



TO: Steve Cortes
FROM: Jon McHenry and Dan Judy
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RE: Key Findings from October Survey of Pennsylvania Likely Voters

Our survey of 600 likely voters in Pennsylvania, conducted October 22-26, 2024, shows both the presidential and senatorial contests very close entering the final week of the campaign, including a 47 to 47 percent split between former President Donald Trump and Vice President Kamala Harris. Notably in this crucial state, Governor Josh Shapiro is the most popular political figure we tested.

Key findings from the survey are:

- 1. The presidential contest is tied.** Trump and Harris tie at 47 percent each, with one percent for Libertarian Chase Oliver, one percent for Green Party nominee Jill Stein, and just three percent undecided. With the major party nominees each taking 87 percent of the votes within their parties, Trump makes up for the Democratic registration advantage by leading 48 to 41 percent among unaffiliated and minor party voters. Trump leads among non-college voters by a 53 to 41 percent margin while Harris leads 58 to 37 percent among college-educated voters.
- 2. Pennsylvania voters believe the Vice President's changes in position on fracking and the border wall are politically motivated rather than genuine.** Told that Harris said she was against fracking when she ran for President in 2019 but now says she would not ban it, voters say the decision is “a politically motivated position that she may reverse again after the election” rather than “a genuine change in her position” by a 57 to 31 percent margin, including a 35 to 19 percent margin among the few undecided voters in the presidential contest.

Similarly, voters say her change in position on the border wall, having “called a wall on the border with Mexico ‘un-American’ during the Trump administration” to “now say[ing] she would support spending hundreds of millions of dollars to build it” is politically motivated and may be reversed by a 61 to 19 percent margin, including a 55 to 0 percent margin among undecided voters and a 68 to 16 percent margin among unaffiliated and other voters.

- 3. Governor Shapiro has the highest favorables of the political figures we tested in Pennsylvania ...** Shapiro has a 50 to 31 percent favorable to unfavorable rating, compared to Minnesota Governor Tim Walz’ 44 to 42 percent rating, Harris’ 47 to 49 percent rating, Trump’s 47 to 51 percent rating, and Senator J.D. Vance’s 44 to 47 percent rating.
- 4. ... and Pennsylvania voters are split over why Vice President Harris chose Tim Walz over Josh Shapiro as her running mate.** When asked why they think Harris passed over Governor Shapiro, 37 percent say “she believed Minnesota Governor Tim Walz was a better

campaigner and would broaden her appeal in the Midwest,” while 31 percent say it is “because Josh Shapiro is Jewish and pro-Israel, and she worried he would upset parts of her Democratic base,” and 32 percent say they don’t know. The few Jewish voters in the sample split 47 to 45 percent on this question, and mainline Protestants (38 to 33 percent), voters of another faith (39 to 25 percent), and voters who profess no faith or are atheists (54 to 17 percent) agree saying Walz was chosen to broaden Harris’ appeal while evangelical Protestants (53 to 19 percent) and Catholics (39 to 27 percent) say Shapiro was passed over because he is Jewish.

5. **Pennsylvania voters say they were better off financially when Donald Trump was President.** Voters say they were better off when Trump was President than they are current with Joe Biden as President by a 50 to 38 percent margin, including a 52 to 32 percent margin among unaffiliated and other party voters. Voters with less than a college education say they were better off under Trump by a 56 to 33 percent margin while voters with at least a college degree say they are better off under Biden by a 47 to 40 percent margin. Voters say they were better off under Trump regardless of age group, including a 44 to 39 percent margin among voters 18 to 34, a 50 to 39 percent margin among voters 35 to 54, a 58 to 35 percent margin among voters 55 to 64, and a 48 to 41 percent margin among seniors.
6. **Senator Bob Casey leads within the margin of error in the senatorial contest, but is well below 50 percent.** Casey leads Dave McCormick by a 45 to 42 percent margin, with five percent for other candidates and nine percent still undecided. McCormick leads 36 to 32 percent among unaffiliated and minor party voters. Undecideds in this race support Trump by a 42 to 30 percent margin and say they were better off financially under Trump by a 53 to 17 percent margin, suggesting they will break for McCormick and against the 18-year incumbent.

Methodology

This survey of 600 likely voters was conducted October 22-26, 2024, with 20 percent of interviews completed with live callers on landlines, 50 percent with live callers on cellphones, and 30 percent by text-to-web, using cellphone numbers from the voter sample obtained from Data Trust. Quotas were set for county, age, gender, party registration, education, and race, and the sample was minimally weighted to reflect registration by party.

The margin of error for the full sample is ± 4.00 percent when respondents split 50 percent for one response and 50 percent for another. The margin of error is higher for subgroups: ± 5.66 percent for subgroups of 300 and ± 9.80 percent for subgroups of 100, for example.