



MEMORANDUM

TO: INTERESTED PARTIES
FROM: TONY FABRIZIO, DAVID LEE, & TRAVIS TUNIS
RE: TRUMP STILL DOMINATES 2024 FIELD - DESANTIS SURGES INTO 2ND
DATE: JULY 9, 2021

Fabrizio, Lee & Associates recently completed a nationwide survey of $n=800$ known registered Republicans or voters who affiliate as Republicans. In this survey, as we found in our February survey, former President Trump remains the clear top choice to be the Republican nominee for President in 2024. The only significant change is that FL Governor Ron DeSantis has become the clear second choice over the past five months.

✓ ***In 2024 Sweepstakes, President Trump's vote Statistically Unchanged from 5 Months Ago; DeSantis has Surged into Second Place***

Nearly half (47%) of all Republicans nationwide would vote for President Trump if the Republican primary for President were held today. This has changed little since February, when he also held a big lead over all potential competitors. What has shifted is Ron DeSantis is now the preferred choice of 19% of GOP voters nationwide, a significant increase from the 7% he was getting in February.

"If the Republican primary or caucus for President were held today in your state, for whom would you vote if the candidates were... (RANDOMIZE NAMES)"

| | Feb. | July |
|----------------|------|------|
| Donald Trump | 51 | 47 |
| Ron DeSantis | 7 | 19 |
| Mike Pence | 9 | 8 |
| Nikki Haley | 6 | 3 |
| Mitt Romney | 5 | 3 |
| Ted Cruz | 3 | 2 |
| Tim Scott | <1 | 1 |
| Marco Rubio | 2 | 1 |
| Tom Cotton | 1 | 1 |
| Kristi Noem | 1 | 1 |
| Larry Hogan | 1 | 1 |
| Rick Scott | <1 | <1 |
| Mike Pompeo | 1 | <1 |
| Josh Hawley | 1 | <1 |
| Chris Christie | <1 | <1 |
| Undecided | 12 | 13 |

✓ ***If Former President Trump Does Not Run, Gov. DeSantis Positioned to Reap Big Rewards***

When Republican voters are asked for their second choice, DeSantis is the clear winner with 31%, nearly 20-points higher than former VP Pence in second with just 12%. Gov. DeSantis’ share of the 2nd place vote has more than doubled since February.

More importantly, is nearly half (48%) of those who would vote for President Trump choose DeSantis as their 2nd choice. This is triple what VP Pence is getting from those same voters at 16%. If the President decides not to run again, Gov. DeSantis would likely see his first-choice numbers boom given how popular he is with President Trump’s supporters.

“(IF CHOICE MADE, REMOVE 1st CHOICE AND ASK) And from the same list of candidates, who would be your SECOND choice to vote for in the Republican Primary for President? (RANDOMIZE NAMES)”

| | <i>Feb.</i> | <i>July</i> | <i>Trump 1st Choice</i> |
|----------------|-------------|-------------|------------------------------------|
| Ron DeSantis | 15 | 31 | 48 |
| Mike Pence | 17 | 12 | 16 |
| Donald Trump | 8 | 11 | - |
| Ted Cruz | 14 | 9 | 11 |
| Nikki Haley | 7 | 5 | 3 |
| Kristi Noem | 5 | 4 | 1 |
| Tim Scott | 2 | 3 | 1 |
| Marco Rubio | 4 | 3 | <1 |
| Mike Pompeo | 4 | 2 | 2 |
| Mitt Romney | 3 | 2 | 2 |
| Chris Christie | 2 | 1 | 1 |
| Tom Cotton | 1 | 1 | 1 |
| Josh Hawley | 2 | 1 | 1 |
| Rick Scott | 1 | 1 | 1 |
| Larry Hogan | <1 | <1 | <1 |
| Undecided | 14 | 13 | 13 |

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a nationwide survey of 800 known voters who are registered Republicans or affiliate as Republicans. The survey was conducted between July 6-8, 2021. The interviews were split evenly using an online panel of known voters and through SMS to web using a registered voter list. Respondents were randomly selected from the registered voter lists. Geography was matched to the number of Republicans in each state according to the number of voters in the state and the percentage who identify as such according to official registration statistics and affiliation levels according to the AP VoteCast. Gender, age, race/ethnicity, education, ideology and urban/rural split were matched to demographic profiles of Republicans based on previous nationally representative surveys. The margin of sampling error at the 95% confidence interval for 800 voters is $\pm 3.46\%$. Trend data is from a similar survey of 1,264 known voters who are registered Republicans or affiliate as Republicans between February 20 - March 2, 2021.

KEY DEMOGRAPHICS

Race/Ethnicity

| | <i>Feb.</i> | <i>July</i> |
|------------------------|-------------|-------------|
| White | 88 | 88 |
| Latino/Hispanic | 7 | 7 |
| Asian American | 2 | 2 |
| African American/Black | 1 | 2 |
| Other | 2 | 1 |
| Prefer not to say | >1 | >1 |

Age

| | <i>Feb.</i> | <i>July</i> |
|-------|-------------|-------------|
| 18-34 | 16 | 16 |
| 35-44 | 14 | 14 |
| 45-54 | 20 | 20 |
| 55-64 | 22 | 22 |
| 65-74 | 20 | 20 |
| 75+ | 8 | 8 |

Gender

| | <i>Feb.</i> | <i>July</i> |
|--------|-------------|-------------|
| Male | 50 | 50 |
| Female | 50 | 50 |

Education

| | <i>Feb.</i> | <i>July</i> |
|---------------------|-------------|-------------|
| High school or less | 20 | 20 |
| Some college | 40 | 40 |
| College graduate | 40 | 40 |
| Prefer not to say | - | 1 |

Area

| | <i>Feb.</i> | <i>July</i> |
|-------------------|-------------|-------------|
| Urban | 17 | 17 |
| Suburban | 56 | 57 |
| Rural | 27 | 26 |
| Prefer not to say | - | >1 |

Ideology

| | <i>Feb.</i> | <i>July</i> |
|---------------------------|-------------|-------------|
| TOTAL CONSERVATIVE | 82 | 82 |
| MODERATE | 16 | 16 |
| TOTAL LIBERAL | 2 | 2 |
| Very conservative | 49 | 49 |
| Somewhat conservative | 32 | 32 |
| Somewhat liberal | 2 | 2 |
| Very liberal | >1 | >1 |

Region

| | <i>Feb.</i> | <i>July</i> |
|--------------------|-------------|-------------|
| New England | 3 | 3 |
| Middle Atlantic | 11 | 11 |
| East North Central | 17 | 17 |
| West North Central | 8 | 8 |
| South Atlantic | 22 | 22 |
| East South Central | 8 | 8 |
| West South Central | 12 | 12 |
| Mountain | 8 | 8 |
| Pacific | 12 | 12 |