

October 3, 2024



CYGNAL

Survey of Likely General Election Voters Erie & Northampton Counties, Pennsylvania

September 30 – October 1, 2024 | n=420 | $\pm 4.77\%$

Insights & Analysis

- In a **reversal from 2020**, Pennsylvania’s “Bellwether Counties” have narrowly **swung back to Donald Trump**. Erie and Northampton Counties, which voted for Barack Obama twice, Donald Trump in 2016, and Joe Biden in 2020, favor Donald Trump by a point (49 – 48) with **less than five weeks** until Election Day and voting already underway.
- Other key factors, including a higher job approval, greater trust on the issues, and a more favorable image demonstrate **Trump has more upside to grow his lead**.
- By a 49 – 46 margin, voters in these counties **believe Trump’s policies are better** for people like them, and by an 11-point margin voters **approve of Donald Trump’s job performance** while he was in the Oval Office (50% approve) over that of the Biden-Harris Administration (39% approve).
- Recent **buyer’s remorse** expressed Democrats over not picking **Governor Josh Shapiro** as her running mate are validated by the fact that a Harris-Shapiro ticket would be ahead +1 in these predictive counties (48 – 47). This is driven by a 10-point net shift in Harris’ favor among *swing voters* under a Harris-Shapiro vs Trump-Vance matchup. With **all eyes on Pennsylvania**, this decision by Harris could very well **cost her the presidency**.
- Harris’s image (-8 unfavorable) is more **underwater** than Trump’s (-4 unfavorable). This is most apparent among **men under the age of 55** (Trump +24 net fav / Harris -36 net unfav) but Trump is also viewed more favorably than Harris with non-college women, **older women**, and **college-educated men**.

Insights & Analysis

- Even more **alarming for Democrats** - and this is consistent with the state's voter registration trends is that Bellwether voters' perception of the Democratic Party is now -13 net negative, compared with the GOP at just a -4 net negative rating.
- As **Democrats have a 4-point party registration advantage** in these counties this is further evidence of these **ancestral Democrats increasingly leaving the party of their forefathers.**
- **Shapiro has a much more favorable image** (+14 favorable) **than Harris's running mate** Tim Walz (+2 favorable). Comparatively, Walz's image is much worse with **older** and **college-educated men** in addition to **union households**. These are the same groups **Walz drags Harris down** with on the ballot compared to a hypothetical Harris-Shapiro ticket.
- Much like the rest of the country, **voters in Erie and Northampton are sour** (2:1) **on the direction of the country** under the Biden-Harris Administration (30% right direction, **64% wrong track**).
- **Key to Pennsylvania's shift to the right** (after Democrats won the state in every Presidential Election from 1988 to 2016) is Trump's cementing the GOP as the **Party of the Working Class**. Never more evident is this than in the Bellwether Counties where Trump leads +16 with **union households** (57 – 41) In addition, **Trump leads +13** with those making **under \$100k** a year (60% of voters in these counties), while **Kamala leads +18** with those making **six-figures plus**.

Insights & Analysis

- You see the same inversion along lines of educational attainment. **Non-college voters** – the former base of the Democratic Party – are Trump +20. **College-educated voters** – the former base of the Republican Party – are Harris +27. This is wildly huge **47-point education gap**.
- Other fault lines in these most historically-predictive counties:
 - **Women <55:** Harris +25 // **Men <55:** Trump +29
 - **Married men:** Trump +18 // **Unmarried men:** Trump +17
 - **Married Women:** Trump +5 // **Unmarried women:** Harris +30
- Trump earns the support of 84% of **White Evangelicals**, 57% of **Catholics**, 50% of Mainline Protestants, and also leads with **Unaffiliateds** (53 – 40) and swing voters.
- Though a small group, Trump is winning voters who have not participated in the last four elections (10%) – read: new voters or those who haven't voted in a very long time – by a 2:1 margin.
- **Two-in-ten** Bellwether voters **believe Harris is a moderate**, and she wins 95% of them. This underscores the need of the Trump campaign to triple-down on defining Harris as the **far-left, radical San Francisco Liberal** she is. 50% of voters currently say Harris's political ideology and beliefs are *very liberal* and **Trump wins 87% of these voters**.

Insights & Analysis

- When asked, most **swing voters** (those Probably Trump, Probably Harris, Or Undecided on the Presidential ballot) told us verbatim there's **not much of anything** either candidate could do at this point to earn their vote or flip their soft support. **Securing the border** in a second term was cited for those signaling an openness to Trump, while **moderating her positions** and **utilizing the power she has to fix our nation's problems NOW** could help Kamala.
 - *"If she [Harris] was a **moderate candidate** and not a **wolf in sheep's clothing**."*
 - *"**Not flip flop** on issues and **address problems now** as sitting VP."*
- Things look slightly better for the Democrats at the congressional level as the **generic congressional ballot is tied** at 47%, and Senator Bob **Casey barely leads** Republican Dave McCormick by three in the race for U.S. Senate (47 – 44).
 - **McCormick** runs 7-points behind Trump with **married women** and **women without a degree**.
- **Inflation and the economy** (31%), illegal immigration and border security (23%), and threats to democracy (14%) are the **top issues** on voters' minds in these counties.
 - **Swing voters** over-index on **economic concerns** (57%) and illegal immigration (26%) – issues Republicans hold trust on and should benefit Trump.
- Harris is vulnerable on the issue of **fracking**. Half of voters expressed support for fracking in Pennsylvania (only 21% oppose) and **less than one-third** believe Kamala's newfound support for it is real.

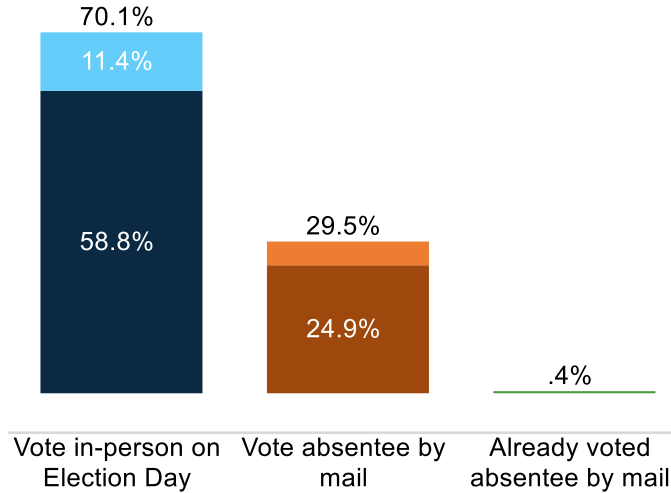
Insights & Analysis

- Aside from abortion, Bellwether **voters trust Trump** to handle most of the main issues that will decide this election.
 - **Economy and jobs:** Trump +6 (52 – 46)
 - **Cost of living and inflation:** Trump +7 (52 – 45)
 - **Illegal immigration and border security:** Trump +15 (56 – 41)
 - **Crime:** Trump +6 (52 – 46)
 - **Abortion:** Harris +14 (39 – 53)
- Despite Kamala’s lead on abortion, **only 18%** of Bellwether voters **share her position that it should be legal until birth.**
- When asked in their own words why their county has swung back and forth between Obama, Trump, and then Biden, a **familiar story** was told that seems to thread the largely **industrial, working-class**, formerly “**big blue wall**” states together:
 - *“Lots of **working-class white people who felt left behind** in the Obama era but weren’t as excited about Trump after his first term.”*
 - *“This county has a high percentage of **working-class people**. They want both conservative values, a strong economy and military and gun rights, but also **NEED** candidates who help the **poor/working class** and care about the environment without limiting **job opportunities...**”*

Insights & Analysis

- Machine-learning generated four segmentation analysis groups: *Dem Base* (48%), *GOP Base* (43%), *Lean GOP* (5%), and *Moderate Female Catholics* (4%).
 - **Lean GOP** (5%) are slightly **more educated and suburban than GOP Base**. They are strongly Republican on the generic ballot and even stronger for Trump on the presidential ballot. They're **not as ideological** as the *GOP Base*. Inflation and illegal immigration are their two biggest issues, and a large number support fracking. They skew **male, older**, and are the **least religious** segment. *Lean GOP* voters are also the **lowest propensity** to show up and vote.
 - **Moderate Female Catholics** (4%) are **pessimistic** and **don't like Trump personally** - or Harris - but **lean Trump** on the presidential ballot; most **approve of his job performance** as president. They're **split** on the **generic ballot** and **U.S. Senate** races, however, with most undecided. Their hard support for Trump would have been cut in half had Harris picked **Shapiro**. Despite being Catholic, they're **more liberal on abortion and trust Harris** by a plurality on the issue over Trump. They are the most likely segment to live in a **union household**, are the **highest propensity** to vote, and are not college educated.

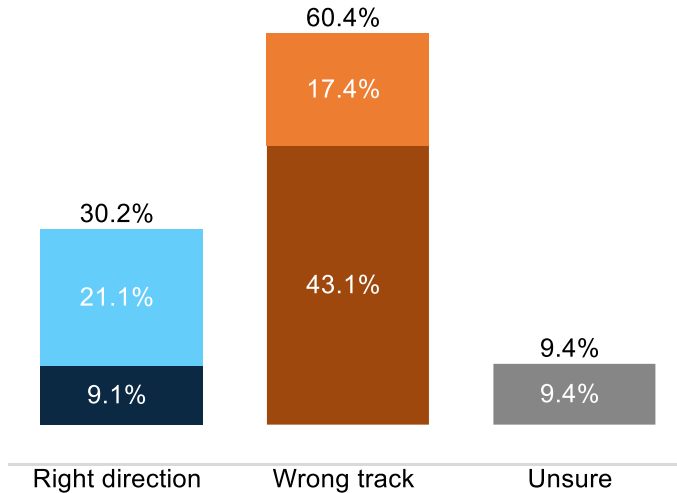
Vote Method



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	83%	87%	81%	84%	87%	79%	81%	90%	81%	83%	95%	85%	83%	85%	71%	82%	85%	86%	84%	80%	84%	76%	78%	85%	84%	77%	87%	76%	87%	85%
Probably vote	17%	13%	17%	16%	13%	19%	19%	10%	19%	16%	5%	14%	17%	15%	25%	16%	15%	14%	15%	20%	16%	24%	22%	14%	16%	23%	10%	24%	13%	15%
Vote in-person on Election Day	73%	61%	79%	66%	71%	75%	71%	61%	83%	58%	71%	72%	69%	70%	65%	79%	72%	62%	75%	70%	71%	68%	60%	85%	54%	74%	63%	74%	82%	64%
Vote absentee by mail	27%	39%	19%	34%	29%	23%	29%	39%	17%	42%	29%	28%	31%	30%	31%	19%	28%	38%	23%	30%	29%	32%	40%	14%	46%	26%	35%	26%	18%	36%
Definitely vote in-person on Election Day	59%	53%	67%	55%	63%	61%	57%	54%	70%	46%	71%	62%	57%	60%	43%	67%	61%	52%	64%	57%	59%	51%	42%	74%	43%	54%	55%	55%	69%	57%
Probably vote in-person on Election Day	14%	8%	12%	11%	8%	14%	14%	7%	14%	12%	0%	10%	12%	10%	22%	12%	11%	10%	11%	13%	12%	17%	18%	10%	10%	20%	8%	19%	13%	7%
Definitely vote absentee by mail	24%	34%	14%	29%	23%	19%	24%	36%	12%	37%	24%	23%	26%	25%	28%	15%	24%	34%	19%	23%	25%	25%	36%	10%	41%	23%	32%	21%	17%	28%
Probably vote absentee by mail	3%	5%	5%	5%	6%	5%	5%	3%	5%	4%	5%	5%	5%	5%	3%	5%	4%	4%	4%	7%	4%	8%	4%	4%	5%	3%	2%	5%	1%	8%
Already voted absentee by mail	0%	0%	2%	0%	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	5%	2%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%

How do you plan to vote in the November 5th general election for President, U.S. Senate and U.S. Congress?

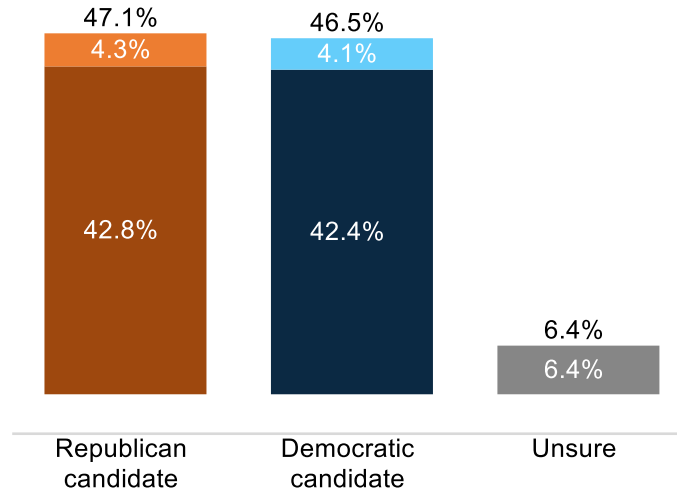
US Direction



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Right direction	27%	38%	22%	36%	38%	22%	21%	48%	6%	54%	21%	34%	28%	29%	41%	26%	32%	32%	33%	20%	28%	16%	4%	2%	61%	10%	23%	37%	13%	45%
Wrong track	60%	51%	74%	56%	59%	70%	70%	34%	92%	29%	71%	60%	61%	62%	46%	70%	62%	49%	62%	72%	64%	71%	85%	98%	21%	73%	69%	49%	81%	47%
Definitely the right direction	6%	13%	3%	16%	4%	12%	7%	14%	2%	18%	2%	14%	5%	9%	9%	2%	9%	10%	11%	4%	11%	3%	0%	0%	19%	0%	7%	9%	3%	15%
Mostly the right direction	21%	24%	19%	20%	34%	9%	14%	34%	4%	37%	19%	20%	22%	20%	32%	23%	23%	22%	22%	16%	17%	13%	4%	1%	42%	10%	16%	28%	11%	29%
Mostly the wrong track	20%	10%	22%	16%	23%	17%	15%	17%	20%	16%	15%	20%	16%	19%	8%	17%	22%	11%	16%	24%	19%	28%	32%	19%	14%	13%	18%	14%	26%	15%
Definitely the wrong track	40%	40%	52%	39%	36%	54%	55%	18%	73%	12%	56%	41%	45%	43%	37%	53%	40%	39%	45%	48%	45%	43%	53%	78%	7%	60%	50%	35%	55%	32%
Unsure	13%	11%	4%	8%	3%	8%	9%	18%	2%	17%	8%	6%	12%	9%	13%	4%	6%	19%	5%	8%	8%	12%	11%	1%	18%	17%	9%	14%	6%	8%

Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

Generic Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	36%	45%	62%	46%	49%	59%	54%	20%	90%	10%	46%	47%	48%	35%	55%	47%	34%	54%	56%	53%	29%	27%	92%	5%	64%	50%	35%	52%	43%	
Democratic candidate	58%	45%	35%	46%	46%	36%	35%	79%	7%	86%	36%	46%	46%	59%	39%	46%	58%	40%	41%	40%	28%	29%	3%	92%	31%	44%	65%	31%	53%	
Definitely the Republican candidate	33%	43%	53%	44%	44%	53%	50%	18%	84%	9%	36%	41%	44%	35%	52%	47%	29%	50%	48%	50%	0%	14%	86%	4%	51%	48%	33%	49%	39%	
Probably the Republican candidate	3%	3%	9%	3%	5%	7%	4%	2%	6%	1%	11%	6%	3%	5%	0%	3%	1%	5%	5%	8%	3%	29%	12%	5%	1%	13%	2%	3%	3%	4%
Probably the Democratic candidate	4%	3%	3%	7%	2%	6%	3%	5%	1%	5%	13%	6%	2%	4%	4%	1%	1%	6%	3%	8%	4%	28%	4%	0%	7%	8%	4%	1%	6%	3%
Definitely the Democratic candidate	54%	42%	33%	39%	44%	30%	32%	74%	6%	80%	23%	40%	44%	42%	54%	38%	45%	53%	37%	33%	36%	0%	24%	3%	85%	23%	39%	63%	25%	50%
Unsure	6%	9%	3%	7%	5%	5%	11%	2%	3%	4%	17%	6%	6%	6%	5%	7%	8%	6%	3%	8%	43%	44%	6%	3%	5%	6%	0%	16%	3%	

If the November 5th general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Image Tests

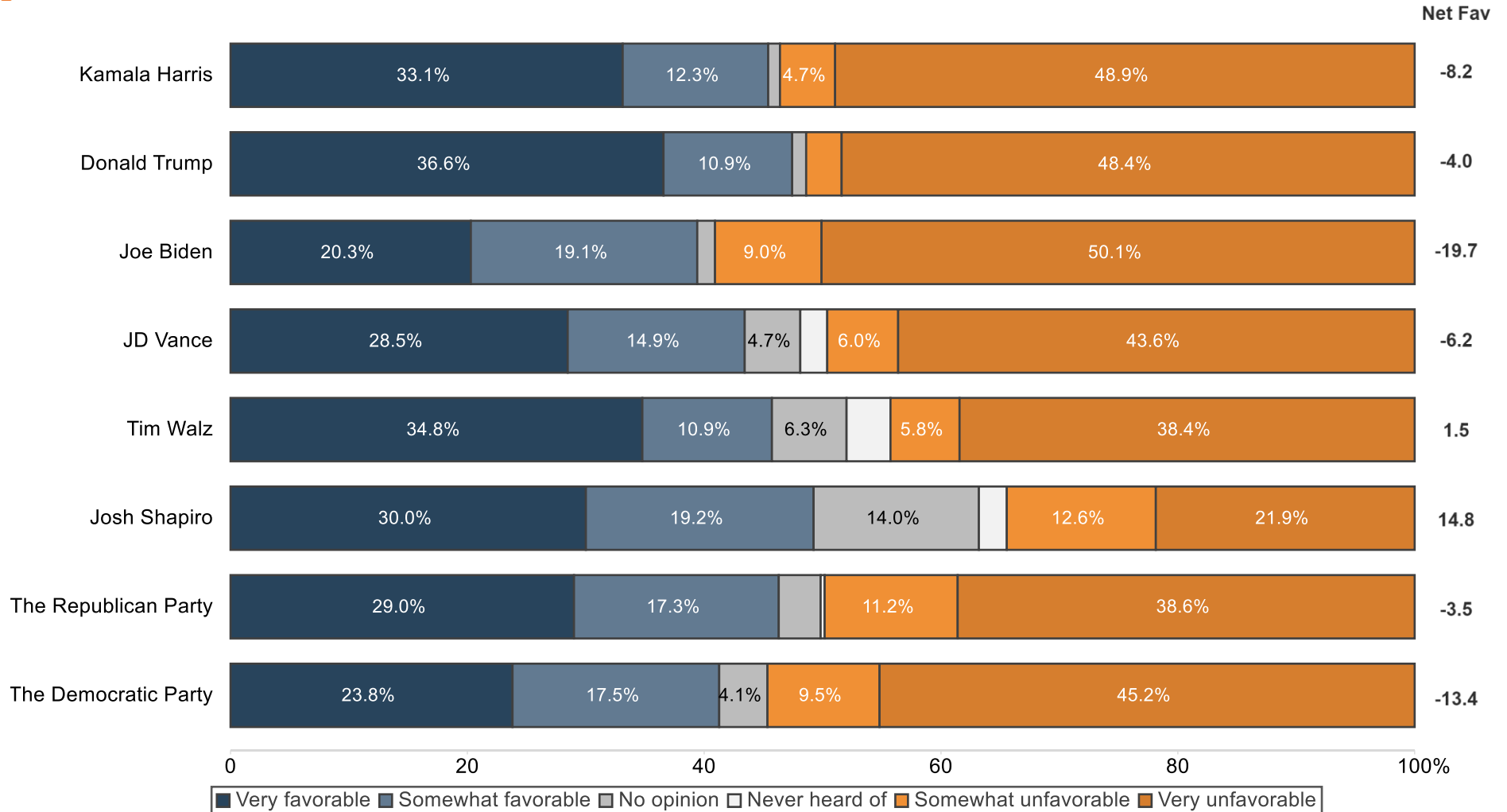


Image Tests Heatmap

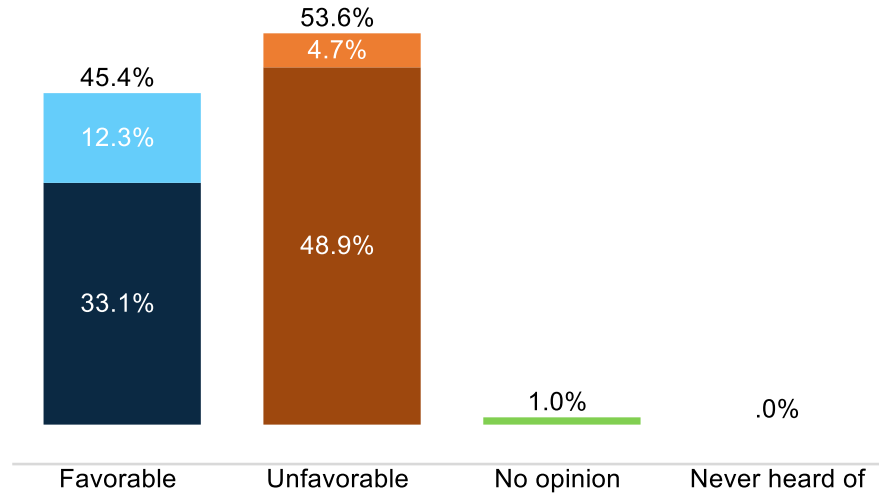
Favorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	59%	42%	32%	48%	45%	35%	36%	74%	7%	82%	39%	46%	45%	45%	54%	41%	45%	58%	41%	35%	41%	38%	0%	2%	90%	23%	42%	58%	34%	54%
Donald Trump	35%	47%	62%	46%	48%	60%	55%	19%	90%	11%	46%	49%	46%	48%	40%	56%	50%	32%	56%	54%	52%	32%	0%	91%	5%	67%	46%	35%	56%	42%
Joe Biden	43%	43%	28%	44%	44%	29%	29%	64%	7%	72%	29%	43%	36%	40%	40%	36%	41%	46%	36%	33%	36%	34%	12%	2%	78%	23%	33%	52%	24%	50%
JD Vance	33%	42%	51%	50%	46%	53%	50%	17%	81%	11%	43%	45%	42%	45%	24%	53%	43%	32%	55%	43%	48%	24%	28%	85%	6%	46%	46%	33%	57%	38%
Tim Walz	57%	48%	37%	40%	45%	33%	36%	77%	11%	79%	37%	48%	44%	46%	56%	41%	50%	56%	42%	32%	43%	38%	28%	7%	86%	25%	46%	58%	32%	54%
Josh Shapiro	57%	47%	38%	57%	57%	39%	39%	73%	19%	78%	43%	52%	47%	50%	46%	44%	56%	50%	48%	43%	50%	47%	38%	20%	81%	13%	43%	58%	46%	59%
The Republican Party	33%	48%	56%	49%	42%	61%	55%	17%	86%	14%	36%	48%	45%	46%	40%	52%	49%	32%	49%	60%	50%	35%	21%	88%	7%	62%	53%	40%	52%	39%
The Democratic Party	47%	41%	29%	50%	46%	32%	31%	65%	8%	74%	32%	44%	39%	41%	46%	34%	43%	47%	41%	33%	41%	29%	8%	3%	83%	12%	40%	61%	24%	52%

Unfavorable

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Kamala Harris	41%	55%	68%	51%	55%	65%	62%	26%	93%	17%	61%	53%	54%	54%	46%	59%	55%	39%	59%	64%	59%	60%	100%	97%	8%	76%	58%	38%	66%	45%
Donald Trump	65%	48%	38%	54%	52%	40%	42%	80%	10%	87%	54%	50%	52%	51%	57%	43%	49%	65%	44%	46%	47%	66%	100%	9%	93%	31%	54%	61%	44%	56%
Joe Biden	57%	54%	71%	53%	56%	68%	69%	36%	93%	27%	69%	56%	62%	59%	60%	64%	59%	51%	63%	64%	63%	63%	88%	97%	20%	74%	67%	44%	76%	49%
JD Vance	57%	51%	43%	46%	49%	41%	38%	79%	14%	82%	48%	47%	51%	49%	57%	37%	53%	57%	40%	51%	47%	49%	54%	10%	87%	36%	46%	63%	36%	57%
Tim Walz	29%	47%	57%	46%	49%	54%	49%	19%	80%	12%	46%	43%	46%	45%	27%	46%	44%	32%	49%	57%	49%	37%	48%	81%	7%	61%	44%	31%	55%	39%
Josh Shapiro	26%	38%	44%	30%	35%	40%	39%	19%	60%	10%	39%	32%	36%	34%	28%	44%	36%	28%	42%	31%	32%	27%	51%	62%	7%	57%	38%	24%	34%	31%
The Republican Party	63%	48%	41%	46%	53%	36%	40%	81%	12%	82%	58%	48%	51%	50%	59%	42%	47%	64%	46%	38%	46%	51%	67%	8%	89%	33%	47%	56%	39%	59%
The Democratic Party	45%	56%	68%	49%	52%	66%	60%	33%	92%	20%	64%	53%	56%	54%	48%	59%	55%	43%	56%	66%	57%	57%	80%	94%	13%	72%	60%	35%	71%	47%

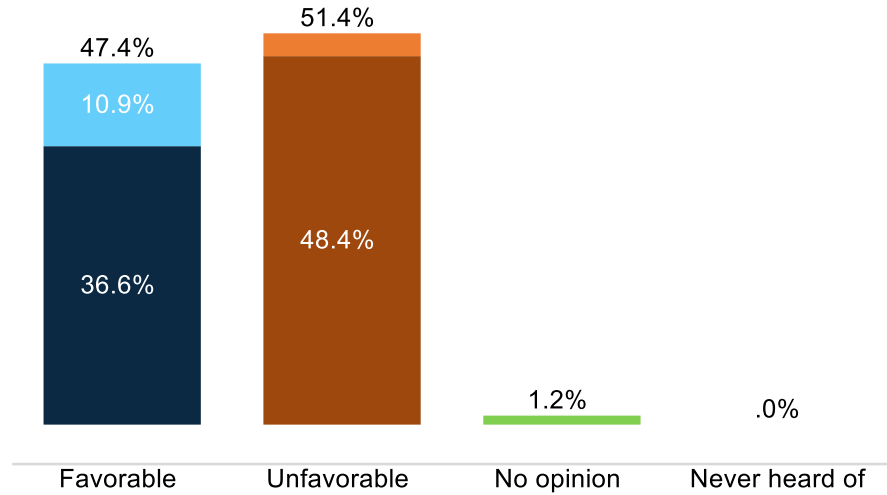
Image: Kamala Harris



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	59%	42%	32%	48%	45%	35%	36%	74%	7%	82%	39%	46%	45%	45%	54%	41%	45%	58%	41%	35%	41%	38%	0%	2%	90%	23%	42%	58%	34%	54%
Unfavorable Total	41%	55%	68%	51%	55%	65%	62%	26%	93%	17%	61%	53%	54%	46%	59%	55%	39%	59%	64%	59%	60%	100%	97%	8%	76%	58%	38%	66%	45%	
Very favorable	39%	37%	18%	40%	33%	24%	27%	55%	6%	61%	18%	35%	32%	32%	45%	31%	36%	40%	32%	20%	31%	16%	0%	2%	67%	15%	27%	43%	18%	44%
Somewhat favorable	20%	5%	14%	8%	12%	11%	8%	19%	1%	21%	22%	11%	13%	13%	8%	10%	9%	18%	9%	16%	10%	22%	0%	1%	23%	8%	15%	15%	15%	10%
Somewhat unfavorable	4%	3%	7%	4%	5%	6%	4%	3%	4%	5%	7%	6%	4%	5%	4%	3%	4%	3%	2%	12%	5%	13%	35%	5%	1%	6%	7%	3%	8%	2%
Very unfavorable	36%	52%	61%	47%	50%	58%	58%	23%	89%	12%	54%	47%	51%	49%	42%	56%	51%	37%	57%	52%	54%	47%	65%	92%	7%	70%	51%	35%	58%	43%
No opinion	1%	3%	0%	1%	0%	1%	3%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	3%	0%	1%	1%	2%	0%	0%	1%	2%	0%	4%	0%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Kamala Harris?

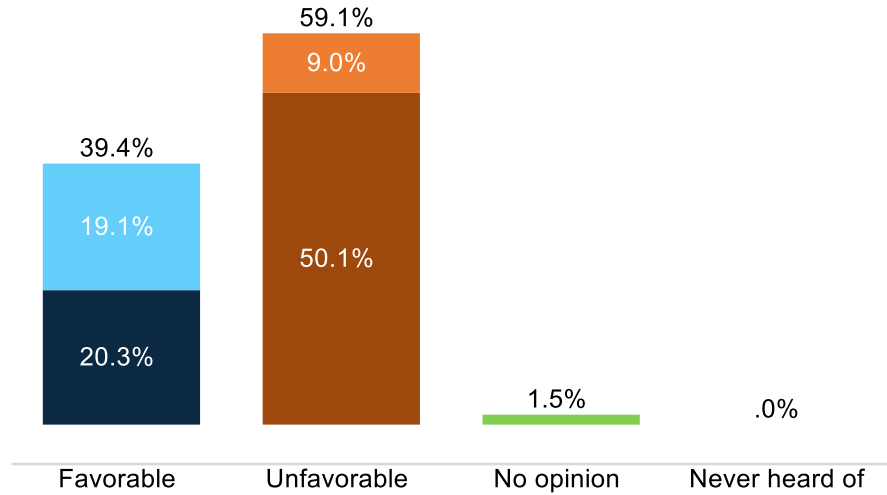
Image: Donald Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	35%	47%	62%	46%	48%	60%	55%	19%	90%	11%	46%	49%	46%	48%	40%	56%	50%	32%	56%	54%	52%	32%	91%	5%	67%	46%	35%	56%	42%
Unfavorable Total	65%	48%	38%	54%	52%	40%	42%	80%	10%	87%	54%	50%	52%	51%	57%	43%	49%	65%	44%	46%	47%	66%	9%	93%	31%	54%	61%	44%	56%
Very favorable	31%	43%	41%	31%	28%	43%	49%	16%	75%	6%	25%	35%	38%	37%	31%	46%	46%	27%	38%	35%	43%	5%	73%	3%	52%	36%	30%	44%	31%
Somewhat favorable	4%	5%	21%	15%	20%	17%	6%	3%	15%	4%	21%	14%	8%	11%	9%	10%	4%	5%	18%	19%	9%	27%	18%	2%	16%	11%	6%	12%	11%
Somewhat unfavorable	2%	4%	4%	2%	4%	2%	4%	2%	2%	1%	15%	4%	2%	3%	0%	3%	5%	2%	3%	3%	3%	18%	5%	0%	8%	0%	5%	2%	
Very unfavorable	63%	44%	34%	52%	48%	37%	39%	78%	8%	86%	40%	47%	50%	48%	57%	40%	44%	63%	41%	43%	44%	47%	4%	93%	31%	45%	61%	39%	55%
No opinion	1%	4%	0%	0%	0%	0%	3%	1%	0%	2%	0%	1%	2%	1%	3%	1%	1%	3%	0%	0%	1%	2%	0%	2%	2%	0%	4%	0%	1%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Donald Trump?

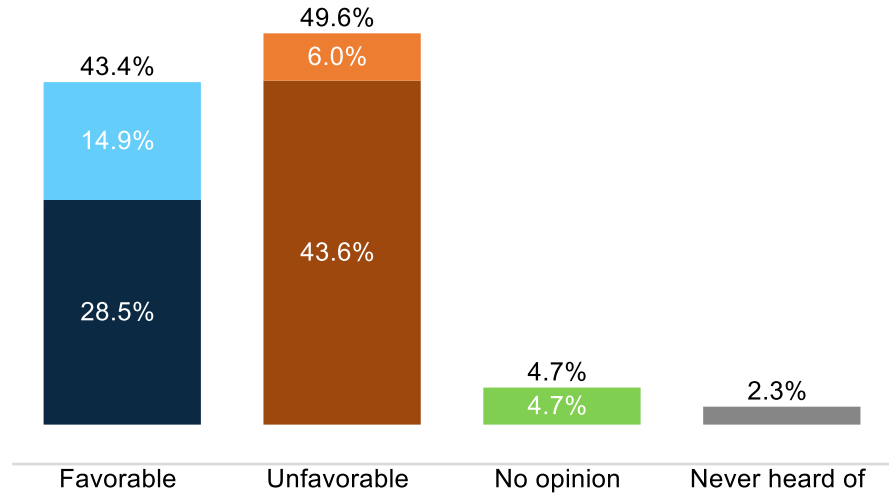
Image: Joe Biden



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	43%	43%	28%	44%	44%	29%	29%	64%	7%	72%	29%	43%	36%	40%	40%	36%	41%	46%	36%	33%	36%	34%	2%	78%	23%	33%	52%	24%	50%
Unfavorable Total	57%	54%	71%	53%	56%	68%	69%	36%	93%	27%	69%	56%	62%	59%	60%	64%	59%	51%	63%	64%	63%	63%	97%	20%	74%	67%	44%	76%	49%
Very favorable	16%	31%	10%	26%	20%	15%	14%	36%	4%	37%	15%	23%	18%	20%	19%	17%	23%	23%	20%	12%	22%	12%	1%	43%	9%	13%	21%	13%	30%
Somewhat favorable	26%	13%	19%	18%	24%	14%	14%	29%	3%	35%	13%	20%	18%	20%	21%	19%	17%	23%	16%	21%	13%	21%	2%	35%	14%	20%	32%	11%	20%
Somewhat unfavorable	15%	5%	11%	3%	5%	9%	11%	10%	7%	12%	8%	10%	8%	9%	11%	5%	7%	14%	4%	13%	6%	18%	4%	12%	9%	17%	6%	14%	5%
Very unfavorable	42%	49%	60%	50%	50%	59%	58%	26%	86%	15%	60%	45%	54%	50%	49%	59%	52%	38%	58%	51%	56%	45%	93%	9%	65%	50%	38%	63%	44%
No opinion	1%	3%	0%	3%	0%	3%	3%	0%	0%	2%	3%	1%	2%	2%	0%	0%	0%	3%	1%	3%	2%	3%	0%	2%	3%	0%	4%	0%	2%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of Joe Biden?

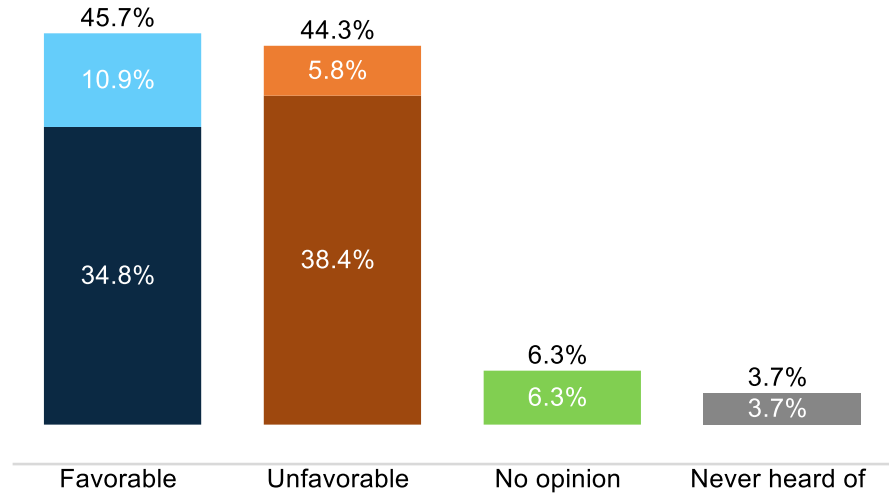
Image: JD Vance



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	33%	42%	51%	50%	46%	53%	50%	17%	81%	11%	43%	45%	42%	45%	24%	53%	43%	32%	55%	43%	48%	24%	28%	85%	6%	46%	46%	33%	57%	38%
Unfavorable Total	57%	51%	43%	46%	49%	41%	38%	79%	14%	82%	48%	47%	51%	49%	57%	37%	53%	57%	40%	51%	47%	49%	54%	10%	87%	36%	46%	63%	36%	57%
Very favorable	27%	31%	27%	29%	28%	27%	41%	10%	56%	7%	19%	30%	27%	29%	16%	36%	34%	23%	32%	22%	36%	3%	5%	57%	4%	32%	26%	21%	40%	25%
Somewhat favorable	6%	11%	24%	21%	18%	26%	10%	7%	25%	4%	24%	15%	15%	16%	7%	17%	9%	8%	23%	21%	12%	21%	24%	28%	3%	14%	20%	11%	17%	14%
Somewhat unfavorable	6%	7%	7%	4%	6%	5%	6%	5%	2%	6%	17%	6%	6%	6%	4%	1%	5%	7%	3%	10%	6%	20%	15%	4%	5%	6%	9%	2%	10%	4%
Very unfavorable	51%	44%	35%	43%	43%	36%	32%	75%	12%	75%	31%	42%	45%	43%	52%	36%	48%	50%	37%	41%	41%	29%	39%	6%	82%	30%	37%	62%	27%	52%
No opinion	5%	6%	5%	2%	5%	4%	8%	1%	4%	5%	1%	5%	5%	4%	13%	6%	2%	7%	4%	4%	4%	20%	12%	4%	3%	12%	3%	4%	4%	4%
Never heard of	5%	1%	1%	2%	0%	2%	4%	2%	0%	3%	7%	3%	2%	2%	6%	4%	2%	4%	1%	2%	2%	6%	6%	1%	3%	7%	5%	0%	3%	1%

Do you have a favorable or unfavorable opinion of JD Vance?

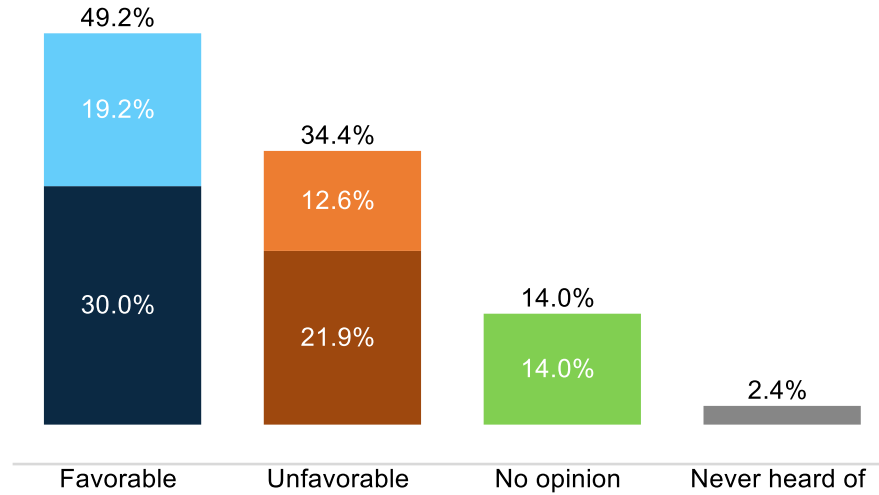
Image: Tim Walz



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	57%	48%	37%	40%	45%	33%	36%	77%	11%	79%	37%	48%	44%	46%	56%	41%	50%	56%	42%	32%	43%	38%	28%	7%	86%	25%	46%	58%	32%	54%
Unfavorable Total	29%	47%	57%	46%	49%	54%	49%	19%	80%	12%	46%	43%	46%	45%	27%	46%	44%	32%	49%	57%	49%	37%	48%	81%	7%	61%	44%	31%	55%	39%
Very favorable	46%	36%	25%	30%	35%	22%	30%	60%	7%	64%	17%	33%	36%	34%	54%	34%	40%	45%	33%	17%	34%	15%	10%	5%	67%	21%	29%	45%	21%	44%
Somewhat favorable	11%	12%	12%	10%	9%	12%	6%	17%	4%	15%	19%	15%	8%	12%	2%	8%	11%	11%	9%	14%	9%	23%	19%	3%	19%	3%	17%	13%	11%	10%
Somewhat unfavorable	2%	5%	9%	8%	7%	10%	3%	4%	6%	5%	8%	5%	6%	7%	1%	3%	5%	2%	5%	14%	7%	18%	15%	6%	3%	17%	5%	0%	12%	2%
Very unfavorable	27%	42%	47%	38%	42%	44%	46%	15%	74%	7%	38%	37%	39%	39%	26%	43%	38%	30%	44%	43%	43%	19%	33%	75%	4%	44%	39%	31%	43%	37%
No opinion	8%	4%	5%	9%	4%	9%	9%	2%	7%	4%	5%	6%	6%	6%	4%	8%	2%	8%	6%	7%	6%	21%	21%	8%	2%	8%	4%	4%	11%	5%
Never heard of	7%	1%	2%	5%	3%	3%	5%	3%	1%	4%	12%	3%	4%	2%	12%	5%	4%	5%	3%	4%	2%	4%	3%	3%	5%	7%	6%	6%	3%	2%

Do you have a favorable or unfavorable opinion of Tim Walz?

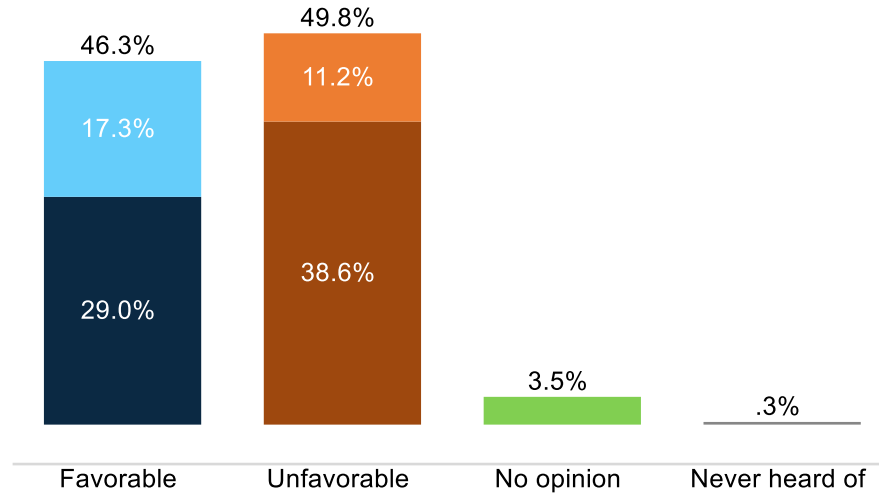
Image: Josh Shapiro



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	57%	47%	38%	57%	57%	39%	39%	73%	19%	78%	43%	52%	47%	50%	46%	44%	56%	50%	48%	43%	50%	47%	38%	20%	81%	13%	43%	58%	46%	59%
Unfavorable Total	26%	38%	44%	30%	35%	40%	39%	19%	60%	10%	39%	32%	36%	34%	28%	44%	36%	28%	42%	31%	32%	27%	51%	62%	7%	57%	38%	24%	34%	31%
Very favorable	36%	33%	16%	36%	32%	20%	21%	55%	9%	53%	18%	32%	28%	31%	27%	29%	37%	34%	30%	16%	32%	20%	6%	5%	57%	11%	27%	41%	19%	38%
Somewhat favorable	21%	13%	22%	21%	25%	19%	18%	17%	10%	26%	25%	20%	18%	20%	19%	16%	19%	16%	18%	27%	18%	27%	32%	15%	24%	2%	17%	17%	27%	21%
Somewhat unfavorable	13%	10%	18%	9%	13%	14%	13%	11%	19%	5%	17%	15%	11%	13%	3%	13%	11%	13%	16%	10%	11%	14%	23%	21%	4%	18%	14%	7%	12%	13%
Very unfavorable	13%	28%	26%	21%	22%	26%	27%	9%	41%	6%	22%	18%	25%	21%	25%	31%	25%	15%	26%	21%	21%	13%	28%	41%	3%	39%	24%	17%	23%	18%
No opinion	15%	16%	13%	12%	8%	16%	20%	7%	19%	9%	15%	11%	16%	14%	18%	8%	5%	22%	9%	19%	16%	23%	11%	15%	10%	22%	16%	16%	17%	9%
Never heard of	3%	0%	5%	2%	1%	5%	2%	1%	3%	2%	3%	4%	1%	2%	8%	4%	2%	1%	1%	6%	2%	2%	0%	3%	1%	8%	3%	3%	3%	0%

Do you have a favorable or unfavorable opinion of Josh Shapiro?

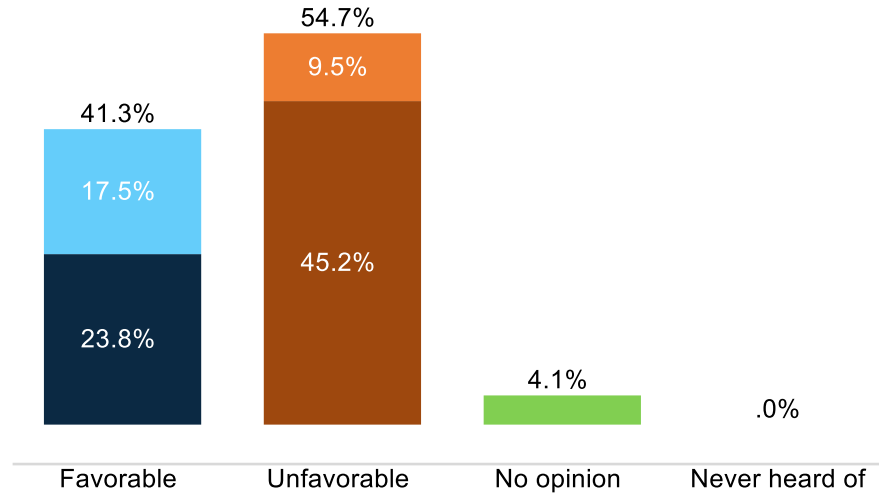
Image: The Republican Party



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	33%	48%	56%	49%	42%	61%	55%	17%	86%	14%	36%	48%	45%	46%	40%	52%	49%	32%	49%	60%	50%	35%	21%	88%	7%	62%	53%	40%	52%	39%
Unfavorable Total	63%	48%	41%	46%	53%	36%	40%	81%	12%	82%	58%	48%	51%	50%	59%	42%	47%	64%	46%	38%	46%	51%	67%	8%	89%	33%	47%	56%	39%	59%
Very favorable	28%	35%	23%	30%	17%	33%	42%	15%	57%	7%	18%	29%	29%	29%	19%	30%	37%	26%	30%	20%	33%	4%	2%	56%	4%	41%	29%	35%	32%	22%
Somewhat favorable	5%	13%	34%	19%	26%	28%	13%	2%	29%	7%	18%	18%	16%	17%	21%	22%	12%	6%	19%	40%	16%	30%	20%	32%	3%	21%	24%	5%	20%	16%
Somewhat unfavorable	14%	10%	9%	12%	14%	7%	8%	18%	4%	12%	35%	12%	11%	11%	14%	11%	9%	15%	11%	8%	11%	34%	26%	5%	15%	11%	15%	5%	11%	12%
Very unfavorable	49%	38%	32%	34%	39%	29%	32%	63%	9%	70%	22%	36%	41%	39%	44%	31%	38%	48%	35%	30%	35%	17%	41%	4%	75%	22%	32%	51%	27%	47%
No opinion	4%	4%	3%	3%	5%	2%	5%	2%	1%	3%	7%	4%	3%	4%	2%	6%	4%	4%	5%	0%	3%	12%	12%	4%	3%	5%	0%	4%	7%	2%
Never heard of	0%	0%	0%	2%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	1%	2%	0%	0%	1%	0%	0%	0%	2%	0%

Do you have a favorable or unfavorable opinion of the Republican Party?

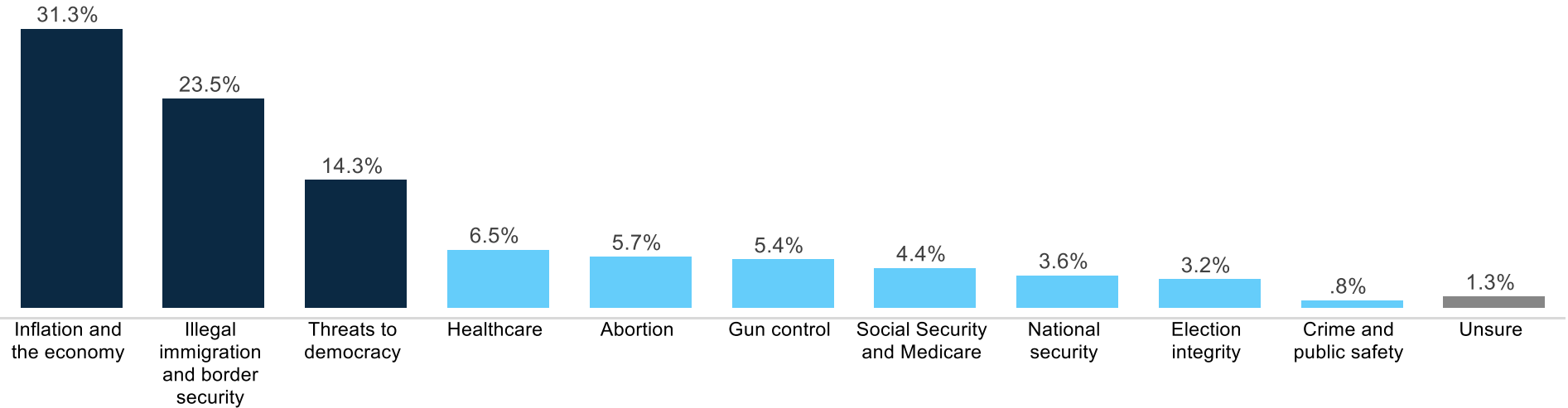
Image: The Democratic Party



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	47%	41%	29%	50%	46%	32%	31%	65%	8%	74%	32%	44%	39%	41%	46%	34%	43%	47%	41%	33%	41%	29%	8%	3%	83%	12%	40%	61%	24%	52%
Unfavorable Total	45%	56%	68%	49%	52%	66%	60%	33%	92%	20%	64%	53%	56%	54%	48%	59%	55%	43%	56%	66%	57%	57%	80%	94%	13%	72%	60%	35%	71%	47%
Very favorable	25%	27%	12%	32%	24%	19%	17%	42%	4%	45%	9%	28%	21%	23%	33%	19%	29%	25%	25%	15%	24%	10%	2%	2%	48%	7%	20%	32%	12%	33%
Somewhat favorable	22%	14%	16%	18%	22%	13%	15%	23%	4%	29%	22%	16%	18%	18%	12%	16%	14%	23%	16%	17%	17%	19%	6%	1%	34%	4%	20%	29%	12%	19%
Somewhat unfavorable	8%	9%	12%	9%	7%	13%	7%	12%	8%	9%	20%	10%	9%	10%	6%	4%	7%	10%	6%	18%	8%	27%	32%	11%	6%	6%	11%	3%	15%	9%
Very unfavorable	37%	47%	56%	41%	45%	53%	54%	21%	84%	11%	45%	43%	47%	44%	43%	55%	48%	33%	50%	48%	49%	30%	48%	83%	8%	66%	48%	33%	55%	38%
No opinion	8%	4%	3%	1%	2%	2%	8%	2%	0%	6%	4%	3%	5%	4%	6%	6%	2%	9%	3%	1%	2%	14%	12%	2%	4%	16%	0%	4%	6%	2%
Never heard of	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Do you have a favorable or unfavorable opinion of the Democratic Party?

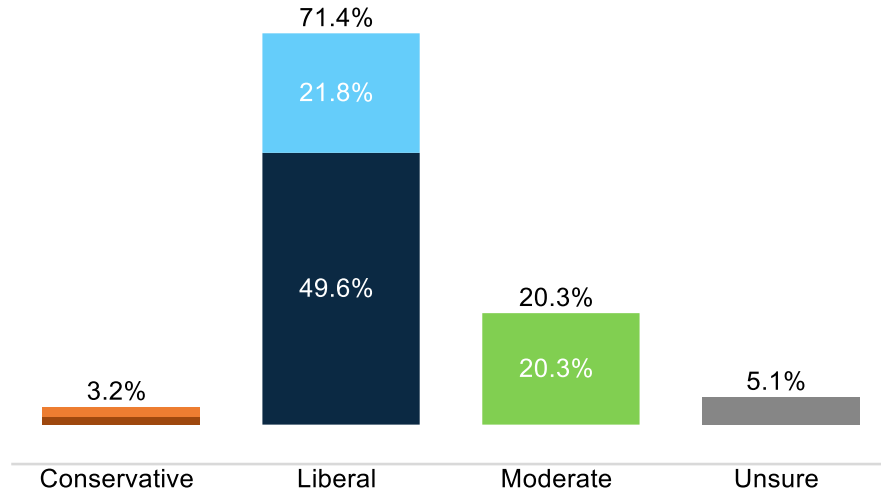
Top Priority



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Inflation and the economy	35%	20%	41%	28%	37%	35%	33%	21%	35%	25%	41%	34%	29%	32%	36%	44%	27%	27%	39%	30%	33%	49%	52%	39%	22%	24%	35%	36%	41%	25%
Illegal immigration and border security	15%	27%	20%	35%	22%	30%	29%	9%	40%	8%	29%	20%	26%	24%	13%	21%	29%	14%	27%	27%	30%	19%	12%	45%	2%	50%	14%	8%	34%	20%
Threats to democracy	11%	22%	14%	10%	14%	11%	9%	26%	8%	22%	10%	12%	16%	14%	20%	11%	18%	15%	12%	13%	12%	8%	20%	4%	27%	10%	17%	13%	10%	17%
Healthcare	11%	4%	8%	3%	5%	6%	7%	9%	0%	12%	9%	7%	6%	6%	10%	2%	4%	11%	2%	11%	3%	5%	7%	1%	11%	7%	16%	5%	3%	5%
Abortion	8%	6%	5%	4%	7%	3%	5%	10%	2%	9%	3%	6%	6%	6%	6%	4%	5%	9%	5%	3%	5%	4%	0%	1%	11%	0%	5%	5%	2%	10%
Gun control	9%	6%	4%	1%	3%	3%	4%	13%	2%	10%	1%	7%	4%	6%	5%	6%	6%	10%	3%	2%	4%	7%	6%	2%	9%	2%	5%	9%	5%	5%
Social Security and Medicare	4%	4%	2%	8%	3%	7%	3%	5%	0%	9%	2%	4%	4%	4%	6%	4%	4%	4%	6%	4%	5%	1%	0%	0%	9%	2%	0%	16%	0%	5%
National security	5%	3%	3%	4%	5%	3%	3%	5%	7%	1%	3%	5%	3%	4%	0%	5%	3%	4%	3%	4%	3%	5%	3%	4%	3%	6%	2%	4%	4%	3%
Election integrity	2%	5%	3%	4%	4%	3%	3%	1%	5%	3%	0%	2%	4%	3%	4%	2%	2%	3%	2%	6%	3%	2%	0%	4%	3%	0%	4%	0%	0%	7%
Crime and public safety	1%	1%	1%	0%	0%	1%	1%	1%	2%	0%	0%	1%	1%	1%	0%	0%	1%	1%	0%	2%	0%	0%	0%	1%	0%	0%	2%	0%	0%	1%
Unsure	1%	3%	0%	1%	2%	0%	2%	1%	0%	2%	1%	1%	2%	1%	0%	0%	1%	2%	1%	0%	1%	2%	0%	0%	2%	0%	0%	4%	0%	2%

Which one of the following issues do you believe should be the top priority for Congress?

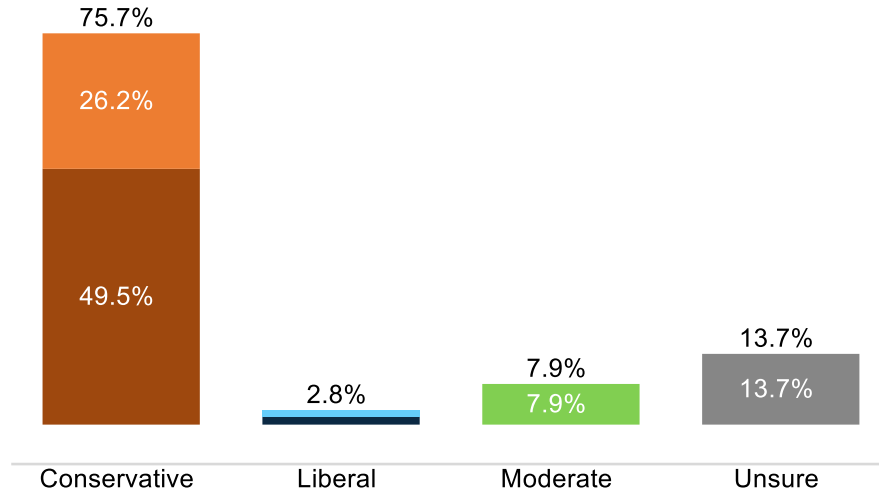
Harris Ideology



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Conservative Total	3%	3%	2%	5%	0%	6%	3%	3%	2%	5%	2%	4%	3%	3%	10%	2%	2%	4%	2%	6%	1%	5%	19%	3%	4%	8%	8%	0%	3%	1%
Liberal Total	68%	64%	79%	75%	82%	74%	70%	60%	88%	55%	81%	70%	72%	73%	54%	78%	76%	58%	79%	76%	74%	65%	56%	92%	51%	76%	70%	69%	67%	74%
Very conservative	1%	2%	0%	3%	0%	2%	1%	3%	1%	2%	0%	1%	2%	1%	7%	2%	0%	3%	2%	0%	0%	1%	10%	1%	2%	6%	3%	0%	0%	1%
Somewhat conservative	2%	0%	2%	2%	0%	4%	2%	0%	1%	2%	2%	3%	0%	2%	3%	0%	2%	1%	0%	6%	1%	4%	8%	2%	2%	2%	5%	0%	3%	0%
Moderate	22%	27%	15%	17%	16%	16%	19%	31%	5%	36%	11%	18%	22%	20%	29%	17%	18%	30%	16%	16%	19%	19%	16%	2%	41%	6%	20%	27%	20%	22%
Somewhat liberal	27%	16%	18%	27%	33%	14%	15%	32%	5%	36%	24%	25%	20%	24%	11%	21%	24%	20%	23%	21%	19%	23%	14%	4%	38%	14%	22%	26%	11%	28%
Very liberal	41%	48%	61%	48%	49%	60%	55%	28%	83%	19%	57%	45%	53%	49%	42%	56%	52%	38%	55%	56%	56%	42%	43%	88%	12%	62%	48%	43%	56%	46%
Unsure	7%	6%	3%	3%	2%	4%	7%	7%	5%	5%	6%	8%	3%	5%	8%	4%	5%	8%	3%	2%	5%	11%	9%	3%	4%	10%	2%	4%	10%	3%

How would you describe Kamala Harris's political ideology and beliefs?

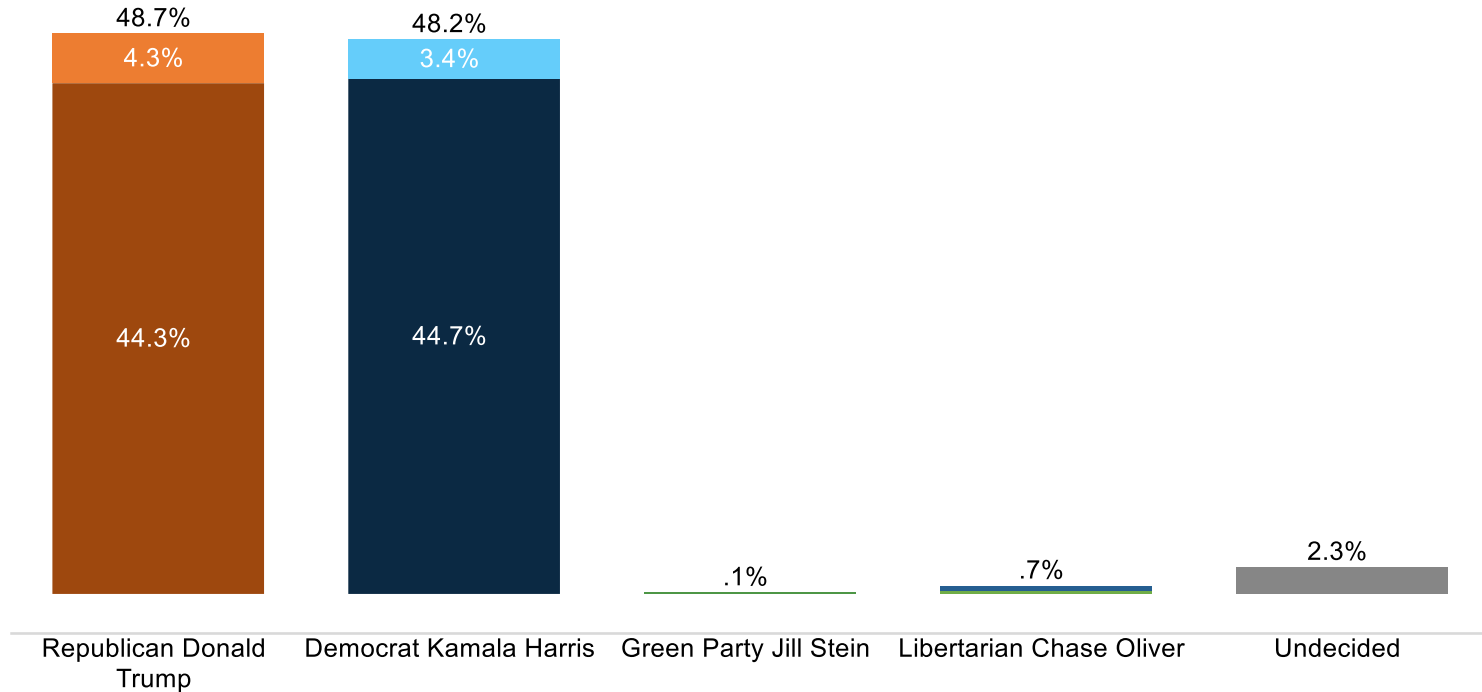
Trump Ideology



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Conservative Total	77%	68%	85%	71%	79%	78%	73%	74%	83%	73%	67%	76%	75%	78%	56%	80%	75%	73%	78%	80%	72%	62%	69%	84%	68%	76%	79%	72%	76%	75%
Liberal Total	4%	2%	1%	5%	1%	4%	2%	3%	2%	4%	2%	6%	0%	3%	3%	0%	3%	2%	2%	4%	4%	9%	0%	1%	4%	2%	2%	0%	6%	2%
Very conservative	59%	43%	50%	44%	42%	51%	51%	54%	44%	62%	23%	47%	51%	52%	40%	49%	49%	55%	43%	53%	46%	27%	33%	42%	57%	49%	39%	59%	53%	48%
Somewhat conservative	18%	25%	35%	27%	38%	27%	23%	20%	39%	11%	44%	28%	24%	27%	17%	31%	26%	18%	35%	27%	27%	35%	36%	42%	11%	27%	40%	13%	23%	27%
Moderate	10%	7%	11%	3%	9%	6%	13%	2%	10%	3%	16%	7%	9%	7%	15%	12%	10%	7%	8%	7%	10%	7%	10%	13%	3%	6%	9%	5%	11%	7%
Somewhat liberal	1%	0%	1%	4%	1%	3%	1%	0%	0%	2%	2%	3%	0%	1%	3%	0%	0%	1%	1%	4%	1%	6%	0%	0%	2%	2%	2%	0%	3%	0%
Very liberal	3%	2%	0%	1%	0%	1%	1%	3%	2%	2%	0%	3%	0%	1%	0%	0%	3%	1%	1%	0%	3%	3%	0%	1%	2%	0%	0%	0%	3%	2%
Unsure	9%	23%	3%	21%	11%	12%	12%	21%	5%	21%	15%	11%	15%	12%	26%	8%	13%	18%	12%	9%	14%	21%	21%	1%	25%	16%	10%	23%	7%	15%

How would you describe Donald Trump's political ideology and beliefs?

Full Presidential Ballot



If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

Full Presidential Ballot

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	35%	48%	64%	48%	52%	61%	55%	20%	92%	10%	51%	49%	48%	50%	35%	57%	50%	33%	58%	57%	56%	40%	44%	95%	4%	67%	53%	35%	55%	44%
Democrat Kamala Harris	60%	48%	35%	48%	46%	38%	37%	80%	7%	88%	40%	48%	48%	47%	60%	40%	46%	63%	41%	40%	41%	39%	29%	3%	95%	31%	46%	65%	34%	55%
Green Party Jill Stein	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%
Libertarian Chase Oliver	0%	0%	0%	3%	2%	1%	0%	0%	0%	6%	1%	1%	1%	0%	0%	0%	0%	1%	2%	1%	5%	6%	0%	0%	0%	0%	0%	0%	3%	0%
Definitely Republican Donald Trump	34%	43%	57%	44%	48%	54%	51%	18%	86%	9%	42%	44%	45%	45%	35%	52%	48%	29%	51%	52%	52%	20%	22%	88%	4%	59%	50%	35%	49%	39%
Probably Republican Donald Trump	1%	5%	7%	4%	4%	7%	4%	2%	6%	1%	9%	6%	3%	5%	0%	5%	2%	4%	6%	5%	5%	20%	22%	7%	0%	8%	3%	0%	5%	5%
Definitely Democrat Kamala Harris	54%	48%	32%	44%	45%	32%	35%	76%	7%	83%	30%	45%	45%	44%	60%	39%	45%	58%	39%	35%	39%	24%	24%	3%	90%	29%	37%	65%	28%	53%
Probably Democrat Kamala Harris	6%	0%	3%	4%	1%	6%	3%	4%	0%	5%	10%	4%	3%	4%	0%	1%	1%	6%	2%	6%	2%	15%	5%	0%	6%	2%	9%	0%	6%	2%
Definitely Green Party Jill Stein	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Probably Green Party Jill Stein	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%
Definitely Libertarian Chase Oliver	0%	0%	0%	1%	0%	1%	0%	0%	0%	2%	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Probably Libertarian Chase Oliver	0%	0%	0%	2%	2%	0%	0%	0%	0%	3%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	3%	6%	0%	0%	0%	0%	0%	0%	2%	0%
Undecided	5%	4%	0%	0%	0%	7%	0%	1%	2%	4%	1%	3%	2%	4%	3%	4%	4%	0%	0%	2%	15%	20%	2%	1%	2%	0%	0%	8%	1%	

If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

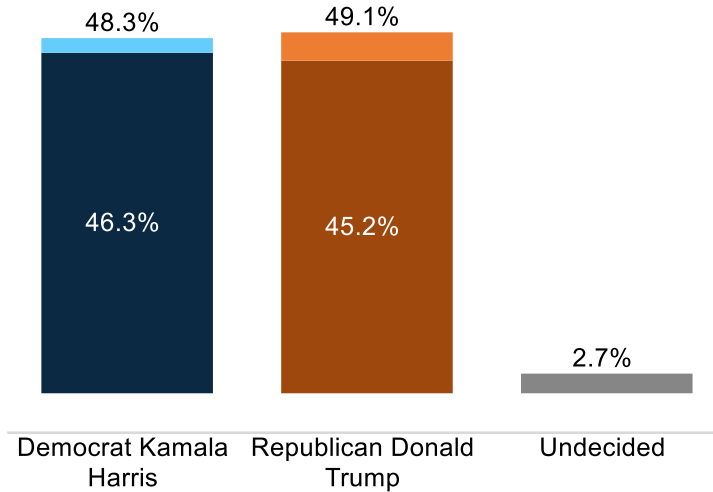
Percent Change: Generic Ballot to Full Presidential Ballot

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Voter	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	-1%	3%	2%	2%	3%	2%	1%	0%	2%	0%	4%	2%	1%	2%	0%	2%	3%	-1%	3%	1%	4%	11%	17%	4%	-1%	4%	4%	0%	2%	0%
Democratic candidate	2%	3%	0%	2%	0%	1%	3%	1%	0%	2%	3%	2%	2%	2%	1%	0%	5%	1%	-1%	1%	11%	0%	0%	4%	0%	2%	0%	3%	2%	
Definitely the Republican candidate	1%	1%	4%	0%	5%	1%	1%	0%	2%	0%	6%	3%	1%	2%	0%	0%	1%	0%	2%	4%	2%	20%	8%	2%	0%	8%	2%	3%	0%	0%
Probably the Republican candidate	-2%	2%	-2%	2%	-1%	1%	0%	0%	1%	0%	-2%	0%	0%	0%	2%	2%	-1%	1%	-3%	2%	-9%	9%	2%	-1%	-4%	1%	-3%	2%	0%	
Definitely the Democratic candidate	0%	6%	-1%	5%	1%	2%	3%	2%	1%	3%	6%	4%	1%	2%	6%	1%	1%	5%	2%	1%	3%	24%	0%	0%	5%	6%	-3%	1%	3%	3%
Probably the Democratic candidate	2%	-3%	0%	-3%	-2%	-1%	0%	-1%	-1%	0%	-3%	-3%	1%	0%	-4%	0%	-1%	0%	-1%	-2%	-2%	-13%	0%	0%	-1%	-6%	5%	-1%	0%	-1%
Unsure	-1%	-6%	-3%	-7%	-5%	-5%	-4%	-2%	-2%	-3%	-14%	-5%	-3%	-4%	-2%	-2%	-3%	-4%	-6%	-3%	-6%	-28%	-25%	-4%	-3%	-3%	-6%	0%	-8%	-2%

Percent Change: 2020 Retro Ballot to Full Presidential Ballot

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voter	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	4%	-1%	9%	1%	6%	5%	0%	4%	10%	-1%	5%	4%	3%	4%	4%	2%	-1%	4%	2%	12%	5%	6%	-6%	-5%	4%	32%	-3%	0%	-1%	2%
Demoratic candidate	4%	-1%	5%	0%	0%	4%	4%	-2%	-2%	5%	3%	1%	3%	1%	13%	0%	0%	3%	0%	7%	-1%	4%	3%	3%	-5%	11%	16%	1%	-4%	-2%
Another candidate	-1%	0%	0%	-1%	-1%	0%	0%	-1%	0%	0%	-1%	0%	0%	0%	-1%	-1%	0%	0%	1%	0%	-1%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Unsure	3%	2%	0%	-1%	0%	-1%	5%	0%	0%	0%	3%	1%	2%	1%	0%	3%	2%	4%	0%	-1%	0%	10%	12%	2%	1%	2%	0%	0%	5%	0%

Harris v Trump



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democrat Kamala Harris	60%	49%	35%	49%	46%	38%	38%	80%	6%	88%	40%	49%	48%	48%	60%	40%	46%	63%	41%	40%	41%	40%	30%	3%	95%	31%	46%	65%	34%	55%
Republican Donald Trump	35%	48%	64%	50%	52%	62%	55%	20%	92%	10%	53%	49%	49%	50%	35%	57%	51%	33%	59%	57%	57%	42%	44%	95%	4%	67%	53%	35%	56%	44%
Definitely Democrat Kamala Harris	58%	49%	34%	43%	45%	33%	38%	77%	6%	86%	35%	46%	46%	60%	39%	46%	62%	39%	36%	39%	26%	26%	3%	92%	29%	45%	65%	30%	54%	
Probably Democrat Kamala Harris	2%	0%	1%	5%	1%	5%	0%	3%	0%	3%	5%	2%	2%	0%	1%	1%	1%	2%	4%	1%	13%	4%	0%	3%	2%	1%	0%	4%	2%	
Definitely Republican Donald Trump	34%	43%	58%	47%	48%	56%	51%	19%	88%	9%	42%	44%	46%	46%	35%	53%	49%	29%	54%	52%	53%	20%	22%	90%	4%	59%	50%	35%	51%	40%
Probably Republican Donald Trump	1%	5%	6%	3%	4%	6%	4%	2%	4%	1%	11%	6%	3%	4%	0%	4%	2%	4%	5%	5%	5%	22%	22%	6%	0%	8%	3%	0%	5%	4%
Undecided	5%	3%	0%	2%	2%	0%	7%	0%	1%	2%	6%	2%	3%	2%	4%	3%	3%	4%	0%	3%	2%	18%	26%	2%	0%	2%	1%	0%	10%	1%

If the general election for President was held today, and you had to make a choice based on these options, who would you vote for?

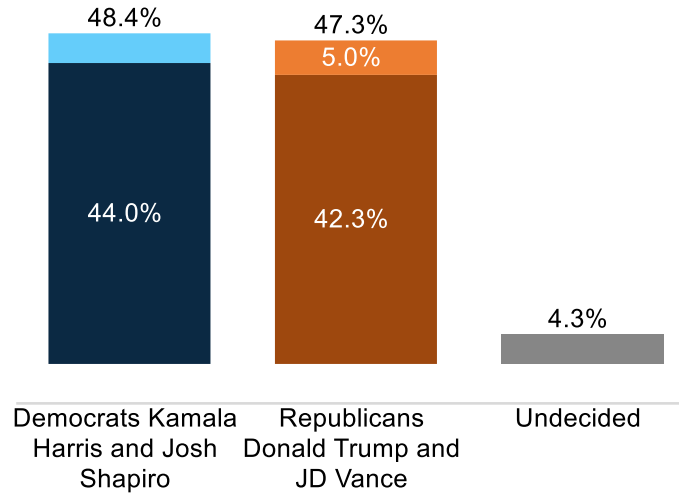
Percent Change: Generic Ballot to Harris v Trump

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Voters	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	2%	4%	0%	2%	0%	1%	3%	1%	0%	3%	4%	2%	1%	2%	2%	1%	0%	5%	1%	-1%	1%	12%	1%	0%	4%	0%	2%	0%	3%	2%
Republican candidate	-1%	3%	2%	3%	3%	3%	1%	1%	3%	0%	7%	2%	2%	2%	0%	2%	3%	-1%	4%	1%	5%	13%	17%	4%	-1%	4%	4%	0%	4%	1%
Definitely the Democratic candidate	4%	6%	1%	4%	1%	3%	6%	3%	0%	5%	11%	6%	2%	4%	6%	1%	1%	9%	2%	3%	3%	26%	2%	0%	7%	6%	5%	1%	5%	3%
Probably the Democratic candidate	-3%	-3%	-1%	-2%	-1%	-2%	-3%	-2%	-1%	-2%	-7%	-4%	-1%	-2%	-4%	0%	-1%	-4%	-1%	-3%	-2%	-14%	0%	0%	-3%	-6%	-3%	-1%	-2%	-1%
Definitely the Republican candidate	1%	1%	5%	3%	5%	4%	1%	1%	4%	0%	6%	3%	2%	3%	0%	1%	2%	0%	4%	4%	3%	20%	8%	4%	0%	8%	2%	3%	2%	1%
Probably the Republican candidate	-2%	2%	-2%	0%	-1%	-1%	0%	0%	-1%	0%	1%	-1%	0%	-1%	0%	1%	2%	-1%	0%	-3%	2%	-7%	9%	0%	-1%	-4%	1%	-3%	2%	-1%
Unsure	-1%	-6%	-2%	-6%	-3%	-4%	-4%	-2%	-2%	-3%	-11%	-4%	-3%	-4%	-2%	-2%	-3%	-4%	-6%	0%	-6%	-25%	-18%	-4%	-3%	-3%	-6%	0%	-7%	-3%

Percent Change: 2020 Retro Ballot to Harris v Trump



Harris-Shapiro v. Trump



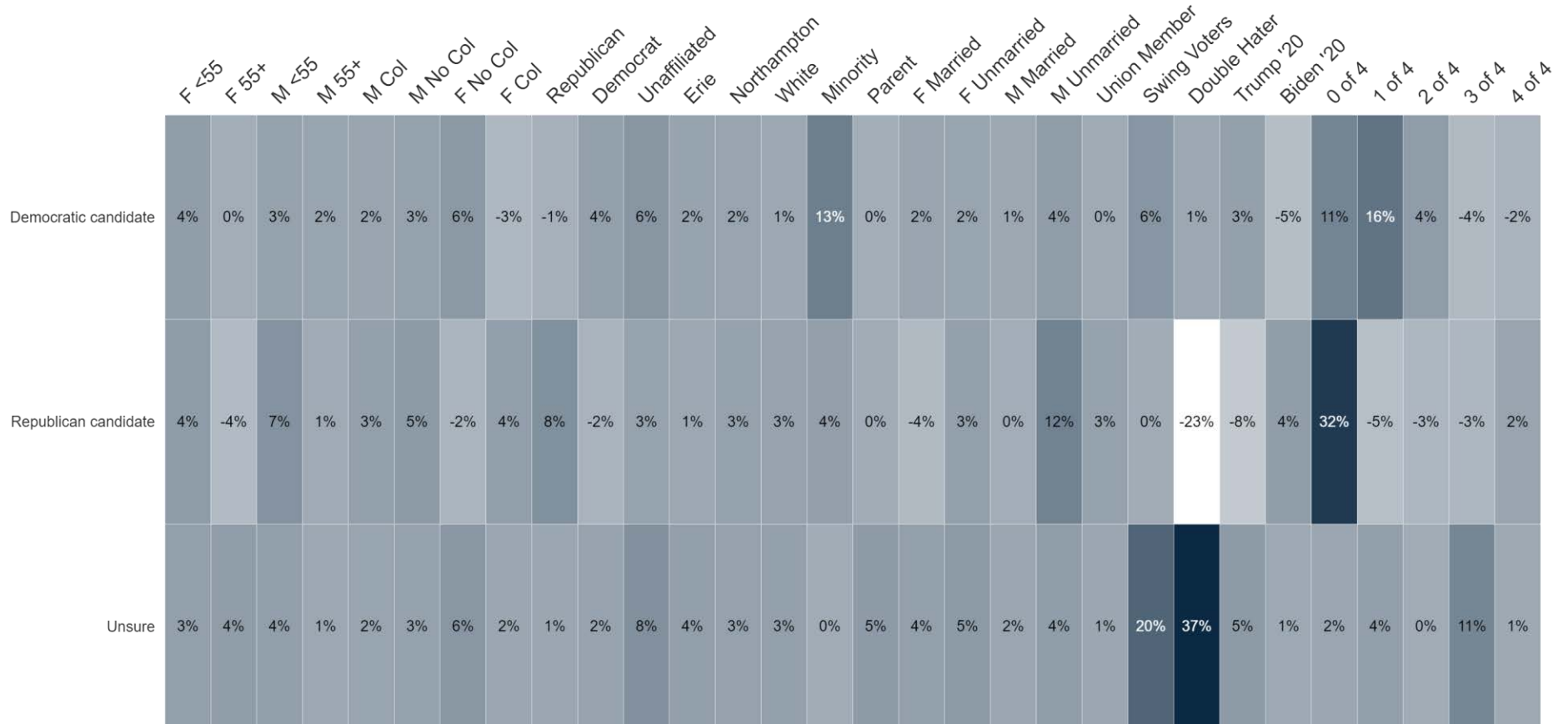
	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democrats Kamala Harris and Josh Shapiro	60%	49%	34%	50%	48%	36%	39%	79%	7%	87%	43%	49%	48%	48%	60%	40%	48%	63%	43%	38%	43%	41%	28%	3%	95%	31%	45%	67%	34%	55%
Republicans Donald Trump and JD Vance	35%	45%	63%	48%	50%	60%	53%	19%	90%	9%	49%	47%	48%	48%	35%	55%	47%	33%	56%	57%	54%	34%	28%	92%	4%	67%	51%	33%	52%	43%
Definitely Democrats Kamala Harris and Josh Shapiro	56%	46%	31%	42%	43%	31%	37%	73%	6%	81%	33%	43%	44%	43%	60%	40%	46%	57%	39%	31%	39%	25%	17%	2%	88%	29%	39%	65%	28%	51%
Probably Democrats Kamala Harris and Josh Shapiro	4%	3%	3%	8%	5%	5%	2%	6%	1%	6%	10%	6%	3%	5%	0%	0%	2%	5%	4%	7%	3%	16%	11%	2%	7%	2%	6%	3%	6%	4%
Definitely Republicans Donald Trump and JD Vance	32%	41%	54%	44%	44%	53%	49%	17%	83%	9%	35%	40%	44%	43%	35%	50%	44%	29%	49%	50%	49%	12%	14%	86%	3%	55%	47%	30%	49%	38%
Probably Republicans Donald Trump and JD Vance	3%	5%	9%	4%	6%	7%	4%	2%	8%	0%	14%	7%	3%	6%	0%	5%	3%	4%	7%	7%	5%	22%	13%	6%	1%	13%	4%	2%	3%	5%
Undecided	6%	5%	4%	2%	2%	4%	8%	2%	2%	4%	8%	4%	5%	4%	4%	5%	5%	5%	2%	5%	4%	25%	45%	5%	1%	2%	4%	0%	13%	2%

If Kamala Harris had selected Josh Shapiro as her running mate, and the general election for President was held today, who would you vote for?

Percent Change: Generic Ballot to Harris-Shapiro v Trump

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Voter	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	2%	4%	-2%	4%	2%	0%	4%	0%	1%	1%	7%	3%	1%	2%	2%	1%	2%	4%	3%	-3%	3%	13%	-1%	0%	3%	0%	1%	3%	3%	2%
Republican candidate	-1%	0%	1%	1%	1%	1%	-1%	-1%	0%	-1%	2%	0%	0%	0%	0%	0%	-1%	1%	1%	1%	5%	1%	0%	-1%	4%	1%	-3%	0%	0%	
Definitely the Democratic candidate	2%	4%	-2%	3%	-1%	1%	4%	0%	0%	1%	9%	3%	0%	1%	6%	2%	1%	5%	2%	-3%	3%	25%	-7%	-1%	3%	6%	-1%	1%	3%	1%
Probably the Democratic candidate	-1%	1%	0%	1%	3%	-1%	0%	1%	0%	1%	-3%	0%	1%	1%	-4%	-1%	1%	-1%	1%	0%	0%	-12%	6%	1%	0%	-6%	2%	2%	0%	1%
Definitely the Republican candidate	-1%	-2%	1%	0%	1%	0%	-1%	-1%	-1%	0%	-1%	-1%	0%	-1%	0%	-2%	-3%	0%	-1%	2%	-1%	12%	0%	0%	-1%	4%	-1%	-2%	0%	-1%
Probably the Republican candidate	0%	2%	0%	1%	1%	1%	1%	1%	2%	-1%	4%	1%	1%	1%	0%	2%	3%	-1%	2%	-1%	2%	-7%	1%	1%	0%	0%	3%	0%	0%	1%
Unsure	-1%	-4%	1%	-5%	-3%	-1%	-3%	0%	-1%	-1%	-9%	-3%	-2%	-2%	-2%	-1%	-2%	-3%	-4%	2%	-4%	-18%	0%	-1%	-2%	-3%	-3%	0%	-3%	-2%

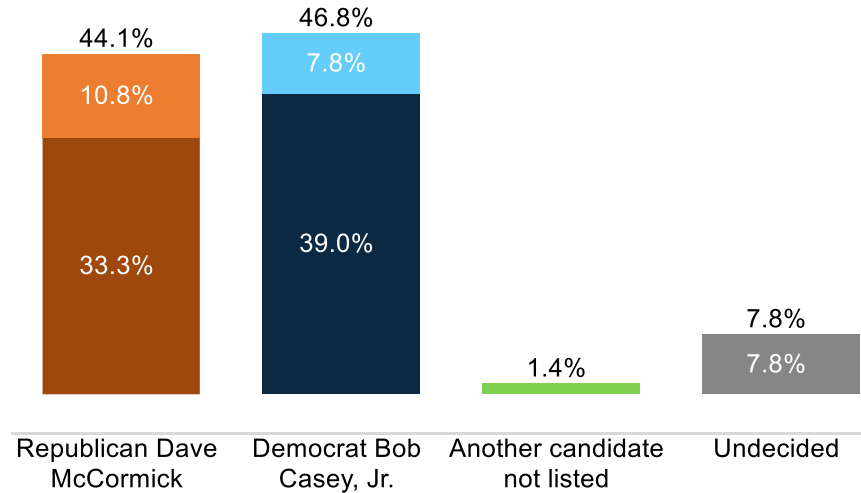
Percent Change: 2020 Retro Ballot to Harris-Shapiro v Trump



Percent Change: Harris v Trump to Harris-Shapiro v Trump

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Democratic candidate	0%	1%	-2%	2%	2%	-2%	1%	-1%	1%	-1%	3%	1%	0%	0%	0%	2%	-1%	1%	-2%	2%	2%	-2%	1%	0%	0%	-1%	3%	0%	-1%
Republican candidate	0%	-3%	-2%	-2%	-2%	-2%	-2%	-1%	-2%	-1%	-4%	-3%	-1%	-2%	-2%	-4%	0%	-3%	0%	-3%	-8%	-16%	-4%	0%	0%	-2%	-3%	-4%	-1%
Definitely the Democratic candidate	-2%	-3%	-3%	-1%	-2%	-2%	-1%	-4%	0%	-4%	-2%	-3%	-2%	-3%	1%	0%	-5%	0%	-5%	0%	-1%	-9%	-1%	-4%	0%	-6%	0%	-2%	-3%
Probably the Democratic candidate	2%	3%	1%	3%	4%	1%	2%	3%	1%	3%	5%	3%	2%	3%	-1%	2%	4%	2%	3%	2%	3%	7%	2%	4%	0%	5%	3%	2%	2%
Definitely the Republican candidate	-2%	-3%	-4%	-3%	-4%	-3%	-3%	-2%	-5%	0%	-7%	-4%	-2%	-3%	-3%	-5%	0%	-5%	-2%	-4%	-8%	-8%	-4%	-1%	-4%	-3%	-5%	-2%	-2%
Probably the Republican candidate	1%	0%	2%	1%	2%	2%	0%	1%	3%	-1%	3%	2%	1%	1%	1%	0%	2%	2%	1%	0%	-8%	0%	1%	4%	1%	2%	-2%	2%	
Unsure	0%	2%	3%	0%	0%	3%	1%	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	7%	19%	3%	1%	0%	3%	0%	4%	1%	

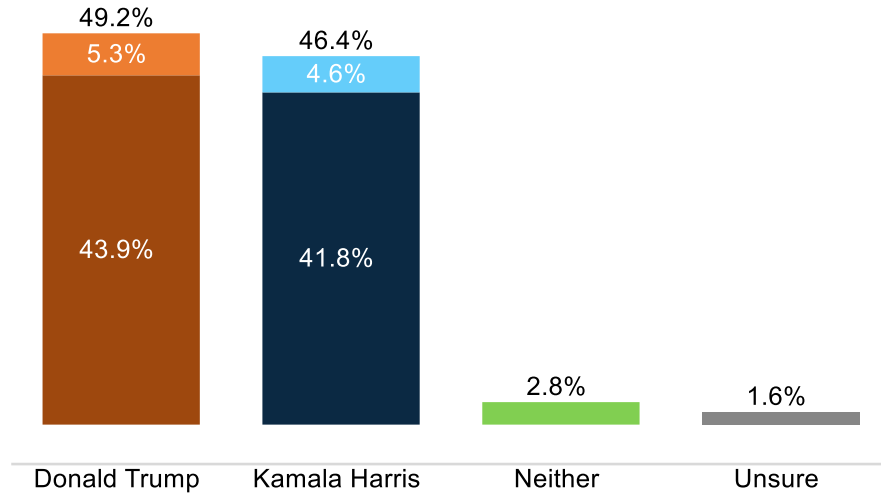
U.S. Senate Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Dave McCormick	30%	42%	59%	46%	47%	58%	48%	17%	82%	10%	48%	43%	45%	46%	20%	50%	44%	28%	54%	54%	49%	36%	25%	85%	4%	51%	46%	33%	50%	42%
Democrat Bob Casey, Jr.	57%	50%	33%	46%	45%	35%	37%	79%	8%	84%	35%	47%	47%	46%	60%	40%	48%	60%	40%	37%	41%	39%	36%	5%	91%	27%	44%	63%	34%	54%
Definitely Republican Dave McCormick	28%	33%	40%	32%	35%	38%	41%	14%	66%	6%	28%	34%	33%	35%	16%	41%	37%	24%	39%	32%	38%	9%	5%	67%	2%	40%	34%	31%	35%	31%
Probably Republican Dave McCormick	2%	9%	19%	14%	12%	21%	7%	3%	17%	3%	20%	9%	12%	11%	4%	9%	7%	4%	14%	22%	11%	27%	20%	19%	2%	11%	12%	2%	15%	11%
Definitely Democrat Bob Casey, Jr.	44%	44%	27%	41%	42%	26%	29%	67%	6%	74%	19%	40%	38%	39%	40%	33%	44%	46%	35%	30%	34%	18%	31%	2%	80%	14%	32%	59%	23%	49%
Probably Democrat Bob Casey, Jr.	13%	5%	7%	5%	3%	8%	8%	12%	2%	10%	17%	7%	9%	7%	20%	6%	5%	14%	5%	7%	7%	20%	5%	2%	11%	14%	12%	4%	11%	4%
Another candidate not listed	0%	1%	2%	4%	5%	1%	0%	0%	0%	1%	8%	2%	1%	1%	2%	1%	0%	0%	3%	3%	1%	7%	13%	0%	1%	0%	1%	0%	3%	1%
Undecided	13%	8%	6%	4%	3%	6%	15%	4%	9%	5%	9%	8%	7%	7%	18%	10%	8%	12%	4%	7%	8%	18%	26%	10%	3%	22%	9%	4%	13%	3%

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

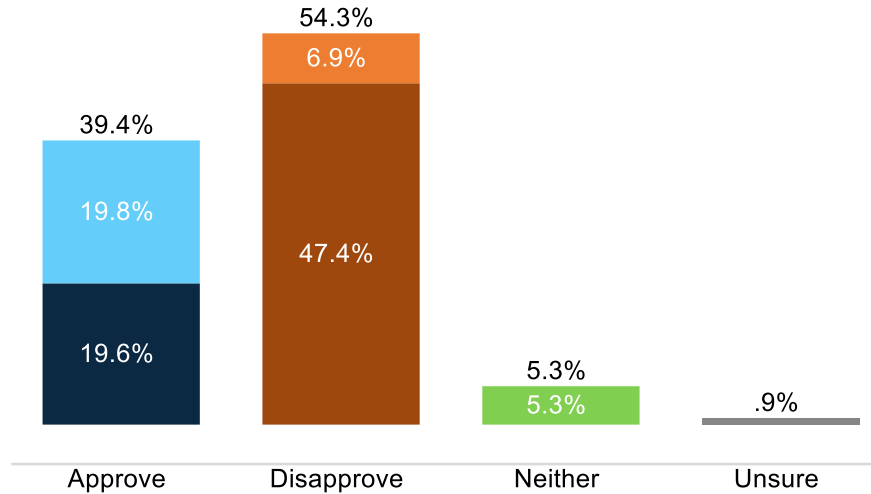
Trump v Harris Policy Contrast



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump	35%	48%	64%	51%	51%	63%	55%	20%	92%	11%	54%	51%	48%	51%	35%	57%	50%	33%	59%	59%	57%	43%	40%	94%	5%	67%	53%	35%	57%	44%
Kamala Harris	60%	45%	35%	45%	43%	36%	35%	79%	7%	85%	36%	47%	46%	45%	60%	39%	46%	61%	40%	37%	41%	35%	25%	2%	92%	31%	46%	61%	31%	54%
Definitely Donald Trump	35%	44%	51%	48%	46%	52%	52%	19%	85%	7%	49%	44%	44%	45%	32%	51%	47%	32%	53%	44%	50%	28%	24%	86%	4%	62%	49%	35%	44%	40%
Probably Donald Trump	0%	5%	13%	4%	5%	11%	3%	2%	6%	4%	5%	6%	4%	6%	4%	6%	3%	1%	5%	14%	8%	16%	16%	9%	1%	5%	4%	0%	13%	3%
Definitely Kamala Harris	52%	44%	31%	39%	39%	31%	34%	69%	7%	80%	18%	43%	41%	40%	60%	35%	42%	55%	35%	33%	36%	23%	25%	2%	83%	28%	41%	57%	24%	50%
Probably Kamala Harris	8%	1%	4%	6%	4%	5%	1%	10%	0%	5%	18%	4%	5%	5%	0%	5%	3%	6%	5%	5%	5%	12%	0%	0%	9%	3%	5%	4%	7%	4%
Neither	2%	4%	1%	4%	5%	0%	5%	1%	2%	3%	6%	2%	4%	3%	0%	2%	2%	4%	1%	4%	1%	11%	23%	2%	3%	0%	1%	4%	6%	2%
Unsure	4%	2%	0%	0%	0%	0%	5%	0%	0%	1%	4%	0%	3%	1%	4%	2%	2%	2%	0%	0%	1%	11%	12%	2%	0%	2%	0%	0%	6%	0%

As you think about the general election for President, which candidate's policies do you believe are better for you and your life?

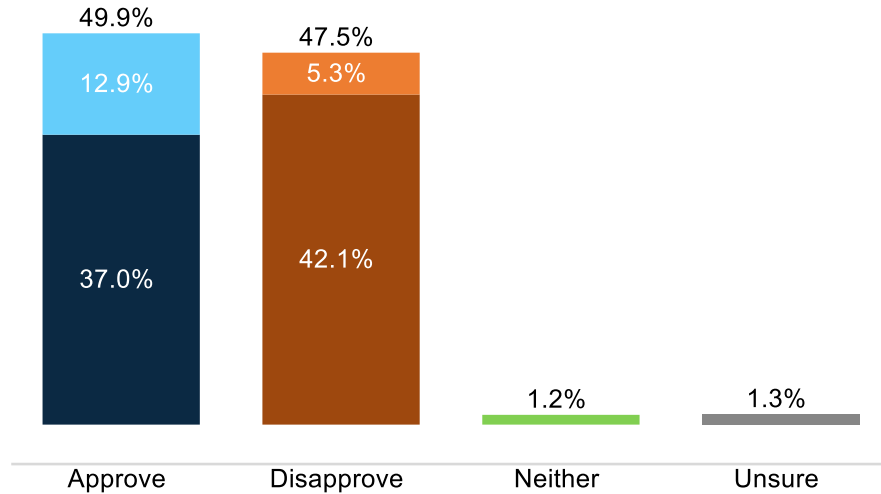
Biden Harris JA



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Approve Total	42%	49%	28%	38%	40%	27%	28%	72%	8%	72%	25%	42%	37%	39%	45%	36%	44%	48%	34%	30%	38%	23%	22%	4%	79%	25%	35%	51%	23%	49%
Disapprove Total	46%	48%	67%	57%	55%	68%	62%	25%	91%	18%	67%	53%	56%	55%	42%	62%	55%	40%	61%	66%	58%	63%	65%	95%	11%	75%	59%	38%	66%	47%
Strongly approve	15%	30%	9%	26%	18%	16%	15%	33%	4%	37%	10%	22%	18%	19%	22%	11%	21%	24%	18%	15%	21%	11%	8%	1%	41%	21%	16%	18%	10%	26%
Somewhat approve	27%	19%	19%	13%	22%	11%	13%	38%	4%	34%	15%	20%	20%	20%	23%	25%	23%	24%	17%	15%	17%	13%	13%	3%	38%	4%	19%	33%	13%	23%
Neither approve nor disapprove	9%	2%	5%	4%	4%	5%	8%	4%	1%	9%	8%	4%	6%	6%	6%	2%	1%	11%	4%	5%	3%	10%	8%	2%	10%	0%	5%	11%	10%	3%
Somewhat disapprove	8%	4%	8%	8%	7%	9%	6%	6%	4%	8%	13%	7%	7%	7%	7%	6%	6%	6%	7%	10%	5%	23%	24%	4%	6%	8%	9%	3%	11%	5%
Strongly disapprove	38%	45%	59%	49%	48%	59%	56%	19%	87%	10%	54%	46%	48%	48%	35%	56%	49%	34%	54%	56%	53%	40%	41%	91%	5%	67%	50%	35%	55%	42%
Unsure	2%	0%	0%	1%	1%	0%	2%	0%	0%	1%	0%	1%	1%	0%	7%	0%	0%	1%	0%	0%	1%	4%	5%	0%	1%	0%	2%	0%	2%	1%

Do you approve or disapprove of the job the Biden-Harris administration is doing in the White House?

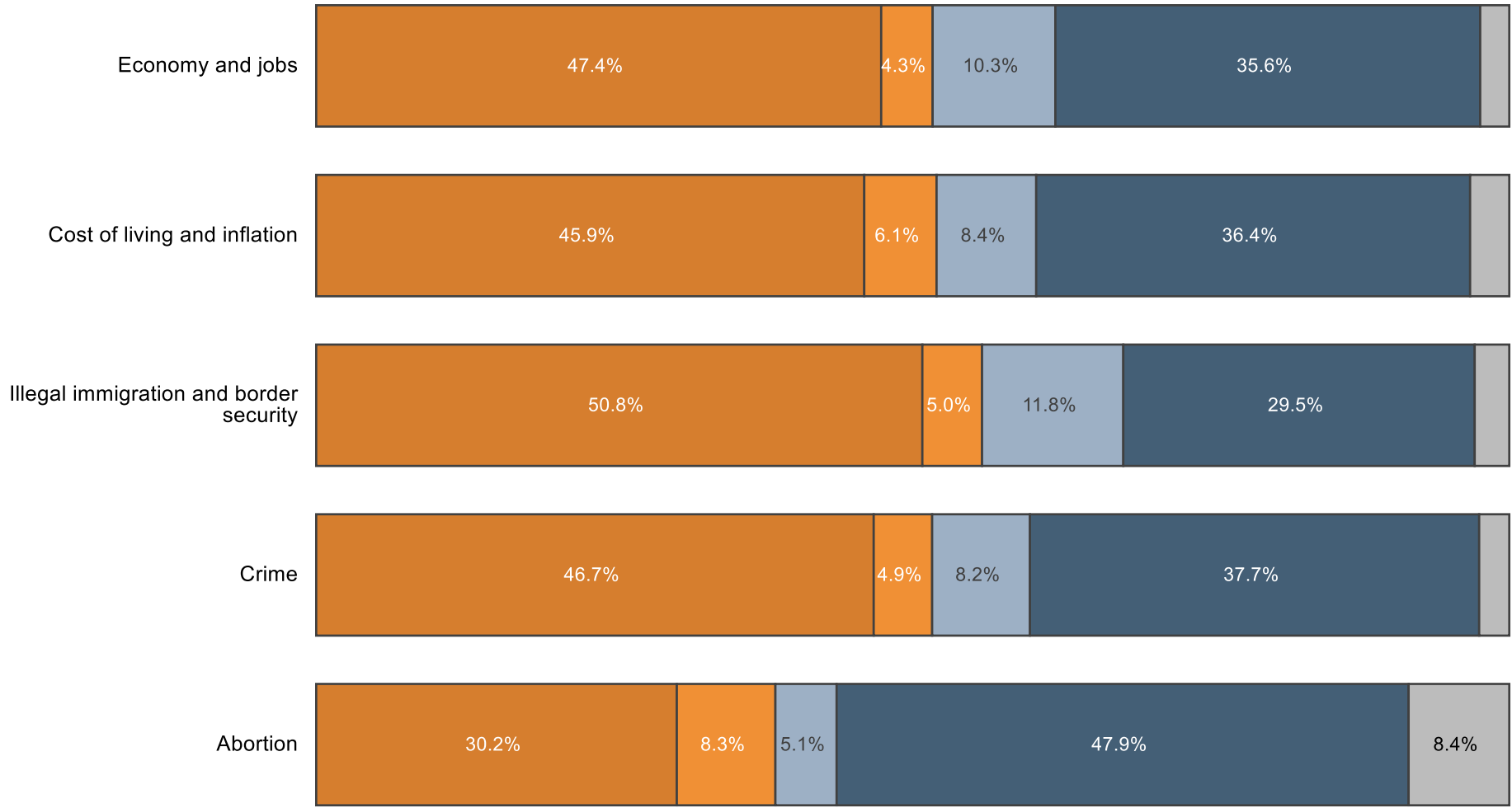
Trump JA



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Approve Total	35%	49%	66%	50%	53%	64%	56%	20%	90%	12%	61%	50%	50%	50%	41%	59%	51%	33%	59%	59%	56%	47%	42%	96%	5%	69%	56%	35%	61%	42%
Disapprove Total	59%	51%	33%	46%	42%	36%	39%	80%	9%	86%	33%	48%	47%	48%	50%	39%	49%	62%	39%	39%	41%	36%	42%	3%	94%	27%	42%	65%	34%	56%
Strongly approve	30%	39%	43%	37%	31%	47%	46%	16%	74%	7%	28%	35%	38%	37%	35%	46%	41%	28%	41%	40%	44%	8%	9%	75%	3%	50%	38%	33%	40%	33%
Somewhat approve	6%	10%	24%	13%	22%	17%	11%	3%	16%	5%	33%	15%	11%	13%	6%	13%	10%	6%	19%	20%	12%	40%	33%	21%	3%	19%	18%	3%	21%	9%
Neither approve nor disapprove	2%	0%	1%	3%	4%	0%	1%	0%	1%	0%	4%	1%	1%	1%	0%	2%	0%	2%	2%	2%	1%	7%	11%	2%	0%	0%	0%	0%	4%	1%
Somewhat disapprove	9%	8%	1%	3%	0%	3%	8%	9%	5%	5%	8%	7%	4%	5%	6%	6%	7%	10%	2%	2%	5%	11%	9%	1%	9%	0%	5%	9%	9%	4%
Strongly disapprove	50%	43%	32%	44%	42%	34%	30%	71%	5%	81%	25%	41%	43%	42%	44%	33%	41%	52%	37%	37%	36%	26%	33%	1%	85%	27%	37%	56%	25%	52%
Unsure	4%	0%	0%	1%	1%	0%	4%	0%	0%	2%	2%	0%	2%	0%	9%	0%	0%	3%	0%	0%	1%	9%	5%	0%	0%	4%	2%	0%	2%	1%

Do you approve or disapprove of the job that Donald Trump did while he was President?

Issues



Definitely Donald Trump Probably Donald Trump Probably Kamala Harris Definitely Kamala Harris Unsure

Issues Heatmaps

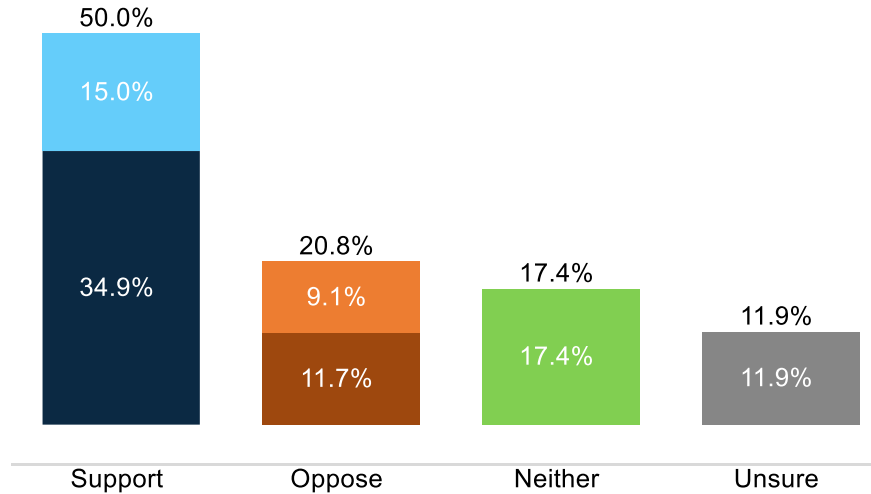
Donald Trump

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	40%	50%	65%	53%	54%	63%	60%	22%	93%	13%	61%	51%	52%	52%	41%	62%	53%	35%	60%	59%	58%	56%	57%	97%	6%	67%	51%	35%	69%	44%
Cost of living and inflation	43%	50%	65%	51%	54%	62%	62%	22%	92%	13%	67%	52%	52%	53%	40%	62%	53%	38%	58%	61%	59%	60%	62%	96%	7%	67%	54%	38%	67%	44%
Illegal immigration and border security	46%	53%	68%	58%	58%	67%	64%	27%	93%	20%	68%	55%	57%	56%	53%	67%	59%	39%	65%	62%	61%	65%	63%	99%	12%	71%	58%	38%	73%	48%
Crime	39%	50%	66%	53%	54%	65%	60%	20%	92%	14%	57%	51%	52%	52%	44%	62%	53%	34%	61%	59%	58%	54%	55%	98%	6%	67%	56%	35%	64%	45%
Abortion	29%	38%	49%	38%	48%	42%	44%	16%	74%	5%	43%	38%	39%	38%	35%	51%	41%	25%	47%	41%	42%	25%	18%	75%	4%	56%	37%	30%	45%	34%

Kamala Harris

	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Economy and jobs	57%	46%	35%	45%	43%	36%	34%	78%	7%	84%	36%	47%	45%	45%	54%	38%	45%	59%	40%	38%	41%	33%	29%	2%	92%	27%	44%	61%	29%	55%
Cost of living and inflation	54%	46%	34%	45%	44%	35%	31%	78%	7%	83%	31%	48%	42%	44%	56%	37%	45%	56%	39%	38%	39%	30%	30%	2%	91%	27%	41%	58%	30%	54%
Illegal immigration and border security	51%	45%	29%	39%	40%	29%	32%	72%	7%	74%	32%	43%	40%	41%	45%	32%	40%	57%	34%	33%	36%	30%	28%	0%	84%	27%	36%	57%	27%	49%
Crime	56%	49%	33%	45%	45%	34%	36%	77%	7%	83%	38%	45%	46%	45%	56%	37%	46%	60%	39%	37%	40%	34%	30%	2%	91%	31%	42%	60%	31%	54%
Abortion	65%	50%	44%	53%	49%	47%	44%	79%	13%	92%	45%	56%	51%	52%	65%	45%	49%	65%	45%	53%	48%	60%	60%	10%	95%	31%	53%	70%	45%	57%

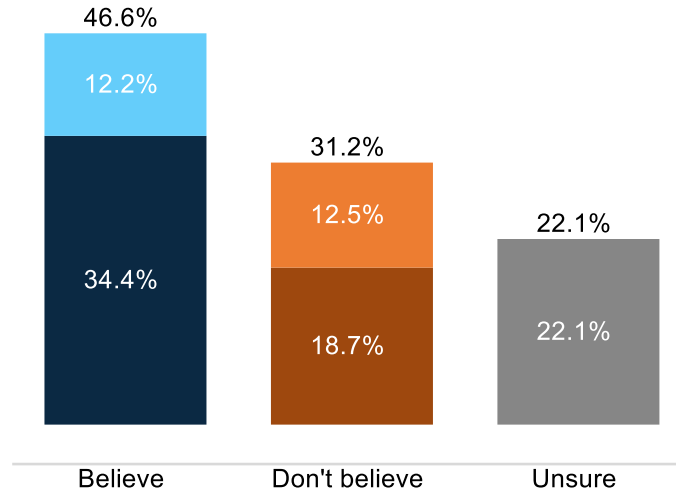
Fracking Position



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	28%	55%	59%	62%	63%	59%	51%	25%	73%	27%	62%	55%	46%	51%	36%	55%	47%	35%	68%	49%	55%	56%	25%	78%	26%	47%	36%	37%	61%	55%
Oppose Total	24%	19%	24%	16%	20%	21%	12%	35%	9%	33%	20%	24%	18%	22%	7%	15%	16%	26%	17%	27%	17%	23%	32%	5%	34%	13%	30%	32%	15%	18%
Strongly support	19%	38%	44%	41%	38%	46%	41%	7%	62%	11%	39%	36%	34%	35%	26%	41%	32%	24%	51%	29%	44%	18%	12%	66%	9%	24%	28%	30%	48%	34%
Somewhat support	9%	17%	15%	21%	24%	13%	9%	18%	11%	17%	23%	19%	12%	16%	10%	14%	16%	10%	16%	20%	11%	38%	13%	12%	16%	23%	7%	7%	13%	20%
Neither support nor oppose	28%	11%	14%	15%	15%	14%	19%	22%	13%	23%	11%	11%	22%	17%	24%	16%	17%	23%	13%	17%	15%	5%	27%	11%	25%	25%	27%	17%	12%	15%
Somewhat oppose	7%	7%	13%	9%	13%	10%	3%	14%	4%	14%	9%	10%	9%	10%	5%	7%	5%	9%	11%	12%	8%	9%	11%	2%	16%	4%	10%	13%	7%	10%
Strongly oppose	16%	12%	11%	6%	7%	11%	9%	22%	4%	19%	11%	14%	10%	13%	2%	8%	11%	17%	5%	15%	9%	13%	20%	3%	18%	9%	20%	20%	8%	9%
Unsure	20%	16%	3%	7%	3%	6%	19%	17%	6%	16%	7%	10%	14%	9%	32%	14%	19%	17%	3%	7%	13%	16%	15%	6%	16%	15%	7%	14%	13%	12%

Do you support or oppose fracking in Pennsylvania?

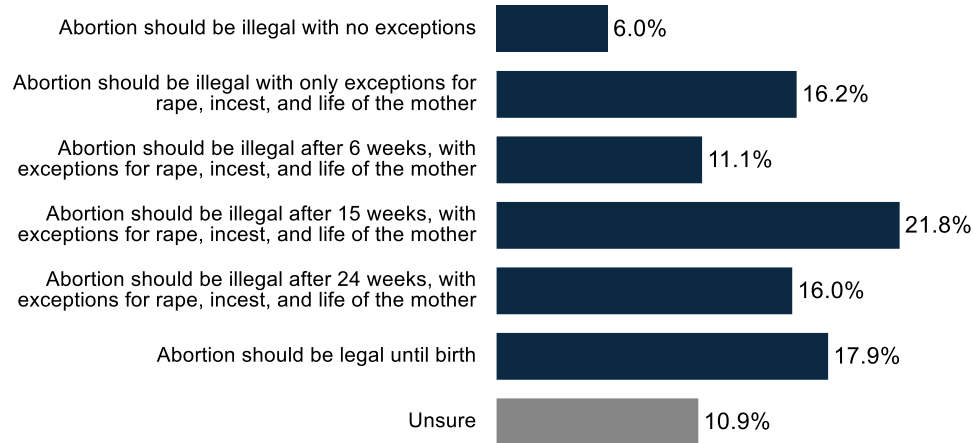
Kamala Fracking Position



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Believe Total	31%	46%	62%	49%	54%	59%	47%	27%	75%	21%	52%	54%	41%	47%	34%	55%	46%	32%	60%	51%	51%	37%	26%	78%	17%	52%	43%	39%	53%	46%
Don't believe Total	30%	34%	27%	34%	36%	26%	24%	44%	12%	52%	20%	30%	32%	31%	40%	29%	36%	28%	32%	28%	29%	26%	21%	10%	54%	19%	30%	36%	21%	38%
Strongly believe	23%	36%	40%	40%	40%	40%	39%	16%	62%	9%	41%	37%	33%	34%	24%	39%	33%	27%	44%	35%	43%	21%	14%	66%	6%	33%	29%	37%	40%	33%
Somewhat believe	8%	10%	22%	9%	14%	18%	7%	11%	14%	12%	12%	17%	8%	13%	10%	16%	13%	5%	17%	16%	9%	16%	12%	12%	11%	19%	14%	3%	13%	13%
Somewhat don't believe	16%	10%	12%	12%	13%	11%	9%	20%	3%	24%	2%	13%	12%	14%	5%	10%	11%	16%	12%	11%	11%	11%	2%	3%	23%	4%	7%	13%	13%	16%
Strongly don't believe	14%	24%	15%	23%	22%	16%	15%	24%	9%	28%	17%	17%	20%	17%	35%	19%	26%	12%	20%	17%	18%	15%	19%	7%	31%	15%	23%	23%	8%	22%
Unsure	39%	20%	11%	16%	11%	15%	30%	29%	13%	27%	28%	16%	27%	22%	26%	17%	17%	40%	8%	21%	20%	36%	54%	12%	29%	28%	27%	24%	26%	16%

Do you believe Kamala Harris wants to ban fracking in Pennsylvania?

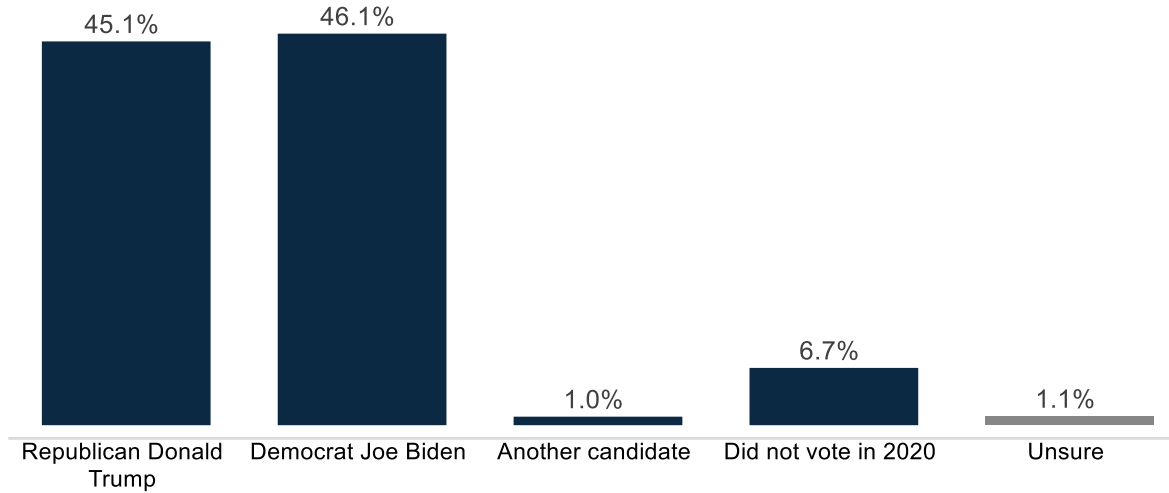
Abortion Position



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Abortion should be illegal	11%	24%	30%	25%	28%	27%	19%	13%	38%	10%	19%	22%	22%	22%	21%	28%	19%	15%	32%	21%	22%	15%	18%	38%	8%	30%	26%	14%	20%	23%
Weeks Limitation	32%	38%	31%	31%	25%	35%	43%	24%	41%	24%	41%	30%	35%	33%	35%	32%	42%	30%	29%	34%	44%	40%	23%	42%	24%	41%	24%	28%	39%	33%
Abortion should be illegal after 24 weeks, with exceptions for rape, incest, and life of the mother	18%	12%	16%	18%	25%	11%	13%	20%	5%	22%	27%	16%	16%	17%	10%	13%	12%	19%	15%	19%	12%	18%	20%	6%	25%	16%	19%	21%	10%	16%
Abortion should be illegal with no exceptions	1%	10%	8%	6%	12%	4%	5%	5%	8%	4%	8%	5%	7%	6%	11%	7%	5%	6%	8%	6%	5%	7%	3%	8%	4%	5%	8%	5%	5%	7%
Abortion should be illegal with only exceptions for rape, incest, and life of the mother	10%	14%	21%	20%	16%	24%	14%	8%	30%	6%	11%	17%	15%	17%	10%	21%	14%	10%	24%	15%	17%	7%	15%	30%	3%	25%	18%	9%	15%	17%
Abortion should be illegal after 6 weeks, with exceptions for rape, incest, and life of the mother	12%	15%	11%	6%	9%	8%	19%	5%	17%	5%	12%	8%	14%	10%	15%	13%	18%	10%	6%	12%	10%	9%	5%	18%	3%	21%	12%	17%	12%	6%
Abortion should be illegal after 15 weeks, with exceptions for rape, incest, and life of the mother	20%	22%	20%	26%	16%	27%	24%	19%	24%	18%	28%	22%	22%	22%	20%	19%	24%	20%	23%	22%	34%	30%	18%	23%	21%	21%	12%	11%	27%	26%
Abortion should be legal until birth	29%	14%	16%	10%	18%	10%	15%	33%	3%	34%	8%	17%	19%	18%	19%	18%	20%	24%	13%	14%	11%	10%	18%	3%	34%	3%	15%	29%	18%	19%
Unsure	9%	13%	7%	16%	4%	17%	10%	10%	12%	11%	5%	15%	7%	9%	16%	9%	8%	12%	11%	11%	11%	17%	21%	12%	10%	9%	15%	9%	13%	9%

Which of the following options most closely describes your position on the issue of abortion as it relates to national policy?

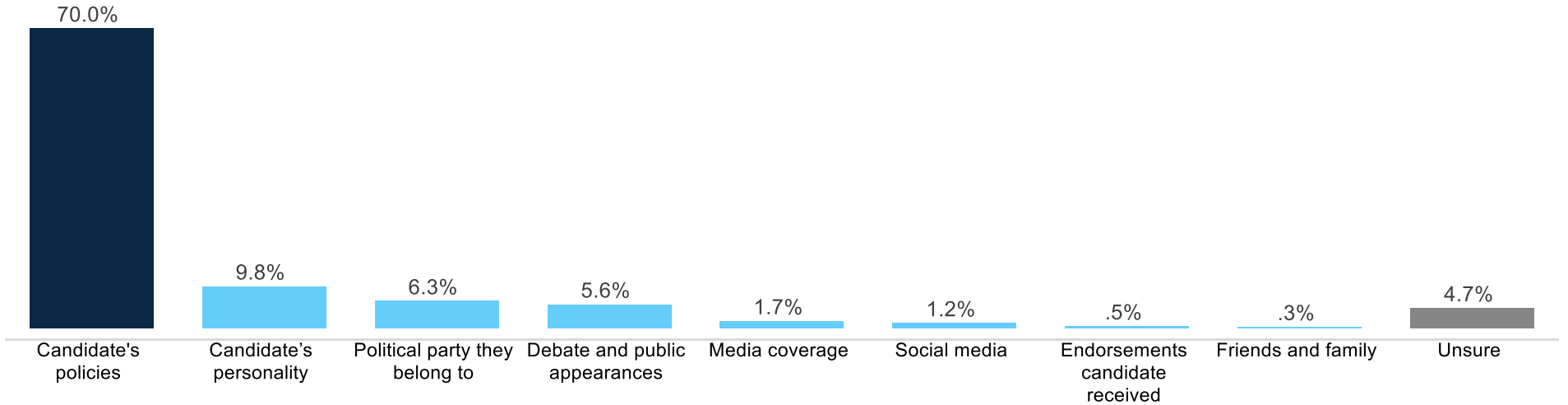
2020 Retro Ballot



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican Donald Trump	30%	49%	55%	47%	47%	56%	55%	15%	83%	11%	46%	46%	45%	46%	32%	55%	51%	29%	56%	45%	51%	34%	50%	100%	0%	36%	56%	35%	55%	41%
Democrat Joe Biden	56%	49%	31%	48%	46%	33%	33%	82%	8%	83%	37%	47%	45%	47%	47%	40%	46%	60%	41%	34%	42%	35%	26%	0%	100%	20%	29%	63%	38%	57%
Another candidate	1%	0%	0%	4%	3%	1%	0%	1%	0%	0%	7%	1%	1%	0%	1%	1%	0%	1%	2%	1%	7%	6%	0%	0%	0%	0%	1%	0%	3%	1%
Did not vote in 2020	11%	0%	14%	0%	5%	10%	9%	2%	8%	4%	9%	6%	7%	6%	16%	4%	1%	10%	1%	18%	4%	20%	10%	0%	0%	44%	13%	1%	1%	0%
Unsure	2%	1%	0%	1%	0%	1%	2%	0%	1%	1%	1%	0%	2%	1%	4%	0%	1%	0%	0%	1%	2%	5%	8%	0%	0%	0%	0%	0%	3%	1%

Thinking back, who did you vote for in the 2020 election for President?

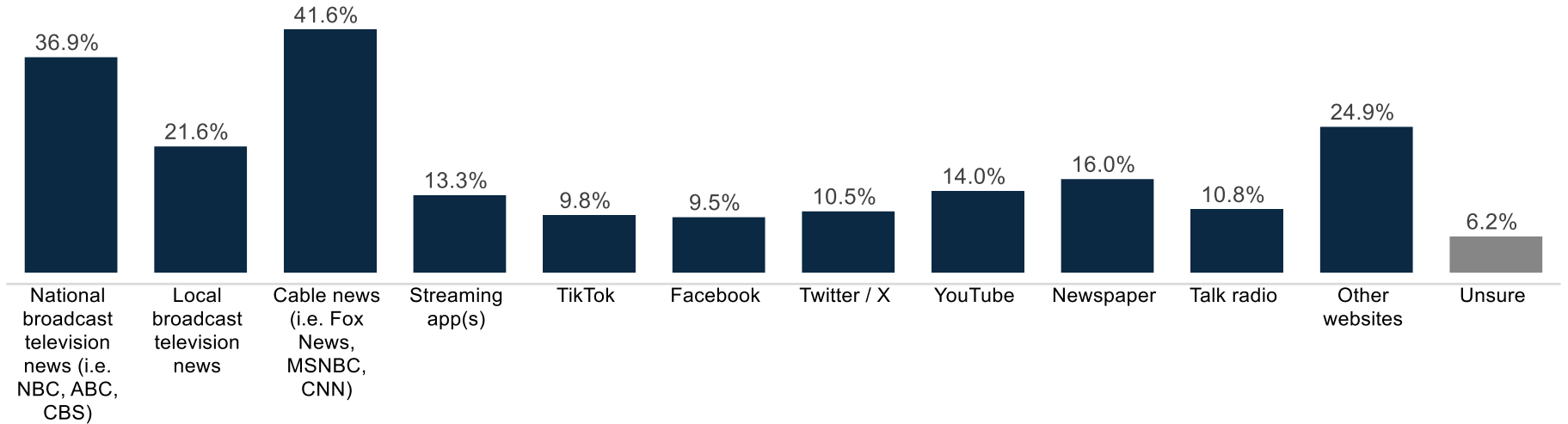
Top Priority in 2020 Choice



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Candidate's policies	72%	65%	80%	63%	76%	69%	67%	72%	79%	64%	66%	71%	69%	72%	60%	76%	67%	70%	76%	64%	69%	50%	43%	79%	61%	80%	76%	69%	65%	70%
Candidate's personality	9%	15%	9%	7%	11%	5%	10%	13%	4%	13%	11%	10%	10%	10%	11%	14%	13%	11%	8%	7%	9%	13%	12%	3%	16%	0%	2%	10%	7%	15%
Political party they belong to	9%	5%	3%	8%	4%	7%	4%	12%	3%	10%	4%	7%	6%	6%	16%	2%	4%	10%	6%	6%	7%	9%	16%	3%	10%	14%	1%	3%	12%	5%
Debate and public appearances	5%	7%	3%	6%	5%	4%	10%	2%	7%	4%	8%	2%	9%	5%	0%	6%	6%	6%	5%	4%	7%	11%	6%	7%	5%	0%	0%	11%	8%	5%
Media coverage	1%	2%	1%	2%	1%	2%	2%	0%	2%	1%	4%	2%	1%	1%	0%	0%	2%	0%	0%	4%	1%	5%	3%	2%	1%	0%	5%	2%	4%	0%
Social media	0%	2%	2%	0%	0%	2%	2%	0%	1%	2%	0%	2%	0%	1%	0%	0%	2%	1%	0%	3%	1%	0%	7%	2%	1%	0%	3%	0%	1%	1%
Endorsements candidate received	0%	0%	0%	2%	0%	2%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	3%	0%	0%	0%
Friends and family	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	3%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%
Unsure	4%	3%	2%	12%	2%	10%	5%	1%	3%	6%	5%	6%	4%	3%	14%	2%	5%	1%	4%	11%	4%	12%	11%	3%	5%	7%	10%	5%	3%	4%

What influenced your vote the most in the last presidential election?

News Sources



	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Republican	Democrat	Unaffiliated	Erie	Northampton	White	Minority	Parent	F Married	F Unmarried	M Married	M Unmarried	Union Member	Swing Voters	Double Hater	Trump '20	Biden '20	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
National broadcast television news (i.e. NBC, ABC, CBS)	32%	52%	22%	43%	33%	31%	42%	40%	31%	43%	33%	42%	33%	38%	27%	28%	40%	43%	34%	27%	42%	44%	26%	29%	46%	33%	25%	32%	40%	42%
Local broadcast television news	17%	28%	14%	29%	21%	20%	25%	19%	17%	24%	25%	20%	23%	22%	12%	19%	22%	24%	24%	15%	22%	28%	13%	18%	25%	17%	23%	19%	15%	26%
Cable news (i.e. Fox News, MSNBC, CNN)	35%	55%	30%	49%	51%	29%	52%	36%	41%	43%	38%	41%	42%	45%	20%	29%	44%	47%	39%	37%	43%	31%	26%	43%	42%	46%	25%	36%	49%	44%
Streaming app(s)	12%	12%	17%	13%	12%	17%	13%	10%	17%	10%	14%	12%	14%	14%	6%	19%	14%	10%	18%	10%	17%	9%	12%	20%	9%	4%	17%	18%	12%	14%
TikTok	26%	1%	7%	1%	5%	4%	14%	16%	7%	13%	0%	12%	8%	10%	8%	15%	8%	22%	5%	3%	10%	11%	15%	6%	13%	14%	4%	23%	12%	5%
Facebook	11%	6%	9%	13%	10%	11%	8%	9%	6%	11%	13%	7%	11%	11%	0%	13%	8%	9%	12%	8%	12%	12%	26%	10%	10%	3%	9%	6%	15%	10%
Twitter / X	15%	6%	17%	2%	17%	6%	11%	9%	14%	6%	14%	9%	12%	11%	6%	16%	8%	13%	9%	14%	8%	10%	12%	13%	7%	11%	12%	14%	11%	8%
YouTube	12%	12%	27%	3%	11%	20%	15%	8%	16%	12%	15%	10%	17%	12%	34%	15%	11%	13%	10%	26%	12%	8%	21%	15%	10%	24%	25%	12%	8%	12%
Newspaper	9%	25%	12%	20%	24%	9%	6%	33%	8%	25%	13%	15%	16%	16%	20%	15%	19%	15%	18%	10%	15%	8%	12%	8%	25%	21%	14%	18%	8%	19%
Talk radio	9%	9%	14%	11%	14%	12%	11%	7%	15%	7%	12%	11%	11%	10%	16%	13%	8%	11%	18%	3%	12%	19%	10%	13%	7%	16%	7%	6%	9%	14%
Other websites	27%	16%	39%	15%	27%	30%	19%	26%	27%	22%	34%	23%	26%	25%	19%	24%	22%	22%	25%	36%	22%	29%	34%	27%	22%	26%	30%	27%	23%	23%
Unsure	7%	3%	6%	9%	5%	9%	6%	1%	6%	6%	5%	7%	5%	4%	14%	6%	5%	2%	4%	13%	4%	5%	7%	7%	4%	4%	9%	5%	8%	5%

What are your primary sources for news? Select up to three options.

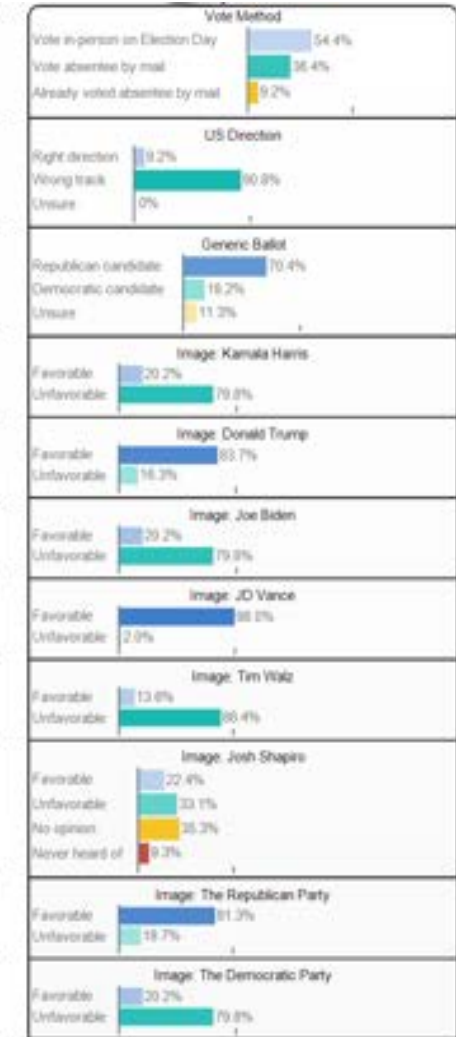
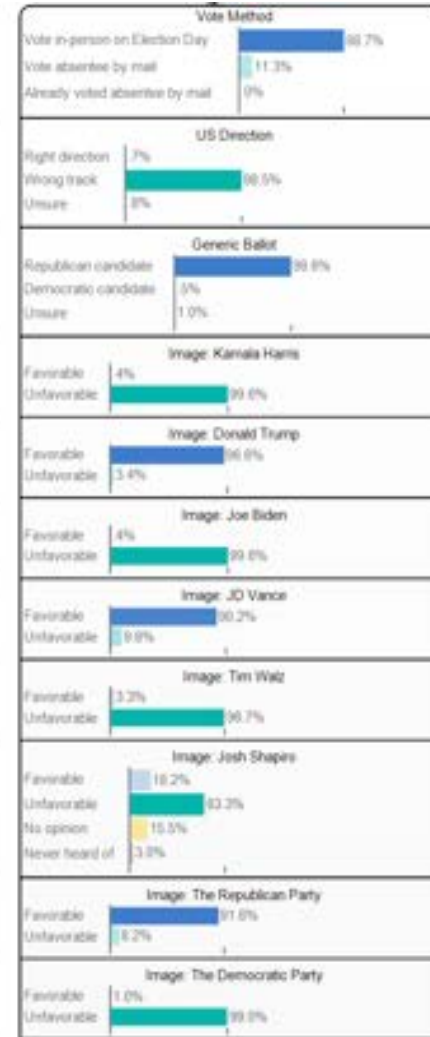
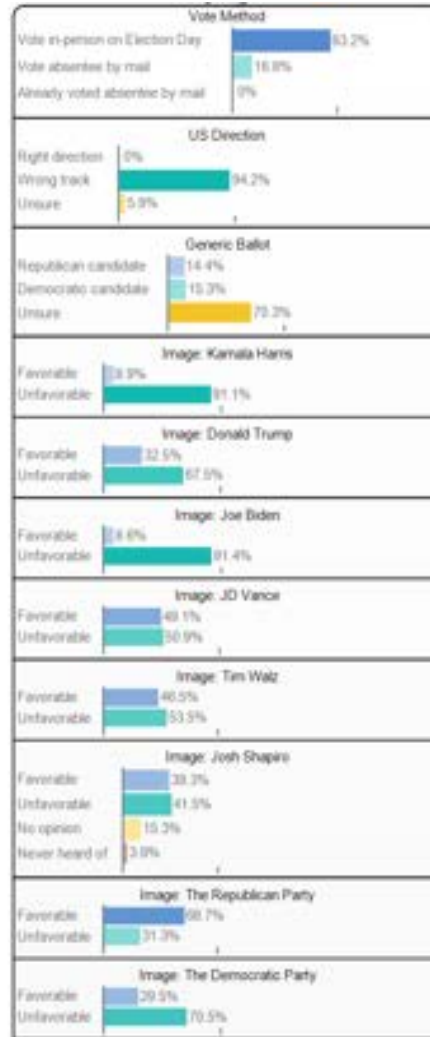
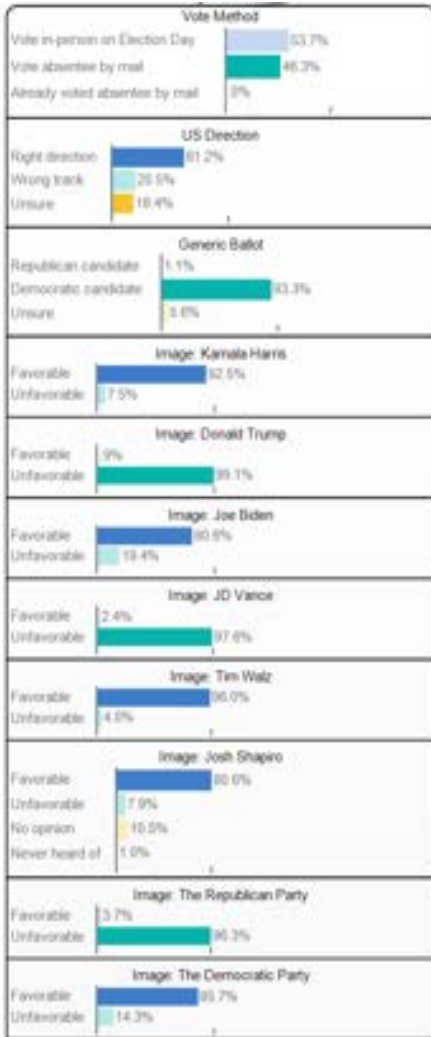
Segmentation Analysis:

Dem Base (48%)

Moderate Female Catholics (4%)

GOP Base (43%)

Lean GOP (5%)



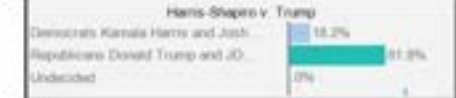
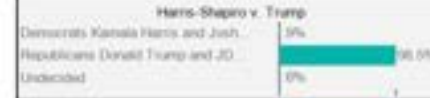
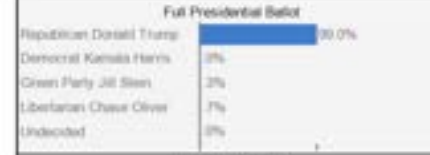
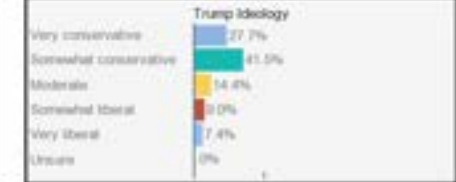
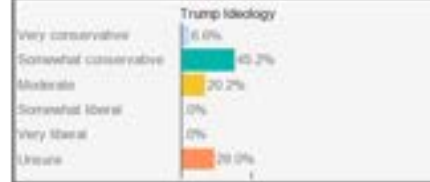
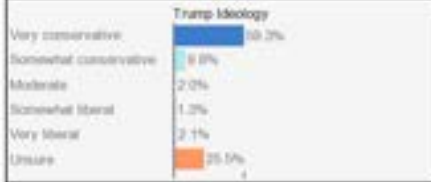
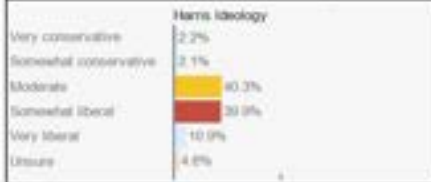
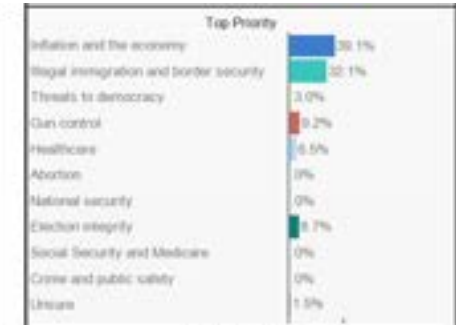
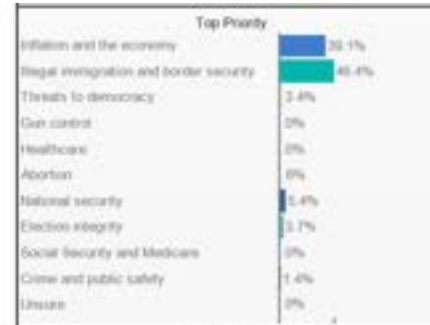
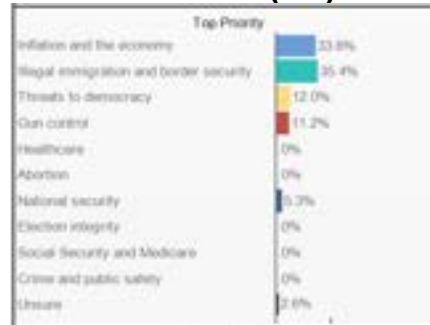
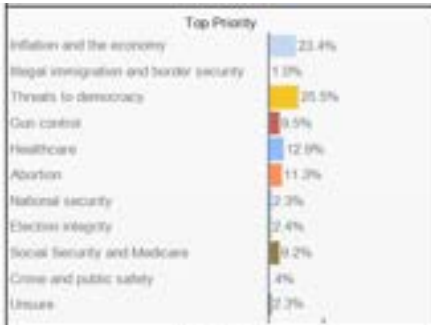
Segmentation Analysis:

Dem Base (48%)

Moderate Female Catholics (4%)

GOP Base (43%)

Lean GOP (5%)



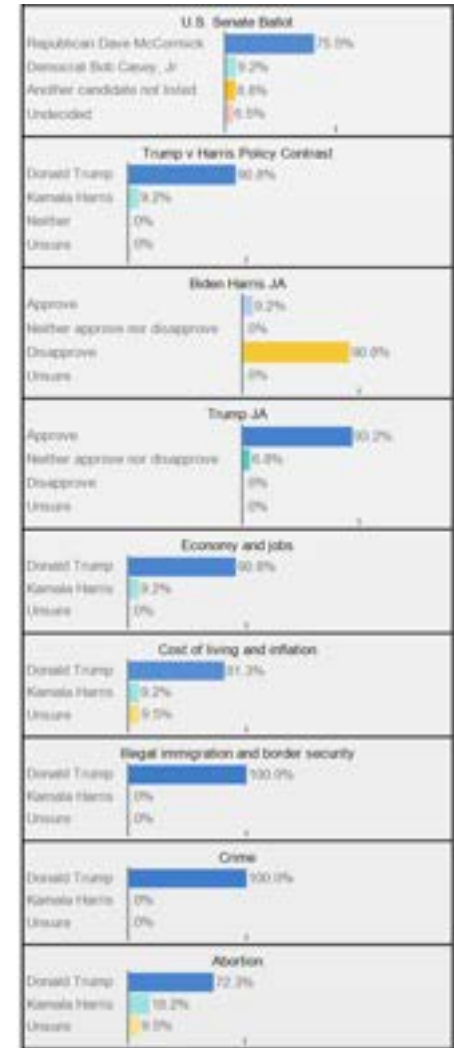
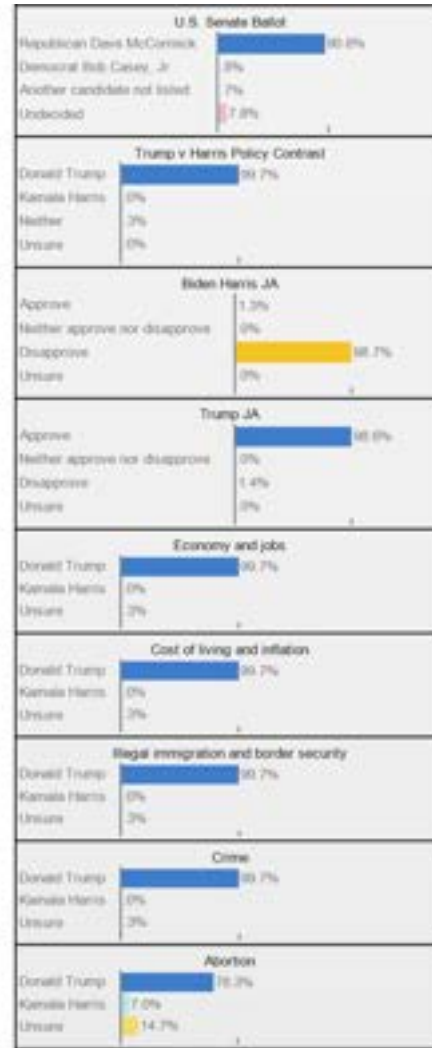
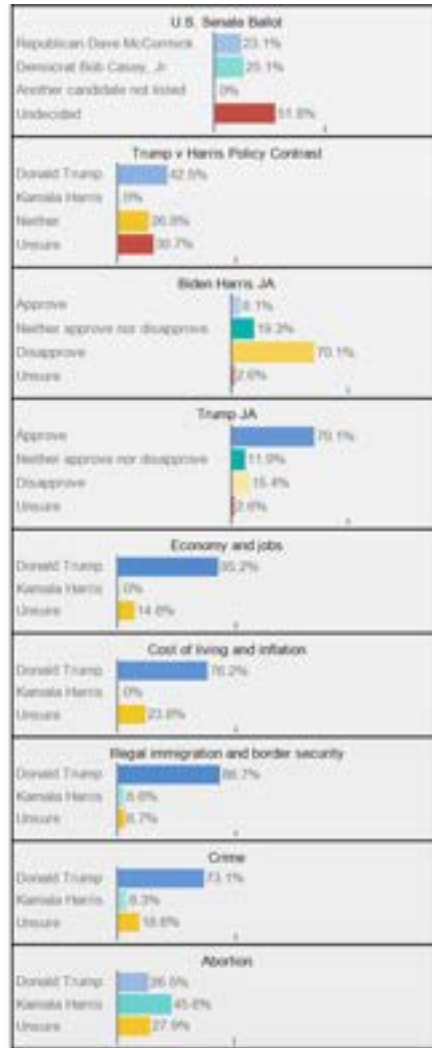
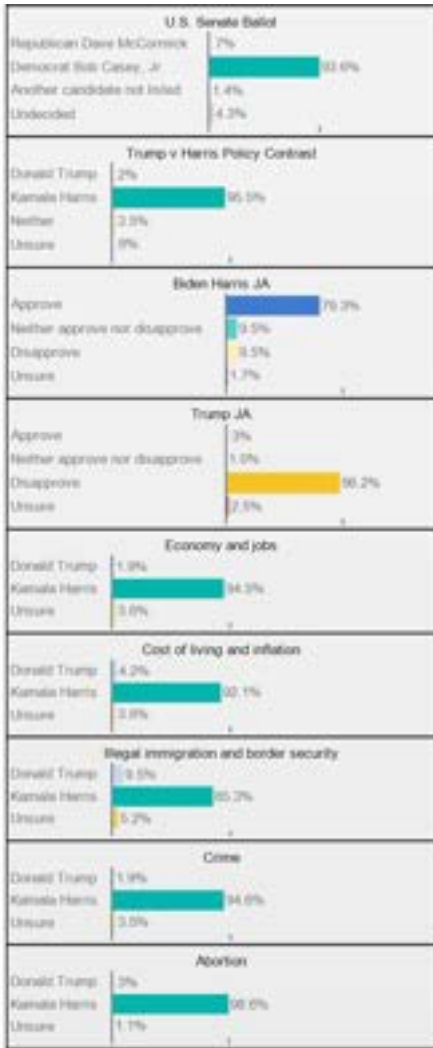
Segmentation Analysis:

Dem Base (48%)

Moderate Female Catholics (4%)

GOP Base (43%)

Lean GOP (5%)



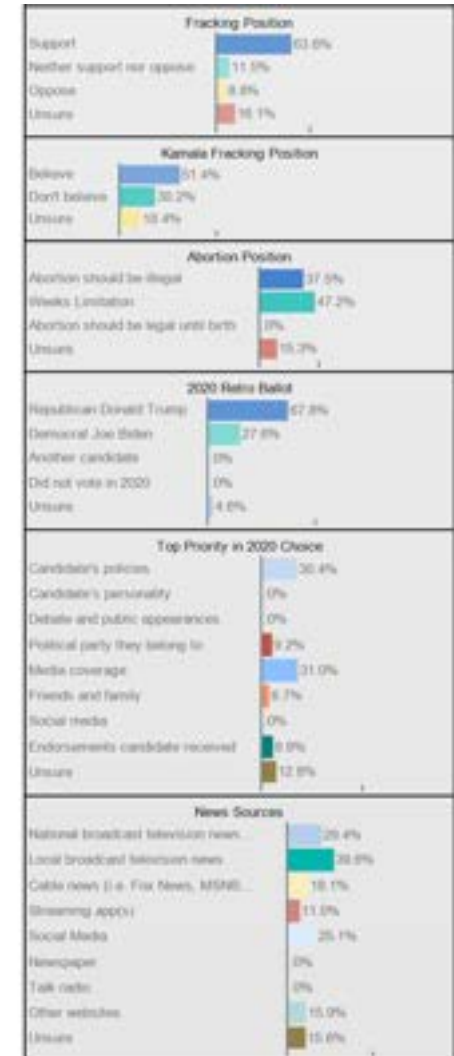
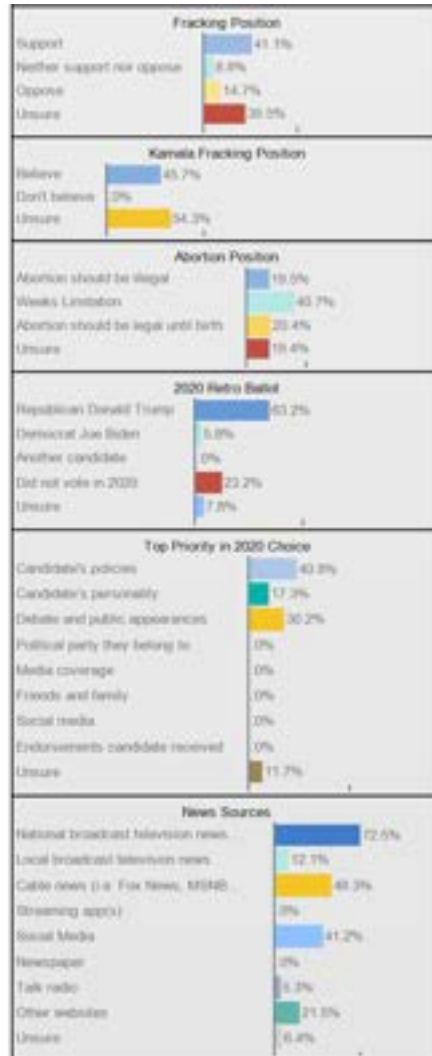
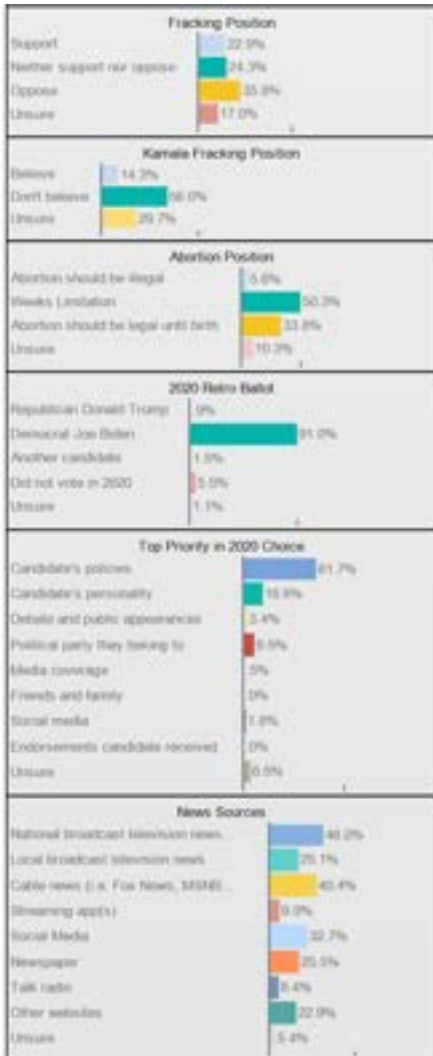
Segmentation Analysis:

Dem Base (48%)

Moderate Female Catholics (4%)

GOP Base (43%)

Lean GOP (5%)



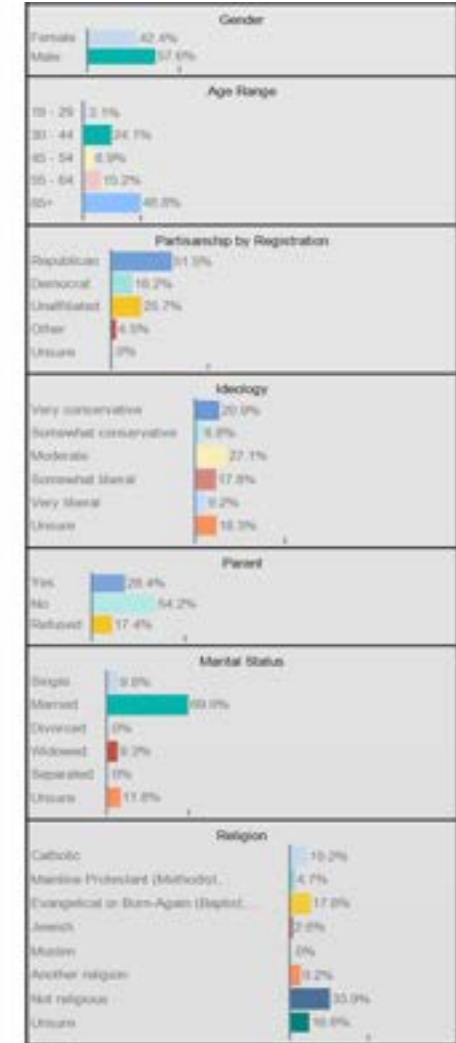
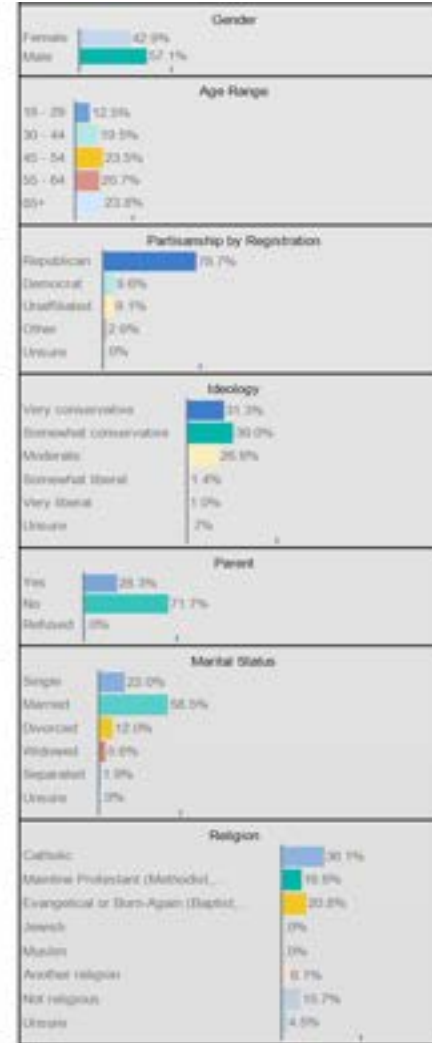
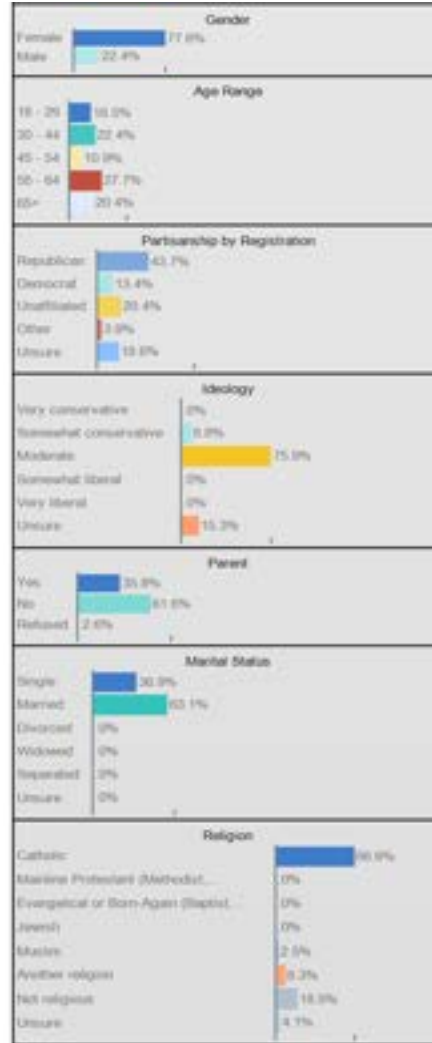
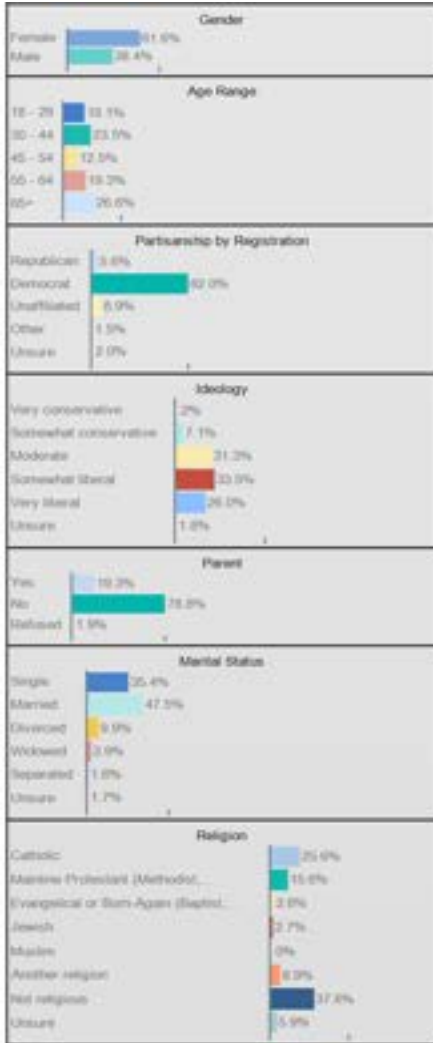
Segmentation Analysis:

Dem Base (48%)

Moderate Female Catholics (4%)

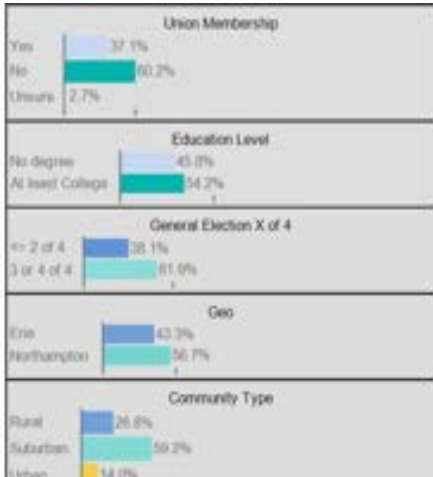
GOP Base (43%)

Lean GOP (5%)

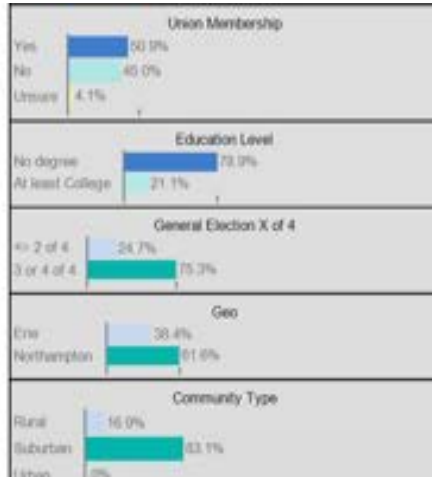


Segmentation Analysis:

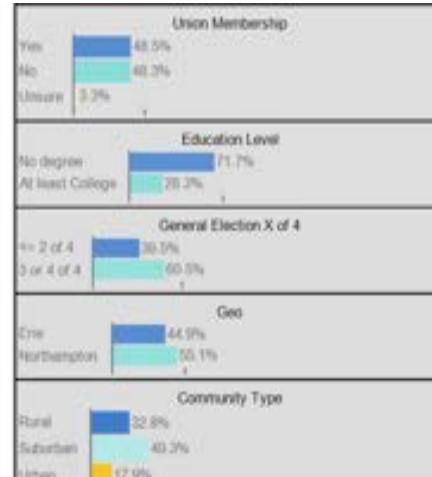
Dem Base (48%)



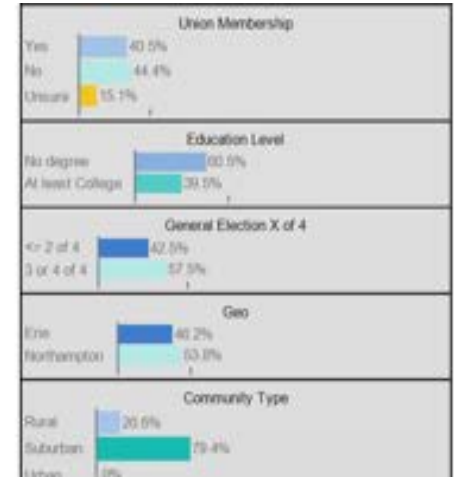
Moderate Female Catholics (4%)



GOP Base (43%)

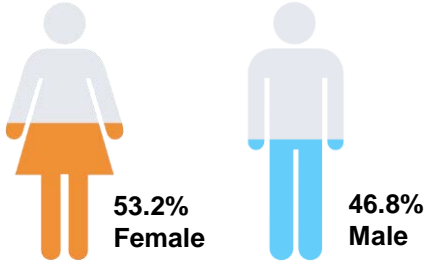


Lean GOP (5%)

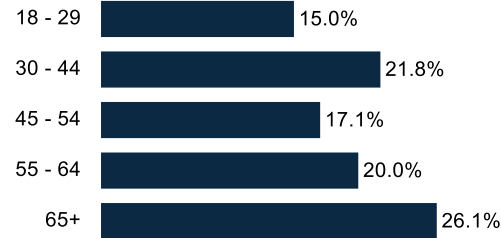


Demographics

Sex



Age Range



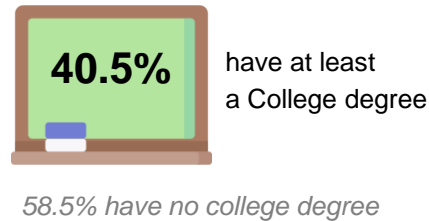
Household Income



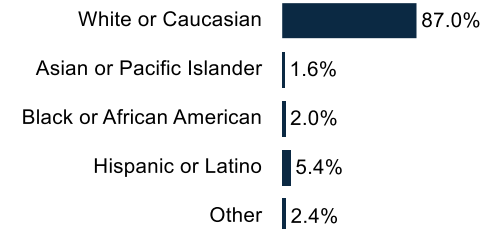
Geo



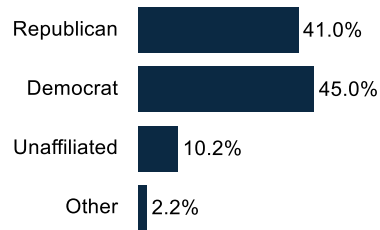
Education



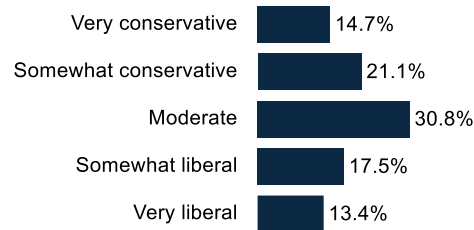
Race/Ethnicity



Partisanship



Ideology



Election X of 4

