



REVILY

# American Principles Project Party Messaging Analysis

—  
Pennsylvania 2018 Governor Race



# MESSAGING AGAINST GOVERNOR TOM WOLF

According to our survey, Governor Wolf currently has a job approval rating of 34.8%. Just 55% of Democrats approve of the job he is doing, and an even smaller percent of Republicans and Independents/Others approve of his job performance (14% approval among Republicans/ 32% among Independents and Others). Revily asked voters to listen to a series of statements about Governor Tom Wolf and evaluate how that affected their support for him. The following table depicts the degree to which statements made voters less likely to support Tom Wolf, cross analyzed with their self identified party.

Less Likely to Support Tom Wolf			
Answer	Republican	Democrat	Independent/Other
Parental Notification	81%	33%	51%
Physicians General	72%	22%	38%
Catholic Hospitals	88%	37%	57%
Christian Businesses	88%	45%	61%
Medicaid Guidelines	83%	36%	55%
School Showers	92%	51%	66%
Adoption Agencies	72%	28%	44%



# THREE MOST POWERFUL MESSAGING TACTICS

1. “Governor Tom Wolf supports school policies that force children to share shower facilities with members of the opposite sex.”

Q19: Party Crossed With Q8: School Showers			
Q19: Party	Q8: School Showers		
	More Likely	Less Likely	No Difference
Republican	2%	92%	6%
Democrat	14%	51%	35%
Other	9%	66%	25%

2. “As governor, Tom Wolf has supported legislation that has been used in other states to force Christians out of their jobs, to shut down their businesses, and to fine them for their entire life savings.”

Q19: Party Crossed With Q13: Christian Businesses			
Q19: Party	Q13: Christian Businesses		
	More Likely	Less Likely	No Difference
Republican	4%	88%	8%
Democrat	16%	45%	39%
Other	12%	61%	27%



3. “As governor, Tom Wolf has supported legislation that would punish and in some cases shut down Catholic hospitals for not performing sex-change surgery. How does this affect your opinion of Tom Wolf?”

Q19: Party Crossed With Q11: Catholic Hospitals			
Q19: Party	Q11: Catholic Hospitals		
	More Likely	Less Likely	No Difference
Republican	4%	88%	8%
Democrat	25%	37%	38%
Other	19%	57%	25%

## LESS POTENT MESSAGING

The two questions addressing Pennsylvania’s Transgender Physician General did not register well with voters. Among all the statements addressing support for Tom Wolf, his appointment of a Transgender Physician General had the least impact on making voters less likely to support Wolf. Among Democrats and Independents, it was by far the least impactful negative statement, and for Republicans it shared last place with the statement about adoption agencies as the least impactful negative statement.

Q19: Party Crossed With Q14: Physician General			
Q19: Party	Q14: Physician General		
	More Likely	Less Likely	No Difference
Republican	6%	72%	22%
Democrat	30%	22%	47%
Other	22%	38%	40%

Further, just 61% of Republicans said that they would be more likely to support a Republican candidate who would remove the sitting Physicians General from office. A minimal quorum of Democrats and Independents/Others said this would make them more likely to support the candidate and many said this would make them less likely to support that candidate.

Q19: Party Crossed With Q15: Republican Candidate			
Q19: Party	Q15: Republican Candidate		
	More Likely	Less Likely	No Difference
Republican	61%	17%	22%
Democrat	11%	64%	25%
Other	24%	42%	34%





## PARENTAL NOTIFICATION

Across the board, voters agree that if a child tells a school teacher or administrator that he or she identifies as transgender or gay, the parent of that child should be notified. However, although a strong majority of Republicans, Democrats and Independents/ Others support parental notification, their support for Tom Wolf is not necessarily strongly diminished by his policy of banning notification. While 59% of Democrats support parental notification, just 33% said that they were less likely to support Wolf for his differing policy. Similarly, 62% of those who identify as Independent or Other support parental notification, but not all of this demographic would be less likely to support Wolf because of this difference in stance.

Q19: Party Crossed With Q9: Parental Notification 1

Q19: Party	Q9: Parental Notification 1		
	Should Notify	Should Not Notify	Undecided
Republican	77%	14%	9%
Democrat	59%	19%	22%
Other	62%	17%	22%

Q19: Party Crossed With Q10: Parental Notification 2

Q19: Party	Q10: Parental Notification 2		
	More Likely	Less Likely	No Difference
Republican	5%	81%	14%
Democrat	23%	33%	44%
Other	16%	51%	32%

## KEY POINTS AND SUMMARY

- The statements that had the most adverse affect on Tom Wolf's support are ones concerning: School Showers, Christian Jobs and Catholic Hospitals.
- Generally, each statement profoundly affected Republican support of Tom Wolf, however Democrats and Independents/Others were affected at various degrees.
- The least effective messaging is centered around the current Physician General and her potential removal from office.
- All parties support parental notification if a child notifies a teacher that they identify as transgender, however the Governor's desire to ban schools from telling parents has a mixed outcome on voter support of him.

