



PENNSYLVANIA VOTER SURVEY

April 2024 FabrizioWard+ **IMPACT**
RESEARCH

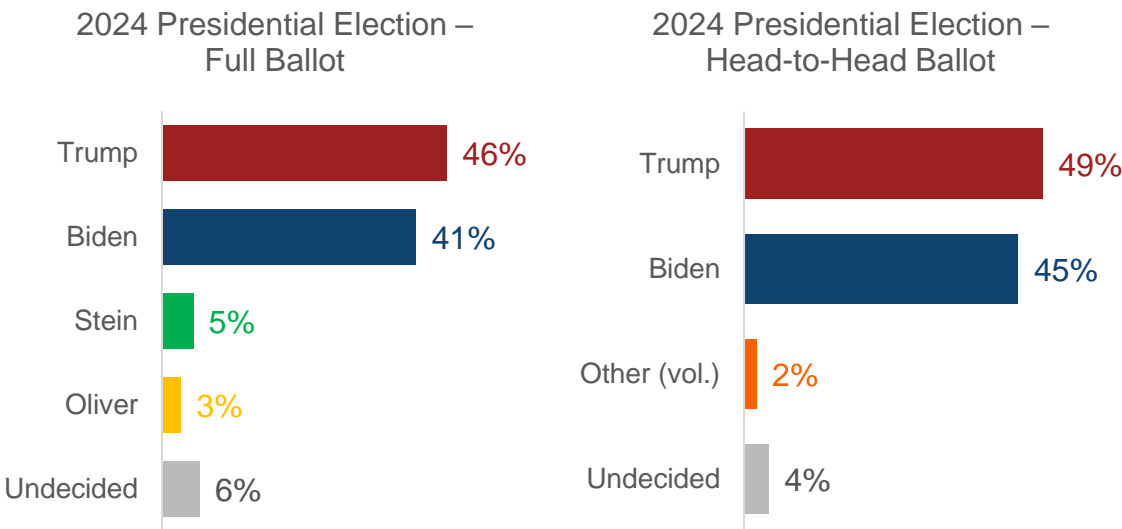


PENNSYLVANIA: BATTLE GROUND STATE

Presidential contest

Former President Trump narrowly leads President Biden in both the 4-way and head-to-head ballots in Pennsylvania.

- Among voters 50+, Trump leads by wider margins on both ballots, while voters 18-49 are closely divided. Within voters 50+, Trump has a sizable lead with 50-64 year olds, but the race is very close among seniors.
- On the 4-way ballot, 19% of voters 18-49 either choose a third-party candidate or are undecided compared to just 10% of voters 50+. Biden improves among younger voters when the third-party options are removed.
- Trump is ahead in large part due to more consolidated support from Republicans than Biden is getting from Democrats, while Trump also has a slight edge with Independents.
- There are large gender, race, education, and regional differences in planned 2024 vote for President.

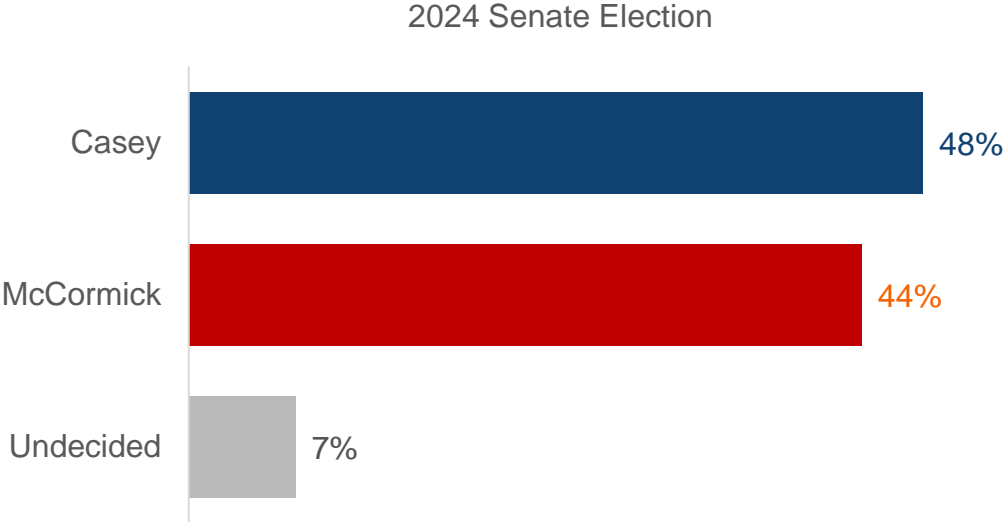


	All likely voters	Voters 18 – 49	Voters 50+	GOP	Ind/ Other	Dem	Women	Men	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	White 50+	Black 50+	< Coll	Coll +	Urban	Sub-urban	Rural	Care-givers 50+
Net Trump (Full)	+5	+1	+9	+82	+5	-67	-4	+15	-1	+20	+16	+1	+18	-75	+18	-14	-21	+1	+35	+14
Net Trump (H2H)	+4	-3	+10	+84	+10	-73	-7	+16	-1	+23	+17	+2	+19	-76	+18	-17	-22	--	+36	+14
Trump (H2H)	49	45	52	90	47	11	43	56	47	59	56	48	57	8	56	38	36	47	65	55
Biden (H2H)	45	48	42	6	37	84	50	40	48	36	39	46	38	84	38	55	58	47	29	41

Senate contest

Senator Bob Casey Jr. leads Dave McCormick 48% - 44% in a competitive race for US Senate.

- The race is a dead-heat among voters 50+, with Casey’s 9-point lead with voters 18-49 putting him ahead overall. McCormick’s 8-point lead with voters 50-64 is cancelled out by Casey’s 7-point advantage with seniors.
- Both candidates are in the mid-80s with their partisan bases.
- As on the Presidential ballot, there are notable differences across key demographics, with Casey’s strength among women, Black voters 50+, college+ voters and urban voters allowing him to narrowly lead McCormick overall.

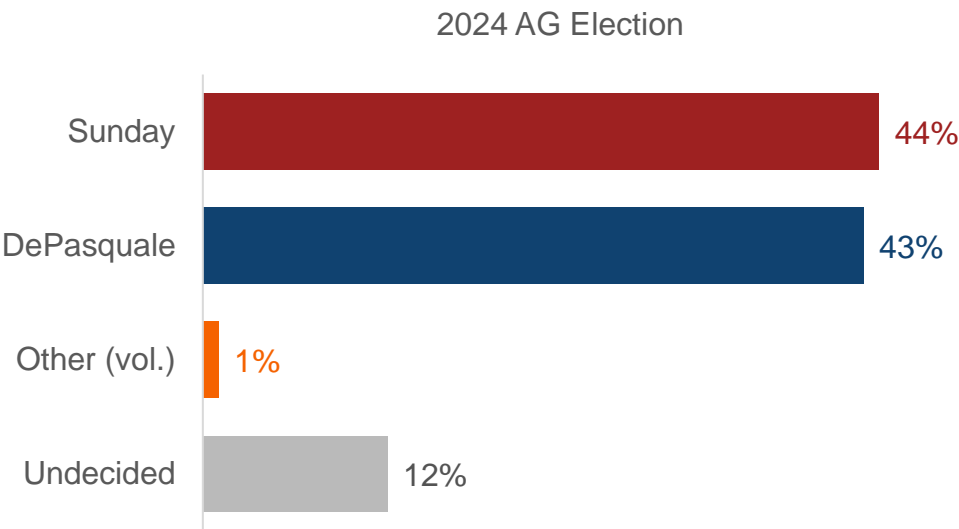


	All likely voters	Voters 18 – 49	Voters 50+	GOP	Ind/ Other	Dem	Women	Men	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	White 50+	Black 50+	< Coll	Coll +	Urban	Sub-urban	Rural	Care-givers 50+
Net Casey	+4	+9	-1	-75	+5	+78	+15	-9	+11	-15	-8	+7	-10	+80	-5	+18	+35	+4	-24	-8
Casey	48	49	47	10	44	86	53	43	53	41	44	51	43	87	44	55	64	48	35	45
McCormick	44	40	48	85	39	8	38	52	42	56	52	44	53	7	49	37	29	44	59	53
Undecided	7	11	4	6	16	6	9	5	5	3	4	5	4	6	7	8	7	8	6	2

State attorney general contest

The race for Attorney General is well within the margin of error with Dave Sunday (R) at 44% and Eugene DePasquale (D) at 43%.

- There is a 17-point gap between voters 18-49 and voters 50+ on this ballot, larger than the Presidential or Senate races.
- A third of Independents are undecided, and more Democrats are undecided than Republicans so there is a long way to go in this tight race.

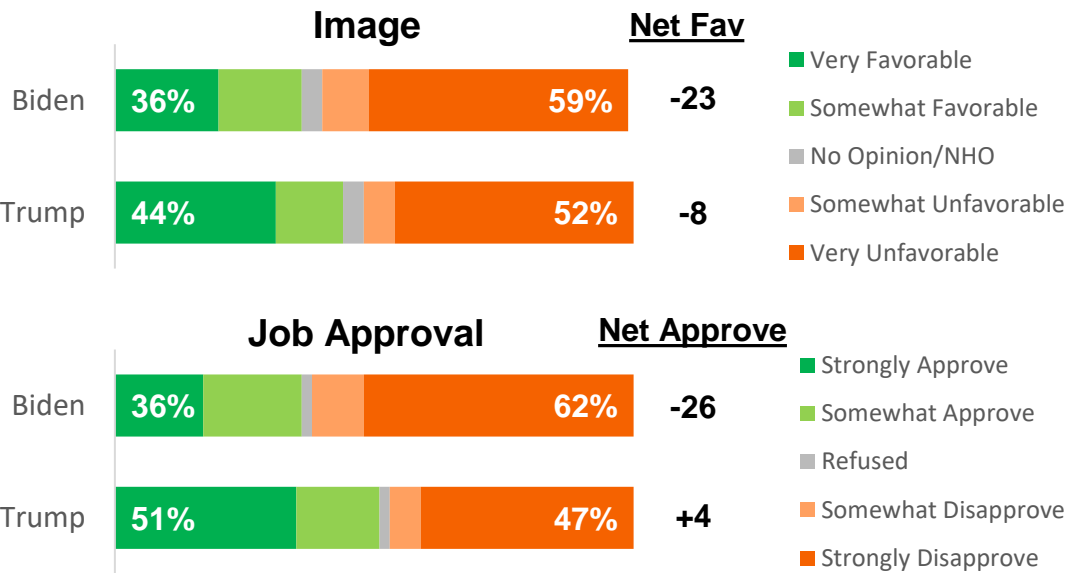


	All likely voters	Voters 18 – 49	Voters 50+	GOP	Ind/ Other	Dem	Women	Men	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	White 50+	Black 50+	< Coll	Coll +	Urban	Sub-urban	Rural	Care-givers 50+
Net Sunday	+1	-9	+8	+81	-3	-74	-9	+13	-2	+21	+14	+3	+16	-66	+12	-17	-26	-4	+33	+19
Sunday	44	37	49	87	32	7	38	51	44	56	52	47	54	9	49	36	30	41	63	55
DePasquale	43	46	41	6	35	81	47	38	46	35	38	44	38	75	37	53	56	45	30	36
Other/ Undecided	13	17	10	7	33	12	14	11	10	9	10	10	8	16	15	12	14	15	7	8

President: Images and job approval

President Biden’s image (-23) and job approval (-26) are both substantially underwater with PA voters.

- Despite faring better with them on the ballot, Biden’s personal ratings are significantly worse with voters 18-49 than voters 50+.
- Trump’s image is in negative territory as well with a majority viewing him unfavorably, but by a smaller margin than Biden. Among voters 50+, his image is split even.
- 16% of voters view both candidates unfavorably, and Biden leads them 36% - 12% on the full ballot and 52% - 22% H2H. This election may come down to who wins more voters unfavorable to both candidates, but Biden starts off needing to win more of them due to his weaker image.
- Trump’s recalled job approval is a net 30-points better than Biden’s. Additionally, voters 50+ approve of the job Trump did by 12-points.

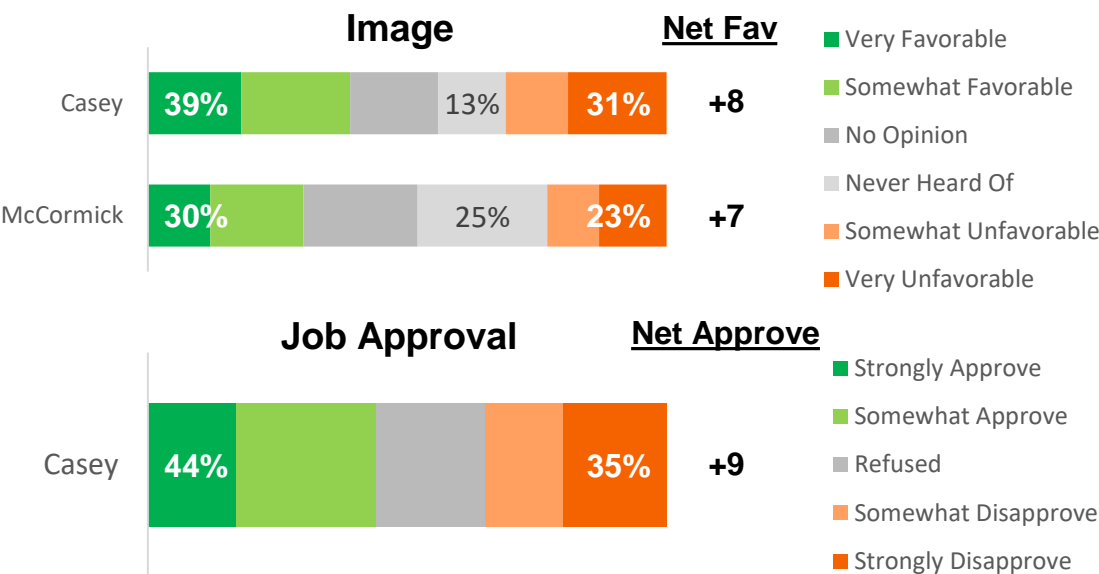


	All likely voters	Voters 18 – 49	Voters 50+	GOP	Ind/ Other	Dem	Women	Men	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	White 50+	Black 50+	< Coll	Coll +	Urban	Sub-urban	Rural	Care-givers 50+
Biden net favorable	-23	-34	-14	-86	-35	+40	-13	-34	-3	-27	-22	-7	-24	+67	-33	-9	-4	-19	-51	-19
Trump net favorable	-8	-18	--	+70	-22	-76	-17	+2	-9	+11	+6	-7	+8	-75	+8	-32	-31	-14	+20	+8
Biden net approve	-26	-35	-18	-87	-35	+36	-15	-37	-5	-32	-26	-9	-26	+64	-36	-9	-7	-22	-50	-25
Trump net approve	+4	-6	+12	+80	+2	-67	-6	+15	--	+26	+18	+5	+21	-73	+18	-17	-20	-3	+34	+19

Senate: Images and job approval

Sen. Casey’s image and job approval both tilt in the positive direction, though without a lot of intensity either way.

- Casey’s image and job approval are both much better among voters 50+ than voters under 50. Seniors are a key factor in this, viewing Casey favorably by 19-points and approving of the job he’s doing by 22.
- McCormick is less defined than his opponent, though is viewed more favorably than not among those with an opinion. Like Casey, McCormick’s image is better among voters 50+ than voters under 50.

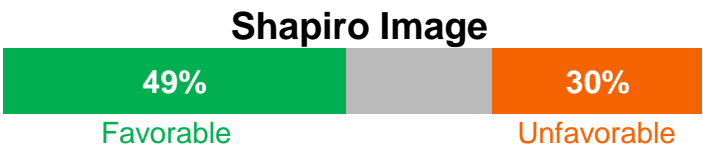
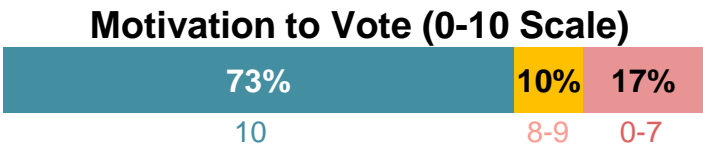


	All likely voters	Voters 18 – 49	Voters 50+	GOP	Ind/ Other	Dem	Women	Men	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	White 50+	Black 50+	< Coll	Coll +	Urban	Sub-urban	Rural	Care-givers 50+
Casey net favorable	+8	+2	+14	-25	-11	+47	+12	+5	+23	+3	+9	+19	+8	+58	+6	+12	+18	+8	--	+10
McCormick net favorable	+7	-5	+16	+38	+11	-24	+4	+10	+13	+20	+17	+16	+19	-4	+14	-3	-4	+7	+17	+21
Casey net approve	+9	+3	+15	-37	-2	+57	+17	+1	+26	+3	+9	+22	+9	+69	+4	+18	+29	+9	-6	+11

Political environment

By a 3:1 margin, PA voters think the country is headed in the wrong direction. Nearly every major demographic says wrong direction.

- Nearly 3-in-4 voters rate themselves a 10 out of 10 on motivation to vote in November. There is a massive 26-point gap between voters 50+ and younger voters on rating themselves a 10.
- Governor Shapiro is the most popular politician tested in the survey at a 49% favorable – 30% unfavorable mark.
- The closely divided PA House of Representatives is poised to be very competitive once again with the generic Republican up 47% - 45%. Voters 50+ pick the Republican by 12-points.



	All likely voters	Voters 18 – 49	Voters 50+	GOP	Ind/ Other	Dem	Women	Men	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	White 50+	Black 50+	< Coll	Coll +	Urban	Sub-urban	Rural	Care-givers 50+
Net right direction	-49	-61	-40	-89	-60	-8	-47	-52	-37	-43	-44	-35	-46	+6	-54	-42	-33	-48	-65	-46
Motivation: 10	73%	59%	85%	81%	55%	72%	71%	76%	84%	86%	84%	86%	87%	79%	72%	75%	67%	73%	82%	87%
Shapiro net favorable	+19	+16	+21	-22	+18	+58	+27	+10	+30	+11	+16	+27	+17	+63	+13	+28	+32	+17	+8	+22
SH Gen: Net GOP	+2	-9	+12	+88	-1	-77	-9	+15	--	+26	+18	+6	+22	-77	+15	-16	-31	-1	+39	+19



ISSUES DRIVING THE ELECTION

Most important issues determining vote – voters 50+

- Voters 50+ have a range of priorities when it comes to their top issues for this November. 35% place immigration in their top two followed by inflation (27%), abortion (20%), the economy/jobs (19%), and Social Security (17%).
- A majority place at least one of three ‘personal economic issues’ in their top pair of issues to determine their vote.
- Democratic Voters 50+ prioritize abortion, threats to democracy, and Social Security, while GOP Voters 50+ prioritize immigration, and both GOP and Independent Voters 50+ rate inflation and jobs higher.

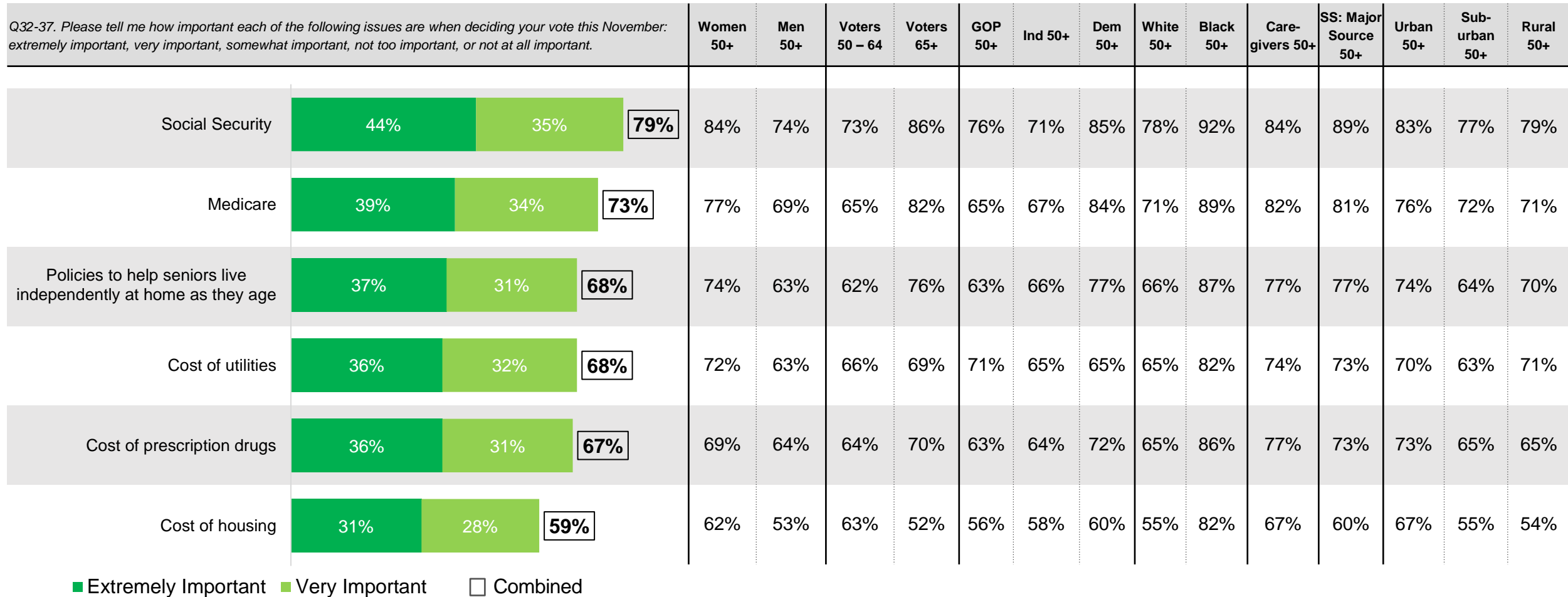
Q29. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote for U.S. Senate. Q30. And which of the remaining issues would be next most important to you personally in deciding your vote for U.S. Senate?

		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	Care - givers 50+	Urban 50+	Sub-urban 50+	Rural 50+
Personal economic Issues (Inflation, economy/jobs, Social Security) 56%		56%	56%	59%	53%	61%	59%	49%	57%	63%	61%	55%	53%	60%
Immigration and border security	23% 12% 35%	31%	39%	36%	33%	56%	33%	11%	38%	7%	37%	22%	34%	44%
Inflation and rising prices	13% 14% 27%	26%	27%	29%	24%	33%	31%	18%	28%	23%	26%	26%	25%	29%
Abortion and reproductive issues	11% 9% 20%	25%	14%	19%	21%	10%	19%	31%	20%	20%	19%	24%	20%	18%
The economy and jobs	11% 8% 19%	18%	20%	21%	17%	23%	21%	14%	20%	19%	24%	18%	19%	20%
Social Security	9% 8% 17%	19%	14%	14%	20%	12%	17%	23%	15%	33%	17%	21%	14%	17%
Threats to democracy	10% 6% 16%	15%	17%	14%	18%	7%	11%	27%	15%	22%	14%	18%	19%	13%
Law & order and crime	3% 10% 13%	12%	14%	13%	13%	17%	12%	8%	12%	12%	12%	14%	12%	12%
Taxes, government spending and debt	5% 7% 12%	10%	14%	14%	10%	16%	15%	7%	12%	5%	10%	10%	13%	12%
Gun control/gun rights	4% 6% 10%	12%	9%	10%	11%	6%	9%	16%	9%	19%	7%	12%	11%	7%
Health care	3% 6% 9%	11%	7%	9%	9%	4%	6%	15%	8%	17%	12%	11%	9%	7%
Foreign policy and military defense	2% 4% 6%	4%	9%	7%	6%	7%	8%	5%	7%	2%	5%	8%	8%	3%
The environment and climate change	2% 4% 6%	6%	6%	5%	7%	3%	6%	10%	6%	5%	5%	7%	7%	4%
Medicare	1% 4% 5%	6%	5%	3%	8%	4%	2%	8%	5%	12%	5%	5%	5%	6%

■ First ■ Second □ Combined

Key issues for voters 50+

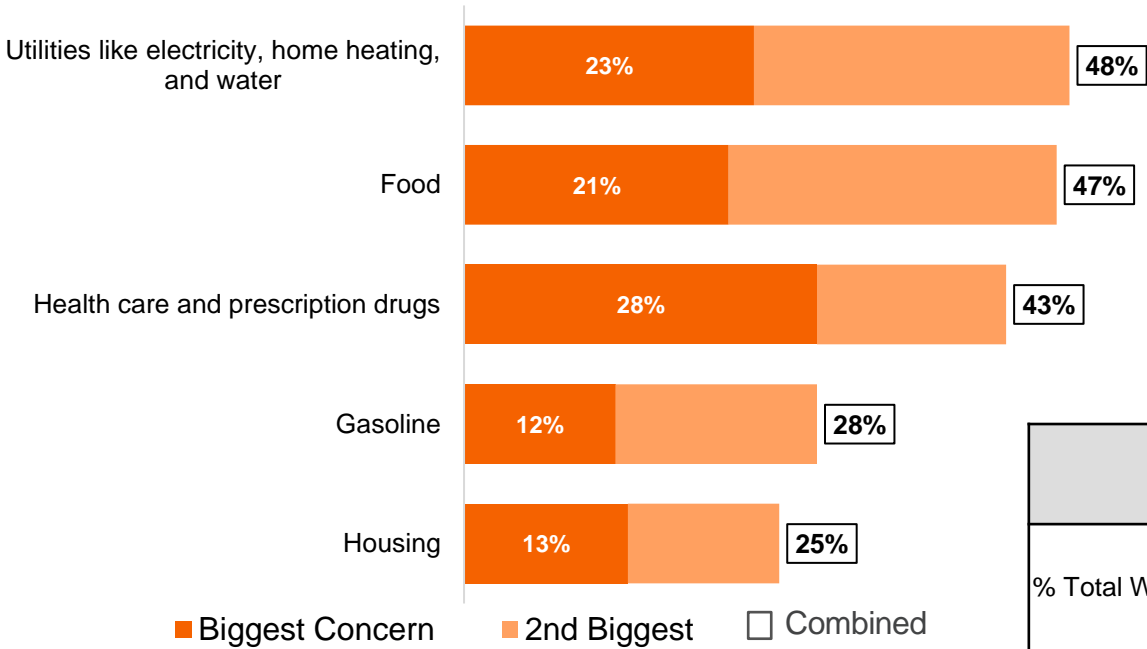
- Key issues for voters 50+ will be important in deciding their votes this November, led by Social Security, closely followed by Medicare.
- Majorities across all demographics of voters 50+ are also paying attention to policies helping seniors live independently and costs on utilities, prescription drugs, and housing.
- Caregivers 50+ are very focused on several of these issues which have outsized impacts on their lives.



Top cost concerns & Personal financial situation worry

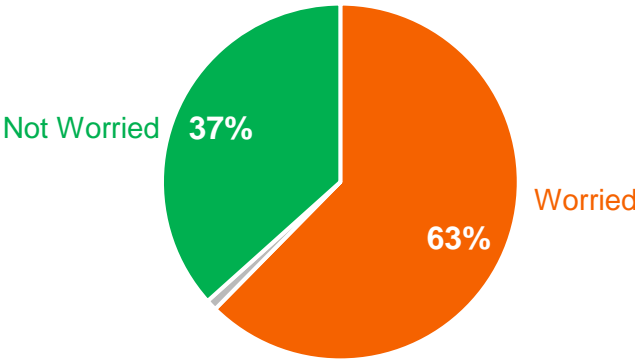
- Many issues are driving cost concerns for voters 50+, with a clear top trio of utilities, food, and health care/prescription drugs.
- A 63% majority of voters 50+ are worried about their personal financial situation, with majorities indicating worry regardless of gender, age, party, race or caregiving status.

Biggest Cost Concerns



Q38. Which of the following is the biggest cost concern for you?
Q39. And which of the following is the next biggest cost concern for you?

Personal Financial Situation



	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	Care-givers 50+	Urban 50+	Subur-ban 50+	Rural 50+
% Total Worried	69%	56%	66%	59%	73%	66%	51%	63%	58%	62%	60%	59%	70%

Q31. How worried are you about your personal financial situation?

Protecting voters 50+ — Federal issues

- Candidates for US Senate looking to receive support from voters 50+ have several policies protecting older Americans they can pursue which are extremely popular.
- Making sure workers get the Social Security they earned tops 90% more likely both overall and among each partisan group.
- Protecting Social Security from cuts and policies designed to support family caregivers are also clear vote winners.

Q43-48. For each of the following statements, please tell me if you would be more likely or less likely to vote for a candidate for U.S. Senate that advocated this position. If it would have no impact on your vote, just say so.

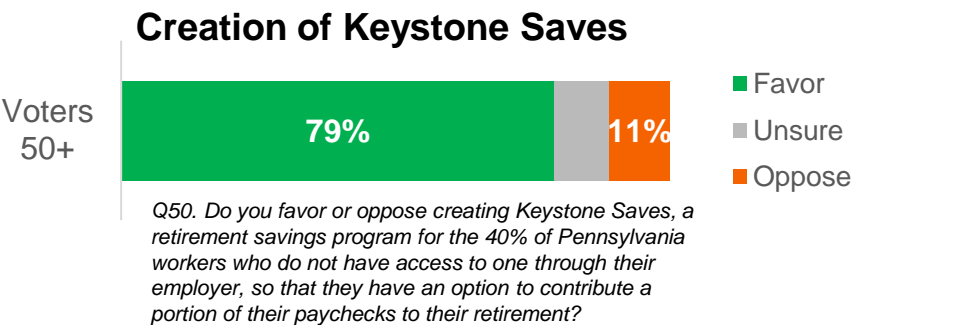
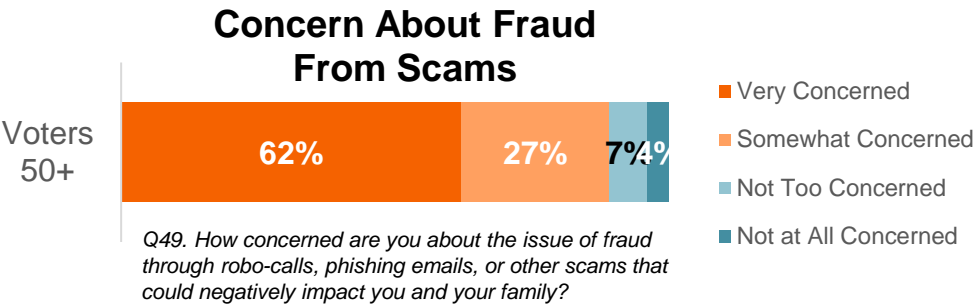
		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	Care-givers 50+	SS: Major Source 50+	Urban 50+	Suburban 50+	Rural 50+
Making sure workers get the Social Security they paid into and earned through a lifetime of hard work	<div><div>77%</div><div>15%</div><div>92%</div></div>	92%	92%	92%	93%	90%	95%	94%	92%	96%	93%	94%	94%	91%	93%
Protecting Social Security from cuts that would be used to reduce the nation's debt	<div><div>63%</div><div>15%</div><div>78%</div></div>	80%	74%	77%	78%	71%	72%	86%	77%	82%	79%	80%	85%	78%	72%
Provide support for family caregivers who are helping their loved ones live independently in their homes	<div><div>45%</div><div>32%</div><div>77%</div></div>	81%	71%	75%	78%	68%	77%	86%	75%	89%	85%	80%	80%	75%	76%
Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary.	<div><div>42%</div><div>30%</div><div>72%</div></div>	77%	66%	71%	72%	60%	74%	84%	70%	87%	78%	74%	78%	71%	68%
Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member	<div><div>40%</div><div>31%</div><div>71%</div></div>	73%	68%	68%	73%	60%	75%	81%	70%	82%	80%	73%	72%	70%	69%
Allow people to use their pre-tax flexible spending accounts or health savings accounts on medical expenses for their parents.	<div><div>30%</div><div>30%</div><div>60%</div></div>	59%	60%	59%	60%	51%	69%	67%	57%	72%	64%	58%	62%	63%	53%

■ Much More Likely ■ Somewhat More Likely Total More Likely □

Protecting voters 50+ — State issues

The vast majority of voters 50+ are concerned about fraud through scams with 62% saying they are very concerned.

- This is an issue that transcends political divisions in Pennsylvania, concerning voters across the board.
- Almost 4-in-5 Pennsylvania voters 50+ favor the creation of Keystone Saves with strong bi-partisan support.

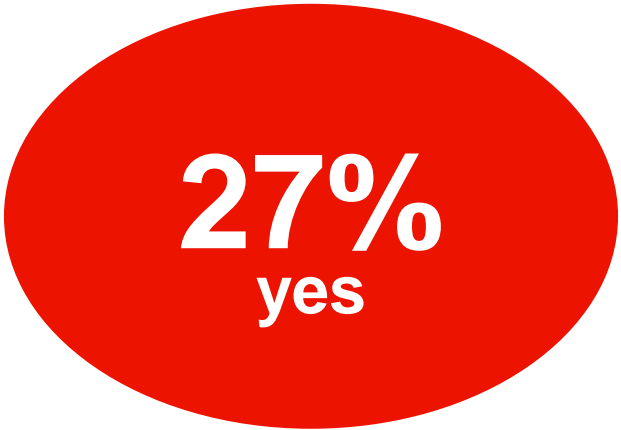


Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	Urban 50+	Suburban 50+	Rural 50+
% Total Concerned About Fraud Through Scams (Very + Somewhat)	89%	90%	88%	88%	91%	89%	86%	90%	89%	93%	89%	89%	90%
% Favor Creating Keystone Saves	79%	79%	78%	77%	81%	74%	78%	84%	79%	82%	80%	79%	80%

Family caregivers matter

More than a quarter of PA voters 50+ are family caregivers, with Caregivers 50+ accounting for 15% of Pennsylvania voters overall.

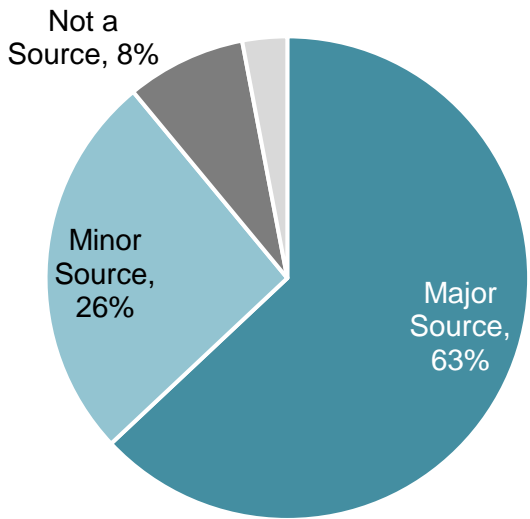
A family caregiver is someone who provides care or assistance to an older or ill adult, or someone with a disability. **Do you consider yourself to be a family caregiver?**



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	Urban 50+	Suburban 50+	Rural 50+
Family caregiver	27%	28%	26%	31%	23%	28%	29%	25%	26%	33%	26%	25%	32%

Importance of Social Security

- Most Pennsylvania voters 50+ say Social Security is or will be a major source of income. This is even higher among seniors and women 50+.
- Among voters 50+, Social Security is equally likely to be a major source of income to Republicans and Democrats as well as white voters and Black voters.



Q57. Is Social Security now, or do you expect it to be, a major source of income for your household, a minor source of income for your household, or not a source of income for your household?

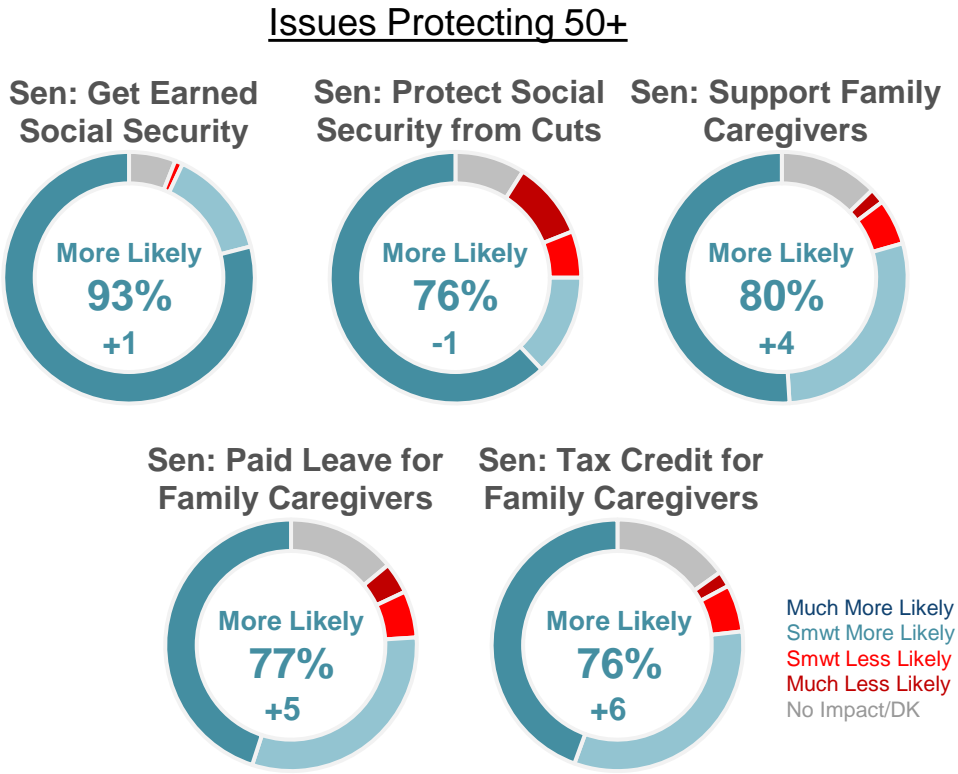
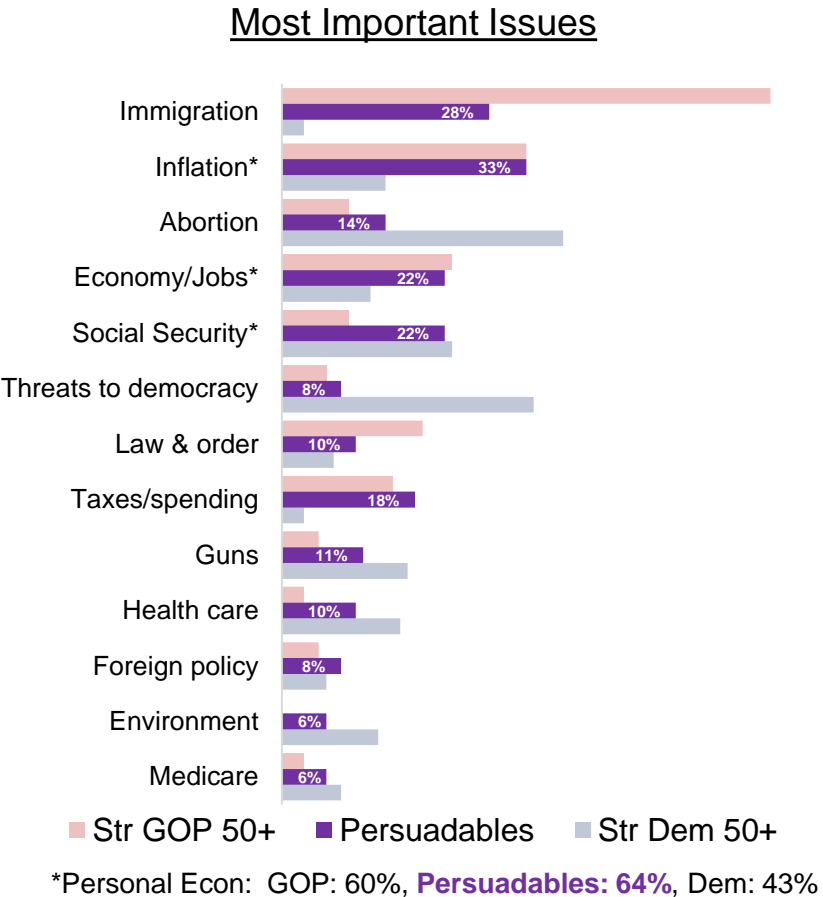


Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	Urban 50+	Suburban 50+	Rural 50+
Social Security major source	63%	68%	58%	53%	75%	65%	56%	64%	65%	66%	67%	60%	67%

Persuadable Voters 50+

- Persuadable voters 50+ are the 28% of voters 50+ who do not vote straight ticket Republican or Democrat across the 5 ballots.
- They are more likely to be Independents & moderates but are otherwise demographically similar to voters 50+.
- They are very focused on personal financial issues, less focused on cultural issues like immigration and abortion, and even more likely to vote for a candidate for Senate supporting caregiver policies.

	Straight GOP 50+ n312 (39%)	Persuad- ables 50+ n224 (28%)	Straight Dem 50+ n264 (33%)
GOP	86%	44%	4%
Independent	7%	19%	9%
Dem	6%	38%	87%
Conservative	83%	36%	11%
Moderate	12%	40%	38%
Liberal	3%	12%	45%
White	92%	80%	75%
Black	1%	9%	18%
Female	48%	48%	63%
Male	52%	52%	37%
50-64	55%	53%	48%
65+	45%	47%	52%
<College	74%	63%	53%
College+	26%	37%	47%
Urban	14%	23%	29%
Suburban	43%	39%	48%
Rural	42%	30%	21%
Caregiver	29%	27%	25%



*+/- number is net difference between Persuadable 50+ and Voters 50+ overall

Pennsylvania voters 18+

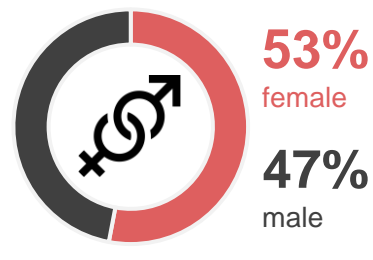


AARP commissioned the bipartisan polling team of [Fabrizio Ward](#) (R) & [Impact Research](#) (D) to conduct a survey of voters in Pennsylvania. The firms interviewed 1,398 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 470 likely voters age 50 and older, and an additional oversample of 328 Black likely voters age 50 and older. The survey was done between April 24-30, 2024. The interviews were conducted via landline, cellphone, and SMS-to-web. The margin of sampling error for the 600 statewide sample is $\pm 4.0\%$; for the 800 total sample of voters 50+ is $\pm 3.5\%$; for the 400 total sample of Black voters 50+ is $\pm 4.9\%$.

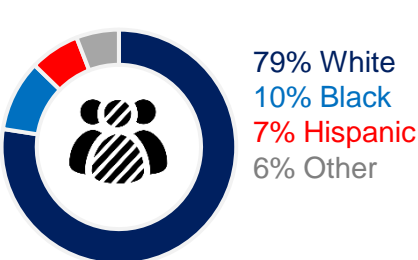
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact T.J. Thiessen at tthiessen@aarp.org.

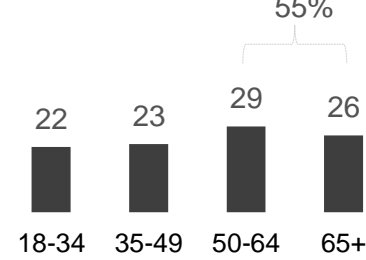
GENDER



RACE



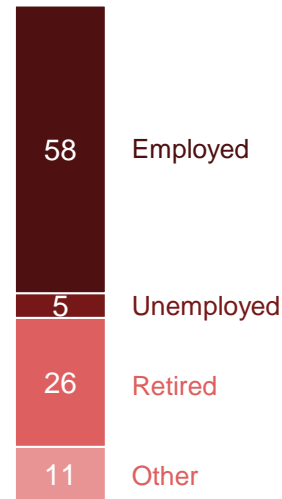
AGE



PARTY ID



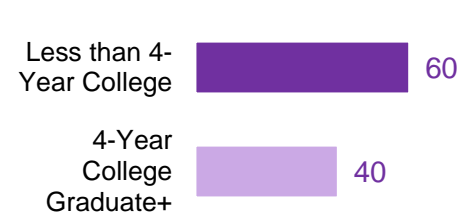
EMPLOYMENT



LIVING IN...



EDUCATION



Pennsylvania voters 50+

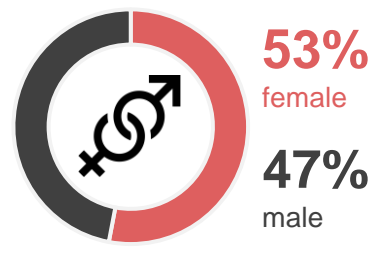


AARP commissioned the bipartisan polling team of [Fabrizio Ward](#) (R) & [Impact Research](#) (D) to conduct a survey of voters in Pennsylvania. The firms interviewed 1,398 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 470 likely voters age 50 and older, and an additional oversample of 328 Black likely voters age 50 and older. The survey was done between April 24-30, 2024. The interviews were conducted via landline, cellphone, and SMS-to-web. The margin of sampling error for the 600 statewide sample is $\pm 4.0\%$; for the 800 total sample of voters 50+ is $\pm 3.5\%$; for the 400 total sample of Black voters 50+ is $\pm 4.9\%$.

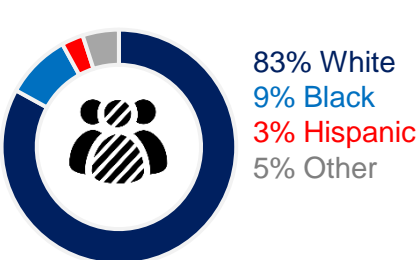
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact T.J. Thiessen at tthiessen@aarp.org.

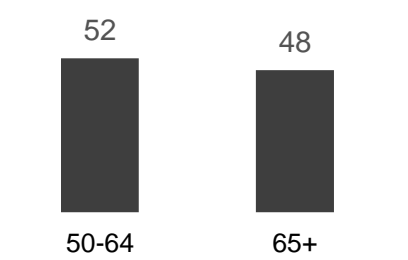
GENDER



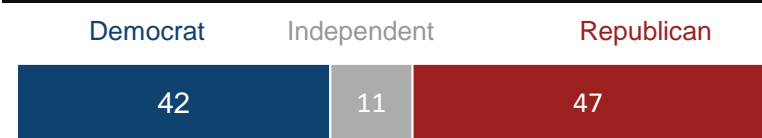
RACE



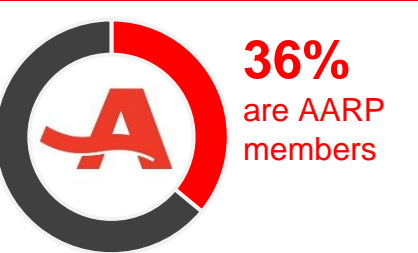
AGE



PARTY ID



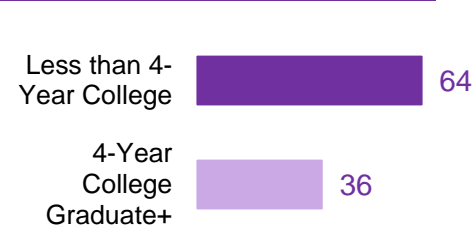
AARP



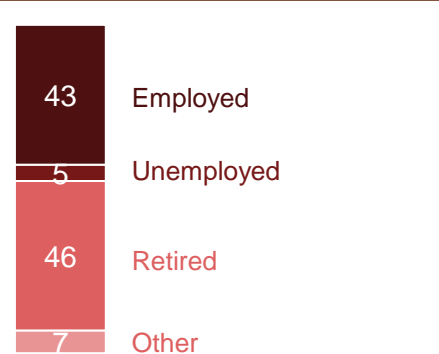
LIVING IN...



EDUCATION



EMPLOYMENT





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For questions about this study, please contact:
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This research was designed and executed by AARP Research