



Could President Trump Win Again?

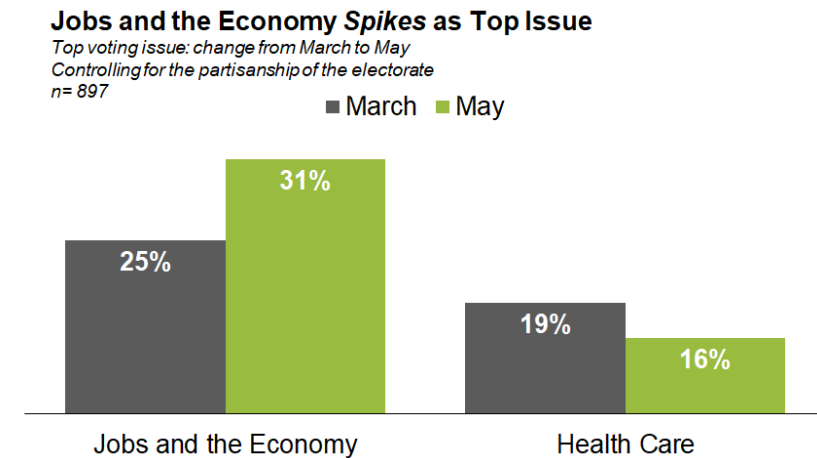
Trends from Pennsylvania and the Implications for 2020

All eyes are on Pennsylvania this November — the Keystone State could very well determine who will occupy the White House for the next four years. But how is the COVID-19 pandemic and the attendant economic crisis reshaping this election? How are Pennsylvania voters processing this political moment?

Working America has conducted a regular tracking survey of 2,192 targeted voters in southeastern Pennsylvania (home to 42% of the statewide electorate) since January. In a tracking survey, as opposed to a public poll, we ask the same voters the same questions over time. These data are bolstered by 416 phone conversations we’ve had with Pennsylvania voters in the past weeks and over 300,000 records of conversations with Keystone state voters over the last five years.

Jobs and the Economy Spikes as Issue, Advantages Trump

The COVID-19 pandemic and the resulting economic crisis have caused a spike in concern among voters about jobs and the economy. Indications are that this ground shift is *advantageous to Trump’s* attempts to build a winning coalition.



Source: Working America Tracking Survey

We are hearing every night that while the health consequences of the pandemic are worrisome and disturbing, the biggest disruption that voters are experiencing day-to-day largely has to do with their personal economic circumstances. The number of voters in Pennsylvania choosing “jobs and the economy” as their top issue has jumped 6.8 percentage points since March 2020.

The data shows that the shift in voters’ top issue to “jobs and the economy” provides a consistent advantage for Republicans, even though the recent opinion change is driven by an economic crisis worsened by the Trump administration’s anemic response to the pandemic. This shift in top issue should be concerning for Democrats, who should not assume increased concern over the economy will yield a political advantage for their candidates.

Based on our trove of historic data collected from face-to-face conversations, Republicans win “jobs/economy voters” by +4pp while Democrats win “health care voters” by +17pp, even when controlling for partisanship.

Top Issue	Historical Data¹	2020 Tracking²
Health Care	Dem +17	Biden +31
Jobs and the Economy	GOP +4	Trump +19

¹PA Canvass ID Data 2008 to 2018 n= 468,657² PA Tracking Survey n= 2,192

What’s more, this pattern continues to hold among our 2,200 tracking survey respondents when we ask them about the 2020 presidential contest. From that group, we are seeing that Trump holds an advantage with “jobs/economy voters” of +19pp while Biden has an advantage with “health care voters” of +31pp.

The recent shift among our survey respondents from naming health care as their top issue to designating “jobs/economy” as their priority demonstrates a movement from a Biden-favorable

issue frame to a Trump-favorable issue frame. The result is a corresponding increase in Trump's margin among this population of +3.1pp (1.3, 4.9).

Wolf's Response to COVID-19 Receives Negative Reviews

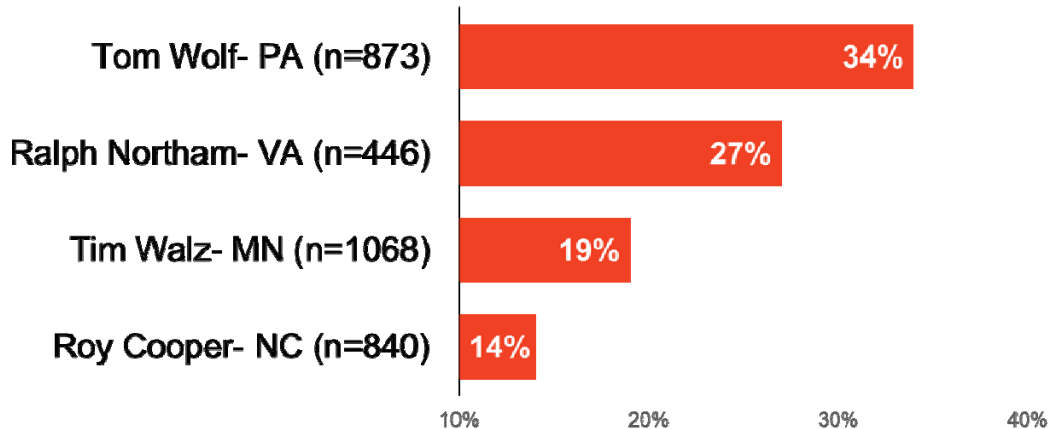
Compounding the concern for Pennsylvania Democrats is our finding that Gov. Tom Wolf suffers from a higher share of voter disapproval of his COVID-19 response than other Democratic governors.

We asked surveyed voters to elaborate on their thoughts about Wolf's response, and found that the most common reasons for disapproval were the prevalence of outbreaks in nursing homes and the perception that Wolf did not take appropriate action to prevent these public health issues, as well as frustration with the length of the reopening process. Although Wolf is not on the ballot in 2020, we cannot ignore the potential impact that voters' perception of the Democratic governor could have on vote choice, especially with Pennsylvania likely to be a close race in the presidential election.

Wolf's COVID Response Receives Critical Feedback

Share of voters who "disapprove" or "strongly disapprove" of Governor's response to COVID-19

Controlling for the partisanship of the electorate



Source: Working America Tracking Survey

The Strategy to Tip the Odds in Our Favor

In order to improve Democrats' prospects in Pennsylvania, we need to ensure that the conversation is framed around favorable issues and that Democrats can provide solutions to the new challenges working people are facing.

Working America is known for combining its high-quality, face-to-face field canvass with rigorous clinical analytics to deliver wins for working people. We have extended our expertise to digital communications with voters we have reached at the door.

Trump has inundated social media feeds, spending nearly \$500K on digital ads in Pennsylvania in the past month alone. Our goal is not to outspend Trump or make the best anti-Trump ad — it's to win votes. We do that by establishing consistent relationships and building on the trust established through in-person conversations this year and in years past. These communications are informed by insights and conversations we have every night about what moves Pennsylvania voters. And our reach is unique — more than 90% of our members are not members of other progressive organizations.

Working America's digital program delivers consistent, relevant and highly personalized digital content that allows us to both persuade voters affirmatively on the issues Pennsylvanians care about as well as inoculate them against an influx of opposition messaging intended to incite confusion and fear.



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