

NPA South Carolina Monthly Poll Findings:

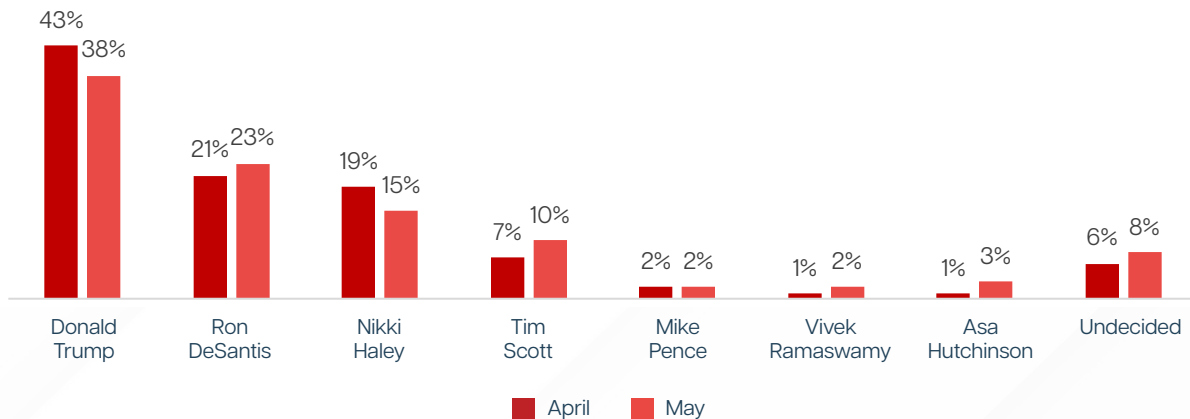
- Trump still on top...with a slightly narrowed lead since last month.
- DeSantis down 15 to Trump – but is he hitting a ceiling with those who’ll considering supporting him?
- South Carolinians aren’t yet ready to vote for Ramaswamy, but they like what they’re hearing.
- More than half of Trump supporters followed Tucker Carlson and left Fox.
- Don’t expect to see GOPers vacationing in the Orlando area anytime soon.

National Public Affairs conducted a [poll](#) of likely South Carolina 2024 Presidential Primary voters from May 15 to May 17, 2023. NPA collected responses from 590 voters via landlines, text-to-web and online panels. This is the second installment of National Public Affairs’ monthly South Carolina 2024 Presidential Primary poll. NPA’s poll was commissioned independently and not by or for any candidate or committee.

Trump remains the front-runner in the South Carolina Republican Presidential Primary.

Former President Trump continues to dominate the South Carolina GOP political landscape and maintains more than a 15-point lead over the rest of the field. Notably, since the beginning of April, Governor DeSantis has spent \$1.7 million on television in the state – the only candidate to do so. This significant investment has yet to translate into any additional movement toward Governor Ron DeSantis’s share of the ballot, which increased just 2-points since last month.

South Carolina Presidential Primary Ballot



Note: candidates included in the ballot test are those that are already declared or are reported to be very likely to enter the race.

“It is clear from this survey that the ballot from last month remains stable despite an enormous amount of pro-DeSantis television spend in that time period. Even though this spend has not converted to ballot share for Governor DeSantis, several factors - including President Trump’s overall ballot and movement in candidate consideration from April - bear watching in next month’s survey,” said Justin Clark, partner at National Public Affairs.

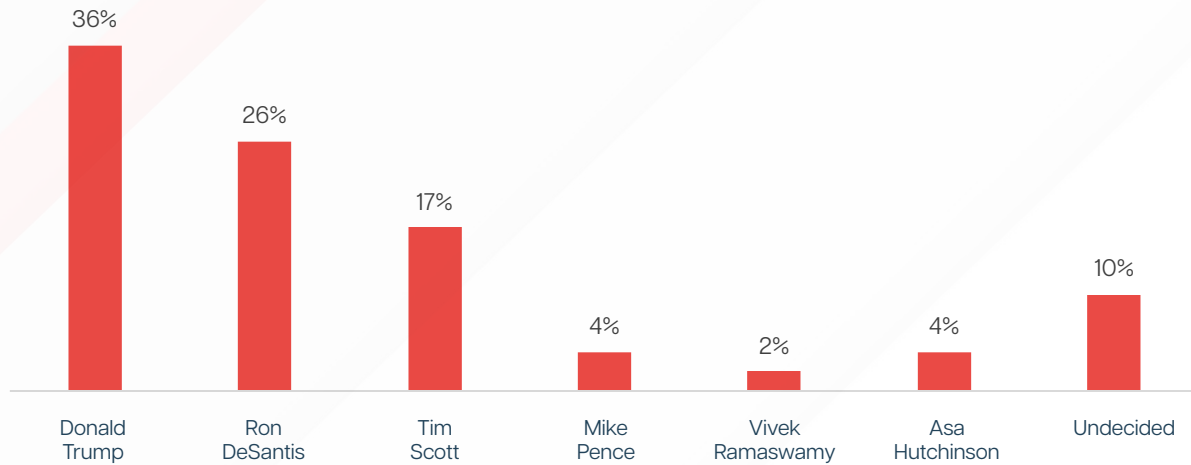
Alternate Ballot Scenarios

In addition to an updated primary horserace, this poll tested two alternate ballot scenarios: Scenario 2 excluded former Ambassador Nikki Haley but included Senator Tim Scott, and Scenario 3 excluded Scott but included Haley. This was done to measure the impact of two South Carolinians on the ballot.

Scenario 2

When Haley is excluded, Scott’s ballot – not surprisingly – benefits the most with a 7-point bump followed by DeSantis with a 3-point increase.

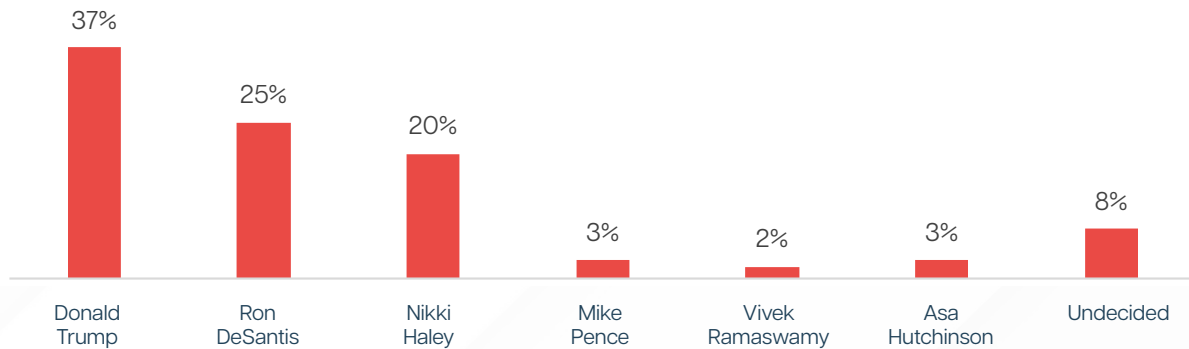
South Carolina Presidential Primary Ballot Scenario 2: No Haley



Scenario 3

In Scenario 3 which excluded Scott but included Haley, Haley received a 5-point bump overall. However, when looking at vote share only among Independents in this scenario, Haley was tied with Trump for the lead each with 24% and DeSantis with 16%.

South Carolina Presidential Primary Ballot Scenario 3: No Scott



Scenario 3	Overall	Independents
Donald Trump	37%	24%
Ron DeSantis	25%	16%
Nikki Haley	20%	24%
Asa Hutchinson	3%	10%
Mike Pence	3%	4%
Vivek Ramaswamy	2%	6%
Undecided	8%	16%

Candidate Consideration

In addition to asking voters which candidates they plan to support, NPA also asked voters whether they would consider voting for a list of potential candidates. This question has particular importance in a Presidential Primary, which history tells us is a fluid contest with voters often moving between candidates as the process unfolds. Those tested in the consideration battery include all declared candidates, as well as those who have reportedly expressed interest in potentially running at the time of the poll.

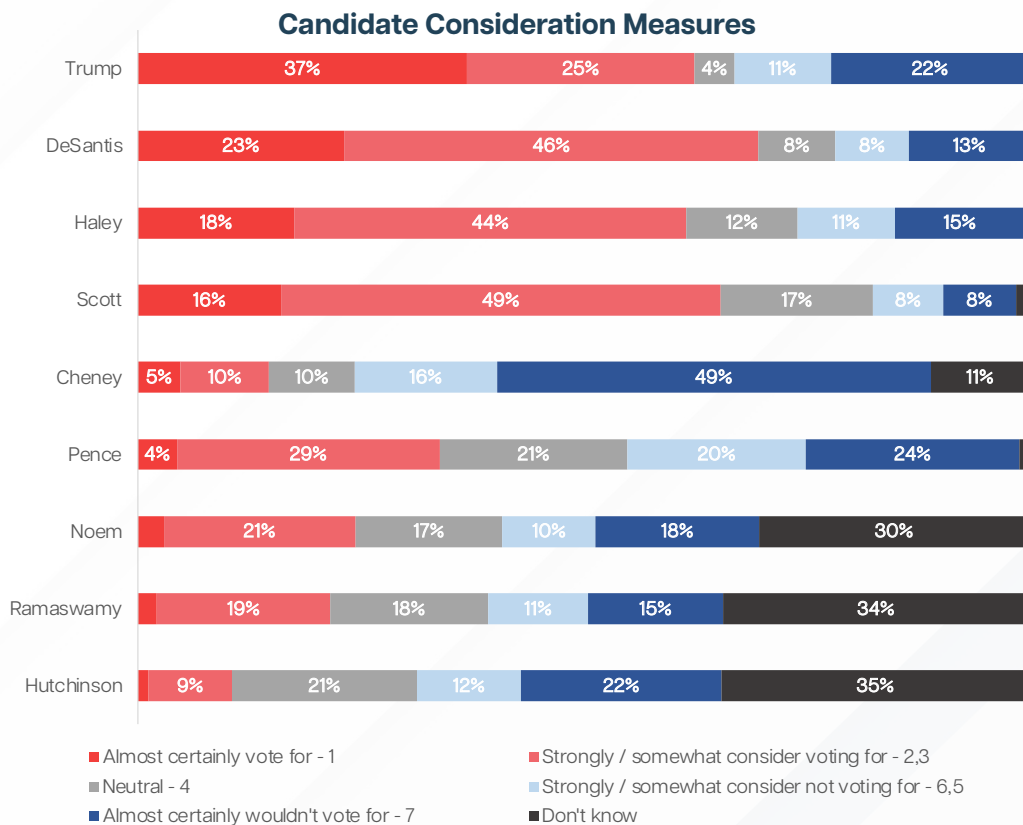
Vivek Ramaswamy’s consideration sees a major boost since April.

Vivek Ramaswamy is the only candidate to see a double digit increase in total consideration over the last month: from April to May, those who say they would consider voting for Ramaswamy nearly doubled from 12% to 22%. Ramaswamy’s vote consideration is driven by men between the ages of 45-64, 30% of whom say they would consider voting for him, versus 15% of women between the ages of 45-64.

In contrast, DeSantis’s candidate consideration has not seen a substantial increase since April: those saying they would “almost certainly vote for” DeSantis moved only 3-points from April to May (from 20% to 23%) and those saying they would “strongly/somewhat consider voting for” DeSantis showed no movement at all (46% in both months) .

“Trump has the most strongly committed support of anyone in the race, but the voters looking for an alternative to Trump aren’t marrying candidates at this early stage, they’re still playing the field. It’s notable that in this fluid period and despite his hefty spending, DeSantis has not expanded his pool of potential supporters – as in, not at all. If anyone is opening voters’ minds at this early stage, it’s Ramaswamy. While Vivek isn’t the first choice of South Carolinians, there’s no doubt that he is making a good impression as primary voters continue to size up the candidates,” said Bill Stepien, partner at NPA.

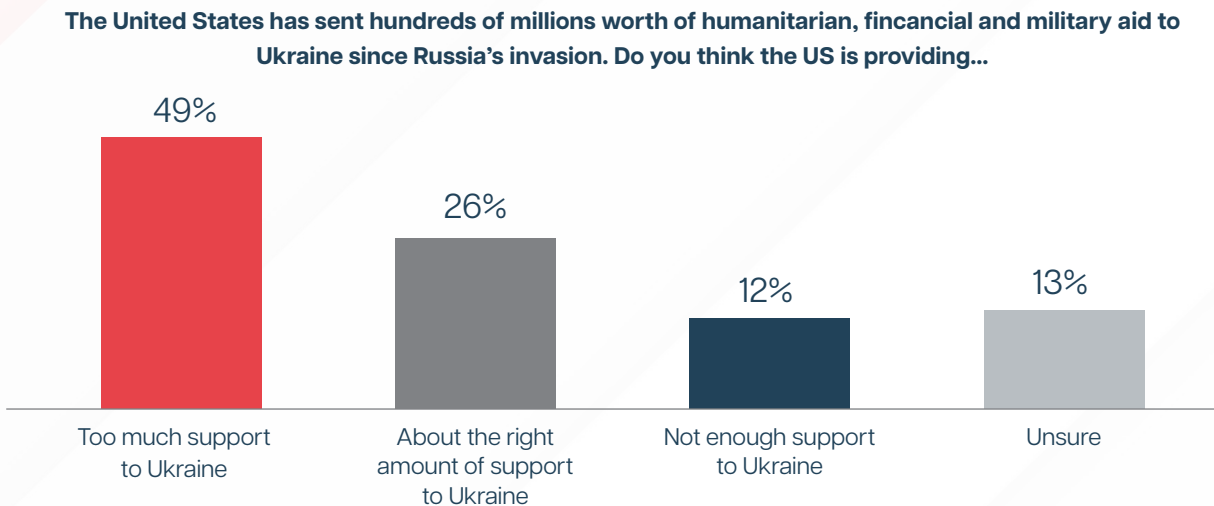
Ramaswamy’s ballot position remains statistically static from April to May, and unmoved at two percent support across all three scenarios. Ramaswamy’s ballot share will bear watching in NPA’s poll next month to see if he is able to translate his newly expanded base of consideration into votes.



Additional Issue Questions:

Ukraine

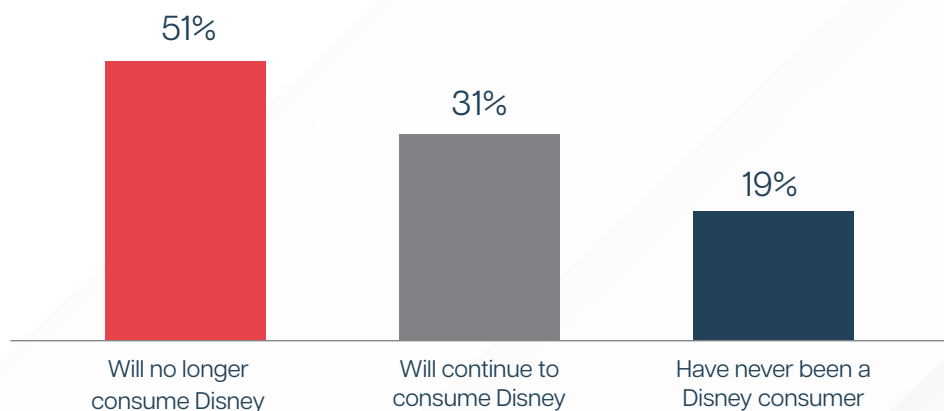
Support for additional aid to Ukraine has remained largely unchanged since April. Voters over 65, and in particular men over 65, are the least likely to say the U.S. is providing too much support to Ukraine – just 39% of voters over 65 and 32% of men over 65.



Majority of GOP voters less likely to consume Disney products because of legal battle with Florida politicians.

When asked about the most recent legal and political battles between the State of Florida and Disney, 51% of likely primary voters say they will no longer consume Disney products. This number is driven by self-identified Republicans and voters without college degrees. Independents and college graduates are significantly less negatively polarized by this fight.

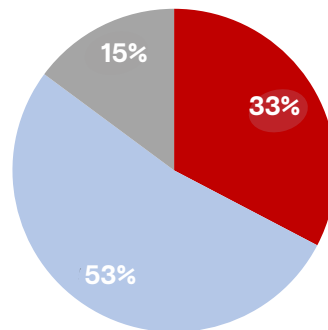
Recently, Disney has been embroiled in a legal fight with Florida politicians, stemming from Disney’s opposition to conservative policies in Florida. Does this information impact whether or not you will visit Disney parks, watch Disney television shows, or buy Disney products?



One-third of voters say they are done watching Fox News since Tucker Carlson’s exit.

The extent of defections from Fox varies among coalitions within the Republican electorate. More than half – 53% - of Donald Trump supporters say they will no longer watch Fox. Additionally, in April, 42% of GOPers said they watch and engage with Cable TV News such as CNN & Fox as their main source for content about current events. In May, that number dropped by 14-points to just 28%.

Have you stopped watching Fox News since Tucker Carlson’s exit?

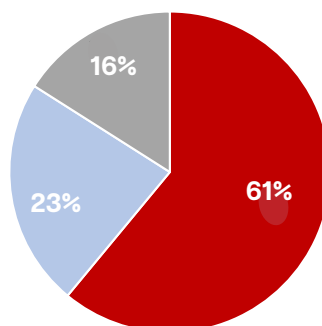


- Yes, I no longer watch Fox News
- No, haven't changed my Fox News viewing habits
- Unsure

Debt Ceiling

As negotiations about the debt ceiling continue to dominate headlines, 61% of likely primary voters favor not increasing the debt limit, even if it results in default – up 2-points since NPA’s April poll.

Which view comes closest to your opinion on handling the United States national debt?



- Should not increase, even if it results in default
- Should increase.....no default under any circumstances
- Unsure