

Top Line Survey Results & Analysis Pennsylvania Presidential Election [Early Preferences] Poll

TOP LINE RESULTS AND QUESTIONNAIRE

FOR PUBLIC RELEASE

Susquehanna Polling and Research, Inc., one of the most highly rated polling firms in the USA according to Real Clear Politics¹ for its Presidential polling in the popular “multi-state” pollster categoryⁱ, today released its latest **Pennsylvania** Statewide Voter Attitude Survey testing voters’ attitudes and early preferences in the 2024 Presidential election.

The poll is a random sample of 700 registered Pennsylvania voters, weighted to state Census data and balanced by geographic region, age, political party affiliation, and other factors. Conducted September 19-28, 2023, using live telephone agents and a supplemental component of online panel interviews using SP&R’s proprietary statewide voter panel, the poll includes interviews with N=700 voters and has a margin of error of +/-3.7% at the 95% confidence level. The key findings of the poll include the following:

POTUS Matchup: N. Haley Leads President Biden Narrowly in Critical Battleground Pennsylvania

In a hypothetical match up between President Biden and GOP hopeful Nikki Haley, Haley leads Biden by a narrow 45:44 margin; 4% prefer another candidate and 7% are undecided. Haley leads among GOP voters 86:4 while Biden leads Haley among Democrats 88:6. However, registered Independents, which according to an analysis by our firm are the fastest growing cohort of the electorate in Pennsylvania (spanning a 10-year period from 2010-2020), lean towards Haley 36:35. This is a critical finding in a state where exit polling shows that independents, or “swing” voters who split their tickets in most elections, can account for up to 3 in 10 voters on Election Day. In comparison, Biden leads Trump with Independent voters by double digits, or 42:31. This is a critical reason why Haley seems more electable and better positioned [than Trump] as a Republican nominee in the general election.

POTUS Matchup: President Biden Leads D. Trump in Close Contest

In a hypothetical match up between President Biden and GOP [primary] front runner Donald Trump, Biden leads Trump by a narrow, 47:45 margin; 4% prefer another candidate and 5% are undecided. Biden leads Trump among Democrats 92:4 while Trump leads Biden with Republicans 90:3. However, the key difference hurting Trump is that he is losing Independents to Biden by a 42:31 margin, a critical voting block that can represent the difference between victory and defeat in a state where CNN exit polling shows Biden won Independents by a 52-44 margin in '20. Among moderate voters in a purple state like Pa., which according to the poll outnumber both conservatives and self-identified liberals/progressives, Biden leads Trump by a substantial 56:34 margin (or 22 pts). In comparison, Haley only trails Biden 50:37 among moderates. Nonetheless, the margin between the candidates in both matchups is well within the poll’s +/- 3.7% margin of error, thus both races (Biden/Haley and Biden/Trump) are statistical dead heats.

POTUS PRIMARY SWEEPSTAKES: Biden and Trump lead handily in their respective Primaries

In a hypothetical match up of nine Republican hopefuls, Trump leads the GOP field with a commanding 58% of the vote, while R. DeSantis garners 16% of the vote as a second-place candidate. All other candidates poll in single digits or have zero support, including N. Haley (6%), C. Christie (4%), M. Pence (4%) and A. Hutchinson (1%); 10% of Republicans are undecided. V. Ramaswamy, T. Scott and D. Burgum all polled at less than 1 percent each.

In a hypothetical match up of three Democrat hopefuls, President Biden leads the Democrat field with 70% of the vote, compared to Robert Kennedy, Jr, at 14% and M. Williamson at 1%; 3% prefer another candidate while 12% are undecided. The poll was taken before news surfaced that Kennedy may instead run as an Independent.

¹ <https://www.realclearpolitics.com/rep-pollster-rankings/2020/>

Good morning/afternoon/evening, my name is (YOUR FIRST NAME). I am calling on behalf of Susquehanna Polling and Research, a public opinion research firm. May I speak to (name on list) or another registered voter in your household? (If name on list or another registered voter is not available, TERMINATE)

INTRODUCTION: We are conducting a survey of attitudes and opinions concerning some important issues facing Pennsylvania today. May we have just a few minutes of your time to complete a brief survey?

Great, thank you...

Q1. Generally speaking, do you think Pennsylvania is going in the right direction, or has it gotten on the wrong track?

1. Right direction	249	31%
2. Wrong track	431	54%
3. Not Sure	120	15%

Q2. Which three of the following nine issues will most influence your vote for a candidate for public office in 2023-24 (PICK THREE – ROTATE ITEMS) – taxes and spending, crime and public safety, abortion, inflation and the economy, immigration, environment and climate change, education and school issues, roads and transportation, health care access and affordability?

1. Taxes and spending	224	28%
2. Crime and public safety	372	46%
3. Abortion	321	40%
4. Inflation and the economy	355	44%
5. Immigration	107	13%
6. Environment and climate change	174	22%
7. Education and school issues	121	15%
8. Roads and transportation	154	19%
9. Health care access and affordability	269	34%
10. Other	21	03%
11. Not Sure	155	19%
12. Refuse	1	00%

Q3. Are you registered to vote as a Republican, a Democrat, an Independent or with some other political party?

1. If Republican	294	42%	PROCEED TO Q4, THEN SKIP TO Q6
2. If Democrat	294	42%	SKIP TO Q5
3. If Independent/other	112	16%	SKIP TO Q6
4. If not a registered voter	--		THANK AND TERMINATE

Q4. As you may know, next April 23rd Republican voters will vote in the presidential primary to nominate a Republican to run for President. If the Pennsylvania Republican Primary for choosing a Republican nominee for President were being held today, and the candidates included (ROTATE NAMES) Donald Trump, Asa Hutchinson, Nicki Haley, Chris Christie, Vivek Ramaswamy, Mike Pence, Tim Scott, Doug Burgum, Ron DeSantis, for whom would you vote?

[N=294]

1. D. Burgum	0	00%
2. C. Christie	13	04%
3. R. DeSantis	48	16%
4. N. Haley	17	06%
5. A. Hutchinson	2	01%
6. M. Pence	12	04%
7. V. Ramaswamy	0	00%
8. T. Scott	0	00%
9. D. Trump	172	58%
10. Other	0	00%
11. Not Sure	29	10%

Q5. Thinking way ahead to the Democratic Primary election for President in 2024, if the choices included (ROTATE NAMES) ... Joe Biden, Robert Kennedy, Jr., Marianne Williamson, for whom would you vote?

[N=294]

1. Biden, Joe	206	70%
2. Kennedy, Robert Jr.,	41	14%
3. Williamson, Marianne	2	01%
4. Other	10	03%
5. Not Sure	34	12%
6. Won't vote in primary election	2	01%

(Rotate Q6-Q7)

Q6. If the next election for President were being held today, and the candidates were Joe Biden, the Democrat candidate, and Nikki Haley, the Republican candidate, for whom would you vote?

1. Biden/Democrat	310	44%
2. Haley/Republican	312	45%
3. Other	28	04%
4. Not Sure	51	07%

Q7. If the next election for President were being held today, and the candidates were Joe Biden, the Democrat candidate, and Donald Trump, the Republican candidate, for whom would you vote?

1. Biden/Democrat	327	47%
2. Trump/Republican	312	45%
3. Other	29	04%
4. Not Sure	32	05%

Q8. Do you approve or disapprove of the job Josh Shapiro (Shah-peer-oh) is doing as governor of Pennsylvania?

1. Approve	343	43%
2. Disapprove	199	25%
3. No Opinion	258	32%

Q9. Is your opinion of President Joe Biden favorable, is it unfavorable, or do you have no opinion of him?

1. Favorable	335	42%
2. Unfavorable	409	51%
3. No Opinion	56	07%

Q10. Is your opinion of former President Donald Trump favorable, is it unfavorable, or do you have no opinion of him?

1. Favorable	324	40%
2. Unfavorable	469	59%
3. No Opinion	7	01%

Now we have just a few questions for demographic purposes...

Q11. What was your age on your last birthday? (Use brackets below)

1. 18-29	84	12%
2. 30-44	147	21%
3. 45-54	168	24%
4. 55-64	161	23%
5. 65 and older	140	20%

Q12. When it comes to your ideology or philosophy on political issues, do you consider yourself to be conservative, moderate, liberal, progressive, libertarian or something else?

1. Conservative	224	32%
2. Moderate	280	40%
3. Liberal	126	18%
4. Progressive	56	08%
5. Libertarian	14	02%

Q13. What is your highest level of education? (UNAIDED)

1. High school diploma or less	140	20%
2. Some college, but no college degree	105	15%
3. 2-year college degree/Technical or trade degree	175	25%
4. 4-year college degree	175	25%
5. Post-graduate degree/Masters/Doctorate studies	105	15%

Q14. What is your main racial or ethnic background? (In Alpha Order)

1. African American/African/Black	69	10%
2. Asian American/Asian	19	03%
3. Hispanic/Latino	38	05%
4. Multiracial/Multiethnic	2	00%
5. Native American/Alaska Native	2	00%
6. Native Hawaiian/Pacific Islander	0	00%
7. White (Not Latino/Hispanic)	561	80%
8. Race/ethnicity not represented by above categories	2	00%
9. Refuse (Do Not Read)	6	01%

THANK YOU FOR YOUR PARTICIPATION IN THE SURVEY. HAVE A GOOD DAY.

Gender (by observation):

1. Male	336	48%
2. Female	364	52%

Regional Grouping (from record):

35	(05%)	1. Northwest [Erie, Crawford, Mercer, Venango, Warren, Forest]
70	(10%)	2. Southwest [Lawrence, Beaver, Washington, Greene, Fayette, Westmoreland, Indiana, Armstrong, Butler]
91	(13%)	3. The "T"/Central [Jefferson, Elk, McKean, Cameron, Clarion, Clearfield, Centre, Cambria, Somerset, Bedford, Fulton, Franklin, Huntingdon, Blair, Potter, Tioga, Bradford, Susquehanna, Wyoming, Sullivan, Lycoming, Clinton, Union, Snyder, Northumberland, Montour, Columbia, Mifflin]
91	(13%)	4. Northeast/Lehigh Valley [Luzerne, Carbon, Monroe, Schuylkill, Lackawanna, Lehigh, Northampton, Pike, Wayne]
112	(16%)	5. South Central [Perry, Cumberland, Adams, York, Lancaster, Lebanon, Dauphin, Berks, Juniata]
147	(21%)	6. Southeast [Chester, Delaware, Montgomery, Bucks]
70	(10%)	7. Allegheny County
84	(12%)	8. Philadelphia

Times Voted Last Four General Elections (G22, G21, G20 and/or G19, plus new registrants):

0X	196	28%
1X	7	01%
2X	58	08%
3X	220	31%
4X	219	31%

METHODOLOGY, SAMPLE FRAME CONSTRUCTION AND DATA COLLECTION PROCEDURES

This poll was conducted by Susquehanna Polling and Research, Inc², for public dissemination. Interviews were conducted September 19-28, 2023, with 700 registered voters in Pennsylvania. Survey respondents are randomly contacted using random selection procedures, and all telephone interviews are conducted using live telephone agents. The sample frame was compiled using random telephone sequence methods, and includes both landline and cellular households, purchased from a certified list vendor; all households are pre-screened to eliminate household telephone numbers on the federal Do Not Call registry in compliance with all applicable federal and state laws. Only known registered voters were contacted, compiled from a list of households with prior vote history in 1 of 4 or better general elections using G22, G21, G20 and/or G19 as the base universe. Voters who registered to vote after the 2022 general election are also included and eligible to participate.

Interviews are closely monitored to ensure a representative sample of the Pennsylvania electorate is achieved based on party registration, geography, gender, age cohort and other demographics; results are sometimes statistically weighted to adjust for coverage bias or non-response error.

A supplemental component of interviews was collected via SP&R's proprietary web panel, owned by Bartlett Research Group, consisting of a database of registered voters in all geographic regions of the Commonwealth. Panel respondents are pre-screened to ensure their eligibility in the survey.

The margin of error for a sample size of 700 interviews is +/-3.7% at the 95% confidence level.

²Susquehanna Polling and Research, Inc. is a nationally recognized polling and focus group company and conducts polling for political, media and corporate clients in numerous states. SP&R's polling has been featured on many national platforms, including the Rush Limbaugh Radio Show, FOX News Channel, The O'Reilly Factor, the Bill Maher Show and MSNBC. The website realclearpolitics.com rated SP&R the #1 most accurate pollster in the USA for its battleground polling in the "multi state" category in the lead up to the 2020 POTUS national elections.