

MEMO

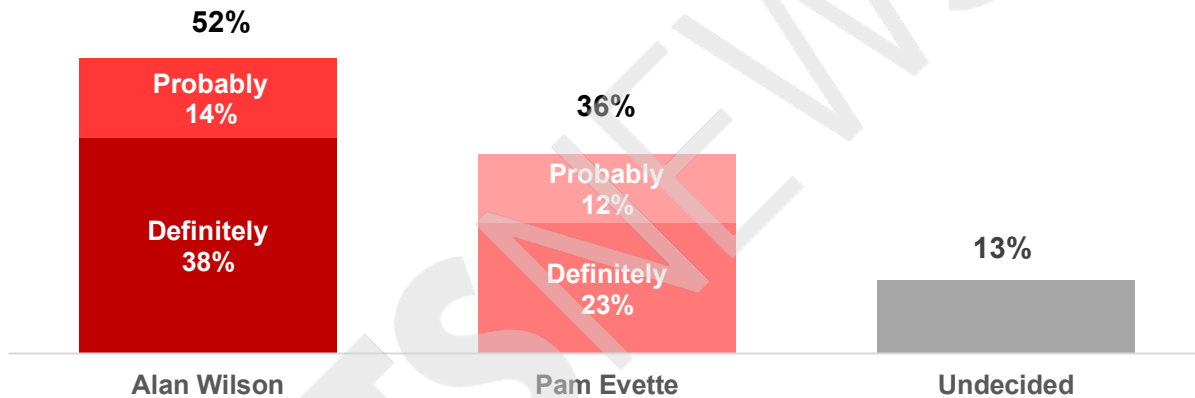
TO: Interested Parties
 FROM: Justin Clark, Founding Partner
 DATE: June 15th, 2026
 RE: Alan Wilson: Clear Frontrunner

OVERVIEW

In the campaign’s first runoff survey, the results are clear: **Alan Wilson is the frontrunner for the Republican nomination for Governor of South Carolina.** Within days of last Tuesday’s primary, the runoff vote has consolidated behind him: he leads 52% to 36%, and the voters who backed the eliminated candidates are breaking decisively his way.

ALAN WILSON IS THE CLEAR FRONTRUNNER

A survey of the likely runoff electorate leaves little doubt about the state of the race: Republican voters are rapidly consolidating behind Alan Wilson. Just days after the primary, Wilson has built a commanding 52% to 36% advantage over Pam Evette.¹



Eliminated candidates’ voters consolidate around Wilson decisively:

Primary vote based on recall (n)	Alan Wilson			Pam Evette			Undecided
	Def.	Prob.	Total	Def.	Prob.	Total	
Wilson voters (n=151)	80%	16%	95%	2%	<1%	2%	2%
Evette voters (n=172)	3%	2%	5%	66%	23%	89%	6%
Reddy voters (n=82)	40%	14%	54%	10%	12%	21%	25%
Norman voters (n=104)	45%	25%	69%	5%	11%	16%	14%
Mace voters (n=67)	29%	20%	49%	12%	18%	30%	21%

Uninformed ballot. Components are rounded independently, so Definitely + Probably may differ from the total by a point. “<1%” denotes a non-zero value below 0.5%.

The reason for Wilson's lead is clear. As the field narrowed following the primary, Republican voters who supported eliminated candidates have overwhelmingly moved toward Wilson rather than Evette. Nearly seven in ten Ralph Norman supporters have coalesced in some way behind Wilson, while a majority of Reddy voters and nearly half of Nancy Mace's supporters have done the same. Wilson has successfully

¹ Topline results of the survey follow this memo

united the anti-Evette vote into a larger coalition, while Evette has largely remained confined to her original base.

Wilson's lead is durable among the most motivated voters:

Wilson's coalition indexes to the most motivated voters in the electorate. ***Among the voters most certain to cast a ballot and have decided which candidate to support in the runoff, his margin increases slightly: 45% definitely voting for Wilson vs 27% definitely voting for Evette*** (10/10 voters; n=398). Rather than shrinking among highly motivated Republican runoff voters, Wilson's advantage holds, demonstrating that his support is most likely to translate into actual votes on Election Day.

Wilson appeals to a broad Republican coalition:

Perhaps the most interesting finding is the breadth of Wilson's continued appeal across the Republican electorate. He holds commanding leads among traditional conservatives, moderate Republicans, and Republican-leaning independents. ***Important to note that he is running even among self-identified Trump/MAGA Republicans.*** Rather than relying on one ideological faction, Wilson has assembled a coalition that spans virtually every segment of the Republican Party. This is striking considering that 86% of voters are aware that the President has endorsed Evette.

- **Trump/MAGA Republicans** (n=220): Wilson 44%, Evette 45%, 11% undecided.
- **Traditional Conservative Republicans** (n=189): Wilson 53%, Evette 32%, 14% undecided.
- **Moderate Republicans** (n=61): Wilson 58%, Evette 35%, 7% undecided.
- **Republican-Leaning Independents** (n=67): Wilson 53%, Evette 33%, 14% undecided.
- **Among those who know about the endorsement** (n=516), the ballot still breaks Wilson 51%, Evette 38%, 11% undecided.

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2026 South Carolina Gubernatorial GOP Primary Runoff Research
June 10th – June 11th, 2026
N = 600 Likely 2026 Republican Primary Runoff Voters
MOE = +/- 4.0%

Registration: Are you currently registered to vote in South Carolina?

Yes, registered to vote in South Carolina 100%

Age: What is your age?

18-34	5%
35-44	7%
45-54	12%
55-64	22%
65+	53%

2026 GOP Primary Runoff – Vote Intent: As you may know, none of the candidates in the Republican primary election for Governor received above 50% of the vote, which means there will be a runoff election in two weeks between Alan Wilson and Pam Evette. How likely are you to vote in the June 23rd Republican runoff election being held for Governor, either during early voting or on election day?

Definitely voting	87%
Probably voting	9%
50/50 chance	4%

GOP Primary Runoff – Vote Motivation: On a scale from 1 to 10, where 1 means you are not at all motivated and 10 means you are extremely motivated, how motivated are you to vote in the June 23rd Republican runoff election for Governor, either during early voting or on Election Day?

Low motivation to none (1-4)	4%
Some motivation (5-7)	12%
High motivation (8-9)	17%
Extremely motivated (10)	66%

Not at all motivated	2%
2	<1%
3	1%
4	2%
5	5%
6	3%
7	4%
8	8%
9	9%
Extremely motivated	66%
Unsure	1%

2026 GOP Primary Gubernatorial Runoff Ballot: If the June 23rd Republican runoff election for Governor of South Carolina were today, and you had to make a choice, for whom would you vote if the candidates were Alan Wilson and Pam Evette? Are you definitely or probably voting for (CANDIDATE NAME INSERTED)?

Total Candidate Ballot

Total Alan Wilson	52%
Total Pam Evette	36%
Undecided	13%

Candidate Ballot

Definitely Alan Wilson	38%
Probably Alan Wilson	14%
Definitely Pam Evette	23%
Probably Pam Evette	12%
Undecided	13%

Donald Trump Candidate Endorsement: As far as you know, which candidate has President Donald Trump endorsed in the Republican primary for Governor?

Alan Wilson	2%
Pam Evette	86%
Someone else	<1%
Trump has not endorsed in this race	1%
Unsure	11%

Sex: Are you male or female?

Male	51%
Female	49%

Race: Which of the following best describes your race or ethnicity?

White or Caucasian	94%
Black or African American	2%
Hispanic or Latino	2%
Asian	1%
Other	2%

2026 GOP Primary Gubernatorial Ballot Vote: Regardless of how you feel today, for whom did you vote for Governor in the June 9th Republican Primary?

Alan Wilson	25%
Pam Evette	29%
Rom Reddy	14%
Ralph Norman	17%
Nancy Mace	11%
Josh Kimbrell	0%
Someone else	1%
Unsure	3%

Self-identified Partisanship: In politics, do you consider yourself a . . . ?

Republican	83%
Democrat	2%
Independent or something else	15%

Republican Type: Would you describe yourself as a... [Asked only among those who responded “Republican” or “Independent or something else” to QPARTYID, n = 587]

Trump or MAGA Republican	37%
Traditional Conservative Republican	32%
Moderate Republican	10%
Republican-Leaning Independent	11%
Something else	6%
Unsure	2%

Education: What is the highest level of education you have completed?

Some high school – did not graduate / no GED	<1%
Graduated high school / GED	15%
Graduated technical school / associate’s degree	24%
Attended a four-year college but did not graduate	12%
Current student at four-year college	1%
Graduated four-year college / bachelor’s degree	26%
Graduate degree or further	20%
Unsure/Refused	2%

Religion: Which of the following best describes your religious affiliation?

Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	75%
Catholic	13%
Other religion	3%
Non-religious	5%
Unsure/Refused	4%

Religion – Evangelical: Would you describe yourself as either a fundamentalist or an evangelical Christian? [Asked only among those who responded “Protestant” to QRELIGION, n = 450]

Fundamentalist/evangelical	52%
Neither fundamentalist nor evangelical	30%
Unsure/Refused	18%

Media Market:

AUGUSTA-AIKEN	5%
CHARLESTON, SC	15%
CHARLOTTE	9%
COLUMBIA, SC	17%
GREENVLL-SPART-ASHEVLL-AND	36%
MYRTLE BEACH-FLORENCE	12%
SAVANNAH	6%

Methodology: The survey was conducted among 600 likely 2026 Republican runoff voters in South Carolina. Interviews were collected via live calls to cell and landline phones by professional interviewers, as well as via 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 runoff electorate on key demographics. The margin of error is +/-4.0%. The margin of error is higher among subgroups. Interviews were conducted June 10th – 11th, 2026. Percentages may not equal 100% due to rounding.

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