co/efficient

South Carolina
2026 Republican Primary

Image and Ballot Testing
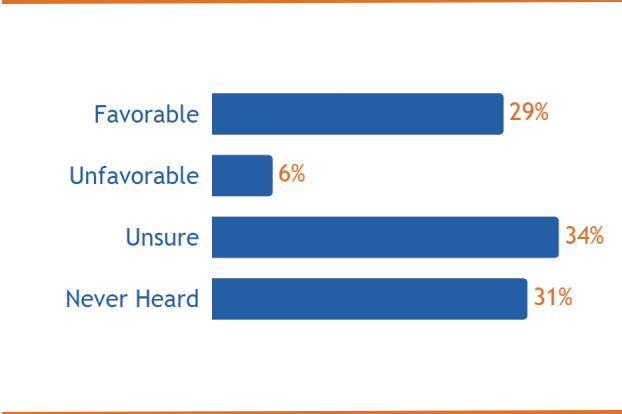## September 19th, 2025

Trump Image

	Favorable	Unfavorable	Unsure
Favorable	87%		
Unfavorable	7%		
Unsure	6%		
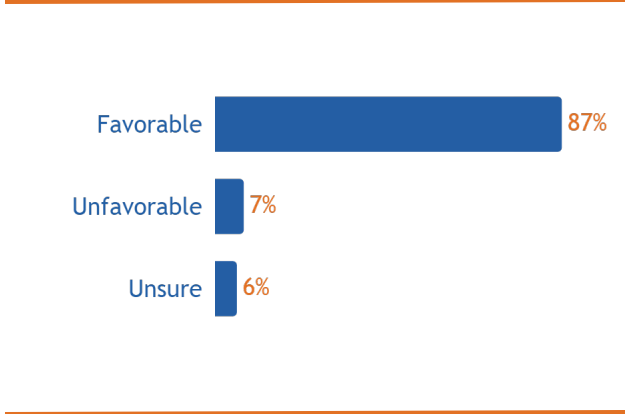
Full Question:
What is your opinion of President Donald Trump?

	Favorable	Unfavorable	Unsure
Female	87%	7%	5%
Male	87%	7%	6%
18-34	55%	18%	27%
35-44	81%	16%	3%
45-54	81%	7%	11%
55-64	92%	7%	1%
65+	91%	5%	4%
Conserv	93%	3%	4%
Moderate	42%	43%	16%
White	88%	7%	5%
Non-White	79%	14%	7%
HS	93%	4%	3%
Some Coll	87%	5%	8%
College	85%	8%	7%
Grad+	75%	20%	5%
4 of 4	79%	14%	7%
3 of 4	90%	5%	5%
2 of 4	91%	5%	4%
1 of 4	88%	6%	6%
0 of 4	92%	2%	6%
Greenville	87%	6%	7%
Charleston	87%	7%	6%
Columbia	78%	15%	7%
Myrtle Beach	96%	3%	1%
Charlotte	89%	7%	4%
Other DMA	91%	6%	3%
Suburban	86%	8%	6%
Rural	89%	6%	5%

c/e

Evette Image

	Favorable	Unfavorable	Unsure	Never Heard
Favorable	29%			
Unfavorable	6%			
Unsure	34%			
Never Heard	31%			

Full Question:
What is your opinion of Pamela Evette?

	Favorable	Unfavorable	Unsure	Never Heard
Female	24%	7%	37%	32%
Male	34%	5%	31%	30%
18-34	14%	26%	35%	26%
35-44	15%	3%	18%	64%
45-54	25%	6%	39%	30%
55-64	17%	7%	39%	36%
65+	38%	4%	33%	25%
Conserv	30%	4%	34%	32%
Moderate	17%	23%	34%	26%
White	28%	6%	35%	31%
Non-White	37%	5%	27%	31%
HS	29%	5%	36%	30%
Some Coll	29%	2%	32%	37%
College	27%	13%	31%	29%
Grad+	29%	8%	38%	25%
4 of 4	41%	7%	31%	21%
3 of 4	37%	9%	38%	16%
2 of 4	21%	4%	38%	38%
1 of 4	22%	6%	32%	41%
0 of 4	22%	2%	29%	47%
Greenville	30%	10%	37%	22%
Charleston	22%	4%	33%	40%
Columbia	37%	3%	29%	31%
Myrtle Beach	44%	2%	36%	18%
Charlotte	15%	8%	32%	44%
Other DMA	8%	2%	32%	58%
Suburban	29%	7%	34%	29%
Rural	28%	4%	34%	34%

c/e

Mace Image

	Favorable	Unfavorable	Unsure	Never Heard
Favorable	36%			
Unfavorable	26%			
Unsure	32%			
Never Heard	6%			
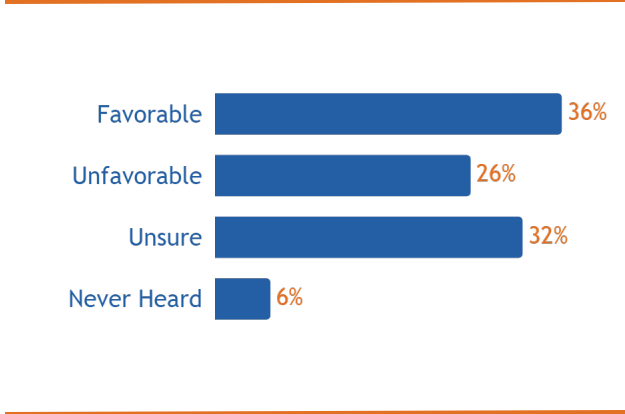
Full Question:
What is your opinion of Nancy Mace?

	Favorable	Unfavorable	Unsure	Never Heard
Female	31%	26%	37%	6%
Male	41%	27%	27%	6%
18-34	21%	65%	2%	12%
35-44	43%	40%	10%	8%
45-54	32%	27%	33%	8%
55-64	43%	17%	36%	5%
65+	35%	24%	37%	5%
Conserv	38%	23%	33%	6%
Moderate	14%	56%	23%	7%
White	35%	26%	33%	5%
Non-White	47%	28%	14%	10%
HS	36%	21%	40%	3%
Some Coll	41%	23%	28%	9%
College	34%	33%	26%	7%
Grad+	27%	41%	28%	5%
4 of 4	26%	43%	28%	4%
3 of 4	26%	29%	42%	3%
2 of 4	43%	22%	30%	5%
1 of 4	39%	20%	32%	9%
0 of 4	61%	7%	22%	10%
Greenville	33%	28%	33%	6%
Charleston	38%	30%	31%	0%
Columbia	30%	23%	36%	10%
Myrtle Beach	32%	29%	34%	6%
Charlotte	46%	27%	16%	11%
Other DMA	50%	15%	32%	3%
Suburban	36%	29%	31%	5%
Rural	36%	22%	34%	8%

c/e

Norman Image

	27%
Favorable	27%
Unfavorable	8%
Unsure	38%
Never Heard	26%
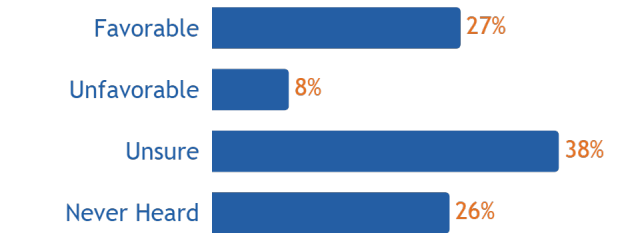
Full Question:
What is your opinion of Ralph Norman?

	Favorable	Unfavorable	Unsure	Never Heard
Female	20%	8%	43%	29%
Male	34%	9%	34%	23%
18-34	39%	17%	10%	34%
35-44	24%	18%	24%	35%
45-54	39%	11%	30%	19%
55-64	28%	6%	44%	21%
65+	23%	6%	43%	27%
Conserv	28%	7%	39%	26%
Moderate	25%	18%	29%	28%
White	27%	8%	39%	27%
Non-White	40%	12%	28%	19%
HS	31%	5%	42%	22%
Some Coll	27%	5%	36%	32%
College	24%	14%	36%	26%
Grad+	24%	16%	36%	24%
4 of 4	32%	15%	34%	19%
3 of 4	28%	7%	42%	24%
2 of 4	28%	6%	42%	25%
1 of 4	26%	8%	37%	29%
0 of 4	14%	1%	34%	50%
Greenville	22%	10%	45%	23%
Charleston	26%	5%	31%	37%
Columbia	34%	14%	31%	21%
Myrtle Beach	22%	6%	42%	30%
Charlotte	56%	11%	30%	4%
Other DMA	13%	0%	42%	45%
Suburban	23%	9%	39%	29%
Rural	34%	7%	37%	22%

c/e

Wilson Image

Favorable
34%

Unfavorable
10%

Unsure
34%
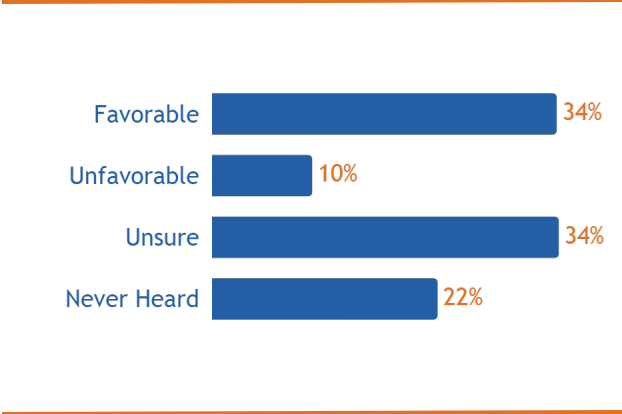
Never Heard
22%

Full Question:
What is your opinion of Alan Wilson?

	Favorable	Unfavorable	Unsure	Never Heard
Female	34%	9%	37%	20%
Male	34%	11%	31%	24%
18-34	29%	29%	26%	15%
35-44	25%	13%	25%	37%
45-54	32%	8%	36%	24%
55-64	32%	8%	36%	24%
65+	37%	8%	35%	19%
Conserv	35%	9%	34%	22%
Moderate	25%	18%	38%	19%
White	34%	9%	34%	23%
Non-White	27%	17%	40%	16%
HS	38%	7%	32%	24%
Some Coll	25%	11%	40%	23%
College	38%	11%	29%	22%
Grad+	35%	15%	35%	16%
4 of 4	49%	15%	29%	7%
3 of 4	38%	12%	34%	16%
2 of 4	29%	8%	33%	30%
1 of 4	27%	8%	39%	26%
0 of 4	16%	1%	32%	50%
Greenville	32%	17%	33%	18%
Charleston	36%	4%	29%	32%
Columbia	51%	9%	26%	14%
Myrtle Beach	35%	4%	36%	25%
Charlotte	15%	6%	51%	28%
Other DMA	18%	9%	45%	27%
Suburban	35%	12%	32%	22%
Rural	33%	7%	38%	23%

c/e

Kimbrell Image

Favorable		9%
Unfavorable		8%
Unsure		36%
Never Heard		47%
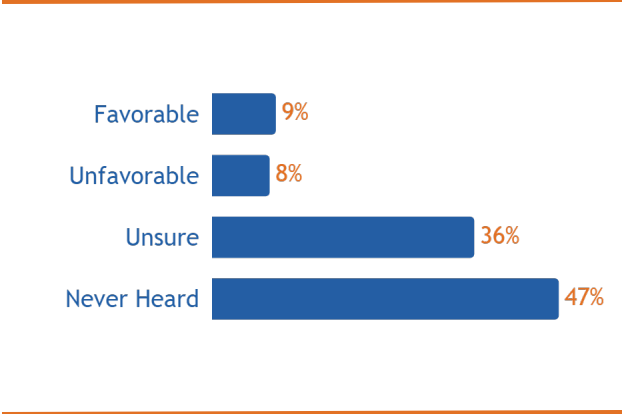
Full Question:
What is your opinion of Josh Kimbrell?

	Favorable	Unfavorable	Unsure	Never Heard
Female	6%	6%	38%	49%
Male	12%	10%	33%	45%
18-34	19%	21%	40%	19%
35-44	5%	8%	22%	66%
45-54	10%	5%	34%	51%
55-64	4%	12%	38%	46%
65+	10%	6%	37%	48%
Conserv	9%	7%	36%	48%
Moderate	8%	14%	36%	42%
White	8%	8%	36%	48%
Non-White	25%	5%	34%	36%
HS	9%	7%	34%	50%
Some Coll	8%	9%	40%	43%
College	11%	5%	38%	46%
Grad+	6%	11%	30%	53%
4 of 4	12%	19%	31%	38%
3 of 4	6%	8%	37%	49%
2 of 4	7%	4%	33%	55%
1 of 4	9%	3%	42%	46%
0 of 4	9%	2%	34%	55%
Greenville	12%	17%	36%	35%
Charleston	8%	2%	33%	57%
Columbia	5%	3%	29%	64%
Myrtle Beach	10%	1%	44%	45%
Charlotte	9%	7%	39%	45%
Other DMA	2%	6%	38%	54%
Suburban	7%	9%	35%	49%
Rural	11%	6%	38%	44%

c/e

Governor Ballot

Nancy Mace — 19%
Pamela Evette — 18%
Alan Wilson — 16%
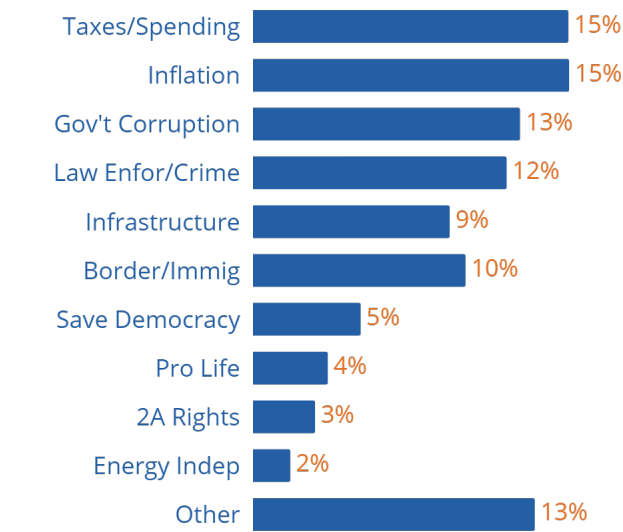Ralph Norman — 10%
Josh Kimbrell — 2%
Undecided — 35%
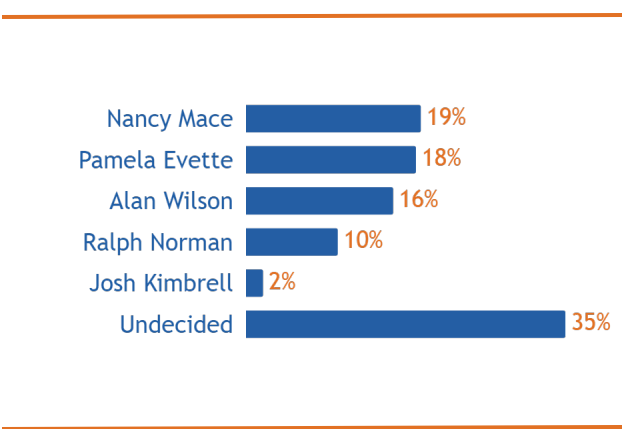
Full Question:
If the 2026 Republican primary election for Governor of South Carolina were held today, who would you vote for?

	Nancy Mace	Pamela Evette	Alan Wilson	Ralph Norman	Josh Kimbrell	Undecided
Female	15%	15%	18%	8%	3%	41%
Male	23%	22%	14%	12%	0%	28%
18-34	8%	12%	24%	26%	0%	29%
35-44	32%	8%	13%	12%	1%	34%
45-54	17%	17%	22%	11%	1%	32%
55-64	25%	9%	17%	13%	0%	37%
65+	16%	25%	14%	6%	3%	35%
Conserv	20%	18%	16%	10%	2%	33%
Moderate	10%	20%	14%	7%	1%	47%
White	18%	19%	16%	11%	2%	35%
Non-White	33%	13%	21%	0%	1%	32%
HS	19%	18%	18%	10%	3%	33%
Some Coll	20%	20%	9%	12%	1%	39%
College	19%	17%	22%	8%	2%	32%
Grad+	15%	20%	18%	11%	1%	35%
4 of 4	10%	23%	20%	14%	3%	31%
3 of 4	15%	26%	18%	8%	0%	33%
2 of 4	22%	14%	17%	10%	2%	36%
1 of 4	22%	17%	14%	11%	2%	35%
0 of 4	42%	7%	2%	1%	0%	48%
Greenville	14%	23%	15%	10%	4%	35%
Charleston	27%	9%	12%	11%	0%	41%
Columbia	16%	23%	28%	8%	0%	25%
Myrtle Beach	16%	25%	23%	1%	0%	35%
Charlotte	28%	9%	8%	29%	4%	22%
Other DMA	29%	7%	3%	5%	0%	56%
Suburban	20%	20%	16%	10%	1%	33%
Rural	17%	17%	16%	9%	3%	38%

c/e

Most Important Issue

Full Question:
What do you consider the most important issue facing South Carolina?

Issue	%
Taxes/Spending	15%
Inflation	15%
Gov't Corruption	13%
Law Enfor/Crime	12%
Infrastructure	9%
Border/Immig	10%
Save Democracy	5%
Pro Life	4%
2A Rights	3%
Energy Indep	2%
Other	13%

	Female	Male	18-34	35-44	45-54	55-64	65+	Conserv	Moderate	White	Non-White	HS	Some Coll	College	Grad+
Taxes/Spending	14%	16%	11%	12%	23%	14%	14%	15%	12%	15%	16%	10%	15%	18%	25%
Inflation	15%	15%	30%	21%	14%	11%	14%	15%	13%	15%	20%	20%	11%	13%	13%
Gov't Corruption	10%	15%	5%	7%	7%	20%	13%	13%	10%	12%	18%	16%	9%	12%	9%
Law Enfor/Crime	12%	12%	0%	4%	13%	6%	17%	11%	18%	12%	16%	10%	14%	15%	9%
Infrastructure	8%	10%	13%	12%	5%	11%	9%	8%	19%	10%	0%	9%	10%	11%	7%
Border/Immig	10%	10%	0%	12%	9%	13%	10%	11%	1%	10%	14%	12%	8%	8%	10%
Save Democracy	6%	4%	7%	2%	4%	4%	6%	4%	16%	5%	1%	4%	5%	4%	9%
Pro Life	4%	3%	12%	12%	1%	2%	3%	4%	1%	3%	7%	2%	3%	6%	6%
2A Rights	1%	5%	21%	2%	2%	4%	1%	3%	0%	3%	2%	1%	7%	1%	1%
Energy Indep	2%	1%	2%	0%	0%	2%	2%	2%	0%	2%	2%	2%	1%	2%	1%
Other	17%	9%	0%	17%	22%	14%	12%	14%	9%	14%	4%	13%	17%	9%	10%

	4 of 4	3 of 4	2 of 4	1 of 4	0 of 4	Greenville	Charleston	Columbia	Myrtle Beach	Charlotte	Other DMA	Suburban	Rural
Taxes/Spending	14%	18%	15%	12%	20%	17%	15%	10%	14%	9%	19%	15%	15%
Inflation	12%	14%	14%	19%	12%	10%	19%	20%	13%	13%	21%	15%	15%
Gov't Corruption	11%	13%	19%	9%	10%	11%	13%	11%	14%	16%	15%	14%	10%
Law Enfor/Crime	10%	14%	9%	14%	10%	8%	12%	13%	16%	24%	5%	12%	13%
Infrastructure	15%	8%	9%	6%	8%	12%	5%	10%	11%	7%	5%	9%	10%
Border/Immig	11%	8%	10%	10%	11%	11%	12%	5%	11%	14%	6%	10%	9%
Save Democracy	5%	5%	1%	8%	7%	5%	8%	6%	3%	1%	4%	5%	5%
Pro Life	4%	2%	2%	3%	10%	5%	2%	1%	3%	10%	2%	3%	4%
2A Rights	6%	4%	0%	2%	4%	5%	2%	1%	1%	1%	6%	4%	2%
Energy Indep	0%	1%	4%	2%	0%	1%	1%	3%	2%	0%	5%	1%	2%
Other	11%	13%	16%	14%	8%	14%	11%	20%	11%	5%	12%	12%	15%

Methodology & Demographics

c/e

Age

	%
18-34	6%
35-44	8%
45-54	13%
55-64	21%
65+	52%

Gender

	%
Female	51%
Male	49%

Education

	%
HS	37%
Some Coll	29%
College	21%
Grad+	12%

Race

	%
White	94%
Non-White	6%

Ideology

	%
Conserv	90%
Moderate	10%

Last 4 Primaries

	%
4 of 4	23%
3 of 4	19%
2 of 4	23%
1 of 4	28%
0 of 4	7%

DMA

	%
Greenville	34%
Charleston	18%
Columbia	17%
Myrtle Beach	14%
Charlotte	9%
Other DMA	8%

Community Type

	%
Suburban	61%
Rural	39%

Household Income

	%
<$50k	18%
$50-75k	19%
$75-100k	19%
$100-150k	32%
$150k+	11%