



CONFIDENTIAL MEMORANDUM

TO: WARREN FOR GOVERNOR CAMPAIGN
FROM: TONY FABRIZIO & DAVID LEE
RE: LATEST SURVEY RESULTS
DATE: JUNE 4, 2018

As you know, we just recently completed a statewide survey¹ of GOP Primary Voters and wanted to share the following very positive news:

- ✓ **John Warren's Conservative, Outsider message is resonating and has catapulted into SECOND place in the GOP Primary for Governor -- he now holds a slim lead over Catherine Templeton.**

	Overall
Henry McMaster	33%
John Warren	19
Catherine Templeton	17
Kevin Bryant	5
Yancey McGill	2
Undecided	24

- ✓ **Warren's media campaign continues to pay huge dividends as he leads among voters who have seen his ads.**

	Overall	Seen Warren Ads
Henry McMaster	33%	28%
John Warren	19	31
Catherine Templeton	17	14
Kevin Bryant	5	7
Yancey McGill	2	-
Undecided	24	20

¹ Fabrizio, Lee and Associates conducted a survey of 500 Likely GOP Primary Voters statewide in South Carolina between May 29th and 31st. The survey was conducted by live interviewer with 60% of the interviews conducted via landline and 40% via cell phone. The survey has a margin of error of +/- 4.38% at the 95% confidence interval.

- ✓ Warren's ads are swamping those of his opponents as he leads among voters who have seen ads from all three candidates.

	Overall	Seen Ads from All 3 Candidates
Henry McMaster	33%	27%
John Warren	19	30
Catherine Templeton	17	15
Kevin Bryant	5	8
Yancey McGill	2	1
Undecided	24	19

Bottom Line: It is clear that despite being heavily outspent by McMaster, Templeton and their allied SuperPAC's, John Warren's message has cut through the clutter and it is having a huge impact on this race. Warren clearly has the momentum at this juncture as we head into the final week of the campaign while McMaster and Templeton appear stalled.