



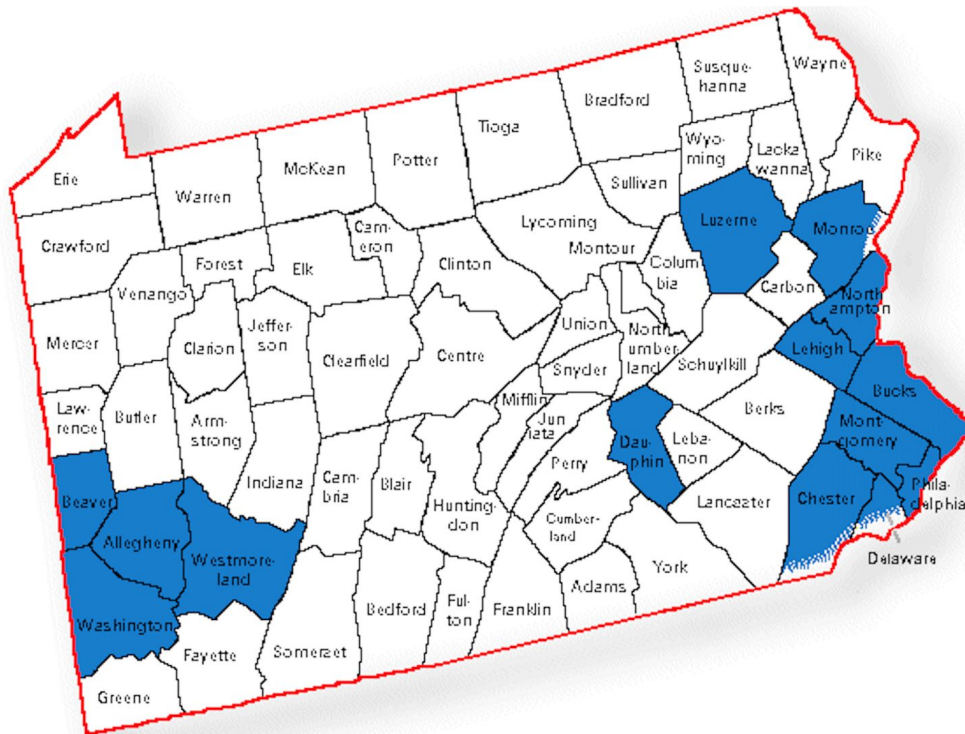
TO: Pennsylvania Organizations & Partners  
FR: For Our Future Pennsylvania  
RE: Feedback Loop Data from 350,000+ Doors and Counting in Pennsylvania

In 2018, For Our Future PA (“FOF-PA”), a project of For Our Future (“FOF”) and For Our Future Action Fund (“FOFAF”), set out on a mission to knock on as many doors as possible with one key strategy in mind: listening. Since March 1, 2018, our listening canvass has culminated in more than 350,000 doors knocked with tens of thousands of individual conversations.

FOFAF-PA canvassers begin every conversation at the door by asking the individual what three issues matter most to them. This question is unprompted and open-ended. That way, the responses can be anything from an issue occurring on that resident’s block, to national and even international concerns.

This data can be put to both non-political and to electoral uses. Politically, consider that in 2016, polling had many progressives going into election day with champagne already in hand. However, in states like Pennsylvania, canvassers on the ground were telling a different story about the type of conversations happening at the doors. When it comes to real issues that Pennsylvanians care about, polling can only offer so much, whereas canvassing takes the true pulse of the communities in which we are knocking.

By knocking doors earlier in the year and putting an emphasis on listening rather than telling, we can take this information and use it to inform future conversations that could affect public debates on issues, and even shape legislation, influence legislators and change elections. Our canvassers are also acting as social scientists, reading tone and body language from their conversations so it isn’t completely dependent on what a person says.



This year, For Our Future PA has already knocked on hundreds of thousands of doors in the following counties: Allegheny, Beaver, Bucks, Chester, Dauphin, Delaware, Lehigh, Luzerne, Monroe, Montgomery, Northampton, Philadelphia, Washington, and Westmoreland.

We have collected such meaningful data from these conversations that has allowed us to get to the core concerns of every day Pennsylvanians. At FOF-PA, we call this data: The Feedback Loop.



Term	Top Associations				
<b>TRUMP</b>	Impeach	Anger	Anti	Hate	Regrets
<b>WOLF</b>	Tom	Gov	Commitment	Won	Likes
<b>GUN</b>	Control	Violence	Yes	Laws	Women's
<b>EDUCATION</b>	Funding	Necessary	Unaccountable	Civics	Introduce
<b>OPIOIDS</b>	Prescribe	Advances	Proactive	Doctors	Dying

### **Feedback Loop Data: Statewide**

The Feedback Loop is focused on messaging, targeting, and future research that goes beyond this one election cycle. This current data set was collected by FOF-PA canvassers from March 1 - July 27, 2018. The top responses below reflect the shared concerns of Pennsylvanians statewide. However, the true value of this data lies in our regional breakdowns that follow.

#### **Top issues by response**

Local	Taxes	4,580 responses
Education	More Funding	3,281 responses
General	Trump Opposition	3,279 responses
Healthcare	Gun Violence Prevention	2,366 responses

### **Honorable mentions**

General	National	839 responses
Infrastructure	Roads/Bridges	563 responses
Healthcare	Opioids	399 responses
Healthcare	Medicare Cuts	203 responses

Based on model scores, we find that generally people who cite **local taxes** as the issue impacting them most are marked as even **less supportive** of our mission and candidates, such as Governor Wolf, than we originally modeled for. People who cite **education funding** as their top issue, however, are **more supportive** than modeled. In future conversations, we will work to tie those two issues together so that people we speak to see the correlation between education funding and local taxes.

Our data shows that President Trump is very divisive, so understanding what other issues matter to these people is key. In areas where we have support for issues, like education funding, we may be able to drive even more support for future actions.

### **Feedback Loop Data: By Region**

All of the top statewide issues are reflected in the regional data below. However, please take note where the data begins to stray from the statewide trend in each region. This tells a larger story of what Pennsylvanians care about in their region and, in many cases, their own neighborhoods.

#### **Southwestern PA Regional Observations (Allegheny, Beaver, Washington, Westmoreland):**

##### **Top issues by response**

Local	Taxes	1,799 responses
Education	More Funding	1,551 responses
General	Trump Opposition	1,409 responses
General	National	1,337 responses

### **Honorable mentions**

Healthcare	Gun Violence Prevention	913 responses
Healthcare	Medicare Cuts	825 responses
Environment	Clean Water	719 responses

These top issues for Southwestern PA are reflected in the issues for Allegheny County. However, it is important to note that **616 of the 719 ‘Enviro: Clean Water’ responses** came from Allegheny County residents. We attribute this concern to a number of water main breaks and serious concerns about the handling of Pittsburgh’s [water services](#). A few of these breaks happened around the dates of [May 4](#), [May 13](#), and [May 31](#). Not surprising, the top issue for residents in Allegheny County for the month of May was clean water with 188 responses.

This is a prime example of the Feedback Loop at work. The large spikes of this regional data do match up with Allegheny County, but the spike in concerns over clean water was a direct result of day-to-day issues impacting residents’ that they shared with our canvassers.

From the doors...

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[Day in the Life: Allegheny](#)

**Philadelphia Regional Observations (Philadelphia)**

**Top issues by response**

Healthcare	Opioids	856 responses
Infrastructure	Local	572 responses
Healthcare	Gun Violence Prevention	505 responses
Taxes	Local	499 responses

**Honorable mentions**

Education	More Funding	397 responses
Crime	More Police	344 responses
Infrastructure	Local Blight	344 responses

Without question, the top issue in Philadelphia month by month has been opioids by a significant margin. This is a collective concern for residents in North Philadelphia and Northeast Philadelphia where the majority of our conversations occurred. Infrastructure is also a significant concern for residents in the region, both local more broadly and specifically local blight.

Philadelphia County follows the larger regional trend of ranking gun violence prevention among the top concern for residents.

From the doors...

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[Day in the Life: Philadelphia](#)

**Southeastern PA Regional Observations (Montgomery, Bucks, Chester, Delaware)**

**Top issues by response**

General	Trump Opposition	630 responses
Healthcare	Gun Violence Prevention	394 responses
Environment	Climate	334 responses
Education	More Funding	323 responses

**Honorable mentions**

Taxes	Local	227 responses
Immigration	Pro-Immigrants	186 responses
Healthcare	Medicare Cuts	160 responses

General disapproval of President Trump was the top response in the Greater Philadelphia region. Gun violence prevention was also a consistently top response across the region each month, which shows that concern over this issue wasn't a spike that faded immediately.

Environmental concerns regarding the climate was a top response across the region. Bucks County particularly influenced these data points with environmental issues such as climate and clean water ranked as top responses each month.

From the doors...

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**Lehigh Valley Regional Observations (Lehigh, Northampton)**

**Top issues by response**

Taxes	Local	872 responses
General	Trump Opposition	279 responses
Education	More Funding	275 responses
Infrastructure	Local	243 responses

**Honorable mentions**

Healthcare	Gun Violence Prevention	212 responses
Infrastructure	Roads/Bridges	227 responses
Healthcare	Pro Universal Healthcare	119 responses

Concerns over local taxes was by far the highest response for our listening canvass in the Lehigh Valley. Infrastructure continued to pop in this region month by month, with local infrastructure being a top concern but also, more specifically, roads and bridges.

From the doors...

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**Central PA Regional Observations (Dauphin)**

**Top issues by response**

General	Trump Opposition	387 responses
Healthcare	Gun Violence Prevention	232 responses
Education	More Funding	178 responses
General	National	173 responses

**Honorable mentions**

Taxes	Local	161 responses
Environment	Climate	102 responses
Immigration	Pro-Immigrants	100 responses

The majority of the doors knocked in Dauphin County were in Harrisburg and the surrounding municipalities. General disapproval of President Trump was the number one response in this region each month. The additional responses and concerns further explain how these concerns

relate back to national policies, like gun violence prevention and general concern with the overall state of our nation.

Immigration had a modest number of responses in April and May but then spiked in June and continued to be a popular response in July. This spike can likely be attributed to the Families Belong Together movement fighting against Trump’s inhumane policy of separating immigrant families at the nation’s southern border.

From the doors...

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**Northeastern PA Regional Observations (Luzerne, Monroe)**

**Top issues by response**

Taxes	Local	1,022 responses
Infrastructure	Roads and Bridges	761 responses
Education	More Funding	557 responses
Infrastructure	Local	426 responses

**Honorable mentions**

Healthcare	Medicare Cuts	348 responses
General	Trump Opposition	331 responses
Healthcare	Opioids	311 responses

The issue of local taxes has consistently been at the top of the list among residents of Monroe and Luzerne Counties. The issue of infrastructure is also widely discussed in this region, and can be traced back to a surge in local infrastructure projects and repairs that have been [announced](#) this and coming years.

From the doors...

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