WOMEN 50+ & KEY GROUPS

Women 50+ make up a significant share of the 2022 electorate in Pennsylvania. They account for 32% of likely voters overall, and 53% of likely voters age 50+.

Several key subgroups within the women 50+ voter segment are (share of women 50+ in parenthesis) – Democratic women 50+ (52%), Independent women 50+ (8%), Republican women 50+ (40%), Black women 50+ (10%), Urban women 50+ (18%), Suburban women 50+ (49%) and Rural women 50+ (29%).

Summary

Pennsylvania Women 50+ differentiate themselves from Men 50+ in the following ways:
• Much more Democratic leaning in registration and on the generic ballot.
• Nationally, inflation is the top issue for both, but women are somewhat less likely to prioritize it with relatively more focus on Social Security, Medicare and abortion as top national issues.
• See issues facing older voters like Social Security, Medicare, prescription drug prices, long term care and paid family medical leave as more important and are more likely to vote for candidates that support these issues.

Pennsylvania Women 50+ share similarities with Men 50+ in the following ways:
• Only small differences in viewing the direction of the country – both are overwhelmingly pessimistic.
• Share majority view that the economy is not working well for them.
• Both rate inflation as the top issue in their vote for governor.
• Are nearly equally drawn to a candidate that would fight against property tax increases.

2022 Ballots – Among Women Voters 50+

<table>
<thead>
<tr>
<th>Shapiro Governor Mastriano</th>
<th>Voters 50+</th>
<th>48</th>
<th>47</th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>41</td>
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<td>40</td>
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<th>Fetterman Senator Oz</th>
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<th>46</th>
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<td>43</td>
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</table>
Pennsylvania: Political Environment (Women Voters 50+)

Mastriano 41%

Shapiro 55%

Oz 40%

Fetterman 56%

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

% 10 Extremely Motivated

Voters 50+

Women 50+

Democratic Women 50+

Independent Women 50+

Republican Women 50+

How well would you say the U.S. economy is working for you personally?

% Very/Somewhat Well

Voters 50+

Women 50+

Democratic Women 50+

Independent Women 50+

Republican Women 50+

Dem

Generic Cong Ballot

GOP

Approve

Biden Job Approval

Disapprove

Voters 50+

Women 50+

Men 50+

Urban Women 50+

Suburban Women 50+

Rural Women 50+
Pennsylvania: Profile of Pennsylvania Women Voters 50+

Republican 40%  Democratic 52%  18% Urban
Democratic 52%  29% Rural  49% Suburban
18%

Direction of Country
Right Direction 20%
Wrong Track 79%

Biggest Concern on Inflation/Costs
Electricity 7%
Housing 7%
Food 27%
Gasoline 49%

Importance of issues on voting decisions of women 50+:
% Extremely/Very Important

<table>
<thead>
<tr>
<th>Issue</th>
<th>% Extremely/Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Security</td>
<td>90%</td>
</tr>
<tr>
<td>Medicare</td>
<td>83%</td>
</tr>
<tr>
<td>Cost of prescription drugs</td>
<td>76%</td>
</tr>
<tr>
<td>Long-term care for seniors</td>
<td>74%</td>
</tr>
<tr>
<td>Paid family medical leave</td>
<td>43%</td>
</tr>
</tbody>
</table>
Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for Senate.

Top Issues by Demographic:
- Dem. Women: Gun Control/Rights (21%)
- Ind. Women: Gun Control/Rights (17%)
- GOP Women: Inflation/Rising Costs (34%)
- Black Women: Gun Control/Rights (25%)
- Urban Women: Gun Control/Rights (17%)
- Suburban Women: Inflation/Rising Costs (20%)
- Rural Women: Inflation/Rising Costs (22%)

- Inflation and rising prices: 19%
- Gun control/gun rights: 13%
- Honesty in Government: 11%
- Abortion: 10%
- Social Security and Medicare: 9%
- Voting rights: 6%
- Jobs and the economy: 5%
- Taxes, government spending and debt: 5%
- Election security: 5%
- Law & Order and Crime: 5%
- Immigration and border security: 4%
- Environment and climate change: 3%
- Roads and infrastructure: 2%
- Health care: 2%
- Traditional family values: 1%
Q: Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for Governor.

Top Issues by Demographic:
- Dem. Women: Abortion (22%)
- Ind. Women: Honesty in Gov’t (28%)
- GOP Women: Inflation/Rising Costs (40%)
- Black Women: Inflation/Rising Costs (24%)
- Urban Women: Inflation/Rising Costs (21%)
- Suburban Women: Inflation/Rising Costs (28%)
- Rural Women: Inflation/Rising Costs (28%)
### Percent of women 50+ more likely to vote for a Senate candidate who:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent Likely</th>
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<tr>
<td>Support protecting Medicare from cuts and ensure America’s seniors get the healthcare they need.</td>
<td>94%</td>
</tr>
<tr>
<td>Support protecting Social Security from cuts to workers’ earned benefits.</td>
<td>94%</td>
</tr>
<tr>
<td>Support allowing Medicare to negotiate for lower prescription drug prices.</td>
<td>93%</td>
</tr>
<tr>
<td>Expand access to quality, affordable long-term care seniors, from home care to nursing homes.</td>
<td>88%</td>
</tr>
</tbody>
</table>

### Percent of women 50+ more likely to vote for a Governor candidate who:

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<th>Issue</th>
<th>Percent Likely</th>
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<tr>
<td>Provide funding to allow seniors needing daily support to receive care at home rather than having to enter a costly nursing home.</td>
<td>91%</td>
</tr>
<tr>
<td>Protect low-income older Pennsylvanians from property tax increases.</td>
<td>87%</td>
</tr>
<tr>
<td>Support paid family medical leave so family members can take care of newborns, sick children, aging parents, and siblings or spouses/partners without losing their...</td>
<td>77%</td>
</tr>
<tr>
<td>Support fixing the nursing home and homecare worker shortage by increasing the minimum wage for all working Pennsylvanians.</td>
<td>75%</td>
</tr>
<tr>
<td>Support creating Keystone Saves, a retirement savings program for the 40% of Pennsylvania workers who do not have access to one through their employer</td>
<td>70%</td>
</tr>
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