

AMERICAN VIEWPOINT

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American Rivers October 2009 n=500

Hello, my name is _____, and I'm calling on behalf of *AMERICAN VIEWPOINT*, an independent market research firm located in Alexandria, Virginia. This is not a sales call. We are doing a survey on issues facing South Carolina today and we would like to have your opinions.

A. Are you or is anyone in your household a reporter or active in any political campaigns this year?

- | | | |
|---|-----|----------------------------|
| 1 | Yes | THANK AND TERMINATE |
| 2 | No | |

B. Are you registered to vote in Horry/Georgetown County (from sample) at this address?

- | | | |
|---|-----|-----------------|
| 1 | Yes | GO TO Q1 |
| 2 | No | GO TO QC |

C. Is there anyone in your household who is registered to vote in Horry/Georgetown County at this address? **IF YES ASK: May I please speak to that person?**

- | | | |
|---|-----|----------------------------|
| 1 | Yes | REPEAT INTRODUCTION |
| 2 | No | THANK AND TERMINATE |

1. Thinking back on the different state and federal elections in which you have been eligible to vote in the past few years, would you say that you have **READ RESPONSES 1 THROUGH 5**

Total	Horry	Georgetown	
58%	63%	52%	Voted in all of these elections
15%	15%	16%	Voted in almost all elections
18%	17%	20%	Voted in most of them
9%	6%	11%	Voted in about half of them

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2. Generally speaking, would you say that things in this part of South Carolina are headed in the right direction, or do you think that things have gotten off on the wrong track?

Total	Horry	Georgetown	
30%	27%	33%	Right direction
58%	63%	53%	Wrong track
11%	9%	13%	Don't Know
1%	*	2%	Refused

3. Do you approve or disapprove of the way the Horry/Georgetown County Council is handling its job?
IF APPROVE OR DISAPPROVE, ASK: Would that be strongly approve/disapprove or just somewhat approve/disapprove?

Total	Horry	Georgetown	
9%	6%	13%	Strongly approve
41%	42%	41%	Somewhat approve
16%	15%	16%	Somewhat disapprove
21%	23%	20%	Strongly disapprove
12%	14%	9%	Don't know
*	*	1%	Refused
51%	48%	54%	TOTAL APPROVE
37%	38%	37%	TOTAL DISAPPROVE

4. Overall, would you say it is very important, somewhat important, not too important, or not at all important to protect the Waccamaw River?

Total	Horry	Georgetown	
66%	66%	66%	Very important
27%	29%	26%	Somewhat important
3%	3%	2%	Not too important
*	0%	1%	Not at all important
4%	2%	5%	Don't know
*	1%	*	Refused
93%	94%	91%	TOTAL VERY OR SOMEWHAT
3%	3%	3%	TOTAL NOT TOO OR NOT AT ALL

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ROTATE Q5, Q6, Q7 & Q8

I'm going to read you a list of several reasons to protect the Waccamaw River from pollution and development. Please tell me if you think this reason is a very important, somewhat important, not too important or not at all important reason to protect the Waccamaw River. The first one is...

5. The Waccamaw River is a nearby and affordable destination point for families to spend time outside together.

Total	Horry	Georgetown	
50%	45%	55%	Very important
41%	45%	37%	Somewhat important
5%	4%	6%	Not too important
4%	6%	2%	Not at all important
*	*	1%	Don't know
0%	0%	0%	Refused
91%	90%	92%	TOTAL VERY OR SOMEWHAT
9%	10%	8%	TOTAL NOT TOO OR NOT AT ALL

6. The Waccamaw River is a source of drinking water for local communities.

Total	Horry	Georgetown	
71%	69%	73%	Very important
16%	19%	14%	Somewhat important
4%	5%	3%	Not too important
3%	2%	4%	Not at all important
5%	5%	6%	Don't know
*	0%	1%	Refused
87%	88%	86%	TOTAL VERY OR SOMEWHAT
7%	7%	7%	TOTAL NOT TOO OR NOT AT ALL

7. The Waccamaw River provides beautiful views.

Total	Horry	Georgetown	
50%	50%	50%	Very important
40%	40%	40%	Somewhat important
5%	6%	4%	Not too important
4%	4%	5%	Not at all important
1%	0%	2%	Don't know
*	*	0%	Refused
90%	90%	89%	TOTAL VERY OR SOMEWHAT
9%	10%	9%	TOTAL NOT TOO OR NOT AT ALL

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8. The Waccamaw River is a home for wildlife.

Total	Horry	Georgetown	
72%	72%	71%	Very important
22%	22%	23%	Somewhat important
1%	1%	2%	Not too important
4%	5%	2%	Not at all important
1%	1%	2%	Don't know
0%	0%	0%	Refused
94%	94%	94%	TOTAL VERY OR SOMEWHAT
5%	6%	5%	TOTAL NOT TOO OR NOT AT ALL

ROTATE Q9 THRU Q11

9. Would you support or oppose state or local governments strengthening the laws and regulations that require developers along the Waccamaw River in Horry and Georgetown counties to take steps to control pollution and protect important natural areas?

Total	Horry	Georgetown	
60%	60%	61%	Strongly support
27%	27%	27%	Somewhat support
4%	5%	4%	Somewhat oppose
5%	5%	5%	Strongly oppose
3%	2%	4%	Don't know
*	0%	*	Refused
87%	87%	87%	TOTAL SUPPORT
9%	10%	8%	TOTAL OPPOSE

10. Would you support or oppose state or local governments offering tax breaks or cash payments to developers who voluntarily take steps to control pollution and protect important natural areas?

Total	Horry	Georgetown	
36%	38%	34%	Strongly support
31%	29%	33%	Somewhat support
11%	11%	10%	Somewhat oppose
18%	18%	17%	Strongly oppose
5%	4%	5%	Don't know
0%	0%	0%	Refused
67%	66%	68%	TOTAL SUPPORT
28%	30%	27%	TOTAL OPPOSE

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11. Would you support or oppose state or local governments purchasing land along the Waccamaw River in Horry and Georgetown counties to control pollution and protect important natural areas?

Total	Horry	Georgetown	
45%	40%	51%	Strongly support
29%	34%	25%	Somewhat support
10%	10%	10%	Somewhat oppose
9%	10%	8%	Strongly oppose
5%	5%	6%	Don't know
1%	1%	*	Refused
75%	73%	76%	TOTAL SUPPORT
19%	20%	18%	TOTAL OPPOSE

I would now like to tell you a little bit about the Waccamaw River Blue Trail. This trail, much like a hiking trail but on the Waccamaw River may be established in Horry and Georgetown counties to promote boating and enjoyment of the river, protect the river's scenic beauty as well as to protect the river from pollution and wildlife habitat from development.

12. Based on what I have told you about the Waccamaw River Blue Trail...Do you support or oppose the development of this trail?

Total	Horry	Georgetown	
45%	44%	46%	Strongly support
35%	39%	30%	Somewhat support
7%	4%	10%	Somewhat oppose
8%	10%	6%	Strongly oppose
5%	3%	8%	Don't know
*	0%	*	Refused
80%	83%	76%	TOTAL SUPPORT
15%	14%	16%	TOTAL OPPOSE

13. Would you be more likely or less likely to support a candidate for Horry/Georgetown County Council who pledged to work to establish the Waccamaw River Blue Trail or would it not make a difference in your support?

Total	Horry	Georgetown	
19%	17%	21%	Much more likely
21%	23%	19%	Somewhat more likely
5%	8%	2%	Somewhat less likely
3%	5%	2%	Much less likely
47%	42%	51%	No difference
5%	4%	5%	Don't know
*	1%	0%	Refused
40%	40%	39%	TOTAL MORE LIKELY
9%	13%	5%	TOTAL LESS LIKELY

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14. When thinking about candidates for public office, would you say that a candidate's positions or views on nature protection or pollution control are very important to you as you make your decision whether to support that particular candidate, somewhat important, not too important or not at all important?

Total	Horry	Georgetown	
38%	38%	38%	Very important
45%	46%	44%	Somewhat important
7%	8%	6%	Not too important
9%	8%	11%	Not at all important
1%	*	1%	Don't know
0%	0%	0%	Refused
83%	84%	82%	TOTAL VERY/SOMEWHAT IMPORTANT
16%	16%	17%	TOTAL NOT TOO/NOT AT ALL IMPORTANT

15. Thinking still about the Waccamaw River and this proposal to create a trail on the water in Horry and Georgetown counties to promote boating and enjoyment of the river as well as to protect the river from pollution...I would like to read you several names that have been suggested for this trail and have you tell me which one you believe best describes the idea of a trail on the Waccamaw River. **ROTATE**

Total	Horry	Georgetown	
50%	52%	49%	Waccamaw River Nature Trail
14%	16%	11%	Waccamaw River Blue Trail
13%	13%	14%	Waccamaw River Water Trail
8%	6%	10%	Waccamaw River Boating Trail
2%	1%	2%	Waccamaw River Paddle Trail
6%	5%	6%	None of the above
6%	7%	6%	Don't know
1%	1%	2%	Refused

I would now like to read you several statements that some local officials have made about why it is important to establish this trail on the Waccamaw River in order to protect the river from pollution and development. After I read each statement, please tell me if you find that particular statement a very compelling reason to establish the trail, a somewhat compelling reason, not too compelling a reason or not a compelling reason at all. The first statement is...**ROTATE**

16. We must establish this river trail to ensure that families have the opportunity to enjoy nature together.

Total	Horry	Georgetown	
44%	46%	42%	Very compelling
41%	40%	43%	Somewhat compelling
5%	5%	5%	Not too compelling
8%	9%	8%	Not at all compelling
1%	*	2%	Don't know
*	*	0%	Refused
85%	85%	85%	TOTAL VERY OR SOMEWHAT
13%	14%	13%	TOTAL NOT TOO OR NOT AT ALL

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17. We must establish this river trail to protect our local water supply from pollution.

Total	Horry	Georgetown	
63%	61%	65%	Very compelling
29%	30%	28%	Somewhat compelling
1%	1%	2%	Not too compelling
6%	7%	4%	Not at all compelling
1%	0%	1%	Don't know
*	1%	0%	Refused
92%	91%	92%	TOTAL VERY OR SOMEWHAT
7%	8%	6%	TOTAL NOT TOO OR NOT AT ALL

18. We must establish this river trail today because a healthy river will be less vulnerable to global warming in the future.

Total	Horry	Georgetown	
38%	35%	42%	Very compelling
34%	39%	30%	Somewhat compelling
6%	5%	8%	Not too compelling
17%	18%	16%	Not at all compelling
3%	3%	4%	Don't know
*	*	*	Refused
73%	74%	72%	TOTAL VERY OR SOMEWHAT
24%	23%	24%	TOTAL NOT TOO OR NOT AT ALL

19. This river is public property, and we must establish this river trail to ensure that residents have access to it even if they don't own waterfront property.

Total	Horry	Georgetown	
43%	42%	44%	Very compelling
38%	39%	37%	Somewhat compelling
5%	7%	4%	Not too compelling
10%	10%	11%	Not at all compelling
3%	1%	5%	Don't know
*	1%	0%	Refused
81%	82%	81%	TOTAL VERY OR SOMEWHAT
15%	17%	14%	TOTAL NOT TOO OR NOT AT ALL

20. We must establish this trail to protect the scenic beauty of the river.

Total	Horry	Georgetown	
41%	37%	44%	Very compelling
44%	50%	39%	Somewhat compelling
5%	5%	5%	Not too compelling
9%	8%	9%	Not at all compelling
1%	0%	3%	Don't know
*	*	0%	Refused
85%	87%	83%	TOTAL VERY OR SOMEWHAT
14%	13%	14%	TOTAL NOT TOO OR NOT AT ALL

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21. We must establish this trail because preserving natural areas also helps protect us from floods.

Total	Horry	Georgetown	
56%	55%	56%	Very compelling
29%	31%	28%	Somewhat compelling
6%	6%	5%	Not too compelling
7%	6%	8%	Not at all compelling
2%	1%	3%	Don't know
*	*	0%	Refused
85%	86%	84%	TOTAL VERY OR SOMEWHAT
13%	12%	13%	TOTAL NOT TOO OR NOT AT ALL

22. Approximately how many times each year would you say you spend time along the Waccamaw River, fishing, boating, watching birds and other wildlife, having picnics and cookouts along the bank or other activities like this?

Total	Horry	Georgetown	
32%	32%	32%	Have not participated
35%	36%	33%	Less than 5 times
14%	15%	12%	Between 6 and 10
19%	17%	21%	11 or more
1%	*	1%	Don't know
0%	0%	0%	Refused

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Now, I have just a few questions for statistical purposes...

D1 Generally speaking, do you think of yourself as **ROTATE** a Republican, a Democrat, an Independent, or something else?

Total	Horry	Georgetown	
36%	37%	34%	Republican
28%	25%	31%	Democrat
24%	24%	23%	Independent
8%	10%	7%	Other
1%	1%	1%	Don't know
3%	2%	3%	Refused

D2 What is your age?

Total	Horry	Georgetown	
8%	8%	8%	18-24
5%	3%	7%	25-29
9%	12%	5%	30-34
6%	7%	5%	35-39
9%	8%	9%	40-44
8%	8%	7%	45-49
10%	9%	11%	50-54
9%	10%	8%	55-59
11%	9%	13%	60-64
9%	9%	8%	65-69
7%	6%	8%	70-74
10%	10%	10%	75 and over
1%	1%	1%	Refused

D3 Which of the following income groups includes your total household income in 2008 before taxes?

Total	Horry	Georgetown	
11%	9%	13%	Under \$20,000
10%	8%	12%	\$20,000 - \$29,999
8%	8%	7%	\$30,000 - \$39,999
10%	12%	9%	\$40,000 - \$49,999
13%	12%	14%	\$50,000 - \$74,999
11%	12%	10%	\$75,000 - \$99,999
4%	5%	4%	\$100,000 - \$124,999
10%	9%	11%	\$125,000 And Over
6%	7%	4%	Don't know
17%	18%	17%	Refused

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D4 How long have you lived in Horry/Georgetown County?

Total	Horry	Georgetown	
11%	16%	7%	Less than 5 years
13%	14%	11%	5-10 years
38%	38%	38%	Over 10 years
36%	30%	42%	Native / All my life
1%	1%	*	Don't know
1%	1%	1%	Refused

D5 Do you have any children under 18 years old living at home?

Total	Horry	Georgetown	
33%	34%	32%	Yes
66%	65%	67%	No
1%	1%	1%	Refused

D6 What is the last grade of school you completed?

Total	Horry	Georgetown	
2%	2%	2%	Grade School or Less (1-8)
4%	4%	5%	Some High School
31%	30%	33%	High School Graduate
3%	1%	5%	Vocational / Technical Training
8%	9%	7%	Some College (Less Than 2 Years)
11%	11%	11%	Some College (2 Years Or More)
26%	26%	26%	College Graduate
11%	14%	9%	Post Graduate Work
3%	4%	2%	Don't know/Refused

D7 Do you consider yourself to be White, African American, Hispanic, Asian, or something else?

Total	Horry	Georgetown	
69%	79%	59%	White
24%	14%	34%	African American
1%	*	1%	Hispanic
0%	0%	0%	Asian
3%	3%	4%	Other / Something Else
*	0%	*	Don't Know
3%	4%	2%	Refused

D8 Gender

Total	Horry	Georgetown	
48%	48%	48%	Male
52%	52%	52%	Female

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D9 Geographic region
RECORD FROM SAMPLE

D10 Record Zip Code
RECORD FROM SAMPLE

County

Total	Horry	Georgetown	
50%	0%	100%	Georgetown
50%	100%	0%	Horry