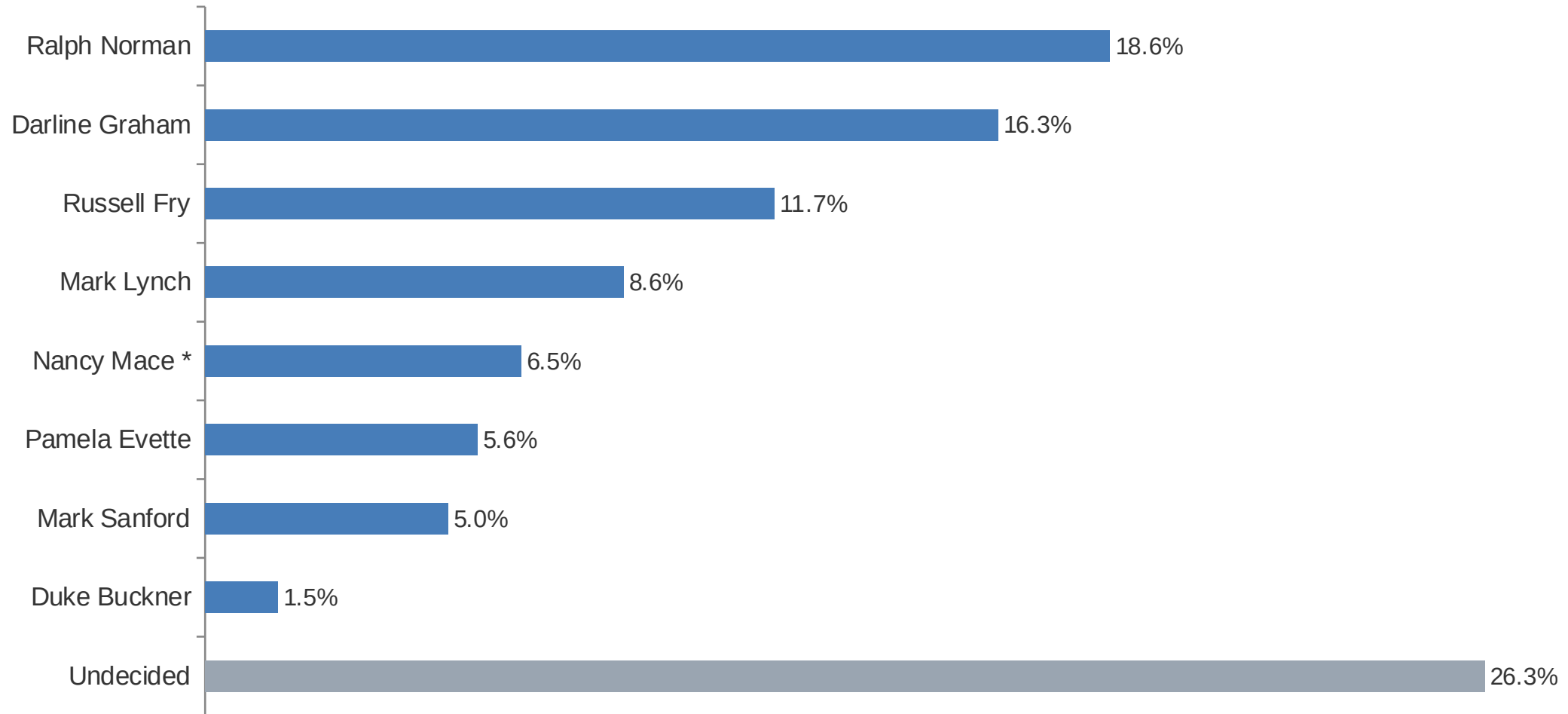


The Ballot: Norman Narrowly Leads a Wide-Open Race

"If the Republican special primary election for United States Senate were held today and the candidates were the following, for whom would you vote?"



Weighted results. Norman's lead over Graham is within the margin of error ($\pm 3.5\%$). Candidate names were randomized; Undecided always last. * After fielding, Nancy Mace publicly stated she does not intend to seek this office; results are reported as asked. Ballot included announced and potential candidates.



SOUTH CAROLINA U.S. SENATE

Special Republican Primary Poll

Conducted independently by Innovative Communication Strategies
Field dates July 20–21, 2026 · n = 788 verified likely voters · MoE ± 3.5%

pollsc.com

Media contact: Jon Parker · 828-228-5104 · Parker@theicsgroup.net



South Carolina U.S. Senate Special Republican Primary Poll

Complete Release Package

Field dates	July 20–21, 2026
Sample	788 verified likely special-primary voters
Margin of error	± 3.5 percentage points
Mode	Text-to-web (SMS to file-matched cell phones)
Sponsor	Innovative Communication Strategies — independent; no candidate or committee funding

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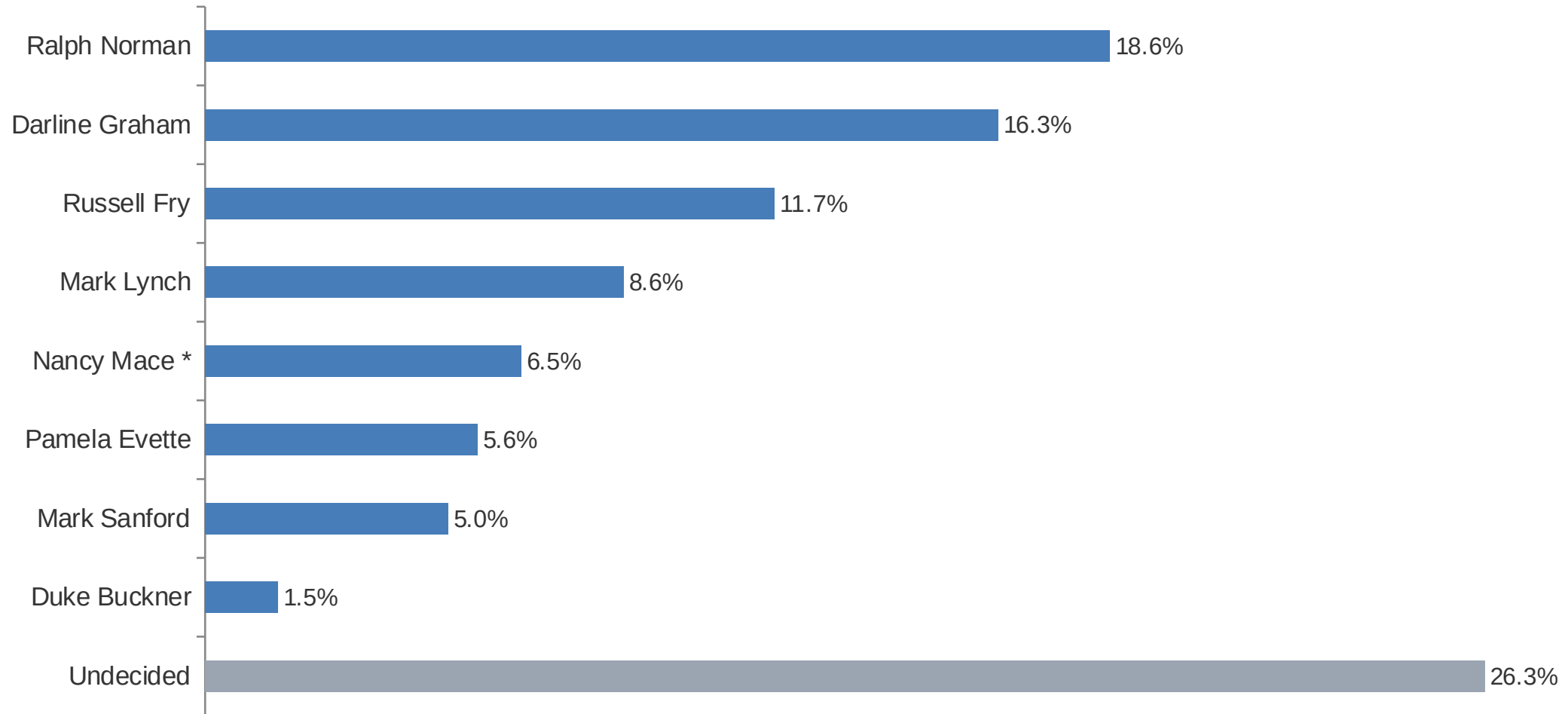
- 1 Presentation of Findings
- 2 Topline Results & Full Methodology
- 3 Crosstabulations
- 4 Appendix: Survey Instrument as Fielded

Media contact: Jon Parker, Innovative Communication Strategies · 828-228-5104 · Parker@theicsgroup.net
Full package, crosstabulations, and methodology: pollsc.com

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The Ballot: Norman Narrowly Leads a Wide-Open Race

"If the Republican special primary election for United States Senate were held today and the candidates were the following, for whom would you vote?"



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Weighted vs. Unweighted: The Numbers Barely Move

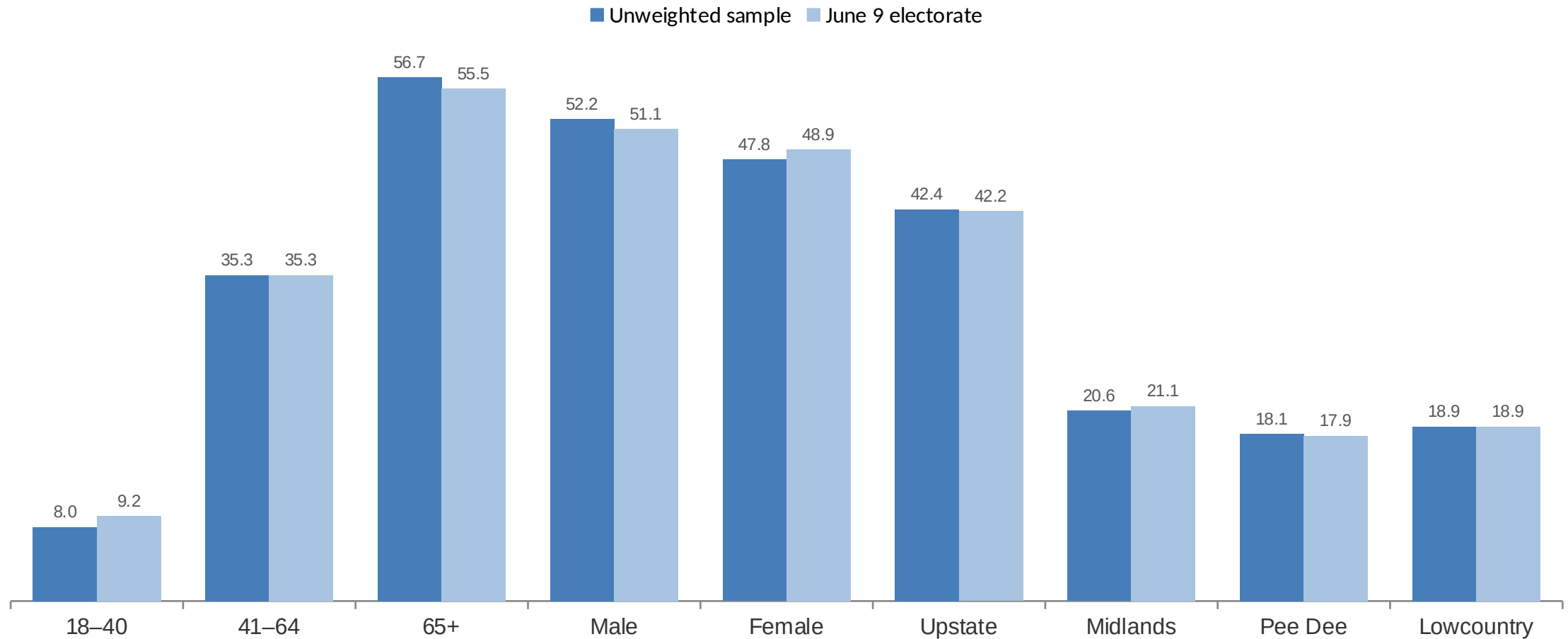
The completed sample closely matched the June 9 Republican primary electorate before any adjustment — weighting shifts every candidate by less than one point.

Candidate	Weighted	Unweighted	Difference
Ralph Norman	18.6%	18.4%	+0.2
Darline Graham	16.3%	16.4%	-0.1
Russell Fry	11.7%	11.7%	-0.0
Mark Lynch	8.6%	8.5%	+0.1
Nancy Mace *	6.5%	6.6%	-0.1
Pamela Evette	5.6%	5.6%	+0.0
Mark Sanford	5.0%	4.9%	+0.0
Duke Buckner	1.5%	1.5%	-0.0
Undecided	26.3%	26.4%	-0.1

Official topline figures are the weighted results.

The Sample Mirrors the June 9th GOP Primary Electorate

Unweighted sample composition vs. the measured June 9, 2026 Republican primary electorate (state voter file)



Largest gap on any dimension: 1.2 points. This close pre-weighting match is why weights run just 0.83–1.32 and move no ballot number by even one point.

Inside the Numbers: A Regional Race

MYRTLE BEACH DMA

Fry 39%

Russell Fry has a substantial lead in the Myrtle Beach media market (34% across the Pee Dee) — but draws single digits in most of the rest of the state.

UPSTATE

Norman 26%

Ralph Norman is strongest in the Upstate, where he leads the field.

WOMEN

Graham 22%

Darline Graham leads among women (22% vs. 12% of men) — the largest gender gap of any candidate.

LOWCOUNTRY

33% undecided

A third of coastal voters are undecided — the biggest open bloc anywhere in the state.

Methodology: Weighted to a Measured Electorate

WHO

Voters who cast ballots in the June 9, 2026 SC Republican primary (from the state voter file) and say they are likely to vote in the Aug. 11 special U.S. Senate primary.

HOW

Text-to-web: SMS invitations to file-matched cell phones; stratified random sample by age, gender, and congressional district. Fielded July 20–21, 2026 in English. Candidate names randomized, Undecided last.

VERIFIED

Every interview matched to a voter record by ID (100%). 12 duplicate submissions removed; self-reports agreed with file data ~95% per field. District taken from the voter record; raked to the measured June 9 electorate.

QUALITY

$n = 788$ verified · MoE $\pm 3.5\%$ · design effect 1.008 · weights 0.83–1.32 · weighted vs. unweighted difference < 1 pt on every ballot item.

Topline Results & Methodology · Field dates: July 20–21, 2026 · n = 788 verified likely special-primary voters · MoE ± 3.5%

Conducted and sponsored independently by Innovative Communication Strategies (ICS). This survey was not funded, commissioned, or directed by any candidate, campaign committee, or outside organization.

Media contact: Jon Parker, Innovative Communication Strategies · 828-228-5104 · Parker@theicsgroup.net

Q1. Likelihood to vote (screener)

“A special Republican primary election for United States Senate will be held on Tuesday, August 11th. How likely are you to vote in that election?”

	Weighted	Unweighted
Absolutely certain to vote	84.9%	84.9%
Very likely	12.8%	12.8%
Somewhat likely	2.3%	2.3%

Respondents indicating they were unlikely to vote or unsure did not qualify for the survey.

Q2. Special Republican primary ballot

“If the Republican special primary election for United States Senate were held today and the candidates were the following, for whom would you vote?” Candidate names were presented in randomized order, with Undecided always shown last.

	Weighted	Unweighted
Ralph Norman	18.6%	18.4%
Darline Graham	16.3%	16.4%
Russell Fry	11.7%	11.7%
Mark Lynch	8.6%	8.5%
Nancy Mace *	6.5%	6.6%
Pamela Evette	5.6%	5.6%
Mark Sanford	5.0%	4.9%
Duke Buckner	1.5%	1.5%
Undecided	26.3%	26.4%

Weighted and unweighted results differ by less than one percentage point for every candidate. Results are shown in descending order of support; percentages may not sum to 100 due to rounding.

* After this survey was fielded, Nancy Mace publicly stated that she does not intend to seek this office. Results are reported exactly as the ballot was asked of respondents.

The candidate field for the August 11 special primary was not final when this survey was fielded; the ballot included announced and potential candidates.

Survey Methodology

Sponsor & pollster

This poll was designed, conducted, funded, and analyzed solely by Innovative Communication Strategies (ICS), independent of any candidate, campaign committee, party committee, or outside organization.

Population surveyed

Voters who cast a ballot in the June 9, 2026 South Carolina Republican gubernatorial primary, identified from the South Carolina voter file, who say they are likely to vote in the August 11, 2026 special Republican primary for United States Senate.

Sample design

Stratified random sample drawn from the 467,578 voters who participated in the June 9, 2026 Republican primary. Sampling strata were defined by age, gender, and congressional district, with invitations allocated to offset known differences in response propensity so the completed sample would approximate the June 9 electorate without heavy correction.

Mode & field dates

Text-to-web: respondents received an SMS invitation to a secure online questionnaire on their file-matched cell phone. Interviews were completed July 20–21, 2026. Ballot candidate names were presented in randomized order, with Undecided always shown last, to avoid position bias. The questionnaire was administered in English only.

Sample size & data integrity

800 completed submissions were received. Every response carries the unique voter identifier of its invitation, allowing each interview to be matched to a specific voter record. This matching identified 12 duplicate submissions originating from a single invitation link (with inconsistent self-reported demographics and identical vote choice); all 12 were removed, yielding 788 verified completed interviews. No other duplication or automation patterns were detected.

Voter-file matching & validation

All 788 verified respondents (100%) were matched to the South Carolina voter file by voter ID; first names agreed for 100% of matched records. Self-reported demographics were validated against the file: after resolving shared-phone households (30 interviews re-attributed to the household member matching the reported demographics), self-reports agreed with file records for approximately 95% of respondents on age group, 95% on gender, and 96% on county; 90% agreed on all fields simultaneously. Congressional district was taken from the matched voter record for 95.8% of respondents; for the remainder (where reported county differed from the file), district was assigned from the reported county.

Weighting

Results were weighted by iterative proportional fitting (raking) on age, gender, and congressional district to the observed demographic composition of the actual June 9, 2026 Republican primary electorate as recorded in the voter file — a measured electorate, not a modeled or projected one. Weighting targets: age 18–40 (9.2%), 41–64 (35.3%), 65+ (55.5%); male (51.1%), female (48.9%); and the seven congressional districts in their recorded shares of June 9 turnout.

Weighting diagnostics

The unweighted sample closely matched the target population before weighting; weighted and unweighted results differ by less than one percentage point on every ballot item. Weights range from 0.83 to 1.32; design effect 1.008; effective sample size 782.

Margin of error

± 3.5 percentage points at the 95% confidence level for full-sample weighted results, incorporating the design effect. Margins of error are larger for subgroups. Sampling error is only one potential source of error in surveys.

Question wording & order

All questions released from this survey are reproduced verbatim and in the order asked in this document: a vote-likelihood screener followed by the candidate ballot, then demographic items (county, age, gender).

Limitations

Results represent likely special-primary voters within the June 9 Republican primary electorate; other voters who may be eligible to participate in the August 11 special primary were outside the sampling frame. The survey was conducted in English only and reached voters with a cell phone number on the voter file, which may exclude some eligible voters. Sampling error is one of several possible sources of survey error.

Transparency

Full topline results, crosstabulations (including media-market breaks appended from the voter file), and this methodology statement are published at pollsc.com. Additional sample disposition information is available from ICS upon request. Inquiries regarding this survey may be directed to Jon Parker, Innovative Communication Strategies, at 828-228-5104 or Parker@theicsgroup.net.

Crosstabulations — Special Republican Primary Ballot for U.S. Senate

Weighted percentages; unweighted base sizes per column. Field dates July 20–21, 2026 · n = 788 verified interviews · Full-sample MoE ± 3.5%; subgroup margins are larger. Media-market (DMA) breaks are appended from the matched voter file. Columns may not sum to 100 due to rounding.

	TOTAL	18-40	41-64	65+	Male	Female	Upstate	Midlands	Pee Dee	Lowcountry	Grnvl-Spart	Columbia	Charleston	Myrtle-Flor	Other
Base (unw.)	788	63	278	447	404	370	334	162	143	149	287	134	111	105	151
Ralph Norman	19%	19%	16%	20%	19%	18%	26%	15%	11%	12%	25%	19%	8%	5%	23%
Darline Graham	16%	9%	14%	19%	12%	22%	16%	15%	15%	19%	17%	12%	21%	13%	18%
Russell Fry	12%	21%	15%	8%	14%	9%	4%	13%	34%	7%	3%	14%	12%	39%	7%
Mark Lynch	9%	8%	10%	8%	8%	8%	13%	6%	4%	6%	13%	7%	6%	4%	7%
Nancy Mace *	7%	6%	7%	6%	8%	5%	5%	9%	6%	8%	5%	7%	6%	5%	11%
Pamela Evette	6%	6%	5%	6%	5%	6%	6%	5%	8%	3%	6%	4%	2%	9%	7%
Mark Sanford	5%	7%	6%	4%	7%	3%	3%	7%	2%	9%	4%	8%	12%	2%	2%
Duke Buckner	1%	2%	2%	1%	1%	2%	1%	3%	0%	3%	1%	3%	3%	0%	1%
Undecided	26%	23%	24%	29%	25%	27%	26%	27%	19%	33%	26%	25%	31%	24%	26%

* After fielding, Nancy Mace publicly stated she does not intend to seek this office; results are reported as asked. Age, gender, and county are self-reported; region derives from county (Upstate incl. York; Midlands incl. Aiken/CSRA; Pee Dee incl. Horry/Grand Strand; Lowcountry = Charleston tri-county and southern coast). Media market is the DMA of the matched voter-file record; “Other” combines Charlotte, Augusta, Savannah, and remaining markets. The 18–40 base (63) is small; interpret with caution. Fourteen respondents declining to state gender are included in Total but not in gender columns.

Additional sample disposition information is available from ICS upon request.

Innovative Communication Strategies · pollsc.com · © 2026 | Media contact: Jon Parker · 828-228-5104 · Parker@theicsgroup.net

South Carolina U.S. Senate Special Republican Primary Poll · Fielded July 20–21, 2026 · Administered in English via text-to-web.

Screening & qualification

Respondents answering “Not very likely,” “Will not vote,” or “Not sure” to Q1 were disqualified and shown: “Sorry, you do not qualify to take this survey.” Only qualified respondents proceeded to the ballot.

Q1. A special Republican primary election for United States Senate will be held on Tuesday, August 11th. How likely are you to vote in that election?

- ☐ Absolutely certain to vote
- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not very likely (*disqualify*)
- ☐ Will not vote (*disqualify*)
- ☐ Not sure (*disqualify*)

Q2. If the Republican special primary election for United States Senate were held today and the candidates were the following, for whom would you vote?

Candidate names were presented in randomized order; “Undecided” was always shown last. Listed here alphabetically for reference.

- ☐ Duke Buckner
- ☐ Pamela Evette
- ☐ Russell Fry
- ☐ Darline Graham
- ☐ Mark Lynch
- ☐ Nancy Mace
- ☐ Ralph Norman
- ☐ Mark Sanford
- ☐ Undecided (*always last*)

Q3. What county do you live in?

All 46 South Carolina counties were offered: Abbeville, Aiken, Allendale, Anderson, Bamberg, Barnwell, Beaufort, Berkeley, Calhoun, Charleston, Cherokee, Chester, Chesterfield, Clarendon, Colleton, Darlington, Dillon, Dorchester, Edgefield, Fairfield, Florence, Georgetown, Greenville, Greenwood, Hampton, Horry, Jasper, Kershaw, Lancaster, Laurens, Lee, Lexington, Marion, Marlboro, McCormick, Newberry, Oconee, Orangeburg, Pickens, Richland, Saluda, Spartanburg, Sumter, Union, Williamsburg, York.

Q4. What is your age?

- ☐ 18-40
- ☐ 41-64
- ☐ 65+

Q5. What is your gender:

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Closing screen

“Thank you for taking our survey. Your response is very important to us.”