

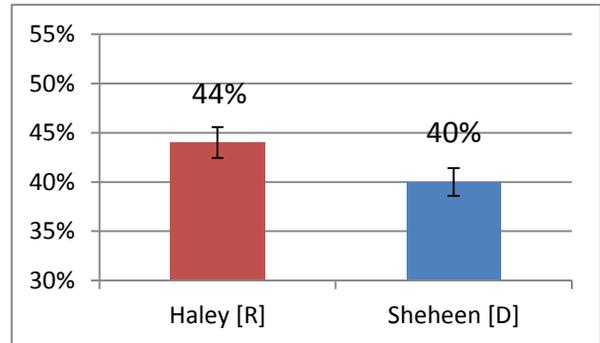
To: Democratic Governors Association
From: John Hagner and David Radloff, Clarity Campaign Labs
Date: October 18, 2013
Subject: South Carolina Governor Poll Results

On behalf of the Democratic Governors Association, Clarity Campaign Labs conducted a poll of registered voters in South Carolina on October 15th and 16th, 2013. We surveyed 760 voters at both landlines and cell phones using an operator assisted automated survey sampled from the voter file and weighted using a likely 2014 voter model based on past vote history patterns to reflect a midterm electorate in South Carolina. The margin of error is +/- 3.53%.

Our poll shows that with one year until South Carolina voters head to the polls, the race for governor is a dead heat.

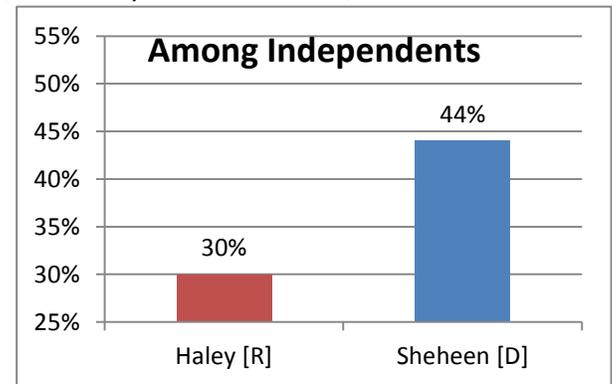
The poll shows Vincent Sheheen extremely well positioned to defeat Nikki Haley. Haley's ratings are well below 50% and, in the ballot test, Sheheen is within the margin of error with the undecided vote likely to break in his favor.

Governor Haley's approval ratings are tepid. Her favorable rating in the state is 40% and her unfavorable rating is 35%. In Greenville-Spartanburg, the state's Republican stronghold, our poll has Haley at 46%, which is down from the 58% vote share she earned in that market in 2010.



More than twice as many South Carolina voters do not yet have an opinion about Sheheen than Haley, giving him room to grow. Among voters who have an opinion about Sheheen, he actually leads 51% to 42%, with 7% undecided.

Voters in South Carolina do not register by party, but our sample is made up of 46% self-identified Republicans, 39% self-identified Democrats, and 15% self-identified Independents. This 7-point Republican self-ID advantage is similar to the 2010 exit polls, which showed an 8-point Republican advantage in a wave year (43% Republican, 35% Democratic, 23% Independent). Among these partisans, Sheheen leads Democrats 75% - 6%, with 19% undecided, while Haley leads Republicans 81% - 8%, with 11% undecided. Sheheen is already leading Haley 44% - 30% among independents.



The undecided vote is fertile ground for Sheheen, particularly given that undecideds typically break toward the challenger. This is made more likely by the fact that only 24% of undecided voters have a favorable view of Nikki Haley and only 19% have a favorable view of the Tea Party. Sheheen is getting a larger share of Republicans than Haley is of Democrats, and more Democrats are remain undecided.

As Sheheen continues to reintroduce himself around the state, consolidates the Democratic base, and undecided voters break toward the challenger, the race will only tighten further. With Haley so significantly below 50% on the head-to-head ballot and suffering from persistently low approval ratings, even in Republican strongholds, the sitting governor is deeply vulnerable in 2014.