

PENNSYLVANIA 2022 ELECTION REPORT

WE WON!

- ✓ JOHN FETTERMAN SEN-D
- ✓ JOSH SHAPIRO GOV-D
- ✓ 3 U.S. HOUSE SEATS,
DEM STATE HOUSE MAJORITY



BY THE NUMBERS

71,333 

NEW Working America
members recruited

64,803 

voter persuasion
conversations held

2,751,953 

voters contacted by digital
and text communications

763,428 

voters contacted by email
and letter communications



64%

of Working America members
voted for the endorsed
Senate candidate



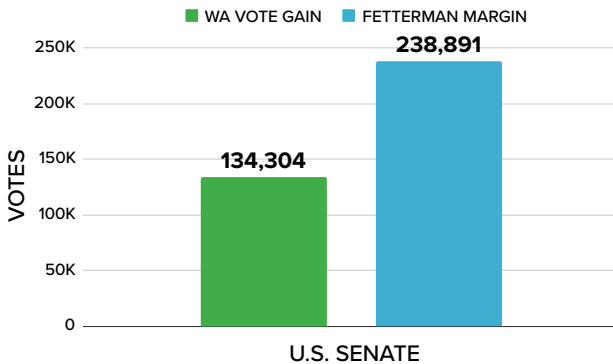
35

contests including: U.S. Senate, governor, 3 U.S. House and 30 state legislative races

ELECTION RESULTS

In 2022, we expanded our evidence-based approach to political organizing in Pennsylvania considerably, growing our total membership base to almost 570,000 people, or more than 1 in 10 Pennsylvania voters. By communicating with these members and other voters using door-to-door canvassing, texts, emails and letters, we had strong success this year in **persuading more than 134,000** voters to choose Democrat John Fetterman, we added roughly **21,000 additional Democratic votes** in each of the state's three toss-up U.S. House races, and helped flip the majority control of the Pennsylvania House.

We focused on a universe of persuadable voters essential to a winning coalition and we used 309 randomized control trials to test and verify the effectiveness of our communications. Via these trials, we know with scientific precision that our outreach added at least 134,304 votes for Democrats statewide, which was equivalent to **more than 56% of the votes in John Fetterman's margin of victory.**



TACTICS: HOW WE DID IT

Working America canvassers held **persuasion conversations with 64,803 working-class Pennsylvania voters** at the doors since Labor Day, connecting with them on the issues they care about. We used messages driven by the data and made repeated contact that stretched across multiple elections.

With similar data-driven messaging, **we also sent text messages to about 1.3 million voters, reached over 2 million voters 47 million times via digital ads and sent almost 500,000 pieces of mail** to connect with voters in Pennsylvania. That mail included thousands of personal letters, written by a legion of dedicated activists, that aren't about candidates or campaigns, but instead share a personal experience about their own concerns and the need for a strong working-class agenda.

RACE	CANDIDATE	RESULT	MARGIN	WA VOTE GAIN
U.S. SENATE	JOHN FETTERMAN	✓	+238,891	134,304
GOVERNOR	JOSH SHAPIRO	✓	+767,350	14,629
U.S. HOUSE PA-07	SUSAN WILD	✓	+5,313	*20,597
U.S. HOUSE PA-08	MATT CARTWRIGHT	✓	+7,103	*20,557
U.S. HOUSE PA-17	CHRIS DELUZIO	✓	+22,702	*21,374
STATE HOUSE HD-03	RYAN BIZZARRO	✓	+8,750	575
STATE HOUSE HD-07	TIMOTHY MCGONIGLE	✗	-780	538
STATE HOUSE HD-09	CHRIS SAINATO	✗	-1,507	502
STATE HOUSE HD-16	ROBERT MATZIE	✓	+3,505	ANALYSIS PENDING
STATE HOUSE HD-21	SARA INNAMORATO	✓	+8,403	28
STATE HOUSE HD-25	BRANDON MARKOSEK	✓	+5,465	83
STATE HOUSE HD-26	PAUL FRIEL	✓	+4,343	80
STATE HOUSE HD-29	TIM BRENNAN	✓	+5,602	690
STATE HOUSE HD-30	ARVIND VENKAT	✓	+3,486	496
STATE HOUSE HD-31	PERRY WARREN	✓	+8,337	553
STATE HOUSE HD-33	MANDY STEELE	✓	+2,637	487
STATE HOUSE HD-38	NICK PISCIOTTANO	✓	+20,196	85
STATE HOUSE HD-39	RICHARD SELF	✗	-5,654	99
STATE HOUSE HD-44	DEBRA TURICI	✗	-3,096	502
STATE HOUSE HD-50	DOUG MASON	✗	-5,789	57
STATE HOUSE HD-51	RICHARD RINGER	✗	-5,104	52
STATE HOUSE HD-53	STEVE MALAGARI	✓	+5,884	412
STATE HOUSE HD-72	FRANK BURNS	✓	+2,303	65
STATE HOUSE HD-82	PAUL TAKAC	✓	+2,777	47
STATE HOUSE HD-88	SARA AGERTON	✗	-2,890	74
STATE HOUSE HD-101	CAVI MILLER	✗	-5,503	67
STATE HOUSE HD-103	PATTY KIM	✓	+7,666	80
STATE HOUSE HD-105	JUSTIN FLEMING	✓	+6,993	68
STATE HOUSE HD-116	YESENIA RODRIGUEZ	✗	-5,279	274
STATE HOUSE HD-119	VITO MALACARI	✗	-2,341	423
STATE HOUSE HD-137	ANNA THOMAS	✗	-766	520
STATE HOUSE HD-160	CATHERINE SPAHR	✗	-1,741	82
STATE HOUSE HD-168	LISA BOROWSKI	✓	+3,626	69
STATE HOUSE HD-172	KEVIN BOYLE	✓	+2,453	80
STATE HOUSE HD-189	TARAH PROBST	✓	+2,347	ANALYSIS PENDING

The vote gain estimates above do not include canvass impacts and assume 70% turnout of contacted voters. *Pooled analysis across 30 competitive U.S. House races.



Margins as of 11/17/22

VOTE BY DEMOGRAPHIC

With over 60,000 in-depth conversations with voters at the doors in Pennsylvania since Labor Day, we have unique insight into which voters made up Fetterman’s and Shapiro’s winning coalitions and what issues drove their vote.

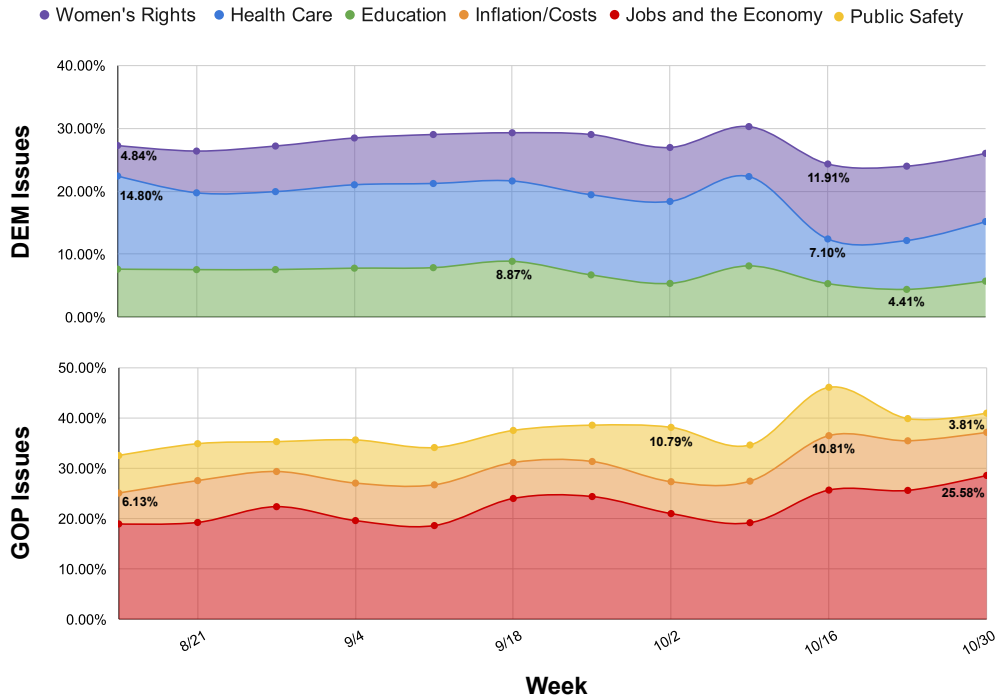
The canvassing data shown at right reveals that Fetterman outpaced Shapiro among voters of color, but lagged with white voters. Both Fetterman and Shapiro posted strong margins among Black voters, only slightly behind the biggest margin we saw in the country, 81.7 percent for Sen. Raphael Warnock in Georgia.

VOTER ISSUE PRIORITIES

Voters’ top issue of concern also drives their vote, often despite the voter’s partisan leanings. Voters focused on health care, education or women’s rights historically favor Democrats, while voters concerned about the economy, inflation and public safety are more likely to vote for Republicans. In Pennsylvania as in many states, the field appeared tilted against Democrats going into the election, with Republican-issue voters leading Democratic-issue voters by a 15-point margin. Pennsylvania was one of few states where public safety, aka crime, was a priority issue, after Republicans and allies spent more here on TV ads than in any other swing state — over \$140 million — with almost 60% of it focused on public safety.

CANDIDATE	BLACK n=6,083	HISPANIC n=1,866	ASIAN n=1,686	WHITE n=35,201
JOHN FETTERMAN (SEN-D)	80.42%	73.74%	62.46%	59.19%
MEHMET OZ (SEN-R)	4.57%	6.43%	9.19%	24.04%
CANDIDATE	BLACK n=9,718	HISPANIC n=2,317	ASIAN n=2,072	WHITE n=43,128
JOSH SHAPIRO (GOV-D)	77.81%	72.12%	61.68%	59.69%
DOUGLAS MASTRIANO (GOV-R)	4.05%	6.52%	9.51%	22.98%

Share of Issue Priorities Among Pennsylvania Voters Control for VCI



Who is on YOUR SIDE?

Dr. Oz (R) vs **John Fetterman (D)**

HEALTHCARE
Before entering the Presidential race for U.S. Senator in Pennsylvania, Dr. Mehmet Oz regularly supported health insurance expansions and promoted the Affordable Care Act, legislation that expanded affordable healthcare access to millions of Americans. He has now reversed those positions.

JOBS
Fetterman has a proven track record of supporting workers, raising the minimum wage to at least \$15/ hour, and he's ready to extend it using clean energy jobs to Strabock, he also treated in Congress for union workers who are being laid off by American workers.

RISE IN COSTS
Do you want to double down on support for the same old companies that are taking in record profits while you are record prices at the pump, in your pocket?

JOHN FETTERMAN for U.S. Senate

VOTE REQUEST BALLOT BY TUES, NOV. 1
VOTE ON TUESDAY, NOV. 8
Poll hours: 7 a.m. - 8 p.m.
For more information on early voting visit www.election.org

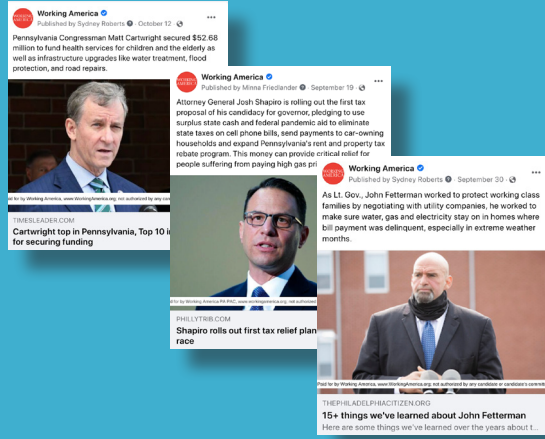
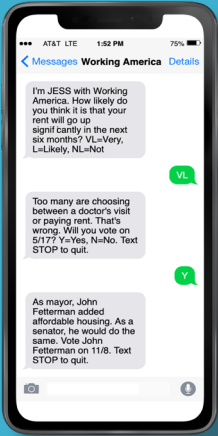
WORKING AMERICA
Your vote is a powerful decision. Working America has done the research and found that 60% of voters in the last election for U.S. Senate. Paid for by Working America, www.workingamerica.org. Not authorized by any candidate or candidate's committee.

This issue landscape was driving much of the pre-election narrative about a “red wave” in Pennsylvania and elsewhere. **With our canvassing and digital organizing work, we were able to counteract this TV ad blitz, flipping the vote of tens of thousands of people at a fraction of the cost.** We did it by building long-term relationships with voters, grounded in issues like employment, housing and other core pieces of the working-class agenda. We used data-driven messaging to blunt traditional Republican advantages on issues like inflation and the economy, helping voters reframe these issues so that they understand what’s really happening and who is really fighting for them.

The results show that this kind of relationship-based, sustained contact is **more successful** at influencing voters than transient paid ads and other hot-button issue messaging.



TEXTING & DIGITAL ADS



Working America is a year-round operation. We always show up for game time when elections roll around, and we were **among the largest independent field operations in Pennsylvania** this cycle.

But we talk to our **569,345 Pennsylvania members** all year, using **smart texting, localized digital ads, issue-focused direct mail, constant digital communication** and, of course, **conversations with canvassers at the doors.**

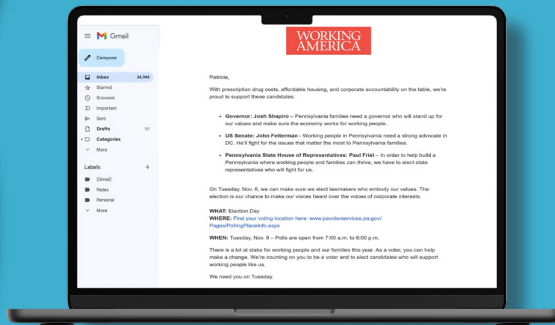
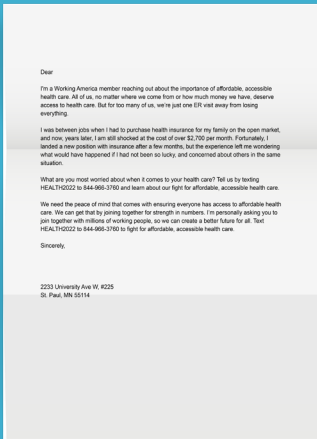
We connect with our members and millions of other voters over values, and we show them how we can work together to advance policy that helps working-class people.

These persistent relationships are a big part of why our members trust us when it comes time to vote. This is how we were able to stand in the way of the red wave that was predicted.

Our members and voters know we care about them, not just the candidates. Our data is proof that our messages get through.

Over the next two years, we'll be bringing more members into our organization and building the power we need for **victory in 2024 in Pennsylvania and swing states around the country.**

LETTERS & EMAILS



DENSITY OF OUR PROGRAMS: PHILADELPHIA COUNTY

- MEMBERS
- VOTER CONTACT CONVERSATIONS
- LETTERS & EMAIL
- TEXTING & DIGITAL ADS

