# CONFIDENTIAL MEMORANDUM

TO:         INTERESTED PARTIES
FROM:       TONY FABRIZIO, DAVID LEE & TRAVIS TUNIS
RE:         TRUMP SET TO DELIVER HALEY SMACKDOWN IN SOUTH CAROLINA
DATE:       JANUARY 19, 2024

In our just completed survey of South Carolina Republican primary voters (see methodology statement and key demographics on last page), we found former President Donald Trump crushing Nikki Haley in her home state. In the 3-way ballot, President Trump leads her 64% - 25% with Ron DeSantis a very distant third at 8%. What's worse for Haley is her lack of committed vote.  Nearly all of Trump's voters – an outright majority of 58% - are "definitely" voting for him, compared to just 18% for Haley.

| *If the Republican Presidential Primary were held today and the candidates were (RANDOMIZE) Donald Trump, Nikki Haley, and Ron DeSantis, for whom would you vote?* | |
|---|---|
| **DONALD TRUMP** | **64%** |
| **NIKKI HALEY** | **25** |
| **RON DESANTIS** | **8** |
| Definitely Trump | 58 |
| Probably Trump | 6 |
| Definitely Haley | 18 |
| Probably Haley | 7 |
| Definitely DeSantis | 4 |
| Probably DeSantis | 4 |
| Undecided | 4 |

The head-to-head contest is no better for Haley. One on one, President Trump swamps her 68% to 28% with just 4% undecided. Again, Haley's weakness is evident in that only 22% are definitely voting for her compared to a whopping 60% definitely voting for President Trump.

| *If the Republican Presidential Primary were held today and the candidates were (ROTATE) Donald Trump and Nikki Haley, for whom would you vote?* | |
|---|---|
| **DONALD TRUMP** | **68%** |
| **NIKKI HALEY** | **28** |
| Definitely Trump | 60 |
| Probably Trump | 7 |
| Probably Haley | 6 |
| Definitely Haley | 22 |
| Undecided | 4 |

**BOTTOM LINE**:  President Trump is set to deliver a South Carolina smackdown to Nikki Haley in her home state where she is best known.


*__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 January 17-18, 2024. 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 ±4.00%.


*__KEY DEMOGRAPHICS__*


**Party Affiliation**

| Republican | 76% |
|---|---|
| Independent | 20 |
| Democrat | 2 |
| Something else (VOL) (SPECIFY) | 2 |


**Race/Ethnicity**

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


**Age**

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


**Education**

| High School or less | 16% |
|---|---|
| Some College | 33 |
| 4-Year College degree+ | 50 |
| Don't Know/Refused | 1 |


**Gender**

| Male | 50% |
|---|---|
| Female | 50 |


**DMA**

| Greenville-Spartanburg-Anderson | 33% |
|---|---|
| Columbia | 19 |
| Charleston | 17 |
| Myrtle Beach-Florence | 12 |
| Charlotte, NC | 8 |
| Augusta-Aiken | 5 |
| Savannah, GA | 5 |