# co/efficient

**TO: Interested Parties**
**FROM: Ryan Munce, co/efficient**
**DATE: Tuesday, September 19, 2025**
**RE: 2026 GOP Primary – South Carolina Governor**

---

New data from co/efficient shows a tightened race and a statistical tie at the top as Mace stalls and Evette's early moves seem to be paying off. Evette is now neck-and-neck with Nancy Mace and performing best with the most frequent, reliable GOP primary voters.

- Mace 19% | Evette 18% | Wilson 16% | Norman 10% | Kimbrell 2% | Undecided 35%

- Mace, while widely known, has higher negatives across the board and is most popular among less informed and less frequent Primary voters.

| Ballot Comparison: New co/efficient Poll vs. Previous Public Polls | | | | | | | |
|---|---|---|---|---|---|---|---|
| Poll / Sponsor | Date | Mace | Wilson | Evette | Norman | Kimbrell | Undecided |
| SC Policy Council | Jul 21–25 | 16 | 15 | 8 | 6 | 3 | 52 |
| Meeting Street (Mace Internal) | Aug 11–12 | 25 | 17 | 6 | 10 | 3 | 39 |
| **co/efficient** | **Sept 19** | **19** | **16** | **18** | **10** | **2** | **35** |

Evette's strength is concentrated among older conservatives and high-propensity GOP primary voters, a turnout bloc that typically dominates South Carolina primaries.

**Trends:**
- Relative to the three public snapshots (Evette 6–8%), Evette is now **+10–12 points higher** at 18%.
- Mace is essentially flat vs. the non-campaign sponsored polls (16→19) and below her internal poll (25).
- Wilson is nearly unchanged.

**Candidate Images**

Favorability among candidates: (Fav/Unfav @ Net):

- **Evette:** 29 / 6  @  **+23**
- **Mace:** 36 / 26  @ **+10**
- **Wilson:** 34 / 10  @ **+24**
- **Norman:** 27 / 8 @ **+19**
- **Kimbrell:** 8 / 8  - Even

**Outlook**

Across the last few months Evette has logged the **largest gain in the field**—from mid-single digits in public polling to **18% today**, **dead-even with Mace overall and leading among the most reliable primary voters**. The **trajectory favors Evette** if she continues her climb among high-propensity conservatives.

**Methodology**