

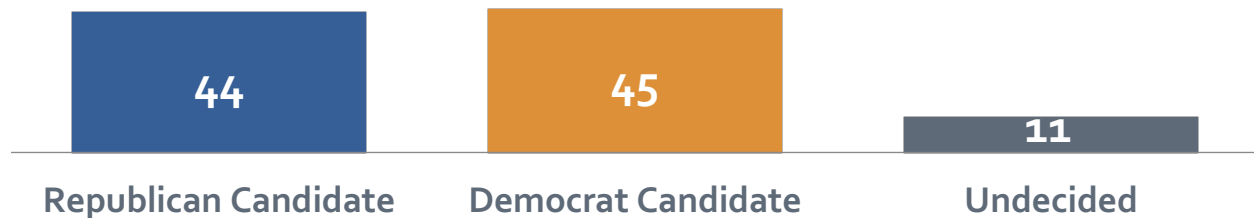
MEMORANDUM

To: Matt Jacobs for Congress and the NRCC
 From: Nathan Klein, OnMessage Polling
 Date: September 20, 2022
 Re: California Congressional District 26 is Highly Competitive

Our recent survey shows CA CD-26 to be a highly competitive district, with Matt Jacobs well-liked and well-positioned to unseat Julia Brownley.

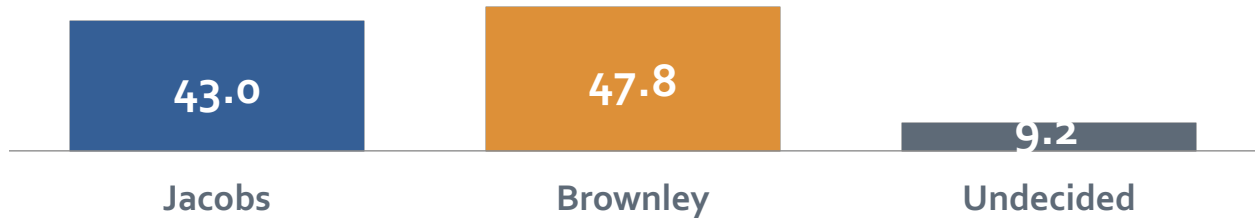
1. **The local environment is favorable to a Republican challenger.**
 - On a generic ballot, we find the district a tie: 44 GOP / 45 DEM.
 - Even better, Independents break noticeably in our direction: 43 GOP / 26 DEM
 - Incumbent Democrats and allies of Brownley face image issues.
 - Governor Newsom’s image is tied at 47 Favorable / 47 Unfavorable, and Speaker Pelosi is upside down at 45 Favorable / 48 Unfavorable.

Generic Ballot



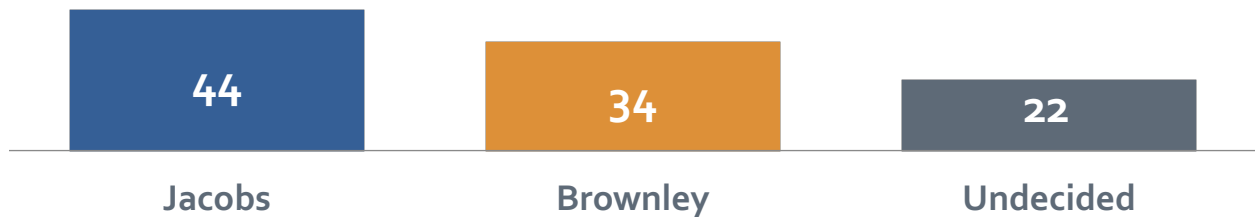
2. **Matt Jacobs’ recognition and image is trending upwards in all demographics of our target electoral coalition. His overall image is currently favorable by a net of 4.**
 - Among Republicans, Jacobs has already reached 47% favorability, and while his recognition grows in this group his image tests at 5-to-1 favorable over unfavorable.
 - Jacobs is more favorable than unfavorable and gaining recognition amongst the other groups we need for a victory as well: Independents and Moderates, in addition to having a positive image across all age groups.
3. **Congresswoman Julia Brownley’s image is worsening in a district which is 43% Democrats.**
 - Brownley’s image rating is merely 34 Favorable / 29 Unfavorable, even weaker than before the primary.
 - Also, she is now upside down with Independents at 21 Favorable / 25 Unfavorable, and has seen a noticeable rise in unfavorability with both women and college-educated voters, groups often considered areas of strength for Democrats.

4. ***The general election ballot has narrowed dramatically with real potential to flip this seat.***
- Our survey currently has the election at 43.0 Jacobs / 47.8 Brownley / 9.2 Undecided with Jacobs consolidating the base and swing voters nicely.



- While leading better than 8-to-1 with Republicans and Conservatives, the best news is Jacobs has taken the lead with the groups we need to come our way on election day.
- Jacobs has a 10-point lead with Independents, who break 44 Jacobs / 34 Brownley, a good signal that more undecideds will move to Jacobs.
- Additionally, Jacobs is in a statistical tie with voters under 45, cutting into the Democrats' presumed base, and leads amongst those ages 46-55 and 56-65.
- College-educated voters and have also narrowed to within 7-points, further indicating that Brownley is struggling to consolidate her base and is vulnerable.

Among Independents



Bottom Line: This survey validates the hopes that this district is a potential flip for Republicans. In fact, it does better than that, it shows Jacobs gaining and Brownley is vulnerable in a district which has voted for Democrats in the past. Brownley's low name ID, the poor perception of local Democrats, and a tied generic ballot show that this race will continue to be competitive and can narrow in the final stretch.

Matt Jacobs' efforts have been paying off and have been capturing key groups to help build an election day coalition. As Jacobs is winning over Independents, Brownley is struggling to consolidate younger voters and college-educated voters. This seat deserves attention as election day nears.

OnMessage Inc. conducted a congressional poll of 400 likely voters in California's 26th District. The survey was conducted September 13-18, 2022 by live interviewers contacting landlines and cell phones. The survey sample is stratified to reflect historical and predictive turnout models. The survey has a margin of error of +/- 4.9%.