TO: Mace for Governor
FROM: Clare Considine, Stratus Intelligence
DATE: March 16, 2026
RE: Republican Primary Survey for South Carolina Governor

Methodology

Stratus Intelligence surveyed 600 likely Republican primary voters across South Carolina. The survey was conducted March 9th through March 11th using a mix of SMS to web and live calls with professional interviewers. The results were weighted to reflect modeled turnout benchmarks for age, gender, education, and geography. The margin of error for this survey is ±3.9%.
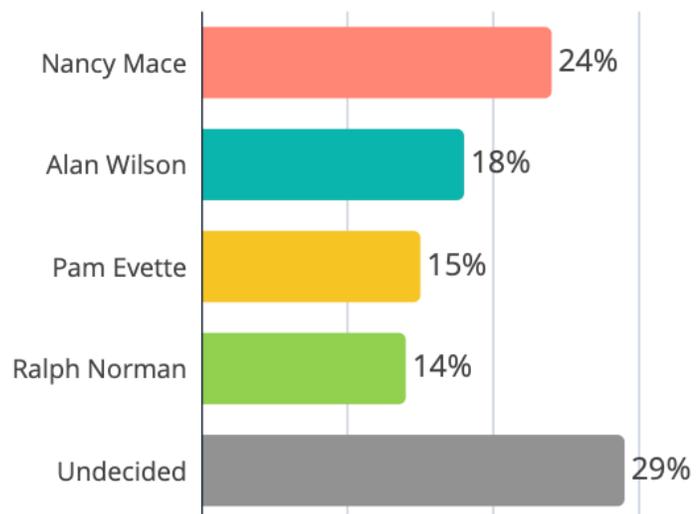
Key Findings

Nancy Mace leads the field by six points, has nearly universal name recognition, and has significantly improved her favorability since January—moving from a negative to a positive net image as more voters become familiar with her.

In contrast, the rest of the field is seeing the opposite trend: increased name recognition paired with rising unfavorability and declining net favorability. With nearly one-third of voters still undecided, Mace is well positioned to consolidate additional support as the campaign progresses, giving her the strongest trajectory and clearest path to victory in the Republican primary.

Ballot

Nancy Mace continues to lead the field with twenty four percent of likely Republican primary voters.

- **Nancy Mace**: 24%
- **Alan Wilson**: 18%
- **Pamela Evette**: 15%
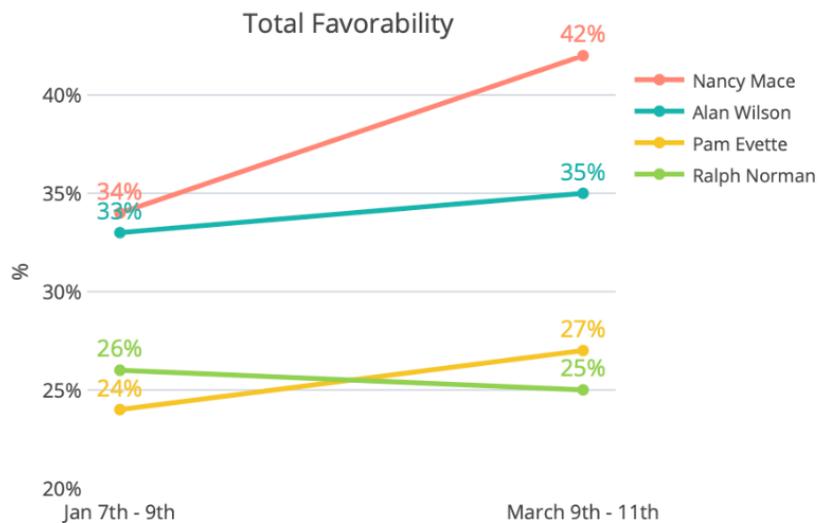- **Ralph Norman**: 14%
- **Undecided**: 29%

Candidate Images

	January 7th – 9th				March 9th – 11th			
	Fav.	Unfav.	Net	Name ID	Fav.	Unfav.	Net	Name ID
Nancy Mace	34%	44%	–10	91%	42%	40%	+2	96%
Alan Wilson	33%	18%	+15	72%	35%	23%	+12	82%
Pam Evette	24%	15%	+10	64%	27%	19%	+8	76%
Ralph Norman	26%	18%	+8	70%	25%	19%	+6	75%

For Mace, this shows a significant *increase* in total favorability, net favorability, and name ID from the results of an earlier survey conducted by Stratus Intelligence January 7th–9th of this year.

Meanwhile, the rest of the field pairs *increased* name ID with *increased* <u>un</u>favorability and *decreased* net favorability—in other words, the more voters come to know Wilson, Evette, and Norman, the less they like them.

Conclusion

Overall, the survey shows Nancy Mace in a commanding position in the Republican primary. She leads the field on the ballot, has near universal name recognition, and is the only candidate whose favorability improves as more voters become familiar with her, while her opponents see the opposite trend. With just under thirty percent of voters still undecided, Mace's high favorability, strong standing, and positive trajectory place her in the best position to consolidate additional support while the rest of the field is stuck vying for second place.