



Current Political Landscape and Seniors in 2022

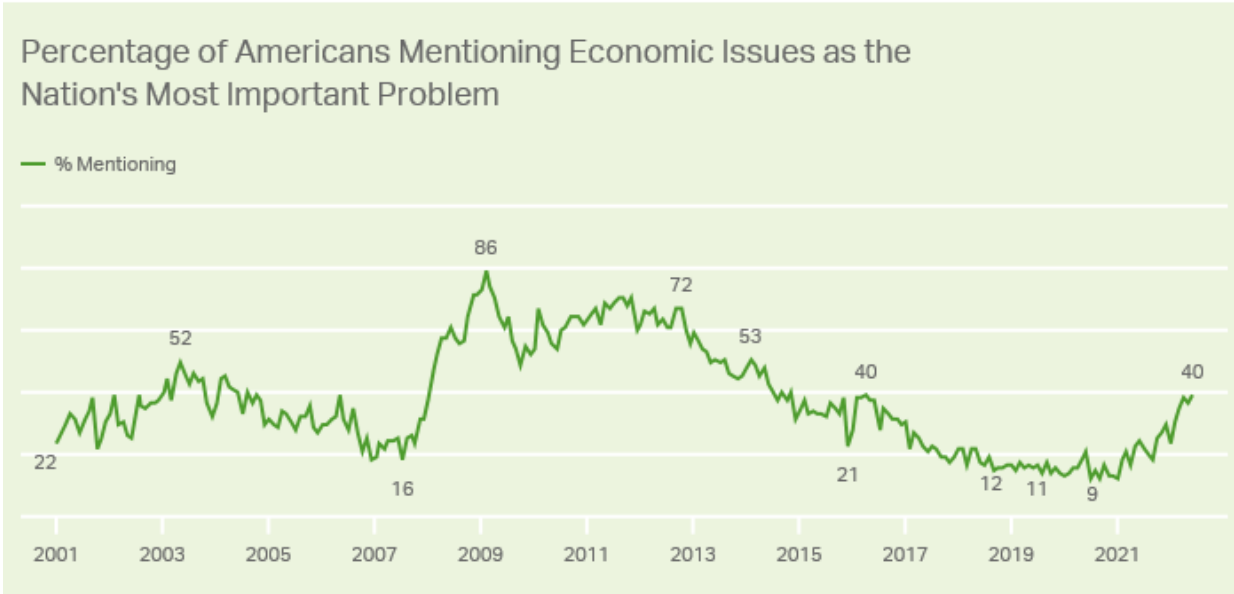
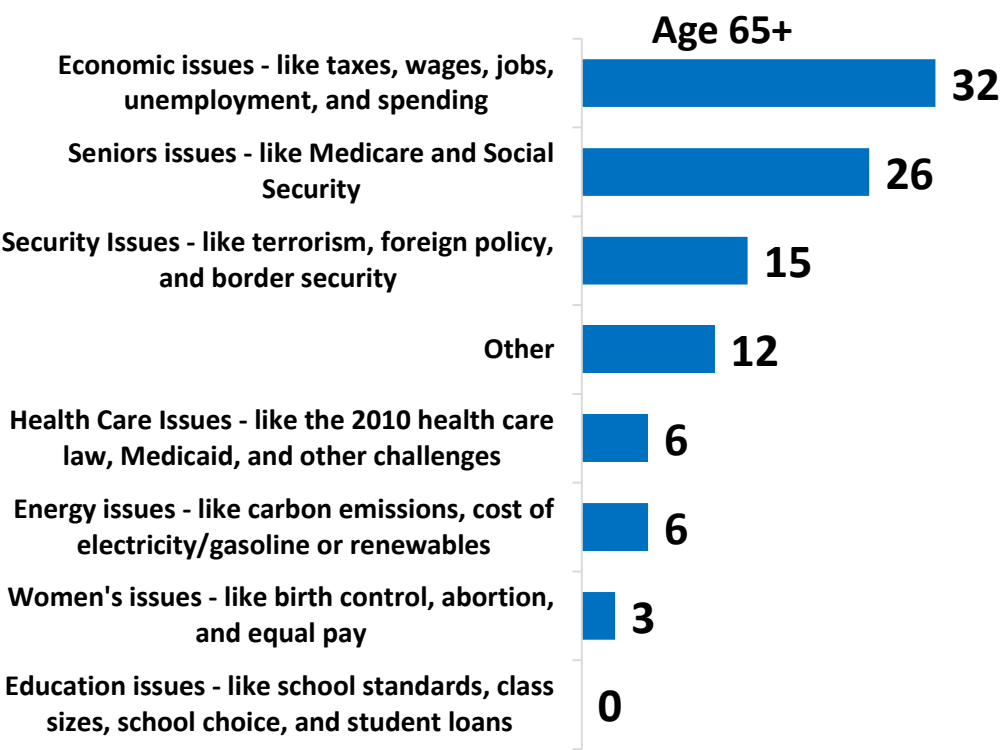
July 28, 2022



Political Mood and the Midterm Elections

Seniors cite economic issues as a top issue facing the country. People mentioning “the economy” has been growing as a top issue since 2020.

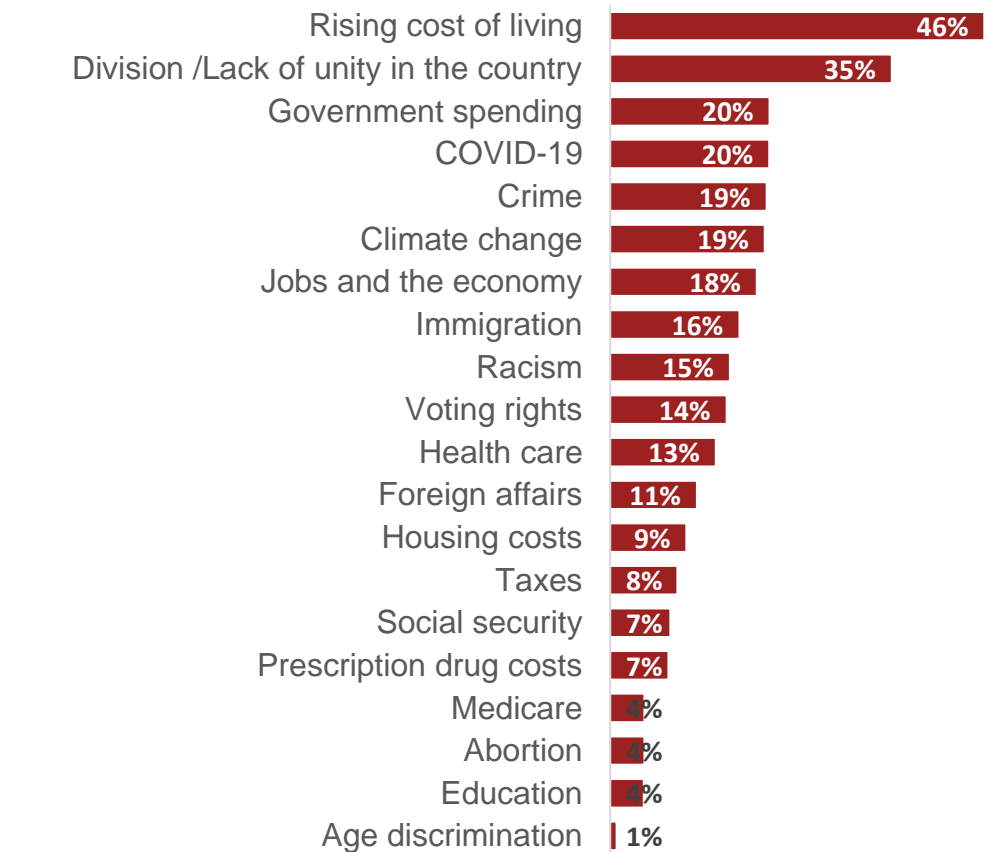
Now, thinking about your vote, what would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?



Rising cost of living is the most important issue for age 50+ as well as women voters age 50 and over with lower household incomes, and higher household incomes. Division and lack of unity is particularly salient for senior women and women with higher household incomes.

Thinking broadly, what would you say are the three most important issues facing the country today?*

Total Women Likely Voters 50+ (n = 984)

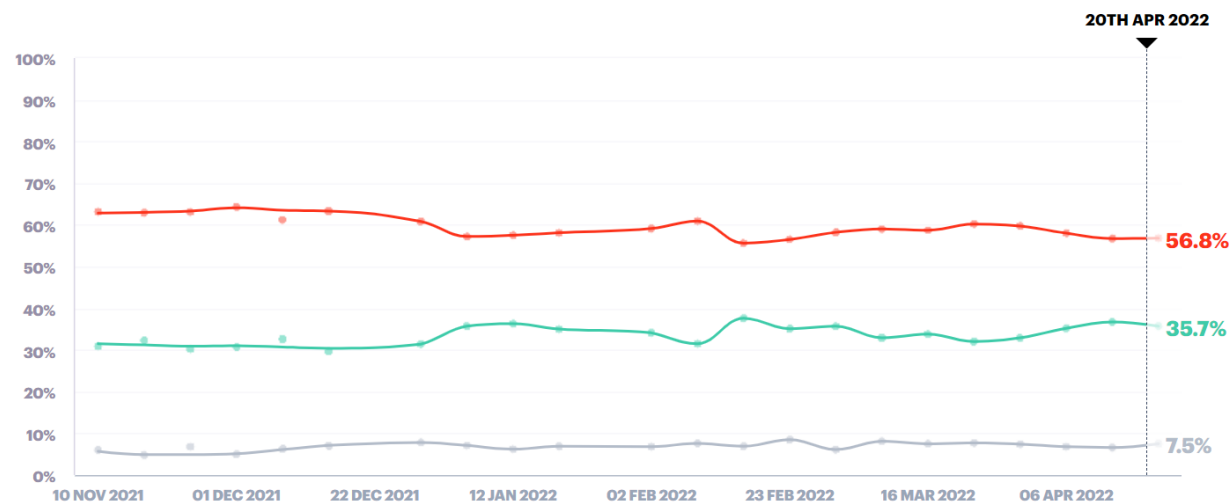


Women 50-64	Women 65+	HHI <\$50K	HHI \$50K+
n = 526	n = 458	n = 476	n = 508
49%	44%	47%	46%
30%	40%	28%	41%
20%	20%	19%	20%
21%	19%	20%	19%
21%	18%	20%	19%
19%	20%	14%	23%
21%	15%	19%	17%
16%	16%	12%	19%
13%	17%	18%	12%
12%	17%	12%	16%
15%	11%	12%	14%
12%	10%	10%	11%
12%	7%	11%	8%
11%	6%	10%	7%
6%	9%	11%	4%
7%	8%	11%	4%
2%	6%	7%	2%
5%	4%	4%	4%
4%	4%	5%	3%
1%	1%	1%	1%

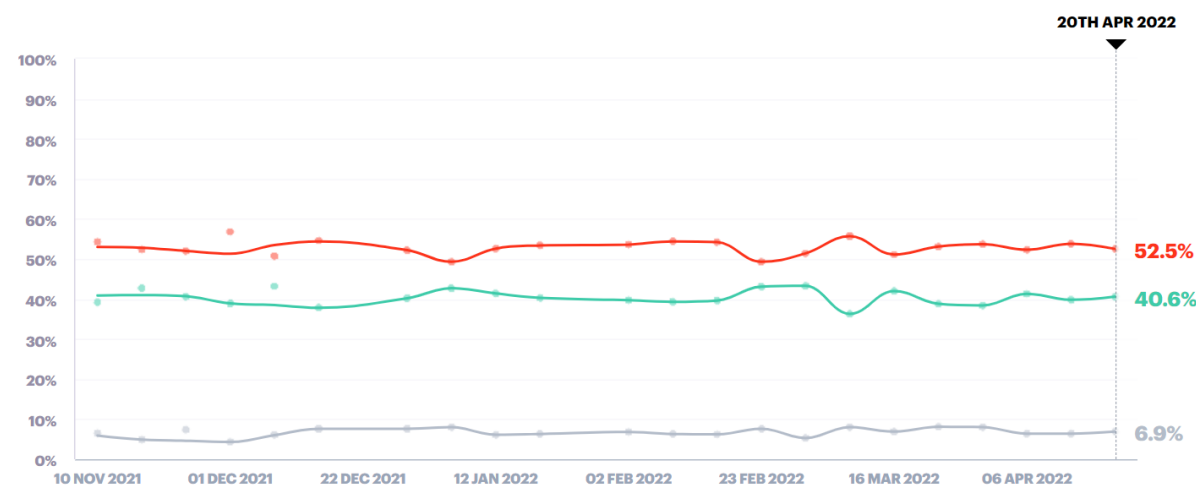
*Split sampled

Voters view Republicans in Congress less favorably than Democrats.

Republicans in Congress
Net **21.1** Unfavorable

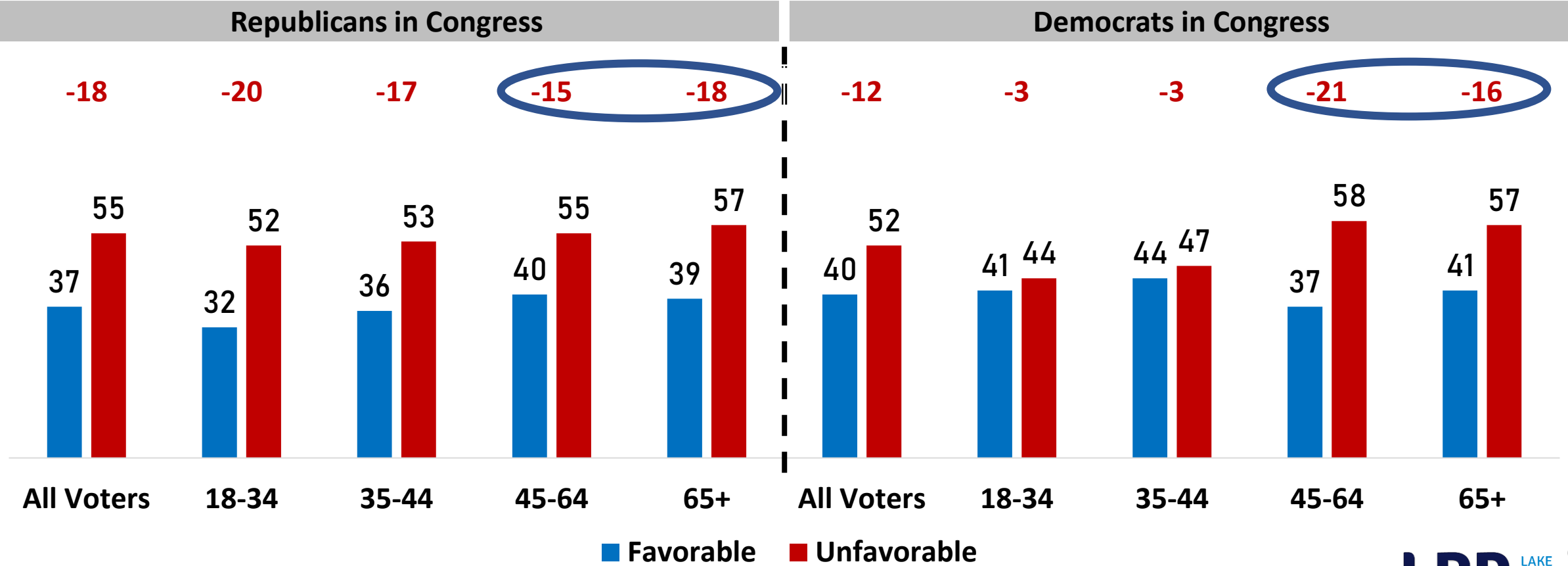


Democrats in Congress
Net **11.9** unfavorable



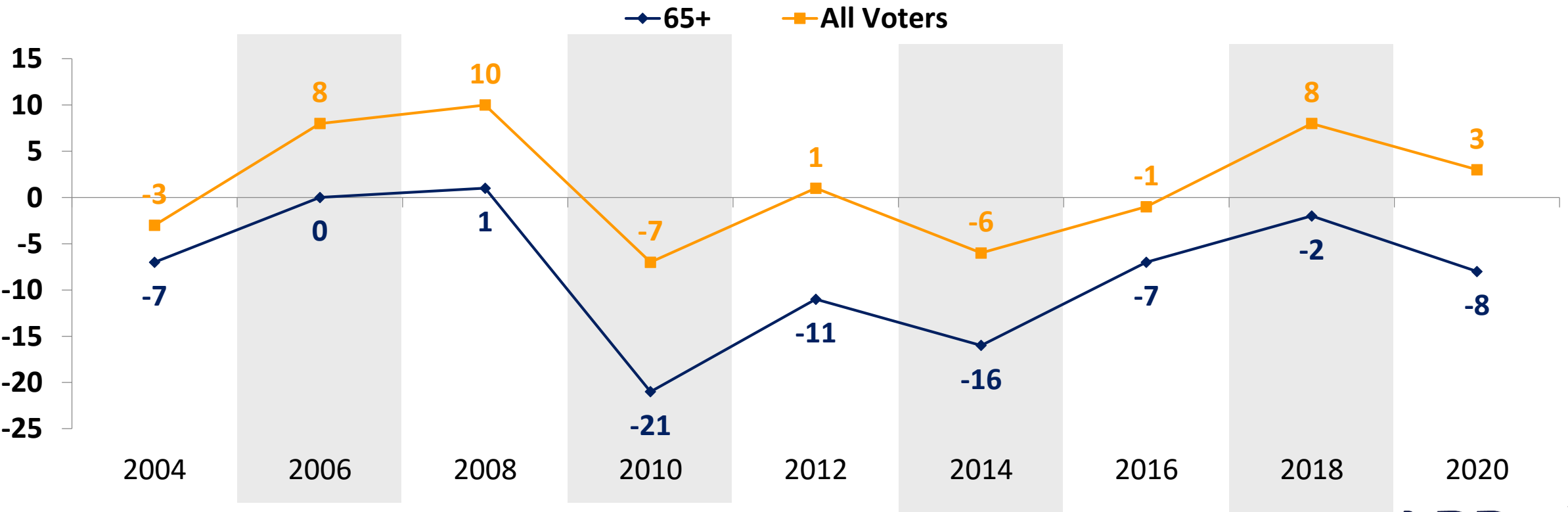
Voters overall view Democrats in Congress slightly more favorably than Republicans. Seniors view each party nearly the same, with majorities unfavorable toward both. Near seniors view Republicans more favorably.

Favorability of Republicans and Democrats in Congress, by age, July 2022



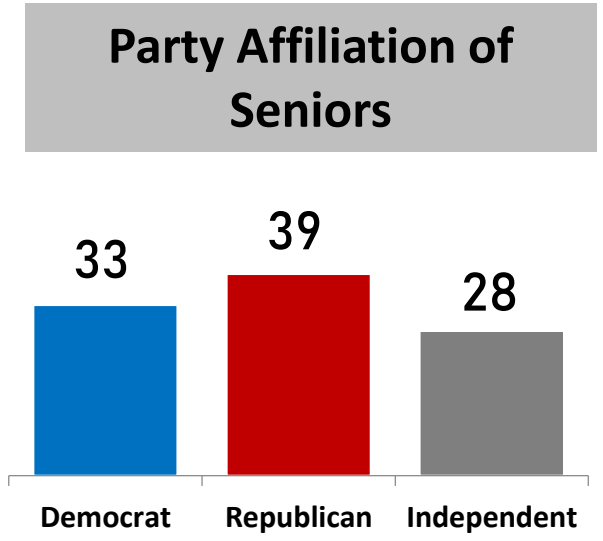
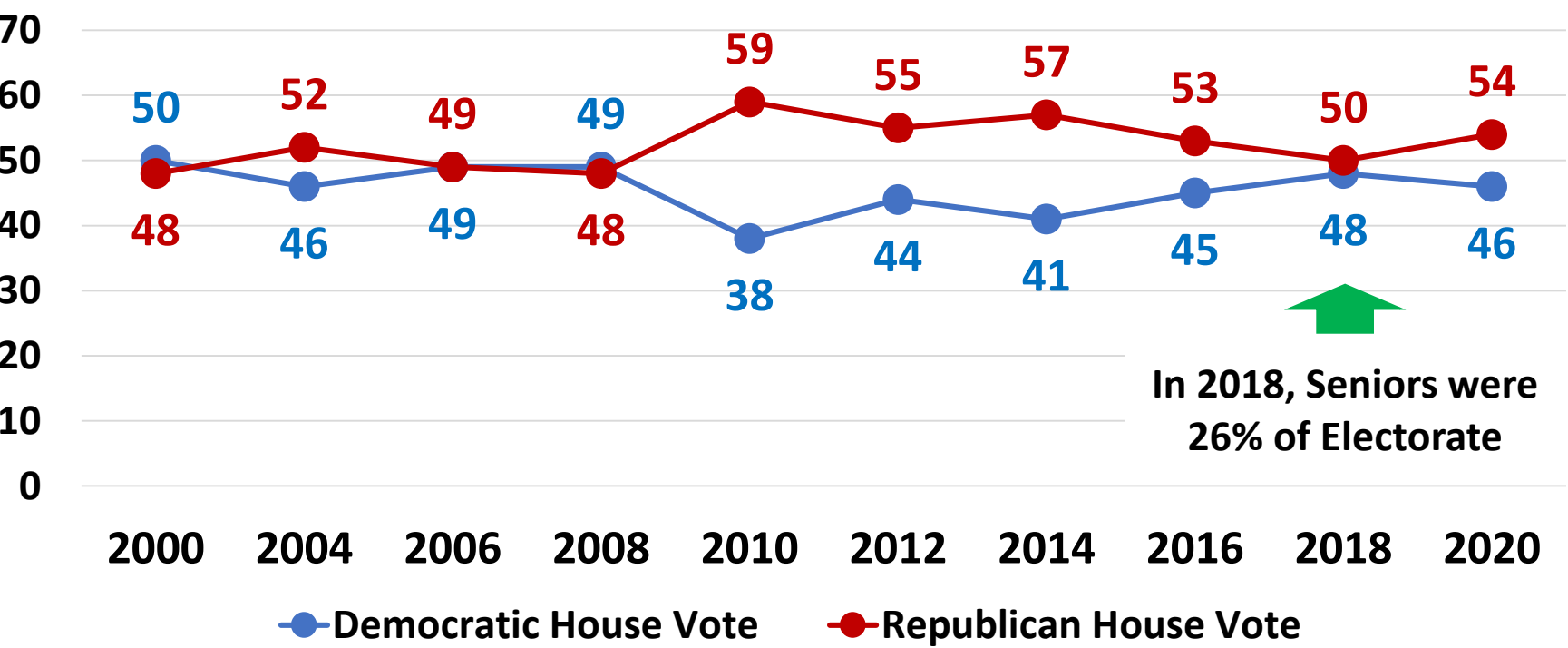
According to exit polls, seniors voted for Republicans in the past six elections, though Republican margins are much lower compared to 2010 or 2014.

Democratic Advantage/Disadvantage in House Elections 2004-2020
among all voters (Election Results, Orange), voters 65+ (Exit Polls, Blue)



More than 1 in 4 voters in 2018 were over age 65, and current models suggest high mid-term turnout this November. Recent data suggests that Republicans have an advantage with self-identified party affiliation.

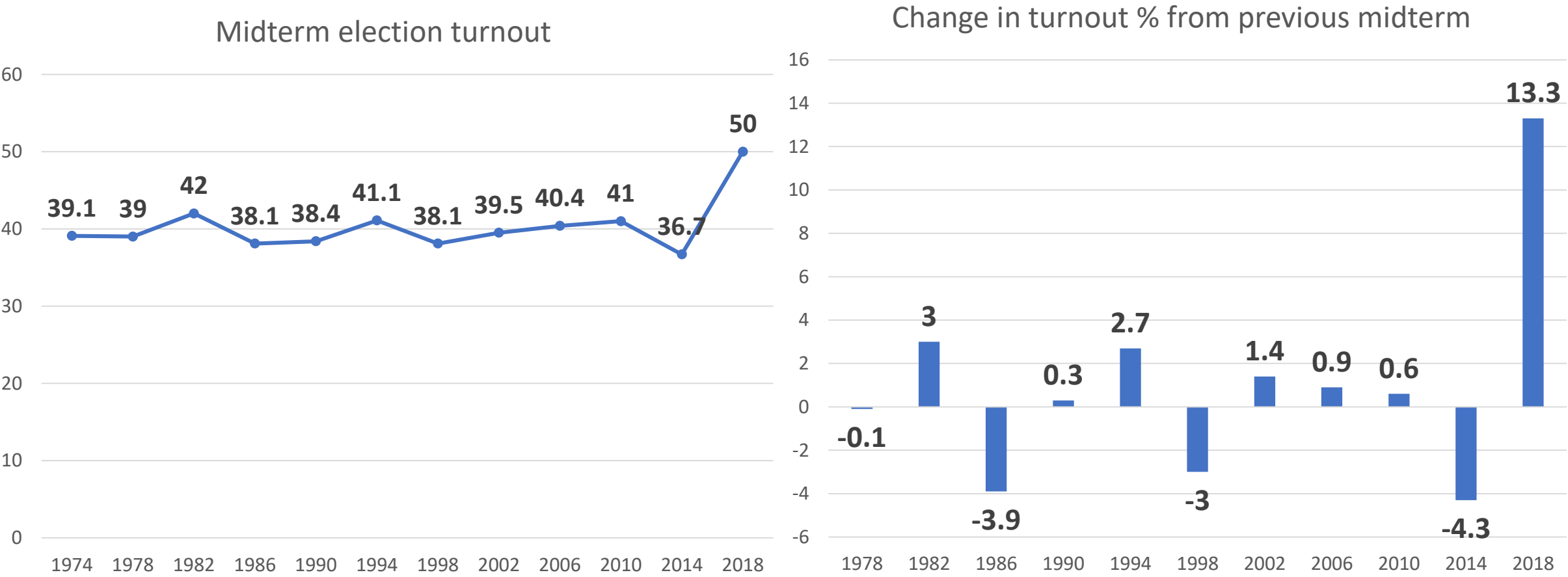
Congressional Vote Among Voters Over 65, 2000-2020*



Emerson Poll, November 2021 among 1000 registered voters

*Data for 2002 not available.

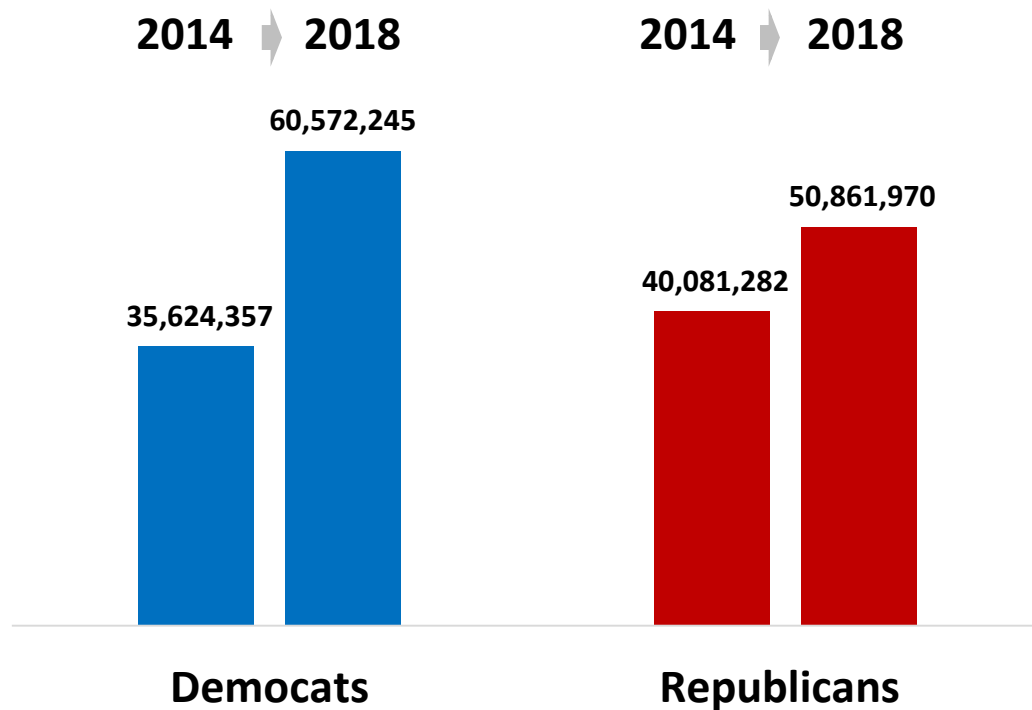
2018 saw a dramatic increase in voter turnout (the highest proportion since 1912).



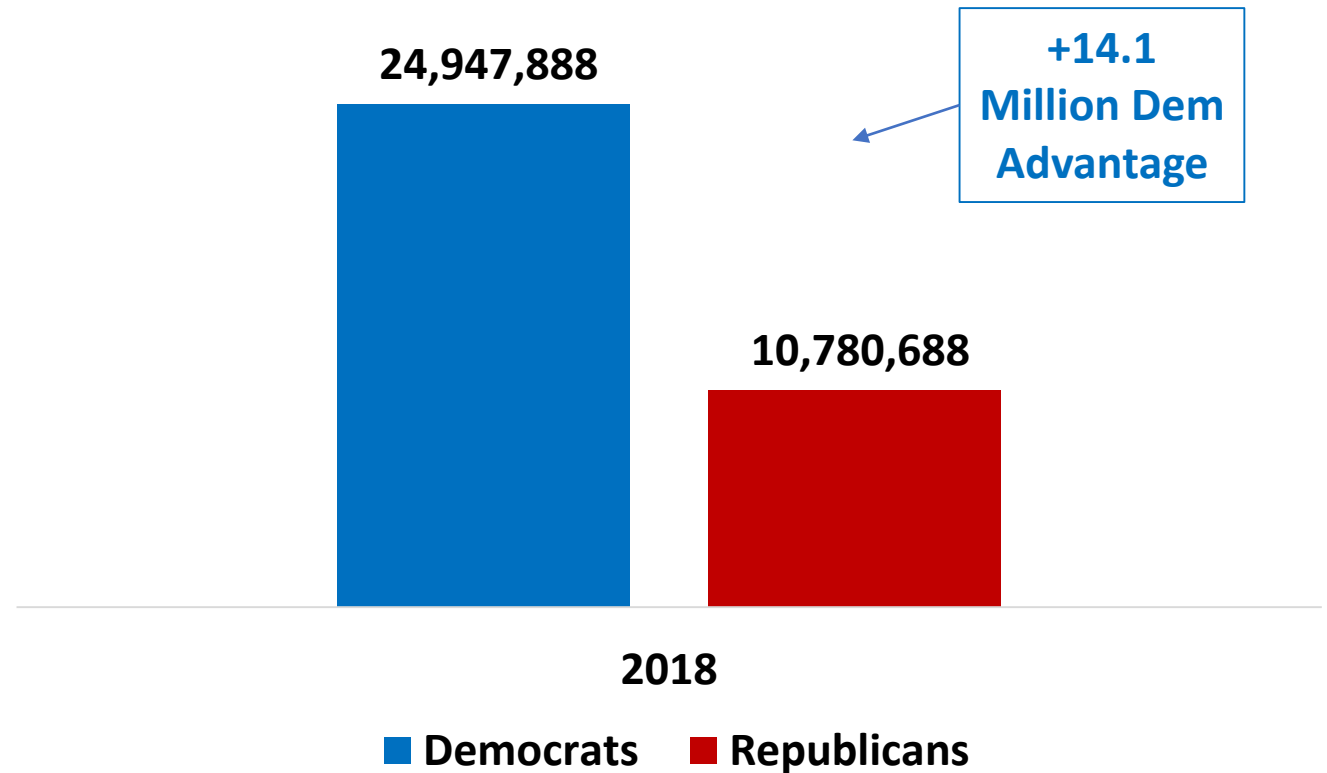
Data from Michael McDonald, Professor Univ of Florida <http://www.electproject.org/national-1789-present>

Both parties saw increased turnout, but Democrats had a 14 million vote advantage.

Vote totals by party, 2014 and 2018

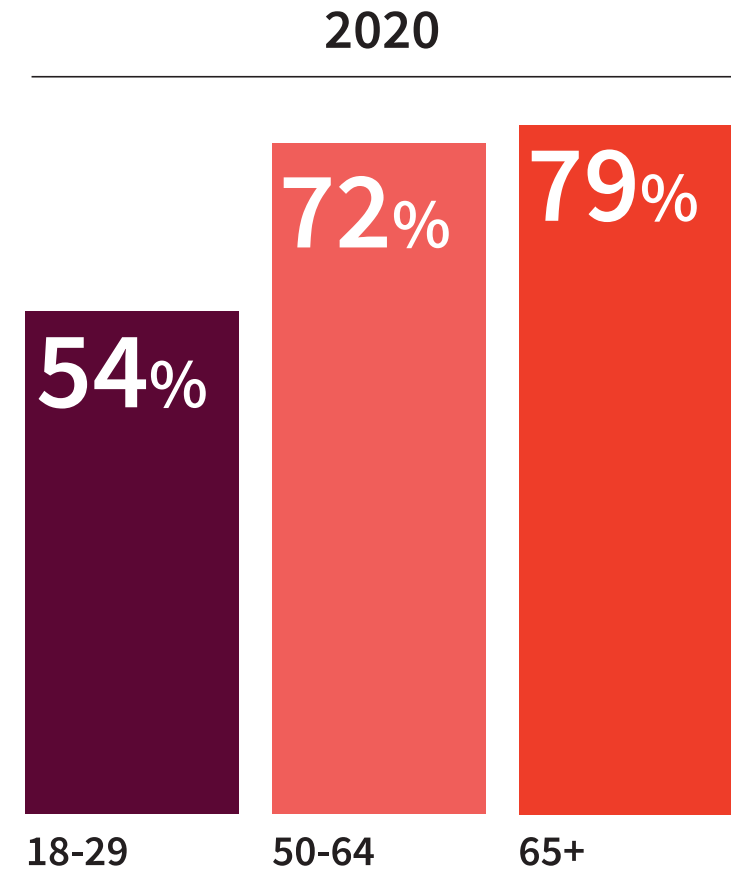
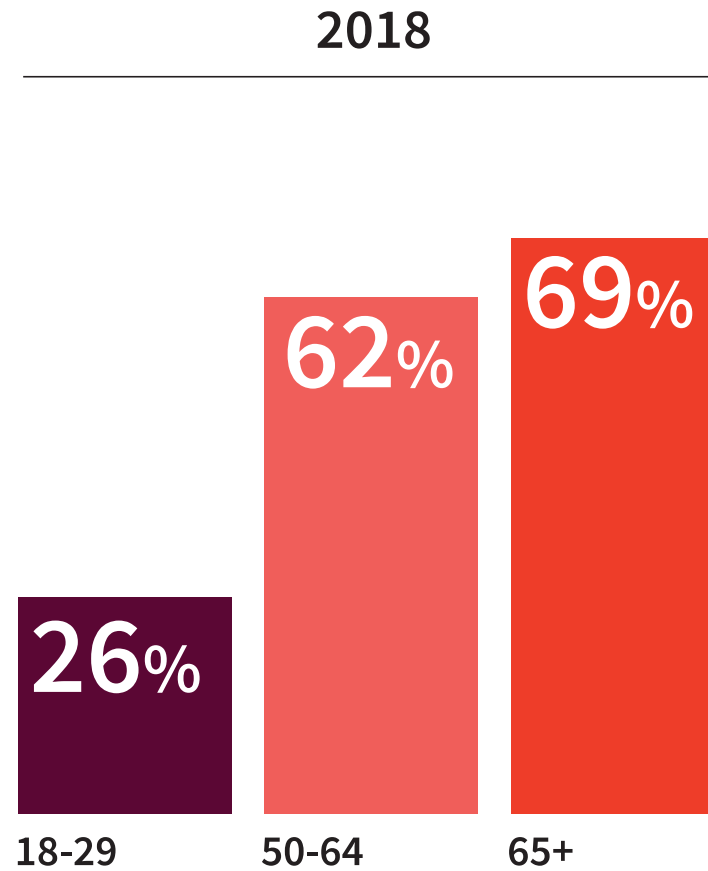


Change in vote total, 2014 to 2018



Voters Age 50+ Turn Out

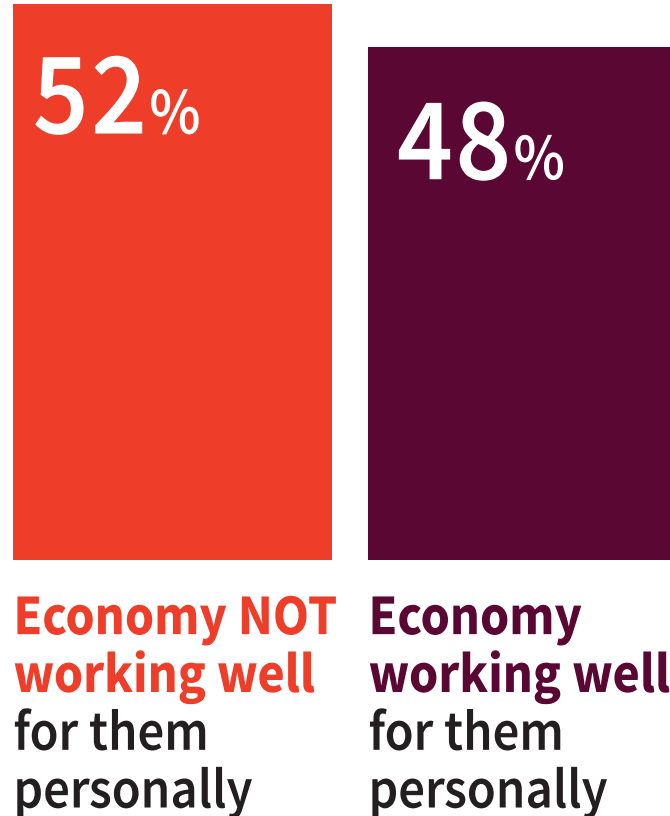
Turn Out Rates by Age



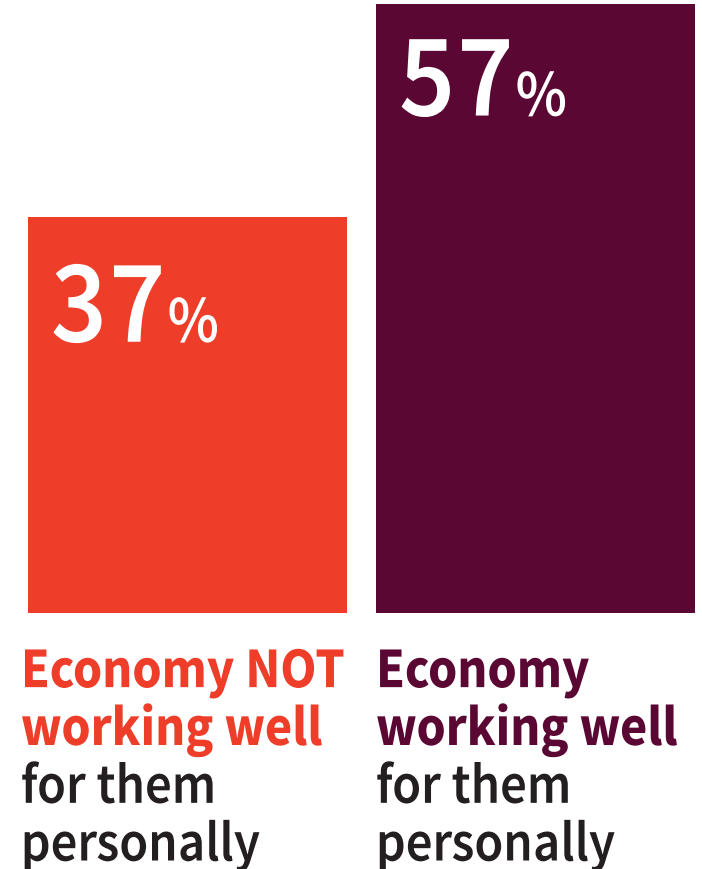
Source: Census Bureau CPS data

The economy is not working well for women voters age 50+

2022: Likely voters, women 50+



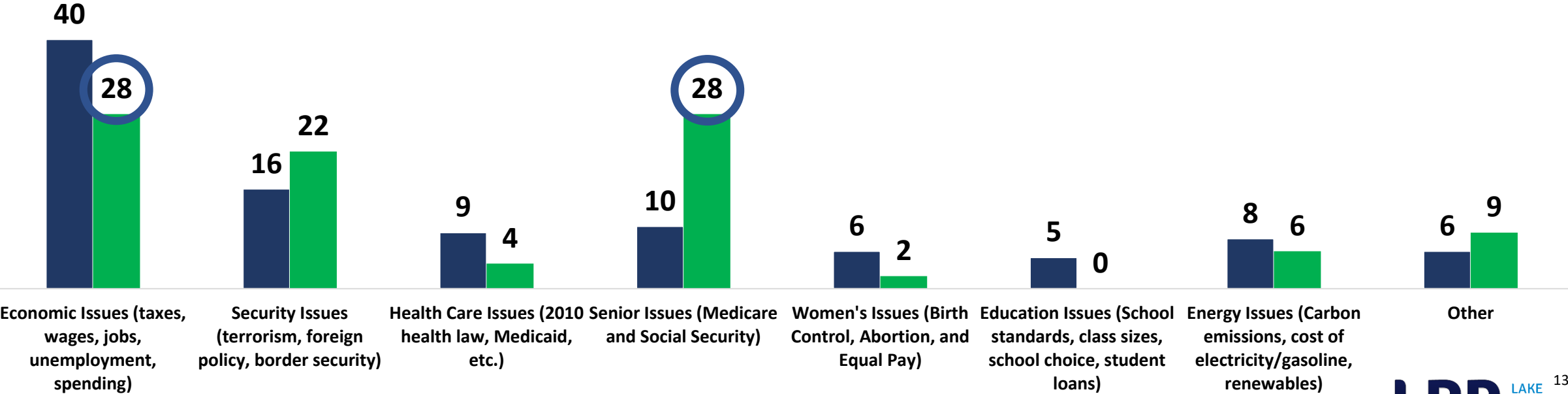
2018: Registered voters, women 50+



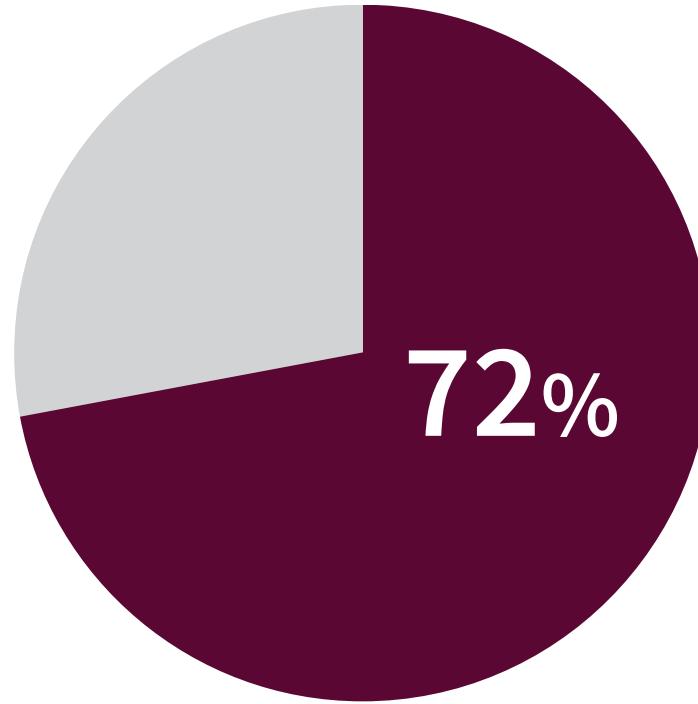
For voters 65 and over, Senior issues like Medicare and Social Security are just as important to them during elections as economic issues

What would you say is the top set of issues on your mind when you cast your vote for federal offices such as U.S. Senate or Congress?

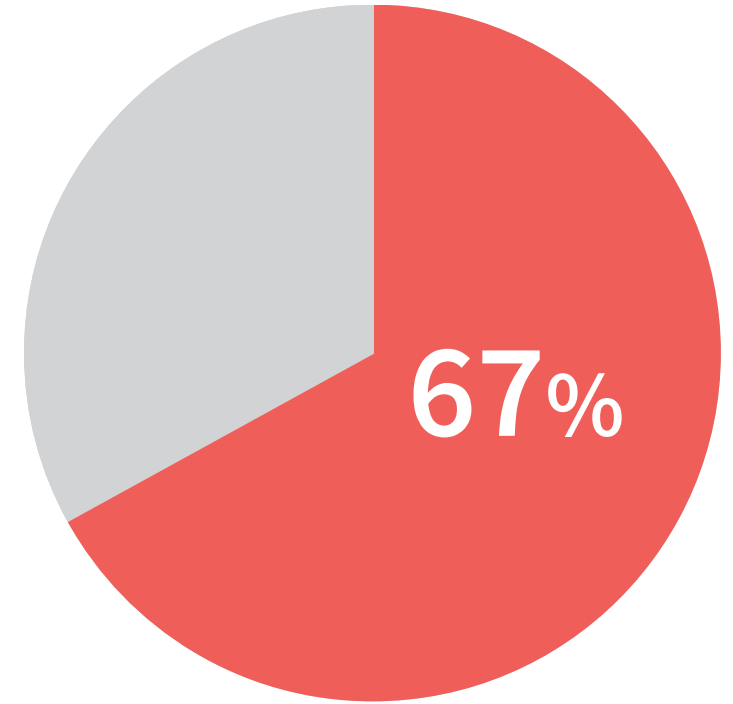
■ Voters Overall ■ 65+



Nearly 3 in 4 women 50+ are concerned about income keeping up with rising costs, and two-thirds are concerned about Social Security



Concerned about their income keeping up with rising costs



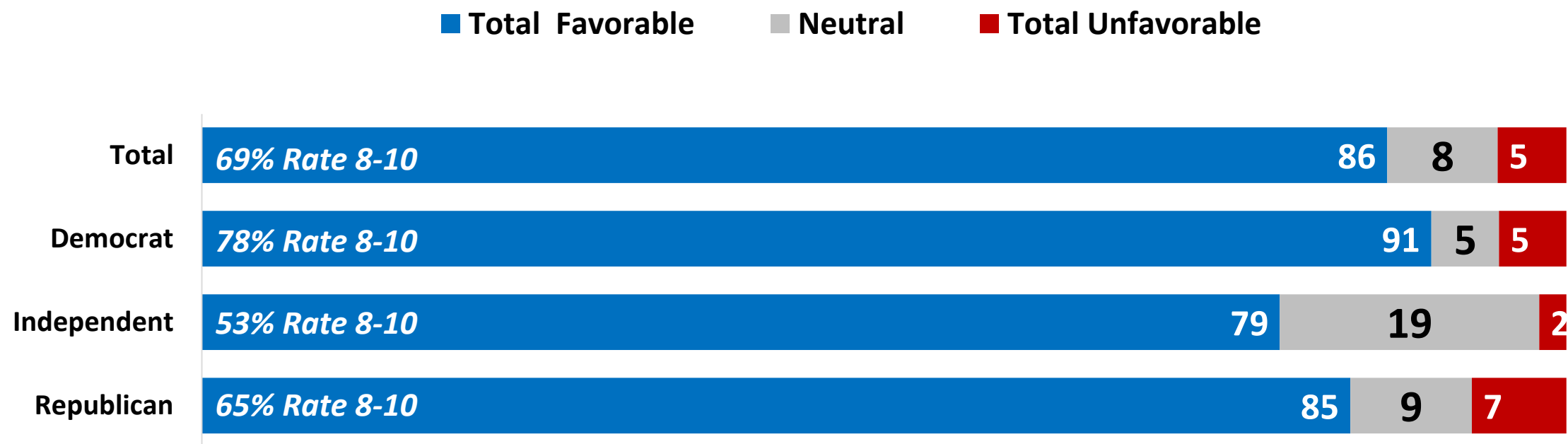
Concerned about Social Security being there when they retire

Seniors on Medicare, Benefits, Prescription Drugs, and Price Negotiation



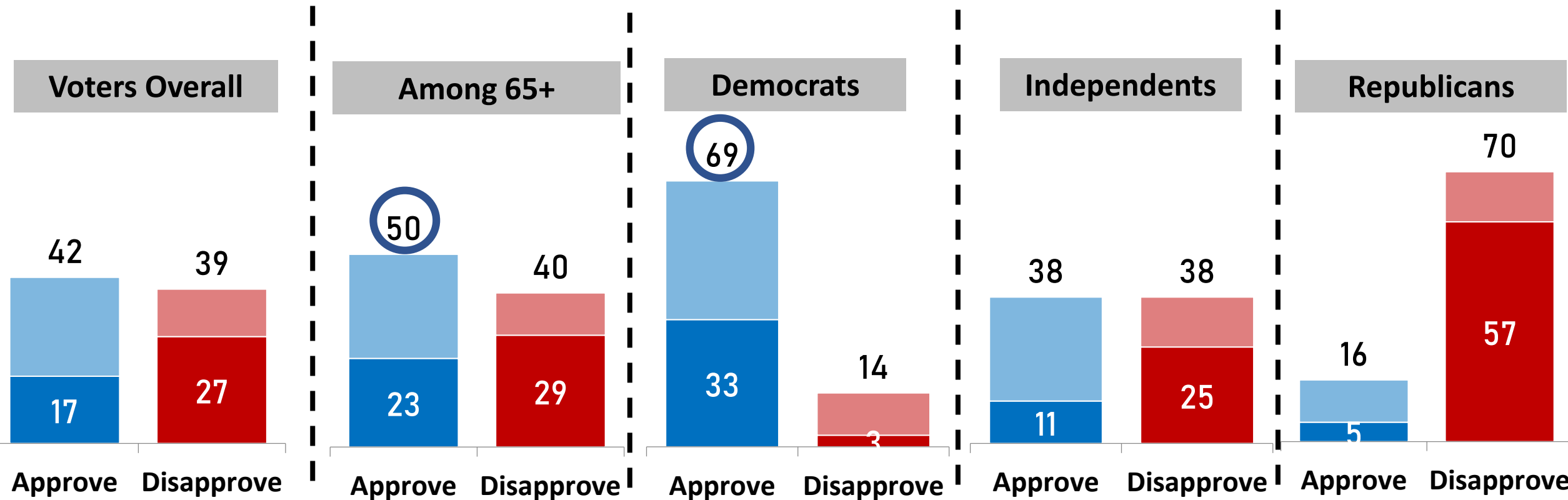
Seniors across party lines hold strongly favorable views toward Medicare. Protecting Medicare is a key issue which can unite seniors and help Democrats who are currently in a tough situation going into the 2022 midterm elections.

How favorable are you towards Medicare?



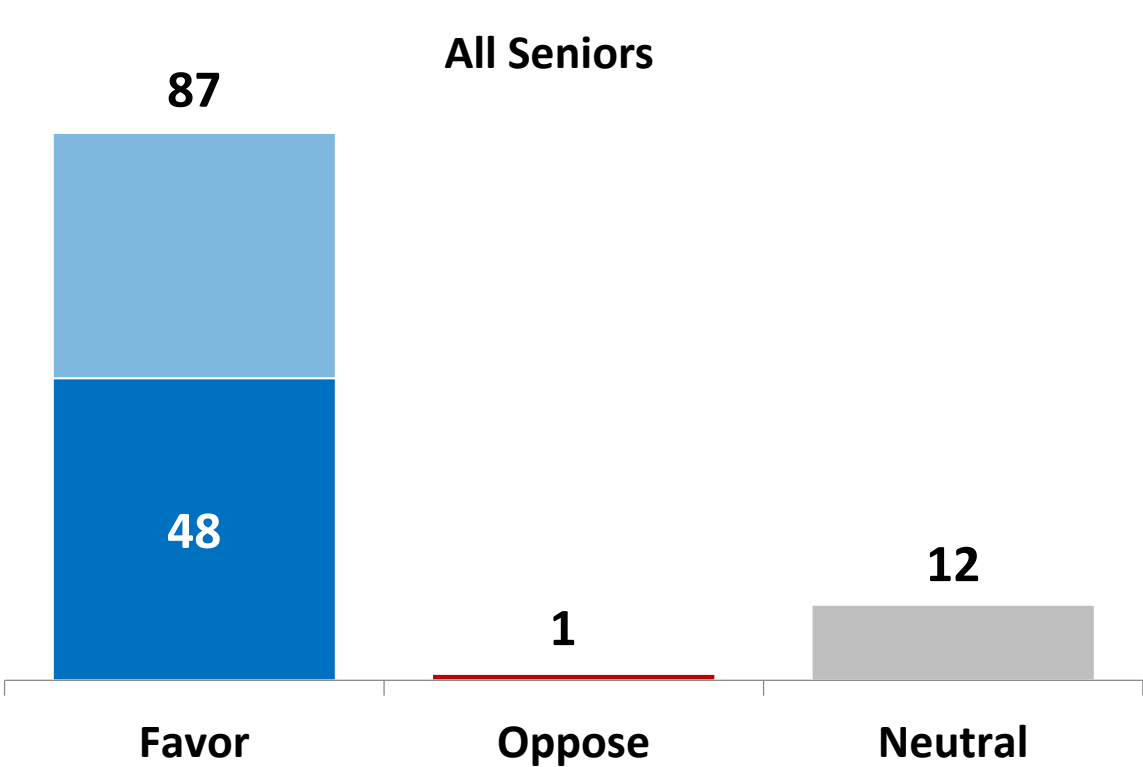
Half of voters 65+ approve of Biden’s handling of Medicare and Social Security. Almost 70 percent of Democrats approve of his handling of these programs.

Do you approve or disapprove of how President Biden is handling protecting Medicare and Social Security...



Seniors across party lines overwhelmingly support Medicare Negotiation on prescription drugs. This is a core value for seniors with high intensity and no opposition.

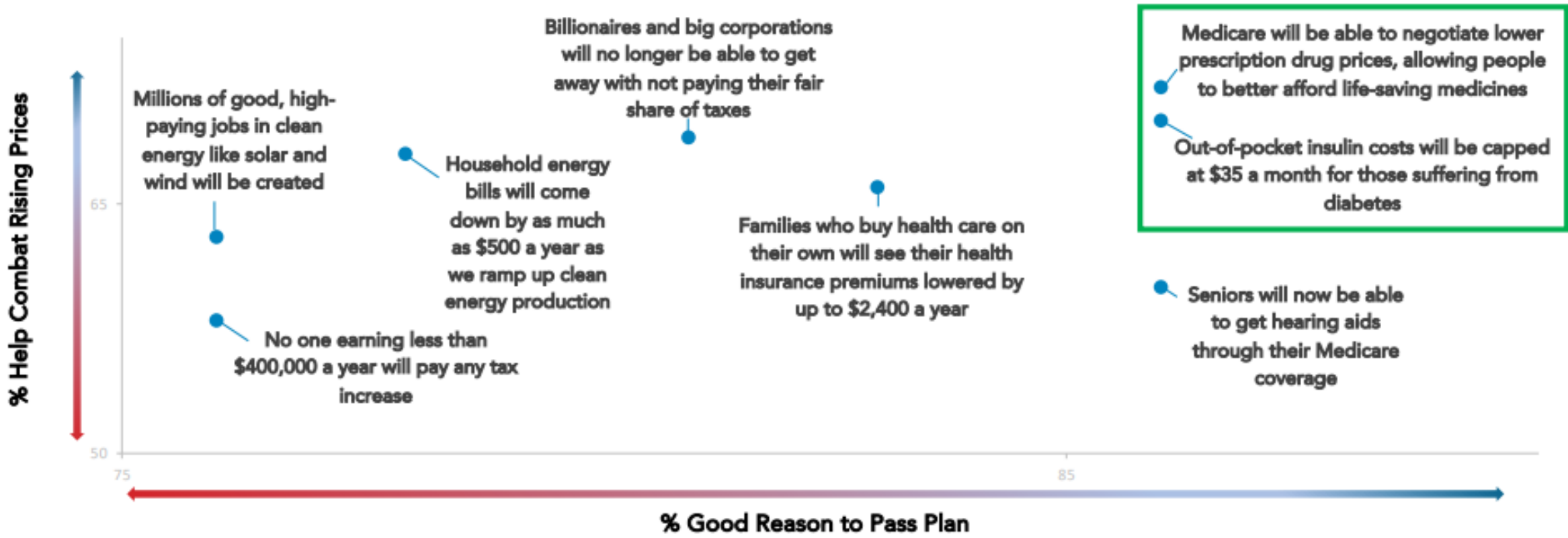
Do you favor or oppose a proposal to allow Medicare to negotiate lower prescription drug prices with prescription drug corporations?



	Strong Favor	Total Favor	Total Oppose
Men	47	89	2
Women	49	86	0
Democrat ID	58	89	0
Independent ID	38	81	0
Republican ID	42	87	2
Low-prop Dems	26	84	6
Urban	46	86	1
Suburban	52	91	0
Rural	46	84	2
White	47	87	1
Black	53	84	1
Latinx	63	96	0

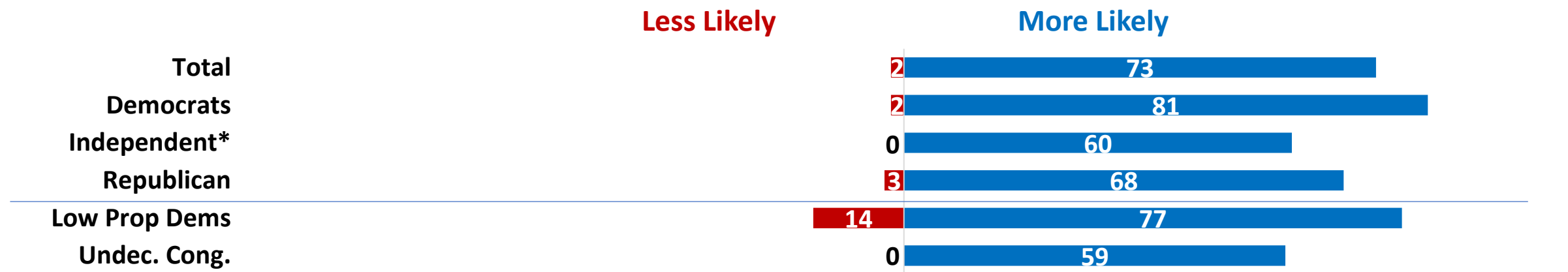
Voters see lower prescription drug prices and a cap on the cost of insulin as the best reasons for passing Biden’s economic plan, and as good ways to combat rising prices.

Is this outcome a good reason to pass Biden’s economic plan + will this outcome help combat rising prices

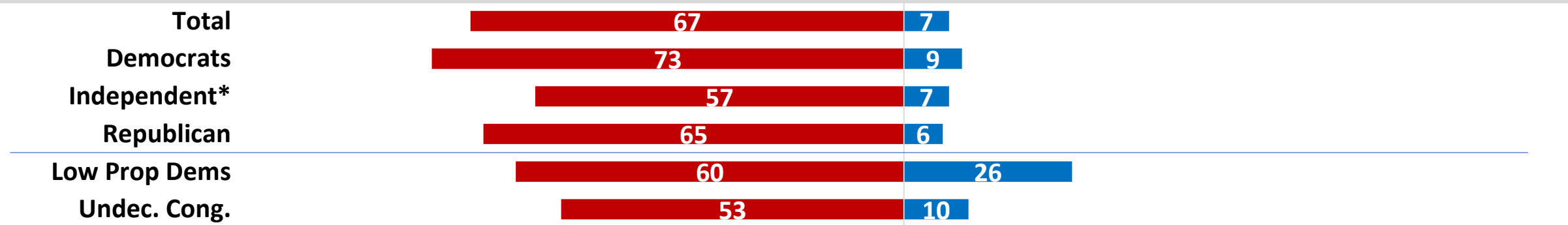


Seniors would reward a candidate who supported Medicare negotiation and punish one who opposed Medicare negotiation.

If a candidate for Congress SUPPORTED Medicare negotiation, would that make you more likely or less likely to vote for that candidate?



If a candidate for Congress OPPOSED Medicare negotiation, would that make you more likely or less likely to vote for that candidate?



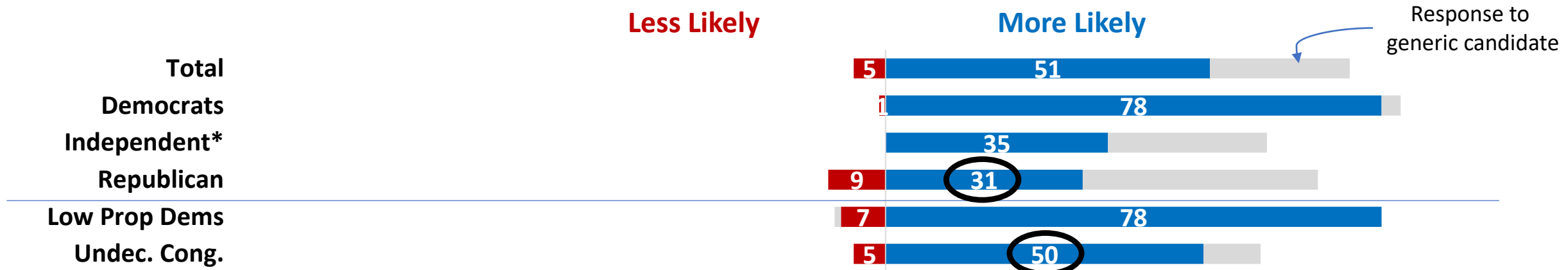
Split sampled questions

*Small Sample Size

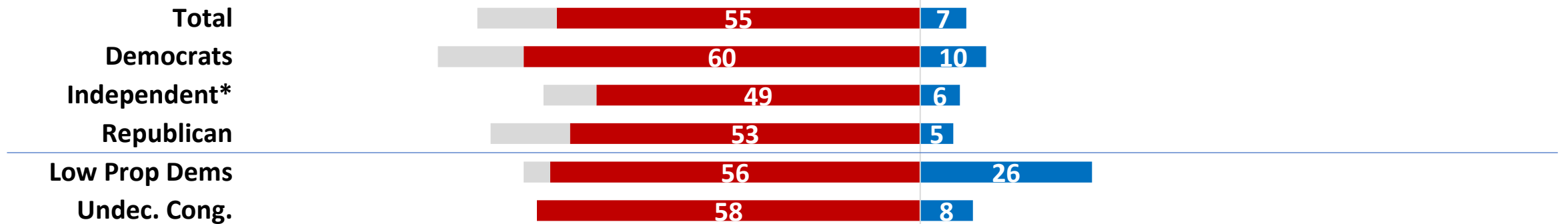
ARA/LRP June 2021 , among 800 seniors likely to vote

Nearly 1 in 3 Republicans and half of undecided seniors would be more likely to vote for a Democratic candidate who supported Medicare negotiation.

If a **Democratic** candidate for Congress SUPPORTED Medicare negotiation, would that make you more/less likely to vote for that candidate?



If a **Democratic** candidate for Congress OPPOSED Medicare negotiation, would that make you more/less likely to vote for that candidate?

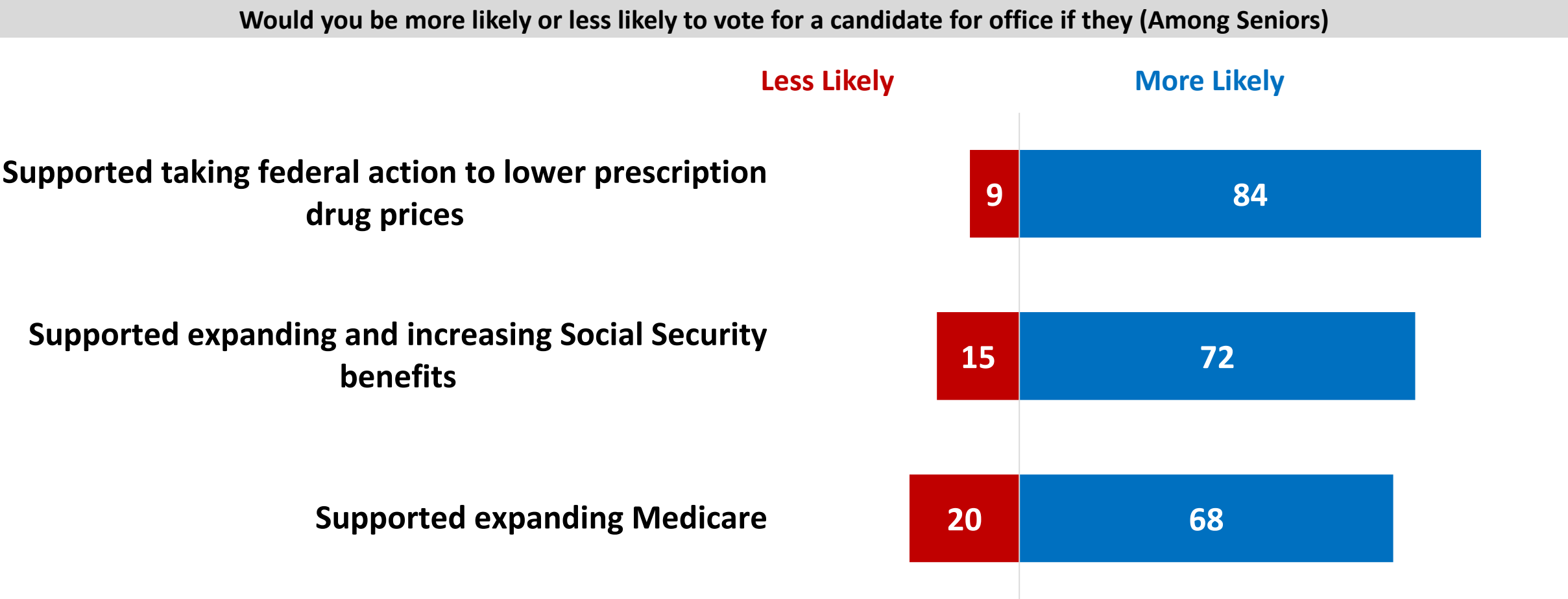


Split sampled questions

*Small Sample Size

ARA/LRP June 2021 , among 800 seniors likely to vote

Seniors would be more likely to vote for a candidate who supported lowering drug prices, expanding and increasing Social Security benefits, and expanding Medicare.





Washington, DC | Berkeley, CA | New York, NY
LakeResearch.com
202.776.9066

Celinda Lake
clake@lakeresearch.com