



# THE CITADEL

---

## POLL

The Citadel Poll has introduced the Southern Battleground Poll ahead of the 2024 Election. The purpose of this poll is to be able to understand the attitudes and opinions of Georgians and South Carolinians, especially in ways that reflect the South. This follows The Citadel Poll's release prior to the First in the South primary in February 2024.

### Press Contact Information:

Mark Owens, Ph.D  
Assistant Professor of Political Science  
Email: [mowens6@citadel.edu](mailto:mowens6@citadel.edu)

Zach Watson  
Director of Communications  
Phone: (843) 953-3722  
Email: [zwatson2@citadel.edu](mailto:zwatson2@citadel.edu)

### **About The Citadel's Southern Battleground Poll**

The Citadel Poll surveyed 2,459 registered voters in South Carolina and Georgia between October 17, 2024 and October 25, 2024. The sample includes an over-sample of 466 Black voters in Georgia and Black voters in South Carolina. This additional effort created a sample of 976 Black voters in the South across two states.

Survey respondents were invited to take the survey through live-telephone calls and text messages to registered voters in the state. In addition, a small portion were invited by email to eligible participants in Verasight's panel.

The questions asked in the survey covered four broad themes.

- 1) Migration to the state and time of residence, with Q2.
- 2) The election, including candidate preference (Q5 as well as Q12-Q16), reason for preference (Q6h & Q6t), vote plan (Q8), and anticipated competitiveness of the campaign (Q11).
- 3) Trust in the government, specifically response to Hurricane Helene (Q17-Q19) and trust in elections (Q19c).
- 4) Preference of leadership style (Q27-Q29).

### Details on Each State Sample

The Citadel Poll surveyed 1,241 registered voters in South Carolina between October 17, 2024 and October 25, 2024. A margin of sampling error of the South Carolina Sample is 3.6%. This accounts for differences in the sample and estimates of the population. The survey was designed to include 222 more registered voters who are Black than the sample would otherwise include. Therefore, we have a larger sample of Black voters to better understand differences within the population of Black voters in South Carolina. The sample is adjusted with weights to ensure the over-sample does not bias any data. The additional interviews are most meaningful for the specific columns that are reported.

<b>South Carolina Sample</b>				
	Registered	Likely	Black RV	Black LV
Total	1,241	1,136	448	403
MOSE	3.6	3.7	5.7	6.3
MOE	2.8	2.9	4.6	4.9

During the same time period The Citadel Poll also surveyed 1,218 registered voters in Georgia. The Georgia survey also included 244 more Black registered voters than the sample would otherwise include to reduce errors of comparisons within the population.

<b>Georgia Sample</b>				
	Registered	Likely	Black RV	Black LV
Total	1,218	1,126	528	481
MOSE	3.8	3.9	5.7	6.0
MOE	2.8	2.9	4.3	4.5

Please reference the methodology statement at [poll.citadel.edu](http://poll.citadel.edu) for a description of how the data were collected, demographics of the sample, and how weights were calculated. The Citadel is a contributing member to iPoll at the Roper Center at Cornell University, which is where data from the survey is available to the public.

<b>Tally of Surveys by mode, with response rate (rr)</b>		
	Georgia (rr)	South Carolina (rr)
Telephone	368 (1%)	391 (1%)
Text	688 (0.5%)	782 (1%)
Online community	162 (9%)	68 (10%)
Total Sample	1,218	1,241

## Topline Results for South Carolina

Column percentages and may not add up to exactly 100 due to weighting and rounding.

Q2	Were you born in South Carolina? Have you always lived in South Carolina or did you move back to South Carolina after living somewhere else? Or how long have you lived in South Carolina?	Registered Voters	Black RV
	Born in South Carolina, always lived in South Carolina	34	50
	Born in SC, moved back in past 5 years	1	2
	Born in SC, moved back between 5 and 10 years ago	2	1
	Born in SC, moved back more than 10 years ago	9	11
	Not born in SC, moved to SC in past 5 years	9	4
	Not born in SC, moved to SC between 5 and 10 years ago	9	9
	Not born in SC, moved to SC more than 10 years ago	37	23

Q5	In the election for President this November between Vice President Kamala Harris and former President Donald Trump, who would you vote for?	Registered Voters	Likely Voters	Black RV	Black LV
	Kamala Harris, the Democrat	41%	42%	74%	64%
	Donald Trump, the Republican	53	54	15	27
	Jill Stein, Green Party candidate	0	0	1	1
	Chase Oliver, the Libertarian	0	0	0	0
	Cornel West, United Citizens Party	0	0	0	0
	Someone else	3	2	7	4
	(v) Refused	2	1	3	2

Q6H	What is the reason you most prefer Kamala Harris to be president? Is it because:	RV	LV	Black RV	Black LV
	Harris fights for people like me	19%	19%	24%	23%
	Trump should not be in power	47	48	35	40
	Harris is focused on the most important policies	20	21	22	23
	America needs a new direction	11	10	13	11
	Something else	2	2	3	1
	(v) Refused	1	1	2	1
	Total	627	594	381	348

Q6T	What is the reason you most prefer Donald Trump to be president? Is it because:	RV	LV	Black RV	Black LV
	Trump has a track record of success	39%	39%	23%	26%
	Harris should not be in power	10	9	4	6
	Trump is focused on the most important policies	37	38	41	40
	America needs a new direction	11	10	27	24
	Something else	3	3	6	3

Total		517	477	50	37
-------	--	-----	-----	----	----

Q6	Have you voted in South Carolina before?	RV	LV	Black RV	Black LV
	Yes	92%	94%	92%	95%
	No	7	6	7	5
	Not sure	1	2	1	0

Q8	Do you plan to cast a ballot in-person early, on Election Day, or by absentee by mail?	RV	LV	Black RV	Black LV
	In-person early (voted)	35%	36%	31%	34%
(if voting)	In-person early	13	14	18	21
	In-person on Election Day	41	41	37	34
	Absentee by mail (voted)	3	3	5	5
	Absentee by mail	2	2	1	2
	Not sure/Refused	5	3	8	4

Q10	Would you say you follow what's going on in politics most of the time, some of the time, only now and then, or hardly at all?	RV	LV	Black RV	Black LV
	Most of the time	69%	73%	58%	63%
	Some of the time	22	20	28	26
	Only now and then	6	5	9	8
	Hardly at all	3	2	5	2

Q11	Do you believe the presidential election in South Carolina will be won in a close election or non-close election? Do you believe Kamala Harris or Donald Trump will win in South Carolina?	RV	LV	Black RV	Black LV
	Kamala Harris will win a non-close election	3%	4%	9%	9%
	Kamala Harris will win a close election	8	9	20	22
	Kamala Harris will win, but not sure by how much	5	4	12	12
	Donald Trump will win, but not sure by how much	13	12	14	14
	Donald Trump will win a close election	17	18	13	14
	Donald Trump will win a non-close election	50	51	26	25
	Not sure/Someone else	3	2	5	3

Regardless of whom you might vote for, who do you trust to do a better job on each of the following?

Q12	Keeping our communities safe	RV	LV	Black RV	Black LV
	Kamala Harris	40%	40%	74%	79%
	Donald Trump	53	54	15	14
	Trust both equally	3	2	4	3
	Not confident in either	5	3	7	4

Q13	Protect American interests abroad	RV	LV	Black RV	Black LV
	Kamala Harris	38%	40%	70%	76%
	Donald Trump	55	55	19	15
	Trust both equally	2	2	4	4
	Not confident in either	4	3	6	5
Q14	Address rising costs of living	RV	LV	Black RV	Black LV
	Kamala Harris	39%	41%	71%	77%
	Donald Trump	54	54	18	14
	Trust both equally	2	1	5	4
	Not confident in either	5	3	6	5
Q15	Immigration & border security	RV	LV	Black RV	Black LV
	Kamala Harris	34%	36%	62%	68%
	Donald Trump	58	58	25	21
	Trust both equally	3	2	5	5
	Not confident in either	5	4	7	6
Q16	Unite the country	RV	LV	Black RV	Black LV
	Kamala Harris	38%	39%	71%	75%
	Donald Trump	41	43	13	12
	Trust both equally	5	4	5	4
	Not confident in either	15	13	11	9
Q17B	Hurricane Helene impacted much of the Southeast in late-September. Would you say that <b>before the storm</b> you saw, read, or heard more information than usual, less information than usual or about the same amount of information as usual about preparing for a major storm?	RV	LV	Black RV	Black LV
	Much more	13%	14%	17%	18%
	Somewhat more	16	15	19	17
	About the same	53	54	51	51
	Somewhat less	12	12	9	9
	Much less	5	5	4	3

Q17P	Hurricane Helene impacted much of the Southeast in late-September. Would you say that <b>after the storm</b> you saw, read, or heard more information than usual, less information than usual or about the same amount of information as usual about preparing for a major storm?	RV	LV	Black RV	Black LV
	Much more	29%	29%	33%	37%
	Somewhat more	24	25	23	24
	About the same	24	22	31	29
	Somewhat less	12	13	8	7
	Much less	11	11	5	3

  

Q18	Was the information you saw, read, or heard positive or negative, regarding the response and assistance provided by the government after Hurricane Helene?	RV	LV	Black RV	Black LV
	All positive	7%	7%	15%	16%
	Mostly positive	17	17	24	25
	Mix of positive and negative	37	37	40	40
	Mostly negative	28	29	15	16
	All negative	10	10	4	2

  

Q19A	Has your perception of the federal government's performance providing assistance to communities impacted by Hurricane Helene made you more likely, less likely, or just as likely (than before) to vote for <b>the current Vice President Kamala Harris?</b>	RV	LV	Black RV	Black LV
	Much more likely	17%	18%	37%	40%
	Somewhat more likely	8	7	15	15
	Somewhat less likely	6	5	6	4
	Much less likely	33	35	9	8
	Just as likely as before	34	34	32	32
	(v) Not sure/Refused	2	1	2	1

  

Q19B	Has your perception of the federal government's performance providing assistance to communities impacted by Hurricane Helene made you more likely, less likely, or just as likely (than before) to vote for <b>former President Donald Trump?</b>	RV	LV	Black RV	Black LV
	Much more likely	32%	34%	11%	10%
	Somewhat more likely	7	7	9	7
	Somewhat less likely	5	4	7	6
	Much less likely	24	25	45	49
	Just as likely as before	31	30	26	25
	(v) Not sure/Refused	1	1	1	1

Q19C	How confident are you that South Carolina and its counties will run a fair and accurate election this November?	RV	LV	Black RV	Black LV
	Very confident	48%	50%	43%	43%
	Somewhat confident	36	36	32	32
	Not too confident	8	7	9	9
	Not confident at all	5	4	7	7
	Do not know enough to say	3	3	9	9
Q23	Is there public art connected to your community - like a mural of local history - or related to a recognizable product - like Coca-cola near your courthouse square?	RV		Black RV	
	Yes, mural of local history honoring a time or event		21%		13%
	Yes, an advertisement for a major company (like Coca-cola)		3		5
	Yes, an advertisement of a local business		4		6
	No, there is no public art like this		35		39
	Not sure		38		36
Q24	Is your historic courthouse square important to the identity of your community?	RV		Black RV	
	Yes		39%		40%
	No		36		34
	Unsure		24		26
Q25	Is there a prominent monument, memorial or statue on your courthouse square?	RV		Black RV	
	Yes, a Confederate monument or memorial		12%		14%
	Yes, another sort of monument or memorial		18		19
	No		29		28
	Not sure		41		38
Q26	Do you agree or disagree with the following statement: The courthouse square is a source of local pride and unity in our community?	RV		Black RV	
	Yes, it is a source of pride		16%		14%
	Yes, it is a source of unity		8		11
	Yes, a source of pride and unity		31		29
	No, not a source of pride or unity		43		45
	(v) Refused		2		1

Q27	Do you agree or disagree that the President of the United States should <b>respect the public's feelings?</b>	RV	LV	Black RV	Black LV
	Strongly agree	70%	71%	73%	75%
	Somewhat agree	22	21	17	17
	Somewhat disagree	2	2	2	1
	Strongly disagree	5	5	3	3
	Unsure	1	1	4	3
Q28	Do you agree or disagree that the President of the United States should <b>accomplish tasks efficiently?</b>	RV	LV	Black RV	Black LV
	Strongly agree	83%	85%	77%	81%
	Somewhat agree	9	9	12	11
	Somewhat disagree	1	1	1	1
	Strongly disagree	5	4	4	3
	Unsure	2	1	5	3
Q29	Do you agree or disagree that the President of the United States should <b>project calm?</b>	RV	LV	Black RV	Black LV
	Strongly agree	66%	68%	69%	73%
	Somewhat agree	23	22	15	14
	Somewhat disagree	3	3	3	1
	Strongly disagree	3	3	4	4
	Unsure	4	3	8	7
Q30	In general do you approve or disapprove of the way <b>Joe Biden has handled his job as President?</b>	RV	LV	Black RV	Black LV
	Strongly approve	18%	20%	34%	39%
	Somewhat approve	19	18	33	31
	Somewhat disapprove	9	7	8	7
	Strongly disapprove	52	53	17	17
	Neither	2	2	6	5
Q31	In general do you approve or disapprove of the way <b>Kamala Harris has handled her job as Vice-President?</b>	RV	LV	Black RV	Black LV
	Strongly approve	24%	26%	45%	52%
	Somewhat approve	16	15	28	26
	Somewhat disapprove	8	6	4	4
	Strongly disapprove	48	51	15	13
	Neither	3	2	7	5



Q32	In general do you approve or disapprove of the way <b>Donald Trump handled his job as President?</b>	RV	LV	Black RV	Black LV
	Strongly approve	40%	42%	12%	11%
	Somewhat approve	16	14	12	9
	Somewhat disapprove	7	6	11	10
	Strongly disapprove	35	37	59	66
	Neither	2	1	5	3
Q33	In general do you approve or disapprove of the way <b>Henry McMaster is handling his job as Governor?</b>	RV	LV	Black RV	Black LV
	Strongly approve	27%	29%	5%	6%
	Somewhat approve	29	29	25	26
	Somewhat disapprove	17	17	21	21
	Strongly disapprove	19	18	35	36
	Neither	7	6	12	12
Q34	In general do you approve or disapprove of the way <b>Lindsey Graham is handling his job as Senator?</b>	RV	LV	Black RV	Black LV
	Strongly approve	13%	14%	5%	5%
	Somewhat approve	25	26	9	9
	Somewhat disapprove	16	16	16	16
	Strongly disapprove	38	38	53	56
	Neither	8	6	16	12
Q35	In general do you approve or disapprove of the way <b>Tim Scott is handling his job as Senator?</b>	RV	LV	Black RV	Black LV
	Strongly approve	33%	35%	4%	5%
	Somewhat approve	20	20	15	15
	Somewhat disapprove	10	10	17	16
	Strongly disapprove	25	25	47	50
	Neither	12	9	17	14
Q36	In American Politics do you agree or disagree that electing officials from the Republican Party in 2024 would result in lasting harm to the United States?	RV	LV	Black RV	Black LV
	Strongly agree	28%	29%	43%	45%
	Somewhat agree	13	12	21	19
	Somewhat disagree	9	7	10	10
	Strongly disagree	45	47	13	13
	Neither	6	4	14	13

Q37	In American Politics do you agree or disagree that electing officials from the Democratic Party in 2024 would result in lasting harm to the United States?	RV	LV	Black RV	Black LV
	Strongly agree	42%	45%	14%	14%
	Somewhat agree	11	10	9	7
	Somewhat disagree	12	11	15	16
	Strongly disagree	28	30	46	51
	Neither	6	4	15	12

Measure	RV	LV	Black RV	Black LV
Female	55%	56%	60%	61%
Male	45	44	40	38
Non-Hispanic White	71	73		
Black	24	23		
All other	5	4		
18-24	8	7	15	7
25-44	33	31	35	31
45-64	31	32	30	32
65 plus	28	30	20	30
No college degree	67	66	68	66
College degree	33	34	32	34
Never voted in SC before	7	6	7	5
Biden in 2020	39	40	77	81
Trump in 2020	50	52	10	8
Did not vote/Someone else '20	1	1	1	1
Strong Democrat	19	20	41	45
Not strong Democrat	7	7	15	14
Leans Democratic	12	12	17	18
Independent	8	6	13	10
Leans Republican	16	16	7	7
Not strong Republican	8	7	4	3
Strong Republican	30	33	3	3
Extremely Liberal/Progressive	6	6	7	8
Liberal/Progressive	7	8	9	10
Slightly Liberal/Progressive	9	9	13	14
Moderate	24	23	31	32
Slightly conservative	13	13	10	11
Conservative	20	21	6	4
Extremely conservative	14	15	10	11
Active duty	4	4	4	4
Veteran	8	8	7	7
Parent	35	34	41	39
Living comfortably	40	41	36	39
Just getting by	42	42	44	43
Struggling to make ends meet	18	17	20	18
Born-again Christian	49	50	50	52