

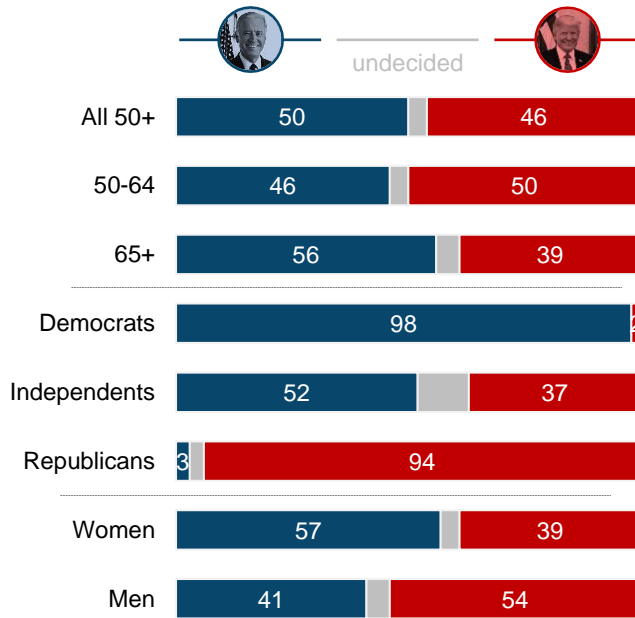
# 50+ Likely Voters in Wisconsin

## Key Findings:

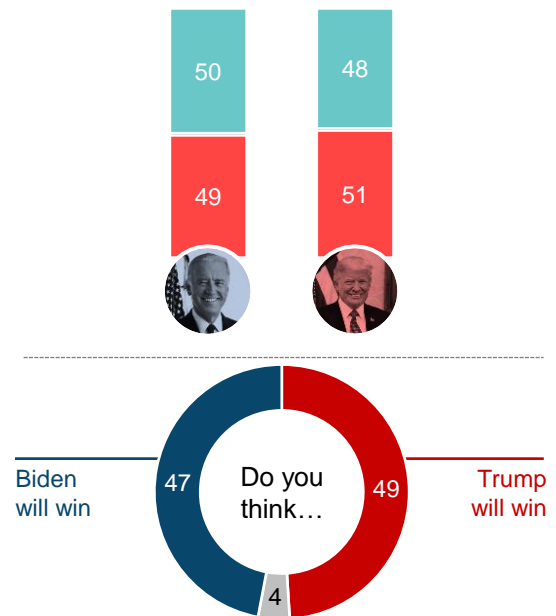
- **Voters 65+ are the key swing:** Vice President Biden has a 5-point lead over President Trump with all 18+ likely voters, and a 4-point lead with the 50+ voter – driven by voters 65+ who support Biden by a 17-point margin.
- **This vote shift is driven by likely voters' bleak view of Trump's handling of coronavirus.** But they also trust Biden more to heal divisions, work across the aisle, and strengthen Social Security and Medicare.
- **The mailbox goes partisan:** More than half of Biden voters plan to vote by mail, and nearly all of them think it's safe. By contrast, just 14% of Trump voters plan to vote by mail, while the rest have widespread concerns.
- **The virus is the new culture war:** Just 39% of Trump voters always wear masks in public places, compared to 87% of Biden voters.
- **Though much divides these voters, they are united by a desire to protect Social Security and strengthen Medicare.**

## Wisconsin: The 50+ Voter and the Presidential Election

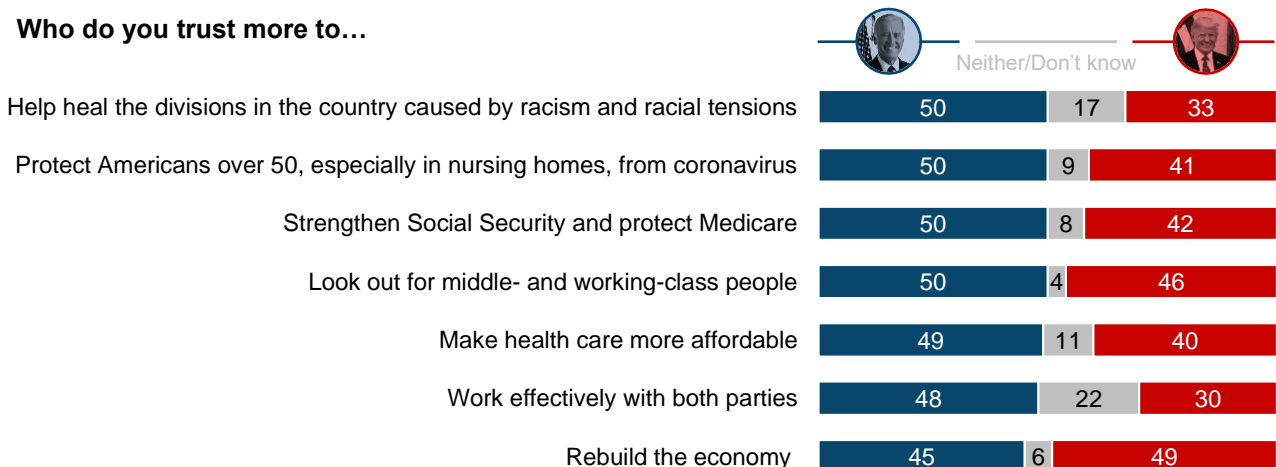
Now, if the election for President were held today...for whom would you vote?



Favorable or unfavorable view of...



Who do you trust more to...



**75%**

of Biden voters 50+ are extremely motivated to vote for Biden

**80%**

of Trump voters 50+ are extremely motivated to vote for Trump

**96%**

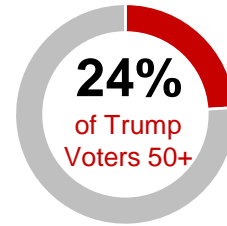
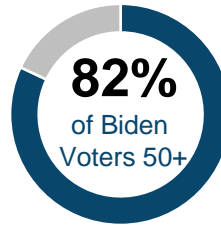
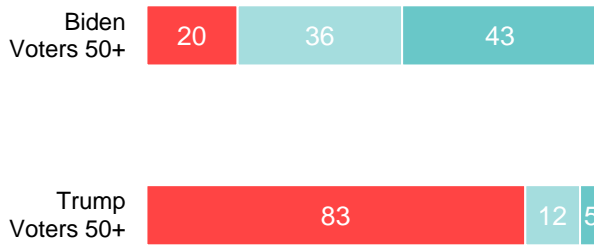
of Biden voters 50+ are worried about Trump winning the election

**79%**

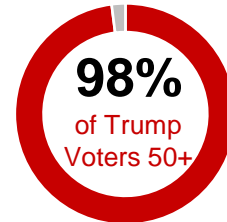
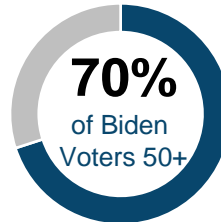
of Trump voters 50+ are worried about Biden winning the election

How confident are you that votes made by mail will be counted accurately?

Total not confident    Somewhat confident    Very confident

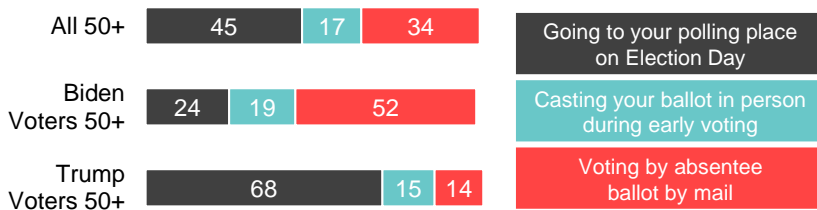


are confident that voting by mail will be safe

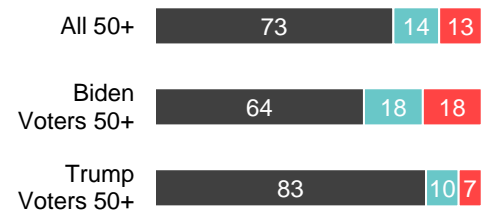


are confident that voting in person will be safe

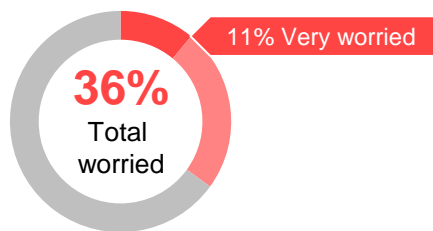
In this November's general election, do you intend to vote by...



In past elections, how do you typically vote?



How worried are you about not being able to vote because of the coronavirus?



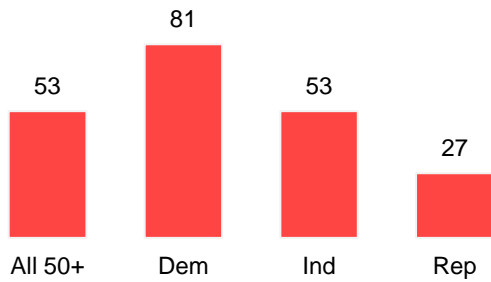
Biden Voters 50+



Trump Voters 50+



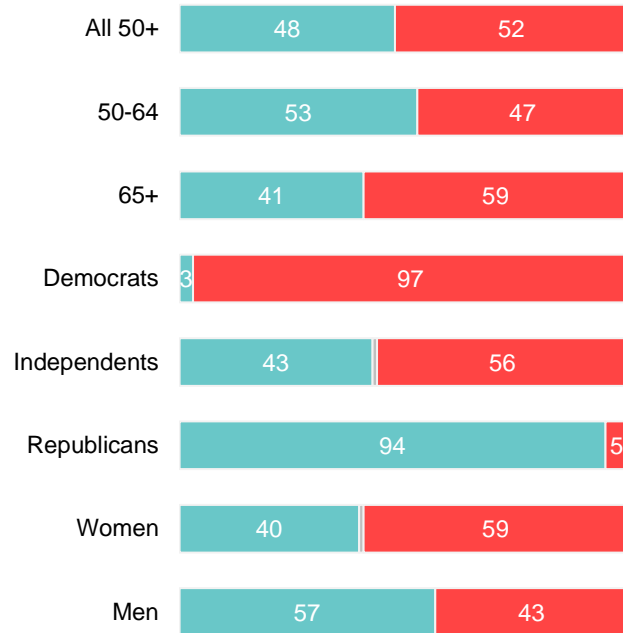
**% worried about getting coronavirus**



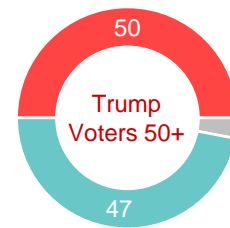
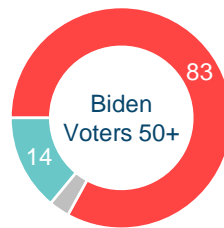
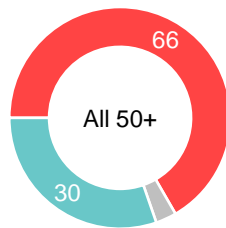
**% who knew someone personally who passed away from coronavirus**

All 50+	14
Democrats	17
Independents	17
Republicans	10

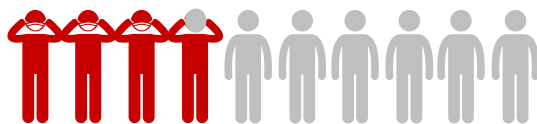
**Do you support or oppose how Trump is managing the coronavirus pandemic?**



**Which worries you more, getting infected with COVID-19 or getting a vaccine for COVID-19?**

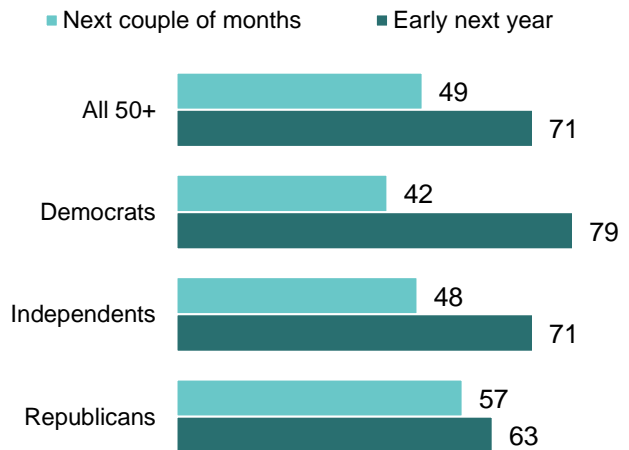


**87%** of Biden voters 50+ always wear a mask when they go out to public places



**39%** of Trump voters 50+ always wear a mask when they go out to public places

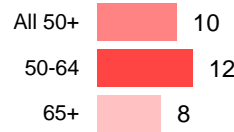
**% confident in the safety and efficacy of the COVID-19 vaccine if it came out...**



**% worried about not being able to afford health care they or their family need**



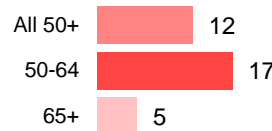
**% who have gotten a health care bill they couldn't afford or skipped or rationed medication because they couldn't afford it**



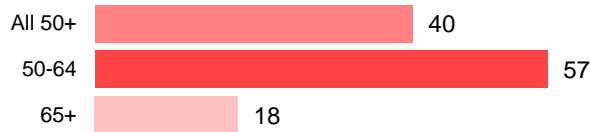
**% worried about cuts to Social Security to pay for all the new spending and the budget crisis**



**% who have been laid off or furloughed**



**% worried about not being able to afford to retire**

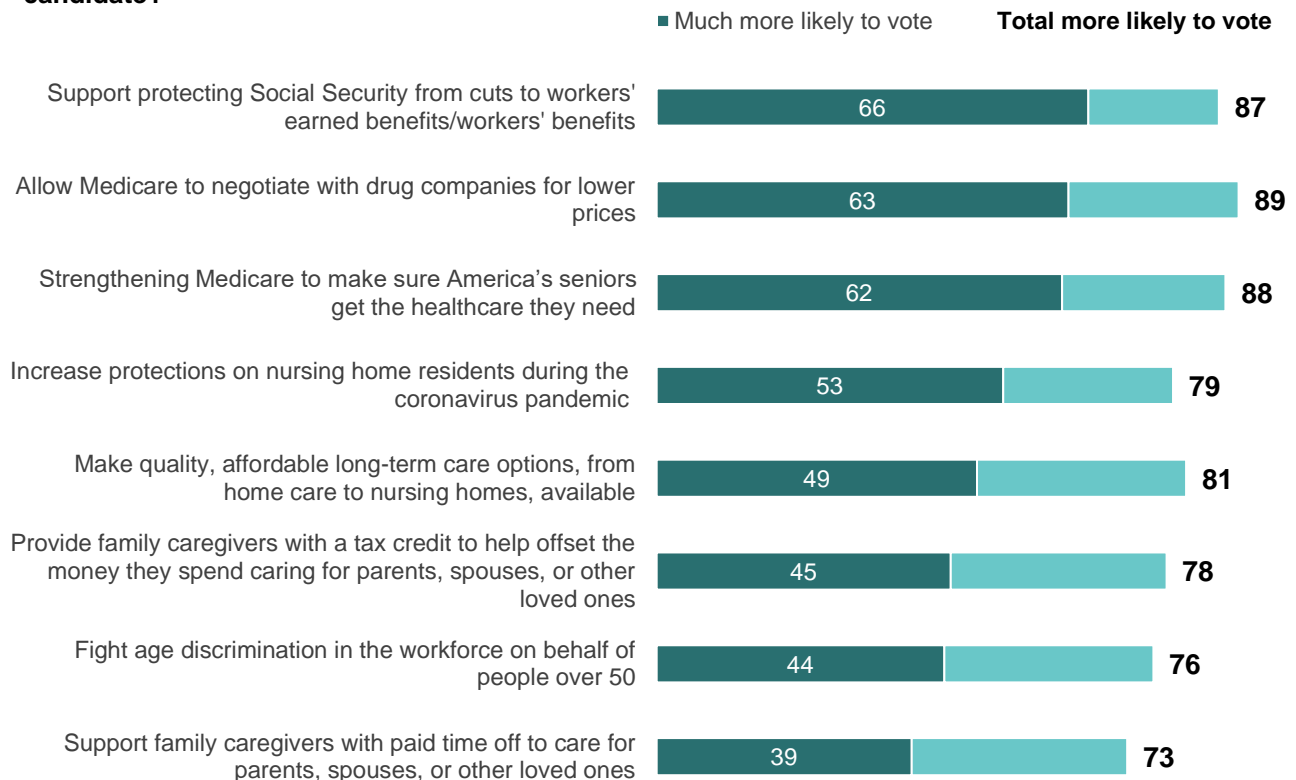


**One thing that unites us...**

**89%** **95%** **88%** **84%**  
of All 50+    of Democrats    of Independents    of Republicans

**worried Congress won't get anything done to address the problems we face**

**If a candidate wanted to do this, would that make you more or less likely to vote for the candidate?**



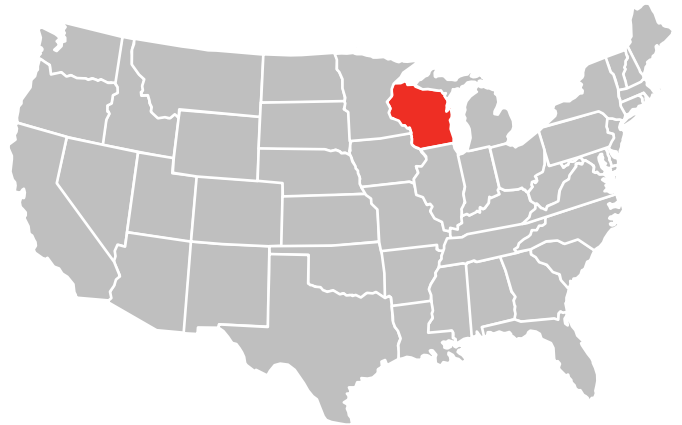
## Methodology



Benenson Strategy Group and GS Strategy Group conducted 1200 interviews – by phone, using registered voter lists – with likely 2020 voters in Wisconsin from August 30<sup>th</sup> to September 8<sup>th</sup>. 75% of interviews were conducted via cell phone; 25% via landline.

The survey included an oversample of 800 50+ voters for additional analysis.

Data was weighed to ensure it was representative of the likely voting universe both overall and 50+.



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The margin of sampling error for the entire data set is  $\pm 2.8\%$  at the 95% confidence level.

- Among likely voters over the age of 50, the margin of sampling error is  $\pm 3.5\%$  at the 95% confidence level.

Due to rounding, answer choices may not always add up to 100%.

Please note that due to rounding, a sum may appear to be one point more or less than its parts.

Note: All reported data is among 50+ likely voters except when otherwise specified.

Partisan crosstabs in this report represent how people identify themselves.

For more information, contact Kate Bridges at [kbridges@aarp.org](mailto:kbridges@aarp.org)

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