

South Carolina 2024 Presidential Primary Monthly Poll Findings:

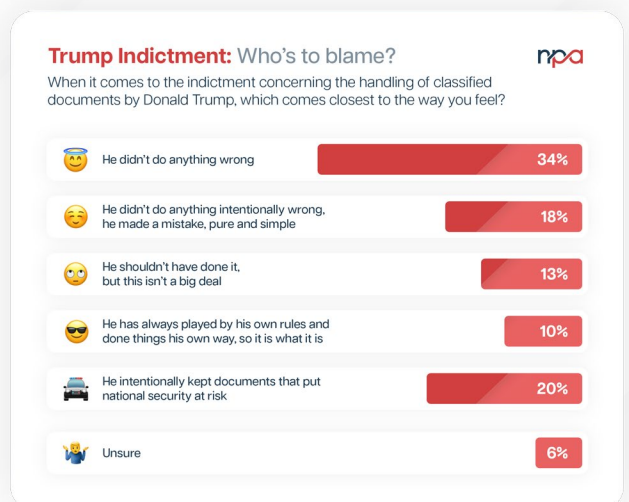
- For those wondering...Trump's federal indictment is a non-issue
- This is NOT a two-man race right now. It's Trump versus the field...and it isn't close
- If you want to know who wins South Carolina, you'd better be watching these 5 counties
- Christie made a splash with his entrance – bad news for DeSantis, Haley and those competing for the votes that remain up for grabs
- Speaking of Haley...support in her own state has dropped for the third straight month
- Tim Scott for VP? Check out the level of consideration he's getting from voters (hint: it's the best of any candidate)

National Public Affairs recently completed the third installment of its monthly [poll](#) of the 2024 Republican Presidential Primary Election in South Carolina. NPA collected responses from 809 likely 2024 Presidential Primary voters in South Carolina from June 20 to June 21, 2023 via landlines and SMS text-to-web. NPA's poll was commissioned independently and not by or for any candidate or committee.

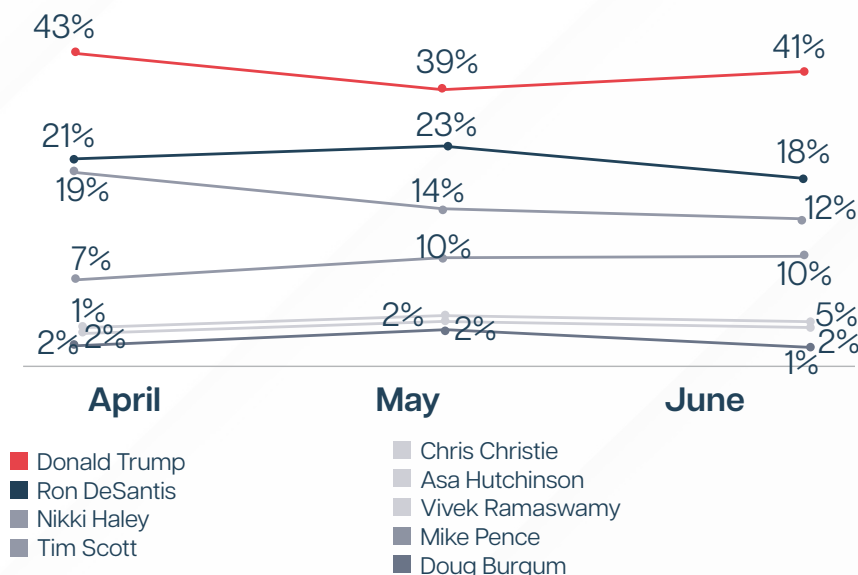
Trump's federal indictment hasn't changed anything. Republican primary voters still strongly support him as their 2024 nominee.

Former President Trump is typically immune to this traditionally negative news coverage, and is practically bolstered by it. At a minimum, South Carolina primary voters do not plan to hold it against him. In fact, nearly one-third of voters say the indictment makes them 'more likely' to support him as the nominee and 40% say it 'doesn't impact their decision.'

More than half of voters don't believe Trump did anything wrong, intentional or not, when it comes to his handling of classified documents and another 13% don't think he should have done it but 'it's not a big deal.'



South Carolina Republican Presidential Primary Ballot



With Trump's lead up by 3-points since last month and the rest of the candidates unable to break through as the viable alternative, the South Carolina Republican primary is effectively a race for second place at this time.

Trump maintains a strong and steady position at the top of the field with 41% of the vote. Governor Ron DeSantis remains a distant second with 18% (-5-points since last month), followed by former U.N. Ambassador Nikki Haley with 12% (-3-points) and Senator Tim Scott with 10% (no change).

Put South Carolina in Trump's Column NOW if Others Can't Fix THESE Counties.

Over the remaining months before the 2024 South Carolina Republican Primary, we'll be looking at five key counties to help understand if any critical constituencies are moving to make this race any closer.

In 2016, Donald Trump won the state by 10%, with 32.5% of the vote. Today he leads with 41% of the vote, leading his next competitor, Ron DeSantis, by 23%.

Rubio Counties

Marco Rubio won two counties in 2016, Charleston County and Richland County, home to the state's capital city. In 2016, Marco Rubio won Charleston County by 2-points...today, Donald Trump leads by 10-points, with Tim Scott in second place. In Richland County, Marco Rubio won in 2016 by 5-points...today, Donald Trump leads here by 7-points over Ron DeSantis.

Keep watching this because: If Trump wins these Rubio counties in 2024, the race is over.

Cruz Supporting County

In 2016, the largest and closest county in which Ted Cruz ran competitive with Donald Trump was Greenville. Donald Trump won the county by 2-points, but Ted Cruz still took almost 23,000 votes out of the most populous county in the Upstate. Today, Donald Trump leads here by 26-points.

Keep watching this because: If Trump swamps the competition in this vote-rich county, the math won't come close to adding up for anyone else.

Trump Country

The largest county best identified as "Trump Country" in South Carolina is Horry, home to Myrtle Beach. In 2016, Donald Trump took nearly 50% of the vote in the coastal county with Marco Rubio placing second with 18% of the vote. Today, Donald Trump leads 46% to 20% over Ron DeSantis.

Keep watching this because: Trump's competitors will need to shave down his margin here if they are to stand a chance of winning statewide.

A Changing County?

In 2012, Mitt Romney only won three counties in the state on his way to being defeated by 13% statewide by Newt Gingrich. Charleston and Richland counties went on to vote for Marco Rubio in 2016, while the other county, Beaufort, went to Donald Trump by 2%. Today, Beaufort County may be showing it's 2012 roots as it's the only geography we are tracking in which Ron DeSantis leads Donald Trump in our poll.

Keep watching this because: DeSantis will need to flip 2016's Trump counties like Beaufort his way.

Independents matter in South Carolina's presidential primary...and the non-Trump candidates are splitting up slices of this valuable pie into small pieces.

Every non-Trump candidate is vying to appeal to the same coalition of voters, largely Independents...and former Governor Chris Christie's entrance into the race has certainly caused a stir. His appeal to these voters has eaten into DeSantis' ballot share and potentially accounted for some of Haley's continued drop as well. Christie's 5% of the vote is driven largely by self-identified Independents.

Support among self-identified Independents



28%



16%



13%



12%



11%

Although Nikki Haley has trended downward overall since April, she remains the second choice among Independents with 16% support (no change from May). Christie's entrance into the race immediately garnered him 11% support among Independents. It is worth noting that Independents have become more decisive since May when 17% were 'undecided' compared to just 7% in June. We will continue to monitor whether Governor Christie can grow his appeal among Independents in our next survey in July.

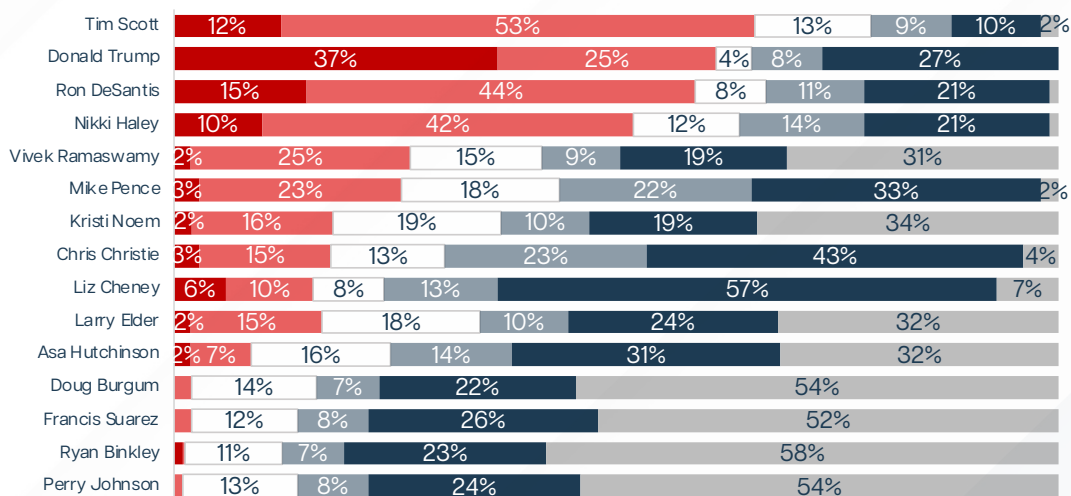
Candidate Consideration

In addition to asking voters whom they plan to vote for, NPA 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. Candidate consideration is a very good indicator of potential future movement in the ballot and thus worth watching. 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.

An interesting choice for Vice President according to South Carolinians? Tim Scott now tops the list of candidates for whom voters would consider supporting.

Last month, Governor DeSantis received the highest consideration of potential support from South Carolina GOP primary voters – not any longer. This month, it is Senator Tim Scott. Scott's candidate consideration has remained remarkably steady (and high) over the last three months, even if it is not the most intense.

Candidate Consideration Measures



- Almost certainly vote for - 1
- Strong/somewhat consider - 2,3
- Neutral - 4
- Strong/somewhat not consider - 5,6
- Almost certainly not vote for - 7
- Unaware

Voters have become more decisive about who they won't consider voting for, and unlike Scott, the other second tier candidates have seen significant drops in consideration since last month: DeSantis, Haley, Pence, and Christie have each seen the number of people who would not consider voting for them increase by at least 10-points since May.

	Ron DeSantis	Nikki Haley	Chris Christie	Mike Pence
May Total Not Consider	22%	25%	56%	44%
June Total Not Consider	32%	35%	66%	55%
Change from May to June	+10	+10	+10	+11

Key groups that account for candidate's 'total not consider' movement:

Ron DeSantis: voters under 45 and women. In May, 11% of voters under 45 said they 'absolutely wouldn't consider voting for him' compared to 30% in June (+19-points). Women shifted 9-points from 14% in May who said 'absolutely wouldn't consider voting for him' to 23% in June.

Nikki Haley: men. 23% currently say they 'absolutely wouldn't consider voting for her' – a 10-point increase from May's 13%.

Chris Christie: self-identified Republicans. 45% of self-id GOP would not currently consider voting for him – a 14-point increase from 31% in May.

Mike Pence: men. 37% of men now say they would 'absolutely not consider voting for him' a 13-point increase from May's 24%.