South Carolina GOP Primary

N= 543 Likely GOP Primary Election Voters
Internet Panel conducted from 1/24/24– 1/26/24
Margin of Error +/- 4.4%
Job Biden Job Approval

Do you approve or disapprove of the job that Joe Biden is doing as President?

- **Approve**: 81%
- **Disapprove**: 13%

**TOPLINE**
- **Somewhat Conservative**: 70%
- **Very Conservative**: 81%
- **Moderate**: 69%
- **Democrat**: 72%
- **Republican**: 74%
- **NPA / Other**: 83%

**Gender**
- **Male**: 83%
- **Female**: 79%

**Age**
- **18-29**: 76%
- **30-44**: 74%
- **45-54**: 89%
- **55-64**: 82%
- **65+**: 82%
If the 2024 Republican Primary for US President were today, who would you vote for?

**TOPLINE**

<table>
<thead>
<tr>
<th></th>
<th>Trump</th>
<th>Haley</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>Somewhat Conservative</td>
<td>57%</td>
<td>39%</td>
<td>18%</td>
</tr>
<tr>
<td>Very Conservative</td>
<td>79%</td>
<td>17%</td>
<td>62%</td>
</tr>
<tr>
<td>Moderate</td>
<td>44%</td>
<td>37%</td>
<td>7%</td>
</tr>
<tr>
<td>Democrat</td>
<td>5%</td>
<td>49%</td>
<td>-44%</td>
</tr>
<tr>
<td>Republican</td>
<td>69%</td>
<td>28%</td>
<td>41%</td>
</tr>
<tr>
<td>NPA / Other</td>
<td>48%</td>
<td>33%</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
<th></th>
<th>18-29</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trump</td>
<td>62%</td>
<td>55%</td>
<td>57%</td>
<td>51%</td>
<td>51%</td>
<td>56%</td>
<td></td>
</tr>
<tr>
<td>Haley</td>
<td>30%</td>
<td>32%</td>
<td>22%</td>
<td>19%</td>
<td>37%</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Net</td>
<td>32%</td>
<td>23%</td>
<td>35%</td>
<td>49%</td>
<td>14%</td>
<td>28%</td>
<td>22%</td>
</tr>
</tbody>
</table>
News Source

Where do you get the majority of your news?

49% Local TV News
42% Fox News
33% Broadcast News (ABC, CBS)
20% Something not listed
19% Facebook
15% MSNBC / CNN
14% Newsmax
8% Online blogs
7% Twitter
4% Truth Social
3% Rumble
Combined Issue Matrix

When deciding your vote for public office, which issue(s) is/are most important to you? Please choose up to two options.

- Improving the economy / Lowering inflation: 66%
- Fighting illegal immigration: 50%
- Fighting crime: 17%
- Stopping the woke agenda: 13%
- Pushing back against President Biden: 12%
- Improving the education system: 10%
- Preserving the environment: 9%
- Fighting socialism: 9%
- Keeping businesses open: 8%
- Unsure: 4%
- Standing up to corporate media: 3%
## Methodology

*N= 543 Likely GOP Primary Election Voters | 100% Online Panel*

<table>
<thead>
<tr>
<th>Party:</th>
<th>Race:</th>
<th>Age:</th>
<th>Gender:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rep: 69%</td>
<td>White: 86%</td>
<td>18-29: 5%</td>
<td>Female: 55%</td>
</tr>
<tr>
<td>Dem: 10%</td>
<td>Hispanic: 3%</td>
<td>30-44: 15%</td>
<td>Male: 45%</td>
</tr>
<tr>
<td>NMP: 21%</td>
<td>African</td>
<td>45-54: 15%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>American: 9%</td>
<td>55-64: 21%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other: 2%</td>
<td>65+: 44%</td>
<td></td>
</tr>
</tbody>
</table>

**Ideology:**
- Very Liberal: 3%
- Somewhat Liberal: 7%
- Moderate: 23%
- Somewhat Conservative: 32%
- Very Conservative: 31%