ON MESSAGE INC.
PENNSYLVANIA STATEWIDE

TABLE OF CONTENTS   SEPTEMBER 29, 2024

TABLE #   TABLE TITLE

IN YOUR OPINION, WHAT IS THE SINGLE MOST IMPORTANT ISSUE FACING
                     OUR COUNTRY TODAY?

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         -  800        Total
         -  243  30.4  ECONOMIC
         -  175  21.9    Economy
         -   49   6.1    Inflation
         -   10   1.3    Cost Of Living
         -    5   0.7    Unemployment/Jobs
         -    2   0.2    Energy Crisis
         -    2   0.2    Wages
         -  216  27.0  SOCIAL
         -  166  20.8    Immigration/Border
         -   41   5.2    Women Rgt/Healt/Repro
         -    3   0.3    Povrty/Hunger/Homelss
         -    3   0.3    Race/Discrimination
         -    2   0.2    Social Security
         -    1   0.1    Housing
         -  140  17.6  GOVERNMENT
         -   59   7.3    Democracy
         -   37   4.6    Donald Trump
         -   13   1.6    Honsty/Gov't Corruptn
         -    9   1.1    Leadership
         -    7   0.9    Dems/Liberal/Commie
         -    4   0.6    Bicker/Gridlock
         -    4   0.5    Joe Biden
         -    3   0.4    Government
         -    2   0.3    Kamala Harris
         -    2   0.2    Elections/Fraud
         -    1   0.1    Republicans            CON'T
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-   57   7.1  OTHER
-   26   3.3    Miscellaneous
-   21   2.7    Divisivnss/Intoleranc
-    7   0.8    Constitution/Rgt/Free
-    2   0.3    Be for the People
-    1   0.1    Income Inequity
-   33   4.1  MORALS
-   21   2.7    Abortion/Rights
-    6   0.8    Moral/Family Values
-    4   0.5    Religion
-    1   0.1    LGBTQ
-   28   3.5  NAT'L DEFENSE/FOREIGN
-    8   1.0    Safety/Security
-    7   0.9    Foreign Policy
-    7   0.9    War/Peace
-    3   0.4    Israel/Gaza/Mid East
-    2   0.3    Natl Defens/Milit/Vet
-   21   2.6  CRIME
-   12   1.5    Gun Control
-    8   1.0    Crime
-    1   0.1    Court/Justice System
-   16   2.0  HEALTH
-   15   1.9    Health Care
-    1   0.1    Mental Health
-   14   1.8  ENVIRONMENT
-   14   1.8    Environment/Glob Warm
-    5   0.6  GOV'T SPENDING ISSUES
-    2   0.3    Budget/Deficit
-    2   0.2    Fiscal Situation
-    1   0.1    Gov't Spending
-    4   0.5  EDUCATION
-    3   0.3    Education/Quality
-    1   0.1    School Safety
-    3   0.4  TAXES
-    3   0.4    Taxes
-    3   0.3  DEVELOPMENT
-    2   0.2    Roads/Infrastructure
-    1   0.1    Transportation
-   18   2.2  DON'T KNOW
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6   Q6. -   I AM GOING TO READ SOME NAMES OF PEOPLE AND ORGANIZATIONS IN THE NEWS.
                         FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE
                         PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR
                         UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T
                         KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.
                         "DONALD TRUMP"

                - 800   Total
                - 362   45.3 FAVORABLE
                - 313   39.1   Very Favorable
                -   49   6.1   Somewhat Favorable
                - 415   51.9 UNFAVORABLE
                - 383   47.9   Very Unfavorable
                -   31   3.9   Somewhat Unfavorable
                -   23   2.9 NO OPINION

7   Q7. -   I AM GOING TO READ SOME NAMES OF PEOPLE AND ORGANIZATIONS IN THE NEWS.
                         FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE
                         PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR
                         UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T
                         KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.
                         "KAMALA HARRIS"

                - 800   Total
                - 385   48.1 FAVORABLE
                - 271   33.9   Very Favorable
                - 114   14.2   Somewhat Favorable
                - 383   47.8 UNFAVORABLE
                - 345   43.2   Very Unfavorable
                -   37   4.7   Somewhat Unfavorable
                -   32   4.0 NO OPINION

8   Q8. -   I AM GOING TO READ SOME NAMES OF PEOPLE AND ORGANIZATIONS IN THE NEWS.
                         FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE
                         PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR
                         UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T
                         KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.
                         "JOE BIDEN"

                - 800   Total
                - 358   44.7 FAVORABLE
                - 203   25.3   Very Favorable
                - 155   19.4   Somewhat Favorable
                - 394   49.3 UNFAVORABLE
                - 350   43.7   Very Unfavorable
                -   45   5.6   Somewhat Unfavorable
                -   48   6.0 NO OPINION

Pg 109   9   Q9. -   I AM GOING TO READ SOME NAMES OF PEOPLE AND ORGANIZATIONS IN THE NEWS.
                          FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE
                          PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR
                          UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T
                          KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.
                          "DAVE McCORMICK"

                 - 800   Total
                 - 240   30.0 FAVORABLE
                 - 125   15.7   Very Favorable
                 - 115   14.3   Somewhat Favorable
                 - 310   38.7 UNFAVORABLE
                 - 237   29.6   Very Unfavorable
                 -   73   9.1   Somewhat Unfavorable
                 - 171   21.4 NO OPINION
                 -   78   9.8 NEVER HEARD OF

Pg 121   10   Q10. - I AM GOING TO READ SOME NAMES OF PEOPLE AND ORGANIZATIONS IN THE NEWS.
                          FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE
                          PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR
                          UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T
                          KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.
                          "BOB CASEY"

                 - 800   Total
                 - 338   42.2 FAVORABLE
                 - 176   22.0   Very Favorable
                 - 162   20.2   Somewhat Favorable
                 - 314   39.2 UNFAVORABLE
                 - 244   30.5   Very Unfavorable
                 -   70   8.7   Somewhat Unfavorable
                 - 121   15.1 NO OPINION
                 -   28   3.5 NEVER HEARD OF

Pg 133   11   Q11. - I AM GOING TO READ SOME NAMES OF PEOPLE AND ORGANIZATIONS IN THE NEWS.
                          FOR EACH ONE, PLEASE TELL ME, FIRST WHETHER YOU'VE HEARD OF THE
                          PERSON, THEN, IF SO, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR
                          UNFAVORABLE IMPRESSION OF THE PERSON. IF I NAME SOMEONE YOU DON'T
                          KNOW MUCH ABOUT, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.
                          "JOSH SHAPRIO"

                 - 800   Total
                 - 440   55.0 FAVORABLE
                 - 312   39.0   Very Favorable
                 - 129   16.1   Somewhat Favorable
                 - 240   30.0 UNFAVORABLE
                 - 167   20.9   Very Unfavorable
                 -   73   9.1   Somewhat Unfavorable
                 -   99   12.3 NO OPINION
                 -   21   2.7 NEVER HEARD OF

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Pg 145      12   Q12. -  FROM THE FOLLOWING LIST, WHICH ONE ISSUE IS PERSONALLY MOST IMPORTANT
                         TO YOU IN DECIDING YOUR VOTE FOR SENATE?
                         1. REDUCING INFLATION ON PRODUCTS LIKE GAS AND FOOD
                         2. PASSING LEGISLATION TO FIGHT CLIMATE CHANGE AND REDUCE EMISSIONS
                         3. SECURING THE BORDER AND STOPPING THE FLOOD OF ILLEGAL IMMIGRANTS
                         4. STRENGTHENING NATIONAL SECURITY
                         5. PROTECTING ABORTION ACCESS        6. DEFENDING DEMOCRACY
                         7. CUTTING TAXES FOR FAMILIES AND BUSINESSES
                         8. REDUCING CRIME AT ALL LEVELS

                 -  800       Total
                 -  205  25.7 REDUCING INFLATION
                 -   48   6.0 FIGHT CLIMATE CHANGE
                 -  179  22.4 SECURING THE BORDER
                 -   32   4.0 STRONG NAT'L SECURITY
                 -   91  11.3 PRTCT ABORTION ACCESS
                 -  152  19.0 DEFENDING DEMOCRACY
                 -   33   4.1 CUTTING TAXES
                 -   28   3.5 REDUCING CRIME
                 -   32   4.0 DK/REFUSED

Pg 157      13   Q13. -  IF THE ELECTION FOR PRESIDENT WERE HELD TODAY AND THE CANDIDATES WERE
                         DONALD TRUMP, A REPUBLICAN, KAMALA HARRIS, A DEMOCRAT, JILL STEIN,
                         GREEN PARTY,AND CHASE OLIVER, A LIBERTARIAN, FOR WHOM WOULD YOU VOTE?

                 -  800       Total
                 -  377  47.1 COMBO TRUMP
                 -  369  46.1  Vote Trump
                 -    8   1.0  Lean Trump
                 -  375  46.9 COMBO HARRIS
                 -  373  46.6  Vote Harris
                 -    2   0.2  Lean Harris
                 -    7   0.9 COMBO STEIN
                 -    6   0.8  Vote Stein
                 -    1   0.1  Lean Stein
                 -    8   1.0 COMBO OLIVER
                 -    7   0.9  Vote Oliver
                 -    1   0.1  Lean Oliver
                 -    5   0.6 OTHER
                 -   29   3.6 FIRM UNDECIDED
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Pg 169   14   Q15. -   IF THE ELECTION FOR UNITED STATES SENATE WERE HELD TODAY AND THE
                          CANDIDATES WERE DAVE McCORMICK, A REPUBLICAN, BOB CASEY, A DEMOCRAT,
                          JOHN THOMAS, A LIBERTARIAN, LEILA HAZOU, GREEN PARTY, AND MARTY
                          SELKER, CONSTITUTION PARTY, FOR WHOM WOULD YOU VOTE?

                 -   800   Total
                 -   348   43.5 COMBO McCORMICK
                 -   331   41.4   Vote McCormick
                 -    17   2.1   Lean McCormick
                 -   362   45.3 COMBO CASEY
                 -   350   43.7   Vote Casey
                 -    12   1.5   Lean Casey
                 -    12   1.4 COMBO THOMAS
                 -     7   0.9   Vote Thomas
                 -     4   0.6   Lean Thomas
                 -     7   0.9 COMBO HAZOU
                 -     6   0.8   Vote Hazou
                 -     1   0.1   Lean Hazou
                 -    10   1.2 COMBO SELKER
                 -     8   1.0   Vote Selker
                 -     2   0.2   Lean Selker
                 -     7   0.8 OTHER
                 -    55   6.9 FIRM UNDECIDED

Pg 181   15   Q17. -   THINKING ABOUT THE JOB THAT DONALD TRUMP DID AS PRESIDENT, WOULD YOU
                          SAY YOU APPROVE OR DISAPPROVE OF THE JOB HE DID?

                 -   800   Total
                 -   396   49.6 APPROVE
                 -   326   40.7   Strongly Approve
                 -    71   8.8   Somewhat Approve
                 -   382   47.8 DISAPPROVE
                 -   347   43.4   Strongly Disapprove
                 -    35   4.4   Somewhat Disapprove
                 -    21   2.7 DK/NO OPINION

Pg 193   16   Q18. -   THINKING ABOUT THE JOB THE JOE BIDEN AND KAMALA HARRIS PRESIDENTIAL
                          ADMINISTRATION HAS DONE, WOULD YOU SAY YOU APPROVE OR DISAPPROVE OF
                          THE JOB THEY HAVE DONE?

                 -   800   Total
                 -   376   47.0 APPROVE
                 -   192   24.0   Strongly Approve
                 -   183   22.9   Somewhat Approve
                 -   406   50.8 DISAPPROVE
                 -   360   45.0   Strongly Disapprove
                 -    47   5.8   Somewhat Disapprove
                 -    18   2.2 DK/NO OPINION

Pg 205   17   Q19. -   PLEASE TELL ME IF YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT?
                          "EVEN THOUGH I WISH DONALD TRUMP WAS KINDER AND GENTLER IN THE WAY HE
                          SPEAKS AND ACTS, I'M STILL LIKELY TO VOTE FOR HIM BECAUSE I THINK HIS
                          POLICIES WILL FIX OUR ECONOMY, SECURE OUR BORDERS, AND MAKE US SAFER."

                 -   800   Total
                 -   379   47.3   AGREE
                 -   315   39.3   Strongly Agree
                 -    64   8.0   Somewhat Agree
                 -   406   50.7   DISAGREE
                 -   374   46.7   Strongly Disagree
                 -    32   4.0   Somewhat Disagree
                 -    15   1.9   DK/REFUSED

Pg 217   18   Q20. -   IN THE UNITED STATES SENATE RACE BETWEEN DAVE McCORMICK AND BOB CASEY,
                          WHICH CANDIDATE DO YOU THINK WILL FIGHT FOR POLICIES THAT WILL FIX OUR
                          ECONOMY AND MAKE OUR COMMUNITIES SAFER?

                 -   800   Total
                 -   349   43.6   DAVE McCORMICK
                 -   332   41.6   BOB CASEY
                 -     6   0.8   BOTH
                 -    25   3.2   NEITHER
                 -    87   10.9   DK/REFUSED

Pg 229   19   Q21. -   WHICH OF THE FOLLOWING MOST ACCURATELY DESCRIBES WHERE YOU LIVE?
                          WOULD YOU SAY YOU LIVE IN ...

                 -   800   Total
                 -   189   23.7   RURAL AREA
                 -   179   22.4   SMALL TOWN
                 -   285   35.7   SUBURBAN AREA
                 -   131   16.4   URBAN AREA OR CITY
                 -    15   1.9   DK/REFUSED

Pg 241   20   Q22. -   FROM THE FOLLOWING LIST, WHAT IS THE LAST GRADE OF FORMAL EDUCATION
                          YOU HAVE COMPLETED?

                 -   800   Total
                 -   394   49.2   LESS COLLEGE GRAD
                 -    19   2.4   Less/H.S. Diploma
                 -   155   19.4   High School Graduate
                 -   219   27.4   Some College/Trade
                 -   388   48.5   COLLEGE GRADUATE
                 -   218   27.2   College Graduate
                 -   170   21.2   Post Graduate Degree
                 -    18   2.3   DK/NO OPINION

Pg 253   21   Q23. - WITH WHICH POLITICAL PARTY ARE YOU CURRENTLY REGISTERED?

                - 800   Total
                - 313   39.1 DEMOCRAT
                - 202   25.2 Strong Dem
                - 102   12.7 Lean Dem
                -    9   1.2 Dk Dem
                - 129   16.1 INDEPENDENT
                - 338   42.3 REPUBLICAN
                - 228   28.5 Strong Repub
                - 100   12.5 Lean Repub
                -   10   1.3 Dk Repub
                -   20   2.5 DK/REFUSED

Pg 265   22   Q25. - IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A
                        MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

                - 800   Total
                - 174   21.7 LIBERAL
                -   90   11.2 Very Liberal
                -   84   10.5 Somewhat Liberal
                - 285   35.6 MODERATE
                - 125   15.6 Smwht Conservative
                - 174   21.8 Very Conservative
                - 299   37.4 CONSERVATIVE
                -   42   5.3 DK/NO OPINION

Pg 277   23   Q26. - GENERALLY SPEAKING, REGARDING THE ISSUE OF ABORTION, WOULD YOU SAY
                        THAT YOU ARE PRO-LIFE OR PRO-CHOICE?

                - 800   Total
                - 306   38.3 PRO-LIFE
                - 196   24.5 Strongly Pro-Life
                - 110   13.8 Somewhat Pro-Life
                - 433   54.1 PRO-CHOICE
                - 355   44.3 Strongly Pro-Choice
                -   78   9.8 Somewhat Pro-Choice
                -   61   7.6 DK/REFUSED

Pg 289   24   Q27. - HOW DO YOU NORMALLY VOTE? WOULD YOU SAY THAT YOU VOTE DEMOCRAT,
                        VOTE REPUBLICAN, OR VOTE FOR AS MANY DEMOCRATS AS REPUBLICANS?

                - 800   Total
                - 293   36.6 DEMOCRAT
                - 148   18.5 Always Democrat
                - 145   18.2 Usually Democrat
                - 165   20.7 TICKETSPLITTER
                - 128   16.0 Usually Republican
                - 165   20.7 Always Republican
                - 293   36.6 REPUBLICAN
                -   49   6.1 DON'T KNOW/REFUSED

Pg 301   25   Q28. -   ARE YOU OR IS A MEMBER OF YOUR IMMEDIATE FAMILY FROM A LATINO,
                          HISPANIC OR SPANISH SPEAKING BACKGROUND?

                 -   800   Total
                 -    61   7.6   YES
                 -   724   90.5   NO
                 -    15   1.8   DK/REFUSED

Pg 307   26   Q29. -   WHAT IS YOUR MAIN RACE OR ETHNIC HERITAGE?   ARE YOU ...

                 -   800   Total
                 -   631   78.9   WHITE/CAUCASIAN
                 -   151   18.8   NON-WHITE
                 -    74   9.3   African-Amer./Black
                 -    61   7.6   Hispanic
                 -    10   1.3   Asian
                 -     5   0.6   Other
                 -    18   2.3   DK/REFUSED

Pg 319   27   Q30. -   IN WHAT YEAR WERE YOU BORN?

                 -   800   Total
                 -    72   9.1   18-34
                 -   281   35.1   35-54
                 -   201   25.2   55-64
                 -   221   27.7   65+
                 -    24   3.0   REFUSED

Pg 331   28   Q#. -   GENERATIONS:

                 -   800   Total
                 -   174   21.8   MILLENIALS
                 -   281   35.2   GENERATION X
                 -   233   29.2   BABY BOOMERS
                 -    87   10.8   SILENT GENERATION
                 -    24   3.0   REFUSED

Pg 343   29   Q#. -   IN WHAT YEAR WERE YOU BORN?

                 -   800   Total
                 -    27   3.4   18-25
                 -    53   6.6   26-35
                 -   130   16.3   36-45
                 -   158   19.7   46-55
                 -   198   24.7   56-65
                 -   211   26.4   66+
                 -    24   3.0   REFUSED

Pg 355   30   Q31. -   GENDER:

                 -   800   Total
                 -   394   49.3   MALE
                 -   406   50.7   FEMALE

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Pg 359        31   Q32. -  MEDIA MARKET:

             -  800         Total
             -  326   40.8  PHILADELPHIA M.M.
             -   80   10.0   Philadelphia County
             -  246   30.7   Rest Philadelphia
             -  175   21.9  PITTSBURGH M.M.
             -   83   10.4   Alleghany County
             -   92   11.5   Rest Pittsburgh
             -   89   11.1  SCRANTON M.M.
             -  126   15.8  HARRISBURG M.M.
             -   46    5.7  JOHNSTOWN M.M.
             -   38    4.8  REST OF STATE

Pg 371        32   Q33. -  LIST:

             -  800         Total
             -  478   59.8  CELL
             -  322   40.2  LAND
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