

South Carolina Democrat Primary News Consumption Study



N= 500 Likely Democrat Primary Voters

Phone survey conducted from 6/20 – 6/22

www.lptad.com/research

Image of Candidates

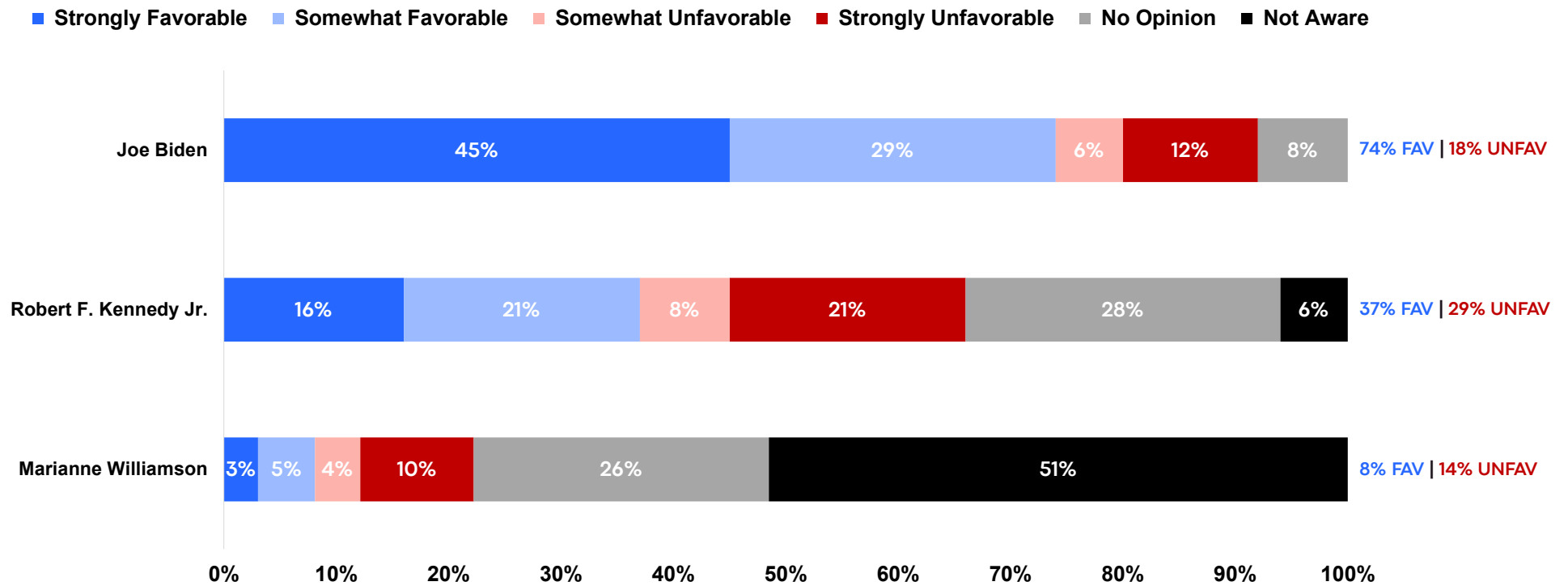
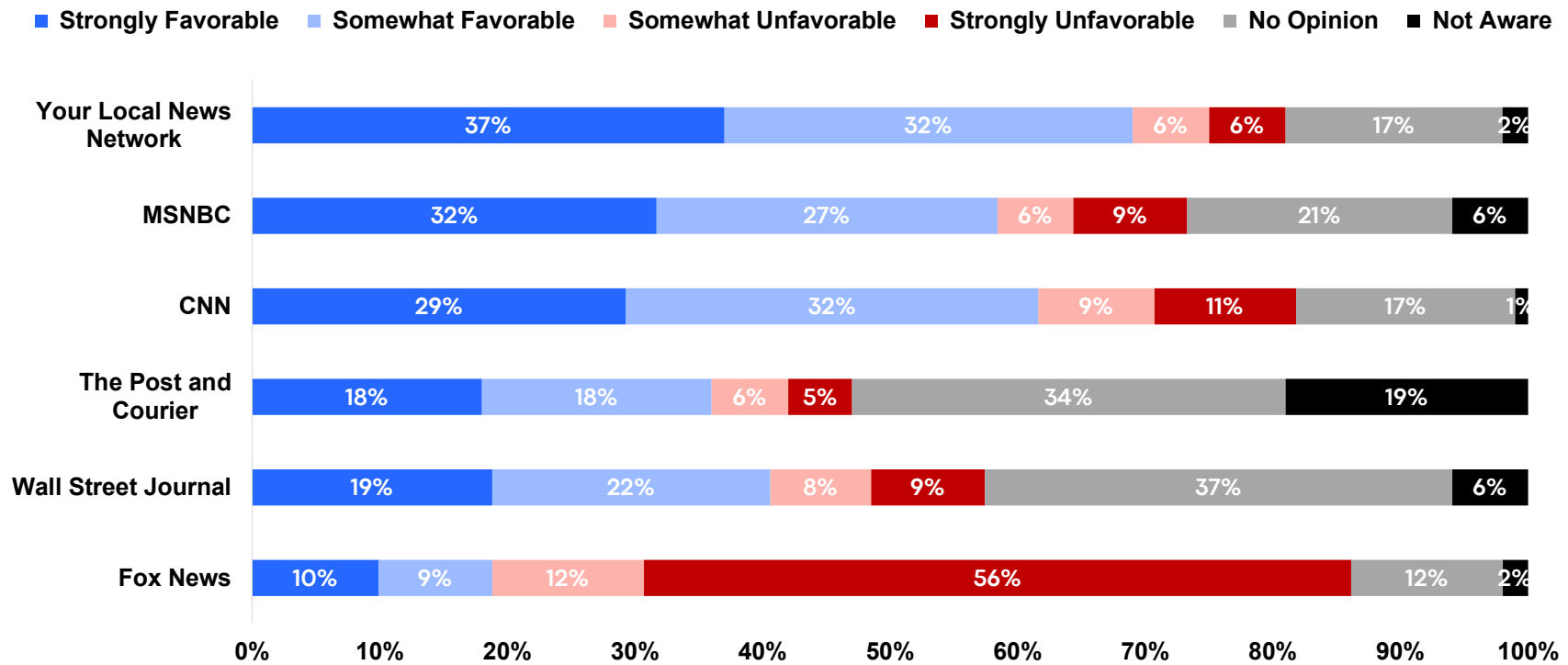
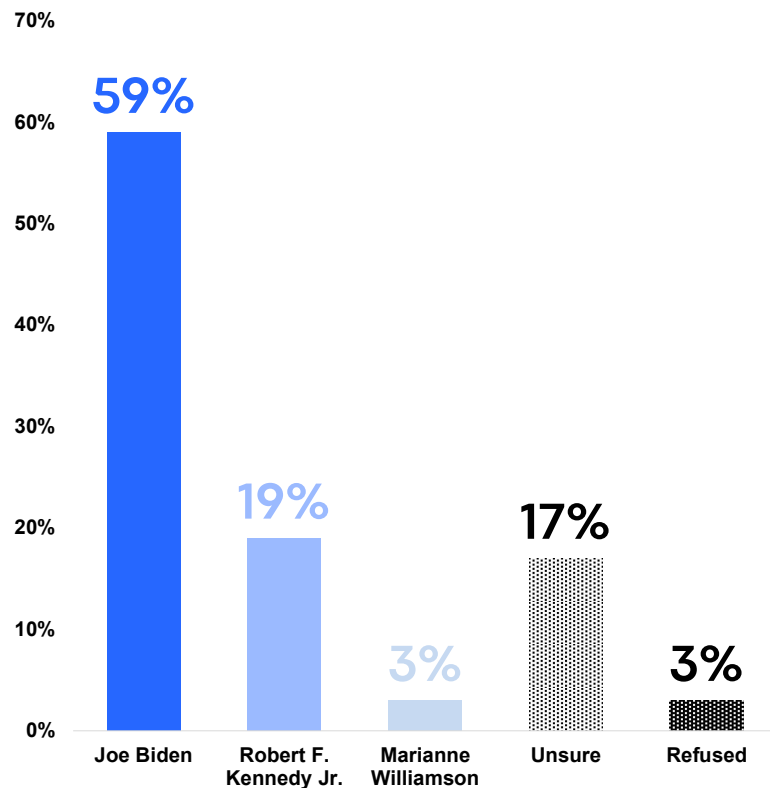


Image of News Outlets



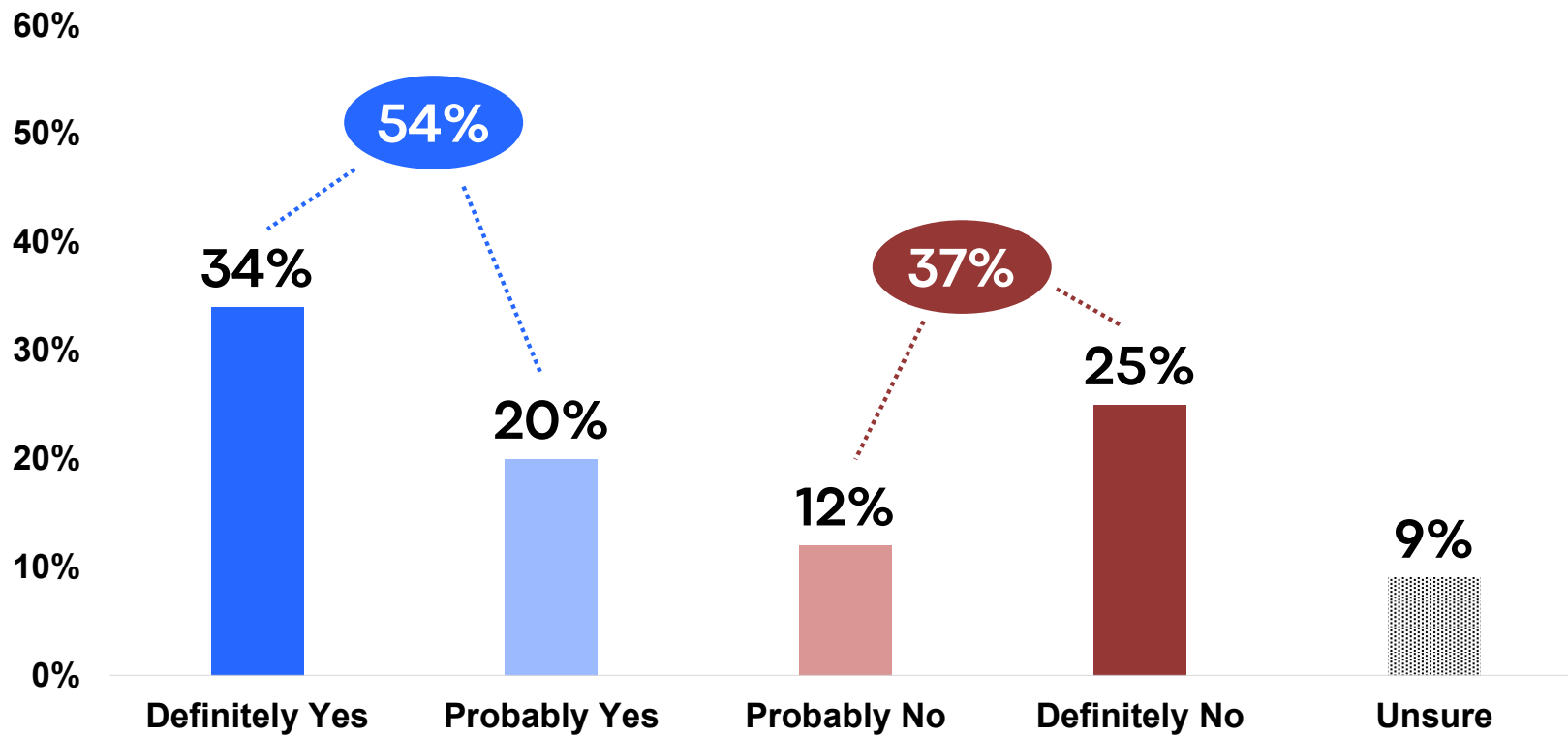
Democrat Primary Ballot

If the Democrat Primary were held today, who would you vote for if the candidates were:



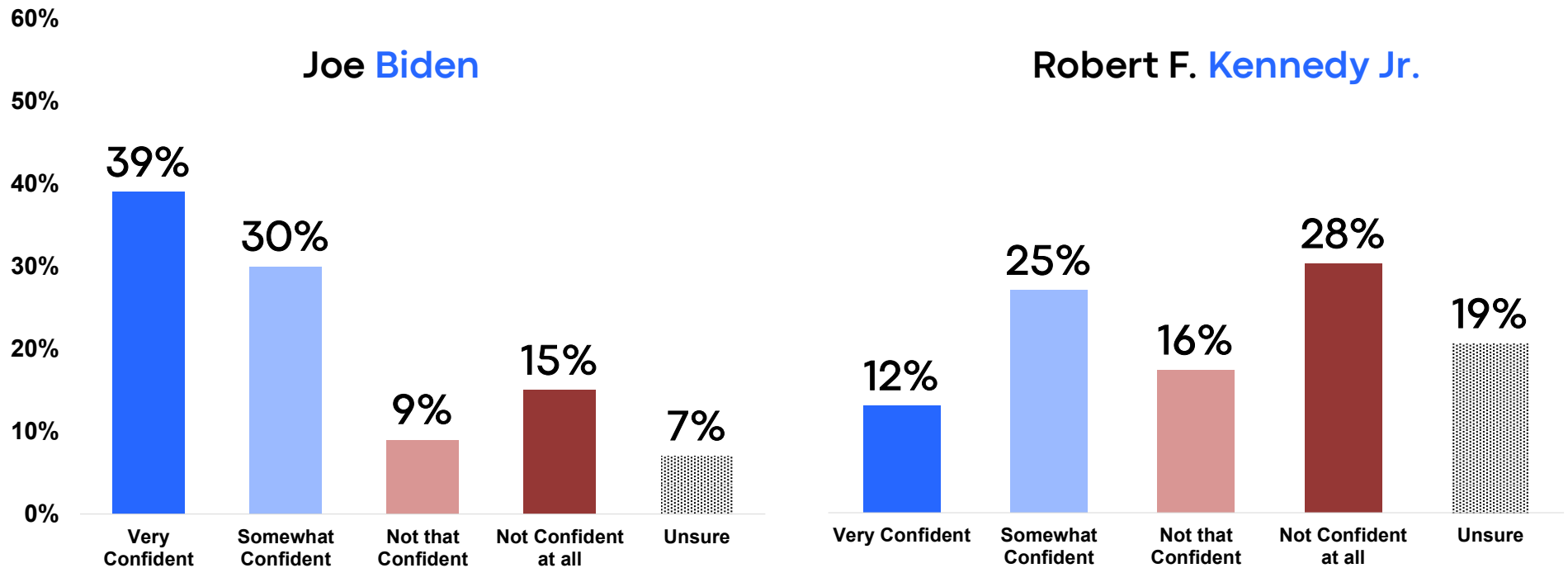
	Joe Biden	RFK Jr.	Williamson	Unsure
TOPLINE	59%	19%	3%	17%
Favorable Opinion of CNN	65%	16%	4%	14%
Unfavorable Opinion of CNN	39%	29%	4%	20%
Favorable Opinion of MSNBC	66%	15%	3%	15%
Unfavorable Opinion of MSNBC	46%	32%	3%	12%
Want Biden to Run for President	86%	7%	1%	6%
Don't want Biden to Run for President	25%	38%	7%	23%
Not Confident that Biden can beat GOP President	11%	50%	7%	24%
Very Liberal	71%	10%	2%	15%
Somewhat Liberal	68%	13%	5%	14%
Somewhat Conservative	40%	35%	4%	15%
Very Conservative	42%	38%	0%	15%
Moderate	59%	18%	5%	16%
Less than \$49,000	53%	22%	5%	18%
\$50,000 to \$100,000	56%	21%	5%	16%
\$101,000 - \$150,000	70%	20%	0%	8%
Over \$150,000	72%	14%	3%	9%
High school or Less	52%	23%	3%	20%
AA Degree	51%	26%	2%	19%
Bachelor's Degree	65%	11%	7%	15%
Post-graduate	71%	15%	3%	10%
CD 1	55%	18%	3%	20%
CD 2	66%	20%	0%	11%
CD 3	61%	20%	0%	16%
CD 4	49%	22%	5%	23%
CD 5	50%	21%	6%	19%
CD 6	60%	16%	5%	17%
CD 7	67%	19%	3%	10%
18-29	48%	10%	18%	25%
30-44	53%	17%	4%	23%
45-54	56%	22%	2%	17%
55-64	55%	20%	1%	20%
65-74	70%	19%	2%	9%
75+	61%	20%	3%	13%
White	63%	15%	3%	15%
African American	56%	22%	3%	19%
1 of 4	51%	20%	3%	25%
2 of 4	56%	22%	4%	15%
3 of 4	57%	22%	3%	16%
4 of 4	68%	12%	3%	13%
Under 55	53%	18%	6%	21%
55+	62%	20%	2%	14%

Do you want Joe Biden to Run for President Again?



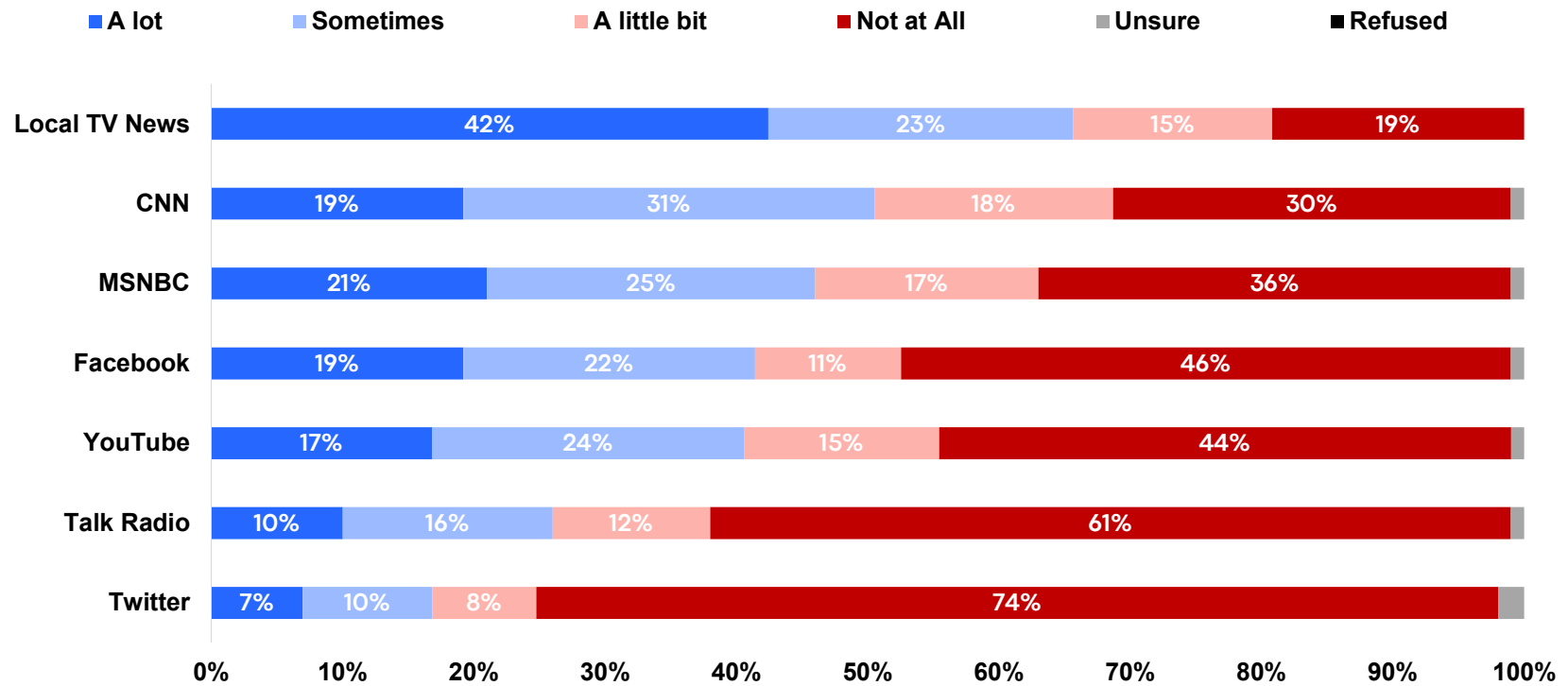
Confidence to Beat GOP Candidate

How confident are you in _____ beating the Republican Presidential Nominee in the 2024 November General Election



News Consumption

How often do you use/watch/listen to...



Methodology

N= 500 Likely Democrat Primary Voters | 61% Cell Phone | 39% Landline

Primary Vote History:

1 of 4: 19%
2 of 4: 29%
3 of 4: 26%
4 of 4: 26%

Race:

White: 46%
*African
American: 51%*
Other: 3%

Age:

18-29: 7%
30-44: 18%
45-54: 15%
55-64: 20%
65-74: 24%
75+: 17%

Gender:

Female: 60%
Male: 40%

Ideology

Very Liberal: 24%
Somewhat Liberal: 18%
Moderate: 25%
Somewhat Conservative: 13%
Very Conservative: 11%

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