3.8%).

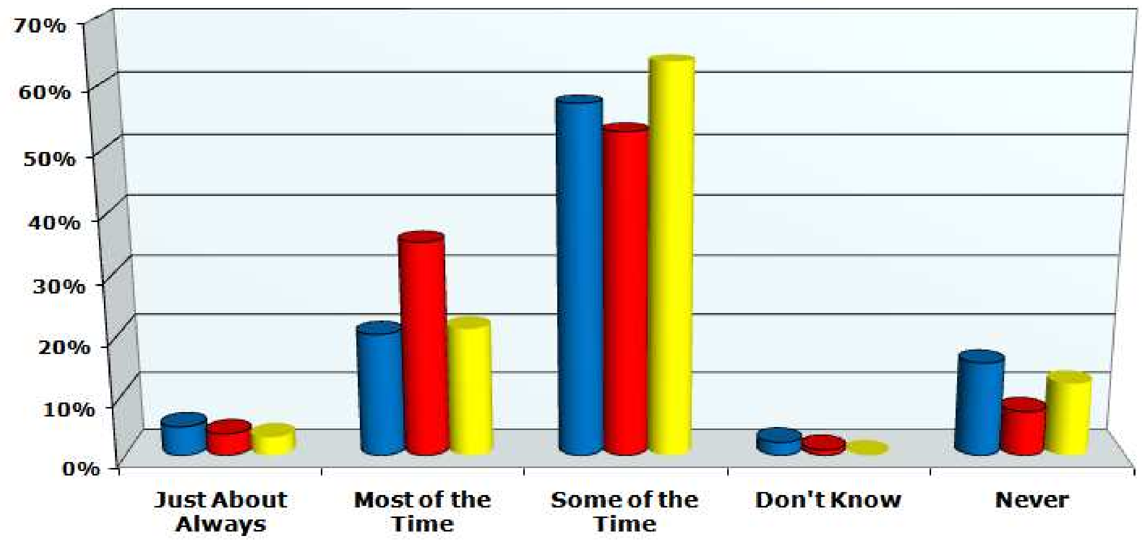
The following charts break down the trust in state government by gender (Figure 45), race (Figure 46), age (Figure 47), education (Figure 48), income (Figure 49), area (Figure 50), and region (Figure 51):



	Just About Always	Most of the Time	Some of the Time	Don't Know	Never
Male	3.4%	36.6%	50.3%	0.6%	9.0%
Female	4.1%	27.3%	57.5%	1.4%	9.7%

Figure 45 – Trust in State Government by Gender

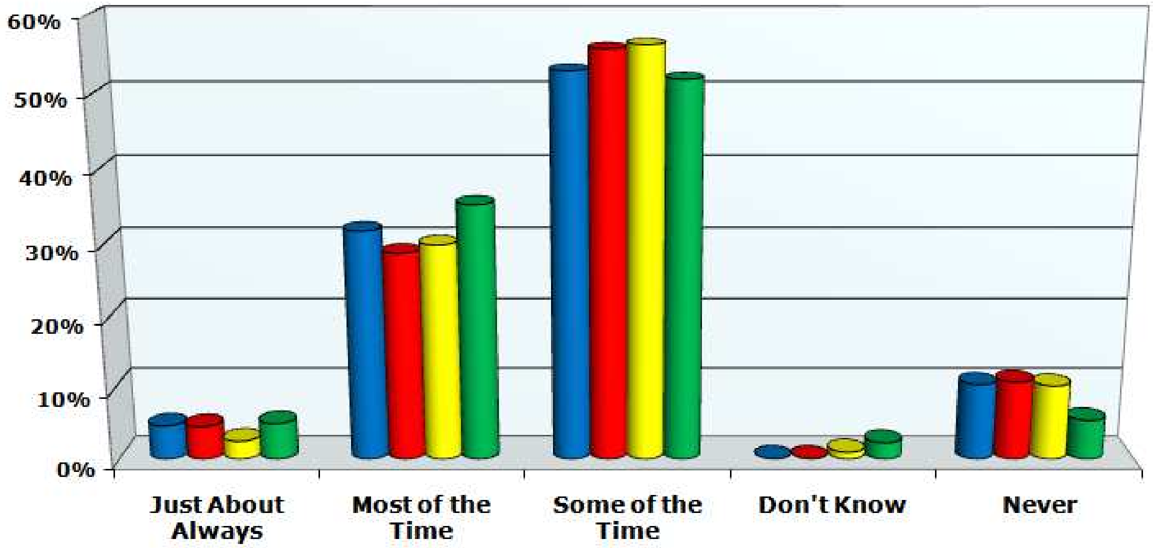
The majority of respondents indicated some level of trust in state government. The differences are slight between males and females in the just about always and in the never categories. When the just about always and the most of the time categories are combined, males rank at 40.0%, followed by females at 31.4%.



	Just About Always	Most of the Time	Some of the Time	Don't Know	Never
Black	4.8%	20.3%	57.2%	2.1%	15.5%
White	3.6%	35.3%	52.8%	0.9%	7.4%
Other	3.0%	21.2%	63.6%	0.0%	12.1%

Figure 46 – Trust in State Government by Race

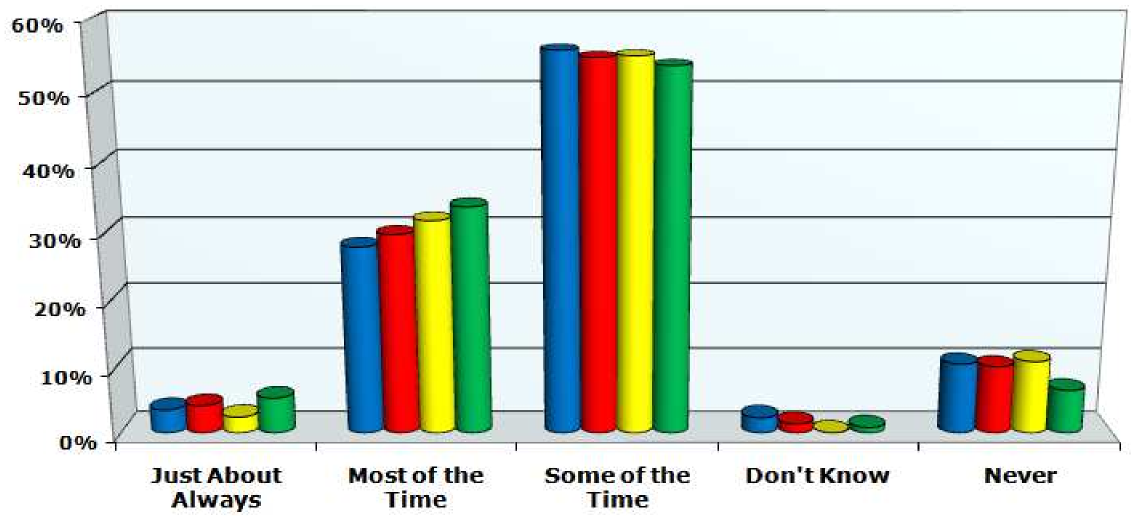
The majority of the respondents trust state government at least some of the time. Blacks responded that they just about always trust state government at 4.8%. Whites and other races followed with 3.6% and 3.0%, respectively. A racial divide appears, however, when the just about always and most of the time responses are combined. Whites indicate a higher level of trust at 38.9% compared to blacks at 25.1% and other races at 24.2%. At 15.5%, black respondents most often indicated that they never trust government, compared to other races at 12.1% and whites at 7.4%.



	Just About Always	Most of the Time	Some of the Time	Don't Know	Never
18-29	4.7%	31.8%	52.9%	0.0%	10.6%
30-44	4.6%	28.7%	55.7%	0.0%	10.9%
45-64	2.5%	29.9%	56.3%	0.9%	10.4%
65 and Older	5.0%	35.3%	51.8%	2.3%	5.5%

Figure 47 – trust in State Government by Age

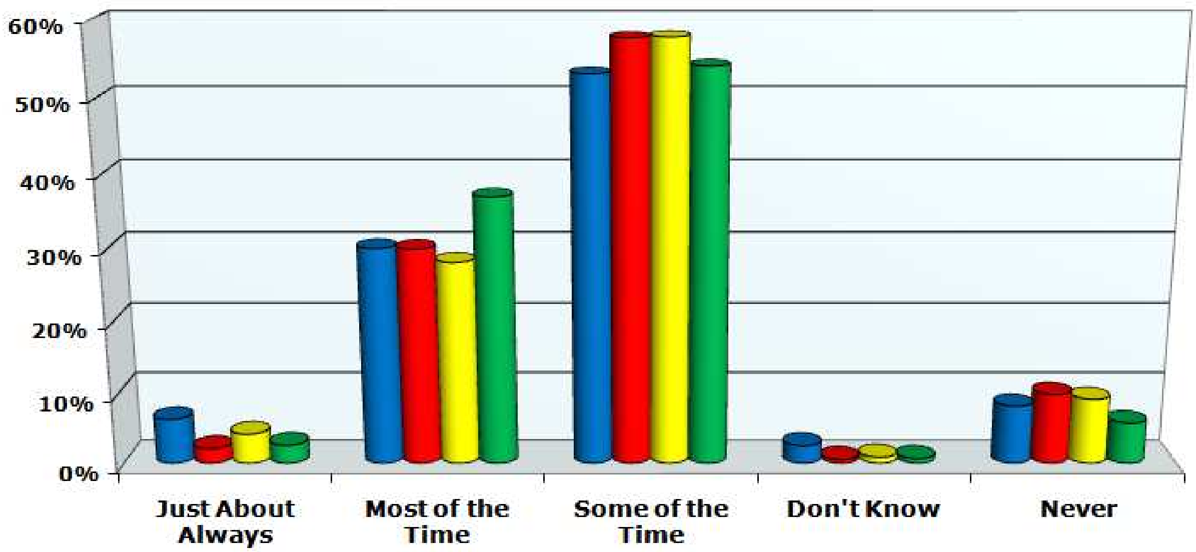
In all age groups, the majority of the respondents have some level of trust in government. When the just about always, most of the time, and some of the time responses are combined, the differences between age groups are somewhat minor. The 45-64 age group responded at a lower level of trust with 88.7%. The 18-29 and 30-44 age groups had a slightly higher level of trust with 89.4% and 89.0%, respectively. The 65 and older group had the highest overall level of trust with 92.1%. It follows then that the 65 and older group also had the lowest response rate (5.5%) indicating no trust in state government while approximately 10.0-11.0% of the other age groups responded that they never trust state government



	Just About Always	Most of the Time	Some of the Time	Don't Know	Never
Less than High School	3.5%	27.9%	55.8%	2.3%	10.5%
High School/Diploma	4.1%	29.7%	54.8%	1.4%	10.0%
Some College	2.4%	31.7%	55.0%	0.0%	10.8%
College Degree	5.3%	33.7%	53.7%	0.8%	6.5%

Figure 48 – Trust in State Government by Education

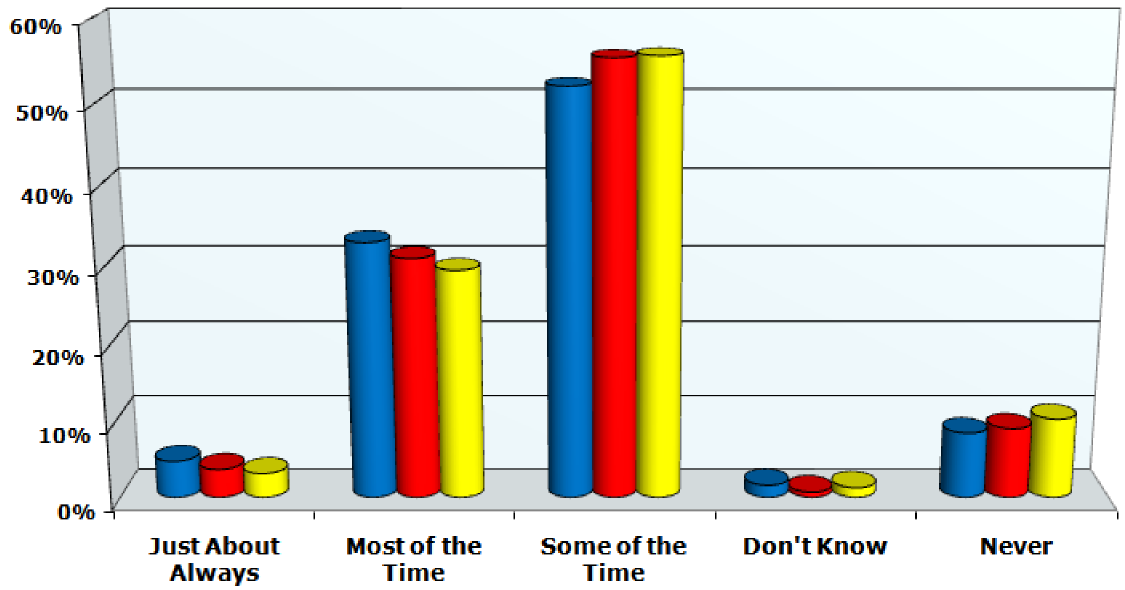
When responses are analyzed by education level, college graduates are the most trusting of state government. They rank highest in the just about always and most of the time categories, and lowest in the never category.



	Just About Always	Most of the Time	Some of the Time	Don't Know	Never
Less than $25,000	6.3%	30.0%	53.1%	2.5%	8.1%
$25,000-49,999	2.1%	29.9%	57.7%	0.5%	9.8%
$50,000-74,999	4.1%	28.1%	57.9%	0.8%	9.1%
$75,000 and Over	2.5%	36.9%	54.1%	0.6%	5.7%

Figure 49 – Trust in State Government by Income

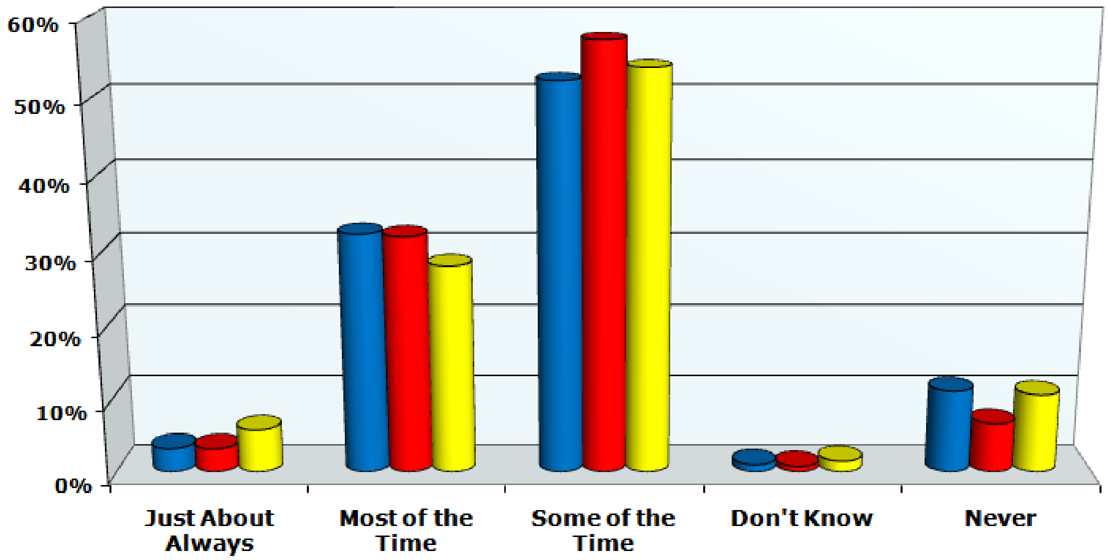
Variance in responses by income level is minimal. When responses are combined, the $75,000 and over respondents are most trustful of state government. When just about always and most of the time responses are combined, the $75,000 and over group responds at a 39.4% rate, compared to 32.0-36.3% for the other income levels. When the some of the time responses are added, the $75,000 and over group register in at 93.5%, compared to 89.4%-90.1% for the other income levels. It appears that the survey takers with the highest income exhibit the most overall trust in state government.



	Just About Always	Most of the Time	Some of the Time	Don't Know	Never
Urban	4.8%	33.0%	52.1%	1.6%	8.5%
Suburban	3.7%	31.0%	55.6%	0.7%	9.1%
Rural	3.1%	29.5%	55.8%	1.3%	10.3%

Figure 50 – Trust in State Government by Area

When trust in state government is analyzed by the type of area in which respondents live, the variance in response is minimal. In the urban areas, 4.8% of participants trust in state government just about always, followed by suburban (3.7%) and rural (3.1%) areas. When the just about always, most of the time, and some of the time categories are combined, the rural area respondents trust state government a few percentage points less than the other areas.



	Just About Always	Most of the Time	Some of the Time	Don't Know	Never
Upstate	3.2%	32.4%	52.2%	1.0%	11.2%
Midlands	3.2%	32.0%	57.4%	0.7%	6.7%
Lowcountry	5.8%	28.2%	53.9%	1.5%	10.7%

Figure 51 – Trust in State Government by Region

In the three regions of the state, the majority of the respondents trust state government at least some of the time. Again the variance in the response is slight. With 5.8%, lowcountry participants responded most frequently to the just about always trust state government, followed by 3.2% for both the upstate and the midlands. When the just about always and most of the time responses are combined, the upstate ranks at the top by a few percentage points. When the some of the time responses are added in, the midlands ranks on top, almost 5% higher than the urban and lowcountry areas. The upstate had the highest percentage of never trust state government responses, with 11.2%, followed by the lowcountry with 10.7% and the midlands with 6.7%.

H. How do you get most of your information about the state of South Carolina?

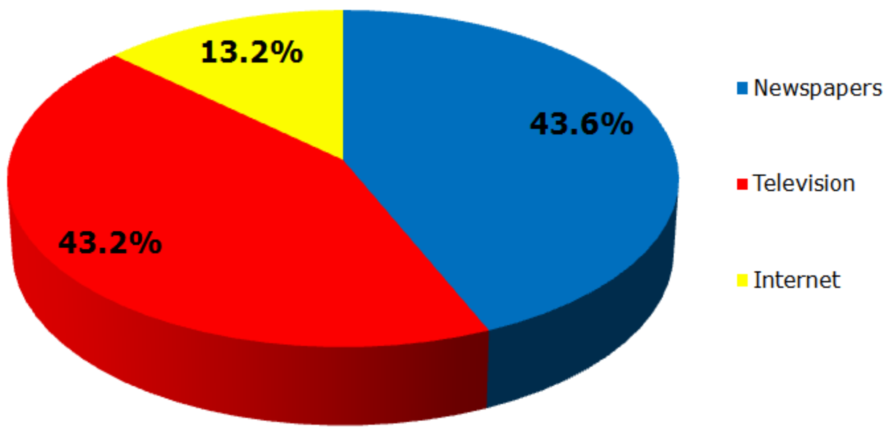


Figure 52 – South Carolina information Sources

Survey respondents get their information about the state from newspapers and television almost equally (Figure 52). To a lesser extent, 13.2% of respondents use the internet as their source of information about the state. .

I. Do you get most of your television news: from a local news program, a national news program, or from some other news program?

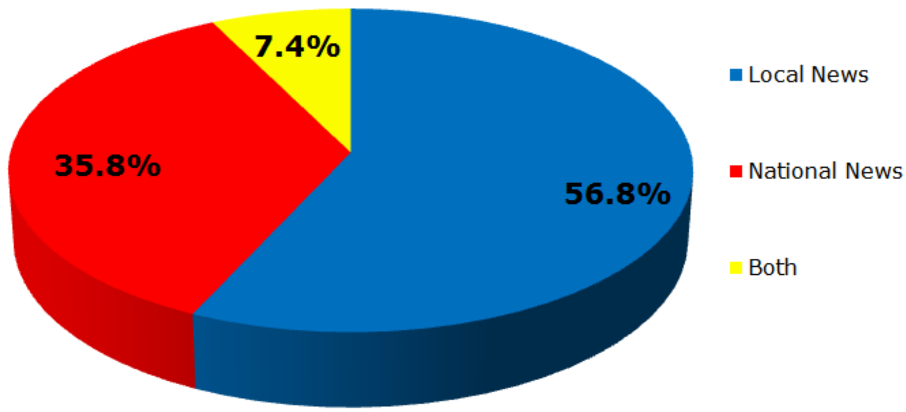


Figure 53 – Source of Television News

When asked whether they get their television news from local or national news programs, 56.8% of respondents indicate a tendency to view locally based programs compared with 35.8% who view national news programs (Figure 53). To a lesser extent, 7.4% of respondents said they get their news from both local and national news programs.

III. Appendices

Appendix A - Survey Design and Methodology

Questionnaire Design

The substantive questions in the survey were constructed by the Jim Self Center on the Future with input from stakeholder groups and in collaboration with the Institute of Public Service and Policy Research at the University of South Carolina. Before the questionnaire was finalized it was pretested to determine whether or not the questions could be easily understood by respondents, if the order of the questions seemed logical to the interviewers and respondents, or if it contained other identifiable weaknesses. Any problems were detected and corrected. No major problems persisted into the actual conduct of the survey.

Sampling

The interviewees for *The Self Portrait: How Are We Doing In South Carolina in 2007?* are selected from a random sample of households with telephones in the state. Each of these numbers is called by the survey interviewers. Approximately thirty percent of the numbers are discarded because they are found to be businesses, institutions, or not assigned. The remaining numbers, when called, result in contacts to residences. Within these residences a respondent 18 years of age or older is randomly questioned from the household's occupants. To avoid biasing the sample in favor of households that can be reached on multiple phone numbers, each case is weighted inversely to its probability of being included in the sample. The data are also weighted to correct any potential biases in the sample on the basis of age, race, sex, and number of adults in the household.

Weights Used in Analysis

Several weighting variables for *The Self Portrait: How Are We Doing In South Carolina in 2007?* data have been created and added to each data file. The first is a weight to adjust for households that can be reached on more than one telephone number. This weight has been developed so that such households are not overrepresented in the sample. This weight should be applied to the data whenever households are the desired unit of analysis.

The second weighting variable adjusts for the fact that the sampling unit in the survey was the household rather than the individual respondent. It also adjusts for multiple telephone households. When the individual is the appropriate unit of analysis rather than the household, this weight should be used.

The third weighting variable makes additional adjustments to the individual weight for under representation of various demographic groups in the population due to either no response or to the fact that certain households do not have a telephone. The degree of under representation is assessed by comparing the demographic data from the survey with population estimates provided by the U.S. Census Bureau. This weight should always be used to ensure that a representative sample for making estimates of the true population figures for South Carolina. It is standard in analyses for Palmetto Survey clients, unless otherwise indicated.

Sampling Error

The Self Portrait, like all surveys, has a potential for sampling error due to the fact that not all residents of the state were interviewed. For all questions that were answered by eight hundred (800) or so respondents the potential for error is +/- 3.5%. Results for questions answered by significantly fewer than 800 respondents and results for subgroups of the population have a potential for larger variation than those for the entire sample

Appendix B - South Carolina Counties by Region

Upstate	**Midlands**	**Lowcountry**
Abbeville	Aiken	Beaufort
Anderson	Allendale	Berkeley
Cherokee	Bamberg	Charleston
Chester	Barnwell	Colleton
Fairfield	Calhoun	Dillon
Greenville	Clarendon	Dorchester
Greenwood	Chesterfield	Florence
Lancaster	Darlington	Georgetown
Laurens	Edgefield	Hampton
Newberry	Kershaw	Horry
Oconee	Lee	Jasper
Pickens	Lexington	Marion
Spartanburg	Marlboro	Williamsburg
Union	McCormick	
York	Orangeburg	
	Richland	
	Saluda	
	Sumter	

Appendix C – South Carolina State Survey

Q1. "In your opinion, what is the most important issue that will face the state over the next ten years?

Q2. "In the past five years, has the quality of life in South Carolina gotten better, gotten worse, or stayed about the same?

1. GOTTEN BETTER
2. GOTTEN WORSE
3. STAYED ABOUT THE SAME --- GO TO Q4)
4. DON'T KNOW (PROBE: "In general …")

Q3. "In what way has the quality of life gotten (ANSWER TO Q2)?

Q4. "Think about the rate at which the state is growing. Would you prefer a higher rate of growth, a lower rate of growth, or about the same level of growth as there is now?

1. HIGHER RATE OF GROWTH
2. LOWER RATE OF GROWTH
3. ABOUT THE SAME LEVEL OF GROWTH
4. DON'T KNOW (PROBE: "In general …")

Q5. "On a different topic … Please tell me if you agree or disagree with the following statement: The next generation of South Carolinians will be able to compete in the global economy.

1. AGREE
2. DISAGEEE
3. DON'T KNOW (PROBE: "In general …") ------ SKIP TO Q7.

Q6. "Why do you think the next generation of South Carolinians (will/will not) be able to compete in the global economy?

Q7. "In your opinion, what is the most important factor in choosing a place to live?"

Q8. "All in all, do you think things in South Carolina are generally headed in the right direction, or do you feel that things are off on the wrong track?"

1. RIGHT TRACK
2. WRONG TRACK
3. DON'T KNOW (DO NOT PROBE)

Q9. "Some people are interested in state political issues here in South Carolina, while others aren't that interested. How about you ... would you say you are very interested, somewhat interested, or not too interested in political issues in South Carolina?

1. VERY INTERESTED
2. SOMEWHAT INTERESTED
3. NOT TOO INTERESTED
4. DON'T KNOW (PROBE: "In general...")

Q10. "How much of the time do you think you can trust the state government … just about always, most of the time, some of the time, or never?"

1. JUST ABOUT ALWAYS
2. MOST OF THE TIME
3. SOME OF THE TIME
4. NEVER
5. DON'T KNOW (PROBE: "In general …")

Q11. "Where do you get most of your information about the state of South Carolina?"

1. TELEVISION
2. NEWSPAPERS
3. RADIO
4. INTERNET
5. OTHER (SPECIFY): ______________________________________

Q12. "Do you get most of your <u>television</u> <u>news</u> from a local news program, a national news program such as ABC, CBS, or NBC, or from some other news program?"

1. LOCAL NEWS
2. NATIONAL NEWS
3. OTHER (SPECIFY) _______________________________________
4. NEVER WATCH TELEVISION NEWS -----
5. DON'T KNOW (PROBE: "Where do you get most of your television news?")