Pennsylvania Voters Trust Republicans Most on the Issues that Matter

CYGNAL

DATE: Tuesday, March 26, 2024
TO: Republican State Leadership Committee (RSLC)
FROM: Brent Buchanan, President & Founder, Cygnal
RE: Survey of Likely 2024 General Election Voters in Pennsylvania

The political landscape in Pennsylvania is challenging for Democrats.

- President **Biden is deeply disliked by voters** (37% favorable / 60% unfavorable), and Republicans lead on the generic ballot (48% / 46%).

- Half of **voters feel financially worse off than four years ago**, with **70%** of voters who said they're worse off indicating a **shift towards Republican candidates** as a result.

Republicans are more trusted on the key issues that matter to voters.

- The two **top issues** that voters want to see addressed by their state legislature are **inflation/rising prices** and **immigration/border security**, issues that Republicans are focused on and trusted on the most.

- 32% of likely voters said **inflation/rising prices was the top issue** they want addressed by their state legislature, while 28% said **immigration/border security**.

- **Republicans are trusted more than Democrats** to handle the top issues among voters:

  - Inflation and the economy: 50% - 36%
  - Illegal immigration and border security: 52% - 35%
  - Crime and public safety: 51% - 35%

Core issues driving campaign narratives favor Republicans.

- Voters show **lesser concern for issues Democrats spend their time talking about**, such as **abortion** laws and threats against **democracy**.

- Only 13% of voters said they feel that abortion laws are the most important issue to them. Even fewer felt that fighting threats to democracy (10%) was the most important issue.

- Making matters worse for Democrats, they hold only a meager 2% advantage over Republicans on which party can uphold **voting rights**.

- This is not significant enough for **Democrats** to overcome their **troubles with winning on issues Republicans dominate on, like the economy, crime, and the border.**

Methodology: This poll was commissioned by the State Government Leadership Foundation (SGLF), the 501c4 policy partner of the Republican State Leadership Committee (RSLC) and conducted by Cygnal on March 10-12 as a multi-state battleground survey of likely general election voters, n1500, +/- 2.52% MoE. A statistical model called multilevel regression with poststratification was used for the Pennsylvania-specific results.