



MEMO

TO: Interested Parties
 FROM: Bill Stepien – Partner, National Public Affairs
 Macy Stepien – EVP of Polling & Data Analysis, National Public Affairs
 DATE: September 21, 2023
 RE: National Public Affairs Pennsylvania Statewide Survey Findings

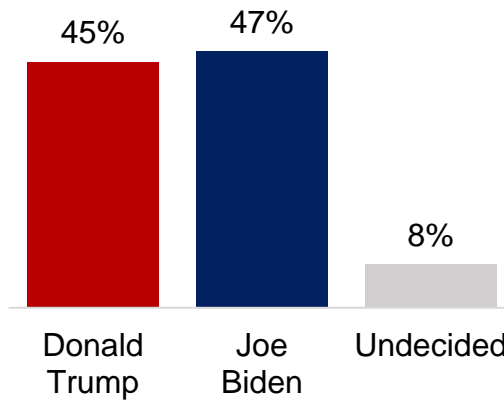
National Public Affairs recently completed a [survey](#) of likely 2024 General Election voters in Pennsylvania. With the data showing a statistically tied presidential race and a politically vulnerable U.S. Senator, Pennsylvania will continue to be a top tier target for both political parties over the next 13+ months.

Currently, the presidential election is a statistical tie, with President Joe Biden ahead of former President Donald Trump by 2 points, a figure within the margin of error.

During the 2016 presidential election, Trump narrowly won Pennsylvania by 44,292 votes (a margin of less than one percent) and in 2020 Biden won the state by 80,555 votes (a margin of just over one percent). The current environment sets up another close race in Pennsylvania.

Notably, Trump currently overperforms among middle-aged men (+35), voters without a college degree (+24), those who live in the Pittsburgh media market (+32) and Independents (+9). Whereas, Biden has a strong lead among key voting groups like women (+25), college graduates (+27), those who live in the Philadelphia media market (+18) and younger voters (+7).

2024 Presidential Ballot



Down the ballot, more than a quarter of voters don't know or have no opinion of incumbent Sen. Bob Casey.

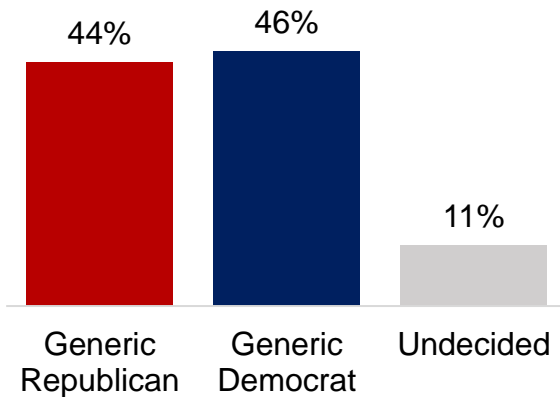
Despite his incumbency and holding statewide elected office since 1997, Casey has relatively weak image numbers that directly translate to underperformance on the ballot. Notably, his image is upside down among younger voters, Independents and men – all groups that must be addressed if he plans on getting re-elected next November.

Casey Image	Total Fav	Total Unfav	NO/NHO
Overall	39%	33%	27%
18-44	28%	30%	42%
45-64	40%	36%	24%
65+	49%	35%	16%
Men	33%	42%	25%
Women	45%	26%	29%
GOP	16%	58%	26%
DEM	68%	6%	26%
IND	26%	44%	30%

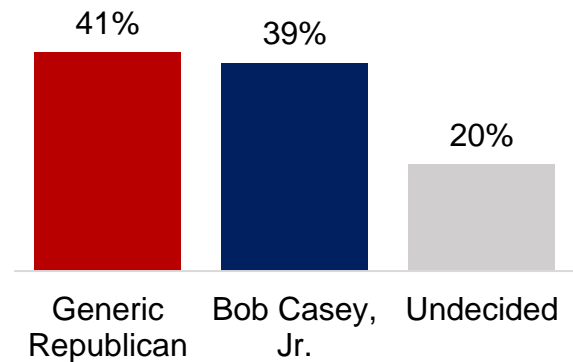
Casey currently trails a generic Republican on the Senate ballot and notably, underperforms a generic Democrat.

When voters were asked to choose between unnamed partisan candidates on a generic 2024 congressional ballot, a generic Democrat led a generic Republican by 2 points and 11% of voters were undecided. When considering the 2024 general election for U.S. Senate, voters flipped and favored a generic Republican over Bob Casey, Jr. by 2 points with nearly 20% of the electorate being undecided. Casey's underperformance is driven by a lack of consolidated support among Democrats, where he trails the generic Democrat by 14 points. With Independents, Casey trails a generic Democrat by 4 points.

2024 Generic Congressional Ballot



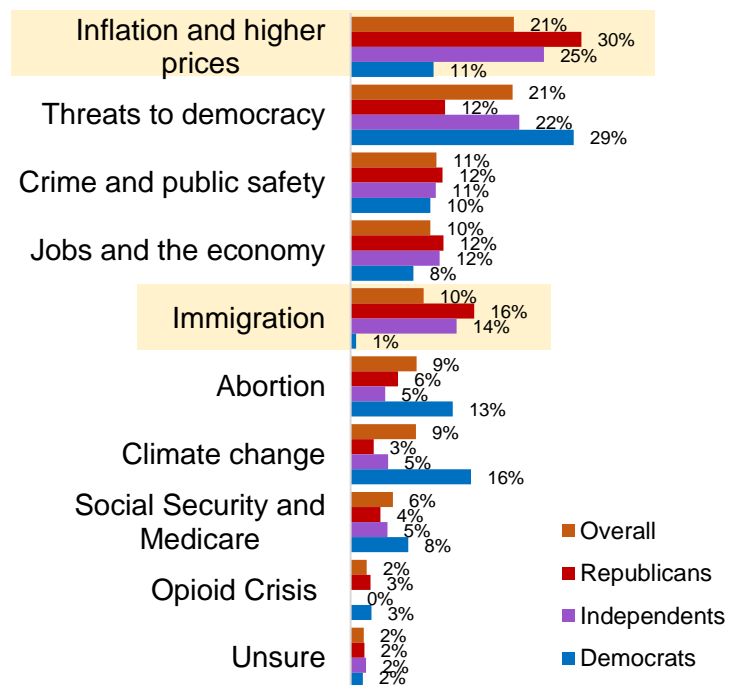
2024 U.S. Senate Ballot



As in most Pennsylvania campaigns, Independents will be a deciding factor in these races. Today, Independents are behaving more like Republicans than Democrats on the issues they perceive as most important.

Inflation and higher prices rank as the top issue among Independents, mirroring the preferences of Republicans. Immigration is another top issue among this group that also aligns far more with the choices of Republicans than Democrats. 'Threats to democracy' showcases the biggest partisan divide among voters – 29% of Democrats say it is their top issue, 22% of Independents, and 12% of Republicans.

Top Issue



Voters split on other statewide elected officials.

Governor Josh Shapiro garners more support from both sides of the aisle than his fellow party members as he maintains a net positive favorability (54% fav – 34% unfav) – making him the most popular political figure in the state among those tested. He performs particularly well among voters aged 65+ (+33) and women (+38). Shapiro’s popularity is best highlighted by his performance with Republicans and Independents, where over a quarter of Republican voters hold a favorable opinion of him (26%), as do 53% of Independents.

U.S. Senator John Fetterman, despite being the better-known Senator in PA, trails Casey in favorability. Fetterman holds a net negative (-5) favorability rating among Pennsylvania voters (44% fav – 49% unfav), including being underwater by 16-points among Independents. His numbers are split among age groups, with voters under 45 (+3) and over 65 (+3) both holding favorable opinions of him, but he trails with middle-aged voters (-17). While remaining popular among women (+21), he performs worst among men (-33).

Methodology

The sample size for the survey is 622 likely general election voters in Pennsylvania. Interviews were collected via landlines, SMS/text messaging to web and online panel. The margin of error is +/- 3.9%. Interviews were conducted September 14-17th, 2023.