



## Top Line Results

### Survey of Pennsylvania Likely Voters

Conducted: 10/2/2024 through 10/10/2024

Survey Type: Live Interview Telephone, Text to Web, & Interactive Voice Response (IVR)

N = 1,193

Margin of Error at 95% Confidence Level: +/- 2.8%

Weighting Applied: Gender, Age, Race, Media Market, 2020 Vote, Highest Education Level

#### Q1. First, are you or any of your immediate family a member of the news media, a public relations firm, or actively working for a political campaign?

	Count	Percent	Cumulative Percent
No	1193	100.0	100.0

#### Q2. Are you currently registered to vote in Pennsylvania?

	Count	Percent	Cumulative Percent
Yes	1193	100.0	100.0

#### Q3. How likely are you to vote in the November Presidential Election?

	Count	Percent	Cumulative Percent
Very likely to vote	1159	97.2	97.2
Somewhat likely to vote	19	1.6	98.7
Maybe Will Vote	11	1.0	99.7
Somewhat unlikely to vote	4	.3	100.0
Total	1193	100.0	

#### Q4. Would you say the country is generally headed in the right direction or is it headed in the wrong direction?

	Count	Percent	Cumulative Percent
Right Direction	369	30.9	30.9
Wrong Direction	666	55.8	86.7
Not Sure / Don't Know	158	13.3	100.0
Total	1193	100.0	

First, I am going to read you a list of names. After I read each one, please tell me if you have a favorable or unfavorable impression. If I read one you have never heard of, just tell me and we'll move on to the next.

**Q5. Donald Trump**

	Count	Percent	Cumulative Percent		
Very favorable impression	467	39.2	39.2		
Somewhat favorable impression	118	9.9	49.0	Total % Favorable	49.0
Somewhat unfavorable impression	38	3.2	52.2	Total % Unfavorable	49.6
Very unfavorable impression	553	46.4	98.6	Total % Hard Name ID	98.6
Heard of them, but no opinion either way	13	1.1	99.7	Net Total Favorability	-0.5
Never Heard Of Them	2	.2	99.9	Intensity	-7.2
Not Sure / Don't Know	2	.1	100.0		
Total	1193	100.0			

**Q6. Kamala Harris**

	Count	Percent	Cumulative Percent		
Very favorable impression	458	38.4	38.4		
Somewhat favorable impression	124	10.4	48.7	Total % Favorable	48.7
Somewhat unfavorable impression	59	5.0	53.7	Total % Unfavorable	50.0
Very unfavorable impression	537	45.0	98.7	Total % Hard Name ID	98.7
Heard of them, but no opinion either way	11	1.0	99.7	Net Total Favorability	-1.2
Never Heard Of Them	1	.1	99.8	Intensity	-6.6
Not Sure / Don't Know	3	.2	100.0		
Total	1193	100.0			

**Q7. Joe Biden**

	Count	Percent	Cumulative Percent		
Very favorable impression	330	27.7	27.7		
Somewhat favorable impression	214	17.9	45.6	Total % Favorable	45.6
Somewhat unfavorable impression	85	7.1	52.7	Total % Unfavorable	51.7
Very unfavorable impression	531	44.5	97.3	Total % Hard Name ID	97.3
Heard of them, but no opinion either way	15	1.2	98.5	Net Total Favorability	-6.1
Never Heard Of Them	3	.3	98.8	Intensity	-16.9
Not Sure / Don't Know	15	1.2	100.0		
Total	1193	100.0			

**Q8. J.D. Vance**

	Count	Percent	Cumulative Percent		
Very favorable impression	451	37.8	37.8		
Somewhat favorable impression	127	10.7	48.4	Total % Favorable	48.4
Somewhat unfavorable impression	69	5.8	54.2	Total % Unfavorable	44.1
Very unfavorable impression	456	38.3	92.5	Total % Hard Name ID	92.5
Heard of them, but no opinion either way	45	3.8	96.3	Net Total Favorability	4.4
Never Heard Of Them	34	2.8	99.1	Intensity	-0.5
Not Sure / Don't Know	11	.9	100.0		
Total	1193	100.0			

**Q9. Tim Walz**

	Count	Percent	Cumulative Percent		
Very favorable impression	403	33.8	33.8		
Somewhat favorable impression	170	14.2	48.0	Total % Favorable	48.0
Somewhat unfavorable impression	91	7.6	55.6	Total % Unfavorable	43.6
Very unfavorable impression	429	36.0	91.6	Total % Hard Name ID	91.6
Heard of them, but no opinion either way	52	4.4	96.0	Net Total Favorability	4.4
Never Heard Of Them	31	2.6	98.6	Intensity	-2.2
Not Sure / Don't Know	17	1.4	100.0		
Total	1193	100.0			

**Q10. If the 2024 election for the United States Congress were held today, for which party's candidate would you vote in your congressional district?**

	Count	Percent	Cumulative Percent		
The Democrat	563	47.2	47.2		
The Republican	571	47.9	95.0	Republican Margin	0.7
Or Another Third Party Candidate	13	1.1	96.1		
Not Sure / Don't Know	46	3.9	100.0		
Total	1193	100.0			

**Q11A. If the 2024 November Presidential Election were today and you had to choose between the following candidates who would you vote for? [Including Leaners: "For which candidate would you say you're leaning?"]**

	Count	Percent	Cumulative Percent		
Kamala Harris, the Democrat	568	47.6	47.6		
Donald Trump, the Republican	585	49.0	96.7	Trump Margin	1.4
Jill Stein, the Green Party candidate	20	1.7	98.3		
Chase Oliver, the Libertarian	2	.2	98.5		
Another Third Party Candidate	7	.6	99.1		
Not Sure / Don't Know	10	.9	100.0		
Total	1193	100.0			

**Q11B. If the 2024 November Presidential Election were today and you had to choose between the following candidates who would you vote for? [Excluding Leaners]**

	Count	Percent	Cumulative Percent		
Kamala Harris, the Democrat	564	47.3	47.3		
Donald Trump, the Republican	581	48.7	96.0	Trump Margin	1.4
Jill Stein, the Green Party candidate	18	1.5	97.5		
Chase Oliver, the Libertarian	2	.2	97.7		
Another Third Party Candidate	7	.6	98.3		
Not Sure / Don't Know	20	1.7	100.0		
Total	1193	100.0			

**Q12A. Now, if the 2024 November Presidential Election were today and you had to choose between the two primary party candidates who would you vote for? [Including Leaners: "For which candidate would you say you're leaning?"]**

	Count	Percent	Cumulative Percent		
Definitely Kamala Harris	548	46.0	46.0		
Probably Kamala Harris	42	3.6	49.5	Total % Harris	49.5
Probably Donald Trump	49	4.1	53.7	Total % Trump	50.5
Definitely Donald Trump	553	46.3	100.0	Trump Margin	1.0
Total	1193	100.0			

**Q12B. Now, if the 2024 November Presidential Election were today and you had to choose between the two primary party candidates who would you vote for? [Excluding Leaners]**

	Count	Percent	Cumulative Percent		
Definitely Kamala Harris	548	46.0	46.0		
Probably Kamala Harris	40	3.4	49.4	Total % Harris	49.4
Probably Donald Trump	39	3.3	52.6	Total % Trump	49.6
Definitely Donald Trump	553	46.3	99.0	Trump Margin	0.2
Not Sure / Don't Know	12	1.0	100.0		
Total	1193	100.0			

**Q13. If the 2024 November U.S. Senate Election were today and you had to choose between the following candidates who would you vote for?**

	Count	Percent	Cumulative Percent		
Dave McCormick, the Republican	537	45.0	45.0		
Bob Casey, the Democrat	576	48.3	93.3	Casey Margin	3.3
Another Candidate	24	2.0	95.4		
Not Sure / Don't Know	55	4.6	100.0		
Total	1193	100.0			

Next, I would like to get your thoughts regarding issues facing the United States.

**Q14. What do you think is the most important issue facing the country?**

	Count	Percent	Cumulative Percent
Economy & Inflation	328	27.5	27.5
Immigration & the Border	230	19.3	46.8
Democracy	197	16.5	63.3
Abortion	83	6.9	70.2
Health Care	53	4.4	74.6
Taxes & Spending	53	4.4	79.0
Foreign Policy	36	3.0	82.1
Crime & Public Safety	34	2.9	84.9
Affordable Housing	28	2.3	87.3
Education	18	1.5	88.8
Energy & Fracking	15	1.3	90.1
Another Issue	94	7.9	97.9
Not Sure / Don't Know	25	2.1	100.0
Total	1193	100.0	

Next, regardless of who you're going to vote for, I would like to get your thoughts on which candidate you think best capable of handling the following issues.

**Q15. Who do you think will do a better job handling the economy and inflation?**

	Count	Percent	Cumulative Percent
Definitely Donald Trump	572	48.0	48.0
Probably Donald Trump	47	3.9	51.9
Probably Kamala Harris	128	10.8	62.7
Definitely Kamala Harris	427	35.8	98.5
Not Sure / Don't Know	18	1.5	100.0
Total	1193	100.0	

Total % Trump	51.9
Total % Harris	46.6
Trump Margin	5.3
Trump Intensity	12.1

**Q16. Who do you think will do a better job handling the issue of abortion?**

	Count	Percent	Cumulative Percent
Definitely Donald Trump	365	30.6	30.6
Probably Donald Trump	106	8.9	39.4
Probably Kamala Harris	59	4.9	44.3
Definitely Kamala Harris	550	46.1	90.5
Not Sure / Don't Know	114	9.5	100.0
Total	1193	100.0	

Total % Trump	39.4
Total % Harris	51.0
Harris Margin	11.6
Harris Intensity	15.6

**Q17. Who do you think will do a better job handling immigration and securing the border?**

	Count	Percent	Cumulative Percent
Definitely Donald Trump	592	49.6	49.6
Probably Donald Trump	45	3.8	53.4
Probably Kamala Harris	143	12.0	65.4
Definitely Kamala Harris	370	31.1	96.4
Not Sure / Don't Know	43	3.6	100.0
Total	1193	100.0	

Total % Trump	53.4
Total % Harris	43.0
Trump Margin	10.4
Trump Intensity	18.6

**Q18. Who do you think will do a better job handling energy and fracking?**

	Count	Percent	Cumulative Percent		
Definitely Donald Trump	555	46.5	46.5		
Probably Donald Trump	47	3.9	50.4	Total % Trump	50.4
Probably Kamala Harris	162	13.6	64.0	Total % Harris	45.1
Definitely Kamala Harris	376	31.5	95.6	Trump Margin	5.3
Not Sure / Don't Know	53	4.4	100.0	Trump Intensity	15.0
Total	1193	100.0			

**Q19. Who do you think will do a better job handling foreign policy?**

	Count	Percent	Cumulative Percent		
Definitely Donald Trump	555	46.5	46.5		
Probably Donald Trump	36	3.0	49.6	Total % Trump	49.6
Probably Kamala Harris	81	6.8	56.4	Total % Harris	47.9
Definitely Kamala Harris	491	41.1	97.5	Trump Margin	1.6
Not Sure / Don't Know	30	2.5	100.0	Trump Intensity	5.4
Total	1193	100.0			

**Q20. On a scale from 1-5, with 1 being Exactly the Same and 5 being completely different, how much do you think Kamala Harris would be a continuation of Joe Biden's policies as president?**

	Count	Percent	Cumulative Percent		
1 - Exactly the Same	486	40.7	40.7		
2	198	16.6	57.3	Total % 1-2	57.3
3	279	23.3	80.6	Total % 4-5	14.0
4	87	7.3	87.9	Net	43.3
5 - Completely Different	80	6.7	94.6	Intensity	34.0
Not Sure / Don't Know	64	5.4	100.0		
Total	1193	100.0			

**Q21. Do you approve or disapprove of the Biden-Harris Administration's handling of the United States Secret Service and protecting presidential nominees during campaign rallies, such as Butler, Pennsylvania?**

	Count	Percent	Cumulative Percent		
Strongly Approve	239	20.1	20.1		
Somewhat Approve	171	14.3	34.4	Total % Approve	34.4
Somewhat Disapprove	115	9.6	44.0	Total % Disapprove	51.4
Strongly Disapprove	498	41.7	85.7	Net	-17.0
No Opinion	123	10.3	96.0	Intensity	-21.7
Not Sure / Don't Know	48	4.0	100.0		
Total	1193	100.0			

**Q22. Are you better off today than you were 4 years ago?**

	Count	Percent	Cumulative Percent
Yes	492	41.2	41.2
No	611	51.2	92.4
Not Sure / Don't Know	90	7.6	100.0
Total	1193	100.0	

**Q23. What is your number one source for national and international news?**

	Count	Percent	Cumulative Percent
Social Media	122	10.2	10.2
Broadcast TV News	186	15.6	25.8
Cable TV News	324	27.2	53.0
Newspaper	64	5.3	58.3
News Website	144	12.1	70.4
Radio	38	3.2	73.6
Online Shows, Live Streams or Podcasts	174	14.5	88.1
Word of mouth, talking with people you know	25	2.1	90.2
Another Source	87	7.3	97.5
Not Sure / Don't Know	30	2.5	100.0
Total	1193	100.0	

**Q24. Which Social Media do you primarily use?**

	Count	Percent	Cumulative Percent
Facebook	368	30.8	30.8
X (formerly called Twitter)	112	9.4	40.2
Instagram	102	8.6	48.8
TikTok	71	5.9	54.8
YouTube	141	11.9	66.6
Truth Social	32	2.7	69.3
LinkedIn	18	1.5	70.8
Snapchat	8	.6	71.4
Another Source	152	12.7	84.1
Not Sure / Don't Know	189	15.9	100.0
Total	1193	100.0	

Finally, we have a few quick demographic questions to complete the survey.

**Q25. In the last few years, there has been a good deal of discussion in the media about Woke Ideology. Do you consider yourself to be 'Woke'?**

	Count	Percent	Cumulative Percent
Yes, Definitely	146	12.2	12.2
Yes, Somewhat	146	12.2	24.4
No, Not Really	129	10.8	35.3
No, Definitely Not	513	43.0	78.3
Not Familiar with Woke	171	14.3	92.6
Not Sure / Don't Know	88	7.4	100.0
Total	1193	100.0	

Total % Woke	24.4
Total % Not Woke	53.8
Net	-29.4

**What is your gender?**

	Count	Percent	Cumulative Percent
Female	622	52.2	52.2
Male	550	46.1	98.3
Another Gender	11	1.0	99.2
Not Sure / Don't Know	9	.8	100.0
Total	1193	100.0	

**What is your age?**

	Count	Percent	Cumulative Percent
18-34	169	14.2	14.2
35-44	167	14.0	28.1
45-54	172	14.4	42.5
55-64	240	20.2	62.7
65-74	242	20.3	83.0
75-84	142	11.9	94.9
85+	52	4.3	99.2
Not Sure / Don't Know	9	.8	100.0
Total	1193	100.0	

**Which political party do you primarily identify with?**

	Count	Percent	Cumulative Percent
Republican	504	42.2	42.2
Democratic	496	41.5	83.8
Independent, or not a member of a party	165	13.8	97.6
Another Party	19	1.6	99.2
Not Sure / Don't Know	10	.8	100.0
Total	1193	100.0	

**Thinking about your political beliefs.... Do you consider yourself a**

	Count	Percent	Cumulative Percent
Conservative	430	36.0	36.0
Moderate	359	30.1	66.1
Progressive	138	11.6	77.7
Liberal	188	15.7	93.4
Not Sure / Don't Know	78	6.6	100.0
Total	1193	100.0	

**Who did you vote for in the 2020 Election for President?**

	Count	Percent	Cumulative Percent
Joe Biden	572	47.9	47.9
Donald Trump	558	46.8	94.7
Someone Else	15	1.3	96.0
Not Sure / Don't Know	48	4.0	100.0
Total	1193	100.0	



**What is the highest level of formal education you have completed?**

	Count	Percent	Cumulative Percent
Less than high school graduate	16	1.3	1.3
Highschool graduate	276	23.2	24.5
Some college	278	23.3	47.8
Associates Degree	139	11.7	59.4
Bachelor's degree	308	25.9	85.3
Postgraduate	165	13.8	99.1
Not Sure / Don't Know	10	.9	100.0
Total	1193	100.0	

**Which of the following best describes your race or ethnicity?**

	Count	Percent	Cumulative Percent
White or Caucasian	986	82.7	82.7
Hispanic or Latino	31	2.6	85.3
Black or African American	105	8.8	94.1
Asian	11	.9	95.0
Another not listed	36	3.0	98.0
Not Sure / Don't Know	24	2.0	100.0
Total	1193	100.0	

**What would you estimate your Household Income to be?**

	Count	Percent	Cumulative Percent
Less than \$25,000	64	5.3	5.3
\$25,000 to less than \$50,000	198	16.6	21.9
\$50,000 to less than \$75,000	240	20.1	42.0
\$75,000 to less than \$100,000	183	15.4	57.4
\$100,000 to less than \$125,000	104	8.8	66.1
\$125,000 to less than \$150,000	90	7.5	73.7
More than \$150,000	205	17.2	90.9
Not Sure / Don't Know	109	9.1	100.0
Total	1193	100.0	

**Media Market [ appended from voter data ]**

	Count	Percent	Cumulative Percent
Buffalo	2	.1	.1
Elmira (Corning)	5	.4	.6
Erie	38	3.2	3.8
Harrisburg-Lncstr-Leb-York	198	16.6	20.4
Johnstown-Altoona-St Colge	78	6.5	26.9
New York	4	.4	27.3
Philadelphia	482	40.4	67.7
Pittsburgh	262	21.9	89.7
Wilkes Barre-Scranton-Hztn	118	9.9	99.5
Youngstown	6	.5	100.0
Total	1193	100.0	

**General Election Vote History [ appended from voter data ]**

	Count	Percent	Cumulative Percent
New Voters	61	5.1	5.1
1 of 4 General Elections	125	10.4	15.5
2 of 4 General Elections	180	15.1	30.6
3 of 4 General Elections	167	14.0	44.7
4 of 4 General Elections	660	55.3	100.0
Total	1193	100.0	

**Survey Methodology**

	Count	Percent	Cumulative Percent
Live Interview Telephone	442	37.1	37.1
Text-to-Web	391	32.8	69.8
Interactive Voice Response (IVR)	360	30.2	100.0
Total	1193	100.0	