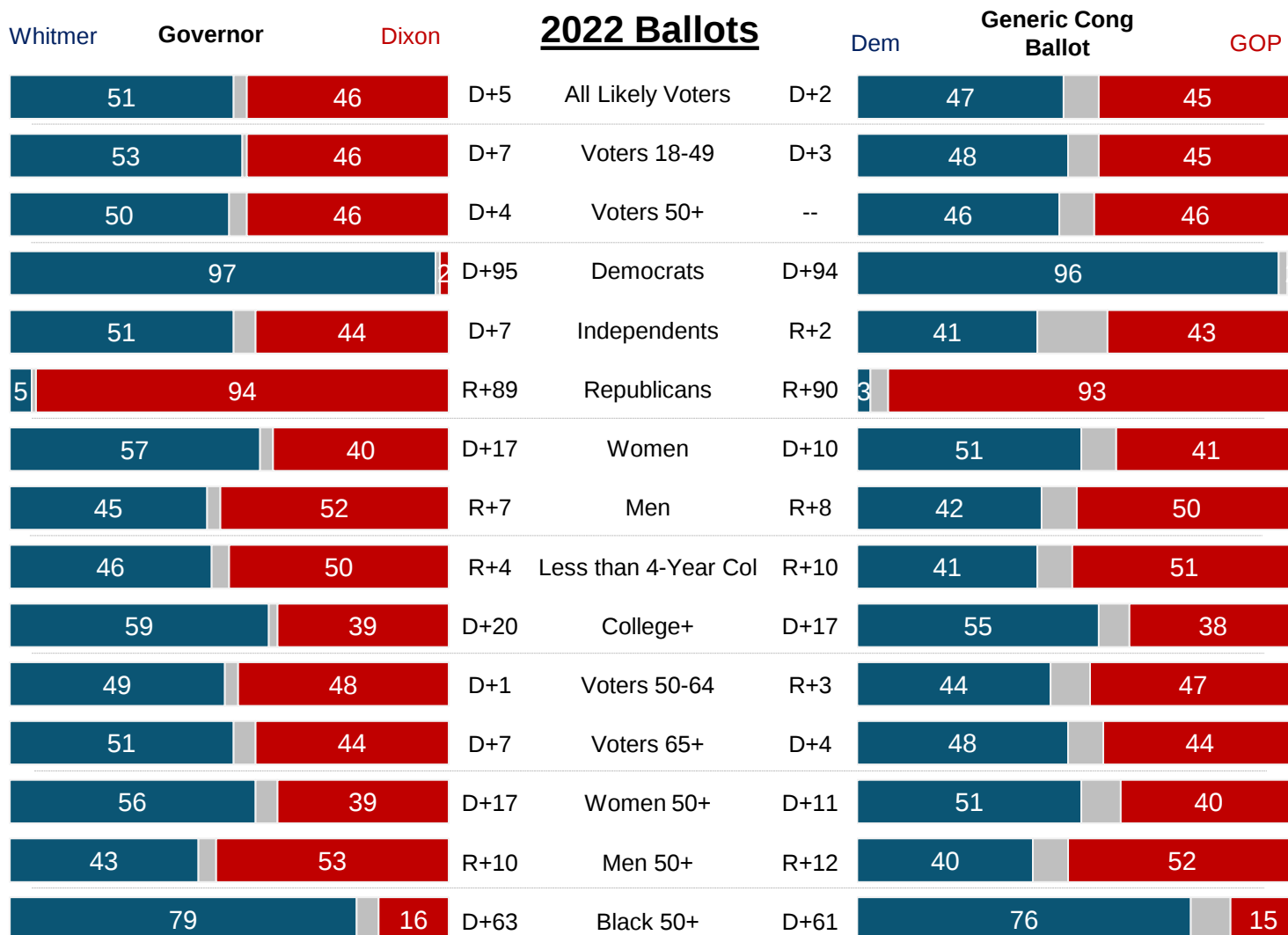


Governor: Gov. Gretchen Whitmer holds a tight 51% - 46% lead over Tudor Dixon in her race for re-election. The race is similarly close (50/46) among voters 50+ in Michigan, who are likely to make up about 60% of voters this November. Whitmer leads thanks to having Democrats more united than Dixon has Republicans, plus she holds a key 7-point edge among Independents. There's a sizable gender gap among voters overall, and an even larger one among voters 50+, with Whitmer ahead by more among women voters than Dixon is with men. Whitmer's current 20-point lead with college graduates is enough to overcome her small deficit among non-college grads. The governor is also up 79% - 16% among Black voters 50+, a traditionally key Democratic constituency in Michigan.

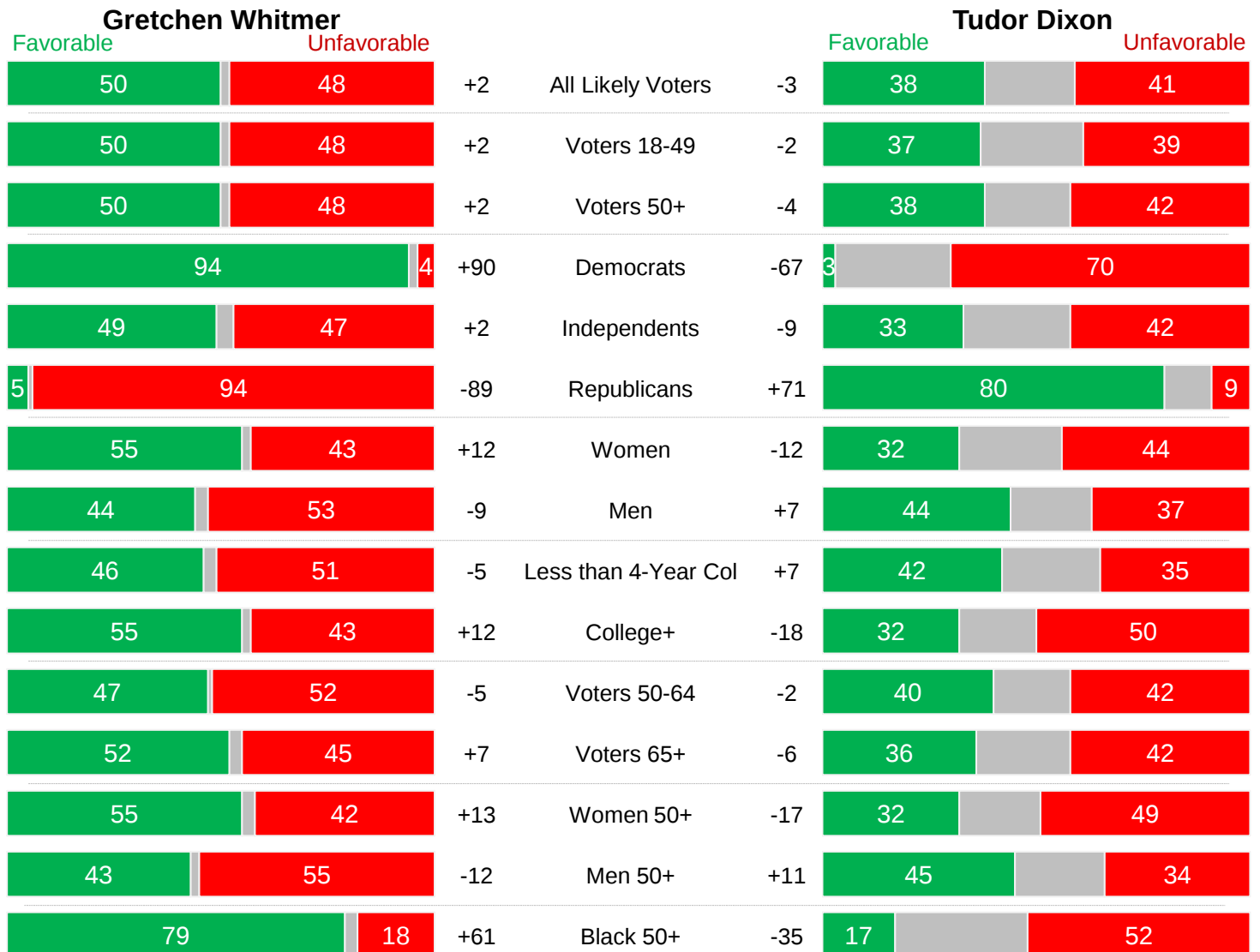
Whitmer's image is 50% favorable - 48% unfavorable – nearly all Michigan voters have an opinion of her. Her job approval is similar at 51/47. Dixon has a slightly negative image at 38/41, and she is undefined to about 1-in-5 likely voters.

Political Environment: Michigan voters narrowly favor Democrats on the generic Congressional ballot (47% - 45%), though their 2-point lead is well within the margin of error. The race is tied among voters 50+, who are poised to decide several hotly contested House races this year.

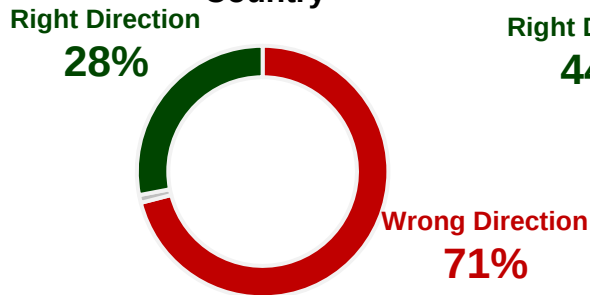
President Biden's job approval is underwater at 41/57, and only 28% think the country is headed in the right direction. The mood of the state is less negative, although 55% also think it is headed in the wrong direction. Among voters 50+ there are a variety of most important issues to deciding their vote for Congress, led by abortion (13%) and inflation (13%). Abortion (19%) followed by inflation (18%) and jobs/economy (13%) are their biggest issues in the race for governor.



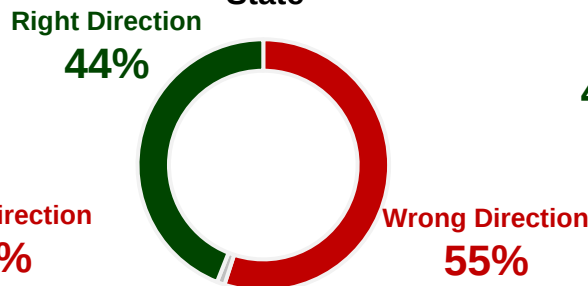
Candidate Images



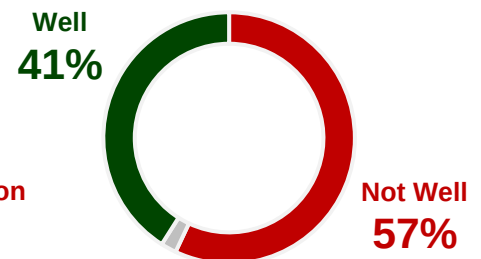
Direction of Country



Direction of State

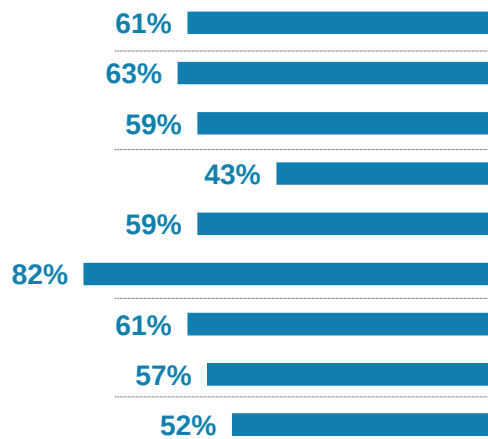


U.S. Economy Working for You



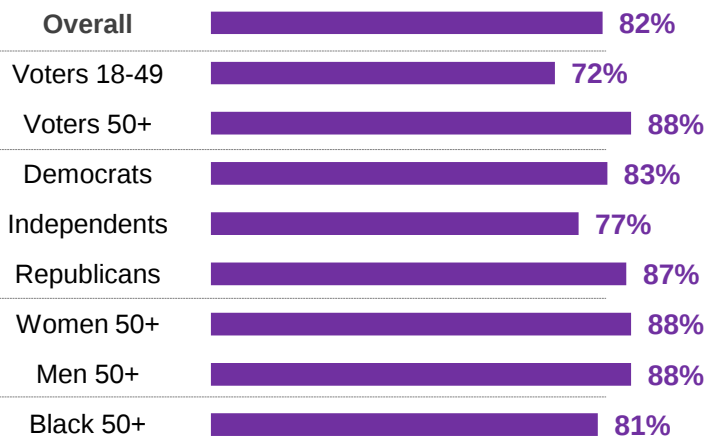
How worried are you about your personal financial situation?

% Very/Somewhat Worried



How motivated to vote are you in the 2022 general election for Governor and Congress?

% - 10 - Extremely Motivated



Biden Job Approval



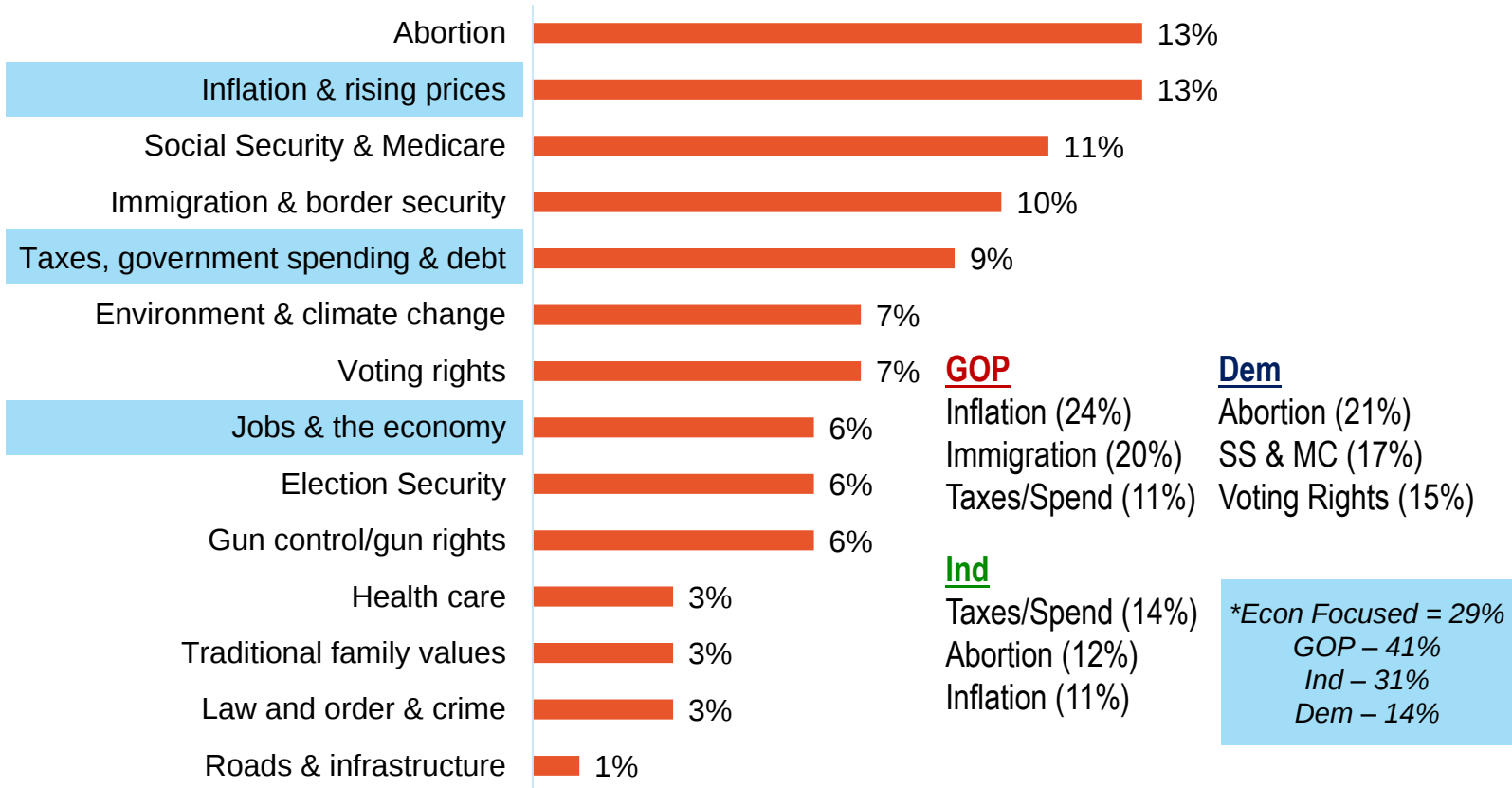
Trump Job Approval



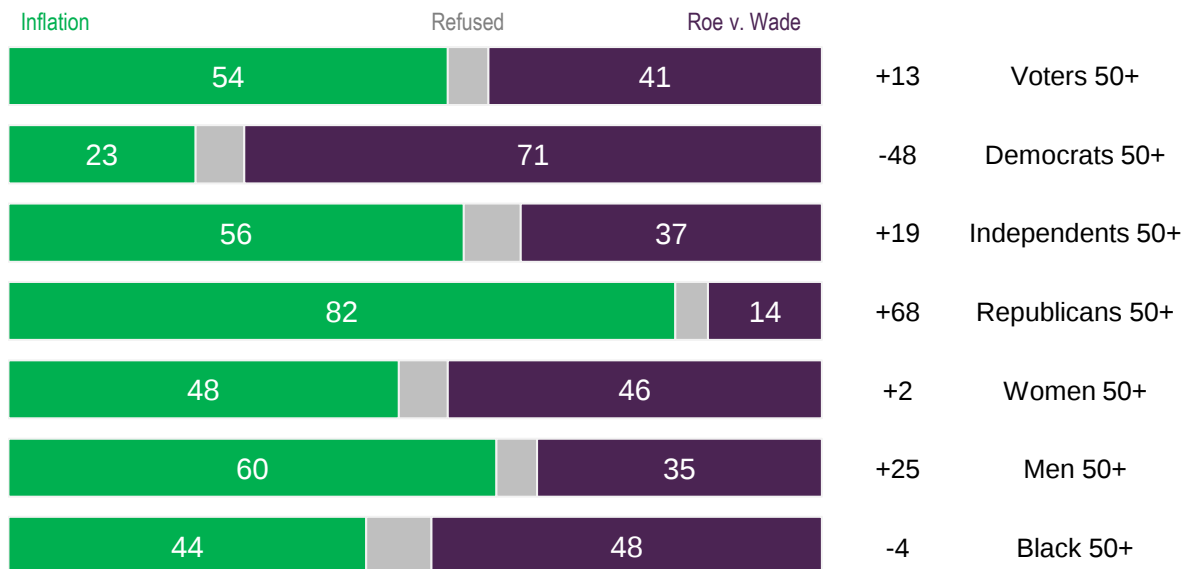
Whitmer Job Approval



Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for **Congress**.



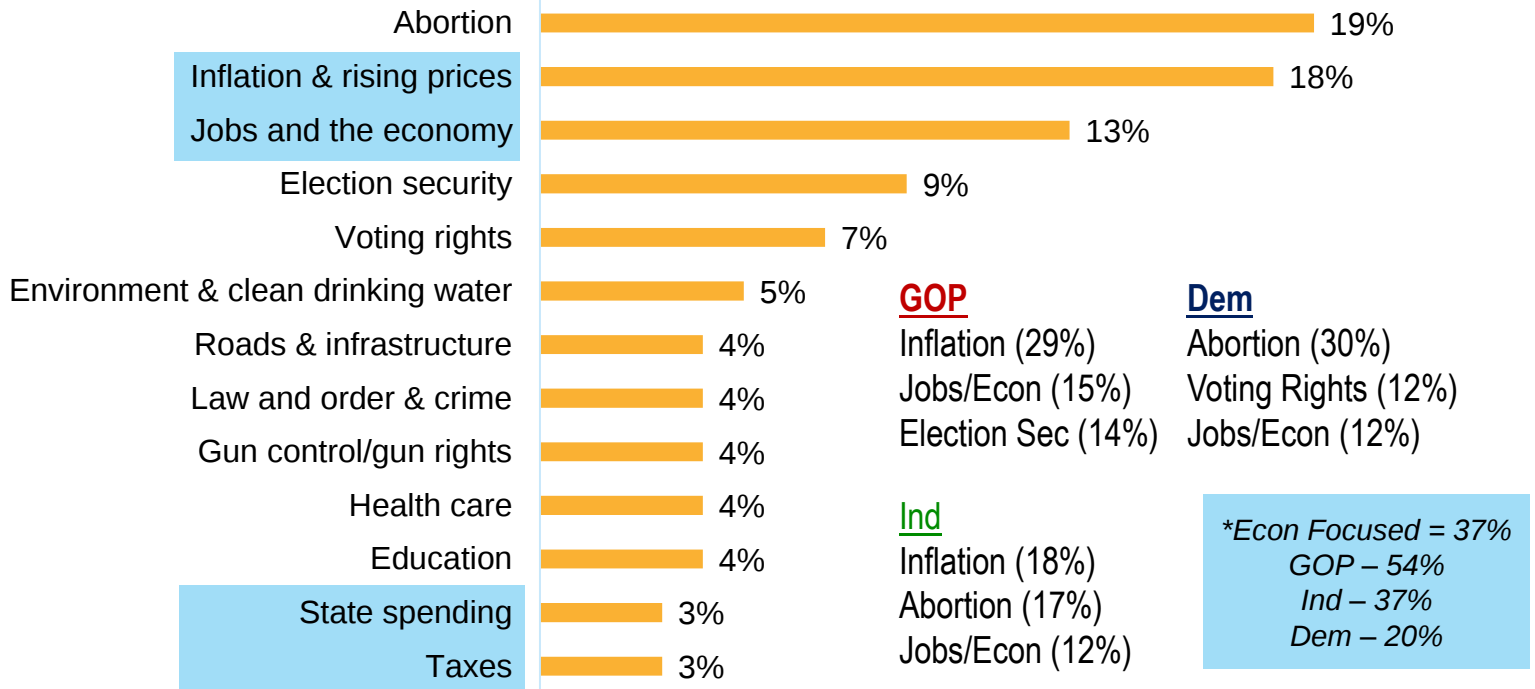
Q: Now more specifically, which of the following is personally more important to you in deciding your vote for Congress? Inflation and rising prices or the Supreme Court overturning Roe v. Wade



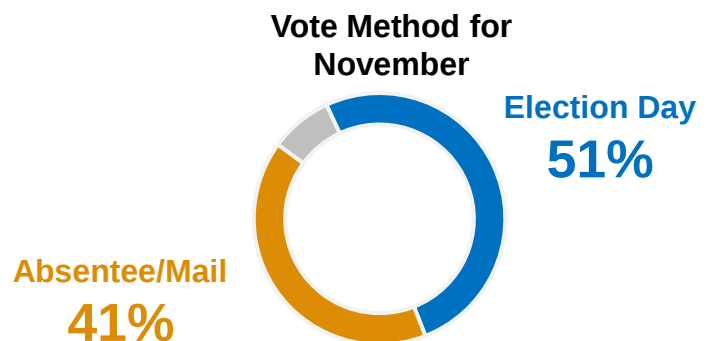
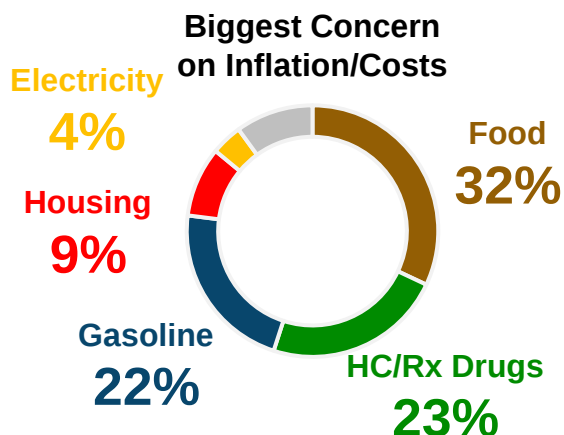
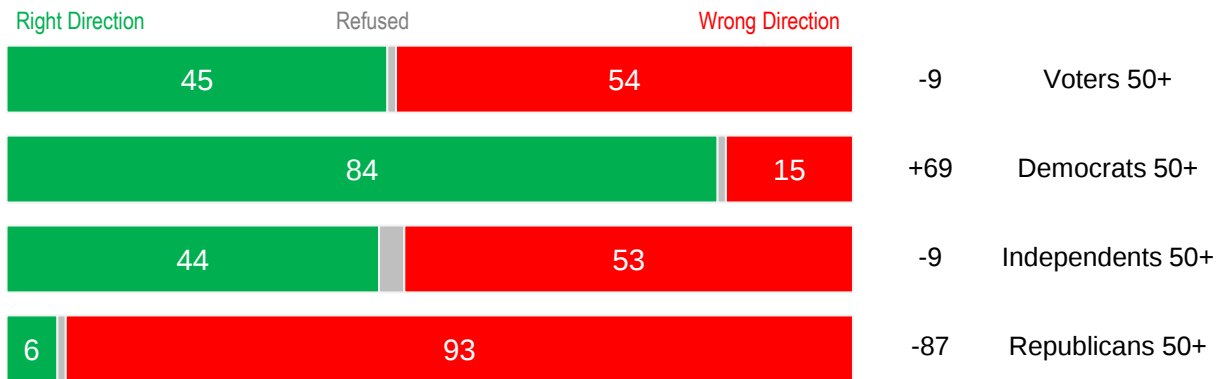
All data on slide is among Voters 50+

AARP® Michigan: Protecting Voters 50+ - State Issues

Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for **Governor**.



Q: Would you say that things in Michigan are going in the right direction or would you say that they are going in the wrong direction?



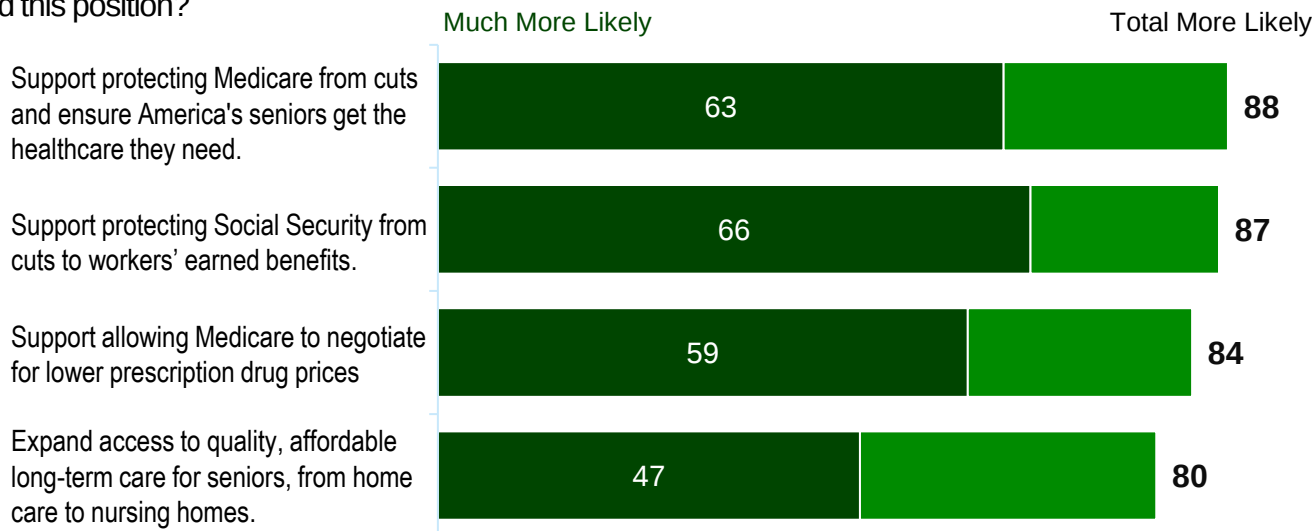
All data on slide is among Voters 50+



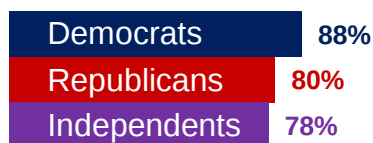
Key Issues: Michigan voters 50+ would be more likely to back a candidate for Congress who supports protecting Social Security & Medicare from cuts, allows Medicare to negotiate for lower prescription drug prices, and expands access to affordable long-term care.

These issues are seen as very important to most voters 50+ and heavily supported by Democrats, Republicans, and Independents.

Q: Please tell me if you would be more likely or less likely to support a candidate for **Congress** that advocated this position?



Importance of Social Security



Protect Medicare



Protect S.S. Funding



Importance of Medicare



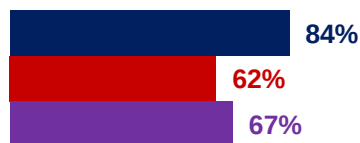
Medicare Rx Prices



Affordable LTC



Importance of Cost of Rx Drugs



% more likely to support a candidate for Congress that advocated this position

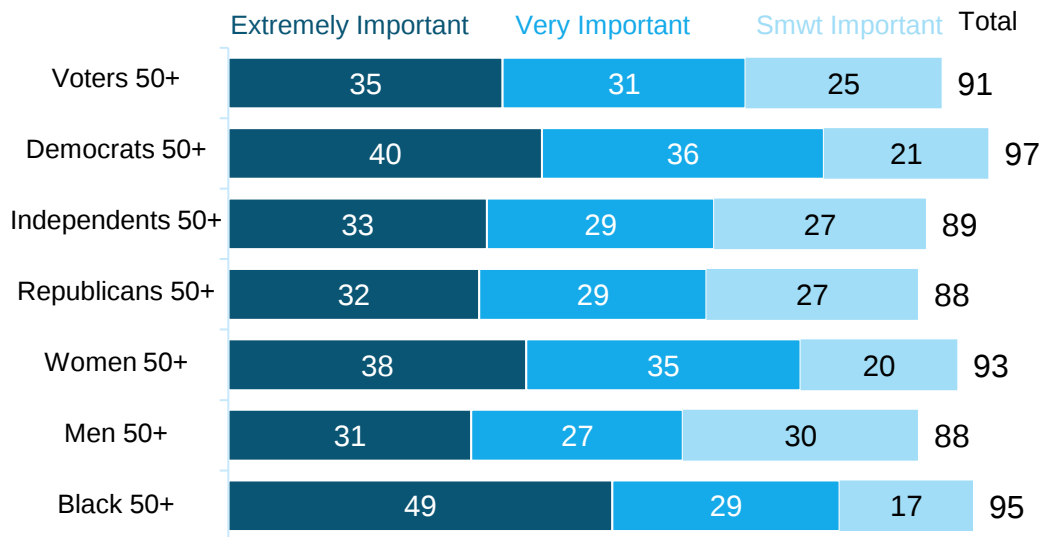
% extremely/very important on vote

All data on slide is among Voters 50+

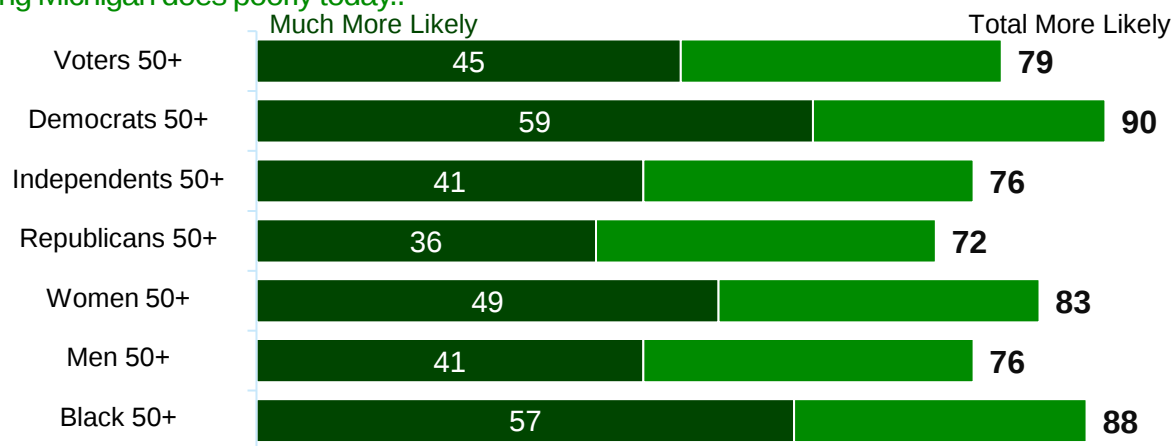
Long-Term Care: Majorities of voters 50+ from each party say long-term care for seniors will be extremely or very important to their vote in November, with more than 9-in-10 saying at least somewhat important overall.

Michigan voters are more likely to support a candidate for governor who supports increasing funding for homecare for seniors and supports nursing home reforms.

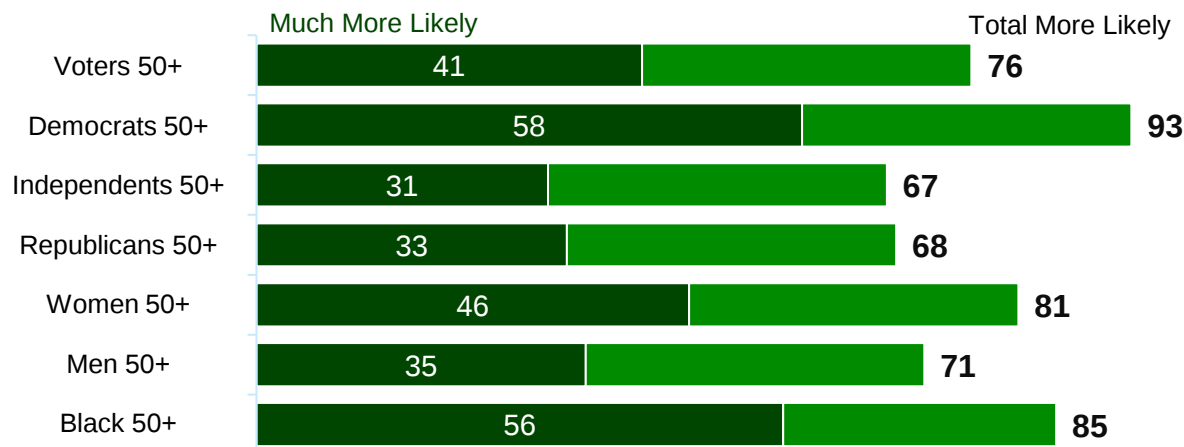
Issue Importance for Vote: [Long-term care for seniors](#)



Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. **Supports increased funding for home care for seniors, which is less expensive than nursing home care and something Michigan does poorly today..**



Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. **Supports nursing home reform that increases the pay, training and career opportunities for workers, and improves care for residents.**

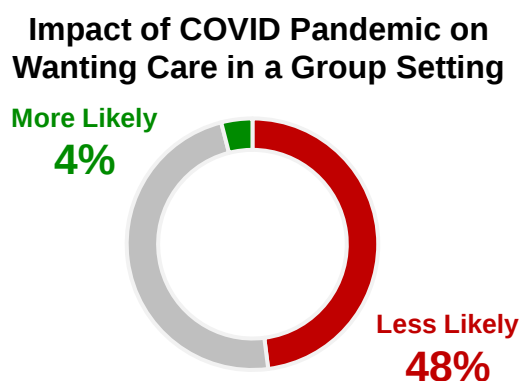
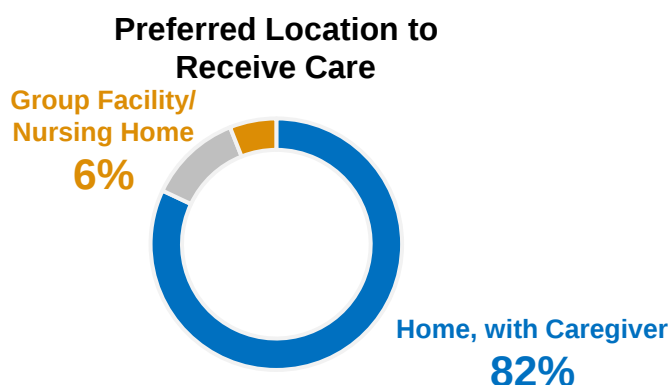
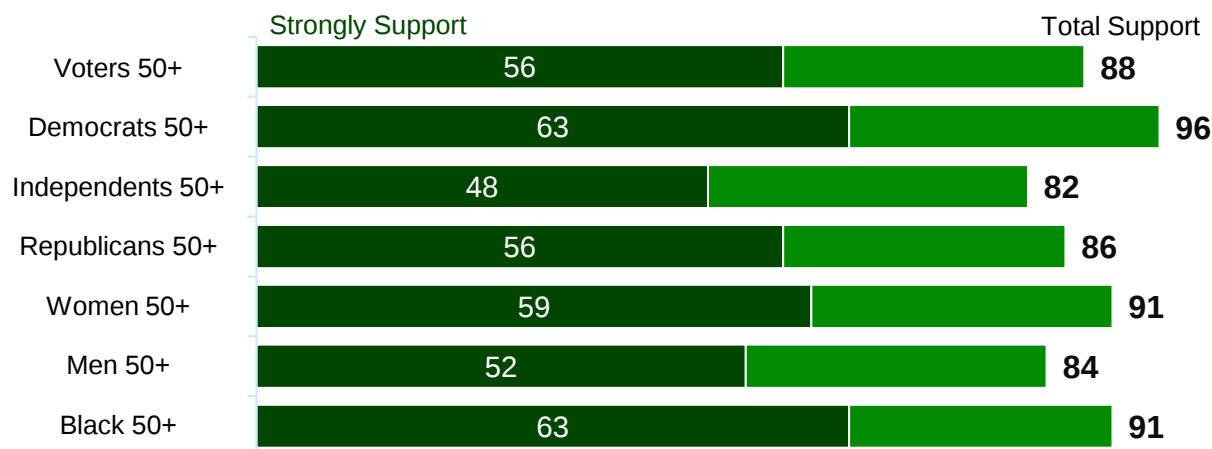


All data on slide is among Voters 50+

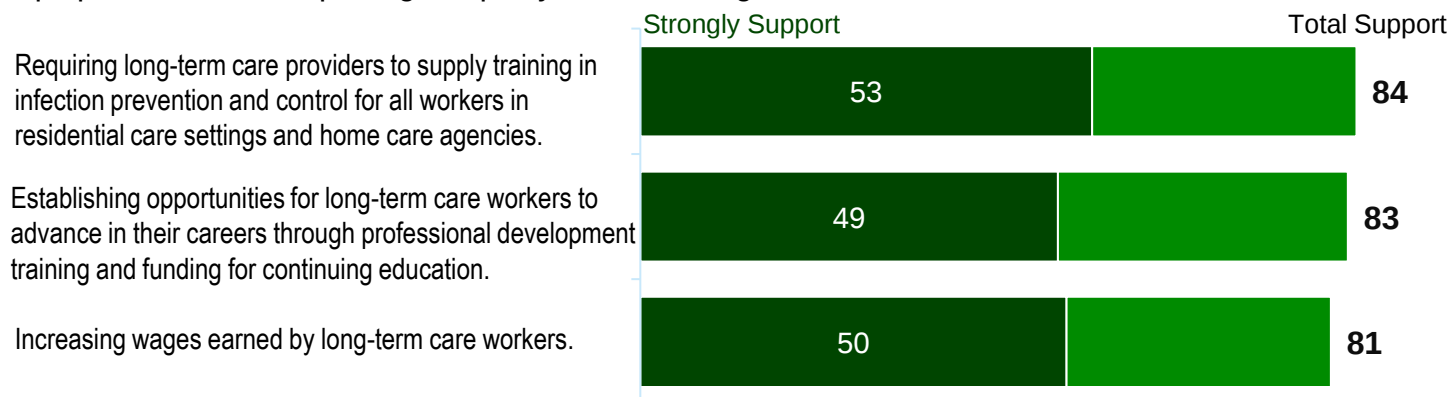
Long-Term Care: A senior home caregiving tax credit is overwhelmingly supported by Michigan voters. Linked to this is that a large majority would prefer care for themselves or a loved one to be performed at home rather than in a group facility.

COVID has made Michiganders less likely to want to receive care in a group setting, and has led to support for a variety of proposals aimed at improving the quality of care nursing home residents receive.

Q: Do you support or oppose a senior home caregiving tax credit so family members can better afford to help seniors stay in their homes as they age?

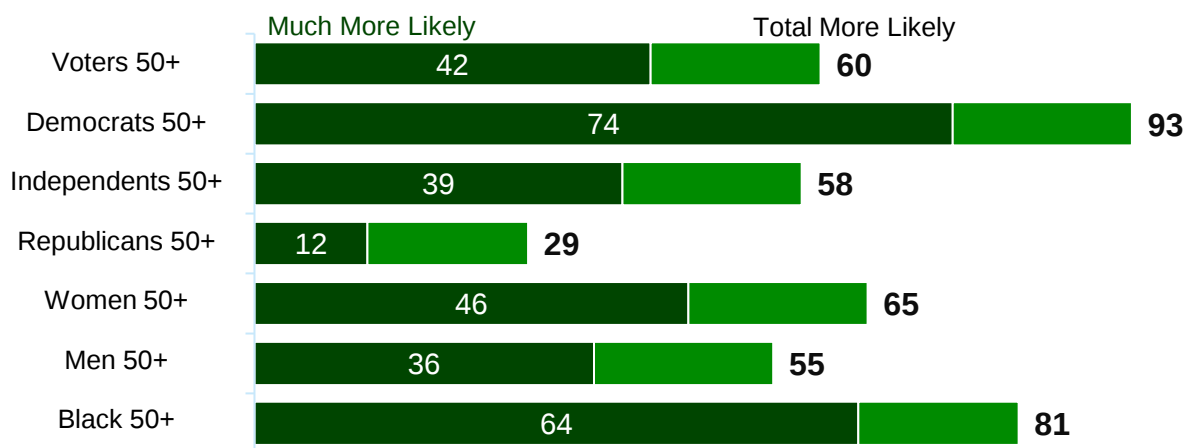


Q: The coronavirus pandemic exposed problems in our nation's long-term care system that have brought forth a number of policy proposals. Please indicate whether you support or oppose each of the following proposals aimed at improving the quality of care nursing home residents receive.

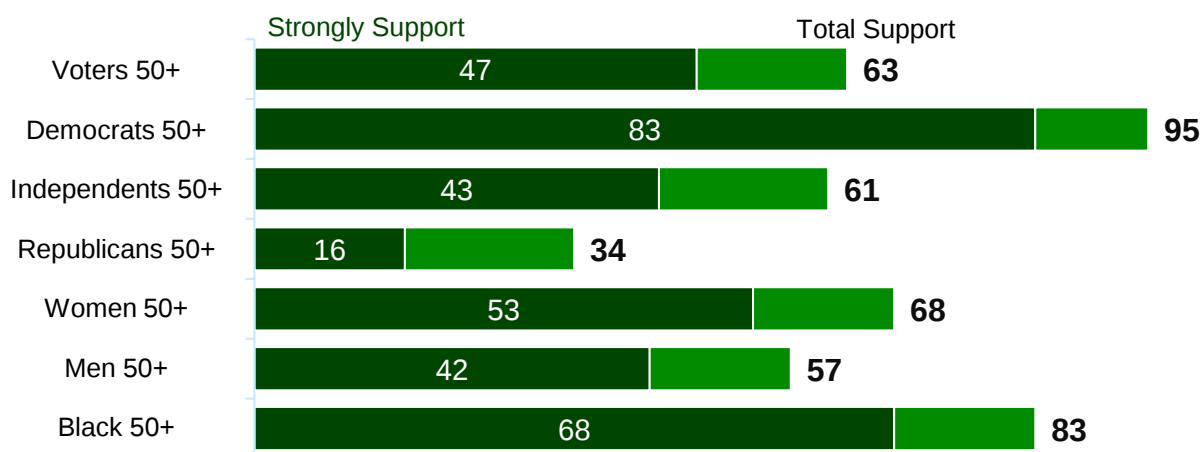


Voting Access: A majority of Michigan voters 50+ would be more likely to vote for a candidate for governor who supports increasing access to voting including early voting, and 63% support a policy that expands voting access through a variety of steps. However, the issue is more divisive on a partisan basis than others tested, with Democrats almost unanimously in support, most Independents positive, but a majority Republicans opposed.

Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. **Supports increasing access to voting including allowing Michiganders to vote early in a safe and secure manner.**

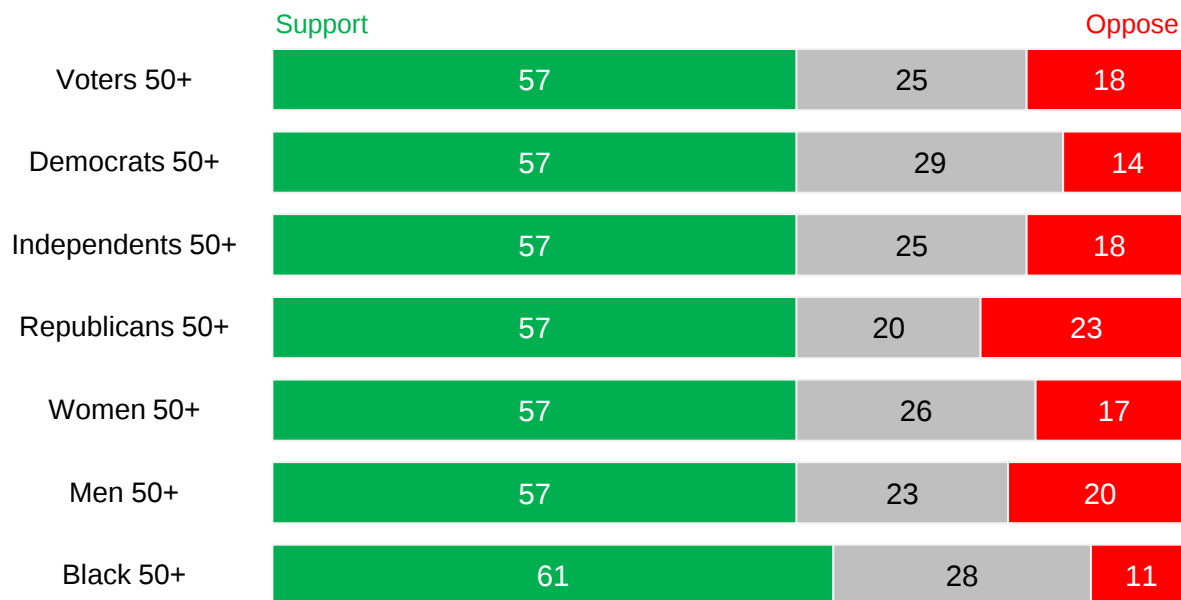


Q: Do you support or oppose Michigan expanding voting access by implementing nine days of early voting, counting military and overseas ballots if postmarked by election day, having a single application to vote absentee in every election, and creating secure absentee ballot drop boxes?



Repeal Pension Tax: Repeal of Michigan's state pension tax garners majority support, with extremely stable levels backing repeal regardless of party or gender.

Q: Do you support or oppose repealing Michigan's state pension tax?



AARP® Michigan: Persuadable Voters 50+ Governor's Race

Persuadable voters are the 18% of the 50+ segment of the electorate who are not definitely voting for one of Whitmer or Dixon. 8% are Probably/Leaning toward voting for Dixon, 6% are Probably/Leaning toward voting for Whitmer, while the rest are Undecided. They are much more likely to be an Independent than voters 50+ overall, and more likely to be moderate or conservative than liberal. They are concerned about the state's direction, worried about their finances, and focused on economic issues for their votes.

53% Women / 47% Men

28% GOP / 61% Ind / 10% Dem

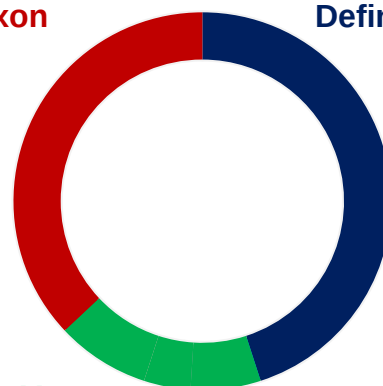
38% Cons / 41% Moderate / 11% Liberal

Definitely Dixon

37%

Definitely Whitmer

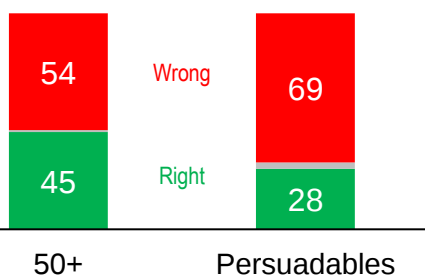
45%



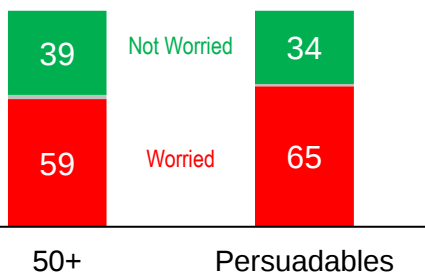
Persuadable Voters

18%

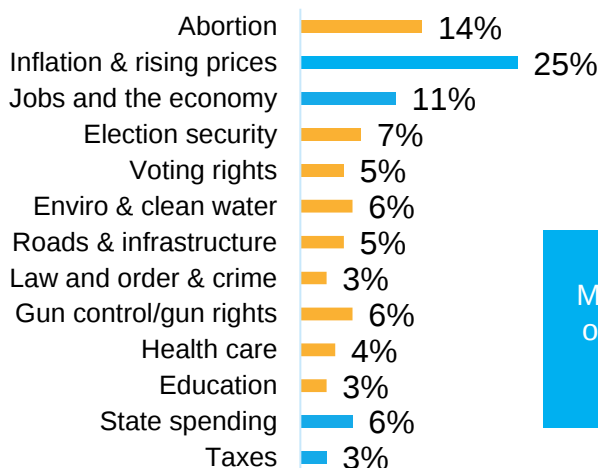
Direction of State



Worried about Finances

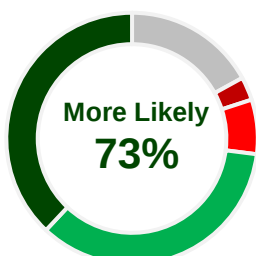


Top Issue for Gov Vote



More focused on economic issues

Gov Candidate: Increase Home Care Funding



Gov Candidate: Nursing Home Reform



Senior Home Caregiving Tax Credit



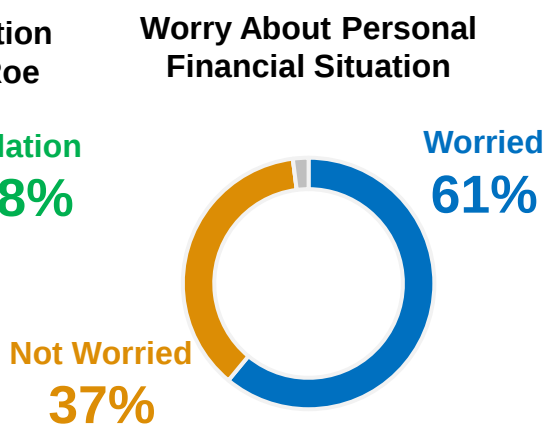
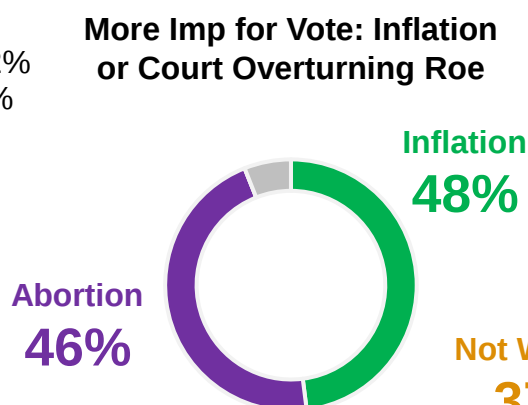
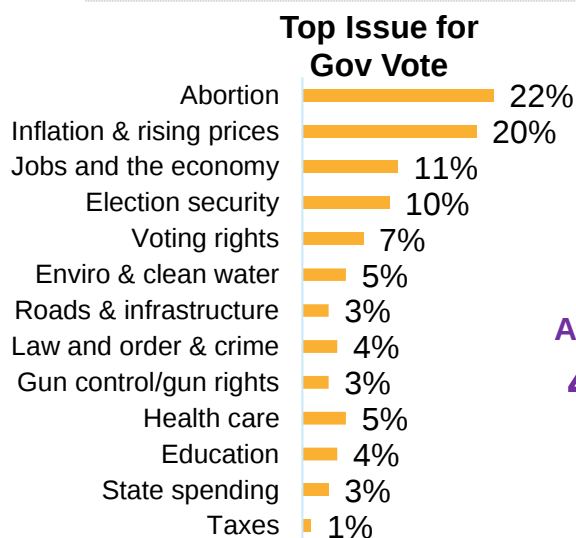
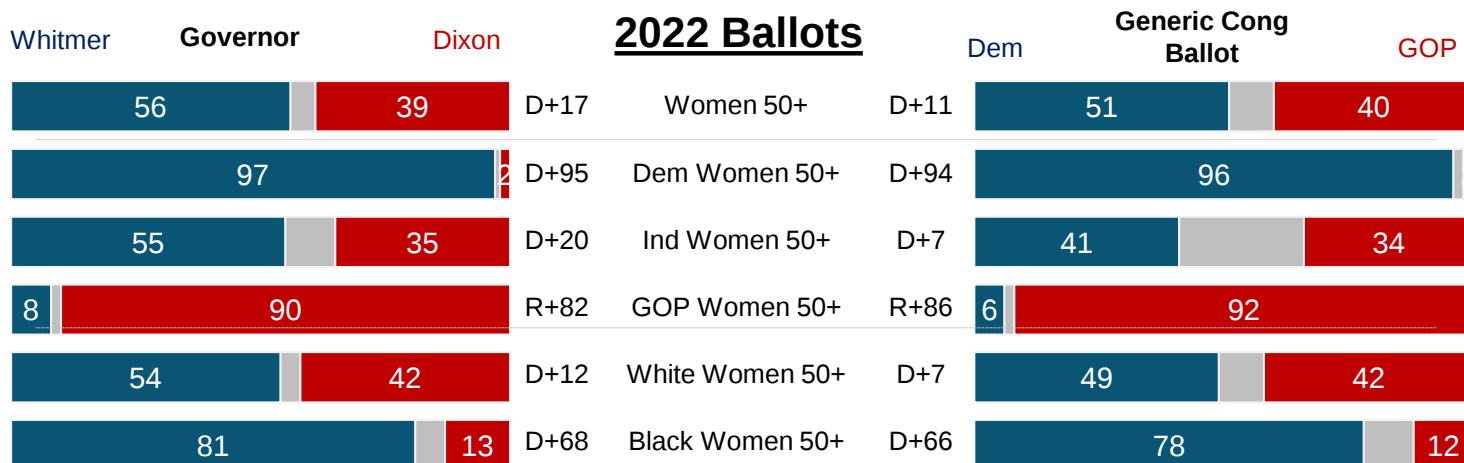
All data on slide is among Voters 50+



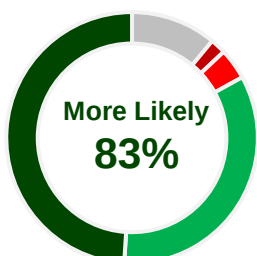
FabrizioWard+

IMPACT
RESEARCH

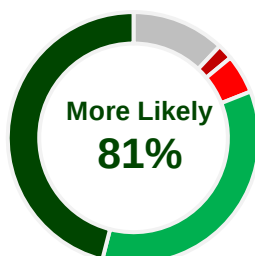
Women voters 50+ make up 53% of the 50+ electorate and 32% of Michigan likely voters overall. They favor Gov. Whitmer over Tudor Dixon by a 17-point margin, and a generic Democrat for Congress by 11. Whitmer performs a net 13-points better among Independent women 50+ than a generic Dem for Congress. Abortion and inflation are at the top of the most important issue list, and head-to-head, they are almost even. A 61% majority of women 50+ are worried about their personal financial situation, and huge majorities are more likely to support a gubernatorial candidate in favor of strengthening long-term care for seniors in Michigan.



Gov Candidate: Increase Home Care Funding



Gov Candidate: Nursing Home Reform

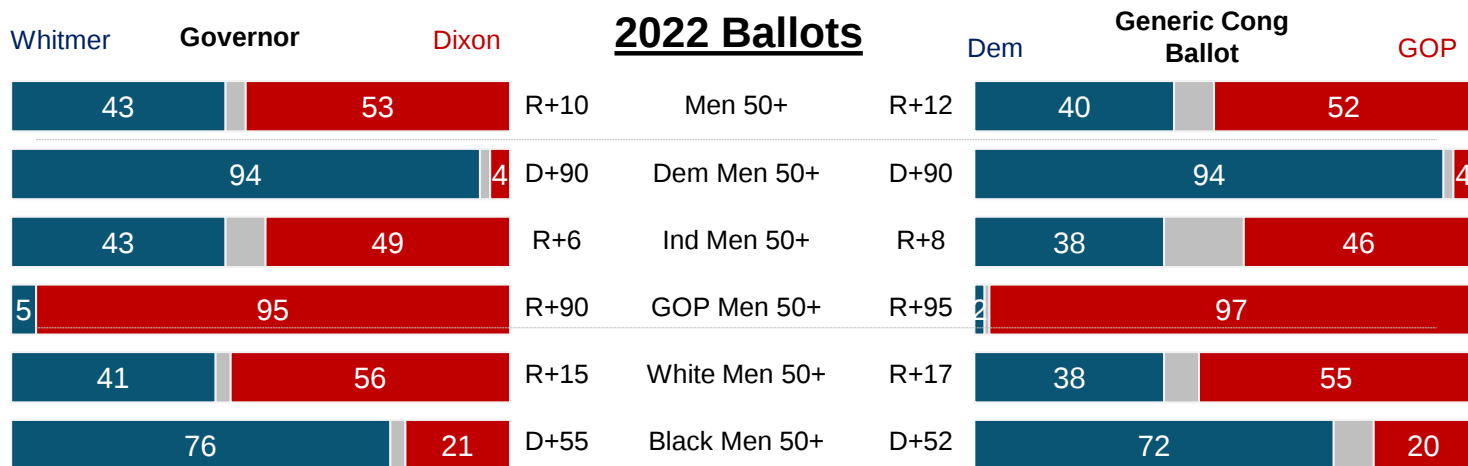


Senior Home Caregiving Tax Credit

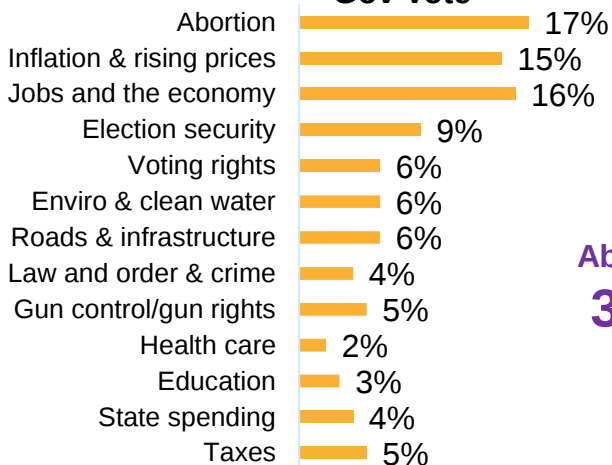


All data on slide is among Women Voters 50+

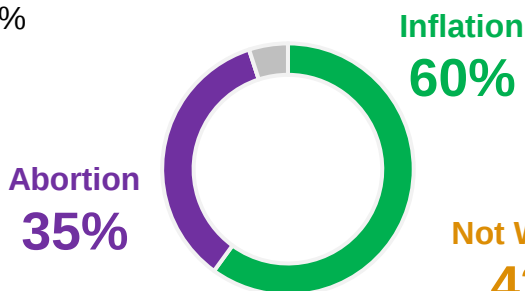
Men voters 50+ make up 47% of the 50+ electorate and 28% of Michigan likely voters overall. They are voting for Tudor Dixon over Gov. Whitmer 53% - 43%, and back the generic Republican for Congress by 12. Independent Men 50+ lean toward the Republican candidate on both ballots. Abortion, jobs/economy and inflation are the three issues that reach double digits on most important, but inflation is prioritized over abortion 60/35 in their vote for Congress. Most men 50+ say they are worried about their personal financial situation, and clear majorities are more likely to support a candidate in favor of strengthening long-term care in Michigan.



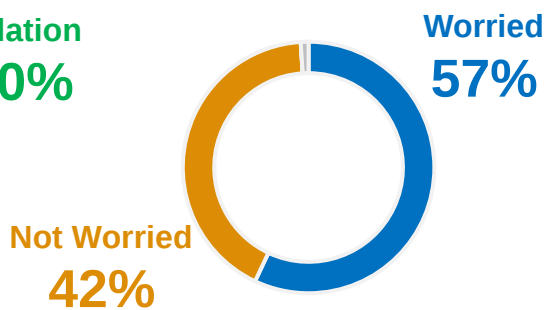
Top Issue for Gov Vote



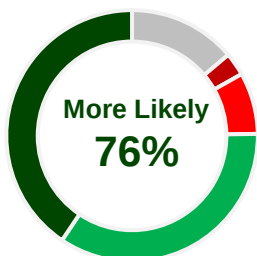
More Imp for Vote: Inflation or Court Overturning Roe



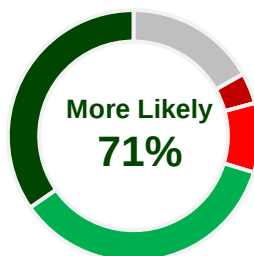
Worry About Personal Financial Situation



Gov Candidate: Increase Home Care Funding



Gov Candidate: Nursing Home Reform



Senior Home Caregiving Tax Credit



All data on slide is among Men Voters 50+

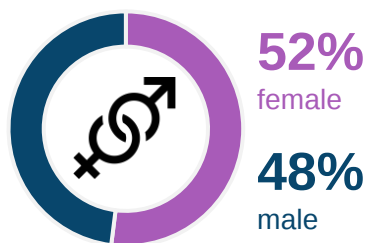
AARP® Michigan: Profile of Likely Voters 18+

AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,365 likely Michigan voters, which includes a statewide representative sample of 500 likely voters, with an oversample of 550 likely voters age 50 and older and an additional oversample of 315 Black likely voters age 50 and older, between August 8-14, 2022. The interviews were conducted via landline (30%), cellphone (35%), and SMS-to-web (35%). The margin of sampling error for the 500 statewide sample is $\pm 4.4\%$; for the 850 total sample of voters 50+ is $\pm 3.4\%$; for the 400 total sample of Black voters 50+ is $\pm 4.9\%$.

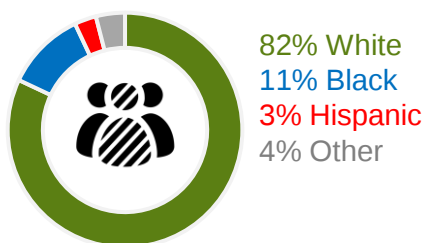
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe. Partisan crosstabs in this report represent how people identify themselves when asked, not how they are modeled on the voter file.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact Cathleen Simlar at csimlar@aarp.org.

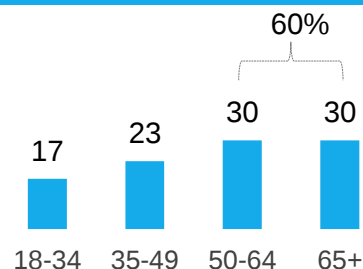
GENDER



RACE



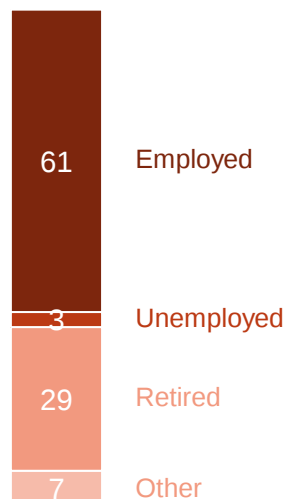
AGE



PARTY ID



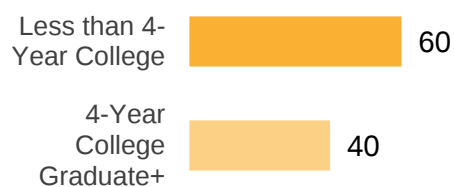
EMPLOYMENT



LIVING IN...



EDUCATION



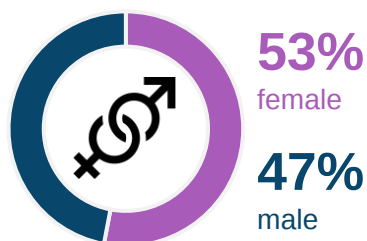
AARP® Michigan: Profile of Likely Voters 50+

AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,365 likely Michigan voters, which includes a statewide representative sample of 500 likely voters, with an oversample of 550 likely voters age 50 and older and an additional oversample of 315 Black likely voters age 50 and older, between August 8-14, 2022. The interviews were conducted via landline (30%), cellphone (35%), and SMS-to-web (35%). The margin of sampling error for the 500 statewide sample is $\pm 4.4\%$; for the 850 total sample of voters 50+ is $\pm 3.4\%$; for the 400 total sample of Black voters 50+ is $\pm 4.9\%$.

Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe. Partisan crosstabs in this report represent how people identify themselves when asked, not how they are modeled on the voter file.

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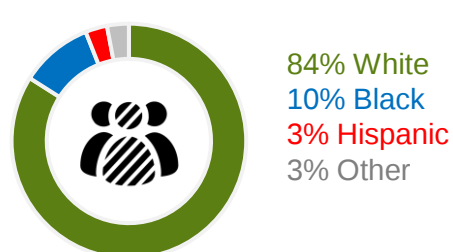
GENDER



AARP



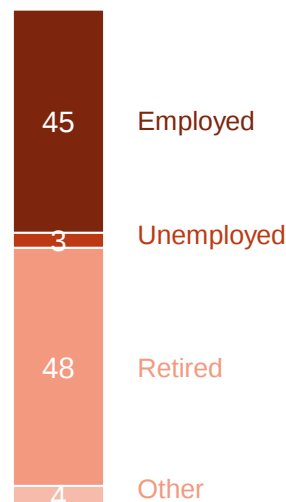
RACE



EDUCATION



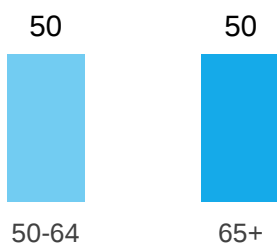
EMPLOYMENT



LIVING IN...



AGE



PARTY ID



All data on slide is among Voters 50+

