

To: Interested Parties
From: Sean Parnell for Senate
Date: 10/20/21

Re: **Sean Parnell Holds Lead in US Senate Primary**



The fall of the off year is when the primary fields begin to separate the contenders from the pretenders. In Pennsylvania, there is a multiway Republican primary for the open US Senate seat. While there has been zero quality public polling released, private data and publicly available fundraising information tell a story of support or lack thereof for a campaign. All of these data points lead to one conclusion:

SEAN PARNELL IS GOING TO BE THE NOMINEE IN PENNSYLVANIA.

Polling Summary: Survey conducted 10/11 – 10/14 n=500 cell phones & landlines

Sean Parnell heads into the end of the year with a 20 point lead not only statewide but leads in every part of the state, including the geographic areas where the other candidates live.

Sean's Strength Across the State

- Sean leads in **Pittsburgh** by 51%, with no other candidate breaking single digits.
- In **Philadelphia**, where Jeff Bartos has been running since 2017, Sean leads both him and Carla by 12.5%. Neither Jeff nor Carla breaks single digits in the most expensive media market in the state. Sean's never run advertising there and is already leading.
- In **Harrisburg**, Sean's lead is 10%.
- **Philadelphia, Harrisburg, and Pittsburgh represent roughly 75% of the primary vote** in the state. Sean's lead in the low to high double digits is a trend that continues in the smaller markets across Pennsylvania as well.
- **Any candidate who holds a commanding lead in Pittsburgh, Harrisburg and Philadelphia is headed towards securing the nomination.**

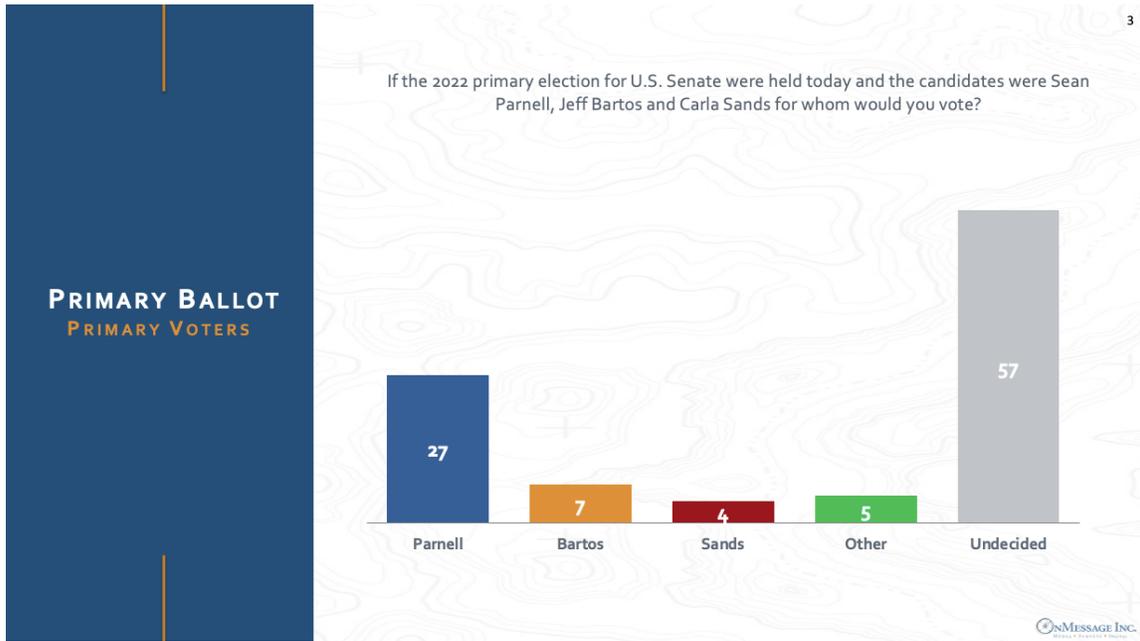
Keys to Parnell's success:

- Sean did nearly 50 media hits over 32 days discussing the disastrous withdrawal from Afghanistan. He was often consulted as an expert on right-leaning cable networks which Republican primary voters watch heavily.
 - o Sean's story of service to the country and his vision of leadership for Pennsylvania was placed front and center for millions of viewers.
 - o No other candidate in the country had this much-earned media in such a short amount of time.
- President Trump endorsed Sean.
 - o President Trump is the most popular figure in the republican party, and his endorsement is extremely powerful. Almost 9 out of 10 Republican primary voters support President Trump. No other endorsement matters in this race.

Bartos Blowback:

Within hours of President Trump endorsing Sean Parnell, Jeff Bartos started lying about Sean's past and colluded with the liberal Philadelphia Inquirer in a smear campaign to attack Sean, all while dragging the Parnell children into the campaign circus to score political points. Pennsylvanians have rejected these attacks, and that not only shows in the fundraising (more on that below), but in our survey, over 50% of primary voters are less likely to vote for Jeff because he has engaged in them. Jeff promised to stick to the issues in his announcement video, and the voters are rejecting the personal attacks he spoke out against.

*****FULL BALLOT BREAKDOWN ON PAGE TWO*****



Campaign Fundraising

The publicly filed documents from 10/15 tell a story about each campaign. And, despite what Parnell’s opponents try to spin to the media, the public data shows that only one candidate in this race has support from people other than those who share their last name.

Sean Parnell

- Sean Parnell outraised all of his opponents combined.
 - o Carla Sands, Jeff Bartos, and Kathy Barnette raised a combined \$899,742 to Parnell’s \$1,113,811.
- Parnell received more than 18,000 contributions from more than 12,000 donors, spanning all 50 states and 67 counties in Pennsylvania.
- Sean Parnell raised \$1,113,811.19 without any self-funding.
- \$485,389.72 was raised from small-dollar donations.

Carla Sands

- Raised \$454,031 – Over 60% of that came from California compared to 11% from PA.
- \$5,778.26 from small-dollar donations.

Jeff Bartos

- Jeff Bartos raised \$241,888
 - o Every Quarter Jeff’s been in the race, fewer and fewer people are supporting him.
 - Q1 Donations: \$781,336
 - Q2 Donations: \$557,053
 - Q3 Donations: \$234,138
 - o At this rate, Jeff’s Q4 report will be lucky to have over \$100,000 from actual people not named Bartos.
 - o Over \$525,000 of the above funds raised are allocated for the general election
- \$5,878 from small-dollar donations.

With dwindling support, Jeffery felt he had to launch a smear campaign that flew in the face of everything he held up high when he announced to try and win an election.