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.

	<u>Current Results:</u> June 2023	Previous Results: 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

Overall: Ballot Trend

(**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

Party AffiliationTotalRepublican84%Independent/Unaffiliated11%Democrat5%Gender5%Male49%Female51%Race/Ethnicity80%Non-Hispanic White80%African American17%Hispanic/Latino1%Other/Refused1%Asian/Indian1%Other/Refused1%55-6420%65+49%Data Collection MethodLive Telephone Interviews (Landline and Cell) & Text-To-OnlineSample Source1			
Independent/Unaffiliated 11% Democrat 5% Gender Male 49% Female 51% Race/Ethnicity Non-Hispanic White 80% African American 17% Hispanic/Latino 1% Asian/Indian 1% Other/Refused 1% Age 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	Party Affiliation	<u>Total</u>	
Democrat5%Gender Male49% FemaleMale49% FemaleFemale51%Race/Ethnicity Non-Hispanic White80% African AmericanAfrican American17% Hispanic/LatinoAfrican American1% Other/RefusedAsian/Indian1% Other/RefusedMaio1%Age 18-348% 35-4435-449% 45-5445-5414% 55-6455-6420% 65+Age Live Telephone Interviews (Landline and Cell) & Text-To-Online	Republican	84%	
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Non-Hispanic White80%African American17%Hispanic/Latino1%Asian/Indian1%Other/Refused1%Age1%18-348%35-449%45-5414%55-6420%65+49%Data Collection MethodLive Telephone Interviews (Landline and Cell) & Text-To-Online	Female	51%	
Non-Hispanic White80%African American17%Hispanic/Latino1%Asian/Indian1%Other/Refused1%Age1%18-348%35-449%45-5414%55-6420%65+49%Data Collection MethodLive Telephone Interviews (Landline and Cell) & Text-To-Online			
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Hispanic/Latino1%Asian/Indian1%Other/Refused1%Age1%18-348%35-449%45-5414%55-6420%65+49%Data Collection MethodLive Telephone Interviews (Landline and Cell) & Text-To-Online	Non-Hispanic White	80%	
Asian/Indian 1% Other/Refused 1% Age 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	African American	17%	
Other/Refused1%Age8%18-348%35-449%45-5414%55-6420%65+49%Data Collection MethodLive Telephone Interviews (Landline and Cell) & Text-To-Online	Hispanic/Latino	1%	
Age 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	Asian/Indian	1%	
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	Other/Refused	1%	
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			
35-449%45-5414%55-6420%65+49%Data Collection MethodLive Telephone Interviews (Landline and Cell) & Text-To-Online	Age		
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55-6420%65+49%Data Collection MethodLive Telephone Interviews (Landline and Cell) & Text-To-Online	35-44	9%	
65+ 49% Data Collection Method Live Telephone Interviews (Landline and Cell) & Text-To-Online	45-54	14%	
Data Collection Method Live Telephone Interviews (Landline and Cell) & Text-To-Online	55-64	20%	
Live Telephone Interviews (Landline and Cell) & Text-To-Online	65+	49%	
Live Telephone Interviews (Landline and Cell) & Text-To-Online			
Text-To-Online	Data Collection Method		
	Live Telephone Interviews (Landline and Cell) &		
Sample Source	Text-To-Online		
Sample Source			
	Sample Source		
Voter List	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.