

MEMO

TO: Interested Parties
 FROM: Justin Clark, Founding Partner
 Wyatt Dietrick, EVP, Polling and Data Analysis
 Matt Dailer, VP, Political Strategy
 DATE: February 9th, 2026
 RE: Alan Wilson: Most Popular Candidate...WINNING Candidate

OVERVIEW

A February 2nd–5th, 2026 survey of 800 likely South Carolina Republican primary voters shows Attorney General Alan Wilson currently in the strongest position in a fragmented multi-candidate Republican primary for Governor. **Bottom line: Wilson is the most popular candidate for Governor and is winning on the ballot.**

NATIONAL & STATEWIDE REPUBLICAN IMAGES

President Trump remains the most popular figure among Republican primary voters, leading others in both overall favorability and image intensity:

- Donald Trump: 77% / 22% (+55 net), 63% very favorable
- Henry McMaster: 73% / 24% (+48 net), 38% very favorable
- Nikki Haley: 52% / 43% (+10 net), 20% very favorable

GUBERNATORIAL CANDIDATE IMAGES

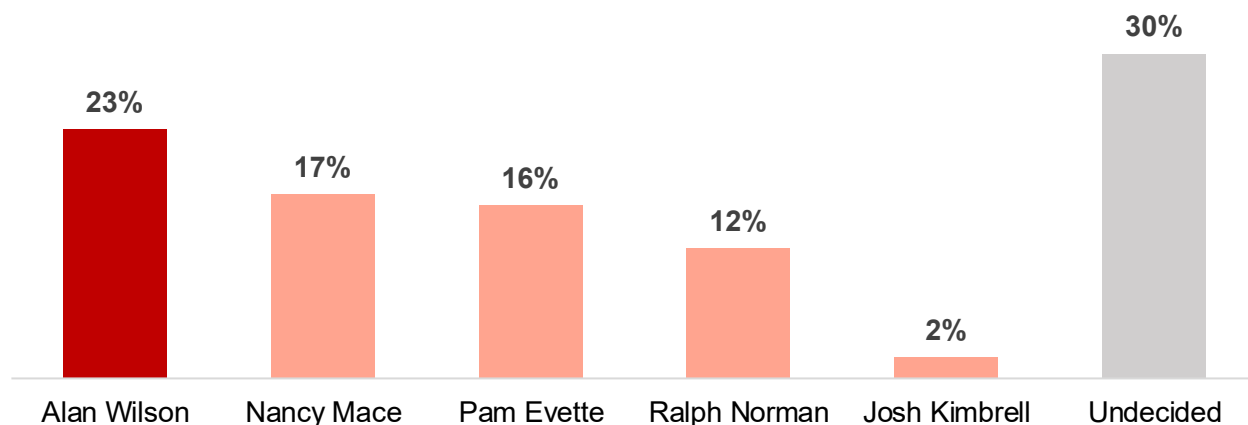
Wilson holds the most favorable overall image among the declared candidates for Governor:

- Alan Wilson: 47% fav / 19% unfav (+28 net), with 34% no opinion/never heard of
- Nancy Mace: 41% / 48% (-7 net), with 11% no opinion/NHO
- Pam Evette: 31% / 14% (+17 net), with 54% no opinion/NHO
- Ralph Norman: 30% / 16% (+14 net), with 53% no opinion/NHO
- Josh Kimbrell: 8% / 9% (-2 net), with 83% no opinion/NHO

Takeaway: Wilson combines the most favorable image among declared candidates with meaningful room to grow among voters who have not yet formed an opinion of him.

GUBERNATORIAL BALLOT

Wilson leads the ballot, holding a plurality of support:



Wilson leads in a wide range of key demographic blocs and is broadly competitive across all major ideological groups.

Demographics

- Men: Wilson 23% vs Mace 19%, Evette 17%, Norman 12%, Kimbrell 2%
- Women: Wilson 23% vs Mace 16%, Evette 16%, Norman 13%, Kimbrell 2%
- 65+: Wilson 26% vs Evette 18%, Mace 17%, Norman 10% Kimbrell 2%
- 45–64: Wilson 18% vs Mace 18%, Norman 15%, Evette 14%, Kimbrell 2%
- 18–44: Wilson 21% vs Mace 19%, Evette 15%, Norman 15%, Kimbrell 2%

Ideology

- Traditional Conservative Republicans: Wilson 25%, Evette 18%, Mace 15%, Norman 11%, Kimbrell 2%
- Evangelical Christians: Wilson 29%, Norman 16%, Mace 15%, Evette 15%, Kimbrell 2%
- Definitely voting: Wilson 25% vs Mace 17%, Evette 16%, Norman 13%, Kimbrell 2%

Takeaway: Wilson carries the largest share of support in a competitive field, while Mace and Evette trail close behind in a second tier. With nearly one-third of voters undecided, the race remains fluid, but Wilson’s widespread appeal leaves him well-positioned to continue consolidating support as the election progresses.

Methodology: The survey was conducted among 800 likely Republican primary voters in South Carolina. Interviews were collected via live calls to cell and landline phones by professional interviewers and SMS/text-to-web invitations. The sample was drawn from a voter-file-based universe and screened for likelihood of participation in the upcoming Republican primary. Respondent data was weighted to match the expected Republican primary electorate on key demographics. The margin of error is +/-3.5%. The margin of error is higher among subgroups. Interviews were conducted February 2nd – 5th, 2026. Percentages may not equal 100% due to rounding.