



CONFIDENTIAL MEMORANDUM

TO: INTERESTED PARTIES

FROM: TONY FABRIZIO, DAVID LEE & TRAVIS TUNIS

RE: SC POLLING DATA: PRESIDENT TRUMP DOMINATES NIKKI HALEY IN HER HOME STATE OF SOUTH CAROLINA

DATE: NOVEMBER 20, 2023

Fabrizio, Lee & Associates recently completed a statewide survey among 600 likely 2024 South Carolina Republican Presidential Primary Voters (RPV) (See methodology statements and key demographics on last page). We found that President Trump has a huge lead in the South Carolina presidential primary over all of his Republican opponents, including Nikki Haley, and his recalled job approval is superior to Haley's.

Majority of SC RPV Backs Trump for GOP Nomination, More than Double Haley's Support:

In her home state, Nikki Haley is only winning 24% of the vote in the Republican primary for President. President Trump is winning more than twice that, getting 53% of the vote – an outright majority. Ron DeSantis is in third with 11% and the remaining candidates all get 2% or less. Only 8% of SC RPV are still undecided.

<i>If the Republican Presidential Caucus were held today, which of the following candidates would you vote for? (READ AND RANDOMIZE 1-7)</i>	
Donald Trump	53%
Nikki Haley	24
Ron DeSantis	11
Chris Christie	2
Vivek Ramaswamy	1
Asa Hutchinson	<1
Doug Burgum	0
Undecided	8

Consolidation of Field helps Trump, NOT Haley. Head-to-Head, Trump's lead over Haley Grows:

When Donald Trump and Nikki Haley are pitted head-to-head, President Trump wins by 33-points, 64% - 31%, with only 6% undecided. This includes 54% who are “definitely” voting for President Trump. Trump's lead is larger on the head-to-head ballot than the full ballot, which means a majority of the voters of DeSantis and other candidates prefer Trump over Haley.

<i>If the Republican Presidential Primary were held today and the candidates were (ROTATE) Donald Trump and Nikki Haley, for whom would you vote?</i>	
DONALD TRUMP	64%
NIKKI HALEY	31
Definitely Trump	54
Probably Trump	10
Probably Haley	6
Definitely Haley	25
Undecided	6

SC RPV are More Likely to Approve of Trump as President than Haley as Governor:

An overwhelming 88% approve of the job Donald Trump did as President, while only 12% disapprove. Comparatively, 75% approve of Nikki Haley’s performance as Governor, while 17% disapprove. Furthermore, there is a lot more intensity in approval of Trump, with 70% “strongly” approving, while only 49% “strongly” approve of the job Haley did.

<i>Generally speaking, did you approve or disapprove of the job [Donald Trump/Nikki Haley] did as [President/Governor]?</i>		
	<i>Trump</i>	<i>Haley</i>
TOTAL APPROVE	88%	75%
TOTAL DISAPPROVE	12	17
Strongly approve	70	49
Somewhat approve	18	26
Somewhat disapprove	1	10
Strongly disapprove	10	7
Don’t Know/Refused (DO NOT READ)	1	8

Bottom Line: While South Carolina’s RPVs may like Haley, they clearly love President Trump. The conventional wisdom that consolidation of the GOP field would help President Trump’s last remaining opponent is clearly wrong in South Carolina. Trump’s lead becomes even more overwhelming in a head-to-head face off with the popular former Governor. In short, SC is clearly Trump Country and appears to be Trump’s firewall.

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a survey of 600 voters in South Carolina who are likely to participate in the 2024 Republican Presidential primary, from November 12-14, 2023. The interviews were split 40% live-operator landline/60% SMS to web. Geography was matched to votes cast in previous GOP primaries in South Carolina. Gender, age, race/ethnicity, party affiliation, 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 primary voters and newly registered voters. The margin of sampling error at the 95% confidence interval is $\pm 4.00\%$.

KEY DEMOGRAPHICS

Party Affiliation

Republican	84%
Independent	13
Democrat	2
Something else (VOL) (SPECIFY)	1

Education

High School or less	14%
Some College	37
4-Year College degree+	49

Race/Ethnicity

White	93%
African American/Black	3
Latino/Hispanic	1
Asian American	1
Other (SPECIFY)	1
DK/Refused (DO NOT READ)	2

Gender

Male	50%
Female	50

Age

18-44	24%
45-54	19
55-64	22
55-74	22
75+	11
Refused (DO NOT READ)	1

DMA

Greenville-Spartanburg-Anderson	34%
Columbia	19
Charleston	17
Myrtle Beach-Florence	12
Charlotte, NC	8
Augusta-Aiken	5
Savannah, GA	5