



CONFIDENTIAL MEMORANDUM

TO: INTERESTED PARTIES

FROM: TONY FABRIZIO, DAVID LEE & TRAVIS TUNIS

RE: DESANTIS STAGNATES DESPITE REYNOLDS' ENDORSEMENT, DEBATE PERFORMANCES AND CONSOLIDATION OF THE FIELD – FINDS HIMSELF IN STATISTICAL TIE WITH HALEY FOR 2ND WHILE TRUMP DOMINATES FIELD BY BETTER THAN 2 TO 1

DATE: NOVEMBER 13, 2023

Fabrizio, Lee & Associates recently completed a statewide survey among 600 likely 2024 Iowa Republican Caucus-Goers (RCG) (See methodology statements and key demographics on last page). Despite near universal awareness of Gov. Reynolds' endorsement, the 3rd GOP Presidential debate and Sen. Scott's surprise drop from the race, Ron DeSantis finds his support stagnant and in a statistical tie with Nikki Haley for 2nd place while President Trump continues to dominate the field by better than a 2 to 1 margin.

Trump Dominates by 2 to 1 while DeSantis Stagnates and Haley Continues Making Gains:

Statistically equal to our last survey, President Trump gets 43% of the vote from IA RCG. DeSantis trails distantly with 19% and Haley is right behind with 16%. The gap between DeSantis and Haley has closed from 7 to 3-points over the past few weeks. As this survey was conducted right before he dropped out, Tim Scott received 5%, statistically tied with Christie (5%) and Ramaswamy (4%).

<i>If the Republican Presidential Caucus were held today, which of the following candidates would you vote for? (READ AND RANDOMIZE 1-8)</i>		
	<i>Oct 17-19</i>	<i>Nov 9-12</i>
Donald Trump	42%	43%
Ron DeSantis	21	19
Nikki Haley	14	16
Tim Scott	5	5
Chris Christie	3	5
Vivek Ramaswamy	4	4
Doug Burgum	2	1
Asa Hutchinson	<1	<1
Mike Pence	2	n/a
Perry Johnson	1	n/a
Larry Elder	0	n/a
Undecided	6	7

Consolidating the Field in IA Helps Haley, NOT DeSantis:

Despite the narrative that the DeSantis team is trying to push, it's clear that other candidates dropping out is not causing voters to consolidate around him. For instance, when Scott voters were asked who their 2nd choice was, Nikki Haley was the #1 choice at 43%, followed by Trump at 22%, and then DeSantis, with only 16% of Scott's voters picking him as their #2.

<i>IF SCOTT CHOSEN, REMOVE AND ASK: If the Republican Presidential Caucus were held today, which of the following candidates would be your SECOND CHOICE? (READ AND RANDOMIZE 1-8)</i>	
Ron DeSantis	16%
Nikki Haley	43
Donald Trump	22
Vivek Ramaswamy	14
Doug Burgum	2
Chris Christie	0
Asa Hutchinson	0
Undecided	3

When Scott's voters are reallocated on the ballot based on their 2nd choice, Trump's 24-point lead over DeSantis remains the same, as each increased 1-point over where they were initially. Haley is the only candidate who picks up more than 1-point, going from 16% to 18%. It is clear that if anyone is benefiting from Scott's dropping out, it is his fellow South Carolinian, Nikki Haley, not Ron DeSantis.

<i>If the Republican Presidential Caucus were held today, which of the following candidates would you vote for? (READ AND RANDOMIZE 1-8)</i>		
	<i>With Scott</i>	<i>Scott Reallocated</i>
Donald Trump	43%	44%
Ron DeSantis	19	20
Nikki Haley	16	18
Tim Scott	5	n/a
Chris Christie	5	5
Vivek Ramaswamy	4	5
Doug Burgum	1	2
Asa Hutchinson	<1	<1
Undecided	7	7

There is Near Universal Awareness of Kim Reynolds' Endorsement of DeSantis:

An overwhelming majority of Iowa RCG (86%) say they have recently seen, read, or heard about Gov. Reynolds' endorsement of Ron DeSantis. As seen in the ballots above and contrary to another Team DeSantis narrative, her endorsement has not materially changed this race or diminished Trump's domination over the field.

<i>Have you recently seen, read or heard about Governor Kim Reynolds' endorsement of Ron DeSantis for President?</i>	
Yes	86
No	14
DK/Refused (DO NOT READ)	*

Bottom Line: This data underscores five crucial facts – 1) President Trump continues to dominate the GOP field in IA by better than a 2 to 1 margin, 2) Gov. Reynolds' endorsement did NOT give DeSantis the boost that their allies predicted, 3) consolidation of the field is NOT helping DeSantis, it is helping Haley, 4) DeSantis' performance in the debates has NOT helped his standing in IA, and 5) DeSantis, once in clear possession of 2nd place, now finds himself in a “dog fight” with Haley who continues make gains while DeSantis stagnates.

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a survey of 600 voters in Iowa who are likely to participate in the 2024 Republican Presidential caucus, from November 9-12, 2023. The interviews were split 40% live-operator landline/60% SMS to web. Geography was matched to votes cast in previous GOP caucuses in Iowa. Gender, age, race/ethnicity, party registration, and education were matched to demographic profiles of likely voters based on the voter file, AP VoteCast, and exit poll data. Respondents were randomly selected from lists of known previous GOP caucus attenders and newly registered voters eligible to participate. The margin of sampling error at the 95% confidence interval is $\pm 4.00\%$. The previous survey referenced is of the same universe conducted October 17-19, 2023.

KEY DEMOGRAPHICS

Party Registration

	<i>Oct</i>	<i>Nov</i>
Republican	87%	87%
Independent	10	10
Democrat	1	2
Something else (VOL) (SPECIFY)	2	1

Education

	<i>Oct</i>	<i>Nov</i>
High School or less	17%	17%
Some College	35	35
4-Year College degree+	48	48
DK/Refused (DO NOT READ)	<1	<1

Race/Ethnicity

	<i>Oct</i>	<i>Nov</i>
White	94%	94%
Latino/Hispanic	1	1
African American/Black	1	1
Asian American	1	<1
Other (SPECIFY)	1	<1
DK/Refused (DO NOT READ)	2	3

Gender

	<i>Oct</i>	<i>Nov</i>
Male	52%	52%
Female	48	48

Age

	<i>Oct</i>	<i>Nov</i>
18-44	22%	22%
45-54	21	21
55-64	20	20
55-74	20	19
75+	15	16
Refused (DO NOT READ)	1	1

DMA

	<i>Oct</i>	<i>Nov</i>
Des Moines	39%	39%
Cedar Rapids	24	24
Quad Cities	11	11
Sioux City	10	10
Omaha	7	7
Rochester	3	3
Ottumwa-Kirksville	2	2
Quincy	1	1
Sioux Falls	1	1