

Governor: In the very competitive race for Wisconsin governor, Tim Michels (R) is narrowly ahead of Governor Tony Evers (D), 50% - 47%. His lead is due to a 51% - 46% edge among voters 50+, who will make up a clear majority of Wisconsin voters this November.

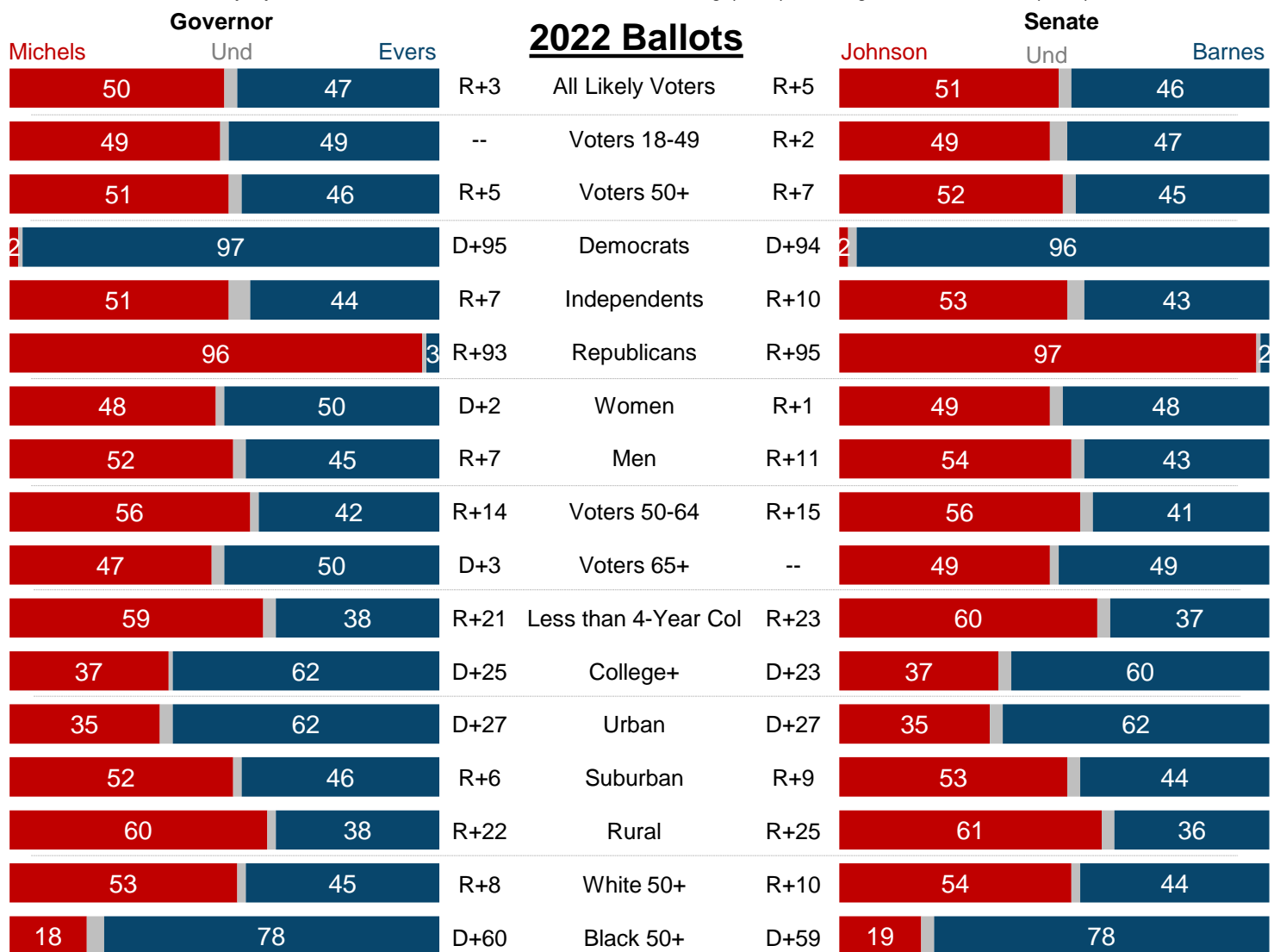
Both candidates win voters from their own party by big margins, while Michels has a 7-point edge with Independents. There's a small gender gap among voters overall, with Evers doing better with women and Michels with men. Among 50+ voters, Michels has a 14-point lead with voters 50-64, while Evers has a slight edge with voters 65+. On education, Michels leads by a 21-point margin among voters without college degrees, while Evers is up 25-points among voters with college degrees. Michels has a narrow lead with suburban voters, while urban voters are backing Evers and rural voters are supporting Michels by 20+ points. Michels is up 8% among white voters 50+, while Evers leads 78% - 18% among Black voters 50+.

Governor Evers' image is slightly underwater at 46% favorable – 52% unfavorable, while Michels' image is 45% - 47%.

Senate: The race for Wisconsin's U.S. Senate seat is also close, with Sen. Ron Johnson (R) leading Lt. Gov. Mandela Barnes (D), 51% - 46%. Johnson's lead is slightly bigger (52% - 45%) among voters 50+. Johnson is winning almost every Republican vote while Barnes gets almost every Democrat, with Johnson up by 10-points among Independents.

Johnson runs 10-points stronger with men than women overall, and he is up 15-points with voters 50-64, while the race is tied among voters 65+. There's a huge education gap on vote preference, with Johnson up 23-points among voters without college degrees, and Barnes with the same lead among voters with college degrees. Suburban voters are a competitive group with Johnson up by 9-points. Johnson is ahead by 10-points with white voters 50+, while Barnes is up 78% - 19% with Black voters 50+.

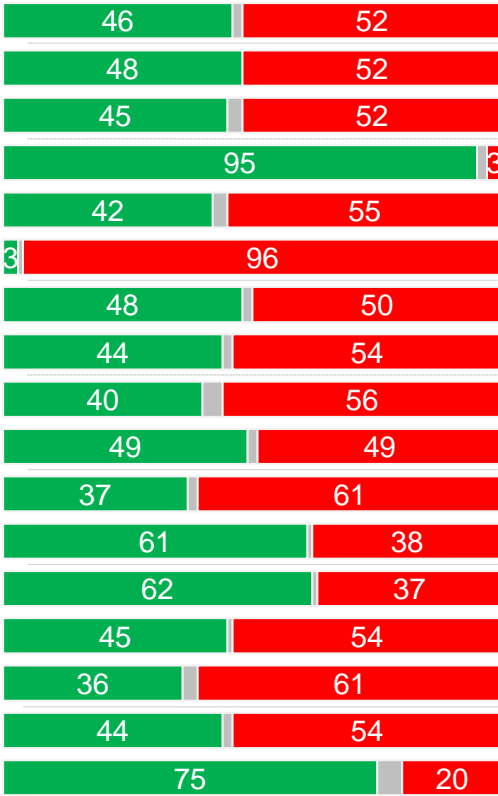
Both are viewed unfavorably by 50% of voters, with Johnson's favorable rating (48%) a bit higher than Barnes' (43%).



Candidate Images

Tony Evers

Favorable Unfavorable

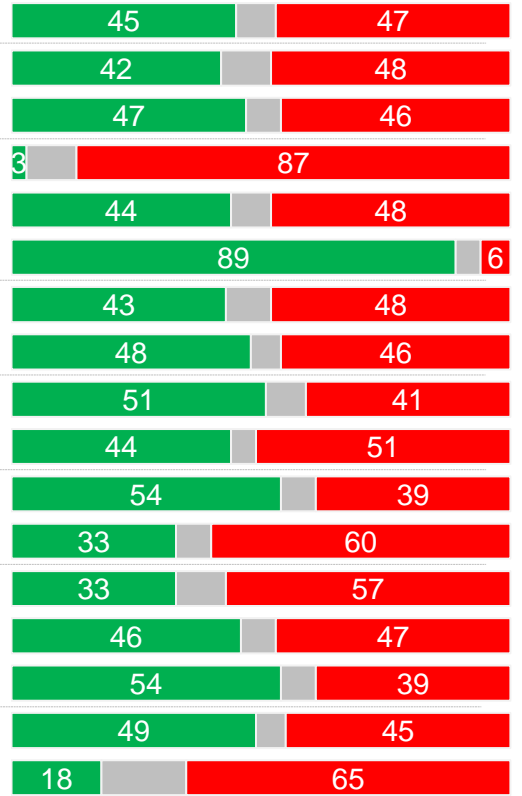


-6
-4
-7
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-93
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-9
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+55

All Likely Voters
Voters 18-49
Voters 50+
Democrats
Independents
Republicans
Women
Men
Voters 50-64
Voters 65+
Less than 4-Year Col
College+
Urban
Suburban
Rural
White 50+
Black 50+

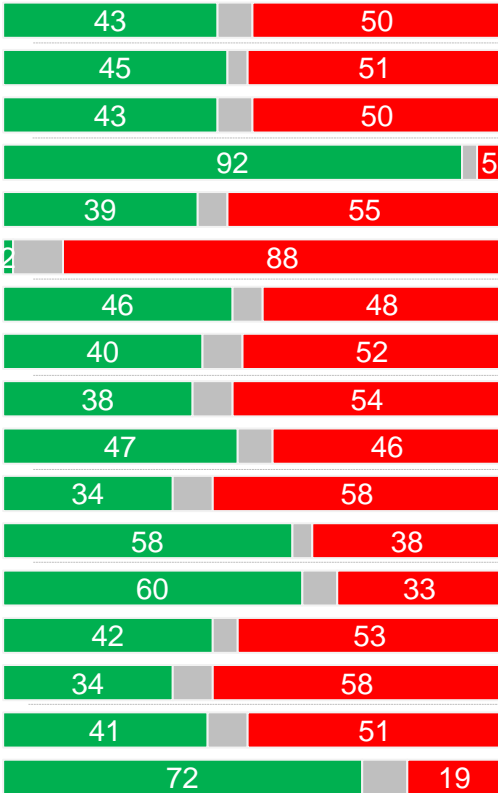
Tim Michels

Favorable Unfavorable



Mandela Barnes

Favorable Unfavorable



-7
-6
-7
+87
-16
-86
-2
-12
-16
+1
-24
+20
+27
-11
-24
-10
+53

All Likely Voters
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Voters 65+
Less than 4-Year Col
College+
Urban
Suburban
Rural
White 50+
Black 50+

Ron Johnson

Favorable Unfavorable

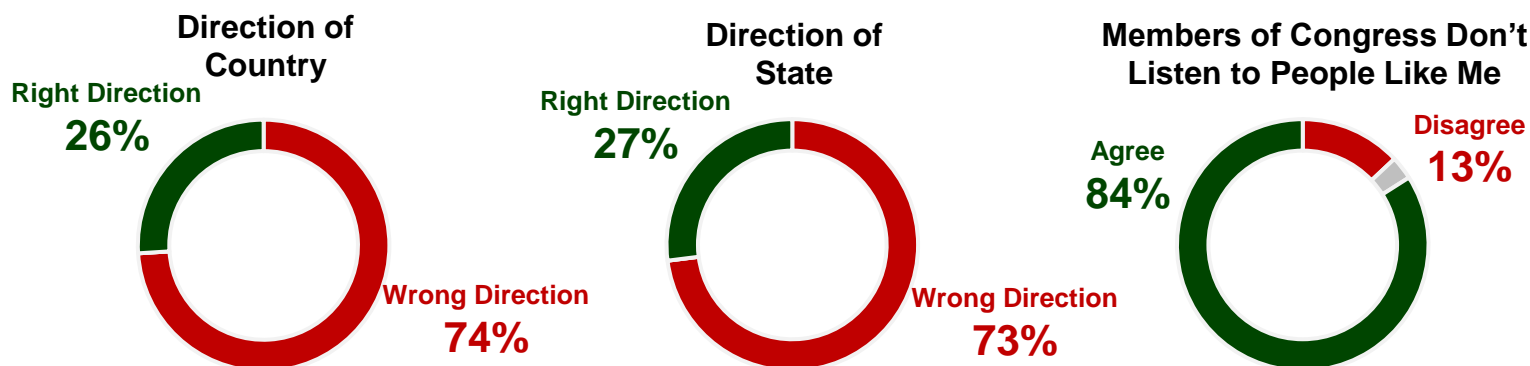


Political Environment: Wisconsin voters are quite pessimistic about both the direction of the country and of the state, with just over a quarter saying right direction for both. 84% of voters agree with the statement that members of Congress do not listen to people like them, and almost two thirds are worried about their personal financial situation. All of this contributes to a high level (88%) of being extremely motivated to vote in November, which is even higher among voters 50+.

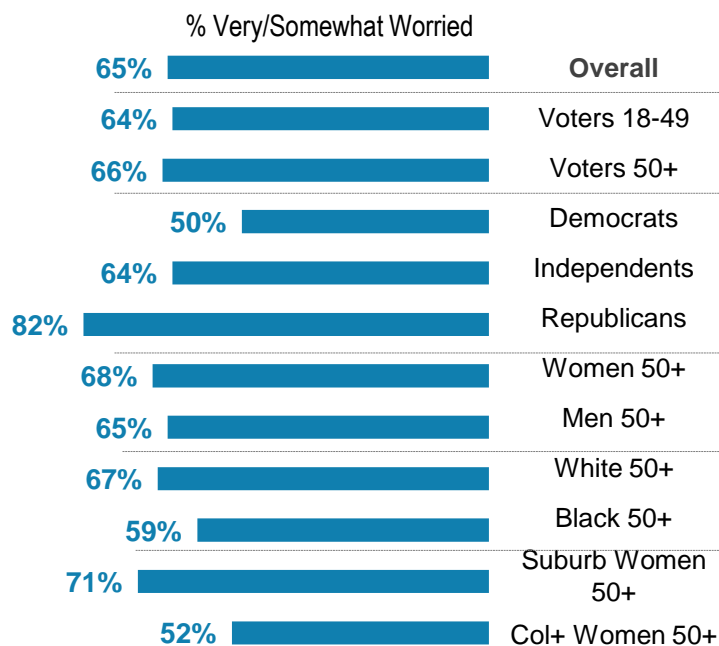
President Biden's job approval is negative at 45% - 55%, while former President Trump's recalled job approval is also slightly negative at 48% - 51%. Gov. Evers' job approval of 47% - 52% is very similar to his image, while Sen. Johnson's job approval (48/50) is identical to his image. Republicans have a 50% - 45% lead on the generic Congressional ballot.

In the race for Senate, among voters 50+ there are a variety of most important issues, led by inflation (16%), abortion (15%), taxes/spending (12%), and Social Security/Medicare (11%). In a head-to-head matchup, inflation is prioritized over the court overturning Roe v. Wade by a 55% - 41% margin.

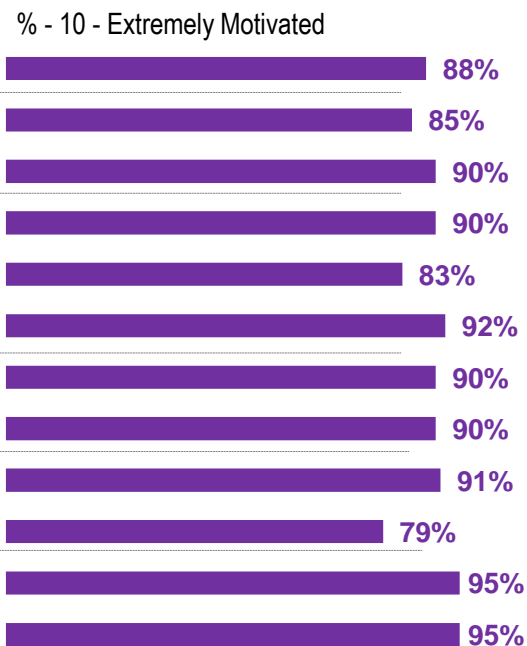
For the governor's race among voters 50+, inflation (21%) is the top issue, followed by abortion (16%), law & order/crime (10%) and voting rights (9%). Food (36%) is the top concern on rising costs followed by health care/prescription drugs (22%), and gasoline (17%). 64% of voters 50+ plan to vote on Election Day, 18% plan to vote by mail, and 12% plan to vote early in person.



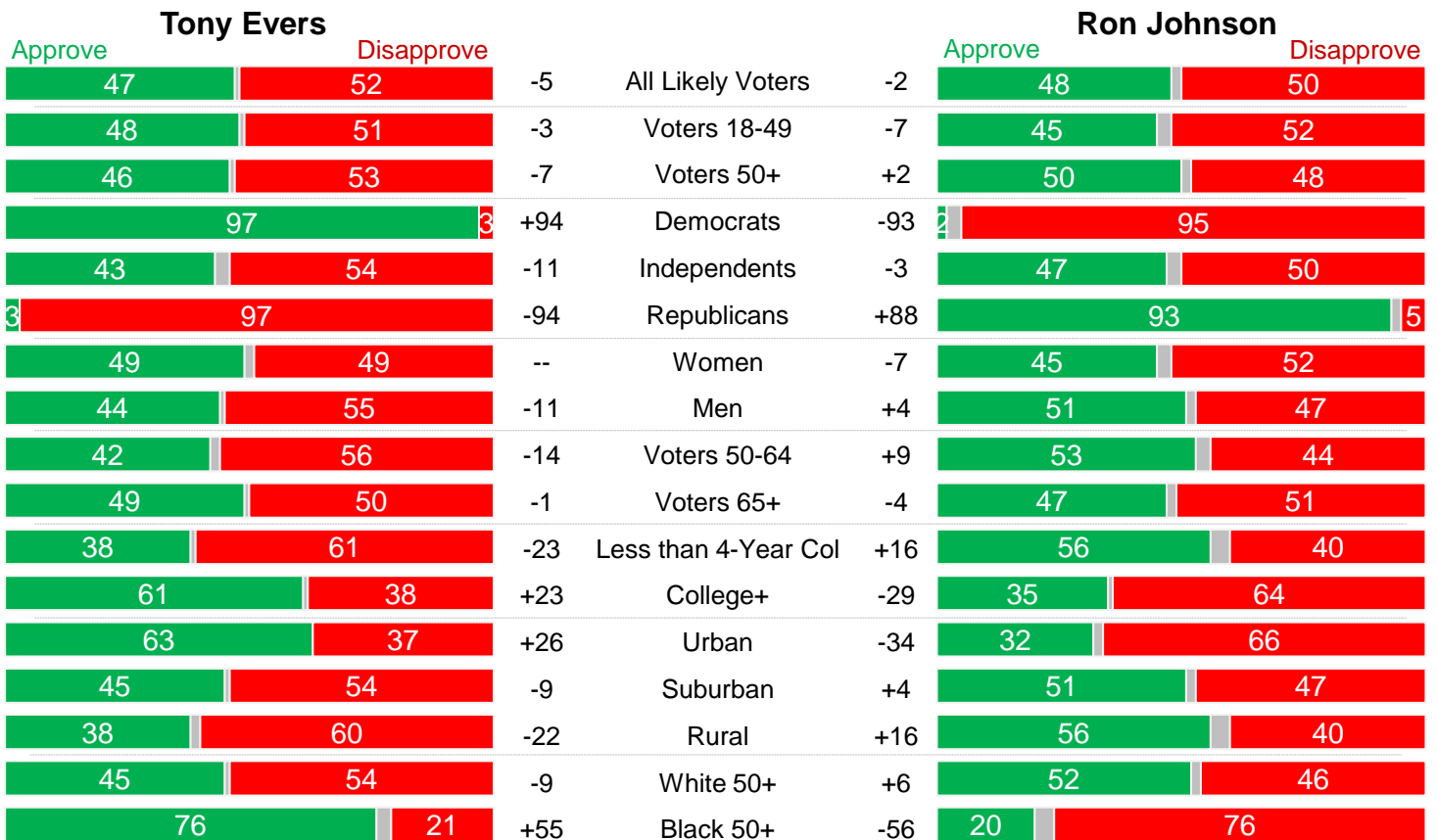
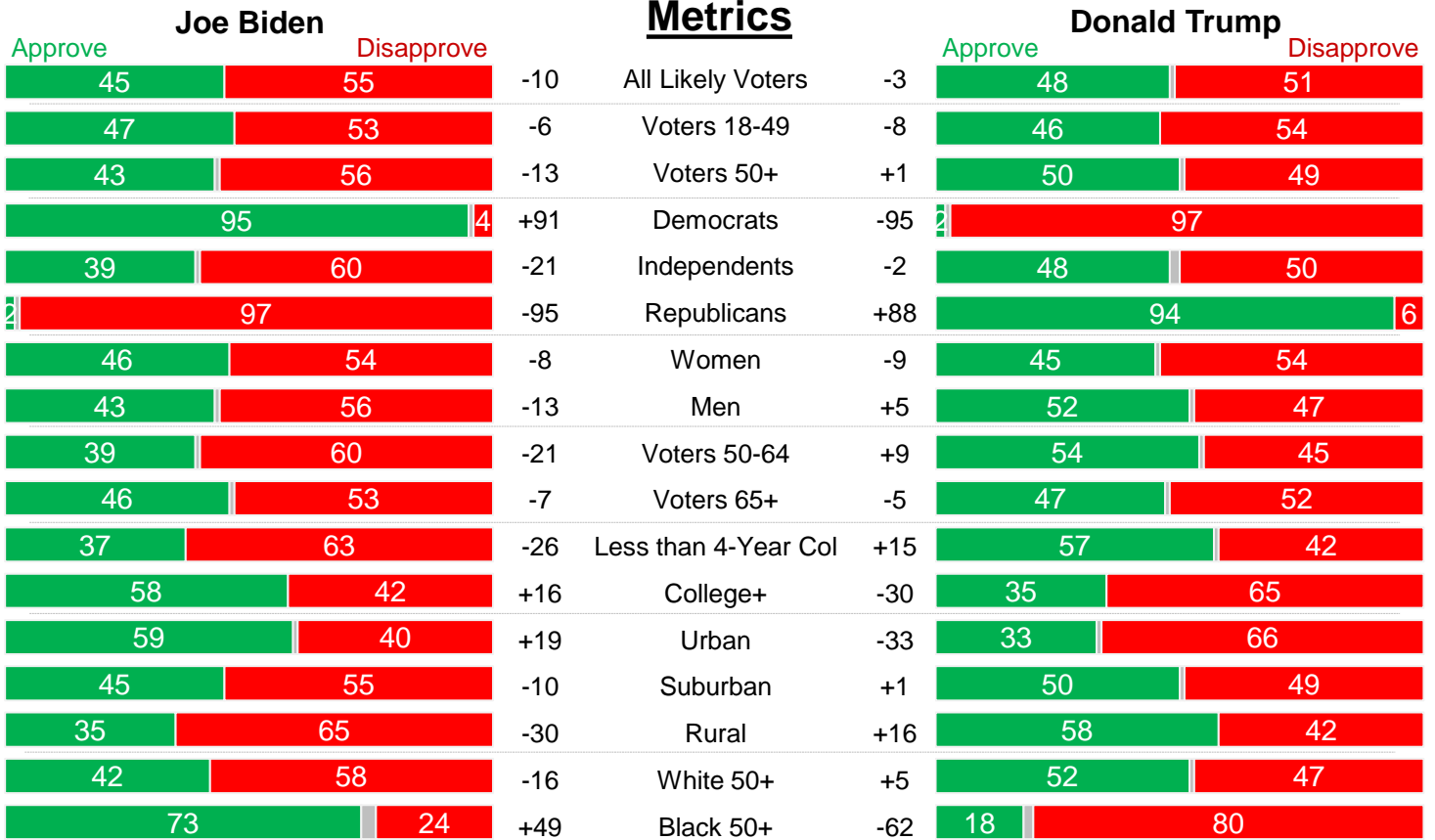
How worried are you about your personal financial situation?



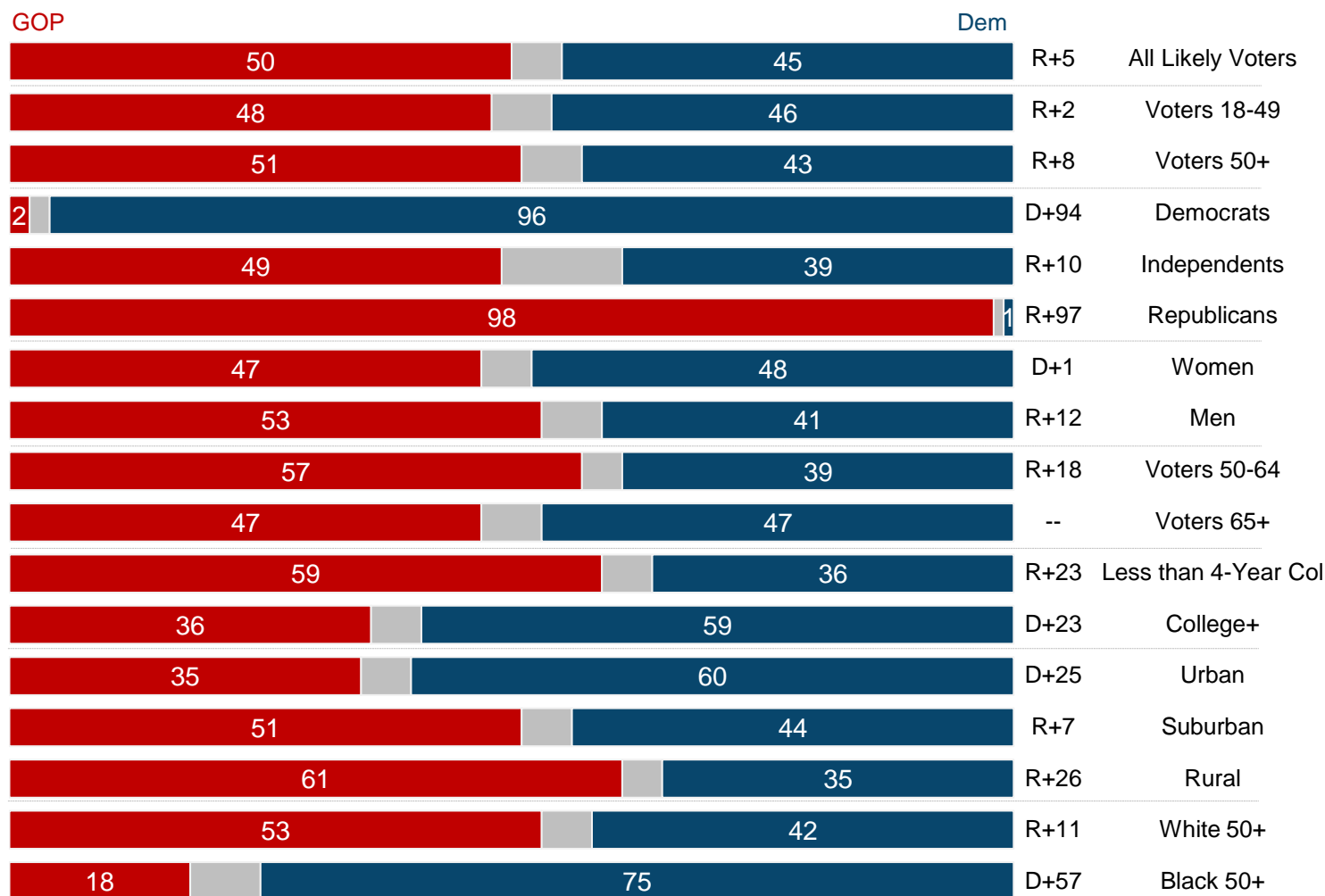
How motivated to vote are you in the 2022 general election for Governor, U.S. Senate and Congress?



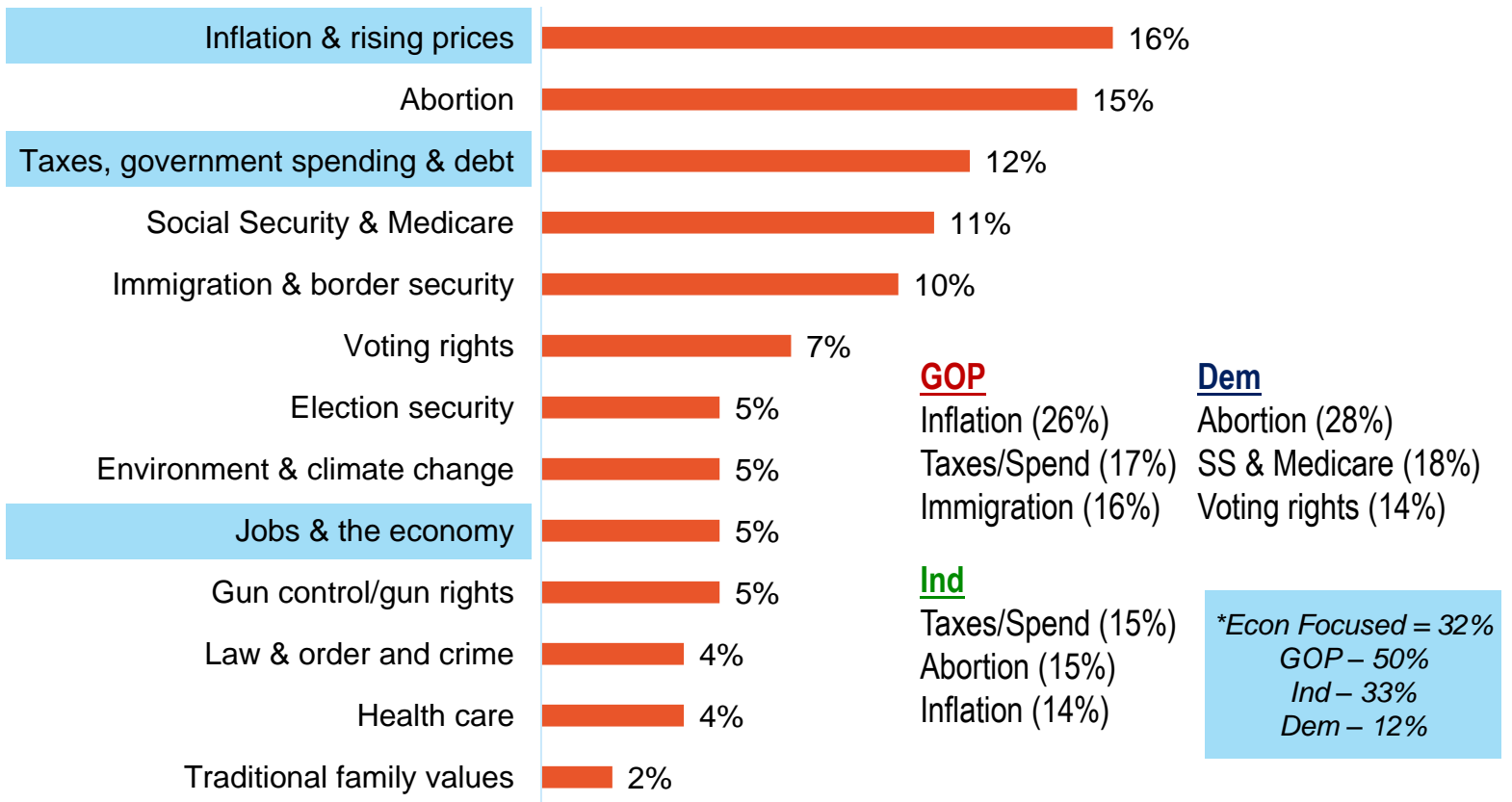
Key Politician Metrics



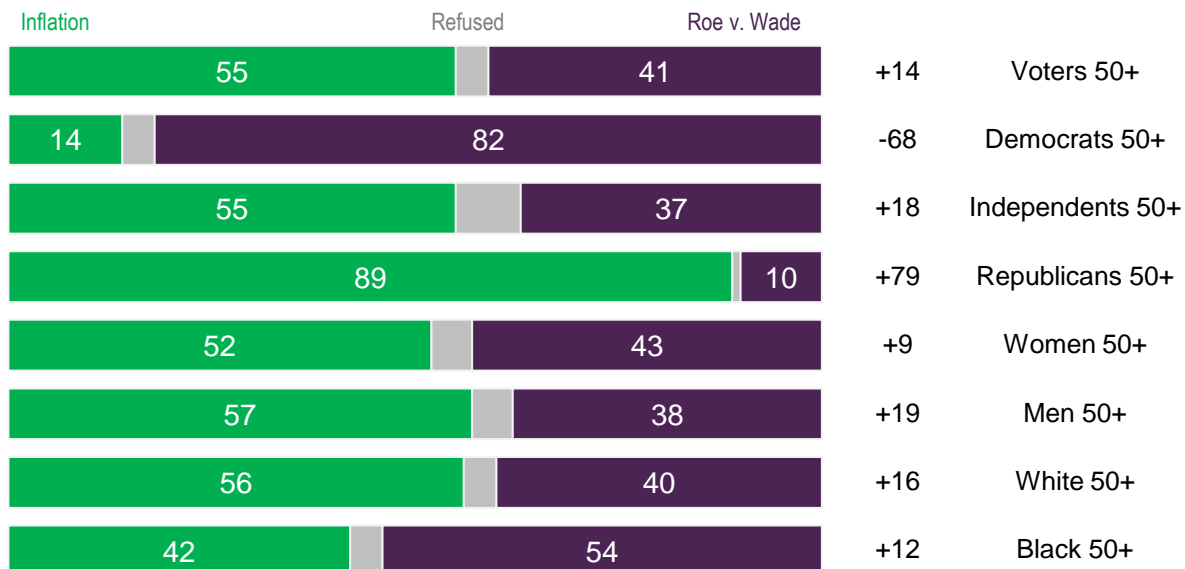
Generic Congressional Ballot



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



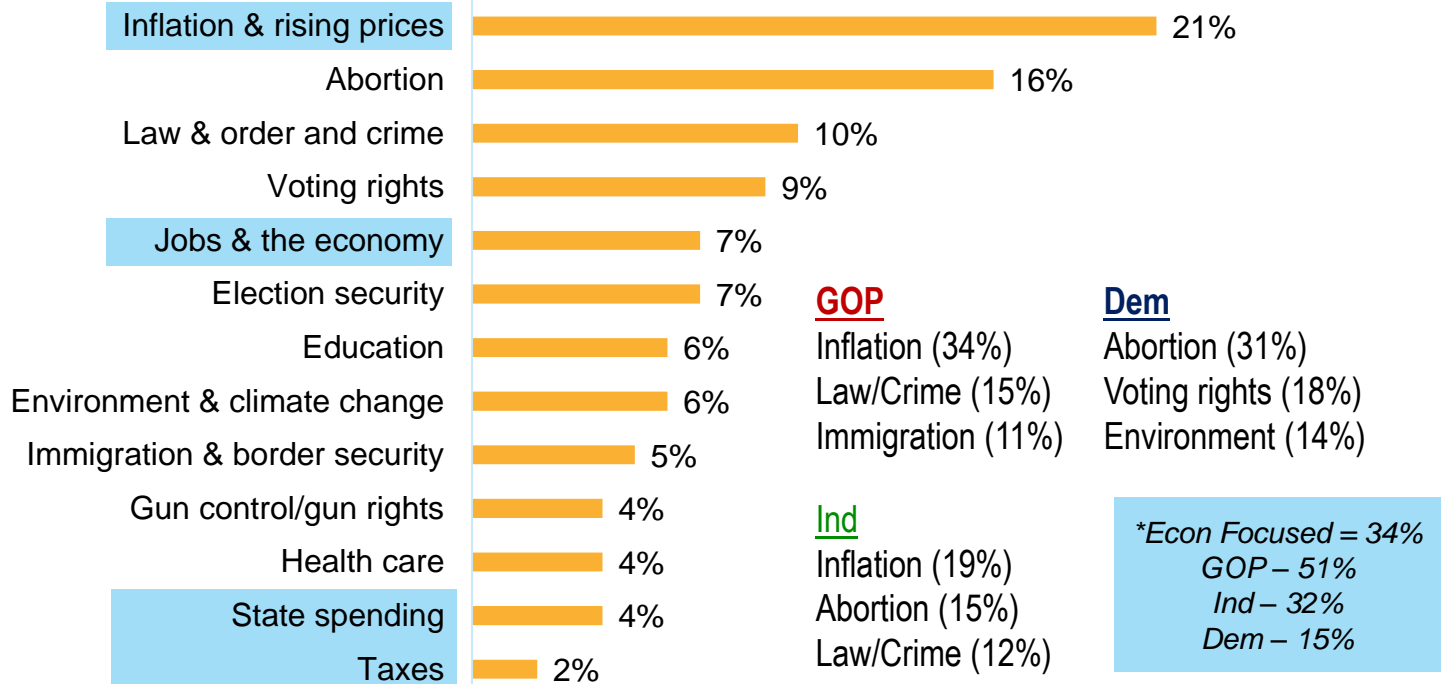
Q: Now more specifically, which of the following is personally more important to you in deciding your vote for Senate? Inflation and rising prices or the Supreme Court overturning Roe v. Wade



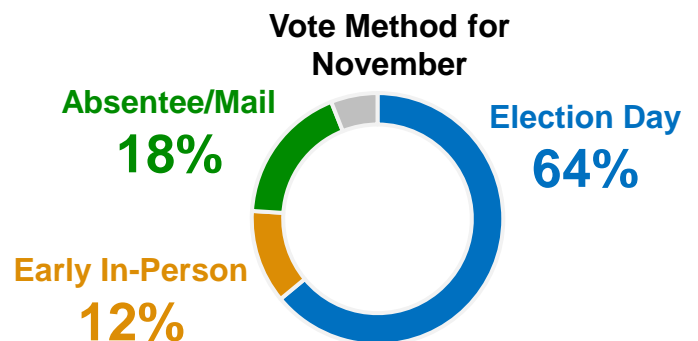
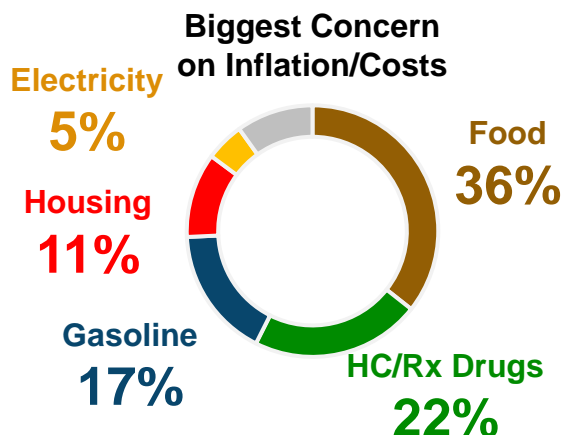
All data on slide is among Voters 50+

AARP® Wisconsin: 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 Wisconsin are going in the right direction or would you say that they are going in the wrong direction?

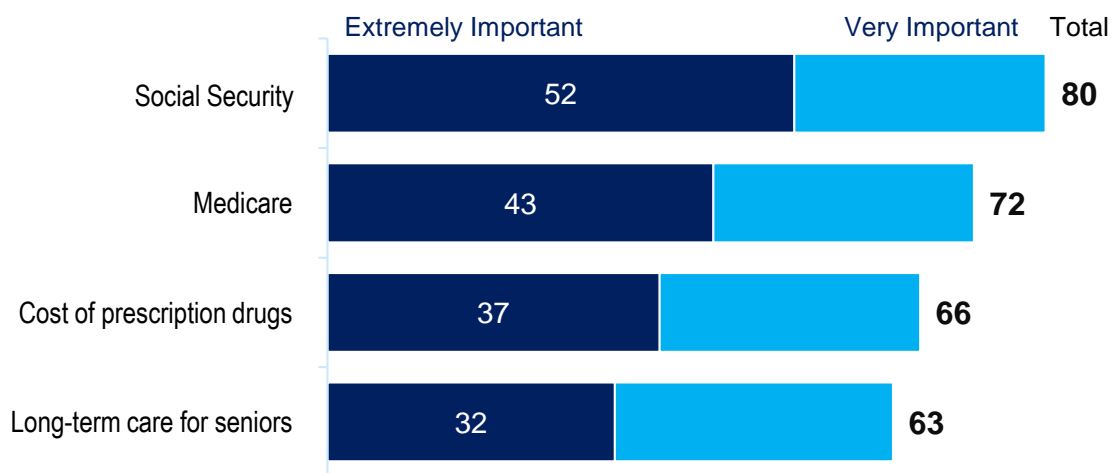


All data on slide is among Voters 50+



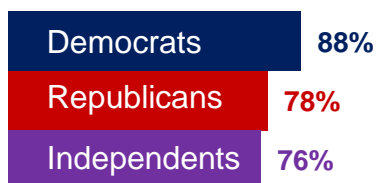
Key Issues: Several issues impacting seniors will be extremely or very important to deciding the vote of Wisconsin voters 50+ this November. Social Security leads the way, followed by Medicare, the cost of prescription drugs and long-term care for seniors. Majorities of Democrats, Independents, and Republicans 50+ say each of these issues will be very important to their vote in November.

Q: Please tell me how important to each of the following issues are when deciding your vote this November: extremely important, very important, somewhat important, not too important, or not at all important.

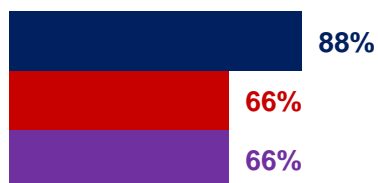


% Extremely/Very Important on Vote

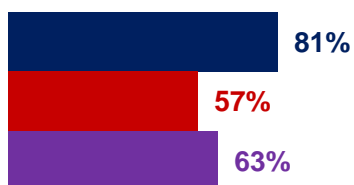
Importance of Social Security



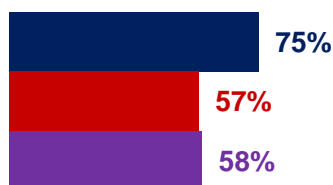
Importance of Medicare



Importance of Cost of Rx Drugs



Importance of Long-term Care for Seniors

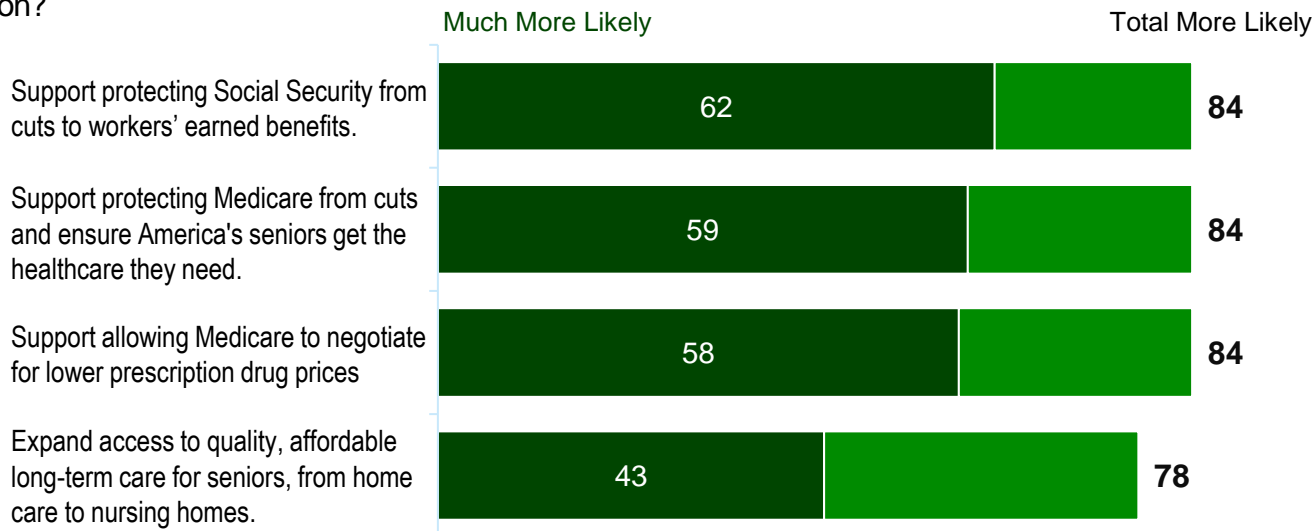


All data on slide is among Voters 50+

Key Issues: Clear majorities of Wisconsin voters 50+ would be more likely to back a candidate for Senate 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 demonstrate broad popularity across the partisan divide, which makes them stand out in today's polarized politics.

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



% More likely to support a candidate for Senate that advocated this position

Protect S.S. Funding



Protect Medicare



Medicare Rx Prices



Affordable LTC

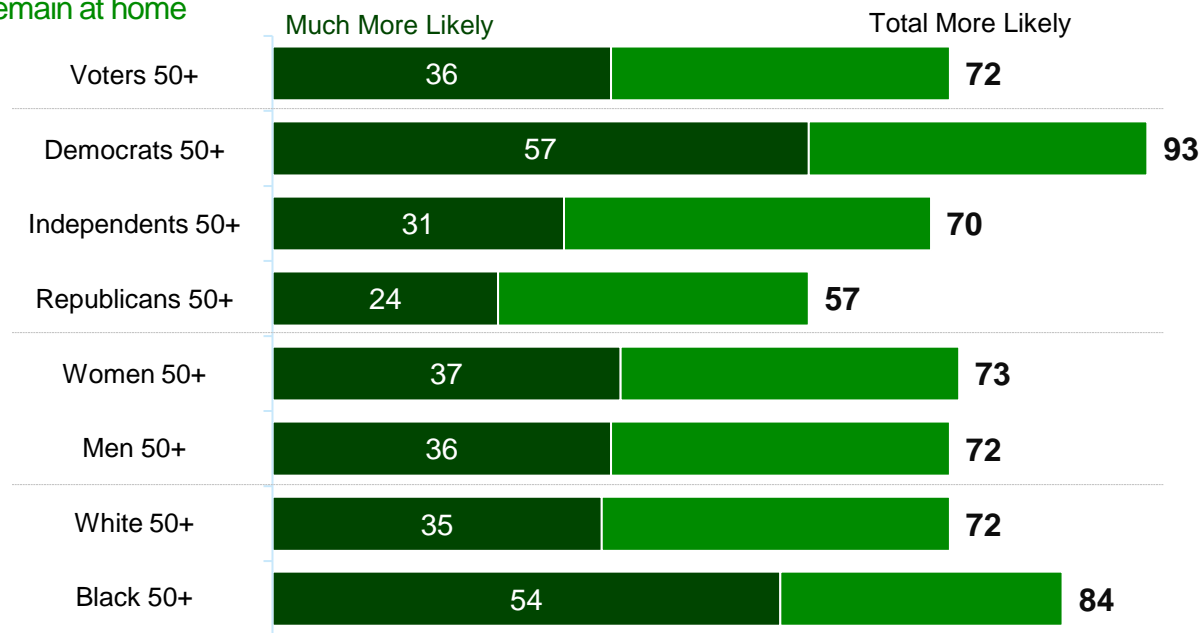


All data on slide is among Voters 50+

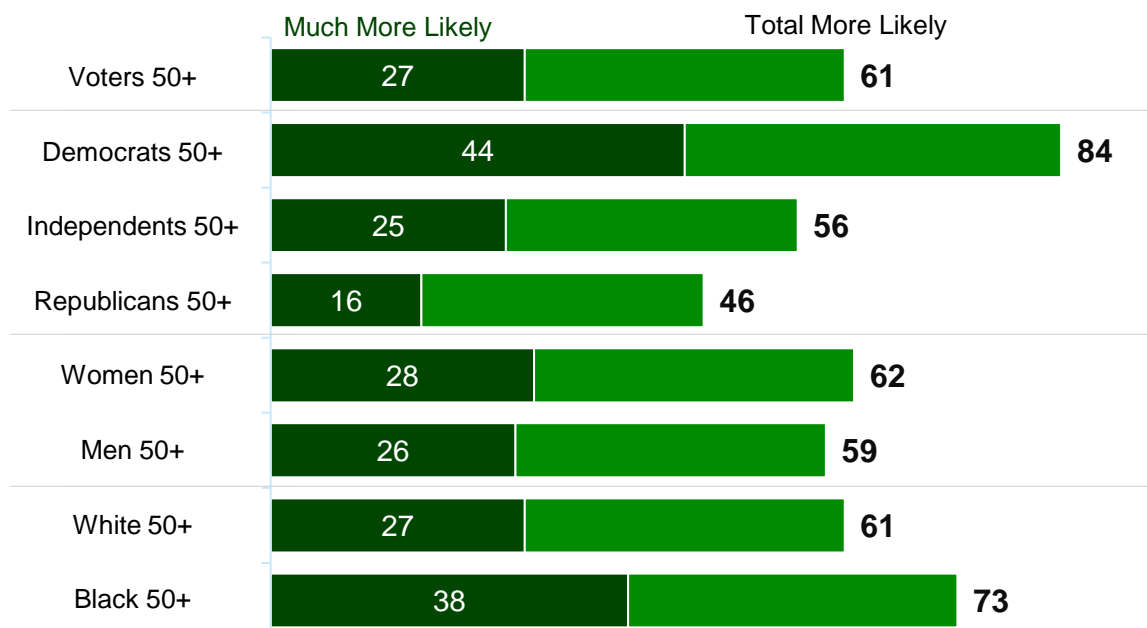
Protecting Voters 50+: 72% of Wisconsin voters 50+ would be more likely to vote for a candidate for governor who supports a family caregiver tax credit, garnering positive impact among majorities of Democrats, Republicans, and Independents.

61% of voters 50+ say they would be more likely to vote for a candidate who supports creating a state retirement savings program for Wisconsin workers who do not have one from their employer. The idea is most popular with Democrats, but has a positive influence on Independents as well as across gender and racial lines.

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 a family caregiver tax credit to help offset costs paid by family members helping their older loved ones remain at home**

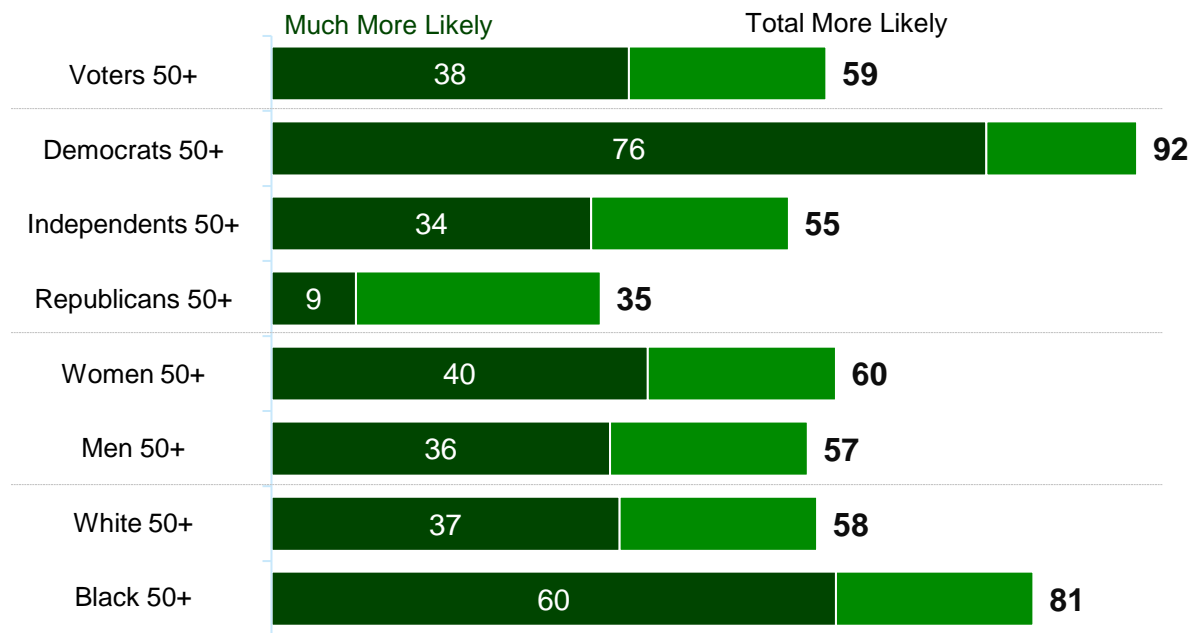


Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. **Supports creating a state retirement savings program for the many workers in Wisconsin who don't have one through their employer, so they have the option to contribute a portion of their paychecks to their retirement**

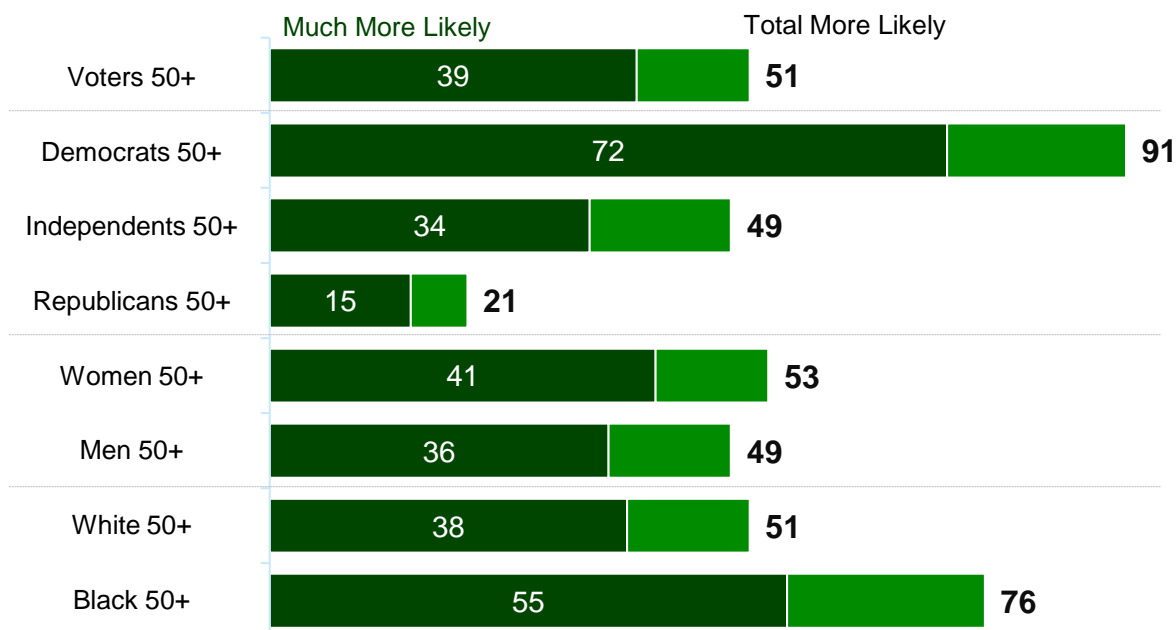


Voting Access: Two items on voting access receive majority support among voters 50+ in Wisconsin, although they are highly polarizing by party. 59% would be more likely to vote for a candidate for governor who supports provisions that make it easier for home-bound seniors to have ballots delivered, while 51% would be more likely to vote for a candidate who supports protecting the use of ballot drop boxes for elections. Democrats are very positively impacted, while Republicans are not. A majority of Independents say more likely on helping home bound seniors vote, while about half do for using drop boxes.

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 provisions that make it easier for home bound seniors to have their ballots delivered for counting**

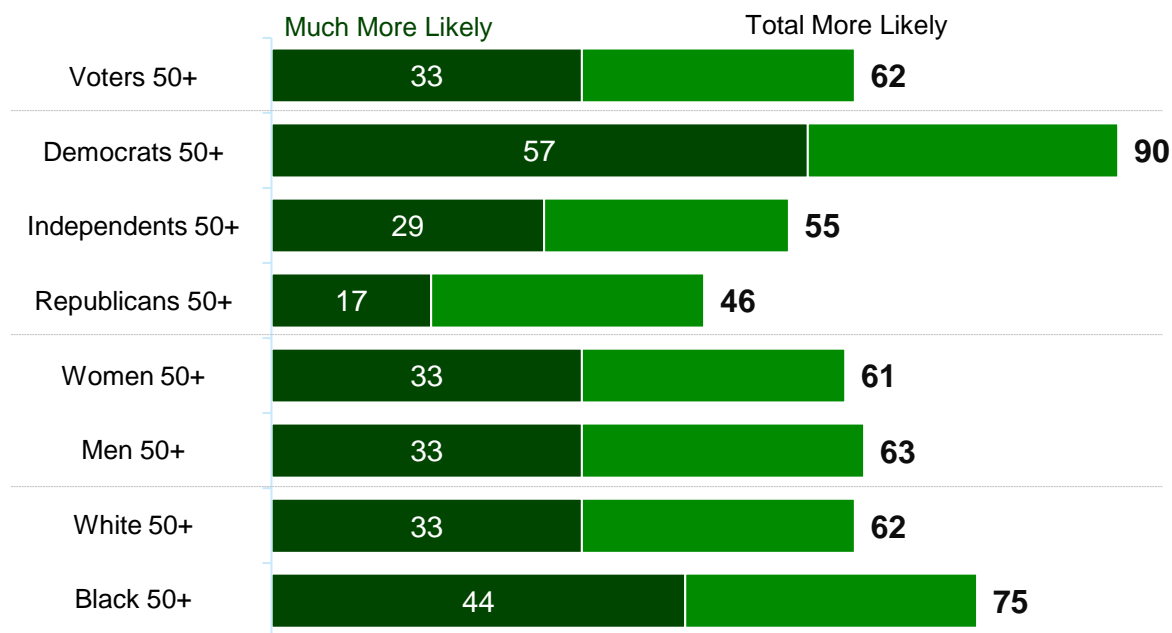


Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. **Supports protecting the use of ballot drop boxes for elections in Wisconsin**



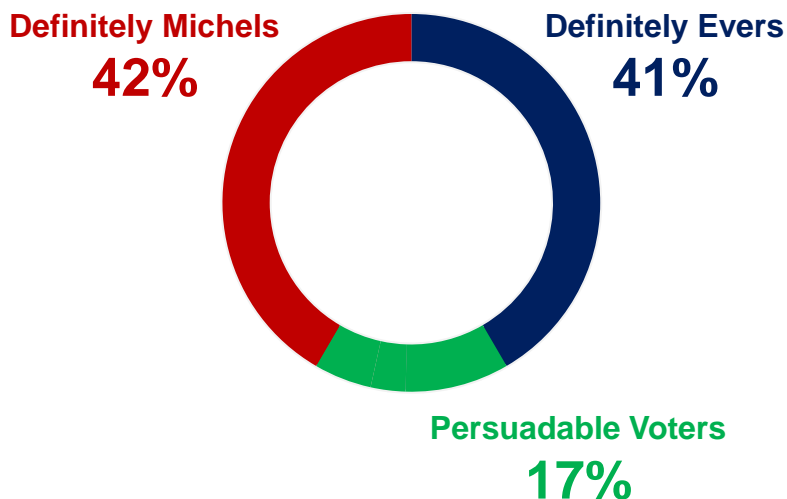
Rural Internet: 62% of Wisconsin voters 50+ would be more likely to vote for a candidate for governor who supported extending reliable high-speed internet to rural Wisconsin. Democrats are the most supportive of such a candidate, but it would help among a majority of Independent voters as well.

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 extending access to reliable high-speed internet to residents in rural Wisconsin**

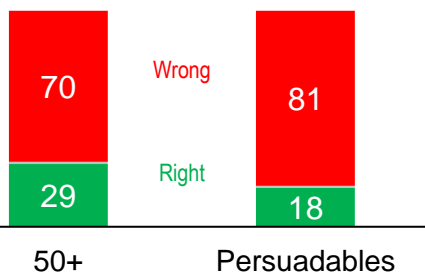


Persuadable voters are the 17% of the 50+ segment of the electorate who are not definitely voting for one of Evers or Michels. 5% are Probably/Leaning toward voting for Evers, 9% are Probably/Leaning toward voting for Michels, while the rest are Undecided. They are more likely to be an Independent than voters 50+ overall, and less likely to be Democrats or liberals. They are negative on the state's direction, worried about their finances, and are much more likely to prioritize an economic issue in their vote for governor.

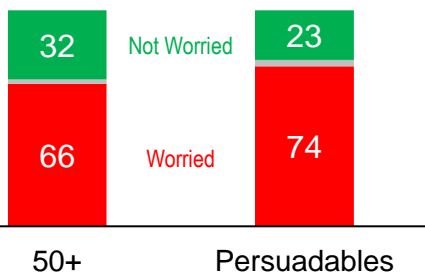
	Voters 50+	Persuadables 50+
GOP	34%	28%
Independent	37%	66% ↑
Dem	29%	6% ↓
Conservative	45%	50%
Moderate	24%	32%
Liberal	26%	7% ↓



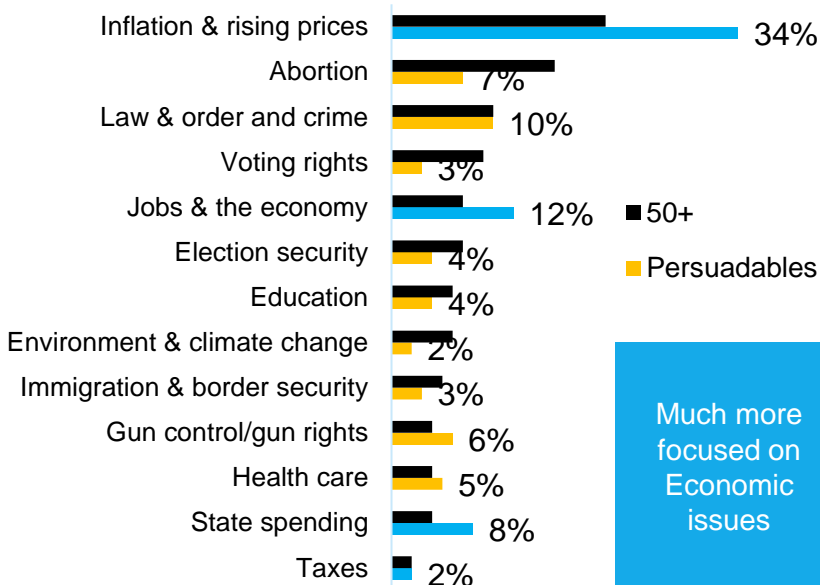
Direction of State



Worried about Finances



Top Issue for Gov Vote



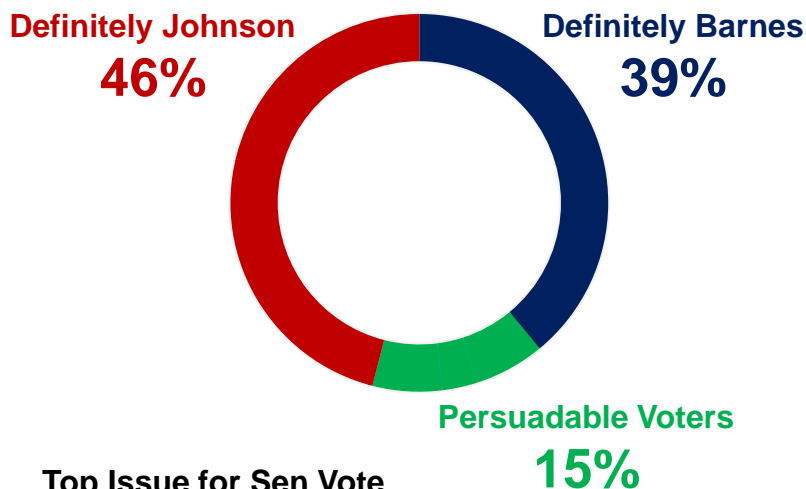
Much more focused on Economic issues

All data on slide is among Voters 50+

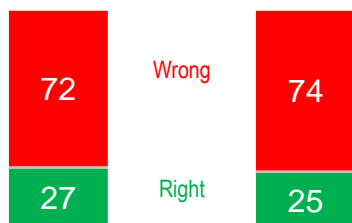
AARP® Wisconsin: Persuadable Voters 50+ Senate Race

Persuadable voters are the 15% of the 50+ segment of the electorate who are not definitely voting for one of Johnson or Barnes. 6% are Probably/Leaning toward voting for Johnson, 6% are Probably/Leaning toward voting for Barnes, while the rest are Undecided. They are more likely to be Independents and moderates than voters 50+ overall. They are pessimistic about the direction of the country, worried about their finances, and Social Security/Medicare is the most important issue for their vote. They are also very positively inclined toward a candidate who prioritizes issues that protect seniors.

	Voters 50+	Persuadables 50+
GOP	34%	23% ↓
Independent	37%	63% ↑
Dem	29%	13% ↓
Conservative	45%	36% ↓
Moderate	24%	39% ↑
Liberal	26%	12% ↓



Direction of Country



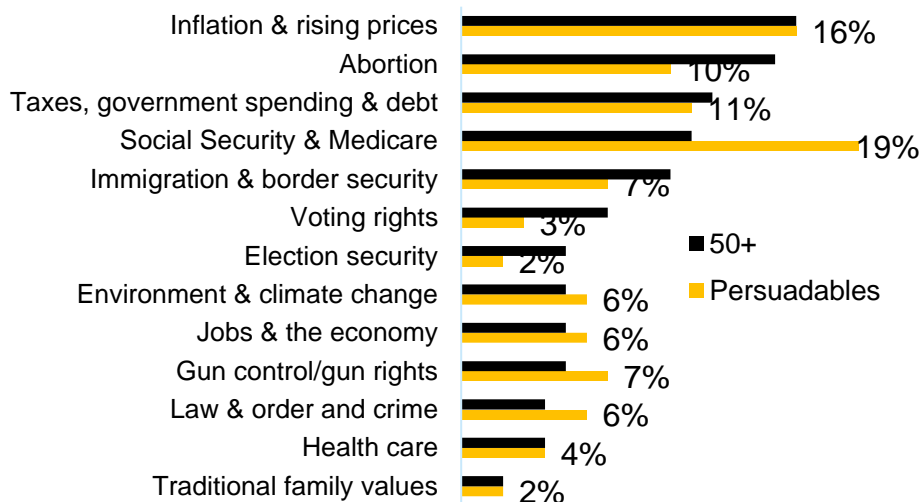
50+ Persuadables

Worried about Finances

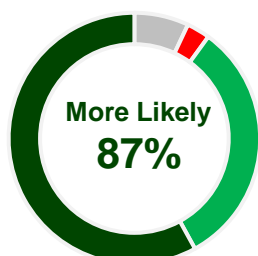


50+ Persuadables

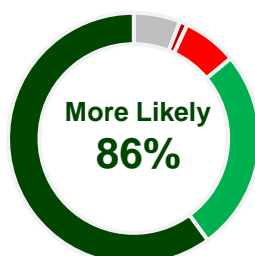
Top Issue for Sen Vote



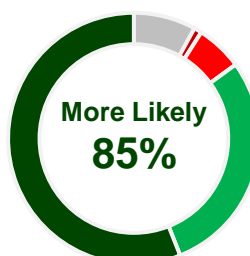
Sen Candidate: Allow Medicare to Negotiate



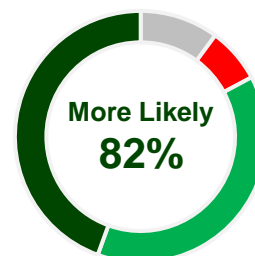
Sen Candidate: Protect Social Security from Cuts



Sen Candidate: Protect Medicare from Cuts



Sen Candidate: Expand LTC Access



All data on slide is among Voters 50+

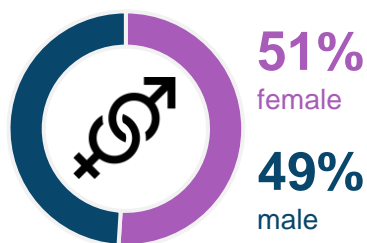
AARP Wisconsin: Profile of Likely Voters 18+

AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,399 likely Wisconsin 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 349 Black likely voters age 50 and older, between September 18-25, 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 855 total sample of voters 50+ is $\pm 3.4\%$; for the 400 total sample of Black voters 50+ is $\pm 4.9\%$.

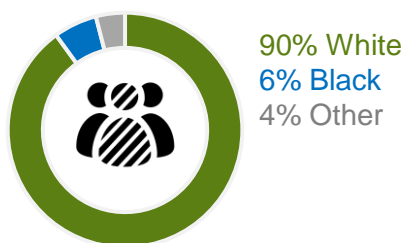
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe. Partisan crosstabs in this report represent how people identify their partisan affiliation when asked, not how they are modeled on the voter file.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact Jim Flaherty at jflaherty@aarp.org.

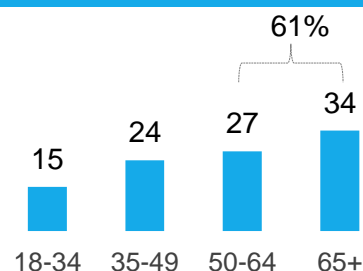
GENDER



RACE



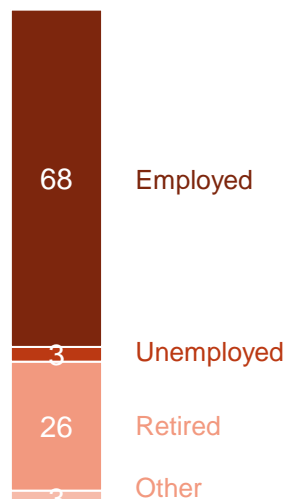
AGE



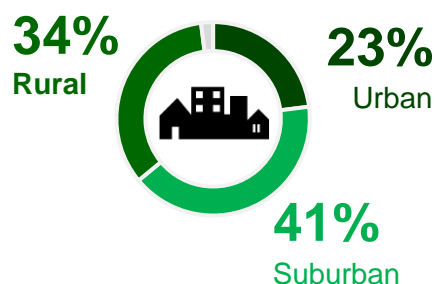
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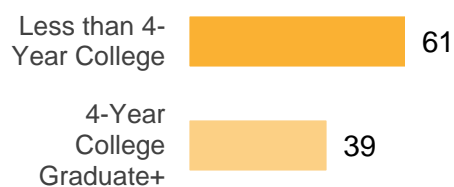
EMPLOYMENT



LIVING IN...



EDUCATION



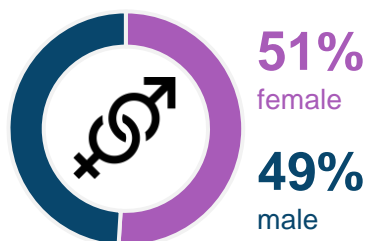
AARP Wisconsin: Profile of Likely Voters 50+

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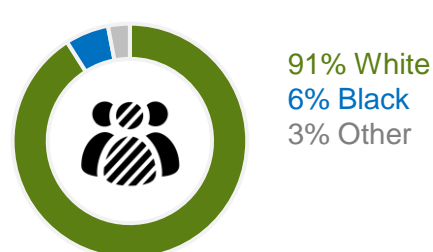
GENDER



AARP



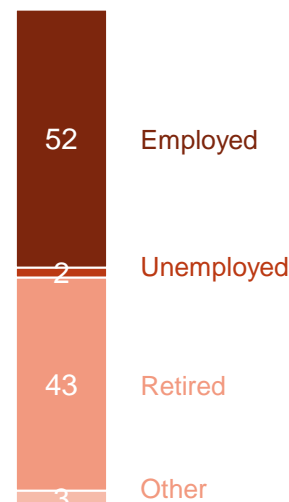
RACE



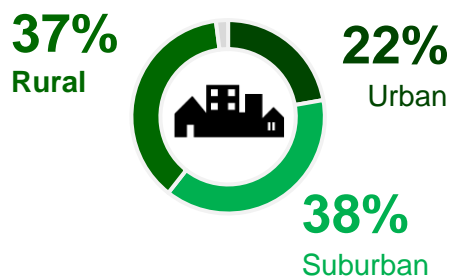
EDUCATION



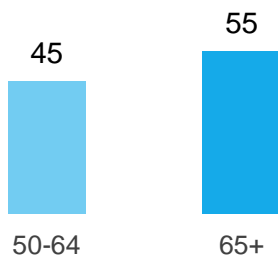
EMPLOYMENT



LIVING IN...



AGE



PARTY ID



All data on slide is among Voters 50+

