



CONFIDENTIAL MEMORANDUM

TO: INTERESTED PARTIES

FROM: TONY FABRIZIO, DAVID LEE & TRAVIS TUNIS

RE: TRUMP ENDORSEMENT GIVES BYRON DONALDS THE EDGE OVER CASEY DESANTIS

DATE: MARCH 10, 2025

In a recently completed survey of Florida Republican primary voters (RPV) (see methodology statement on last page), Fabrizio, Lee & Associates found that the President's endorsement of Byron Donalds – communicated strictly over earned media – has already propelled Byron Donalds into a lead over Casey DeSantis in the Republican primary for Governor, and that lead will continue to grow as more RPV are made aware of President Trump's support.

Despite Being Less Well-Known than Casey DeSantis, Donalds Lead the GOP Primary for Governor – Driven by those Aware of Trump Endorsement

As Florida's First Lady for the past six years, Casey DeSantis is unsurprisingly well-known among the RPV electorate. Her name ID is 86%. Conversely, Byron Donalds is a Congressman previously not well-known outside of his SW Florida Congressional District. His current name ID is 65%. Despite a significantly lower name ID, Donalds leads DeSantis in a hypothetical Republican primary matchup for Governor, 34% - 30%, with Wilton Simpson getting just 3% and 32% undecided.

This lead is clearly driven by President Trump's endorsement of Rep. Donalds. Just under half of all Republican primary voters (49%) are aware that President Trump has endorsed and fully supports Byron Donalds for Governor, despite no paid media announcing that fact. That group of voters overwhelmingly backs Donalds over DeSantis and Simpson, 58% - 18% - 4%, with 19% undecided.

| <i>If the Republican Primary for Governor were held today, which of the following candidates would you vote for? (READ AND RANDOMIZE 1-3)</i> | | |
|---|-----|-------------------------|
| | RPV | Aware Trump Endorsement |
| Byron Donalds | 34% | 58% |
| Casey DeSantis | 30 | 18 |
| Wilton Simpson | 3 | 4 |
| Undecided | 32 | 19 |

In the Battle of Endorsements, President Trump’s Endorsement Eclipses DeSantis’ and Propels Donalds to a Double-Digit Lead.

When RPV voters are informed that Donald Trump fully endorses Donalds, he takes a huge 2-to-1 lead over Casey DeSantis, 45% - 23%, with Simpson picking up just 5%. Conversely, when voters are informed Ron DeSantis endorses Casey DeSantis, she does only marginally better than the initial ballot, leading Donalds, 35% - 33%, well within the margin of error. After voters have heard about both endorsements, Donalds leads by 10-points, 38% - 28%, with Simpson getting 5% and 29% undecided. This is a notable increase from his initial 4-point lead.

If you knew that [Donald Trump fully endorses Byron Donalds/ Ron DeSantis fully endorses Casey DeSantis] for Governor and the Republican Primary for Governor were held today, which of the following candidates would you vote for? (READ AND RANDOMIZE 1-3)

| | Trump Endorses Donalds | DeSantis Endorses DeSantis | Final Combined Ballot |
|----------------|------------------------|----------------------------|-----------------------|
| Byron Donalds | 45% | 33% | 38% |
| Casey DeSantis | 23 | 35 | 28 |
| Wilton Simpson | 5 | 4 | 5 |
| Undecided | 28 | 27 | 29 |

BOTTOM LINE: Without a dime spent announcing President Trump’s endorsement of Byron Donalds, half of the RPV electorate is already aware, giving the Congressman a lead over Casey DeSantis. As voters become more aware of the President’s endorsement, Donalds’ lead will only increase.

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a survey of 600 Florida likely Republican primary voters, from February 26-27, 2025. The interviews were split 35% live-operator cell phone/25% live-operator landline/40% SMS to web. Gender, age, race/ethnicity, and education were matched to demographic profiles of likely Republican primary voters based on voter file data and previous exit polls. Respondents were randomly selected from a list of registered Republican voters who either had voted in at least 1 of the 4 past Republican primaries or has registered to vote since the last primary. The margin of sampling error at the 95% confidence interval is $\pm 4.9\%$.

KEY DEMOGRAPHICS

Race/Ethnicity

| | |
|--------------------------|-----|
| White | 77% |
| Latino/Hispanic | 17 |
| African American/Black | 2 |
| Asian American | 1 |
| Native American | 1 |
| Other (SPECIFY) | 1 |
| DK/Refused (DO NOT READ) | 1 |

Gender

| | |
|--------|-----|
| Male | 49% |
| Female | 51 |

Age

| | |
|-----------------------|-----|
| 18-44 | 13% |
| 45-54 | 12 |
| 55-64 | 22 |
| 65-74 | 26 |
| 75+ | 24 |
| Refused (DO NOT READ) | 2 |

Education

| | |
|------------------------|-----|
| High School or less | 15% |
| Some College | 42 |
| 4-Year College degree+ | 43 |
| Don't Know/Refused | 1 |