

To: Interested Parties
 From: GBAO
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Retired Americans PAC Survey: Seniors A Pivotal Group in Swing States This November

A recent survey of likely voters ages 65 and up in six key swing states¹ shows Vice President Kamala Harris and former President Donald Trump in an extremely close race to win the pivotal senior vote in the most contested battleground states. While Harris’ strong showing in the survey with a group that went for Trump four years ago is encouraging, there are also some critical warning signs in the data that show how Democrats still have work to do in order to press their natural advantages on key issues facing seniors ahead of the November election.

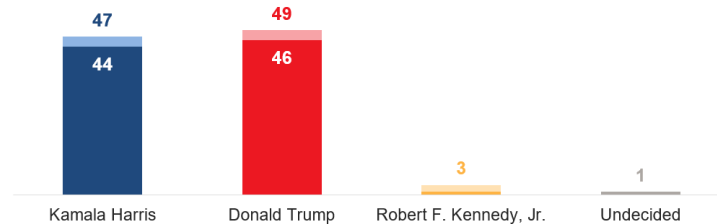
Seniors will turn out and vote in this election and Harris’ performance among them will be a major factor in whether or not she takes the Oval Office in January. The following are key findings from our survey:

- Harris is within striking distance of Trump among swing state seniors.** Vice President Harris currently holds 47 percent of the senior vote in these states, right behind Donald Trump’s 49 percent (RFK, Jr. holds a marginal 3 percent). In 2020, Trump won the senior vote nationally by 3 points², giving Harris a solid starting point heading into the home stretch.

Initial 3-Way Vote

If the November election for President were held today, for whom would you vote?

Darker shade = More certain

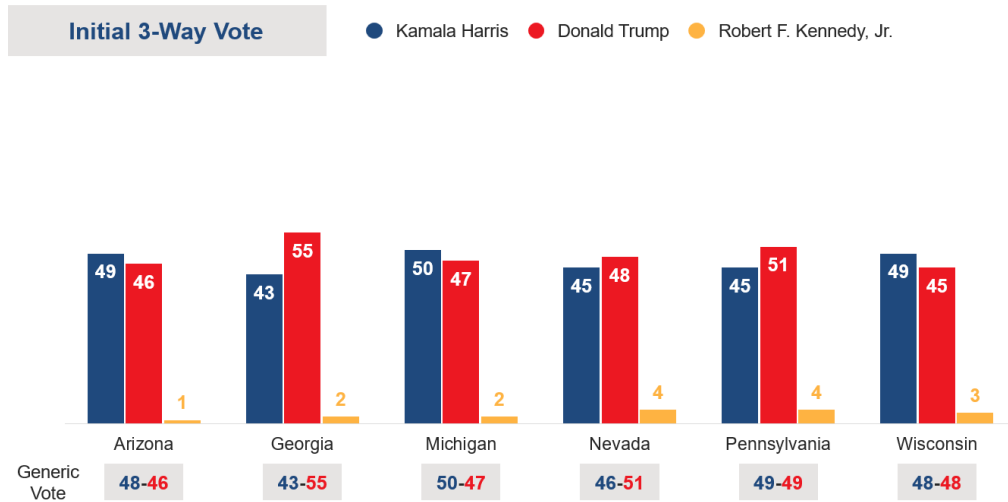


¹ Survey of 1,200 likely voters ages 65 and up in the November general election was conducted between July 23-30, 2024, in AZ, GA, MI, NV, PA and WI on behalf of Retired Americans PAC. 200 respondents were reached in each state and the results were weighted proportionally. Respondents were reached by live dialers and through text-to-web interviews and results carry a margin of error of +/- 2.8 percentage points at a 95 percent confidence interval.

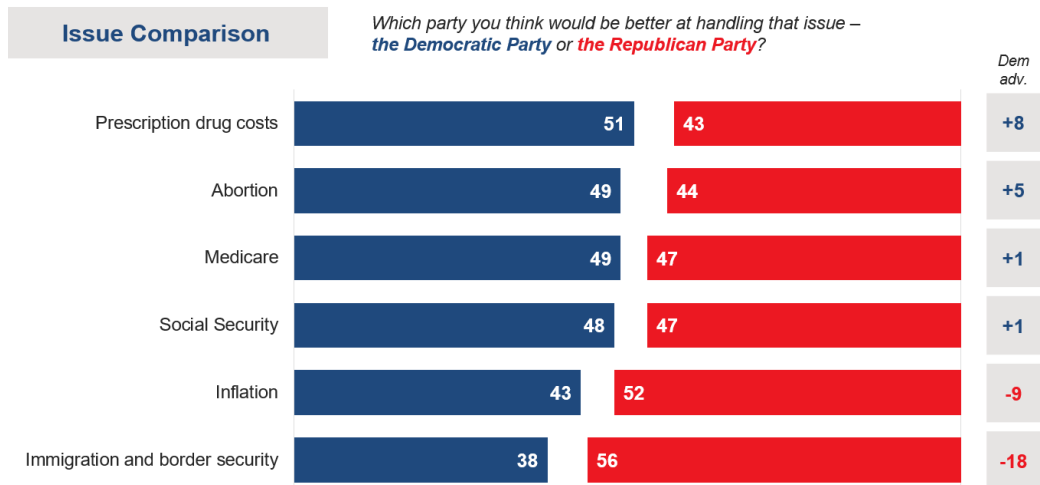
² According to the AP VoteCast 2020 exit poll



- Harris still has room to grow in some key states.** On a state-by-state basis, Harris is very competitive with Trump everywhere with the exception of Georgia (which was a tougher state for Biden with 65+ voters in 2020 as well). Not only that, there is still room for Harris to grow her vote share in places like Pennsylvania, where she is currently competitive but running behind Biden’s 2020 performance.



- Democrats’ advantage on ‘seniors’ issues’ is very narrow.** When asked which party does a better job of handling a series of issues, the Democratic Party’s advantage on the issues of Social Security (+2) and Medicare (+2) are concerningly tight, given the party’s historic advantages on these issues. When asked which party would do a better job of handling prescription drug costs, Democrats have a slightly wider 7-point advantage. That still pales in comparison to the 18-point edge seniors give Republicans on the issue of immigration and border security.



- But Trump is vulnerable on Medicare and drug prices.** Despite the close nature of the race, there are still advantages for Democrats to press as they inform these seniors about Trump's record on Medicare, drug prices, and other senior-focused issues. In particular, the elements of Project 2025 that would negatively impact Medicare have real strength as an attack against Trump. And given that 70 percent of these voters are familiar with Project 2025 and have deeply negative impressions of it (10 percent favorable/52 percent unfavorable), these arguments seem likely to land.

