# PENNSYLVANIA VOTER SURVEY

Oct 2024

FabrizioWard + IMPACT RESEARCH

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# PENNSYLVANIA: BATTLE GROUND STATE

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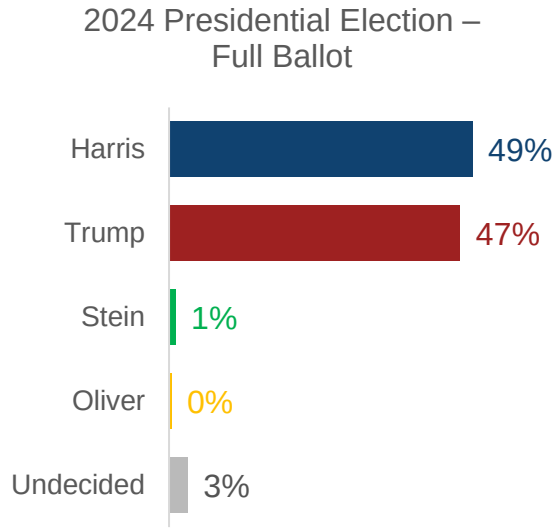
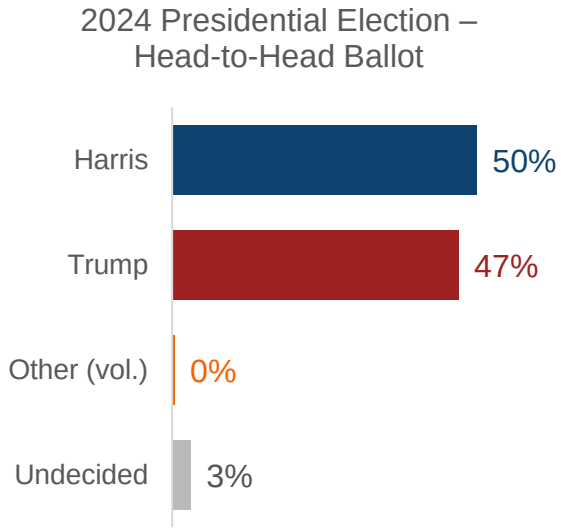
# Presidential contest

**In a very close race, Vice President Harris leads former President Trump 49% - 47%, with other candidates receiving 2% and 3% undecided. The head-to-head race has Harris up 50% - 47%, with 3% undecided.**

- Among voters 50+, Trump leads by 8-points, but Harris is ahead by 14-points among voters 18-49.
- Both candidates win about 9-in-10 of their own party's voters, while Harris holds a 9-point edge with Independents.
- There is a very large gender gap with Harris up 19-points among women and Trump leading by 16 with men. Among voters 50+, women are a key swing group, currently tied on the ballot.
- Harris has a sizable 81-point lead among Black voters 50+, while Trump leads white voters 50+ by 18-points.
- There are also regional and educational divides, with Harris ahead among urban, suburban and voters with college degrees and Trump up with rural voters and those with less than college degrees.




| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ***Net Harris (H2H)*** | ***+3*** | ***+15*** | ***-9*** | ***+22*** | ***+9*** | ***-10*** | ***-7*** | ***-84*** | ***+8*** | ***+80*** | ***+19*** | ***-16*** | ***-1*** | ***-18*** | ***-20*** | ***+80*** | ***+16*** | ***+10*** | ***-19*** | ***-6*** | ***+16*** | ***-8*** | ***-9*** |
| **Net Harris (Full)** | **+2** | **+14** | **-8** | **+20** | **+10** | **-10** | **-7** | **-84** | **+9** | **+79** | **+19** | **-16** | **-** | **-17** | **-18** | **-81** | **+16** | **+10** | **-18** | **-6** | **+15** | **-6** | **-5** |
| Harris (Full) | **49** | 54 | 44 | 57 | 52 | 43 | 45 | 6 | 49 | 88 | 57 | 40 | 48 | 40 | 39 | 88 | 55 | 53 | 40 | 45 | 55 | 45 | 41 |
| Trump (Full) | **47** | 40 | 52 | 37 | 42 | 53 | 52 | 90 | 40 | 9 | 38 | 56 | 48 | 57 | 57 | 7 | 39 | 43 | 58 | 51 | 40 | 51 | 46 |
| Other (Full) | **2** | 3 | 1 | 4 | 1 | 1 | * | 1 | 3 | 2 | 2 | 1 | 1 | 1 | * | 1 | 3 | 1 | 1 | 1 | 3 | 2 | 3 |
| Undecided (Full) | **3** | 3 | 3 | 1 | 5 | 3 | 2 | 3 | 8 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 1 | 3 | 2 | 3 | 10 |

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# Comparison: April to September – Presidential Ballot

**In late April, Trump led Biden by 5-points in Pennsylvania, so there has been a net 7-point shift in the direction of the Democratic candidate since then. Another significant change in the race is other/undecided went from 14% of voters to just 5%.**

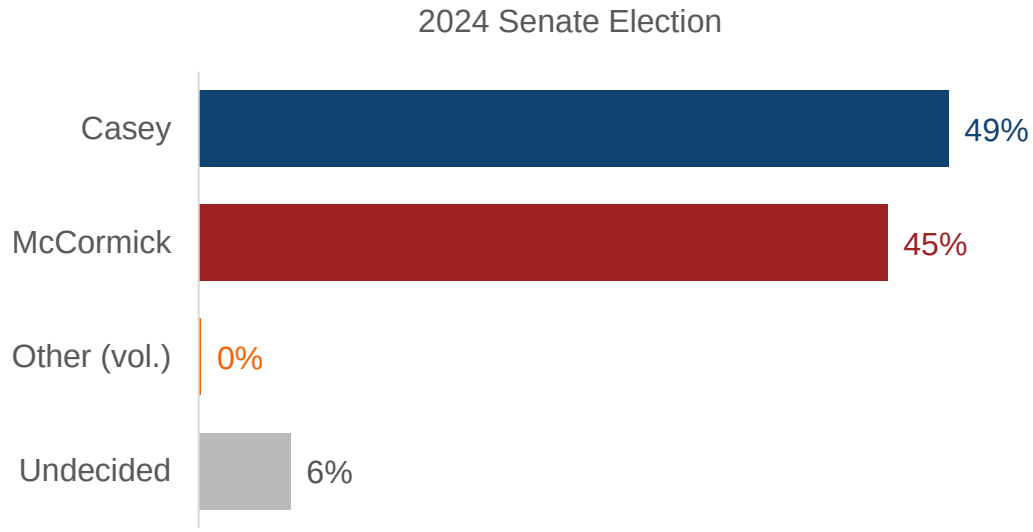
- Harris's gains relative to Biden have been concentrated among younger voters, while older voters were relatively static. Harris picked up a net 15-points among voters 18-49, with similar gains among 18-34 year olds and those 35-49. Harris also narrowed the deficit somewhat among voters 50-64, but fell back with seniors.
- Harris now leads with Independents by 9-points, when Trump led by 6-points in April. She has also made significant progress in consolidating the Democratic base behind her.
- Women are voting for Harris by a 19-point margin, compared to Biden's 3-point lead with them in April.
- Suburban and rural voters have shifted toward Harris, while Trump improved modestly with urban voters.
- Harris significantly narrowed Trump's advantage among voters with less than a 4-year college degree, but still trails with them.

| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Net Harris (Full)** | **+2** | **+14** | **-8** | **+20** | **+10** | **-10** | **-7** | **-84** | **+9** | **+79** | **+19** | **-16** | **-** | **-17** | **-18** | **-81** | **+16** | **+10** | **-18** | **-6** | **+15** |
| Harris (Full) | **49** | 54 | 44 | 57 | 52 | 43 | 45 | 6 | 49 | 88 | 57 | 40 | 48 | 40 | 39 | 88 | 55 | 53 | 40 | 45 | 55 |
| Trump (Full) | **47** | 40 | 52 | 37 | 42 | 53 | 52 | 90 | 40 | 9 | 38 | 56 | 48 | 57 | 57 | 7 | 39 | 43 | 58 | 51 | 40 |
| Other (Full) | **2** | 3 | 1 | 4 | 1 | 1 | * | 1 | 3 | 2 | 2 | 1 | 1 | 1 | * | 1 | 3 | 1 | 1 | 1 | 3 |
| Undecided (Full) | **3** | 3 | 3 | 1 | 5 | 3 | 2 | 3 | 8 | 1 | 3 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 1 | 3 | 2 |
| **Net Biden (Full)** | **-5** | **-1** | **-8** | **+5** | **-6** | **-16** | **-1** | **-81** | **-6** | **+67** | **+3** | **-15** | **+2** | **-20** | **-18** | **+75** | **+21** | **-1** | **-36** | **-18** | **+14** |
| Trump (Full) | **46** | 41 | 49 | 39 | 43 | 53 | 46 | 87 | 37 | 10 | 41 | 51 | 44 | 55 | 54 | 7 | 33 | 44 | 61 | 53 | 35 |
| Biden (Full) | **41** | 40 | 41 | 44 | 37 | 37 | 45 | 6 | 31 | 77 | 44 | 36 | 46 | 35 | 36 | 82 | 54 | 43 | 25 | 35 | 49 |
| Other (Full) | **8** | 13 | 4 | 12 | 14 | 5 | 3 | 5 | 17 | 8 | 9 | 7 | 4 | 4 | 5 | 3 | 8 | 8 | 9 | 7 | 9 |
| Undecided (Full) | **6** | 5 | 6 | 4 | 7 | 6 | 6 | 3 | 15 | 6 | 6 | 5 | 6 | 5 | 5 | 9 | 5 | 6 | 5 | 5 | 7 |
| ***Difference (Net Harris – Net Biden)*** | ***+7*** | ***+15*** | ***-*** | ***+15*** | ***+16*** | ***+6*** | ***-6*** | ***-3*** | ***+15*** | ***+12*** | ***+16*** | ***-1*** | ***-2*** | ***+3*** | ***-*** | ***+6*** | ***-5*** | ***+11*** | ***+18*** | ***+12*** | ***+1*** |

# Senate contest

**Sen. Bob Casey Jr. (D) leads Dave McCormick (R) 49% - 45% with 6% undecided. Among voters 50+, McCormick has a 50% - 45% advantage, but Casey leads 53% - 40% among voters under 50.**

- Casey's lead is concentrated among voters 18-34, among whom he is up by 26-points.
- Republicans and Democrats give their candidate similar margins, with Independents leaning toward Casey by a small 2-point margin.
- As on the Presidential ballot, there is a big gender gap, with Casey up 19-points with women and McCormick up 13-points with men.
- The racial, regional and educational attainment gaps are all also very similar to the Presidential race.
- Caregivers 50+ are a competitive group, with McCormick holding a narrow 5-point lead with them.




| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Net Casey** | ***+4*** | ***+13*** | ***-5*** | ***+26*** | ***+1*** | ***-7*** | ***-2*** | ***-76*** | ***+2*** | ***+78*** | ***+19*** | ***-13*** | ***+3*** | ***-13*** | ***-15*** | ***+78*** | ***+15*** | ***+12*** | ***-18*** | ***-5*** | ***+16*** | ***-5*** | ***+7*** |
| Casey | **49** | 53 | 45 | 59 | 48 | 43 | 47 | 9 | 46 | 87 | 56 | 41 | 48 | 42 | 40 | 86 | 55 | 53 | 39 | 44 | 56 | 45 | 43 |
| McCormick | **45** | 40 | 50 | 33 | 47 | 50 | 49 | 85 | 44 | 9 | 37 | 54 | 45 | 55 | 55 | 8 | 40 | 41 | 57 | 49 | 40 | 50 | 36 |
| Other/Undecided | **6** | 6 | 5 | 8 | 5 | 6 | 4 | 5 | 11 | 5 | 6 | 5 | 7 | 3 | 5 | 7 | 4 | 6 | 4 | 7 | 4 | 6 | 21 |

# Comparison: April to September – Senate Ballot

**Sen. Casey leads by the same 4-point margin he did in April, with more limited changes than the Presidential race.**

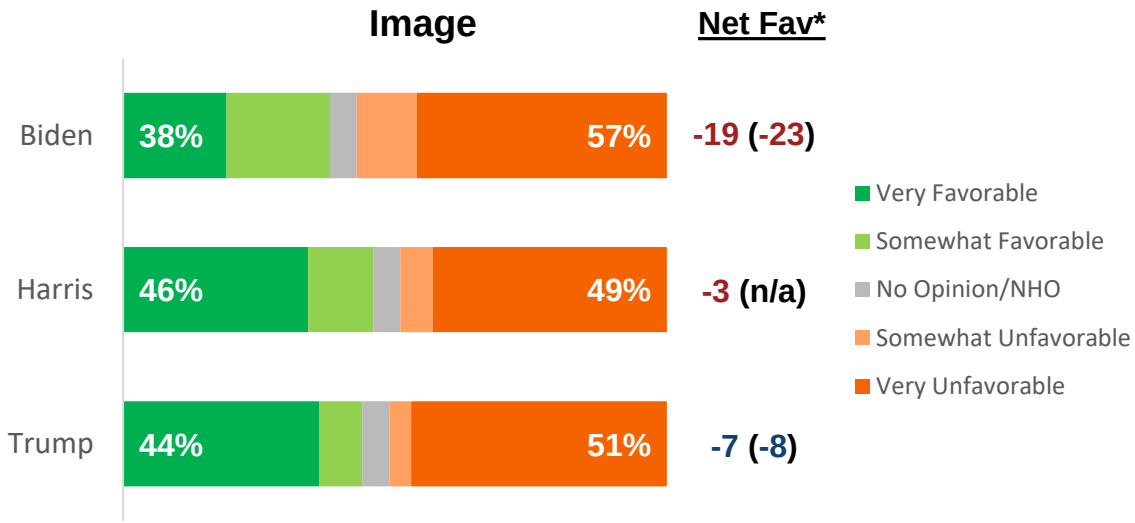
- By age, the biggest differences are at the youngest and oldest ends of the electorate, with Casey gaining among voters 18-34, but McCormick taking the lead among voters 65+.
- There were no significant shifts by party or gender overall, though Casey lost some of his lead among women 50+.
- Casey's large lead among voters who say they live in urban areas declined, but his improvements in suburban and rural areas cancelled those losses out.

| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Net Casey (September)** | ***+4*** | ***+13*** | ***-5*** | ***+26*** | ***+1*** | ***-7*** | ***-2*** | ***-76*** | ***+2*** | ***+78*** | ***+19*** | ***-13*** | ***+3*** | ***-13*** | ***-15*** | ***+78*** | ***+15*** | ***+12*** | ***-18*** | ***-5*** | ***+16*** |
| Casey | **49** | 53 | 45 | 59 | 48 | 43 | 47 | 9 | 46 | 87 | 56 | 41 | 48 | 42 | 40 | 86 | 55 | 53 | 39 | 44 | 56 |
| McCormick | **45** | 40 | 50 | 33 | 47 | 50 | 49 | 85 | 44 | 9 | 37 | 54 | 45 | 55 | 55 | 8 | 40 | 41 | 57 | 49 | 40 |
| Other/Undecided | **6** | 6 | 5 | 8 | 5 | 6 | 4 | 5 | 11 | 5 | 6 | 5 | 7 | 3 | 5 | 7 | 4 | 6 | 4 | 7 | 4 |
| **Net Casey (April)** | **+4** | **+9** | **-1** | **+15** | **+4** | **-8** | **+7** | **-75** | **+5** | **+78** | **+15** | **-9** | **+11** | **-15** | **-10** | **+80** | **+35** | **+4** | **-24** | **-5** | **+18** |
| Casey | 48 | 49 | 47 | 53 | 45 | 44 | 51 | 10 | 44 | 86 | 53 | 43 | 53 | 41 | 43 | 87 | 64 | 48 | 35 | 44 | 55 |
| McCormick | 44 | 40 | 48 | 38 | 41 | 52 | 44 | 85 | 39 | 8 | 38 | 52 | 42 | 56 | 53 | 7 | 29 | 44 | 59 | 49 | 37 |
| Other/Undecided | 7 | 11 | 4 | 8 | 13 | 4 | 5 | 6 | 16 | 6 | 9 | 5 | 5 | 3 | 4 | 6 | 7 | 8 | 6 | 7 | 8 |
| ***Difference (Net Sep – Net April)*** | ***-*** | ***+4*** | ***-4*** | ***+11*** | ***-3*** | ***+1*** | ***-9*** | ***-1*** | ***-3*** | ***-*** | ***+4*** | ***-4*** | ***-8*** | ***+2*** | ***-5*** | ***-2*** | ***-20*** | ***+8*** | ***+6*** | ***-*** | ***-2*** |

# President: Images

**Harris's image is the least negative of the three national figures tested at 46% - 49%. Trump's is close behind at 44% - 51%, similar to his rating in April. Biden's remains the most underwater at 38% - 57%.**

- Trump's image is favorable among voters 50+ at +7, but he's significantly underwater with voters 18-49.
- There is a substantial difference between Harris's rating among voters under 50 (+5) and Biden's (-21), with a net 35-point difference among voters 18-34.
- Harris's image is significantly better than Trump's among Independent voters (+2 vs. -25).



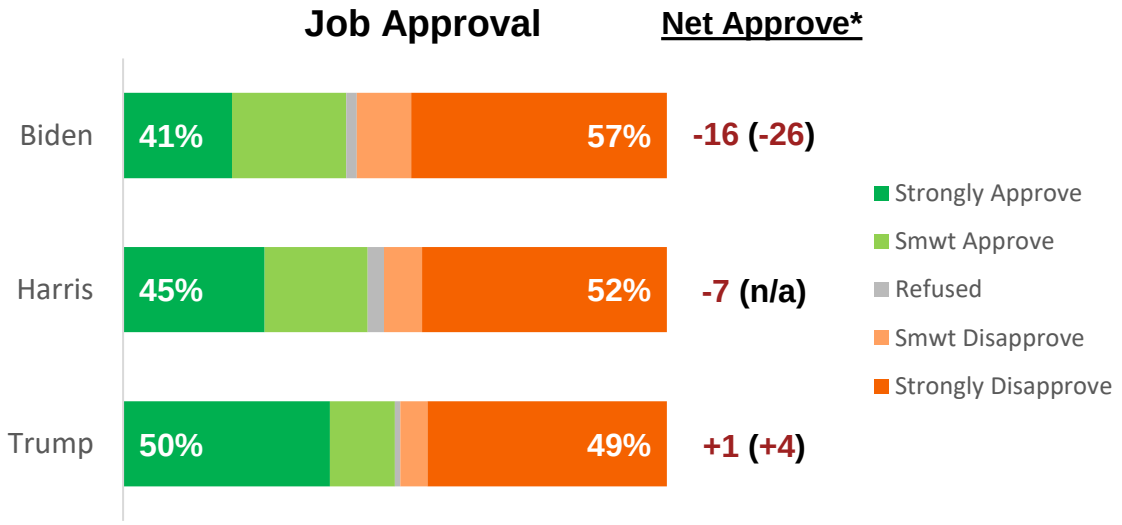

*April net in parenthesis

| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Biden net favorable | **-19** | -21 | -18 | -27 | -16 | -24 | -11 | -89 | -17 | +44 | -7 | -33 | -9 | -28 | -28 | +69 | -7 | -14 | -36 | -25 | -10 | -15 | -31 |
| Harris net favorable | **-3** | +5 | -9 | +8 | +3 | -12 | -5 | -82 | +2 | +71 | +14 | -20 | +1 | -19 | -20 | +81 | +10 | +5 | -21 | -9 | +8 | -9 | -10 |
| Trump net favorable | **-7** | -23 | +7 | -28 | -19 | +7 | +7 | +77 | -25 | -77 | -21 | +9 | -1 | +16 | +17 | -74 | -22 | -15 | +16 | +4 | -23 | +4 | +4 |

# President: Job Approvals

**Voters in PA are divided on their retrospective job approval of Trump, with 50% approving and 49% disapproving. Harris is slightly negative at 45% - 52%, while Biden is at 41% - 57%.**

- As on his image, Trump is in positive territory among voters 50+, but negative with voters under 50.
- Harris's approval is split among younger voters, but 12-points negative among voters 50+.
- The gap between Harris and Trump's job approval among Independents is narrower than the difference on their image.



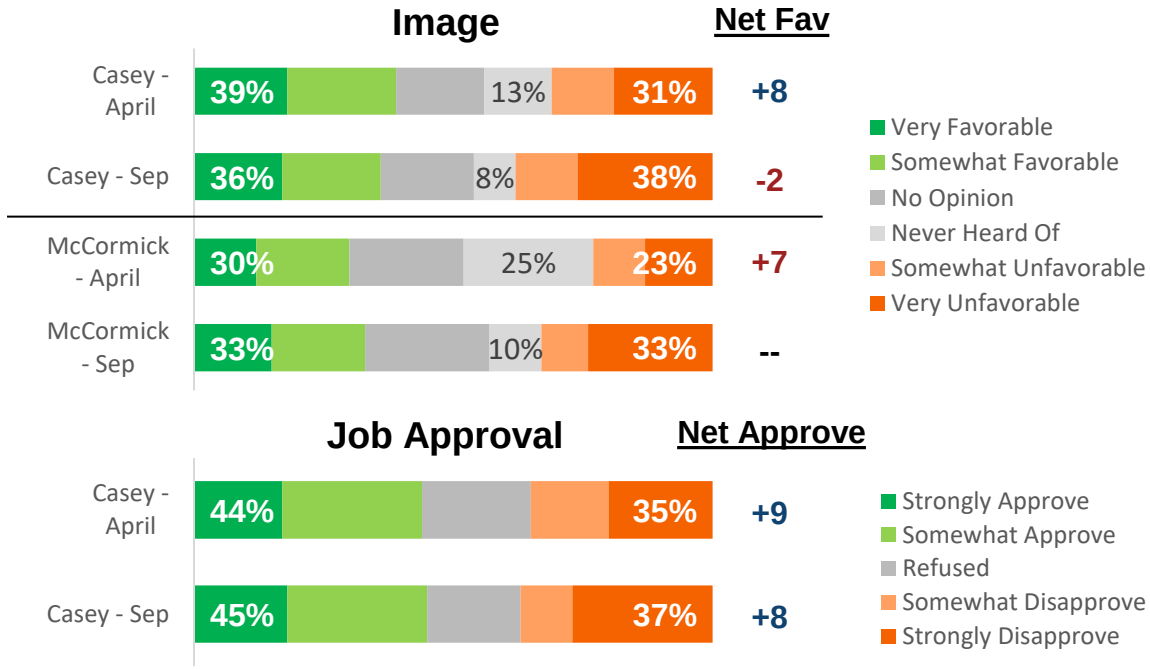

*April net in parenthesis

| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Biden net approve | **-16** | -15 | -16 | -22 | -9 | -21 | -11 | -89 | -19 | +54 | -3 | -30 | -7 | -26 | -25 | +68 | - | -11 | -35 | -24 | -3 | -13 | -29 |
| Harris net approve | **-7** | -1 | -12 | +4 | -6 | -16 | -8 | -88 | -3 | +67 | +11 | -26 | -3 | -22 | -22 | +74 | -1 | - | -24 | -13 | +2 | -11 | -21 |
| Trump net approve | **+1** | -13 | +12 | -21 | -6 | +15 | +8 | +84 | -10 | -73 | -14 | +16 | +3 | +21 | +21 | -72 | -14 | -10 | +24 | +8 | -11 | +11 | +16 |

# Senate: Images and job approval

**While the Senate ballot is largely unchanged from April, both candidates have seen their images decline as the campaign has progressed. Unlike his image, Casey's job approval overall is very similar to where it stood in April.**

- Casey's image is now a net -5 among voters 50+, a 19-point decline from April. His job approval also dropped significantly among older voters, but improvement among younger voters has helped him.
- McCormick has seen similar erosion with older voters, going from +16 to only +3.
- Democrats and Independents are a net double digits higher on Casey's job approval than his image, providing the difference between those two measurements.

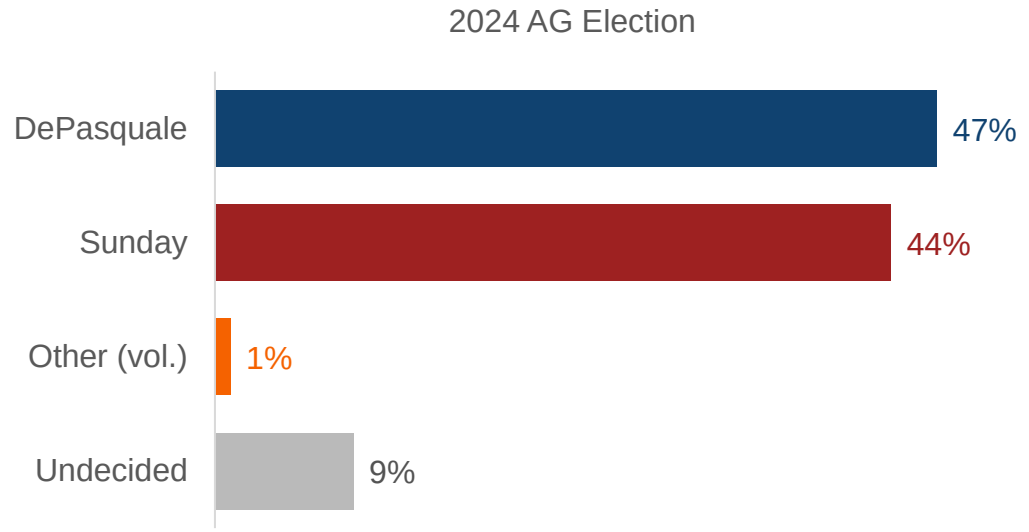



| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | | | | | | | | | | |
| *April Net* | ***+8*** | *+2* | *+14* | *+3* | *+1* | +9 | +19 | *-25* | *-11* | *+47* | *+12* | *+5* | *+23* | *+3* | *+8* | *+58* | *+18* | *+8* | -- | *+6* | *+12* | *+10* | *+24* |
| Casey net favorable | **-2** | +2 | -5 | +3 | +1 | -7 | -2 | -56 | -7 | +51 | +6 | -10 | +1 | -12 | -12 | +51 | +4 | +5 | -16 | -9 | +10 | -5 | -2 |
| *April Net* | ***+7*** | *-5* | *+16* | *-13* | *+3* | *+17* | *+16* | *+38* | *+11* | *-24* | *+4* | *+10* | *+13* | *+20* | *+19* | *-4* | *-4* | *+7* | *+17* | *+14* | *-3* | *+21* | *+11* |
| McCormick net favorable | **--** | -4 | +3 | -7 | -1 | +5 | +1 | +50 | -12 | -42 | -7 | +8 | -2 | +9 | +7 | -34 | -8 | -5 | +17 | +6 | -10 | +11 | -10 |
| *April Net* | ***+9*** | *+3* | *+15* | *+4* | *+2* | *+9* | *+22* | *-37* | *-2* | *+57* | *+17* | *+1* | *+26* | *+3* | *+9* | *+69* | *+29* | *+9* | *-6* | *+4* | *+18* | *+11* | *+28* |
| Casey net approve | **+8** | +15 | +1 | +22 | +9 | -3 | +4 | -55 | +6 | +66 | +19 | -6 | +8 | -8 | -8 | +71 | +11 | +12 | -4 | +1 | +17 | +2 | +10 |

# State Attorney General contest

**Eugene DePasquale (D) leads Dave Sunday (R) by a narrow 3-point margin, 47% - 44%. In April, Sunday was ahead 44% - 43%.**

- Voters 50+ prefer Sunday by 7-points, while voters 18-49 are voting for DePasquale by 16.
- Republicans and Democrats are voting for their party's nominee by identical 77-point margins. Independents tilt toward DePasquale, but 22% of them remain undecided.
- There are very similar demographic patterns across gender, race, region, and educational attainment as on the other statewide races.

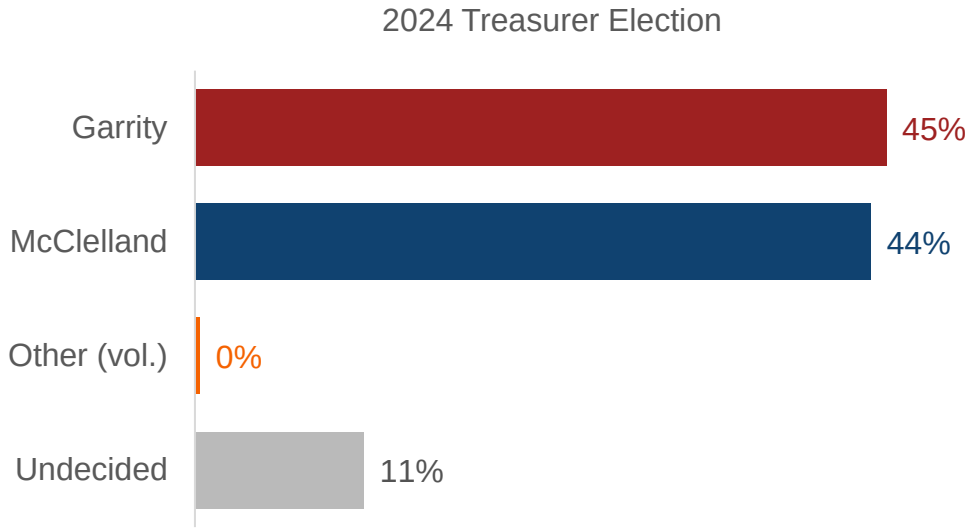



| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Net DePasquale (April)* | *-1* | *+9* | *-8* | *+15* | *+2* | *-14* | *-3* | *-81* | *+3* | *+74* | *+9* | *-13* | *+2* | *-21* | *-16* | *+66* | *+26* | *+4* | *-33* | *-12* | *+17* | *-19* | *-9* |
| Net DePasquale (Sep) | *+3* | *+16* | *-7* | *+24* | *+9* | *-9* | *-6* | *-77* | *+4* | *+77* | *+19* | *-14* | - | *-16* | *-16* | *+66* | *+22* | *+7* | *-17* | *-4* | *+14* | *-5* | *-5* |
| DePasquale | **47** | 53 | 42 | 56 | 51 | 40 | 43 | 7 | 41 | 85 | 55 | 38 | 45 | 38 | 38 | 78 | 56 | 49 | 37 | 43 | 53 | 43 | 30 |
| Sunday | **44** | 37 | 49 | 32 | 42 | 49 | 49 | 84 | 37 | 8 | 36 | 52 | 45 | 54 | 54 | 12 | 34 | 42 | 54 | 47 | 39 | 48 | 35 |
| Other/Undecided | **10** | 9 | 10 | 12 | 8 | 11 | 8 | 9 | 22 | 6 | 10 | 10 | 11 | 8 | 9 | 11 | 10 | 10 | 8 | 10 | 8 | 8 | 35 |

# State Treasurer contest

**Pennsylvania Treasurer Stacy Garrity (R) is in a tight race with Erin McClelland (D), leading 45% - 44% with 11% undecided.**

- Garrity leads among voters 50+ by 8-points, with McClelland ahead among voters 18-49 by the same margin.
- Republicans are a bit better consolidated behind Garrity than Democrats are for McClelland, while Independents are a toss up group.
- Garrity is doing better than other Republicans in the suburbs, trailing by just 1-point, and among voters with 4-year degrees, with whom she's holding McClelland's margin to single digits.




| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Net Garrity** | ***+1*** | ***-8*** | ***+8*** | ***-12*** | ***-5*** | ***+19*** | ***+7*** | ***+80*** | ***+1*** | ***-74*** | ***-14*** | ***+18*** | ***+2*** | ***+16*** | ***+18*** | ***-73*** | ***-18*** | ***-1*** | ***+18*** | ***+7*** | ***-9*** | ***+9*** | ***+7*** |
| Garrity | **45** | 41 | 48 | 38 | 43 | 48 | 49 | 86 | 40 | 8 | 37 | 54 | 45 | 53 | 53 | 8 | 36 | 43 | 54 | 47 | 41 | 47 | 32 |
| McClelland | **44** | 49 | 40 | 50 | 48 | 39 | 42 | 6 | 39 | 82 | 51 | 36 | 43 | 37 | 35 | 81 | 54 | 44 | 36 | 40 | 50 | 38 | 25 |
| Other/Undecided | **11** | 10 | 11 | 12 | 9 | 13 | 9 | 8 | 21 | 10 | 12 | 9 | 13 | 10 | 11 | 11 | 10 | 12 | 10 | 12 | 9 | 14 | 43 |

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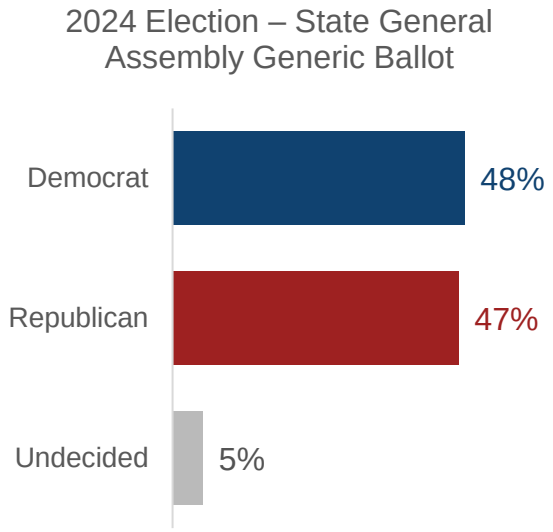
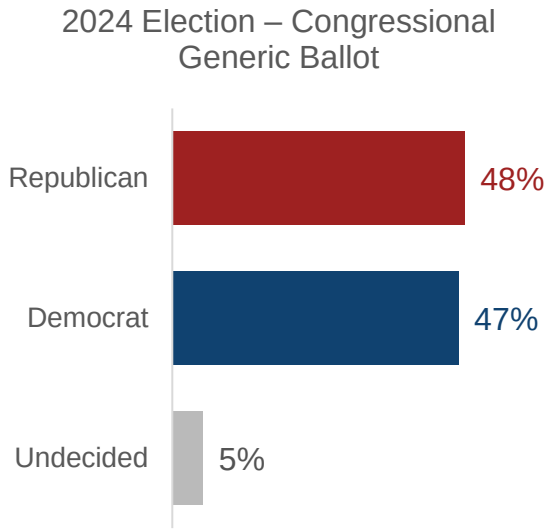
# Generic ballots

**The exceptionally close political balance of Pennsylvania comes through on the generic ballots, where Democrats have a slight 1-point edge on the General Assembly generic and Republicans have the same 1-point lead on a generic Congressional ballot.**

- In April, Republicans were narrowly ahead in the General Assembly generic by 2-points.
- On both generic ballots, there is a clear age gap, with Republicans up with voters 50+ and Democrats winning voters under 50 thanks to a significant lead with voters 18-34.
- Republicans are somewhat more likely to support a generic Republican than Democrats are a generic Democrat, but Independents lean toward the Democrats on both ballots.




| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *April Generic Gen Assembly – **Net Dem*** | ***-2*** | *+9* | *-12* | *+18* | *+2* | *-18* | *-6* | *-88* | *+1* | *+77* | *+9* | *-15* | *-* | *-26* | *-22* | *+77* | *+31* | *+1* | *-39* | *-15* | *+16* | *-19* | *-23* |
| Sep Generic Gen Assembly – **Net Dem** | **+1** | +13 | -9 | +25 | +1 | -12 | -5 | -87 | +8 | +81 | +18 | -18 | -1 | -17 | -20 | +75 | +18 | +5 | -19 | -7 | +14 | -8 | -9 |
| Sep Congressional Generic – **Net Dem** | **-1** | +9 | -9 | +17 | +2 | -13 | -8 | -90 | +6 | +78 | +18 | -23 | -2 | -20 | -21 | +77 | +16 | +4 | -23 | -9 | +14 | -8 | -14 |

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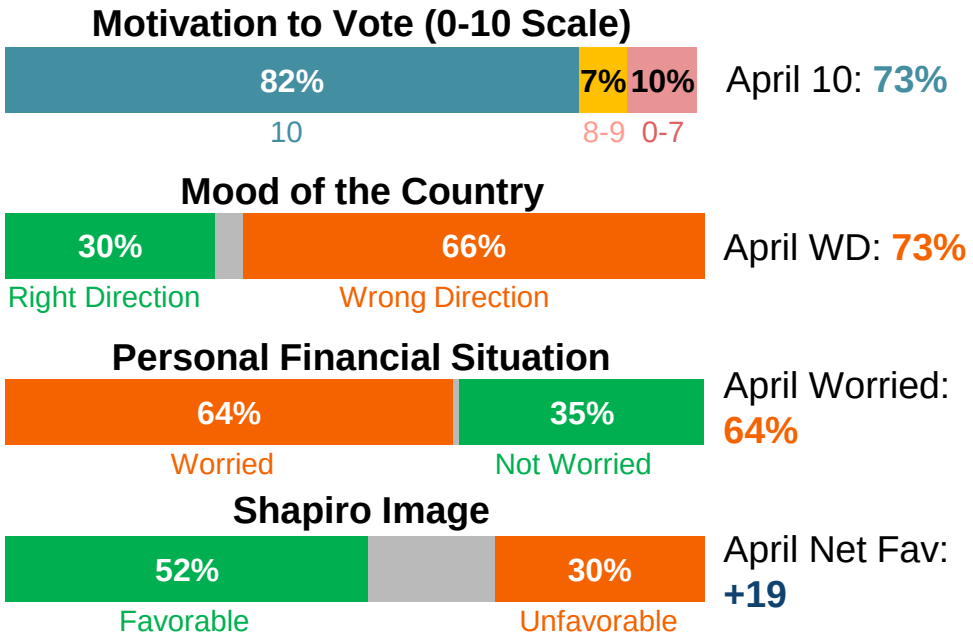
# Political environment

**82% of likely voters in Pennsylvania say they are a 10 out of 10 on their motivation to vote. Among voters 50+ that number hits 91% vs. just 71% among voters under 50. Motivation: 10 is up 9-points compared to April as the election approaches.**

- Motivation increase was relatively larger with Democrats, with the two parties now near parity, as well as for voters 18-34 and Independents, who both are still much lower than voters overall.
- Two thirds of voters say the country is headed in the wrong direction, though this is slightly less pessimistic than voters were in April.
- 64% call themselves worried about their personal financial situation, identical to April.
- Governor Shapiro is the most popular politician tested in the survey, with 52% of voters viewing him favorably vs. 30% unfavorably. His image is in positive territory with every group with the exception of Republicans.




| | All likely voters | Voters 18 – 49 | Voters 50+ | Voters 18-34 | Voters 35-49 | Voters 50-64 | Voters 65+ | GOP | Ind | Dem | Women | Men | Women 50+ | Men 50+ | White 50+ | Black 50+ | Urban | Sub-urban | Rural | <Coll | Coll + | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| *Motivation: 10 (April)* | ***73*** | *59* | *85* | *48* | *69* | *84* | *86* | *81* | *55* | *72* | *71* | *76* | *84* | *86* | *87* | *79* | *67* | *73* | *82* | *72* | *75* | *87* | *71* |
| Motivation: 10 (Sep) | **82** | 71 | 91 | 67 | 76 | 89 | 93 | 84 | 69 | 85 | 83 | 81 | 91 | 90 | 92 | 86 | 81 | 82 | 87 | 83 | 80 | 91 | 79 |
| % Wrong Direction | **66** | 66 | 65 | 68 | 65 | 70 | 61 | 92 | 74 | 38 | 62 | 70 | 63 | 68 | 69 | 33 | 64 | 61 | 72 | 69 | 61 | 65 | 73 |
| % Worried | **64** | 65 | 64 | 67 | 63 | 70 | 57 | 79 | 60 | 52 | 67 | 62 | 67 | 60 | 63 | 65 | 62 | 60 | 72 | 71 | 54 | 65 | 69 |
| Shapiro net favorable | **+22** | +25 | +19 | +21 | +28 | +14 | +25 | -32 | +19 | +73 | +31 | +11 | +23 | +15 | +14 | +73 | +30 | +28 | +9 | +13 | +35 | +13 | +42 |

# ISSUES DRIVING THE ELECTION

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# Most important issues determining vote – voters 50+

- More than 3-in-5 voters 50+ now place a personal economic issue (inflation, economy, Social Security) in their top issue pair, up from 56% in April. These voters favor Trump over Harris by 30-points, but are a bit closer on the Senate race (McCormick +24).
- As was the case in April, Immigration is the top single issue, now at 37%. Highest among Republicans but it is a leading issue for most groups.
- Democratic voters 50+ place abortion and threats to democracy as their top issue pair.
- Black voters 50+ rank Social Security first on their issue list, followed by abortion and threats to democracy.

| *Q34. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November. Q35. And which of the remaining issues would be next most important to you personally in deciding your vote this November?* | First | Second | Combined | April 50+ | Women 50+ | Men 50+ | Voters 50 – 64 | Voters 65+ | GOP 50+ | Ind 50+ | Dem 50+ | White 50+ | Black 50+ | Urban 50+ | Sub-urban 50+ | Rural 50+ | <Coll 50+ | Coll+ 50+ | Care - givers 50+ | Swing Voters 50+ | Net DT - KH 50+ | Net DM - BC 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ***Personal economic Issues (Inflation, economy/jobs, Social Security)*** | | | ***62%*** | *56* | *62* | *62* | *65* | *60* | *75* | *60* | *50* | *63* | *62* | *64* | *58* | *68* | *64* | *59* | *68* | *75* | *+30* | *+24* |
| Immigration and border security | 20% | 17% | **37%** | 35 | 34 | 41 | 37 | 38 | 63 | 37 | 10 | 41 | 8 | 33 | 37 | 43 | 40 | 32 | 36 | 28 | +85 | +81 |
| Inflation and rising prices | 15% | 14% | **29%** | 27 | 32 | 26 | 37 | 21 | 41 | 32 | 15 | 30 | 21 | 26 | 31 | 28 | 29 | 29 | 28 | 37 | +54 | +44 |
| The economy and jobs | 14% | 12% | **26%** | 19 | 21 | 31 | 27 | 24 | 33 | 25 | 19 | 27 | 18 | 23 | 23 | 33 | 25 | 28 | 32 | 29 | +46 | +41 |
| Abortion and reproductive issues | 11% | 11% | **22%** | 20 | 29 | 13 | 23 | 20 | 6 | 19 | 40 | 22 | 26 | 20 | 25 | 17 | 19 | 26 | 20 | 15 | -79 | -74 |
| Threats to democracy | 14% | 6% | **20%** | 16 | 21 | 20 | 21 | 19 | 6 | 20 | 35 | 19 | 26 | 17 | 26 | 14 | 16 | 28 | 19 | 13 | -46 | -75 |
| Social Security | 7% | 9% | **16%** | 17 | 18 | 14 | 10 | 23 | 11 | 12 | 24 | 15 | 32 | 23 | 11 | 19 | 20 | 10 | 17 | 23 | -37 | -44 |
| Taxes, government spending and debt | 4% | 6% | **10%** | 12 | 8 | 13 | 11 | 9 | 14 | 13 | 6 | 11 | 3 | 6 | 12 | 10 | 10 | 10 | 10 | 16 | - | - |
| Gun control/gun rights | 2% | 6% | **8%** | 10 | 8 | 7 | 7 | 9 | 4 | 8 | 12 | 7 | 15 | 9 | 7 | 9 | 9 | 6 | 9 | 7 | - | - |
| Law & order and crime | 1% | 6% | **7%** | 13 | 6 | 8 | 7 | 7 | 10 | 7 | 4 | 6 | 9 | 12 | 6 | 5 | 7 | 7 | 7 | 8 | - | - |
| Health Care | 3% | 3% | **6%** | 9 | 6 | 7 | 7 | 6 | 2 | 6 | 11 | 5 | 15 | 8 | 5 | 5 | 6 | 8 | 7 | 6 | - | - |
| Medicare | 2% | 4% | **6%** | 5 | 7 | 6 | 3 | 10 | 3 | 7 | 10 | 6 | 13 | 9 | 5 | 6 | 8 | 4 | 6 | 9 | - | - |
| The environment and climate change | 3% | 2% | **5%** | 6 | 3 | 7 | 4 | 6 | 1 | 7 | 9 | 5 | 4 | 5 | 6 | 4 | 3 | 8 | 4 | 4 | - | - |
| Foreign policy and military defense | 2% | 2% | **4%** | 6 | 2 | 6 | 4 | 4 | 4 | 7 | 3 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 3 | 2 | - | - |

Top 2 issues highlighted for each group -- Issue sample size too small to include

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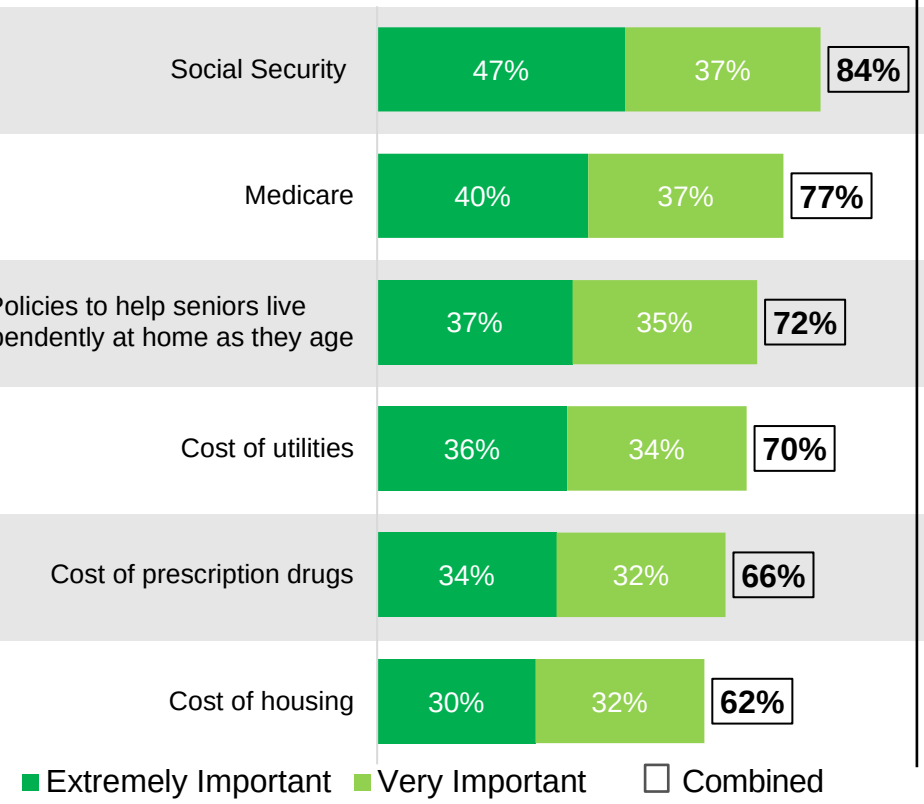
# Key issues for voters 50+

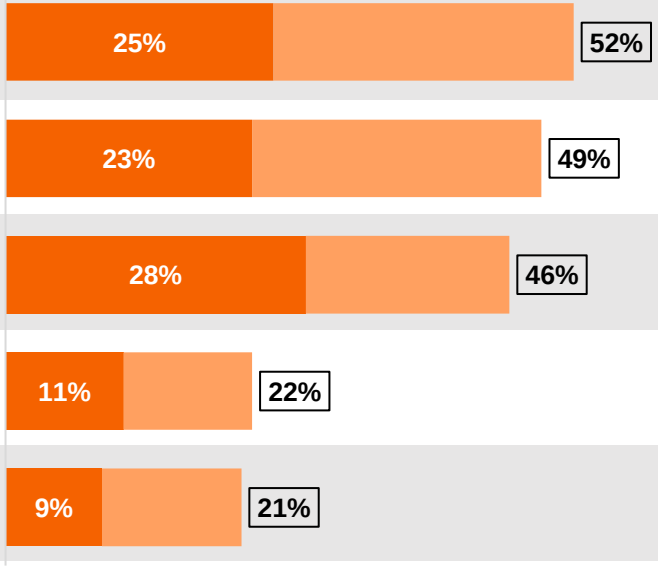
- Issues that impact the lives of older Americans are seen as very important for determining votes this November, led by Social Security, followed closely by Medicare and policies to help seniors live independently at home as they age.
- Not only are these issues important, voters who care about them are politically competitive, with voters prioritizing each of those issues very close on both the Presidential and Senate ballots.




| *Q34-39. Please tell me how important each of the following issues are when deciding your vote this November: extremely important, very important, somewhat important, not too important, or not at all important.* | Women 50+ | Men 50+ | Voters 50 – 64 | Voters 65+ | GOP 50+ | Ind 50+ | Dem 50+ | White 50+ | Black 50+ | Urban 50+ | Sub-urban 50+ | Rural 50+ | <Coll 50+ | Coll+ 50+ | Care-givers 50+ | Swing Voters 50+ | SS: Major Source 50+ | Net DT - KH 50+ | Net DM - BC 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Social Security | 88 | 79 | 81 | 86 | 84 | 78 | 85 | 83 | 92 | 86 | 84 | 79 | 86 | 79 | 87 | 86 | 91 | +7 | +2 |
| Medicare | 81 | 73 | 71 | 84 | 75 | 71 | 81 | 76 | 89 | 78 | 77 | 75 | 79 | 74 | 82 | 79 | 85 | +2 | -2 |
| Policies to help seniors live independently at home as they age | 74 | 70 | 68 | 76 | 69 | 67 | 77 | 70 | 85 | 75 | 69 | 73 | 77 | 63 | 82 | 77 | 79 | +3 | -2 |
| Cost of utilities | 75 | 64 | 73 | 66 | 79 | 69 | 60 | 69 | 79 | 70 | 69 | 70 | 76 | 59 | 74 | 76 | 74 | +24 | +20 |
| Cost of prescription drugs | 74 | 58 | 65 | 68 | 63 | 61 | 72 | 64 | 81 | 66 | 64 | 67 | 69 | 62 | 76 | 67 | 73 | - | -5 |
| Cost of housing | 69 | 54 | 69 | 54 | 65 | 58 | 60 | 60 | 76 | 64 | 62 | 56 | 64 | 57 | 64 | 64 | 64 | +13 | +9 |

# Top cost concerns for voters 50+

- Three issues stand out as the biggest cost concerns to voters 50+ in Pennsylvania – food, utilities, and health care/prescription drug costs.
- While these are the top three concerns for each group, focuses vary, with utilities a bigger concern for seniors, and health care costs a bigger worry for Democrats and Black voters 50+.




| Biggest Cost Concerns | Women 50+ | Men 50+ | Voters 50 – 64 | Voters 65+ | GOP 50+ | Ind 50+ | Dem 50+ | White 50+ | Black 50+ | Urban 50+ | Sub-urban 50+ | Rural 50+ | <Coll 50+ | Coll+ 50+ | Care-givers 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Food | 54 | 49 | 53 | 51 | 60 | 50 | 44 | 54 | 40 | 48 | 51 | 56 | 54 | 49 | 49 | 49 |
| Utilities like electricity, home heating, and water | 49 | 48 | 41 | 57 | 55 | 45 | 44 | 50 | 47 | 51 | 46 | 53 | 50 | 47 | 53 | 50 |
| Health care and prescription drugs | 49 | 43 | 43 | 49 | 33 | 44 | 60 | 45 | 53 | 43 | 49 | 45 | 44 | 50 | 51 | 46 |
| Housing | 24 | 20 | 29 | 15 | 16 | 25 | 28 | 20 | 38 | 31 | 22 | 15 | 22 | 23 | 21 | 26 |
| Gasoline | 15 | 28 | 25 | 17 | 29 | 21 | 13 | 22 | 13 | 18 | 20 | 26 | 20 | 22 | 17 | 20 |

*Q43. Which of the following is the biggest cost concern for you?*
*Q44. And which of the following is the next biggest cost concern for you?*

Top concern highlighted for each group

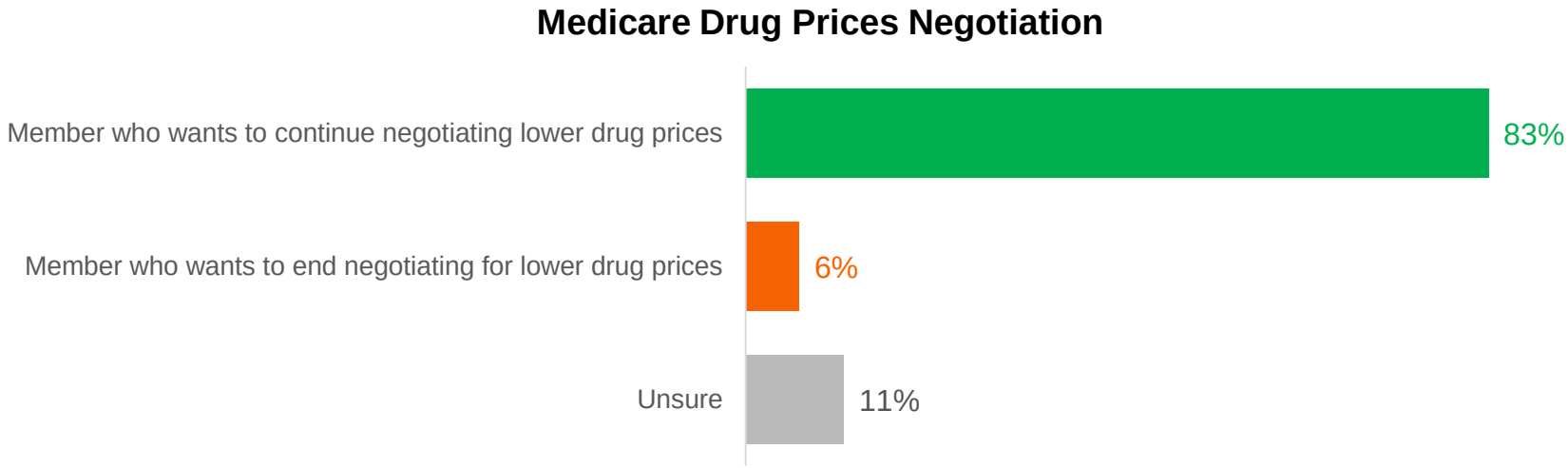
# Protecting voters 50+ — Federal issues

- Candidates who would protect Social Security and support family caregivers could benefit among voters 50+ in Pennsylvania across party lines.

| *Q48-52: Thinking about issues that could be addressed in Washington, for each of the following statements, please tell me if you would be more likely or less likely to vote for a candidate that advocated this position. If it would have no impact on your vote, just say so.* | Much More Likely | Somewhat More Likely | Total More Likely | Women 50+ | Men 50+ | Voters 50 – 64 | Voters 65+ | GOP 50+ | Ind 50+ | Dem 50+ | White 50+ | Black 50+ | Urban 50+ | Sub-urban 50+ | Rural 50+ | <Coll 50+ | Coll+ 50+ | Care-givers 50+ | Swing Voters 50+ | SS: Major Source 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Making sure workers get the Social Security they paid into and earned through a lifetime of hard work | 78% | 16% | **94%** | 95 | 92 | 94 | 93 | 93 | 92 | 95 | 94 | 93 | 94 | 94 | 94 | 93 | 96 | 95 | 93 | 97 |
| Protecting Social Security from cuts that would be used to reduce the nation's debt | 64% | 15% | **79%** | 81 | 78 | 84 | 75 | 76 | 76 | 84 | 79 | 83 | 81 | 82 | 74 | 79 | 80 | 80 | 81 | 82 |
| Provide support for family caregivers who are helping their loved ones live independently in their homes | 42% | 34% | **76%** | 79 | 74 | 75 | 78 | 71 | 69 | 85 | 76 | 88 | 76 | 75 | 78 | 78 | 74 | 86 | 79 | 81 |
| Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary. | 39% | 32% | **71%** | 75 | 66 | 72 | 70 | 61 | 65 | 83 | 69 | 85 | 73 | 71 | 68 | 73 | 67 | 77 | 71 | 76 |
| Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member | 38% | 33% | **71%** | 71 | 70 | 69 | 73 | 63 | 64 | 82 | 70 | 85 | 72 | 70 | 71 | 72 | 70 | 79 | 73 | 74 |

# Medicare Negotiation among voters 50+

- A member of Congress who wants Medicare to continue negotiating lower drug prices is preferred over one who wants to end negotiation 83% to 6%.




*Q53. A new law allows Medicare to start negotiating with drug companies for lower prices. Some in Congress want Medicare to continue negotiating for lower prices. Others in Congress want to repeal the law, prohibiting Medicare from negotiating for lower prices at all.*

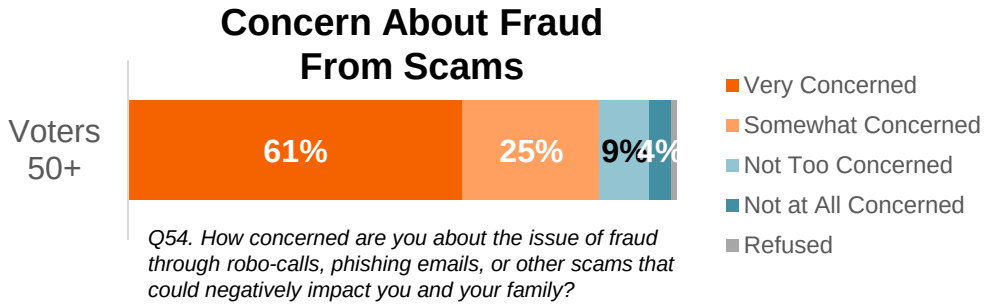
*Which member of Congress do you support?*

| Voters 50+ | All voters 50+ | Women 50+ | Men 50+ | Voters 50 – 64 | Voters 65+ | GOP 50+ | Ind 50+ | Dem 50+ | White 50+ | Black 50+ | Urban 50+ | Suburban 50+ | Rural 50+ | <Coll 50+ | Coll + 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| % Support Member who wants to continue negotiation | **83** | 82 | 85 | 80 | 87 | 77 | 77 | 92 | 83 | 89 | 84 | 84 | 84 | 82 | 86 | 85 |

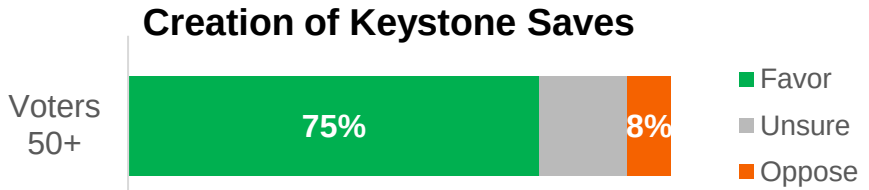
# Protecting voters 50+ — State issues

**86% of Pennsylvania voters 50+ are concerned about fraud through robo-calls, phishing emails and other scams including a 61% majority who are very concerned.**

- The creation of Keystone Saves is backed by three quarters of voters 50+ with very limited opposition.




*Q54. How concerned are you about the issue of fraud through robo-calls, phishing emails, or other scams that could negatively impact you and your family?*




*Q55. Do you favor or oppose creating Keystone Saves, a retirement savings program for the 40% of Pennsylvania workers who do not have access to one through their employer, so that they have an option to contribute a portion of their paychecks to their retirement?*

| Voters 50+ | All voters 50+ | Women 50+ | Men 50+ | Voters 50 – 64 | Voters 65+ | GOP 50+ | Ind 50+ | Dem 50+ | White 50+ | Black 50+ | Urban 50+ | Suburban 50+ | Rural 50+ | <Coll 50+ | Coll + 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| % Total Concerned About Fraud Through Scams | **86** | 89 | 82 | 83 | 89 | 86 | 83 | 87 | 86 | 93 | 85 | 84 | 88 | 87 | 84 | 85 |
| % Favor Creating Keystone Saves | **75** | 76 | 75 | 74 | 77 | 68 | 70 | 85 | 76 | 80 | 78 | 76 | 72 | 75 | 77 | 73 |

# Family caregivers matter among voters 50+

Nearly 3-in-10 Pennsylvania voters 50+ are personally family caregivers, showing the broad impact of this issue on voters.

A family caregiver is someone who provides care or assistance to an older or ill adult, or someone with a disability. **Do you consider yourself to be a family caregiver?**

**29%**
**yes**

| Voters 50+ | All voters 50+ | Women 50+ | Men 50+ | Voters 50 – 64 | Voters 65+ | GOP 50+ | Ind 50+ | Dem 50+ | White 50+ | Black 50+ | Urban 50+ | Suburban 50+ | Rural 50+ | <Coll 50+ | Coll + 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Family caregivers | **29** | 30 | 28 | 31 | 27 | 28 | 27 | 31 | 28 | 34 | 29 | 27 | 33 | 31 | 26 | 31 |

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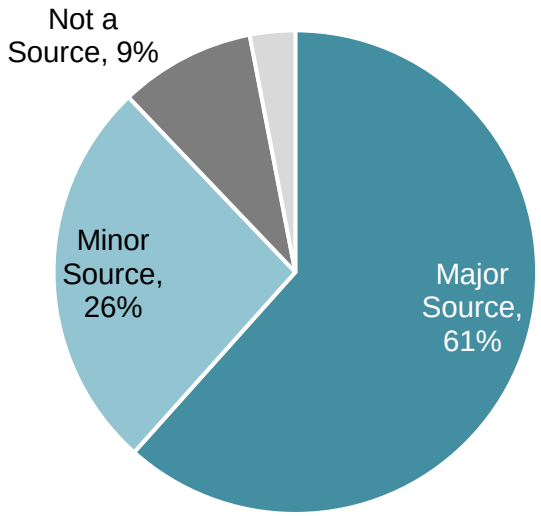
# Importance of Social Security for voters 50+

- 61% say Social Security is or will be a major source of income for their household.
- That figure is even higher among seniors, with whom 73% say it is or will be a major source.




*Q61. Is Social Security now, or do you expect it to be, a major source of income for your household, a minor source of income for your household, or not a source of income for your household?*

| Voters 50+ | All voters 50+ | Women 50+ | Men 50+ | Voters 50 – 64 | Voters 65+ | GOP 50+ | Ind 50+ | Dem 50+ | White 50+ | Black 50+ | Urban 50+ | Suburban 50+ | Rural 50+ | <Coll 50+ | Coll + 50+ | Swing Voters 50+ |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Social Security: Major source | **61** | 65 | 57 | 50 | 73 | 60 | 56 | 65 | 62 | 64 | 66 | 57 | 66 | 67 | 51 | 62 |

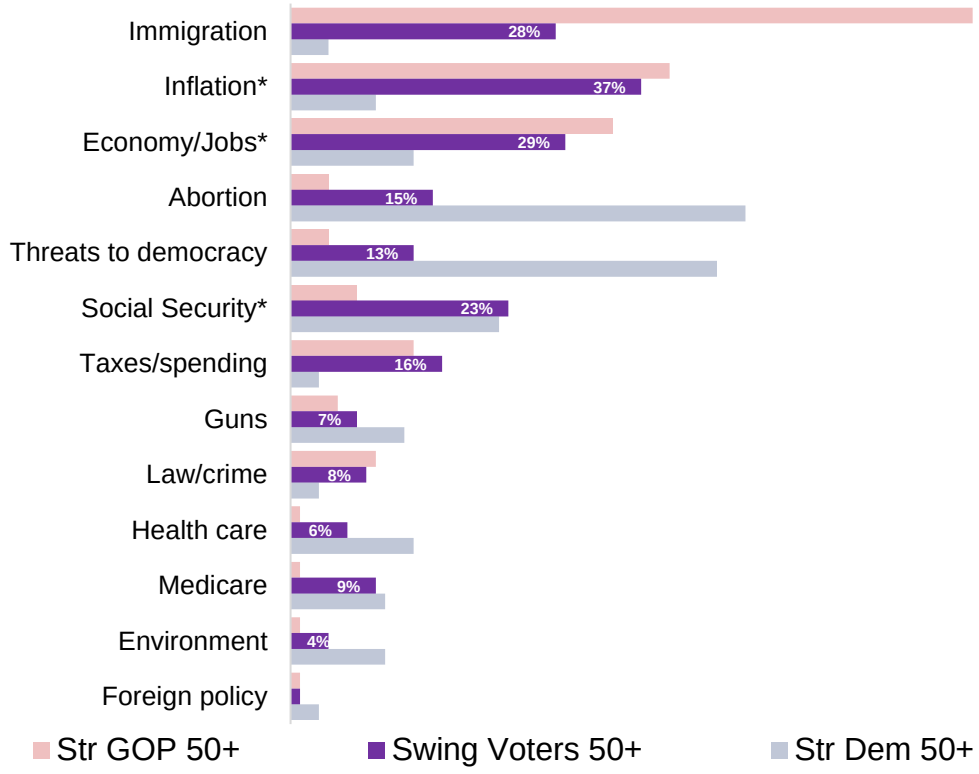
# Swing Voters 50+

- Swing voters 50+ are more likely to be Independents and moderates compared to voters 50+ overall, although most of them are partisans one way or the other.
- Three quarters of them place a personal economic issue in their top two for importance, with less focus on cultural hot button issues than other voters 50+.

| | Straight GOP 50+ *n*319 (40%) | Swing Voters 50+ *n*212 (27%) | Straight Dem 50+ *n*269 (34%) |
|---|---|---|---|
| GOP | 80 | 40 | 4 |
| **Independent** | 13 | **24** | 10 |
| Dem | 6 | 36 | 86 |
| Conservative | 82 | 38 | 9 |
| **Moderate** | 13 | **37** | 43 |
| Liberal | 1 | 15 | 45 |
| Female | 48 | 53 | 59 |
| Male | 52 | 47 | 41 |
| 50-64 | 51 | 56 | 50 |
| 65+ | 49 | 44 | 50 |
| White | 91 | 79 | 73 |
| Black | 1 | 10 | 18 |
| <College | 69 | 69 | 57 |
| College+ | 31 | 31 | 43 |
| Urban | 17 | 24 | 24 |
| Suburban | 46 | 45 | 50 |
| Rural | 35 | 25 | 23 |
| Caregiver | 28 | 31 | 29 |

Most Important Issues (1st + 2nd Choice)

*__Personal Economic:__ Straight GOP: 74%, **Swing Voters: 75%**, Straight Dem: 38%



# Pennsylvania voters 18+

FabrizioWard + IMPACT RESEARCH

AARP commissioned the bipartisan polling team of Fabrizio Ward (R) & Impact Research (D) to conduct a survey of voters in Pennsylvania. AARP commissioned the bipartisan polling team of Fabrizio Ward (R) & Impact Research (D) to conduct a survey of voters in Pennsylvania. The firms interviewed 1,398 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 470 likely voters age 50 and older, and an additional oversample of 328 Black likely voters age 50 and older. The survey was done between September 17-24, 2024. The interviews were conducted via live interviewer on landline (24%) and cellphone (35%), as well as SMS-to-web (41%). The sample was randomly drawn from the Pennsylvania voter list. The margin of sampling error at the 95% confidence level for the 600 statewide sample is ±4.0%; for the 800 total sample of voters 50+ is ±3.5%; for the 400 total sample of Black voters 50+ is ±4.9%.

Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

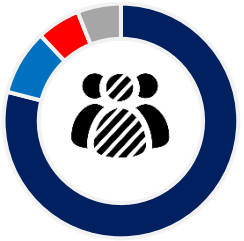
**For more information about this survey,** contact Kate Bridges at kbridges@aarp.org. **Media inquiries** contact T.J. Thiessen at tthiessen@aarp.org.

## GENDER

53% female

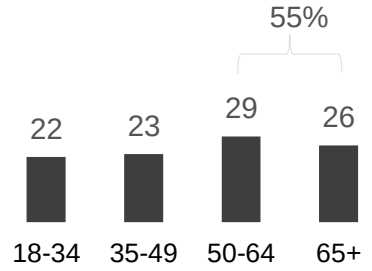
47% male

## RACE

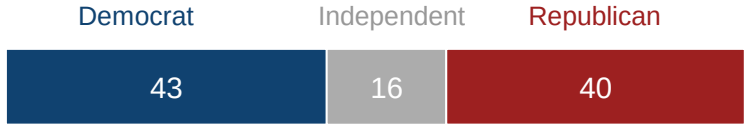


79% White
9% Black
6% Hispanic
6% Other

## AGE

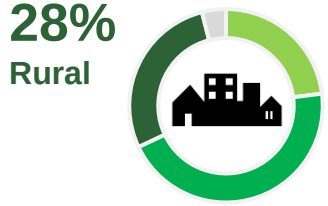



## PARTY ID




## EMPLOYMENT

## LIVING IN…

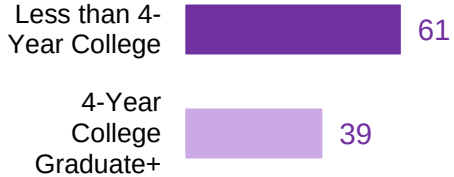


28% Rural

23% Urban

45% Suburban

## EDUCATION

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# Pennsylvania voters 50+

FabrizioWard + IMPACT RESEARCH

AARP commissioned the bipartisan polling team of Fabrizio Ward (R) & Impact Research (D) to conduct a survey of voters in Pennsylvania. AARP commissioned the bipartisan polling team of Fabrizio Ward (R) & Impact Research (D) to conduct a survey of voters in Pennsylvania. The firms interviewed 1,398 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 470 likely voters age 50 and older, and an additional oversample of 328 Black likely voters age 50 and older. The survey was done between September 17-24, 2024. The interviews were conducted via live interviewer on landline (24%) and cellphone (35%), as well as SMS-to-web (41%). The sample was randomly drawn from the Pennsylvania voter list. The margin of sampling error at the 95% confidence level for the 600 statewide sample is ±4.0%; for the 800 total sample of voters 50+ is ±3.5%; for the 400 total sample of Black voters 50+ is ±4.9%.

Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

**For more information about this survey,** contact Kate Bridges at kbridges@aarp.org. **Media inquiries** contact T.J. Thiessen at tthiessen@aarp.org.

## GENDER

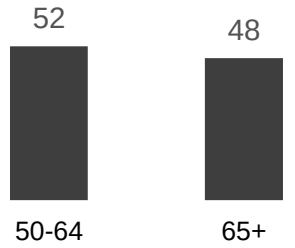
53% female

47% male

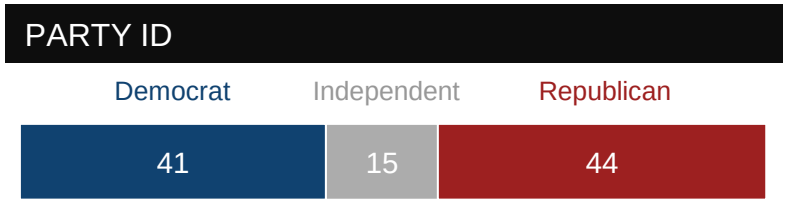
## RACE

82% White
9% Black
4% Hispanic
5% Other

## AGE




## PARTY ID




## AARP

38% are AARP members

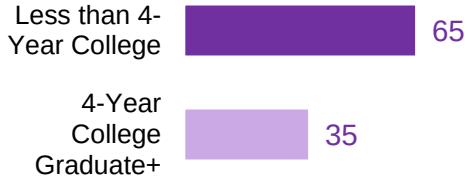
## LIVING IN…

28% Rural

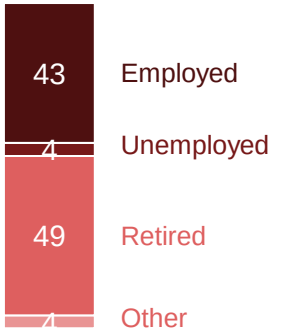
21% Urban

47% Suburban

## EDUCATION




## EMPLOYMENT



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**For Pennsylvania media inquiries, please contact T.J. Thiessen at:**
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**For questions about this study, please contact:**
**Kate Bridges at kbridges@aarp.org**

**This research was designed and executed by AARP Research**