

TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH PH.D.
SUBJECT: HONEYCUTT LEADS CURRENT CD 1
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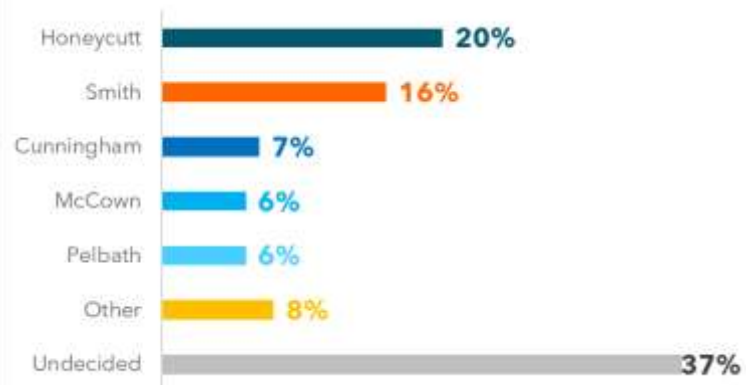
A study conducted by Pulse Decision Science on behalf of UPT Strategies finds that Jenny Costa Honeycutt has a slight lead in the highly competitive race for the current Congressional District 1.

- Not only does Jenny Costa Honeycutt lead overall, but she also leads in five of the six counties, which will likely be included in the new district.
- She also has broad coalition support, leading among the important tribe segments of the Republican Party relevant to President Trump’s key coalition within the Party.
- She is converting far more voters relative to the amount she has spent in a much shorter window compared to her opponents (some have spent two to three times as much as her).

Jenny Costa Honeycutt Leads in SC-01

Jenny Costa Honeycutt has a four-point lead over her closest opponent, while each of the other eight candidates are currently in the low single digits.

- She trails in only one major county in the current district, and it is well within the margin of error.
- Among Republican tribe segments, or how voters in the party are sorting themselves, with MAGA being the largest, Honeycutt is leading with key coalition voters and only trailing with one of the smaller segments, Chamber of Commerce Republicans.
- More than a third of voters (37%) are still undecided.
- And in a second-choice test, Honeycutt (15%) is the top second choice of voters.



	Major Current CD 1 Counties			
	Beaufort	Berkeley	Charleston	Dorchester
Honeycutt	15%	18%	29%	16%
Smith	13%	22%	16%	10%
Other	29%	23%	24%	37%
Undecided	43%	37%	31%	37%

	Republican Tribes			
	Traditional GOP	Christian Conservative GOP	Chamber of Commerce GOP	America First/MAGA
Honeycutt	23%	22%	18%	17%
Smith	15%	18%	22%	15%
Other	32%	22%	34%	26%
Undecided	30%	38%	26%	42%

Methodology

Pulse Decision Science conducted a study of likely Republican primary voters in South Carolina's current Congressional District 1.

PDS selected a random sample of likely Republican primary voters from the South Carolina voter file using Probability Proportionate to Size (PPS) sampling. The sample for this survey was stratified based on age, gender, modeled party, cell phone percentage, and county. This methodology allows us to reduce the amount of post-survey "weighting" needed of the primary electorate.

Respondents were contacted by phone via live telephone operator interviews and SMS to online interviews (68%) from May 16-19, 2026. The study has a sample size of n=418 likely Republican primary voters with a margin of error of $\pm 4.8\%$ in 95 out of 100 cases.

About Pulse Decision Science

Pulse Decision Science is a leading provider of survey research, predictive analytics, and application-based data management technology.

Nationally, Pulse Decision Science has been the data team behind the RNC voter scores program, the Club for Growth, and a major part of the CLF data operation, as well as the 2016 Cruz for President effort. We've provided polling and data for numerous Governors and Senators, including Glenn Youngkin, Kristi Noem, Doug Burgum, Pete Ricketts, Kevin Cramer, Greg Abbott, John Boozman, Kevin Stitt, Mike Lee, Jim Pillen, Sarah Huckabee Sanders, Ted Cruz, and Jeff Landry. We also have a large practice in corporate and public affairs work, from providing data strategy for the Las Vegas Raiders relocation to serving as the top Republican polling firm in the education space.

Pulse Decision Science has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) and Campaigns & Elections Magazine have awarded PDS with 44 industry awards since 2019 alone.

Among our Pollies are eight Best Use of Analytics and a Best in Show Pollie.

We have also been honored with Pollie and Reed Awards for the Best Use of Data Analytics/Machine Learning, Innovation In Survey Research, Best Use of Social Science, Best Fundraising Technology, Best Use of Peer-To-Peer Texting, Best Use of Targeting for Mail, Best Use of New Digital Technology, Best Fundraising Technology, Best Use of Data Analytics/Machine Learning in Field, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solution.

The cornerstone of Pulse Decision Science is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry. Matt Knee, Chief Data Officer, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)'s prestigious 40 Under 40 list.