



CONFIDENTIAL MEMORANDUM

TO: EARLY VOTE ACTION PAC

FROM: DAVID LEE

RE: PENNSYLVANIA SURVEY RESULTS – HARRIS MESSAGING

DATE: AUGUST 4, 2024

Fabrizio, Lee & Associates recently completed a survey of likely voters in Pennsylvania to gauge the current state of the presidential race, as well as to test potential messages about Kamala Harris (see methodology statement on last page). The survey found a very tight race in these early days since the changing of nominees for the Democrat party. Former President Trump has a better image and job approval score than Kamala Harris but the ballots are currently tied. President Biden's ratings remain very low but the Biden/Harris administration policies that have led to his low ratings have not yet been tied to Harris, even though she supported all of those policies. The messages we tested against Harris scored well, especially with the important group of persuadable voters who will break the tie and ultimately decide who wins Pennsylvania's coveted electoral votes.

CANDIDATE RATINGS

- **Pennsylvania voters are split on their opinions of both Donald Trump and Kamala Harris. President Biden, however, is viewed negatively by a strong majority of PA voters.**

Now I am going to read you a list of names of people in the news. Please tell me if you have a favorable or unfavorable opinion of each person. If you have no opinion or have never heard of the person, just say so.

Image Ratings	Favorable	Unfavorable	Net Favorable
Donald Trump	47%	50%	-3
Kamala Harris	46%	51%	-5
Joe Biden	37%	60%	-23

- **However, a majority of Pennsylvania voters have a positive opinion of the job Trump did as President which is not the case for either Biden or Harris. President Biden's job approval is upside down by 16-points with a strong majority (57%) disapproving of the job he is doing. While Vice President Harris is not yet getting the same amount of blame for the policies of the Biden/Harris administration, her job approval score is also underwater by 7-points with a majority (50%) of Pennsylvania voters disapproving.**

Generally speaking, do you approve or disapprove of the job (Harris/Trump/Biden) (is doing/did) as (President/Vice President)?

Job Approval	Approve	Disapprove	Net Approve
Donald Trump	51%	48%	+3
Kamala Harris	43%	50%	-7
Joe Biden	41%	57%	-16

BALLOTS

- **The battle for Pennsylvania’s electoral votes is tight as Trump and Harris are currently tied on the head-to-head ballot at 48% with very few undecided voters. Both political parties are polarized towards their nominee with Independent voters split as 44% of Independent voters choose both Trump and Harris.**

If the election for President were held today and the candidates were (ROTATE) Donald Trump, the Republican, and Kamala Harris, the Democrat, for whom would you vote?

Head-to-Head	Overall	Republicans	Independents	Democrats
Donald Trump	48%	93%	44%	7%
Kamala Harris	48%	5%	44%	89%
Undecided	4%	2%	12%	4%

- **The full ballot that includes other 3rd party candidates is also tied. Trump holds onto more of his base Republican vote (89%) than Harris does with Democrat voters (85%). However, Harris makes up that ground with a slight lead among Independent voters. Robert F. Kennedy Jr. receives only 4% vote support in Pennsylvania at this point.**

If the election for president were held today, which of the following candidates would you vote for? (RANDOMIZE) Donald Trump, the Republican, Kamala Harris, the Democrat, Cornel West, an Independent, Robert F. Kennedy, Jr., an Independent, Chase Oliver, the Libertarian Party candidate, Jill Stein, the Green Party candidate.

Full Ballot	Overall	Republicans	Independents	Democrats
Donald Trump	45%	89%	33%	6%
Kamala Harris	45%	5%	39%	85%
RFK Jr.	4%	2%	13%	2%
Other (Stein/West/Oliver)	2%	*	4%	3%
Undecided	5%	4%	11%	3%

MESSAGING

- **We tested several messages about Harris including messages from her time in DC and her career before that as San Francisco District Attorney. As you can see in the table below, the messages were especially effective with the very important group of persuadable voters who will ultimately pick the winner in this tied battle for Pennsylvania’s electoral votes.**

If you knew that each of the following were TRUE about Kamala Harris, please tell me whether it would make you MORE likely or LESS likely to vote for her for President. If it would make no difference, just say so.

Percentage Less Likely to Vote for Harris	Overall	Persuadable Voters
As San Francisco District Attorney, Kamala Harris cut pleas that let murderers off the hook and put predators back on the streets.	52%	67%
Kamala Harris encouraged people to contribute to a fund which bailed convicted rapists, assaulters and murderers out of jail.	51%	58%
As D.A., Kamala Harris granted probation to a dangerous illegal immigrant felon who upon release went on to kill a father and his two sons.	50%	67%
Kamala Harris supported every one of the Biden/Harris administration policies that led to the record high inflation and rising prices that we have now for groceries, housing and gas prices.	49%	63%
Kamala Harris has called for raising trillions of dollars in new taxes through higher income taxes and payroll taxes.	48%	68%
Kamala Harris supports defunding the police.	48%	53%
Kamala Harris supports giving taxpayer funded healthcare coverage to illegal immigrants.	48%	53%
Kamala Harris supports abolishing ICE, the agency that arrests and deports rapists and murders.	47%	61%
Kamala Harris has bragged about her role in the extreme climate agenda of her administration that includes record high gas prices which she called the price to pay for democracy.	47%	60%
Kamala Harris supported every one of the Biden/Harris administration policies that caused our Southern Border to be open and allowed millions of illegal immigrants to flood into our country.	47%	59%
Kamala Harris was named Border Czar by President Biden and since Harris has been put in charge of securing our southern border, more than 7 million illegal immigrants have illegally entered the United States.	46%	57%
Kamala Harris is a co-sponsor of the radical Green New Deal which would raise household energy costs substantially.	46%	56%

METHODOLOGY STATEMENT: Fabrizio, Lee & Associates conducted a statewide survey of N=600 voters in Pennsylvania from July 29-August 1, 2024. The interviews were conducted on landline (20%), cell (35%), and text-to-web (45%). Geography was matched to votes cast in previous elections. Gender, age, race/ethnicity, party, recalled 2020 vote and education were matched to demographic profiles of likely voters based on the voter file and past election results. Respondents were randomly selected from the Pennsylvania voter list of all registered voters. The margin of sampling error at the 95% confidence interval is $\pm 4.0\%$.

KEY DEMOGRAPHICS

Race/Ethnicity

White	84%
African American/Black	9
Latino/Hispanic	5
Asian American	1
Other (SPECIFY)	1
Refused	1

2020 Vote

Joe Biden	46%
Donald Trump	44
Other	1
Didn't vote for President	7
Refused	1

Age

18-34	22%
35-44	15
45-54	16
55-64	20
65+	25
Refused	2

Media Market

Philadelphia	41%
Pittsburgh	22
Harrisburg	16
Scranton-Wilkes Barre	11
Johnstown	6
Other	4

Education

High School or less	30%
Some College	34
4-Year College degree+	36
Refused	*

Gender

Male	47%
Female	53

Party

Republican	42%
Independent	14
Democrat	44

