



National Targeted Congressional District Likely Voter Survey

July 2023

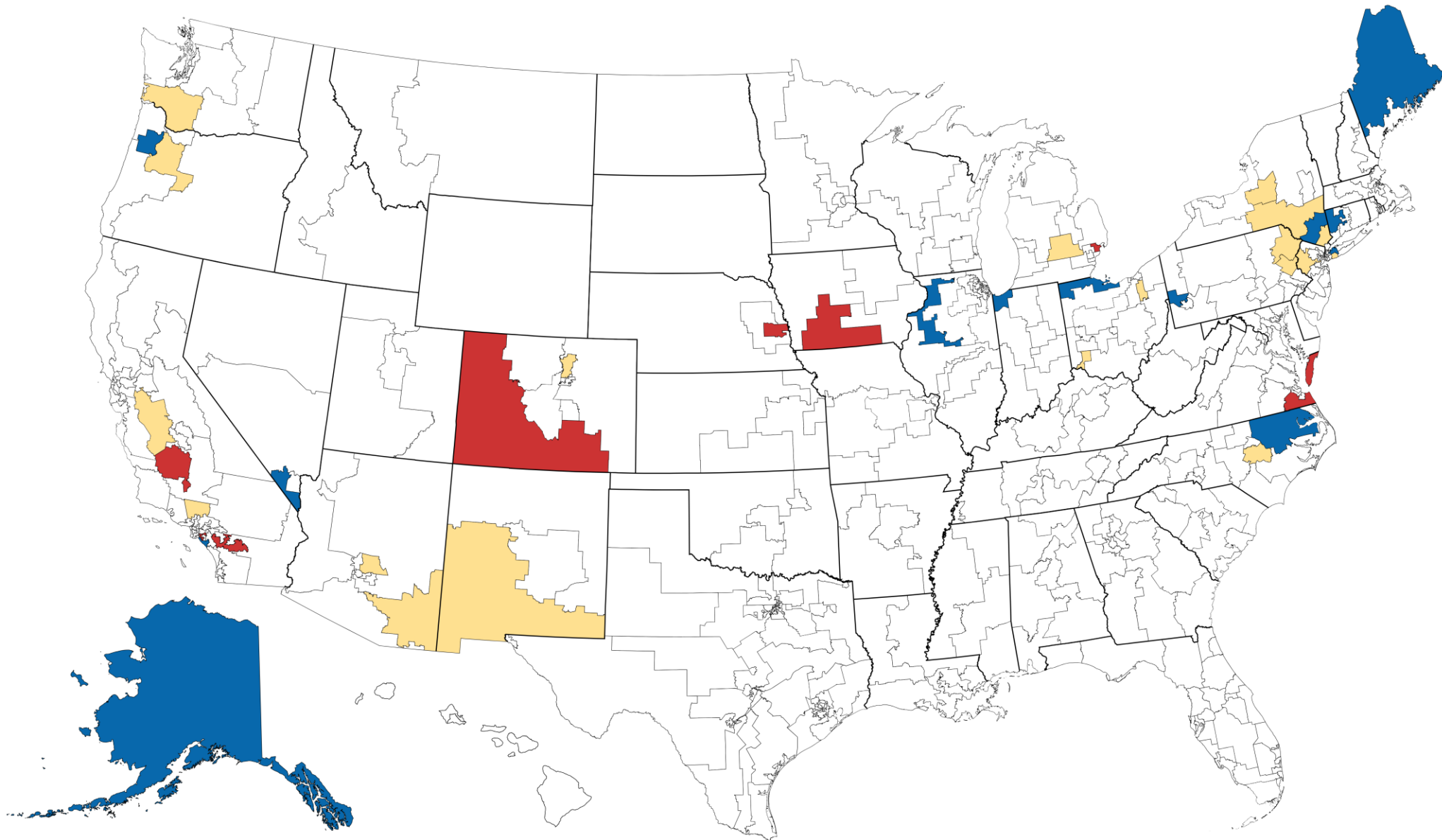
Methodology

- Fabrizio Ward and Impact Research surveyed 1,752 likely 2024 general election voters in 40 US House districts that Cook Political Report rated as “Lean” or “Toss Up” as of July 5, 2023. This includes a core sample of 1,200 likely 2024 general election voters ages 18+ distributed across the districts and an oversample of 552 likely 2024 general election voters ages 50+ to reach a total of 1,200 interviews among voters ages 50+.
- The interviews were conducted via landline, cellphone, and SMS-to-web between July 5-11, 2023.
- Interviews were offered in English and Spanish.
- 30 interviews for ages 18+ and 30 interviews for ages 50+ were conducted in each congressional district.
- The sample was weighted by age, gender, race, education, and 2020 presidential election result based on turnout in past elections.
- A split sample was utilized to test the impact of Republican OR Democratic candidates for Congress supporting specific policies.
- The split samples were each weighted to be identical to the overall result on the generic ballot for the age 18+ sample and the age 50+ sample after all other weights were applied.
- The margin of sampling error for the n1200 age 18+ sample is $\pm 2.83\%$; for the n1200 age 50+ sample is $\pm 2.83\%$. The margin of sampling error for the split samples of n600 is $\pm 4.0\%$.

Competitive Districts Surveyed

40 districts classified by Cook Political Report as “Lean” or “Toss-Up” were surveyed

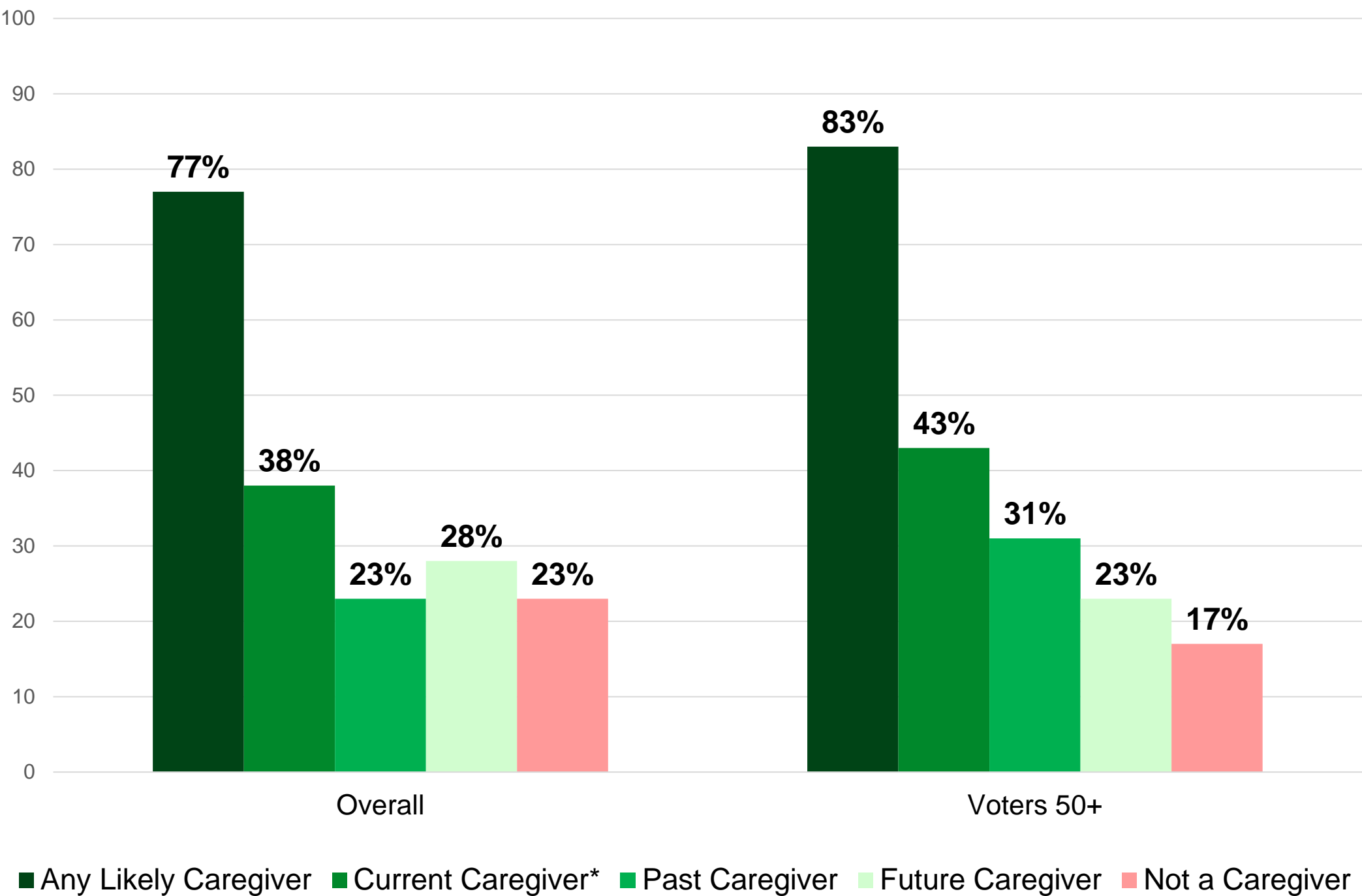
Lean Dem	Toss Up, Dem Held	Toss Up, GOP Held	Lean GOP
AK-AL	CO-8	AZ-1	CA-22
CA-47	MI-7	AZ-6	CA-41
CT-5	NC-13	CA-13	CA-45
IL-17	NM-2	CA-27	CO-3
IN-1	OH-1	NJ-7	IA-3
ME-2	OH-13	NY-17	MI-10
NC-1	PA-7	NY-4	NE-2
NV-3	PA-8	NY-19	VA-2
NY-3	WA-3	NY-22	
NY-18		OR-5	
OH-9			
OR-6			
PA-17			



Six districts included on the Cook Political Report’s list of “Toss-Ups” were omitted from the sample – NC-6; NC-14; AL-1; AL-2; LA-5; LA-6
As currently drawn, these districts are less competitive, but they are anticipated to undergo changes in redistricting prior to the next election

Family Caregivers make up a significant segment of the electorate

38% of voters are Current Caregivers, a number that doubles when you include those who have been one in the past or expect to be one in the future; Current Caregivers lean Republican in partisan affiliation, but are politically competitive



*Throughout the deck, crosstab data shown is of Current Caregivers

Demographic Profile	Overall Voters	Current Care-giver*	Past Care-giver	Future Care-giver	Any Care-giver
Voters 18-49	47	41	30	57	43
Voters 50+	53	59	70	43	57
Voters 50-64	27	31	33	25	29
Voters 65+	26	28	37	18	28
Women	52	55	58	50	54
Men	48	45	42	49	46
Women 50+	28	33	41	22	31
Men 50+	25	27	30	22	26
Republicans	34	37	33	32	35
Independents	32	31	32	32	31
Democrats	35	32	36	36	34
White Voters	75	71	78	78	75
Hispanic Voters	11	13	9	11	11
Black Voters	7	9	7	4	7
Less than 4-Year College	60	69	58	51	62
College+	40	31	42	49	38
Urban	23	22	25	22	23
Suburban	50	46	47	51	47
Rural	25	30	26	25	27
Any Caregiver	77	100	100	100	100
Current Caregiver	38	100	-	-	49
Past Caregiver	23	-	100	45	30
Future Caregiver	28	-	54	100	37

Q34. A family caregiver is someone who provides care or assistance to an aging or ill adult, or someone with a disability. Do you consider yourself to be a family caregiver? IF NOT CURRENT CAREGIVER, ASK Q35 & Q36: Q35. Have you provided care as a family caregiver in the past? Q36. Do you think you will provide care as a family caregiver in the future?

Overrepresented
Underrepresented

Key Takeaways

- Battle for control of the House will be fierce. The two parties are tied on the generic Congressional ballot in the 40 most competitive districts likely to determine the majority.
- Voters 50+ are set to be the deciding voter bloc in the battle to control the next Congress: they are expected to be a majority of voters in battleground districts next year and have a significantly higher motivation to vote.
- Family caregivers are a large, diverse constituency. 38% of voters in these targeted districts are current family caregivers, a number which grows to 77% when including those who have been a caregiver in the past or expect to be one in the future.
- Current family caregivers are voting Republican on the Congressional generic ballot by an 11-point margin. Democratic candidates, who enjoy an issue advantage on allowing seniors to age independently at home, have an opportunity to win back voters in this group, while Republicans would be wise to speak directly to the issue to defend their lead among these voters.
- Supporting policies that promote lowering drug prices, helping seniors live independently at home, and aiding family caregivers boosts a candidate regardless of their party, and could make the difference in races likely to be determined by very narrow margins.

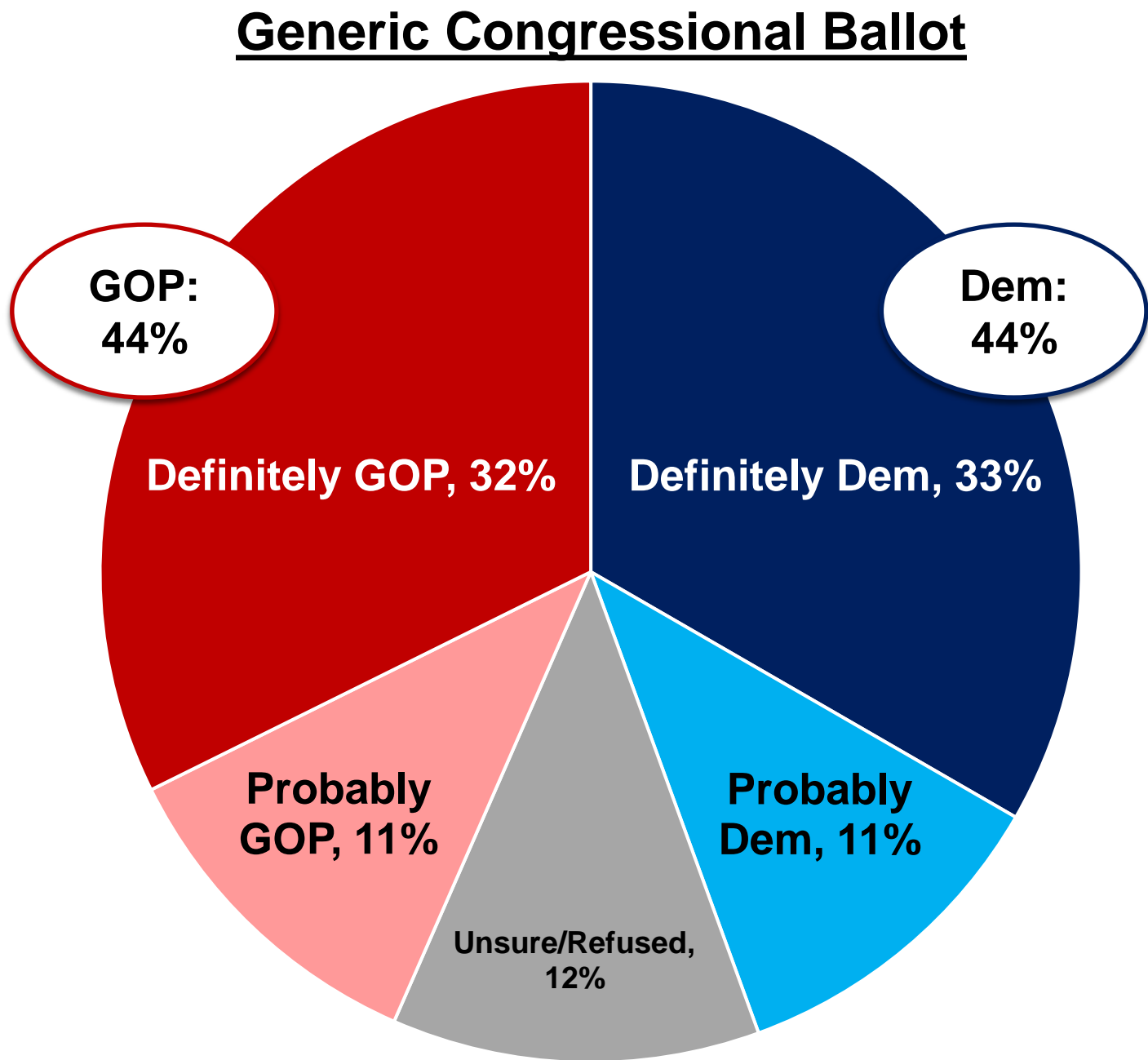


2024 Congressional Election

In competitive districts, the parties are tied on the generic ballot

Within voters 50+, the 50-64 segment is strongly Republican while seniors tilt toward the Democratic candidate

A GOP edge among voters 50+ overall is cancelled out by the Dem lead among voters 18-49

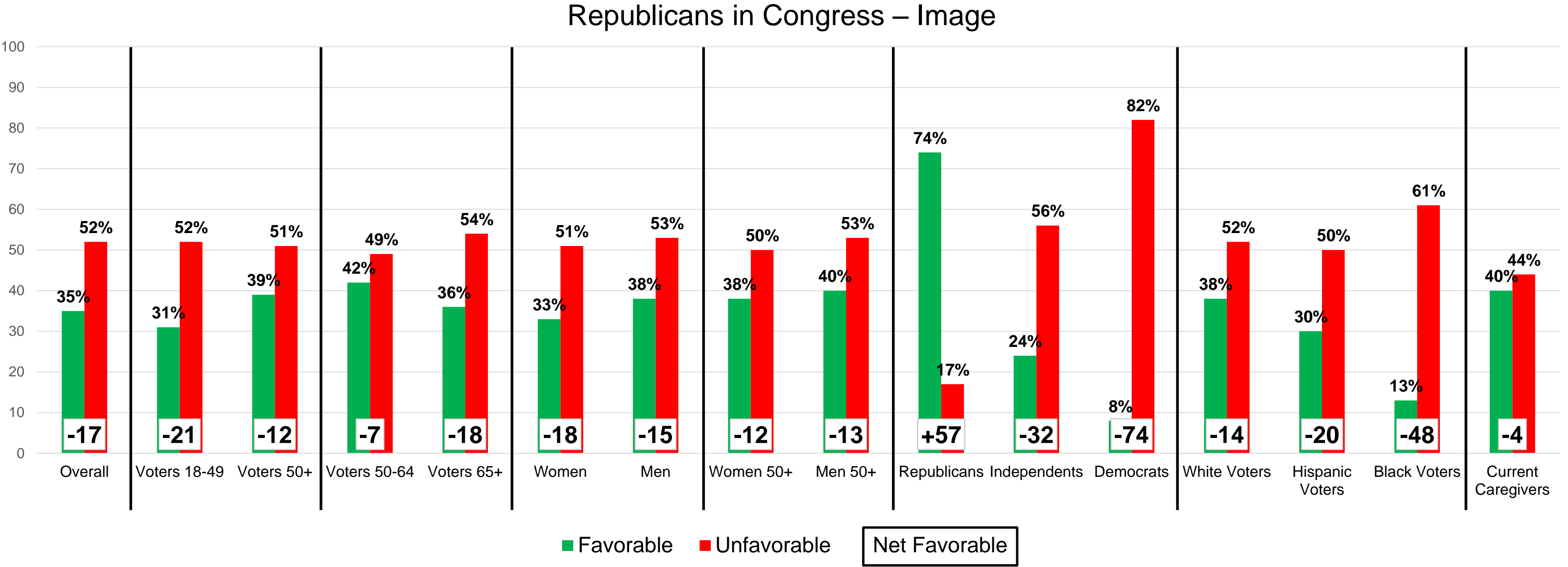


	Dem	GOP	Und	Net Dem
OVERALL	44	44	12	--
Voters 18-49	48	39	13	+9
Voters 50+	40	48	12	-8
Voters 50-64	35	52	13	-17
Voters 65+	46	43	11	+3
Women	46	40	14	+6
Men	42	48	10	-6
Women 50+	43	44	13	-1
Men 50+	38	52	10	-14
Republicans	3	92	5	-89
Independents	36	37	27	-1
Democrats	91	3	6	+88
White Voters	41	48	11	-7
Hispanic Voters	50	37	13	+13
Black Voters	73	10	17	+63
Less than 4-Year College	38	51	12	-13
College+	53	34	13	+19
Urban	46	42	12	+4
Suburban	48	39	14	+9
Rural	33	57	9	-24
Current Caregivers	38	49	13	-11

Q12. All other things being equal, if the election for Congress were held today, would you be more likely to vote for the Republican candidate or the Democratic candidate for Congress?

A majority of voters view Republicans in Congress unfavorably

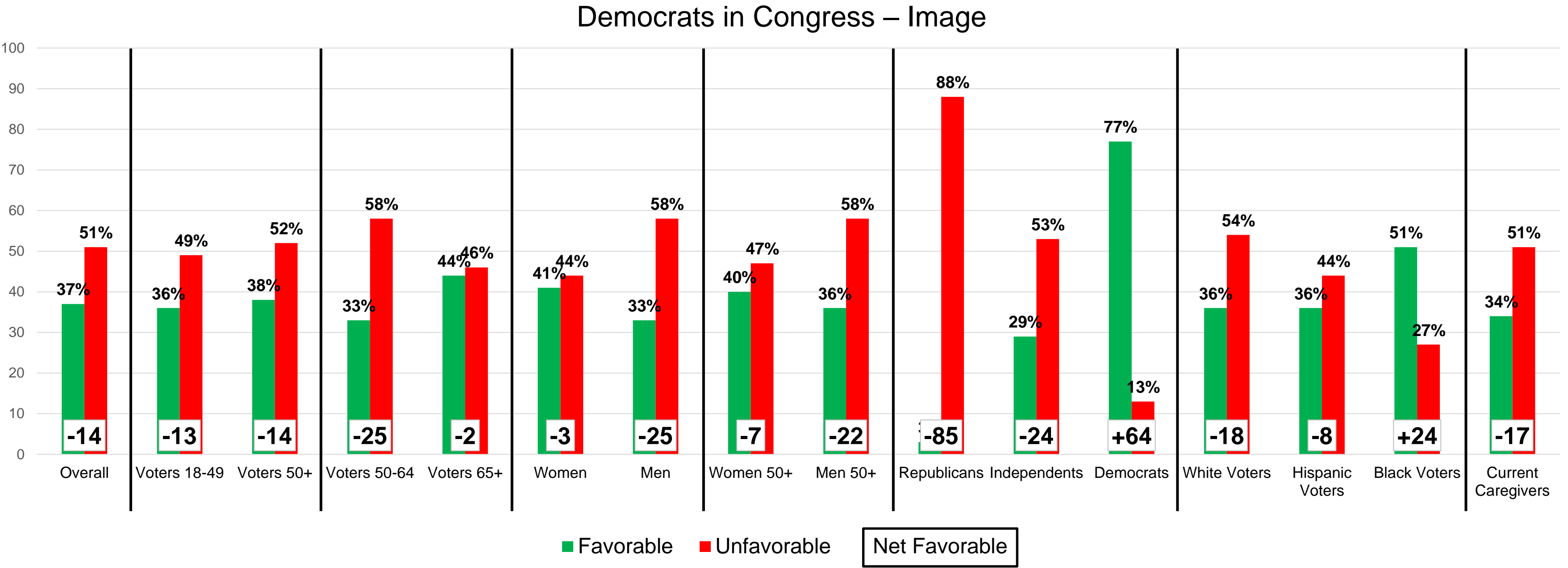
Republicans in Congress are underwater across age groups and among both women and men
Just a quarter of Independents in competitive districts view Republicans in Congress favorably



Q15. From the following list, would you say you have a favorable or unfavorable opinion of each group? If you have no opinion just say so. Republicans in Congress

A majority also view Democrats in Congress unfavorably

Men and voters 50-64 are more negative toward Democrats in Congress, while women and seniors hold more mixed views
Despite leading on the generic ballot, Democrats in Congress are underwater with Hispanic voters

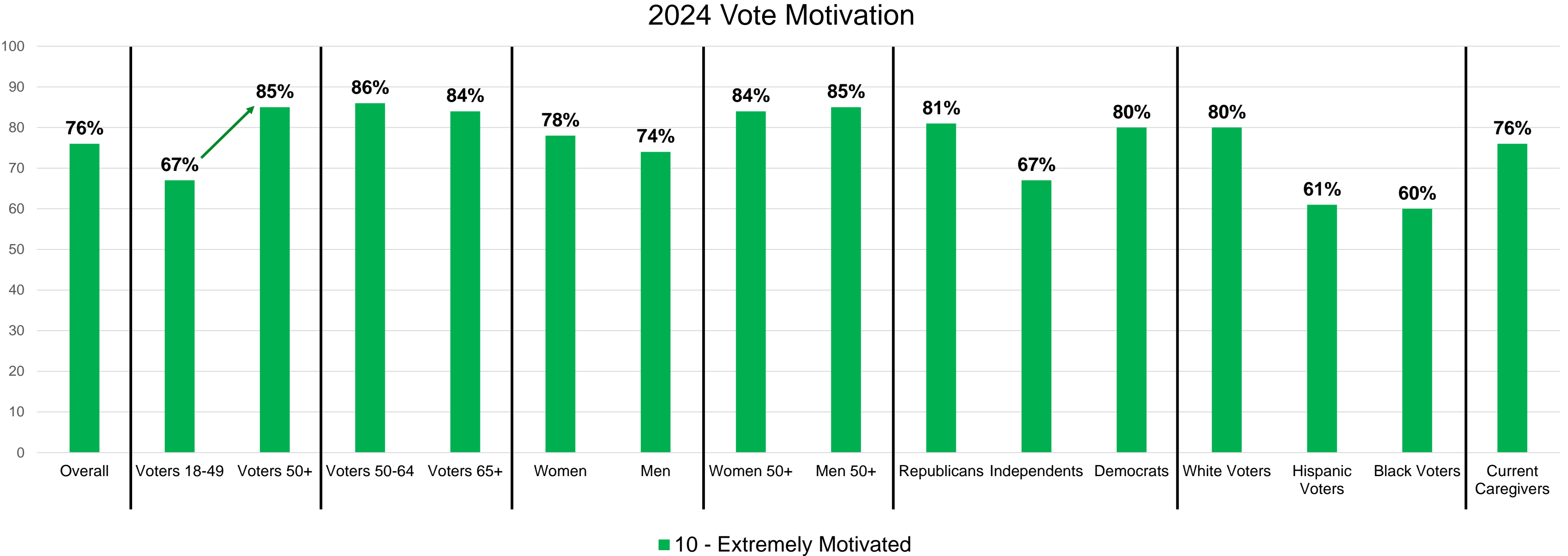




Political Environment

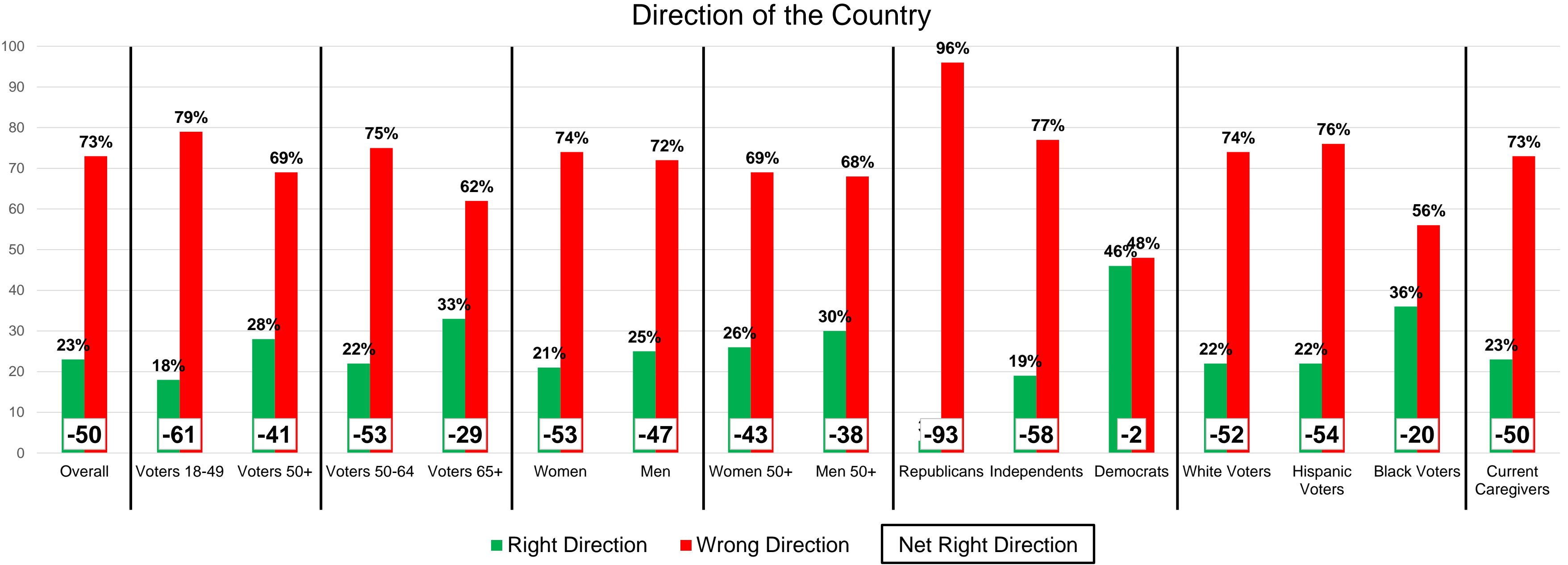
There is a huge gap in motivation by age, with voters 50+ 18-points higher than voters 18-49

Republicans and Democrats are equally motivated, while white voters indicate higher motivation to vote than voters of color



Voters say the country is headed in the wrong direction by a 50-point margin

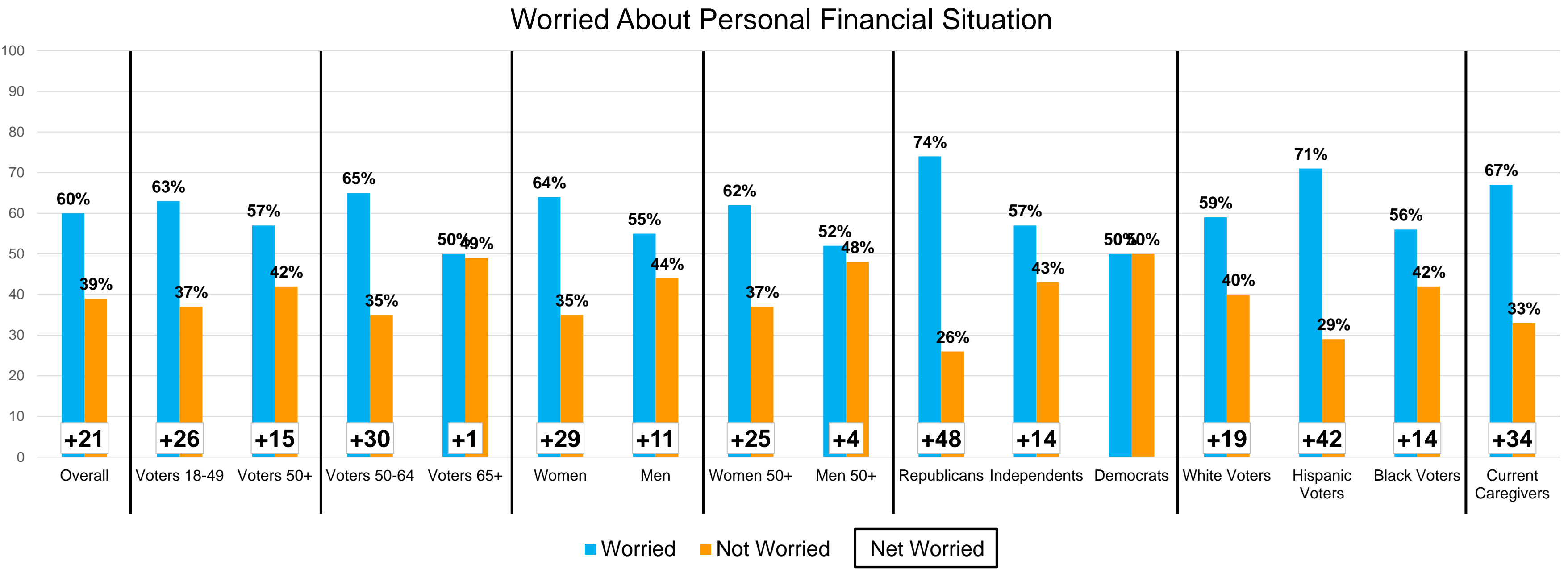
With the exception of Democrats, large majorities of most groups say the country is headed in the wrong direction



60% of voters say they are worried about their financial situation

Women voters & Hispanic voters are even higher on their worry for their personal financial situation

Current caregivers are worried about their finances by a 2:1 margin

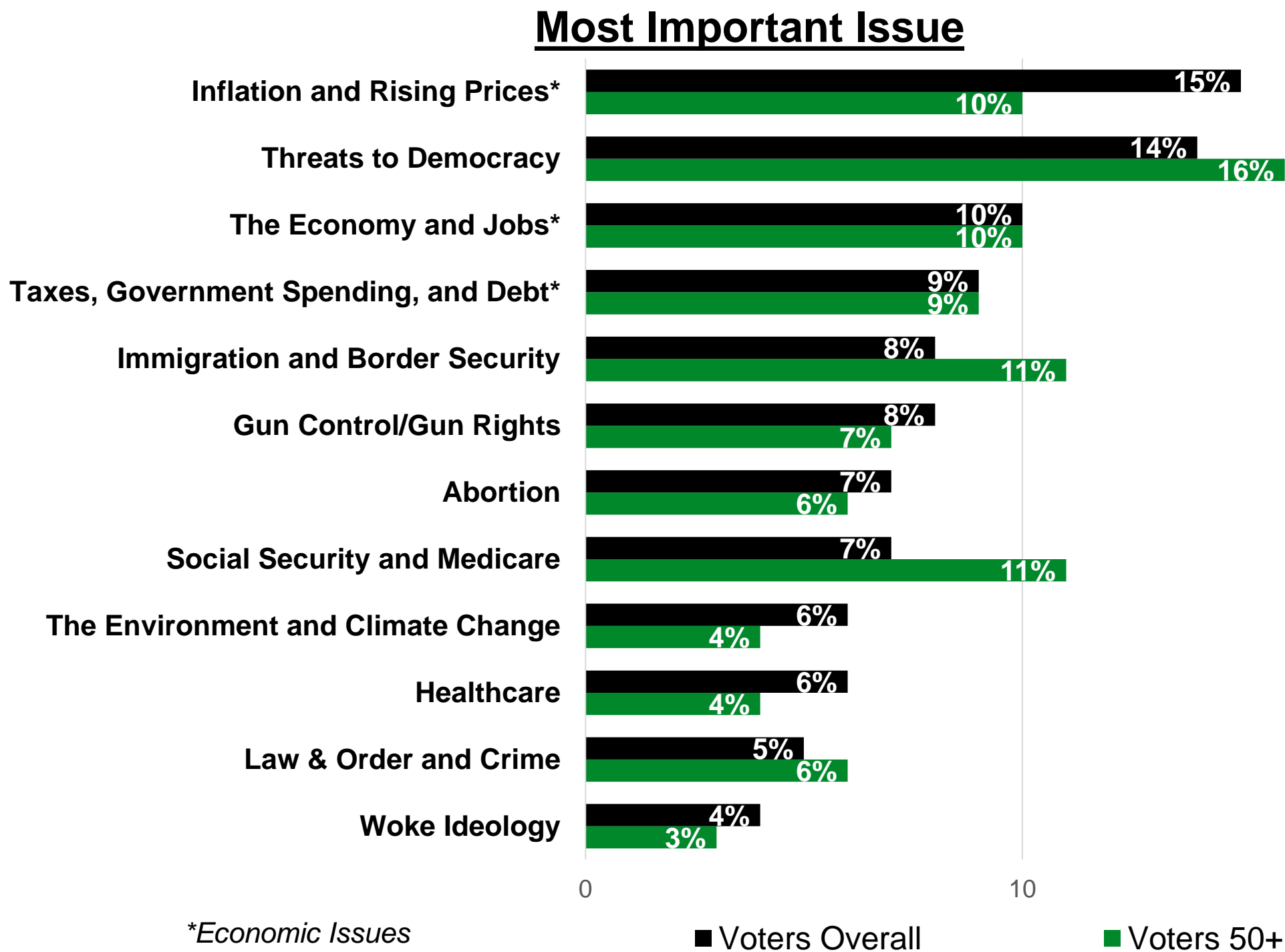




Key Issues

Voters in key congressional districts have a variety of top issues, led by inflation, threats to democracy, and the economy

Social Security/Medicare is the top rated issue among voters 65+



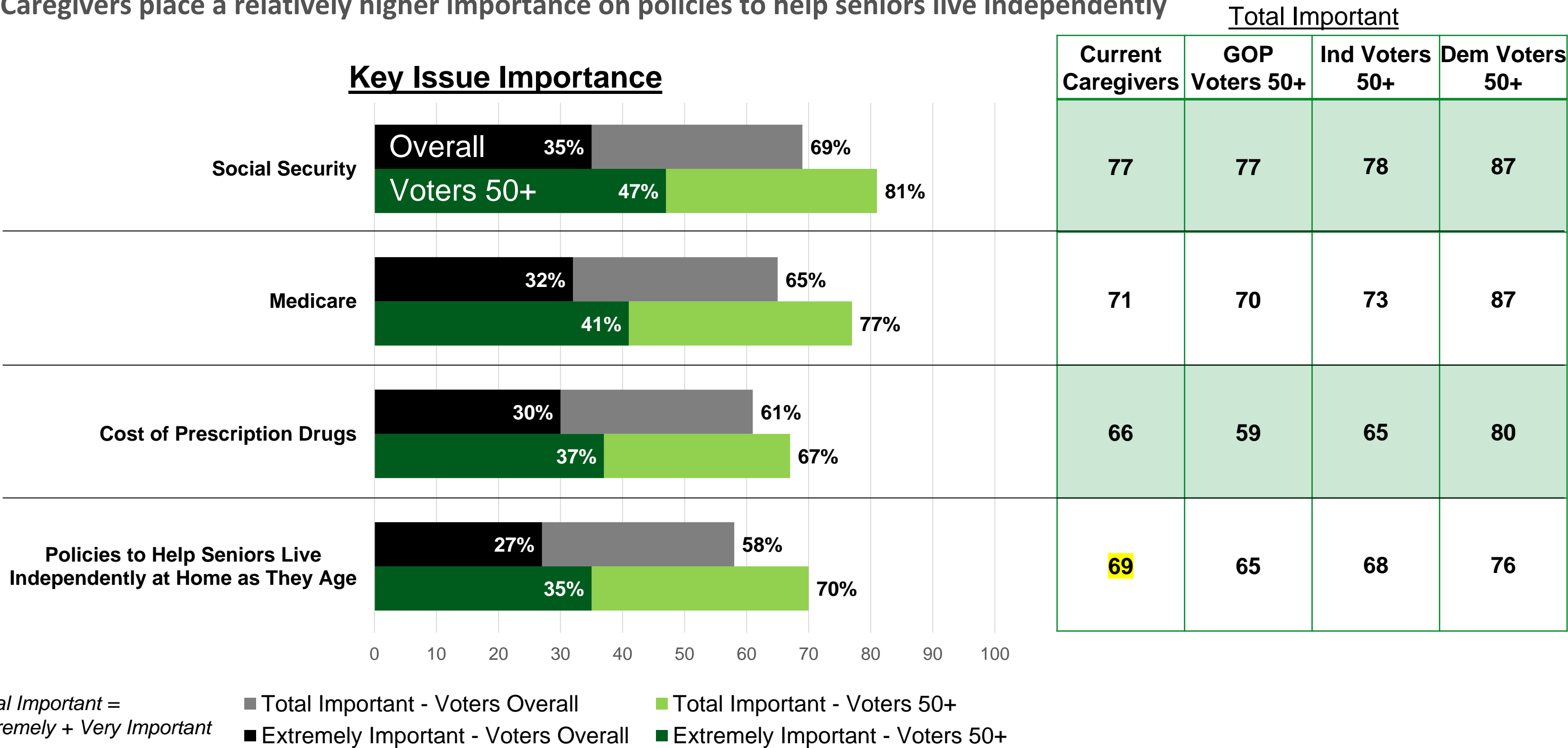
Top Issues by Key Groups		
Republicans Inflation (19%) Immigration (15%) Taxes (14%) Econ Issues (45%)	Independents Inflation (17%) Democracy (12%) Econ/Jobs (11%) Econ Issues (38%)	Democrats Democracy (22%) Abortion (11%) Environment (11%) Econ Issues (20%)
18-49 Inflation (21%) Democracy (12%) Econ/Jobs (10%) Econ Issues (39%)	50-64 Democracy (17%) Econ/Jobs (13%) Inflation (12%) Econ Issues (34%)	65+ SS/Medicare (15%) Democracy (15%) Immigration (11%) Econ Issues (23%)
Women Inflation (15%) Democracy (14%) Abortion (12%) Econ Issues (29%)	Men Inflation (15%) Democracy (15%) Econ/Jobs (13%) Econ Issues (39%)	Current Caregivers Inflation (15%) Econ/Jobs (12%) Democracy (10%) Econ Issues (37%)
White Voters Inflation (14%) Democracy (14%) Econ/Jobs (10%) Econ Issues (34%)	Hispanic Voters Inflation (20%) Immigration (13%) Democracy (12%) Econ Issues (35%)	Black Voters Inflation (17%) Democracy (17%) SS/Medicare (12%) Econ Issues (28%)

Q21. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for Congress:

Voters, especially voters 50+, are focused on AARP priorities when voting

Majorities of voters 50+ in each party call each issue *extremely* or *very* important in deciding their vote next November

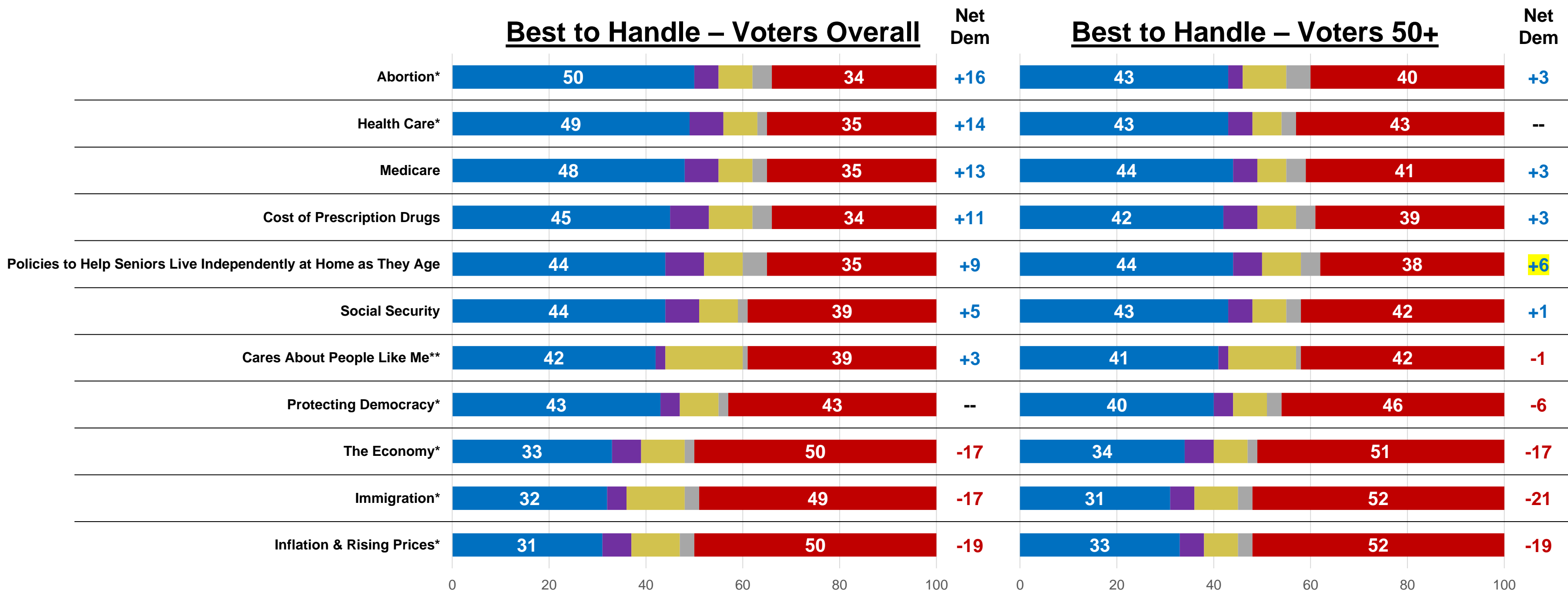
Current Caregivers place a relatively higher importance on policies to help seniors live independently



Dems lead on health while Republicans lead on economy

Democrats in Congress hold an edge among voters overall on Medicare, Rx Drugs, seniors living independently, and Social Security, with the margin narrower among voters 50+ who prioritize them more highly

Voters 50+ give Democrats their biggest lead on helping seniors live independently at home as they age



*Questions were split sampled

**Party that is best described by the statement

■ Democrats

■ Both

■ Neither

■ Don't Know

■ Republicans

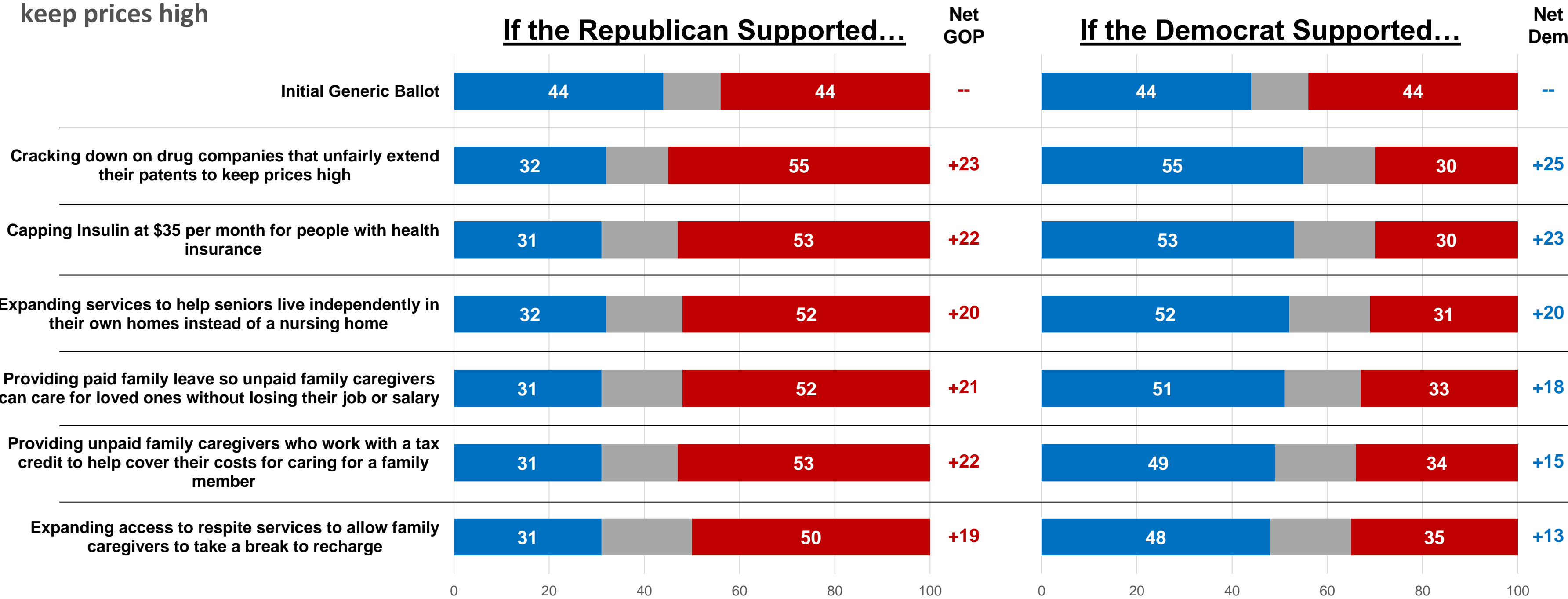
Q26-32B. In your opinion, who is best able to handle each of the following issues - the Republicans or Democrats in Congress?
Q33. In your opinion, who is best described by the following phrase – the Republicans or Democrats in Congress? Cares about people like me



Impact of Candidate Issue Stances

Both Republican and Democratic candidates supporting specific policies build large leads after the ballot was initially tied

The largest boost for both parties' candidates is from supporting cracking down on drug companies that unfairly extend patents to keep prices high



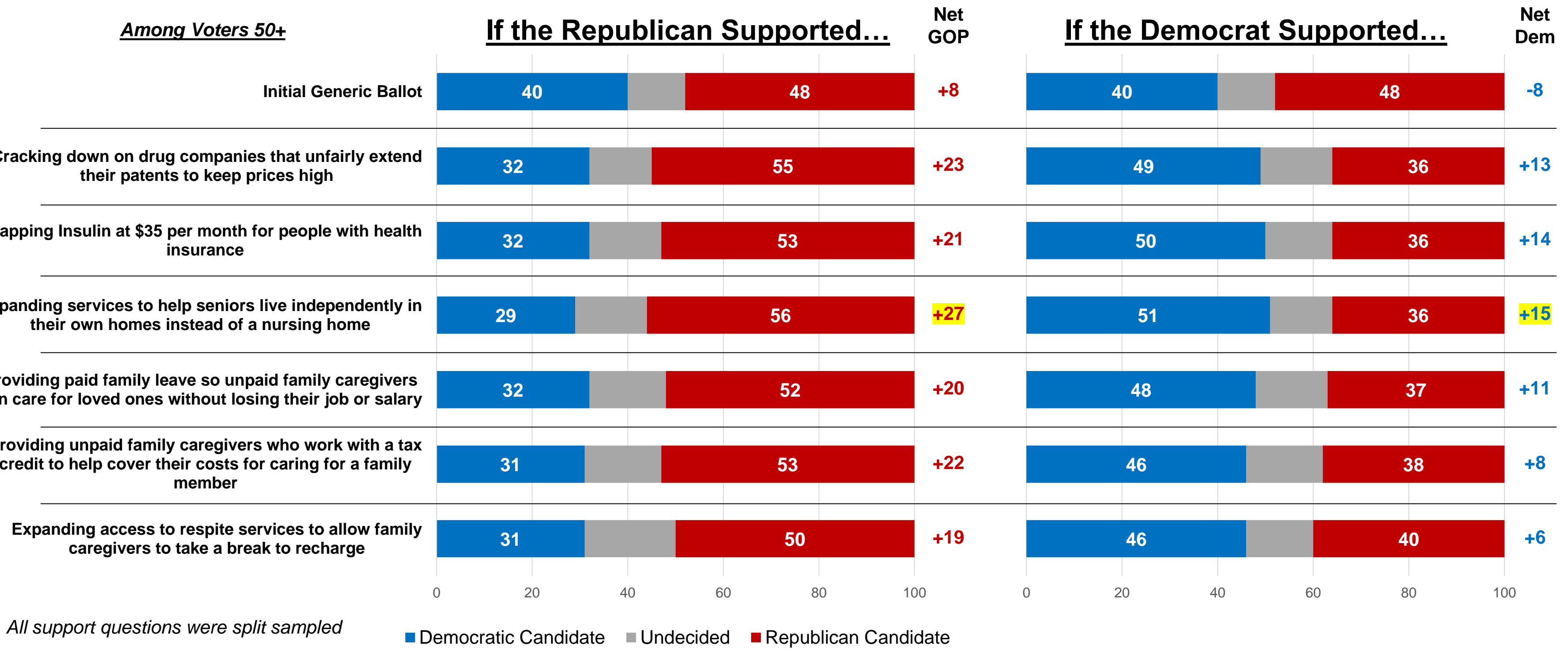
All support questions were split sampled

Democratic Candidate Undecided Republican Candidate

Q37A-42B. If the (a. Republican / b. Democratic) candidate for Congress supported [POLICY], would you be more likely to vote for the Republican candidate or the Democratic candidate for Congress?

Likewise among voters 50+, support for policies leads to improvement on the ballot

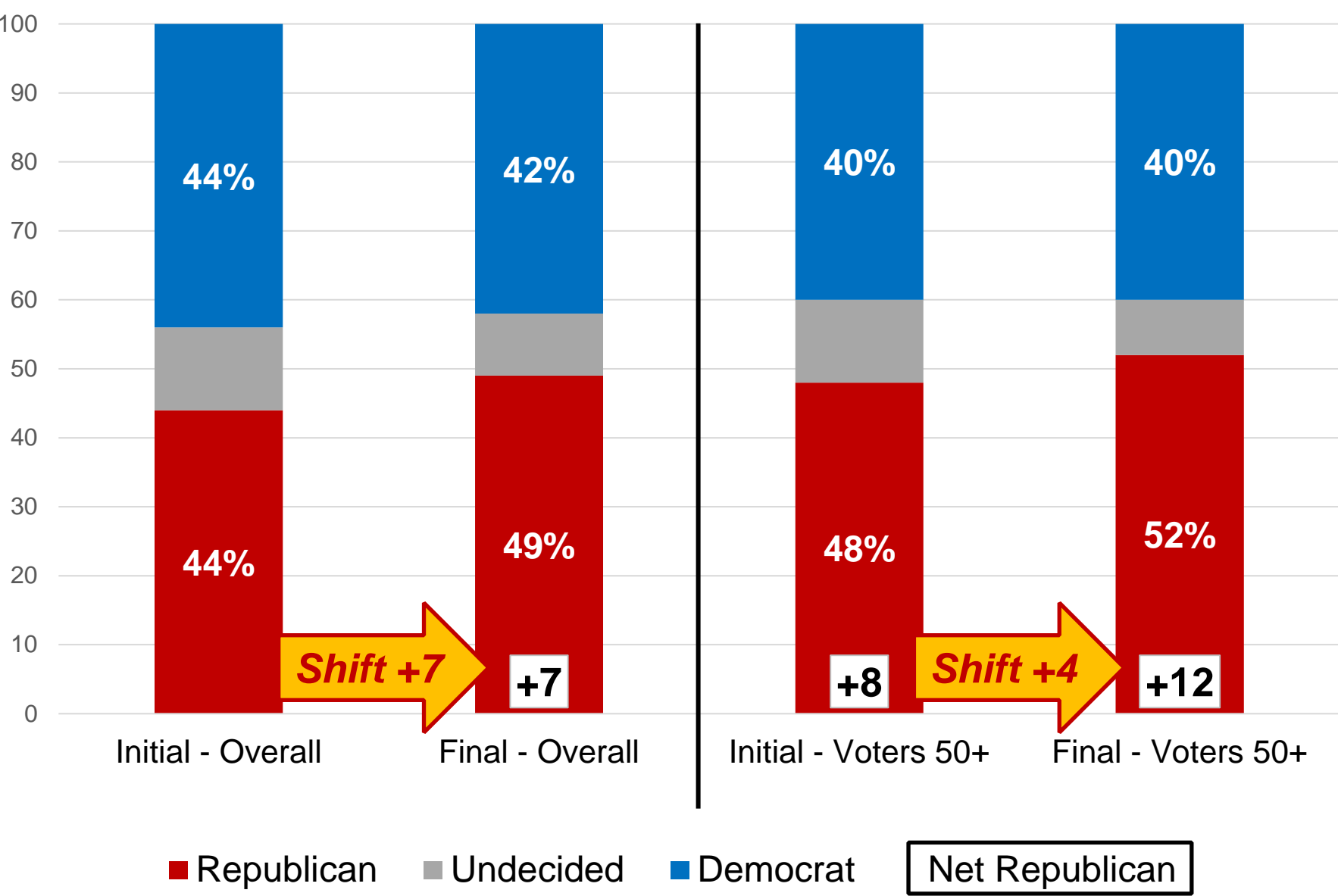
Among voters 50+, the biggest shift occurs from candidates supporting expanding services helping seniors live independently



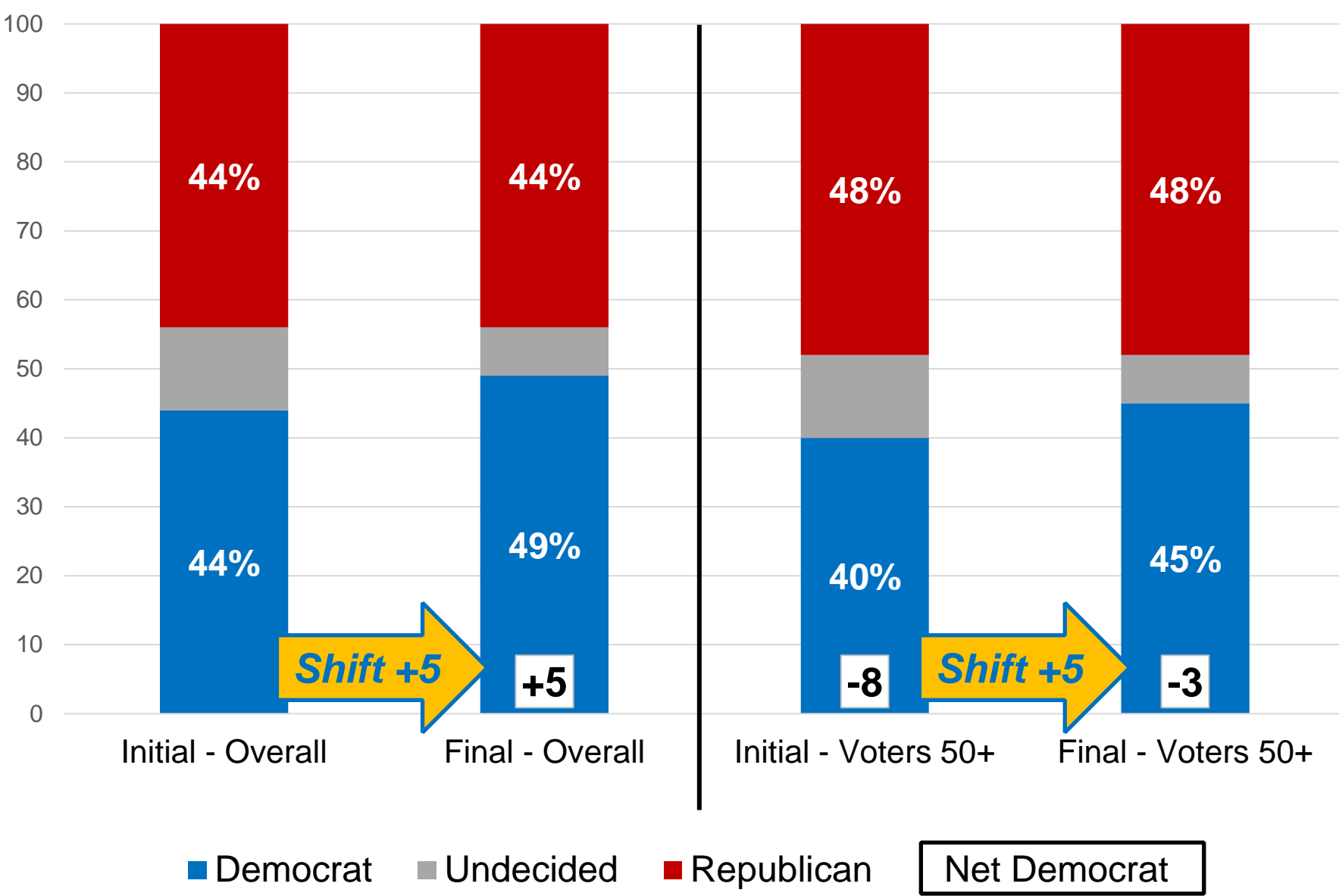
Both parties make gains on the generic ballot after voters recognize candidate support for top policy issues

The generic Republican & Democratic candidates go from tied to leading by mid-single digits in their respective splits

Generic Ballot – “Republican Candidate Supported...” Split



Generic Ballot – “Democratic Candidate Supported...” Split



Q43. Having heard more, if the election for Congress were held today, would you be more likely to vote for the Republican candidate or the Democratic candidate for Congress?

Perceptions on handling key issues also improved for both parties after the policy support ballots

Republicans in Congress, who initially were weaker on these issues, showed relatively larger gains on some

Republican Candidate Supported...Split						
Post Ballots Metrics	Voters Overall			Voters 50+		
<i>Best Handle/Describes</i>	Initial Net GOP	Final Net GOP	Net Shift	Initial Net GOP	Final Net GOP	Net Shift
Policies to Help Seniors Live Independently at Home as They Age	-10	--	+10	-7	+3	+10
Cost of Prescription Drugs	-9	+1	+10	-5	+3	+8
Medicare	-13	-4	+9	-2	+1	+3
Social Security	-4	-1	+3	-1	+3	+4
Cares About People Like Me	-2	-1	+1	+1	+3	+2

Democratic Candidate Supported...Split						
Post Ballots Metrics	Voters Overall			Voters 50+		
<i>Best Handle/Describes</i>	Initial Net Dem	Final Net Dem	Net Shift	Initial Net Dem	Final Net Dem	Net Shift
Policies to Help Seniors Live Independently at Home as They Age	+9	+16	+7	+5	+9	+4
Social Security	+6	+11	+5	+2	+3	+1
Cost of Prescription Drugs	+11	+15	+4	+3	+6	+3
Medicare	+13	+16	+3	+4	+5	+1
Cares About People Like Me	+4	+7	+3	--	+1	+1

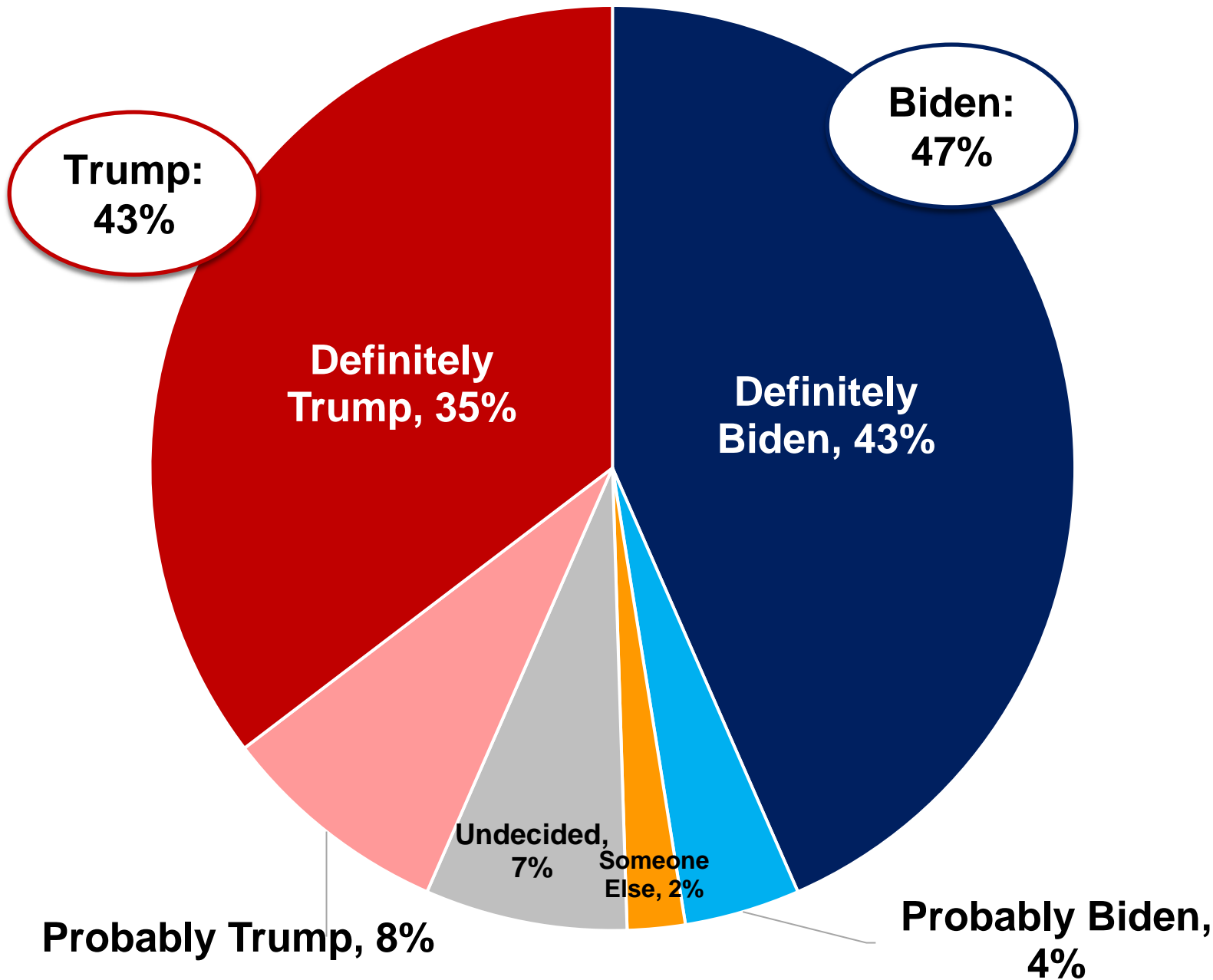


2024 Presidential Election

Biden leads Trump by 4-points in the targeted districts

Biden won these districts by an average of 4-points over Trump in 2020; He only trails by 1-point among voters 50+, a net 7-points better than the Democratic candidate on the generic ballot
Biden has a 6-point edge over Trump among Independents

Biden vs. Trump Ballot

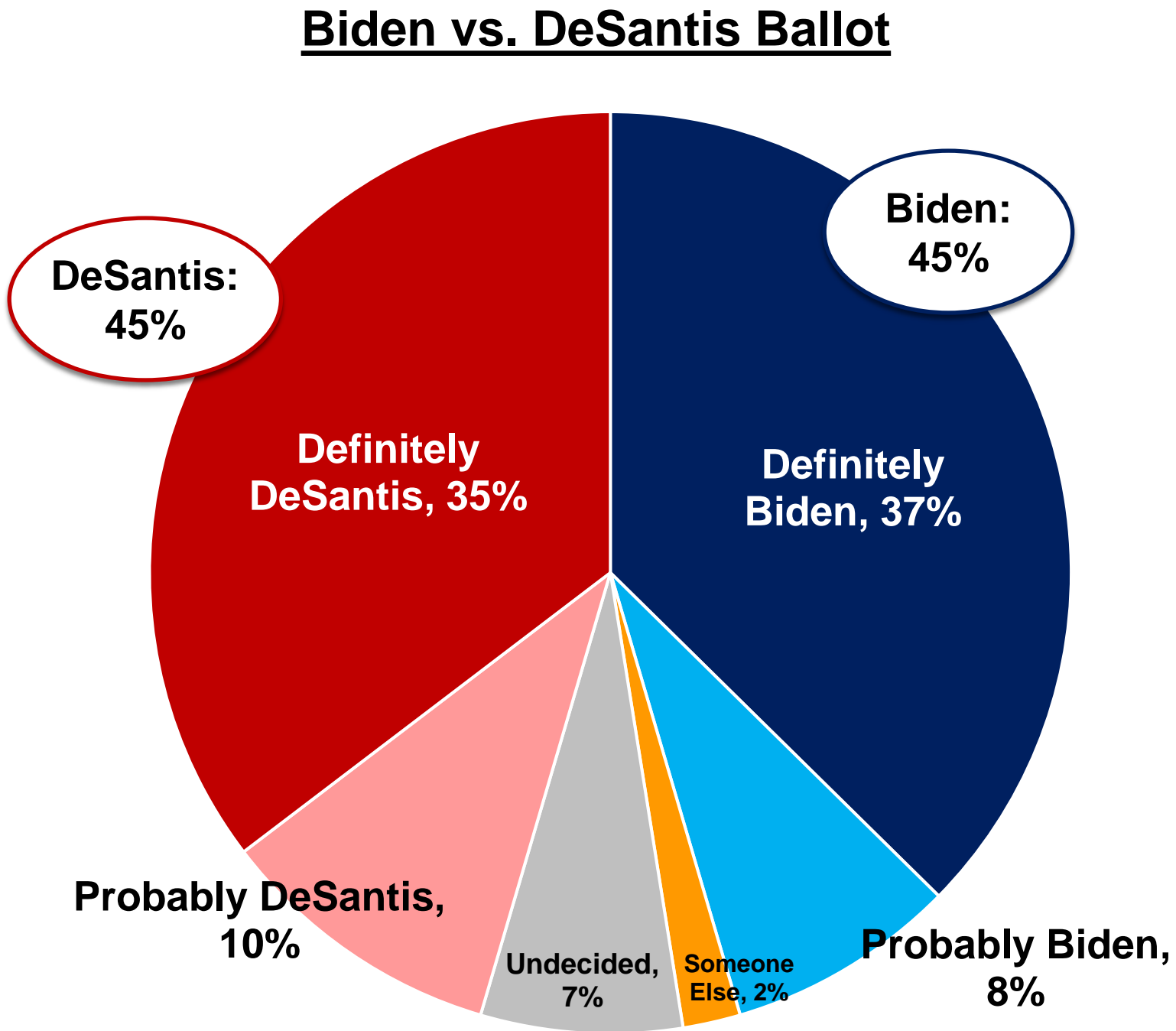


	Biden	Trump	Net JB
OVERALL	47	43	+4
Voters 18-49	50	40	+10
Voters 50+	45	46	-1
Voters 50-64	40	51	-11
Voters 65+	50	42	+8
Women	51	40	+11
Men	43	47	-4
Women 50+	48	44	+4
Men 50+	42	49	-7
Republicans	5	88	-83
Independents	44	38	+6
Democrats	92	5	+87
White Voters	45	47	-2
Hispanic Voters	49	38	+11
Black Voters	74	13	+61
Less than 4-Year College	40	51	-11
College+	58	32	+26
Urban	48	42	+6
Suburban	51	39	+12
Rural	37	54	-17
Current Caregivers	42	50	-8

Q17. If the election for President were held today and the candidates were Donald Trump, the Republican, and Joe Biden, the Democrat, for whom would you vote?

Biden and DeSantis are tied in a hypothetical matchup in these CDs

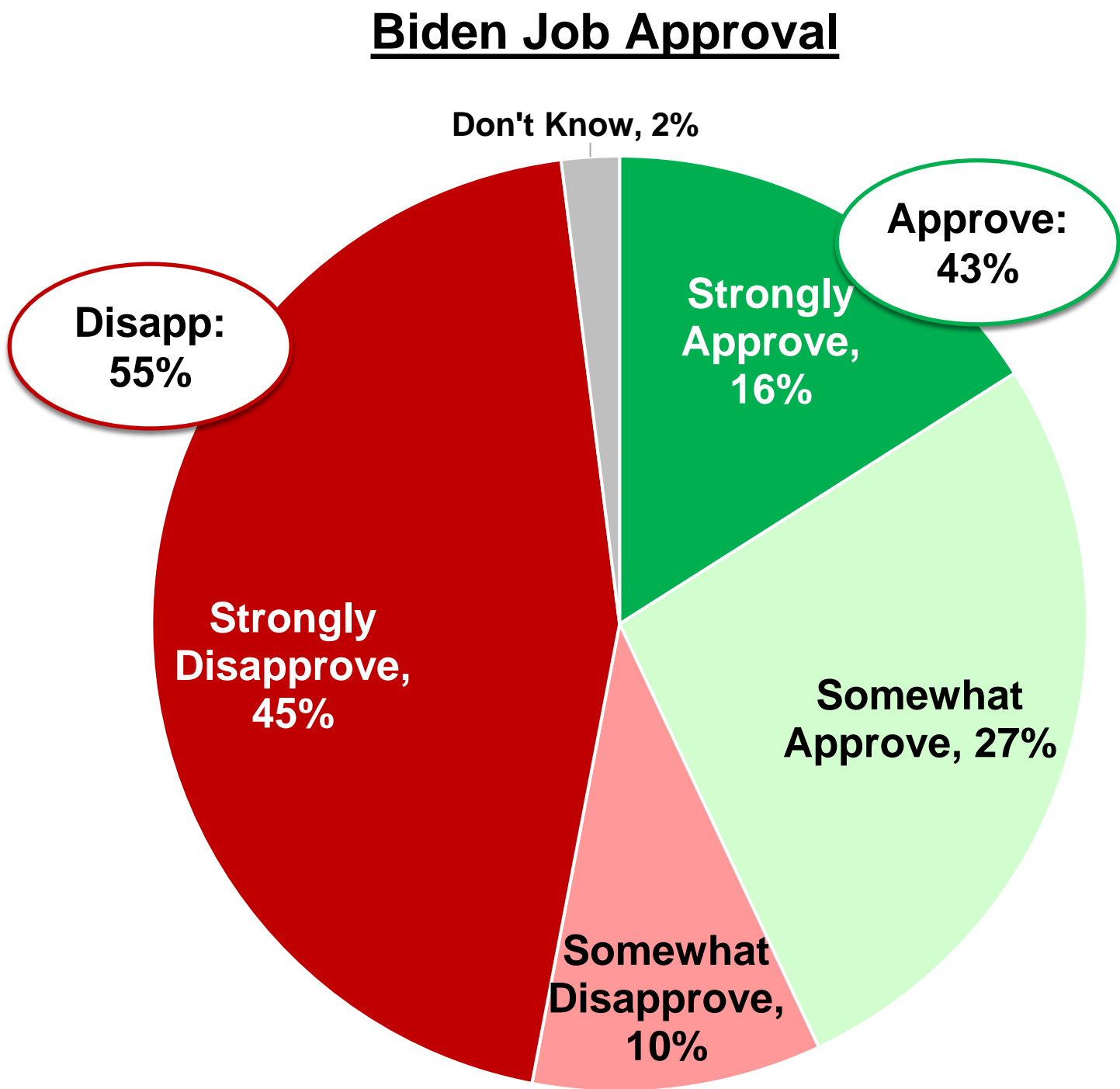
Much like the generic ballot, DeSantis’s modest lead among voters 50+ and men is matched by Biden’s edge with voters 18-49 and women



	Biden	RDS	Net JB
OVERALL	45	45	--
Voters 18-49	48	42	+6
Voters 50+	43	48	-5
Voters 50-64	38	53	-15
Voters 65+	48	44	+4
Women	49	42	+7
Men	42	49	-7
Women 50+	46	46	--
Men 50+	40	51	-11
Republicans	4	89	-85
Independents	41	43	-2
Democrats	89	5	+84
White Voters	43	50	-7
Hispanic Voters	45	39	+6
Black Voters	72	15	+57
Less than 4-Year College	38	53	-15
College+	57	34	+23
Urban	49	43	+6
Suburban	49	42	+7
Rural	35	56	-21
Current Caregivers	40	49	-9

President Biden’s job approval is 43% - 55% among Target CD voters

Limited differentiation between voters 50+ and younger voters
Biden’s ballot is running a few points higher than his approval rating

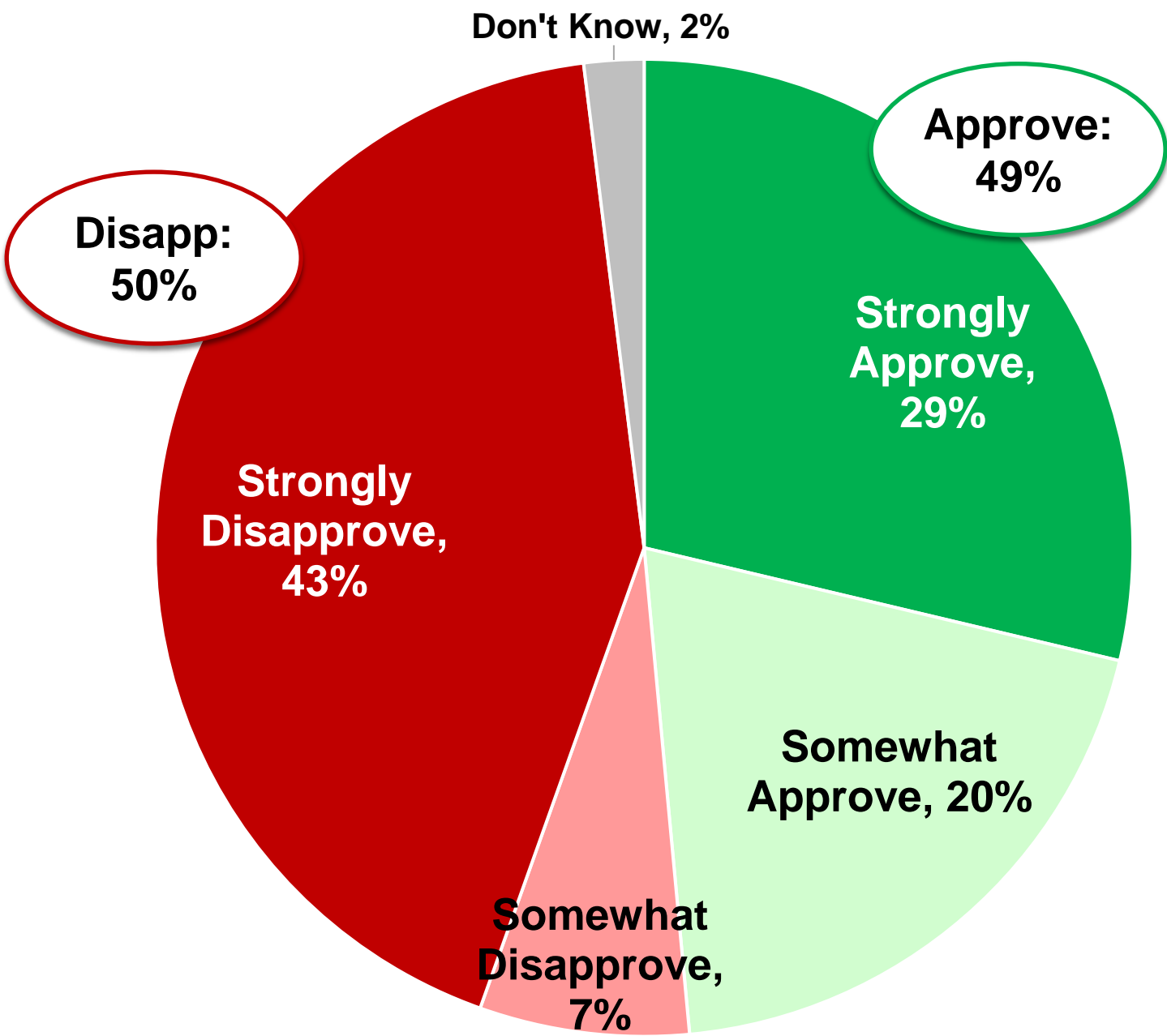


	Approve	Disapp	Net App
OVERALL	43	55	-12
Voters 18-49	43	54	-11
Voters 50+	43	55	-12
Voters 50-64	40	59	-19
Voters 65+	47	51	-4
Women	47	50	-3
Men	39	60	-21
Women 50+	47	51	-4
Men 50+	40	59	-19
Republicans	5	94	-89
Independents	39	57	-18
Democrats	84	14	+70
White Voters	40	58	-18
Hispanic Voters	47	49	-2
Black Voters	74	23	+51
Less than 4-Year College	37	61	-24
College+	52	46	+6
Urban	44	54	-10
Suburban	47	50	-3
Rural	33	66	-33
Current Caregivers	41	57	-16

Trump’s recalled job approval in these districts is split

Trump’s job approval is slightly positive among voters 50+, with a sizable gap between how voters 50-64 and voters 65+ view him. Trump’s ballot is running six points below his approval rating.

Trump Recalled Job Approval



	Approve	Disapp	Net App
OVERALL	49	50	-1
Voters 18-49	46	52	-6
Voters 50+	52	48	+4
Voters 50-64	58	41	+17
Voters 65+	45	54	-9
Women	45	53	-8
Men	53	46	+7
Women 50+	48	50	-2
Men 50+	55	45	+10
Republicans	92	7	+85
Independents	45	52	-7
Democrats	10	89	-79
White Voters	51	49	+2
Hispanic Voters	47	50	-3
Black Voters	27	68	-41
Less than 4-Year College	56	42	+14
College+	38	61	-23
Urban	46	51	-5
Suburban	45	54	-9
Rural	60	39	+21
Current Caregivers	56	43	+13

Q20. Did you approve or disapprove of the job Donald Trump did as President?



Demographics

Congressional Generic Ballot Undecideds

Undecided voters are much more likely to be Independents and moderate than voters overall

	Overall Voters 18+	Undecideds 18+	Overall Voters 50+	Undecideds 50+
Voters 18-49	47	50	-	-
Voters 50+	53	50	100	100
Voters 18-34	24	22	-	-
Voters 35-49	23	27	-	-
Voters 50-64	27	27	51	54
Voters 65+	26	23	49	46
Women	52	59	53	59
Men	48	40	47	40
Republicans	34	13	38	22
Independents	32	70	29	63
Democrats	35	18	33	15
Conservatives	38	22	44	32
Moderates	31	50	33	45
Liberals	27	15	20	11
White Voters	75	68	81	75
Hispanic Voters	11	12	6	6
Black Voters	7	10	7	10
Less than 4-Year College	60	57	65	58
College+	40	43	35	42
Urban	23	22	22	27
Suburban	50	57	48	49
Rural	25	19	29	21
Current Caregivers	38	39	43	41

Overrepresented
Underrepresented