

To: Interested Parties
From: Ryan Munce, Co/Efficient Strategies; Barney Keller, Jamestown Associates
Date: 10/15/20
Re: PA-8 Survey

On behalf of Republican Jim Bognet's campaign for Congress in Pennsylvania's 8th Congressional District, Co/Efficient Strategies conducted a survey of 615 Likely General Election Voters through IVR and Text from 10/13-10/14 with a margin of error of $\pm 3.94\%$. The survey found:

Ballot (Congressional)

Jim Bognet 43 (34/40 Fav/Unfav)
Matt Cartwright 48 (45/39 Fav/Unfav)
Undecided 9

Ballot (Presidential)

President Donald Trump 46
Joe Biden 48
Jorgensen 3
Undecided 3

Regardless of whom you are voting for for President, who do you think more of your neighbors are voting for?

Trump 51
Biden 34
Undecided 16

Key Takeaways:

- To date, Matt Cartwright has spent or reserved \$1.9m on TV. The House Majority PAC/AFSCME has added \$1.3m. Jim Bognet (including coordinated from NRCC) has spent \$590k. House Majority PAC added to their buy this week. **Jim Bognet has been outspent 5-1, but Matt Cartwright is STILL under 50% vote share, and Bognet only underperforms the President by 3.**
- Bognet's messaging has begun to creep Cartwright's unfavorable rating up. He is also now just 36/32 with independents. Conversely, Bognet outperforms his favorable rating by 9 points.
- Because of small sample sizes, unique results in Pike County (NYC DMA) can skew results slightly. In the Co/Efficient survey, Bognet loses Pike County 51-42 to Cartwright. However:
 - In 2018, not a single Republican running for federal office in Pike County received less than 55% of the vote.
 - In 2016, President Trump received 62% of the vote.
 - In 2008, John McCain received 52% of the vote.

The Bottom Line: Jim Bognet is in striking distance of Matt Cartwright. After millions of dollars spent against him and zero major investment from outside groups, this remains a margin of error race. The enthusiasm on the ground for the President in PA-8 is measurable. **HMP has kept their TV reservations the last two weeks.** Nancy Pelosi's polling shows the same thing as ours: Cartwright can't break 50%.

If Matt Cartwright is further exposed as a wealthy, phony liberal who votes with Nancy Pelosi 99% of the time, supports higher taxes - even on social security, and wants to defund the police, then Bognet can defeat him and will become the Congressman from PA-8.