



The Lesson of Trafalgar:

Superior strategy, innovative tactics, and bold leadership can prevail even over larger numbers and greater resources.

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thetrafalgargroup.org

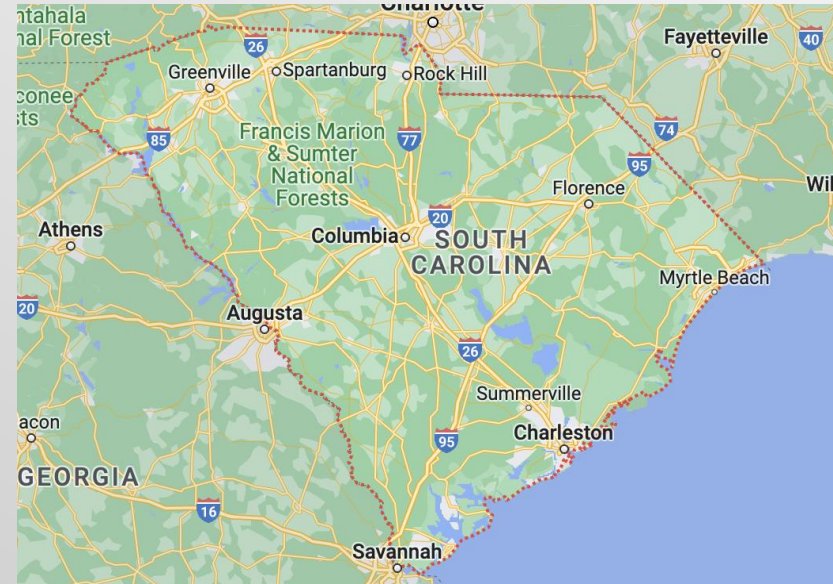
 The Trafalgar Group

 @trafalgar_group

South Carolina Governor GOP Primary Poll

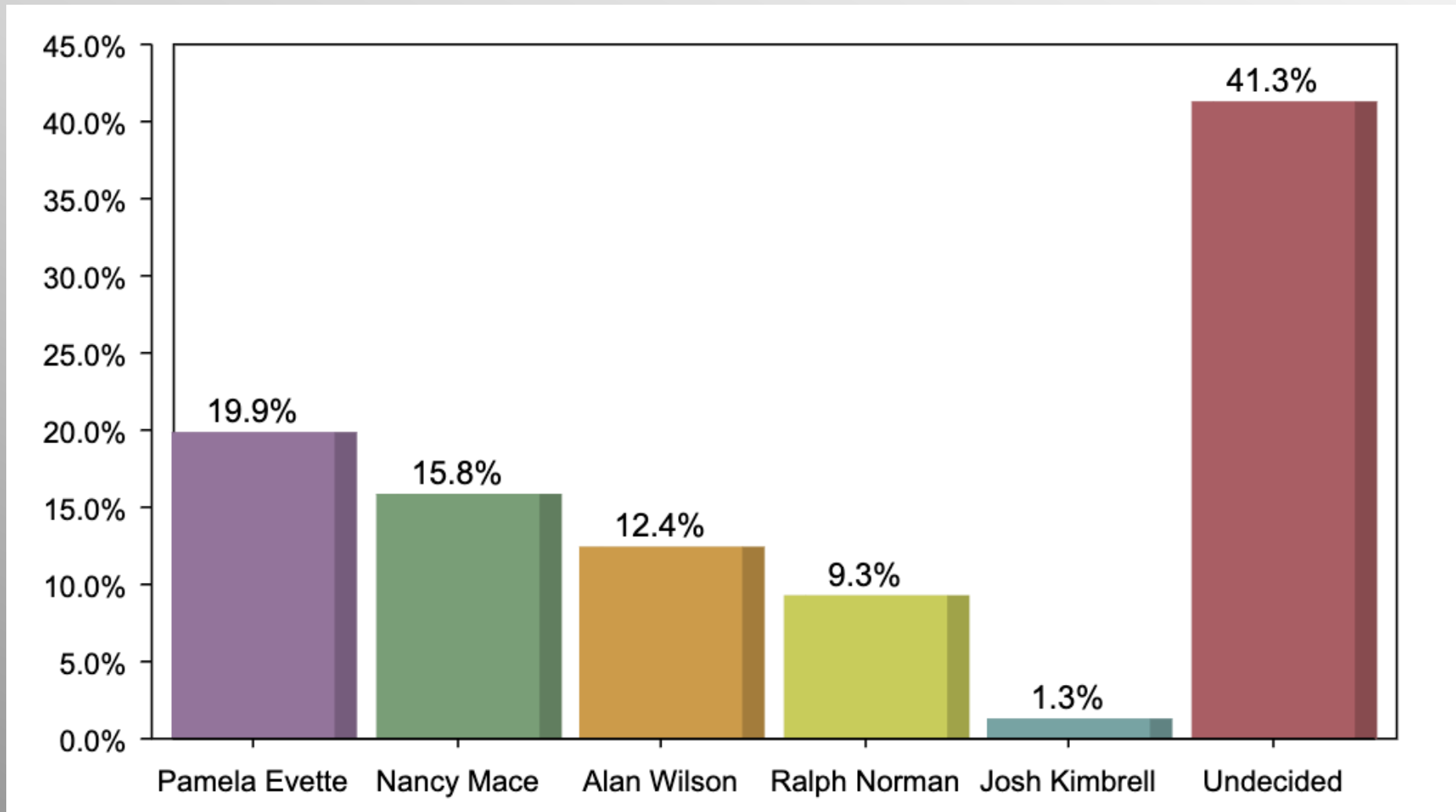
October 2025

- **Conducted 09/30/25 - 10/02/25**
- **1094 Respondents**
- **Likely Republican Primary Voters**
- **Response Rate: 4.4%**
- **Margin of Error: 2.9%**
- **Confidence: 95%**
- **Response Distribution: 50%**
- **Methodology: TheTrafalgarGroup.org/Polling-Methodology**



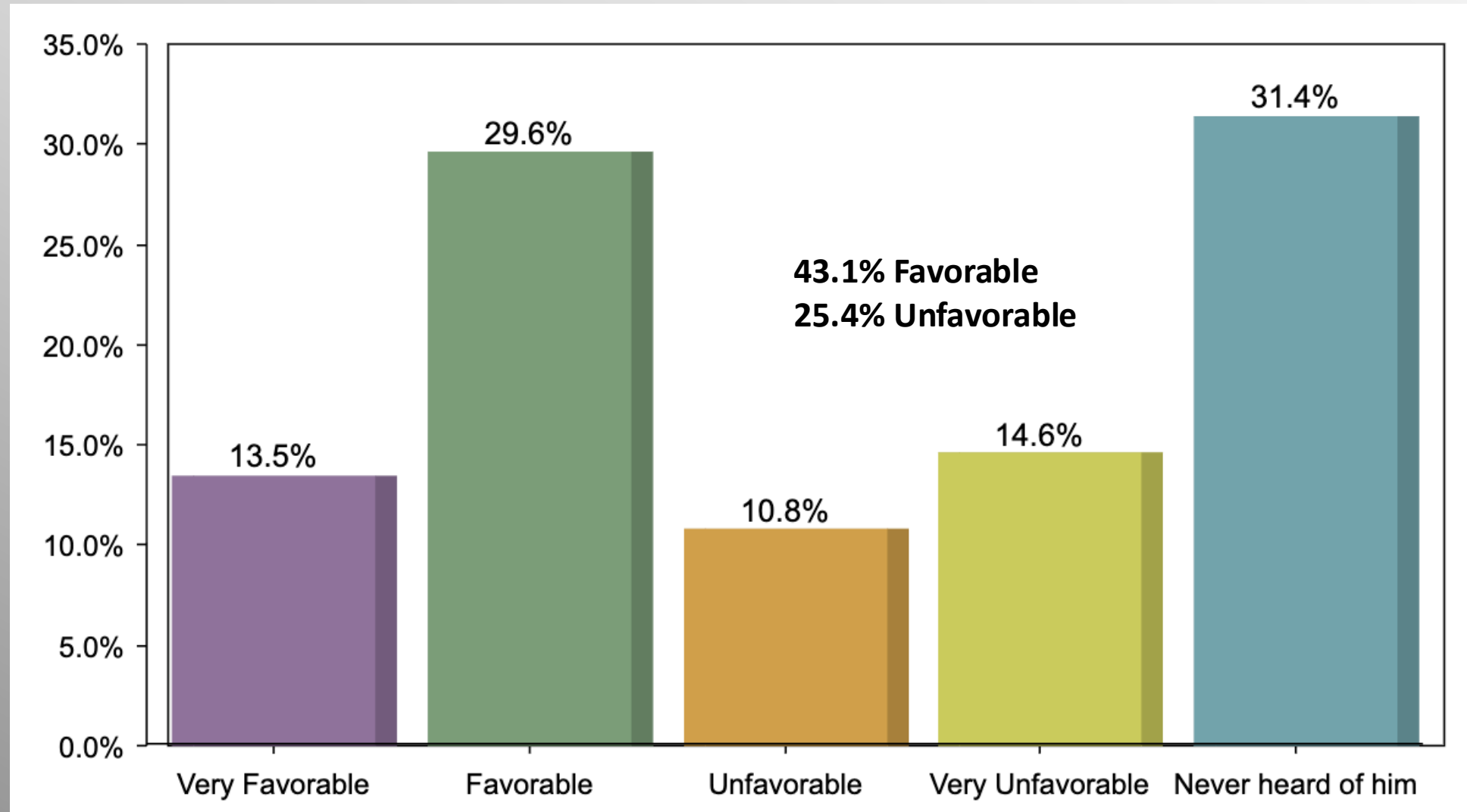
SC Governor GOP Primary

If the primary election for Governor were tomorrow, for whom would you most likely vote?



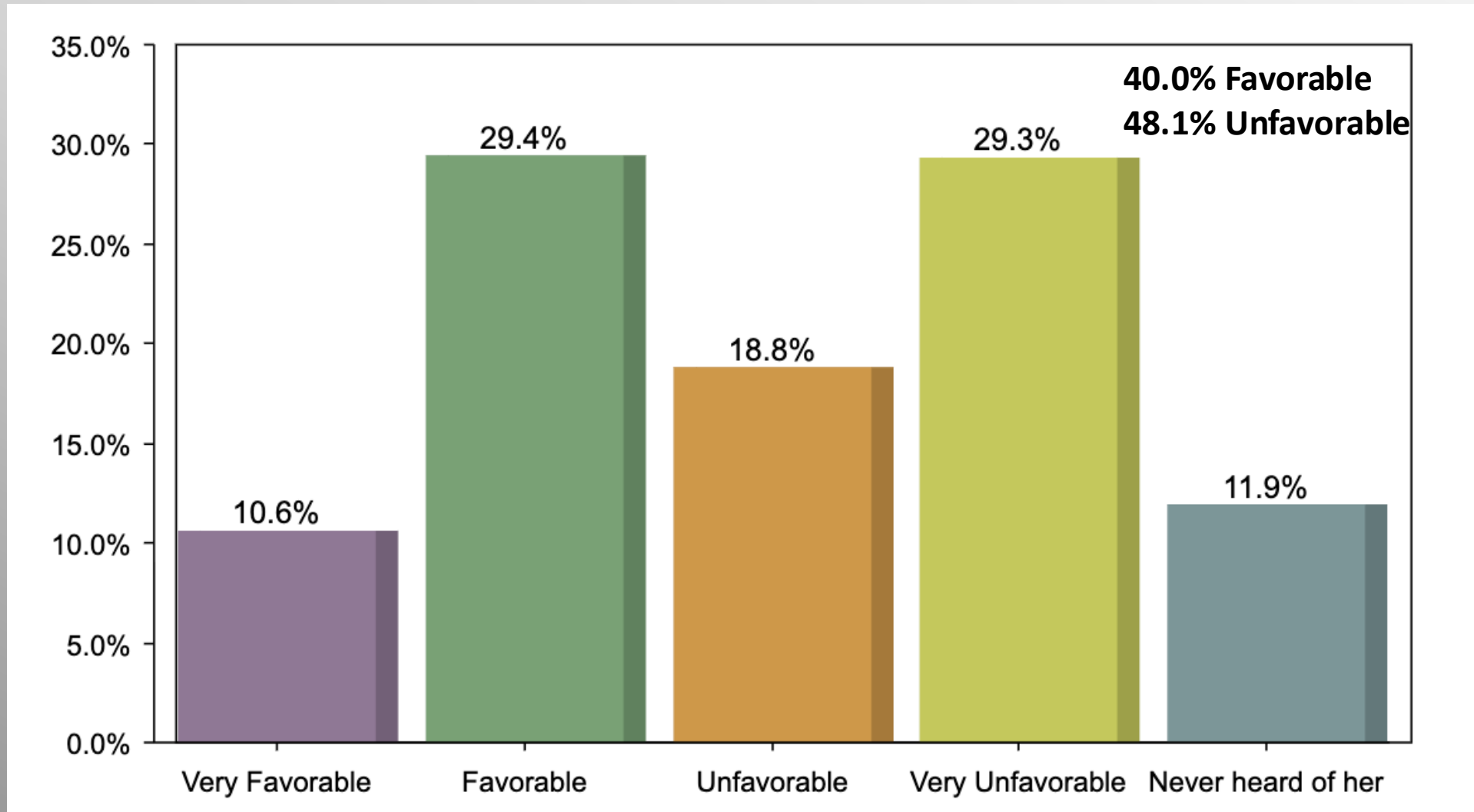
Wilson Favorability

What best describes your opinion of Alan Wilson?



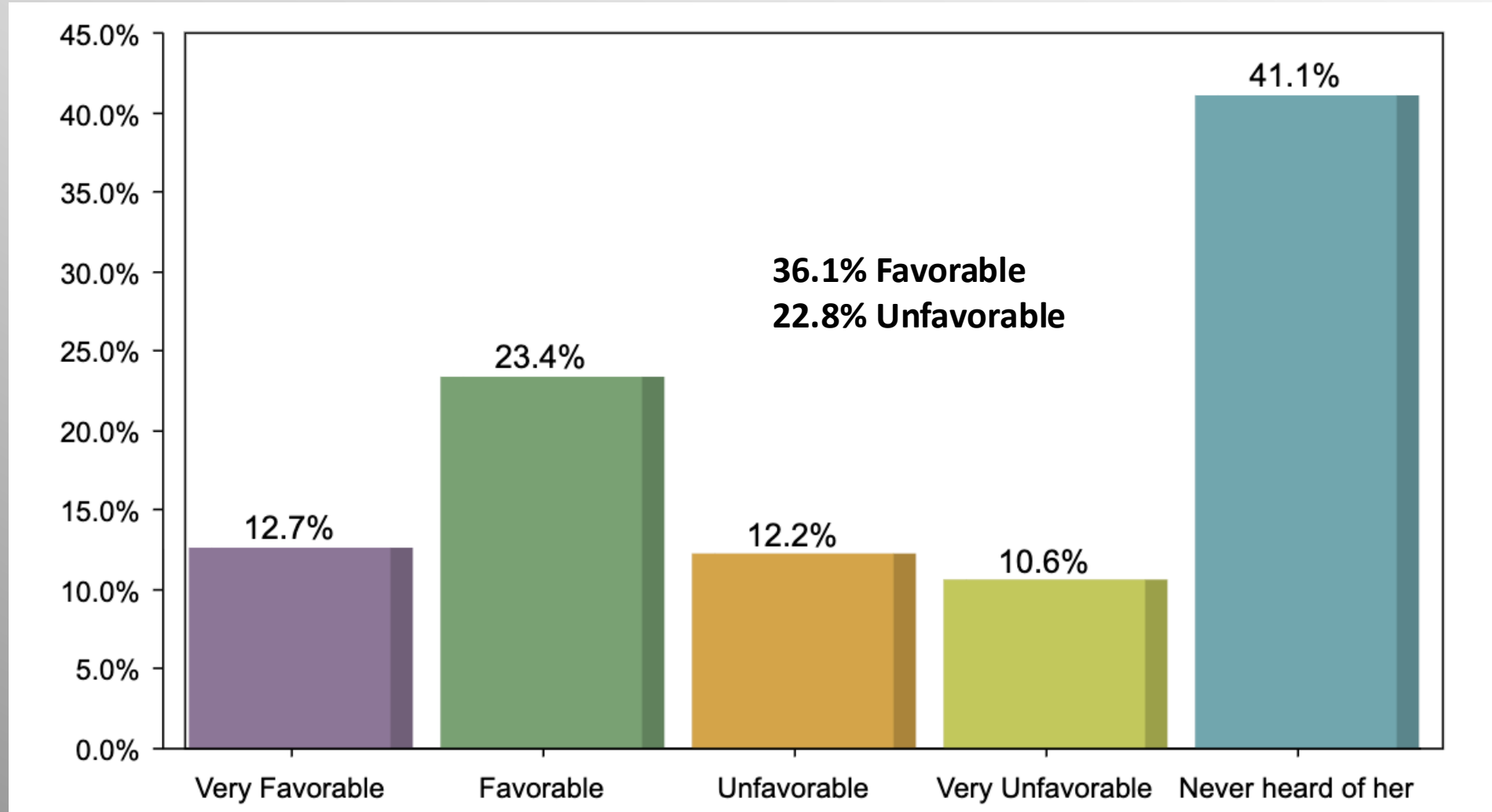
Mace Favorability

What best describes your opinion of Nancy Mace?



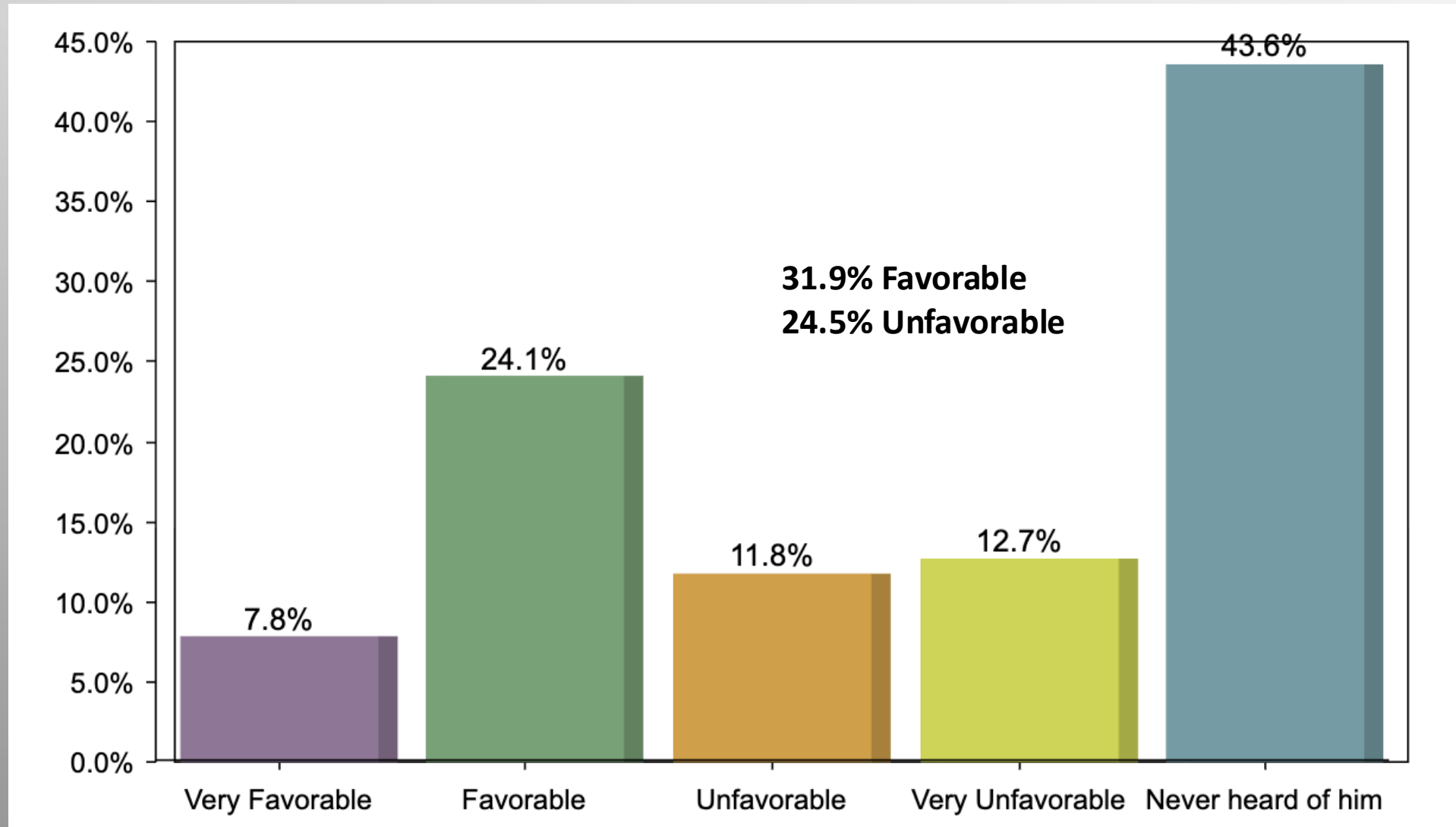
Evette Favorability

What best describes your opinion of Pamela Evette?



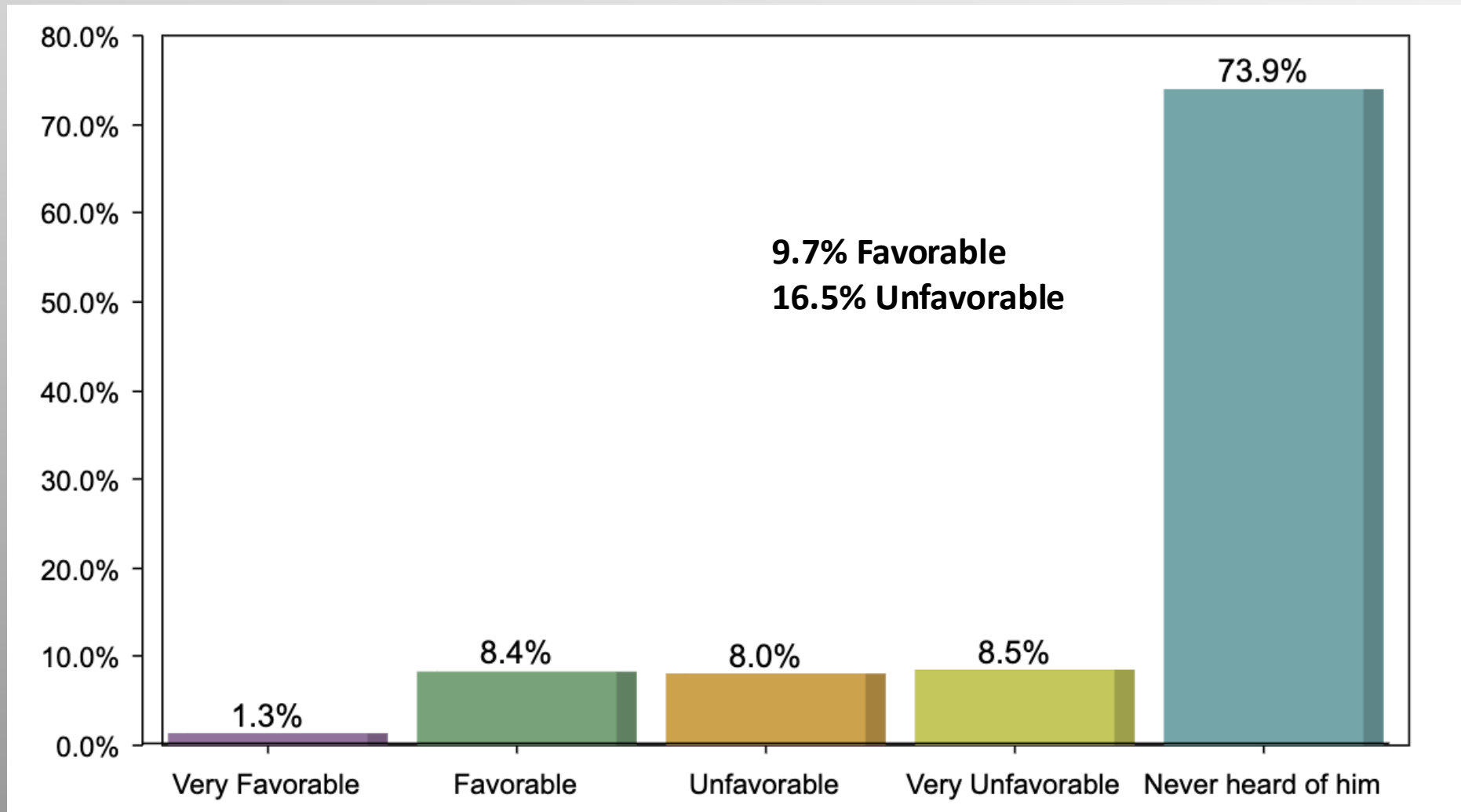
Norman Favorability

What best describes your opinion of Ralph Norman?

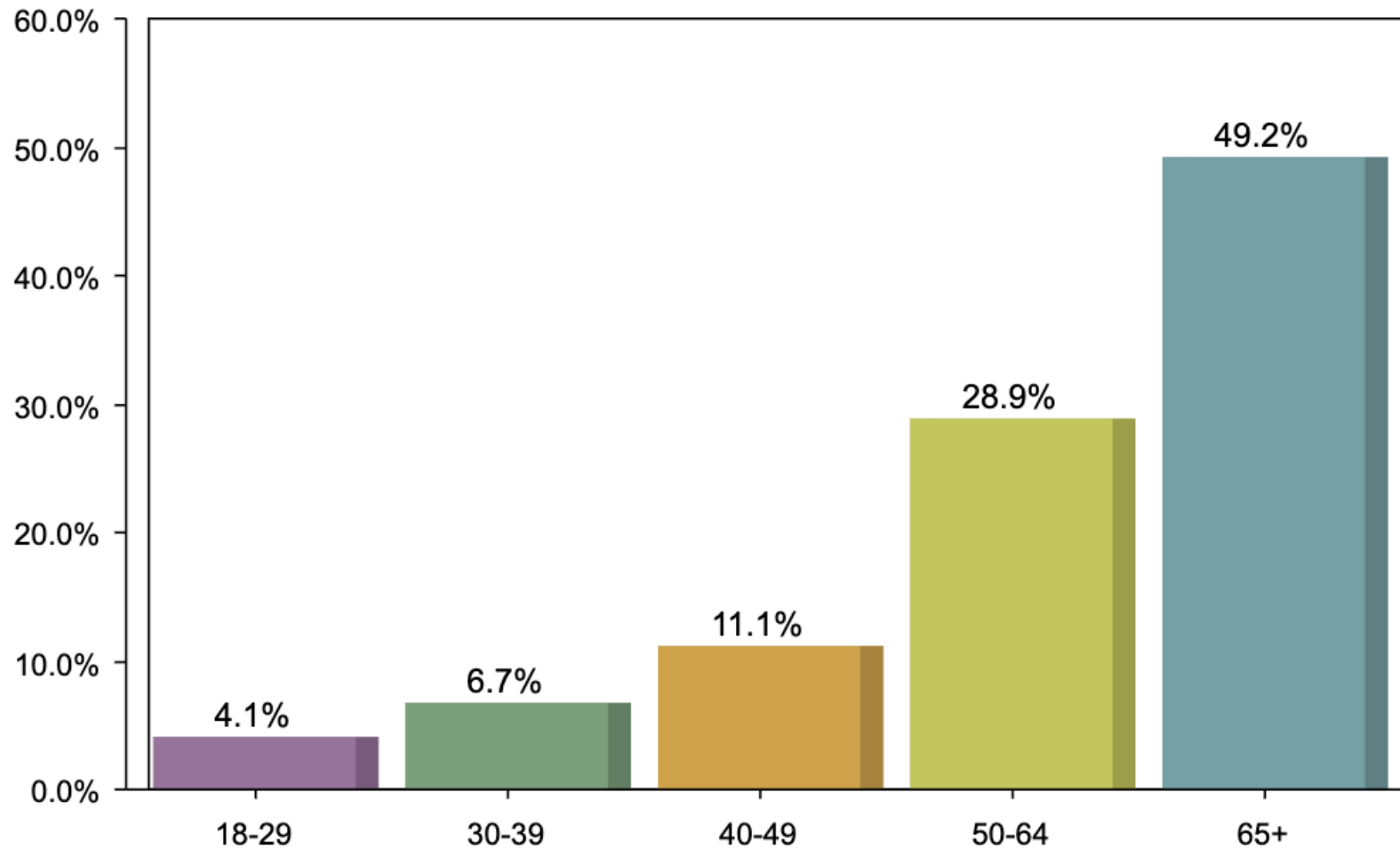


Kimbrell Favorability

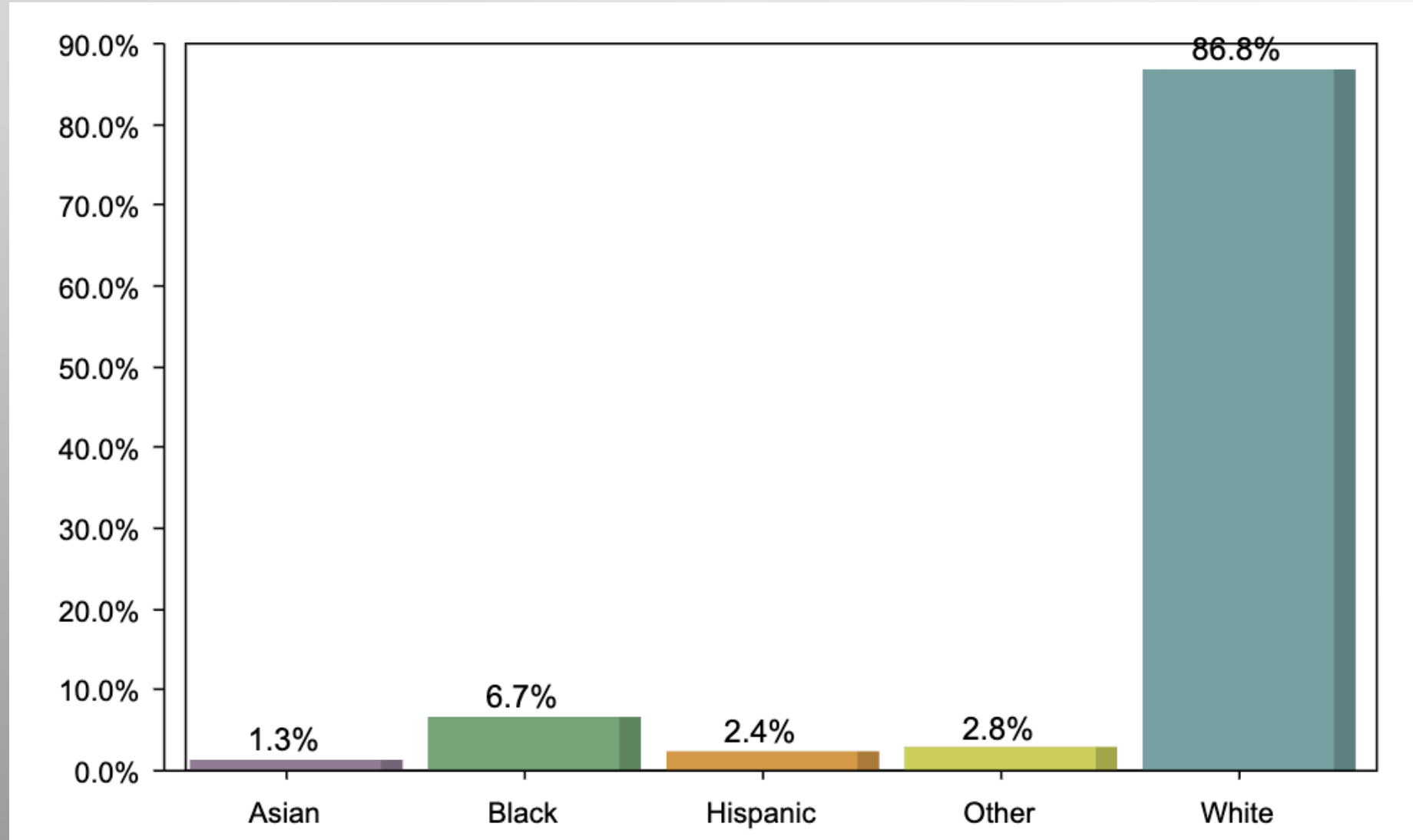
What best describes your opinion of Josh Kimbrell?



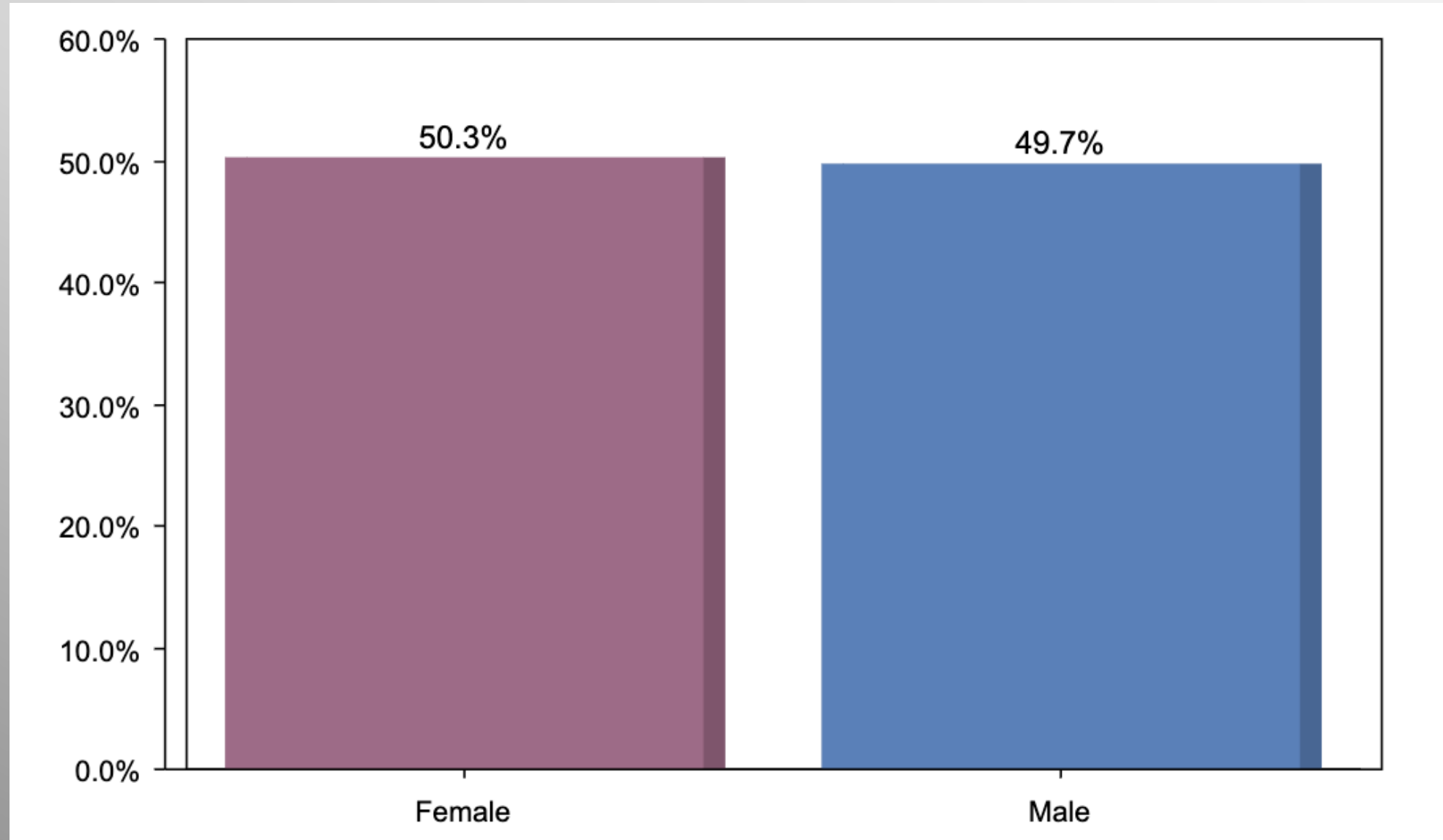
Age Participation



Ethnicity Participation



Gender Participation



Age Gender Crosstabs

Age Gender Crosstabs

If the primary election for Governor were tomorrow, for whom would you most likely vote?

	Age						Gender		
	Total	18-29	30-39	40-49	50-64	65+	Total	Female	Male
Pamela Evette Column %	19.9%	14.1%	14.8%	18.0%	23.0%	19.5%	19.9%	19.0%	20.8%
Nancy Mace Column %	15.8%	5.2%	21.5%	13.2%	16.0%	16.8%	15.8%	13.3%	18.3%
Alan Wilson Column %	12.4%	16.4%	12.6%	12.3%	11.4%	12.7%	12.4%	10.7%	14.2%
Ralph Norman Column %	9.3%	14.6%	8.1%	8.7%	9.0%	9.2%	9.3%	9.7%	8.8%
Josh Kimbrell Column %	1.3%	4.7%	0.0%	0.0%	1.6%	1.3%	1.3%	1.8%	0.9%
Undecided Column %	41.3%	45.0%	42.9%	47.8%	39.0%	40.6%	41.3%	45.5%	37.1%

Age Gender Crosstabs

What best describes your opinion of Alan Wilson?

	Age						Gender		
	Total	18-29	30-39	40-49	50-64	65+	Total	Female	Male
Very Favorable Column %	13.5%	27.0%	12.4%	14.0%	9.6%	14.9%	13.5%	16.1%	11.1%
Favorable Column %	29.6%	48.2%	17.0%	26.9%	32.0%	28.8%	29.6%	27.4%	31.8%
Unfavorable Column %	10.8%	17.9%	11.8%	9.1%	12.2%	9.5%	10.8%	11.0%	10.6%
Very Unfavorable Column %	14.6%	0.0%	13.3%	18.1%	17.2%	13.6%	14.6%	15.5%	13.9%
Never heard of him Column %	31.4%	6.9%	45.6%	31.9%	29.1%	33.2%	31.4%	30.1%	32.7%

Age Gender Crosstabs

What best describes your opinion of Nancy Mace?

	Age						Gender		
	Total	18-29	30-39	40-49	50-64	65+	Total	Female	Male
Very Favorable Column %	10.6%	0.0%	12.1%	12.4%	10.5%	11.0%	10.6%	9.3%	12.0%
Favorable Column %	29.4%	41.4%	17.3%	24.1%	30.7%	30.5%	29.4%	27.8%	31.0%
Unfavorable Column %	18.8%	15.4%	8.8%	21.4%	18.7%	19.9%	18.8%	18.5%	19.1%
Very Unfavorable Column %	29.3%	29.7%	49.9%	27.5%	28.2%	27.6%	29.3%	33.2%	25.5%
Never heard of her Column %	11.9%	13.5%	11.9%	14.6%	11.9%	11.0%	11.9%	11.1%	12.5%

Age Gender Crosstabs

What best describes your opinion of Pamela Evette?

	Age						Gender		
	Total	18-29	30-39	40-49	50-64	65+	Total	Female	Male
Very Favorable Column %	12.7%	24.6%	17.0%	4.9%	14.0%	12.2%	12.7%	15.0%	10.5%
Favorable Column %	23.4%	16.1%	10.3%	23.3%	19.5%	28.3%	23.4%	20.3%	26.4%
Unfavorable Column %	12.2%	19.9%	14.9%	14.7%	13.2%	10.1%	12.2%	14.0%	10.4%
Very Unfavorable Column %	10.6%	18.2%	14.1%	15.6%	10.6%	8.3%	10.6%	10.5%	10.6%
Never heard of her Column %	41.1%	21.2%	43.7%	41.5%	42.8%	41.1%	41.1%	40.2%	42.0%

Age Gender Crosstabs

What best describes your opinion of Ralph Norman?

	Age						Gender		
	Total	18-29	30-39	40-49	50-64	65+	Total	Female	Male
Very Favorable Column %	7.8%	6.6%	5.8%	9.4%	7.8%	7.7%	7.8%	8.8%	6.9%
Favorable Column %	24.1%	50.8%	18.7%	24.2%	24.1%	22.6%	24.1%	24.6%	23.7%
Unfavorable Column %	11.8%	0.0%	13.3%	15.5%	9.9%	12.9%	11.8%	13.5%	10.1%
Very Unfavorable Column %	12.7%	22.6%	18.4%	12.8%	14.2%	10.0%	12.7%	13.9%	11.5%
Never heard of him Column %	43.6%	20.0%	43.8%	38.0%	44.0%	46.8%	43.6%	39.2%	47.9%

Age Gender Crosstabs

What best describes your opinion of Josh Kimbrell?

	Age						Gender		
	Total	18-29	30-39	40-49	50-64	65+	Total	Female	Male
Very Favorable Column %	1.3%	7.3%	0.0%	2.9%	1.3%	0.5%	1.3%	0.8%	1.7%
Favorable Column %	8.4%	13.3%	13.3%	3.6%	7.6%	8.9%	8.4%	11.2%	5.7%
Unfavorable Column %	8.0%	11.3%	12.6%	7.9%	7.9%	7.2%	8.0%	9.1%	7.0%
Very Unfavorable Column %	8.5%	11.3%	6.5%	13.2%	9.2%	7.1%	8.5%	8.8%	8.3%
Never heard of him Column %	73.9%	56.8%	67.6%	72.4%	74.0%	76.4%	73.9%	70.2%	77.4%

Ethnicity DMA Crosstabs

Ethnicity DMA Crosstabs

If the primary election for Governor were tomorrow, for whom would you most likely vote?

	Ethnicity						DMA							
	Total	Asian	Black	Hispanic	Other	White	Total	AUGUST A- AIKEN	CHARLE STON, SC	CHARLO TTE	COLUMB IA, SC	GREENV LL- SPART- ASHEVL L-AND	MYRTLE BEACH- FLOREN CE	SAVANN AH
Pamela Evette Column %	19.9%	16.8%	19.2%	27.7%	5.7%	20.2%	19.9%	24.6%	16.8%	14.0%	13.4%	19.4%	33.2%	9.8%
Nancy Mace Column %	15.8%	0.0%	7.4%	4.9%	36.4%	16.3%	15.8%	18.3%	19.2%	14.8%	8.6%	12.2%	20.0%	25.1%
Alan Wilson Column %	12.4%	0.0%	23.6%	21.9%	12.0%	11.5%	12.4%	11.8%	17.7%	4.4%	23.5%	10.0%	6.8%	9.9%
Ralph Norman Column %	9.3%	0.0%	5.1%	16.1%	29.8%	8.9%	9.3%	5.7%	3.2%	27.2%	13.9%	10.9%	3.5%	7.1%
Josh Kimbrell Column %	1.3%	0.0%	1.0%	0.0%	0.0%	1.5%	1.3%	3.4%	1.0%	4.4%	0.7%	0.6%	2.1%	0.0%
Undecided Column %	41.3%	83.2%	43.7%	29.4%	16.1%	41.7%	41.3%	36.2%	42.0%	35.1%	40.0%	46.9%	34.4%	48.1%

What best describes your opinion of Alan Wilson?

	Ethnicity						DMA							
	Total	Asian	Black	Hispanic	Other	White	Total	AUGUSTA-AIKEN	CHARLESTON, SC	CHARLOTTE	COLUMBIA, SC	GREENVILLE-SPARTANBURG	MYRTLE BEACH-FLORENCE	SAVANNAH
Very Favorable Column %	13.5%	0.0%	23.6%	38.8%	19.0%	12.1%	13.5%	19.7%	13.1%	7.7%	29.8%	10.5%	11.0%	3.1%
Favorable Column %	29.6%	24.5%	17.0%	33.0%	22.3%	30.9%	29.6%	15.8%	29.7%	31.9%	29.6%	33.9%	27.0%	22.7%
Unfavorable Column %	10.8%	0.0%	8.8%	0.0%	26.8%	10.9%	10.8%	11.6%	12.3%	6.8%	9.4%	14.7%	6.7%	8.6%
Very Unfavorable Column %	14.6%	0.0%	18.5%	9.5%	8.0%	14.8%	14.6%	14.1%	16.5%	6.1%	17.4%	15.9%	14.0%	9.9%
Never heard of him Column %	31.4%	75.5%	32.1%	18.7%	23.8%	31.3%	31.4%	38.9%	28.4%	47.4%	13.9%	25.1%	41.3%	55.7%

What best describes your opinion of Nancy Mace?

	Ethnicity						DMA							
	Total	Asian	Black	Hispanic	Other	White	Total	AUGUSTA-AIKEN	CHARLESTON, SC	CHARLOTTE	COLUMBIA, SC	GREENVILLE-SPARTANBURG	MYRTLE BEACH-FLORENCE	SAVANNAH
Very Favorable Column %	10.6%	0.0%	8.5%	7.1%	8.1%	11.1%	10.6%	4.2%	8.4%	9.9%	11.9%	8.5%	13.8%	19.6%
Favorable Column %	29.4%	46.0%	22.7%	37.9%	31.5%	29.5%	29.4%	34.4%	30.5%	26.7%	22.8%	31.9%	27.4%	36.0%
Unfavorable Column %	18.8%	24.5%	13.1%	25.6%	23.8%	18.9%	18.8%	21.0%	19.9%	26.7%	12.7%	17.5%	22.1%	13.9%
Very Unfavorable Column %	29.3%	0.0%	34.0%	15.4%	23.2%	29.8%	29.3%	23.5%	34.9%	23.6%	37.4%	27.0%	25.7%	24.4%
Never heard of her Column %	11.9%	29.5%	21.7%	14.0%	13.4%	10.7%	11.9%	16.9%	6.1%	13.1%	15.2%	15.1%	10.9%	6.1%

What best describes your opinion of Pamela Evette?

	Ethnicity						DMA							
	Total	Asian	Black	Hispanic	Other	White	Total	AUGUSTA-AIKEN	CHARLESTON, SC	CHARLOTTE	COLUMBIA, SC	GREENVILLE-SPARTANBURGH-ANDERSON	MYRTLE BEACH-FLORENCE	SAVANNAH
Very Favorable Column %	12.7%	24.5%	14.9%	46.5%	0.0%	11.9%	12.7%	4.4%	9.6%	12.1%	10.6%	10.9%	23.3%	8.1%
Favorable Column %	23.4%	0.0%	16.2%	0.0%	23.9%	24.9%	23.4%	26.1%	23.6%	20.0%	20.3%	26.1%	25.9%	13.2%
Unfavorable Column %	12.2%	0.0%	18.2%	13.6%	19.4%	11.6%	12.2%	3.9%	13.5%	8.7%	15.7%	15.2%	9.0%	5.2%
Very Unfavorable Column %	10.6%	0.0%	12.6%	0.0%	6.6%	10.9%	10.6%	6.6%	7.2%	5.5%	15.5%	11.0%	12.8%	9.8%
Never heard of her Column %	41.1%	75.5%	38.2%	39.9%	50.1%	40.7%	41.1%	58.9%	46.2%	53.7%	37.8%	36.8%	29.0%	63.7%

What best describes your opinion of Ralph Norman?

	Ethnicity						DMA							
	Total	Asian	Black	Hispanic	Other	White	Total	AUGUSTA-AIKEN	CHARLESTON, SC	CHARLOTTE	COLUMBIA, SC	GREENVILLE-SPARTANBURGH-ANDERSON	MYRTLE BEACH-FLORENCE	SAVANNAH
Very Favorable Column %	7.8%	0.0%	5.9%	27.8%	24.0%	7.2%	7.8%	2.5%	1.4%	25.1%	12.3%	10.1%	3.2%	3.0%
Favorable Column %	24.1%	24.5%	19.6%	24.5%	39.8%	24.0%	24.1%	18.2%	17.8%	36.7%	25.9%	26.0%	25.7%	14.5%
Unfavorable Column %	11.8%	0.0%	8.7%	17.9%	7.0%	12.2%	11.8%	2.5%	12.4%	8.6%	15.2%	15.3%	7.6%	8.0%
Very Unfavorable Column %	12.7%	0.0%	17.4%	9.5%	8.3%	12.6%	12.7%	4.8%	14.6%	16.0%	15.2%	13.2%	9.9%	6.3%
Never heard of him Column %	43.6%	75.5%	48.4%	20.2%	20.9%	44.0%	43.6%	71.9%	53.9%	13.6%	31.4%	35.4%	53.5%	68.3%

What best describes your opinion of Josh Kimbrell?

	Ethnicity						DMA							
	Total	Asian	Black	Hispanic	Other	White	Total	AUGUSTA-AIKEN	CHARLESTON, SC	CHARLOTTE	COLUMBIA, SC	GREENVILLE-SPARTANBURGH	MYRTLE BEACH-FLORENCE	SAVANNAH
Very Favorable Column %	1.3%	0.0%	1.1%	0.0%	0.0%	1.4%	1.3%	0.0%	1.9%	5.5%	0.0%	1.5%	0.0%	0.0%
Favorable Column %	8.4%	0.0%	7.1%	29.4%	28.5%	7.5%	8.4%	0.0%	6.5%	5.1%	5.2%	12.4%	11.2%	3.1%
Unfavorable Column %	8.0%	0.0%	5.4%	0.0%	7.0%	8.6%	8.0%	6.8%	5.7%	3.3%	6.6%	13.3%	7.3%	2.8%
Very Unfavorable Column %	8.5%	0.0%	10.8%	6.8%	16.5%	8.2%	8.5%	7.2%	5.7%	7.7%	15.8%	11.1%	4.2%	4.8%
Never heard of him Column %	73.9%	100.0%	75.6%	63.9%	48.1%	74.4%	73.9%	86.0%	80.2%	78.4%	72.4%	61.7%	77.3%	89.4%