



# 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 June 19-21, 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 has maintained his lead over Florida Governor Ron DeSantis among likely South Carolina primary voters. Trump now leads DeSantis 41%-18% in the multi-candidate ballot; last month, he led DeSantis 43%-18%. This change is well within the survey's margin of error (+/- 4.38%), so it is not statistically significant. Tim Scott and Nikki Haley combine for 18% of the vote in their home state.

## Overall: Ballot Trend

	<u>Current Results:</u> June 2023	<u>Previous Results:</u> May 2023	Change
Trump	41%	43%	-2
DeSantis	18%	18%	--
Scott	10%	12%	-2
Haley	8%	10%	-2
Christie	3%	n/a	+3
Pence	3%	1%	+2
Ramaswamy	1%	1%	--
Hutchinson	1%	1%	--
Sununu	n/a	1%	n/a
Undecided/Other/Ref	15%	13%	+2

(\*\*Numbers may not sum to 100% due to rounding)

### Current Ballot: June 2023

We continue to see the difficult challenge facing Governor DeSantis: he once again trails the ballot among voters who have a favorable opinion of him. This is a difficult predicament for any candidate; losing among your own "favorables" leaves few options in terms of growing your vote share. DeSantis trails Trump by 29-points among voters who are favorable toward both candidates.

	Total	Favorable Trump	Favorable DeSantis	Favorable Both
Trump	41%	59%	42%	52%
DeSantis	18%	18%	26%	23%
Scott	10%	7%	11%	8%
Haley	8%	2%	4%	2%
Christie	3%	--	--	--
Pence	3%	1%	1%	1%
Ramaswamy	1%	1%	2%	2%
Hutchinson	1%	--	--	--
Undecided/Other/Ref	15%	12%	14%	12%

### Perceptual Attributes

Former President Trump continues to hold a large perceptual advantage over Governor DeSantis when it comes to improving the economy. Despite the culture wars we are seeing in Florida, South Carolina Primary voters see Trump as stronger to take on far-left progressives.

### CURRENT RESULTS: JUNE 2023

	Trump	DeSantis	Spread
Best to Improve Our Economy	59%	12%	T +47
Strongest to Oppose Far-Left Progressives	48%	20%	T +28
Cares About Needs and Concerns of People Like Me	41%	17%	T +24
Best Chance of Beating Joe Biden	38%	28%	T +10

## PREVIOUS RESULTS: MAY 2023

	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
Best Chance of Beating Joe Biden	34%	29%	T +5

### Other Key Findings

- President Trump's Image Rating is 70% Favorable/29% Unfavorable.
- Governor DeSantis's Image Rating is 68% Favorable/26% Unfavorable.
- Ad recall is higher for DeSantis (72%) than for Trump (52%) among these voters.
- The top issues for these voters: Liberal Politicians in Washington (23%); Border Security (14%); Election Security (12%); and Taxes and the Cost of Living (12%).

## Survey Demographics

<b><u>Party Affiliation</u></b>	<b><u>Total</u></b>
Republican	84%
Independent/Unaffiliated	11%
Democrat	5%
<b><u>Gender</u></b>	
Male	49%
Female	51%
<b><u>Race/Ethnicity</u></b>	
Non-Hispanic White	80%
African American	17%
Hispanic/Latino	1%
Asian/Indian	1%
Other/Refused	1%
<b><u>Age</u></b>	
18-34	8%
35-44	9%
45-54	14%
55-64	20%
65+	49%
<b><u>Data Collection Method</u></b>	
Live Telephone Interviews (Landline and Cell) & Text-To-Online	
<b><u>Sample Source</u></b>	
Voter List	

*National Research Inc. is a Republican survey research firm located in central New Jersey. 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.*