



Memorandum

The following memo is based on a National Research Inc. survey of 500 likely South Carolina Republican Primary voters. The survey was conducted on May 24-25, 2023. The margin of error for this survey is +/- 4.38% at the 95% confidence interval. The survey was commissioned by American Greatness.

State of the GOP Primary

Former President Donald Trump holds a 25-point lead over Governor Ron DeSantis in a multi-candidate ballot, 43%-18%, among likely South Carolina Republican Primary voters. Of note: South Carolina's U.S. Senator Tim Scott and former South Carolina Governor Nikki Haley combine for 22% of the vote.

Current Ballot

Trump holds a 29-point lead over DeSantis among voters who are favorable to both candidates. He also holds double digit leads over voters who are most engaged and motivated to vote in the primary, as well as among those who have seen ads on behalf of both candidates. Scott and Haley combine for double digits among these segments of the primary electorate.

	Total	Favorable of Both Trump & DeSantis	Definitely Vote & 9-10 Vote Interest	Seen Ads About Trump & DeSantis
Trump	43%	53%	47%	44%
DeSantis	18%	24%	19%	26%
Scott	12%	8%	12%	11%
Haley	10%	2%	9%	7%
Ramaswamy	1%	1%	1%	--
Hutchinson	1%	--	--	2%
Pence	1%	--	1%	--
Sununu	1%	--	1%	1%
Und/Other/Ref	13%	12%	10%	9%

Perceptual Attributes

Former President Trump holds a commanding lead over Governor DeSantis on who primary voters feel is the best candidate to improve our economy. He is also seen as a stronger voice against far-left progressives and is seen as more compassionate to the plight of these voters. Trump holds a marginal lead over DeSantis when it comes to which candidate has the best chance to defeat President Biden.

	Trump	DeSantis	Spread
Best to Improve Our Economy	60%	11%	T+49
Strongest to Oppose Far-Left Progressives	42%	20%	T+22
Cares About Needs and Concerns of People Like Me	36%	19%	T+17
Has the Best Chance of Defeating Joe Biden	34%	29%	T+5

Other Key Findings

South Carolina Republican Primary voters are most concerned with liberal politicians and the policies they are trying to enact in Washington, DC. Other concerns reaching double digit mentions are the crisis at the border, taxes and the cost of living, and protecting the integrity of our elections.

	Total
Liberal Politicians in DC	20%
Border Security	18%
Taxes and Cost of Living	11%
Election / Ballot Security	10%
China/Iran	9%
Abortion	5%
Second Amendment Rights	3%
Crime	3%
Public School Curriculum	3%
Retirement Security	2%
Other/All/None/Undecided/Refused	16%

Survey Demographics

<u>Party Affiliation</u>	<u>Total</u>
Republican	84%
Independent/Unaffiliated	11%
Democrat	5%

<u>Gender</u>	
Male	49%
Female	51%

<u>Race/Ethnicity</u>	
Non-Hispanic White	80%
African American	17%
Hispanic/Latino	1%
Asian/Indian	1%
Other/Refused	1%

<u>Age</u>	
18-34	8%
35-44	9%
45-54	14%
55-64	20%
65+	49%

Data Collection Method
Live Telephone Interviews (Landline and Cell)
& Text-To-Online

Sample Source
Voter List

National Research Inc. is a Republican survey research firm located in central New Jersey. They are not affiliated with any current 2024 Presidential candidate. They have been the campaign pollster for successful Republican presidential, gubernatorial, and congressional campaigns for the past 30 years. In addition to their political polling, they've conducted opinion research in the gaming, finance, retail, telecommunications, and energy spaces.