



CONFIDENTIAL MEMORANDUM

TO: INTERESTED PARTIES

FROM: TONY FABRIZIO, DAVID LEE & TRAVIS TUNIS

RE: OH GOP SURVEY: MORENO OPENS DOUBLE-DIGIT LEAD ON STRENGTH OF TRUMP ENDORSMENT

DATE: FEBRUARY 29, 2024

In a recently completed survey of Republican primary voters (RPV) in Ohio (see methodology statement on last page), we found that President Trump is dominating the Presidential primary, and his endorsement of Bernie Moreno has propelled the outsider businessman into a double-digit lead in the Senate primary. Furthermore, Moreno still has significant room to grow as more Ohio RPV become aware of the President's endorsement.

President Trump is Crushing Nikki Haley in the Buckeye State

Ohio Republican primary voters are backing President Trump over Nikki Haley by a more than 3-to-1 margin, 74% - 22%. When we look at undecided voters in the Senate primary, his lead is even stronger at 76% - 19%. These undecided voters are clearly pro-Trump and would be positively influenced by the President's endorsement in the Senate race.

<i>If the Republican Primary for President were held today, for which of the following candidates would you vote? (RANDOMIZE)</i>		
	Overall	Senate Und.
Donald Trump	74%	76%
Nikki Haley	22	19
Other	<1	0
Undecided	3	5
Refused	1	0

Moreno's Lead has More than Doubled in the Senate Primary since Trump Endorsed Him

In early December, Bernie Moreno had a slight lead over Frank LaRose and Matt Dolan, 23% - 19% - 18%, respectively, with a 40% plurality still undecided. A few weeks after that survey was completed, President Trump endorsed Moreno and now he leads LaRose and Dolan by 10-points, 31% - 21% - 19%, well outside the margin of error.

<i>If the Republican Primary election for U.S. Senator were held today, for which of the following candidates would you vote? (RANDOMIZE)</i>		
	December	February
Bernie Moreno	23%	31%
Frank LaRose	19	21
Matt Dolan	18	19
Other	0	<1
Undecided	40	27
Didn't vote for Senate	0	<1
Refused	0	<1

The Positive Impact of Trump's Endorsement is Clear, as Moreno is Winning Big Among Those Aware of the Endorsement

Among the 55% of RPV who are aware that President Trump has endorsed Bernie Moreno in the GOP Senate Primary, Moreno gets an outright majority and is up by more than 2-to-1 margins on his opponents. Moreno gets 50%, while Dolan gets just 22% and LaRose only wins 19%. Only 8% of those aware of the endorsement are still undecided. President Trump's endorsement is a gamechanger.

<i>If the Republican Primary election for U.S. Senator were held today, for which of the following candidates would you vote? (RANDOMIZE)</i>		
	Overall	Aware Trump Endorsement
Bernie Moreno	31%	50%
Frank LaRose	21	19
Matt Dolan	19	22
Other	<1	0
Undecided	27	8
Didn't vote for Senate	<1	0
Refused	<1	1

With 45% still Unaware of Trump's Endorsement, Moreno has Plenty of Room for Growth

When all Ohio RPV are informed of President Trump's endorsement of Moreno, his lead grows from +10 to +29, beating Dolan and LaRose, 45% - 16% - 15%. Once those unaware of Trump's endorsement learn of it, we should expect to see Moreno's already strong 10-point lead grow and put him on the path to the Republican nomination for U.S. Senate.

Now specifically, if knew that President Donald Trump endorsed and fully supported Bernie Moreno for U.S. Senate, and the Republican primary election for U.S. Senator were held today, for which of the following candidates would you vote? (RANDOMIZE)

	Initial	Final
Bernie Moreno	31%	45%
Frank LaRose	21	15
Matt Dolan	19	16
Other	<1	0
Undecided	27	23
Didn't vote for Senate	<1	0
Refused	<1	0

BOTTOM LINE: President Trump's endorsement has been a game changer, making Bernie Moreno the clear front runner. This is despite nearly half the electorate still being uninformed about the endorsement. If that can be pushed to or near 100% awareness, Moreno's lead will continue to grow.

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a survey of 500 voters in Ohio who are likely to participate in the 2024 Republican primary, from February 25-26, 2024. The interviews were split 35% live-operator cell phone/30% live-operator landline/35% SMS to web. Geography was matched to votes cast in previous GOP primaries in Ohio. Gender, age, race/ethnicity, party affiliation, and education were matched to demographic profiles of likely voters based on the voter file and past exit polls. 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 $\pm 4.4\%$. Trend data is based on a survey of 600 likely Republican primary voters conducted December 3-5, 2023.

KEY DEMOGRAPHICS

Party Affiliation

	<i>Dec</i>	<i>Feb</i>
Republican	75%	74%
Independent	21	20
Democrat	1	2
Other	3	3
Don't Know/Refused	<1	1

Race/Ethnicity

	<i>Dec</i>	<i>Feb</i>
White	92%	91%
African American/Black	2	2
Latino/Hispanic	1	1
Asian American	<1	1
Other (SPECIFY)	1	3
DK/Refused (DO NOT READ)	4	3

Age

	<i>Dec</i>	<i>Feb</i>
18-44	25%	25%
45-54	15	13
55-64	22	23
65-74	23	20
75+	14	18
Refused (DO NOT READ)	1	1

Education

	<i>Dec</i>	<i>Feb</i>
High School or less	16%	21%
Some College	44	39
4-Year College degree+	40	40
Don't Know/Refused	0	<1

Gender

	<i>Dec</i>	<i>Feb</i>
Male	51%	51%
Female	49	49

DMA

	<i>Dec</i>	<i>Feb</i>
Cleveland-Akron	30%	30%
Columbus	21	21
Cincinnati	17	17
Dayton	12	12
Toledo	8	8
Youngstown	4	4
Lima	2	2
Charleston-Huntington	2	2
Wheeling-Steubenville	2	1
Zanesville	1	1
Parkersburg	1	1
Ft. Wayne	<1	1