

Immigration Hub

Content Test Results

Summary

Scott Wagner's Immigration Attack Ad Fails to Mobilize Pennsylvania Voters

The Immigration Hub and the Service Employees International Union (SEIU) commissioned a study of 1,977 Pennsylvania registered voters' reactions to the gubernatorial candidate Scott Wagner's ad "[Caravan](#)". In his final television ad, the Republican candidate made his closing argument a tribute to President Trump's strategy to double down against immigrants to gin up fear and paint Governor Wolf as incapable of keeping communities safe. The ad is a page out of Trump's playbook.

The findings show that **Wagner's ad failed to mobilize the majority of Pennsylvania voters** to support Wagner, and in many cases even **backfired by increasing turnout intentions of one of the most coveted Pennsylvania voting bloc - female voters**, both liberal leaning and moderate women. **In fact, 62% of moderate suburban female voters did not support Scott Wagner's ad.**

The tests found:

- **62% of moderate suburban female voters** did not support Scott Wagner's ad on the caravan and 56% of all moderates did not support the ad.
- Wagner's *Caravan* ad **did not have any net turnout effect for conservative women**, but instead, backfired increasing the turnout intentions of liberal-leaning and moderate women by between 6 and 8 percent.
- The *Caravan* ad **created a net backlash effect in rural audiences against the Republican candidate, leading to an 8 percent gain in turnout intentions for Democrats.**
- 27% of Pennsylvania voters who viewed the ad were moved to oppose Scott Wagner, including **33% of moderate, suburban women who moved against the candidate.**

Methodology

1,977 respondents in PA were recruited via random device sampling over approximately 72 hours to November 5. Respondents were solicited to participate in public opinion research via smartphone and desktop apps and offered incentives to participate. All respondents were required to watch one video before being given a digital survey. Each video was randomly chosen to be either the test video or a control/placebo video. Demographic information on respondents was used to assign weights, ensuring all statistics represent the known makeup of the population.