

South Carolina
Likely 2024 Republican Presidential Primary Voters
N=590
May 15th – 17th, 2023

Registration: Are you currently registered to vote in South Carolina?

Yes, registered to vote in South Carolina 100%

Age: What is your age?

	April	May
18-24	0%	1%
25-34	5%	3%
35-44	8%	8%
45-54	15%	15%
55-64	21%	22%
65+	51%	52%

Self-Identified Partisanship: Do you consider yourself a Republican, Democrat or Independent / something else?

	April	May
Republican	80%	75%
Independent / something else	20%	25%

Vote Intent: How likely are you to vote in the Republican Presidential Primary election being held in February of 2024?

	April	May
Definitely voting	87%	91%
Probably voting	8%	5%
50/50 chance	4%	3%

Sex: Are you male or female?

	April	May
Male	50%	51%
Female	50%	49%

Race: Which of the following best describes your race or ethnicity?

	April	May
White or Caucasian	92%	90%
Black or African American	3%	5%
Hispanic or Latino	1%	1%
Asian	1%	1%
Other	3%	4%

Top Issue: Which of the following issues do you consider most important right now?

	April	May
Jobs and the economy	31%	29%
Stopping rising crime	11%	6%
Ensuring election integrity	16%	17%
Stopping illegal immigration	23%	27%
Defending life and the pro-life cause	5%	8%
Protecting the Second Amendment	8%	8%
Unsure	6%	5%

Images: The following is a list of names of various people or organizations who may have been mentioned in the news recently. For each one, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable opinion of them. If you don't recognize a name, choose so. (For May only)

	Total fav	Total Unfav	Very fav	Some fav	Some unfav	Very unfav	No opinion	Not heard of	Net fav
Ron DeSantis	72%	24%	41%	31%	10%	14%	4%	0%	+48
Nikki Haley	71%	24%	34%	37%	12%	12%	5%	0%	+47
Donald Trump	63%	36%	43%	20%	10%	26%	1%	0%	+27
Disney	23%	57%	10%	12%	20%	37%	18%	3%	-34

Candidate Consideration: The topic of our survey is the field of possible Republican candidates in the 2024 Presidential Primary. We are going to read you a list of some of the most likely candidates. Please rate each candidate on a 7-point scale. 1 means that you would almost certainly vote for that person and 7 means you would almost certainly never vote for that person. However, you can use any number from 1 to 7 to rate these candidates. 4 means that you are completely neutral on the potential candidate.

	Total would (1-3)	Total not (5-7)	Almost certain would (1)	Strong/ smwt. would (2,3)	Neutral (4)	Strong/ smwt not (5,6)	Almost certain not (7)	Un-aware	Mean
Ron DeSantis									
April 2023	66%	21%	20%	46%	11%	9%	12%	3%	3.1
May 2023	68%	22%	23%	45%	8%	8%	14%	2%	3.1
Change	+2	+1	+3	-1	-3	-1	+2	-1	0
Tim Scott									
April 2023	61%	20%	16%	46%	17%	10%	10%	2%	3.3
May 2023	65%	16%	16%	49%	17%	8%	8%	1%	3.1
Change	+4	-4	0	+3	0	-2	-2	-1	+0.2
Nikki Haley									
April 2023	60%	26%	18%	42%	14%	12%	14%	0%	3.4
May 2023	62%	25%	18%	44%	12%	11%	15%	0%	3.4
Change	+2	-1	0	+2	-2	-1	+1	0	0
Donald Trump									
April 2023	67%	29%	40%	26%	5%	8%	20%	0%	3.1
May 2023	62%	33%	37%	25%	4%	11%	23%	0%	3.3
Change	-5	+4	-3	-1	-1	+3	+3	0	-0.2
Mike Pence									
April 2023	26%	49%	4%	22%	22%	20%	29%	3%	4.8
May 2023	34%	44%	4%	29%	21%	20%	24%	1%	4.5
Change	+8	-5	0	+7	-1	0	-5	-2	+0.3
Kristi Noem									
April 2023	16%	29%	2%	14%	24%	10%	18%	32%	4.7
May 2023	24%	29%	3%	21%	16%	11%	18%	30%	4.5
Change	+8	0	+1	+7	-8	+1	0	-2	+0.2
Vivek Ramaswamy									
April 2023	12%	32%	2%	10%	21%	9%	23%	35%	5.0
May 2023	22%	26%	2%	19%	18%	11%	15%	34%	4.5
Change	+10	-6	0	+9	-3	+2	-8	-1	+0.5
Chris Christie									
April 2023	13%	59%	1%	12%	20%	23%	36%	8%	5.4
May 2023	17%	56%	2%	15%	20%	24%	32%	7%	5.2
Change	+4	-3	+1	+3	0	+1	-4	-1	+0.2
Liz Cheney									
April 2023	12%	69%	4%	8%	11%	13%	56%	9%	5.8
May 2023	15%	65%	5%	10%	10%	16%	49%	11%	5.6
Change	+3	-4	+1	+2	-1	+3	-7	+2	+0.2
Asa Hutchinson									
April 2023	7%	43%	1%	6%	18%	13%	30%	33%	5.5
May 2023	11%	34%	1%	9%	21%	12%	22%	35%	5.1
Change	+4	-9	0	+3	+3	-1	-8	+2	+0.4

Presidential Primary Ballot Scenario 1: If the 2024 Republican primary election for President was held today, and you had to make a choice, for whom would you vote?

	April	May
Donald Trump	43%	38%
Ron DeSantis	21%	23%
Nikki Haley	19%	15%
Tim Scott	7%	10%
Mike Pence	2%	2%
Vivek Ramaswamy	1%	2%
Asa Hutchinson	1%	3%
Undecided	6%	8%

Presidential Primary Ballot Scenario 2: Thinking about a slightly different potential list of candidates... If the 2024 Republican primary election for President was held today, and you had to make a choice, for whom would you vote?

	May
Donald Trump	36%
Ron DeSantis	26%
Tim Scott	17%
Mike Pence	4%
Vivek Ramaswamy	2%
Asa Hutchinson	4%
Undecided	10%

Presidential Primary Ballot Scenario 3: Thinking about one more potential scenario... If the 2024 Republican primary election for President was held today, and you had to make a choice, for whom would you vote?

	May
Donald Trump	37%
Ron DeSantis	25%
Nikki Haley	20%
Mike Pence	3%
Vivek Ramaswamy	2%
Asa Hutchinson	3%
Undecided	8%

Trump Support: How would you rate your support for Donald Trump these days?

	April	May
My support for him is as strong as ever	47%	37%
I still like him, but less than I used to	20%	21%
I used to like him, but now I wish he would just go away	21%	24%
I never liked him in the first place	11%	16%
Unsure	2%	2%

Ukraine Aid: The United States has sent hundreds of millions worth of humanitarian, financial and military aid to Ukraine since Russia's invasion. Do you think the U.S. is providing...

	April	May
Too much support to Ukraine	50%	49%

About the right amount of support to Ukraine	24%	26%
Not enough support to Ukraine	13%	12%
Unsure	13%	13%

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

	April	May
Republicans should not increase the debt limit of the United States unless President Biden agrees to less government spending even if it results in the United States defaulting on its debt payments.	59%	61%
Republicans should increase the debt limit and not allow the United States to default on its' debt payments under any circumstance.	21%	23%
Unsure	19%	16%

Disney: 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 movies or buy Disney products?

	May
Yes, I will no longer visit, watch, or buy Disney products because of this legal battle	51%
No, I will continue to visit, watch, or buy Disney products	31%
I have never been a Disney consumer	19%

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

	May
Yes, I no longer watch Fox News	32%
No, hasn't changed my Fox News viewing habits	53%
Unsure	14%

News Source: Where do you most frequently watch, listen to, or engage with content about current events?

	April	May
Broadcast TV, such as your local ABC or CBS station	18%	19%
Cable TV news, such as CNN or Fox	42%	28%
News Talk Radio	8%	15%
Sports Talk Radio	1%	2%
Social media, such as Facebook or TikTok	7%	6%
Traditional newspapers, either through web or print form	10%	11%
Podcasts	5%	8%
Other	11%	11%

Religious Affiliation: What is your present religious affiliation, if any?

	April	May
Protestant	64%	65%
Catholic	14%	14%
Jewish	1%	2%
Atheist	1%	1%
Agnostic	2%	2%
Not religious	3%	5%
Something else	11%	12%
Unsure	4%	1%

Evangelical: Would you describe yourself as a born again or evangelical Christian?

[Asked among those who responded Protestant, Catholic or Other from Religious Affiliation. n=530]

	April	May
Yes	64%	60%
No / Unsure	36%	40%

Marital Status: What is your current marital status?

	April	May
Single, never married	5%	3%
Married or domestic partnership	77%	75%
Widowed	9%	11%
Divorced / Separated	8%	10%
Other	1%	0%

Education: What is the highest level of education you have completed?

	April	May
Some high school	1%	2%
High school diploma / GED	14%	9%
Some college / Associates degree	35%	28%
Four-year undergraduate / Bachelor's degree	29%	31%
Graduate degree or further	22%	29%
Unsure	0%	1%

Income: What is your annual household income?

	April	May
Less than \$30,000	8%	5%
\$30,000 - \$49,999	13%	11%
\$50,000 - \$74,999	16%	18%
\$75,000 - \$99,999	14%	15%
\$100,000 - \$124,999	12%	13%
Greater than \$124,999	26%	27%
Unsure	11%	12%

Methodology: The sample size for the survey is 590 likely 2024 Republican Presidential primary voters in South Carolina. Interviews were collected via landlines, SMS/text messaging to web and online panel. The margin of error is +/- 4.0%. Interviews were conducted May 15th- May 17th, 2023. Percentages may not equal 100% due to rounding.