



# South Carolina GOP Primary

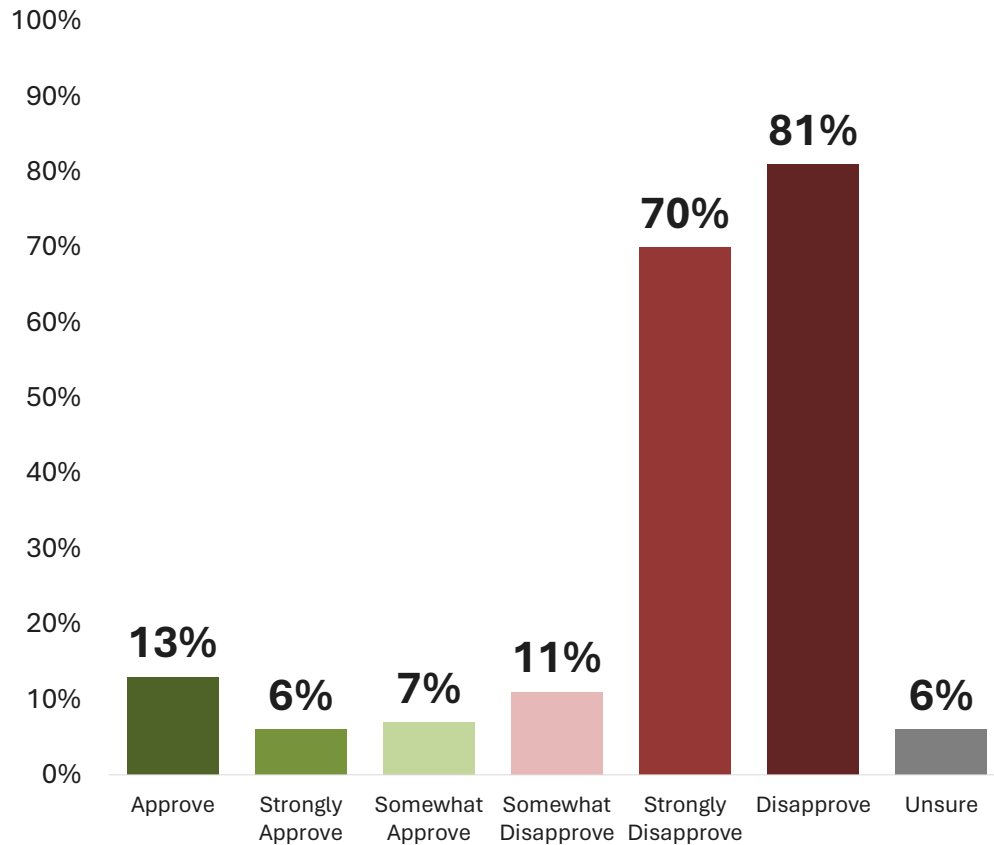
*N= 543 Likely GOP Primary Election Voters*

*Internet Panel conducted from 1/24/24– 1/26/24*

*Margin of Error +/- 4.4%*

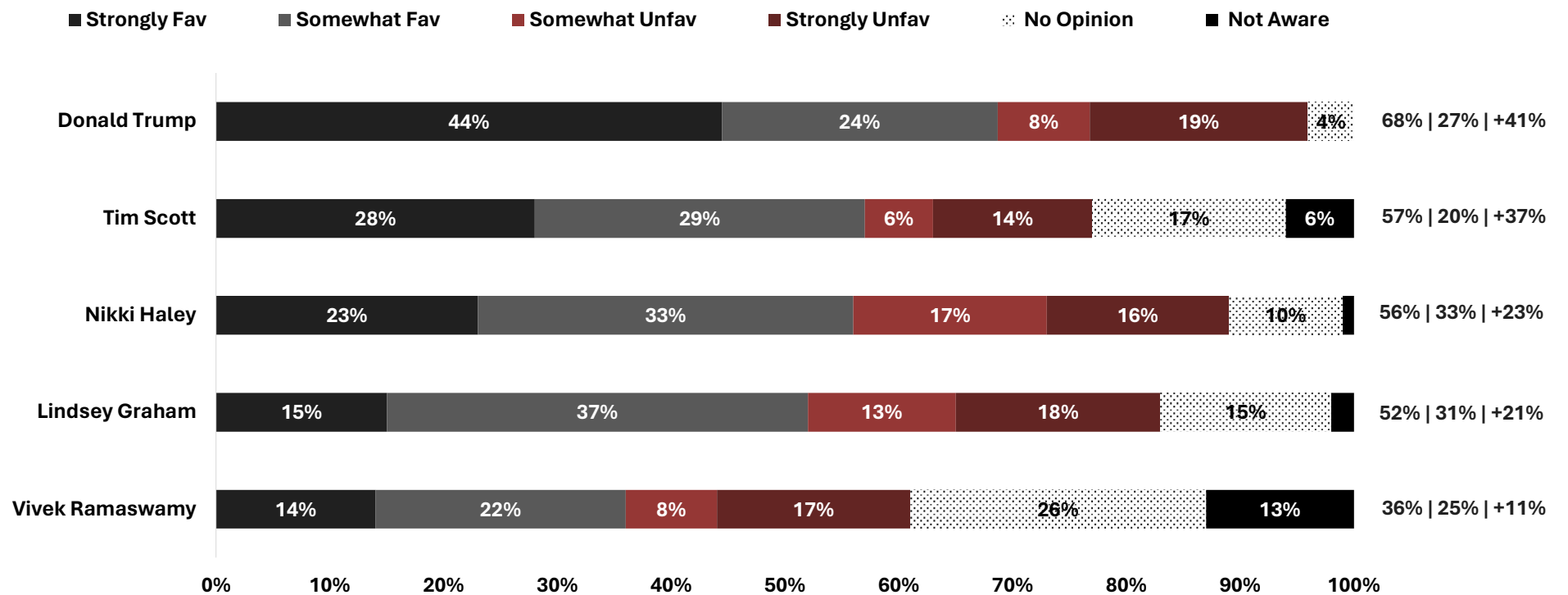
# Job Biden Job Approval

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



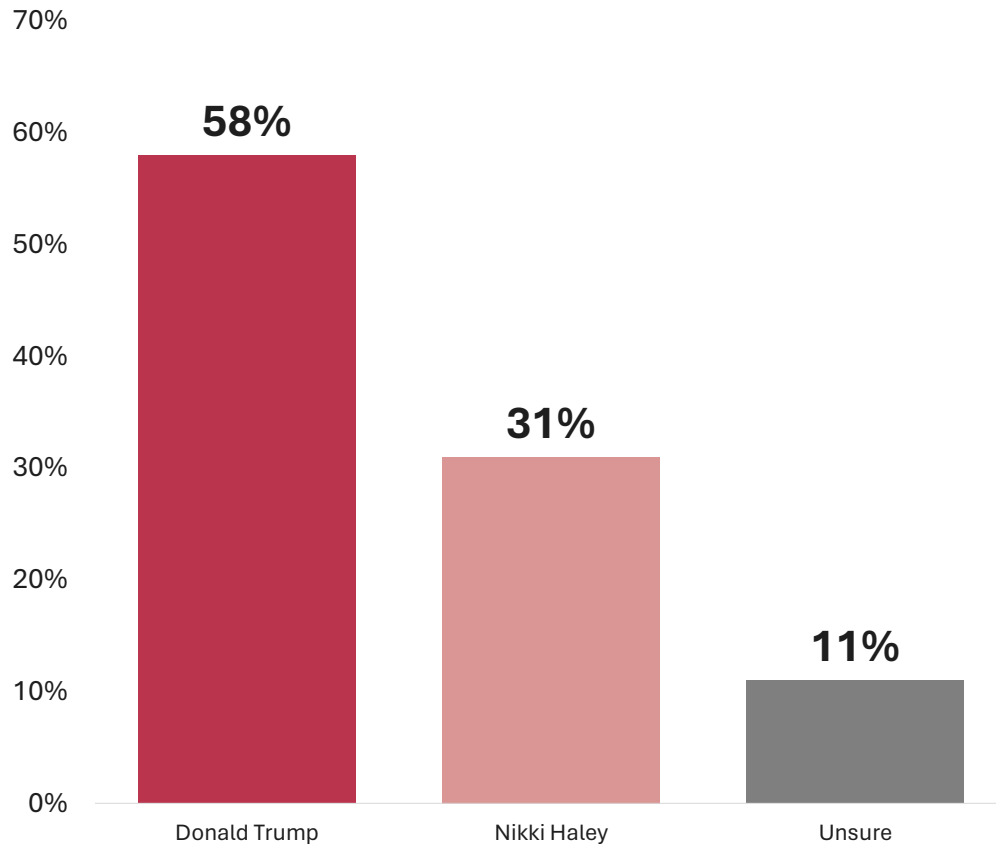
	Approve	Disapprove
<b>TOPLINE</b>	<b>13%</b>	<b>81%</b>
Somewhat Conservative	3%	94%
<b>Very Conservative</b>	2%	<b>95%</b>
<b>Moderate</b>	<b>26%</b>	69%
Democrat	74%	10%
Republican	3%	94%
NPA / Other	16%	72%
<b>Male</b>	13%	<b>83%</b>
Female	12%	79%
18-29	27%	52%
30-44	9%	76%
45-54	14%	81%
<b>55-64</b>	5%	<b>89%</b>
<b>65+</b>	16%	<b>82%</b>

# Image Rotation



# GOP US Primary Ballot

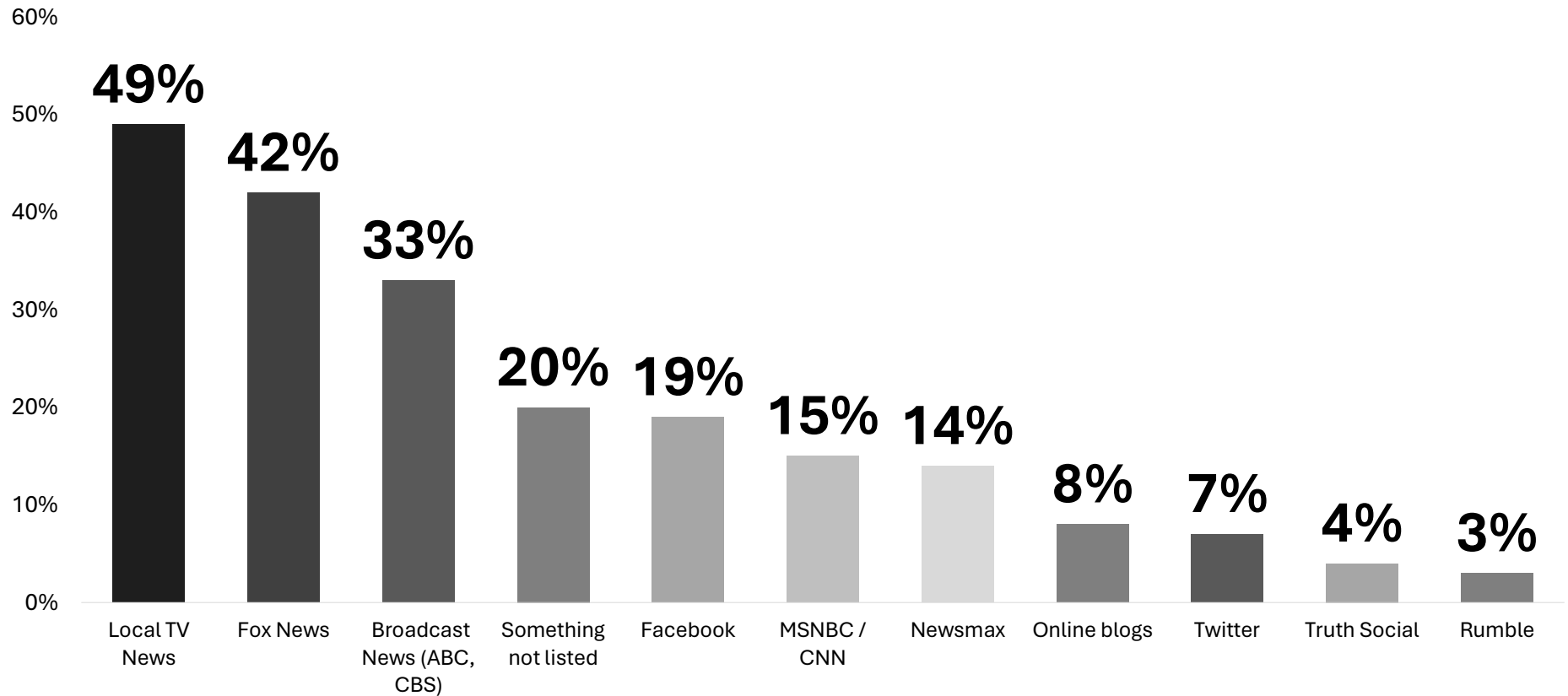
If the 2024 Republican Primary for US President were today, who would you vote for?



	Trump	Haley	Net
<b>TOPLINE</b>	<b>58%</b>	<b>31%</b>	<b>+27%</b>
Somewhat Conservative	57%	39%	18%
<b>Very Conservative</b>	<b>79%</b>	17%	62%
<b>Moderate</b>	<b>44%</b>	37%	7%
<b>Democrat</b>	5%	<b>49%</b>	-44%
<b>Republican</b>	<b>69%</b>	28%	41%
<b>NPA / Other</b>	<b>48%</b>	33%	15%
Male	62%	30%	32%
Female	55%	32%	23%
18-29	57%	22%	35%
30-44	68%	19%	49%
45-54	51%	37%	14%
55-64	60%	32%	28%
65+	56%	35%	22%

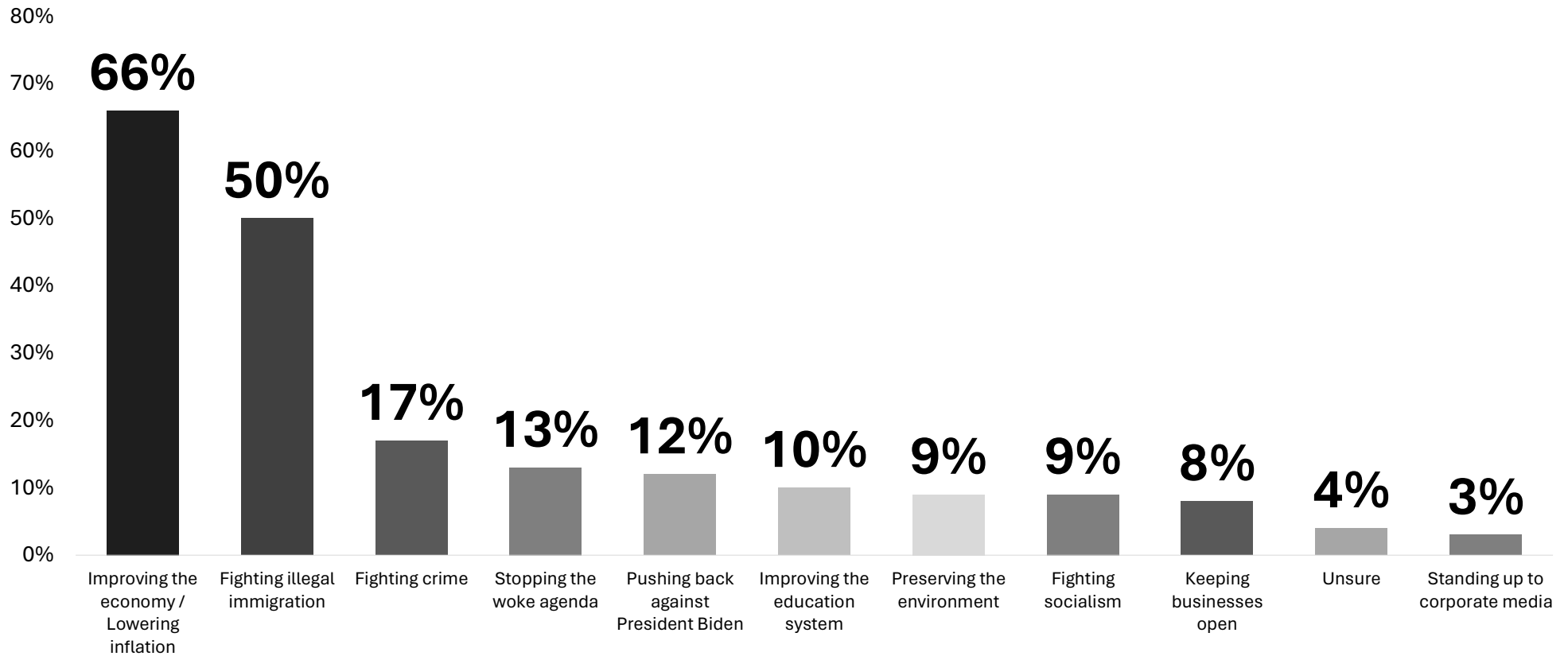
# News Source

Where do you get the majority of your news?



# 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.



# Methodology

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

## **Party:**

*Rep: 69%*  
*Dem: 10%*  
*NMP: 21%*

## **Race:**

*White: 86%*  
*Hispanic: 3%*  
*African*  
*American: 9%*  
*Other: 2%*

## **Age:**

*18-29: 5%*  
*30-44: 15%*  
*45-54: 15%*  
*55-64: 21%*  
*65+: 44%*

## **Gender:**

*Female: 55%*  
*Male: 45%*

## **Ideology:**

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