



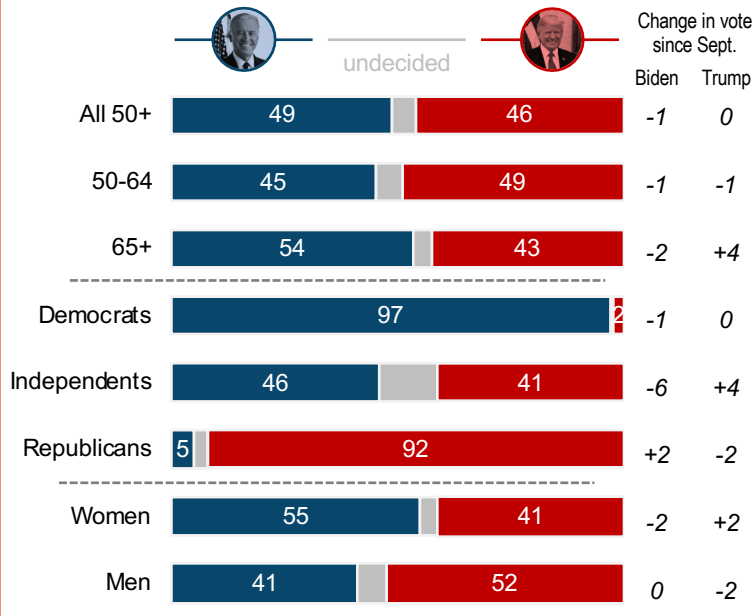
50+ Likely Voters in Wisconsin

Key Findings:

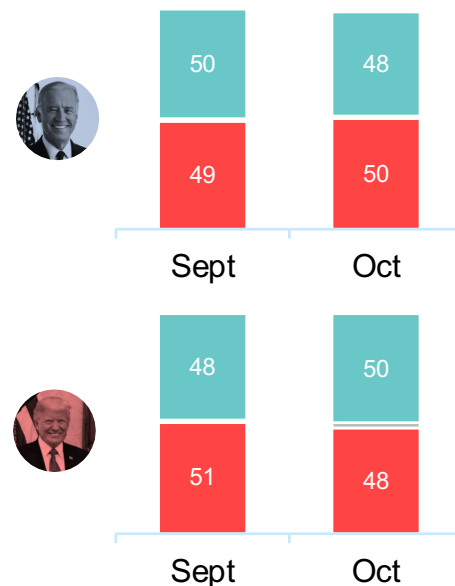
- **Voters 65+ are the key swing:** Even though the race has narrowed by a point since September, Vice President Biden has a 3-point lead over President Trump – driven by voters 65+ who support Biden by an 11-point margin.
- **Virus concerns increasing:** As Wisconsin battles rising case numbers, 65% of voters 50+ are worried about catching coronavirus – up 12% since September.
- 50+ voters trust Trump more on rebuilding the economy broadly, though trust Biden more on personal financial issues like making health care more affordable, strengthening Social Security and Medicare, and looking out for middle- and working-class people. They also trust Biden more on coronavirus.
- **Vote-by-mail gains steam:** More than half of Biden voters plan to vote by mail, now 19% of Trump voters plan to vote by mail, up 5% since September.

Wisconsin: The 50+ Voter and the Presidential Election

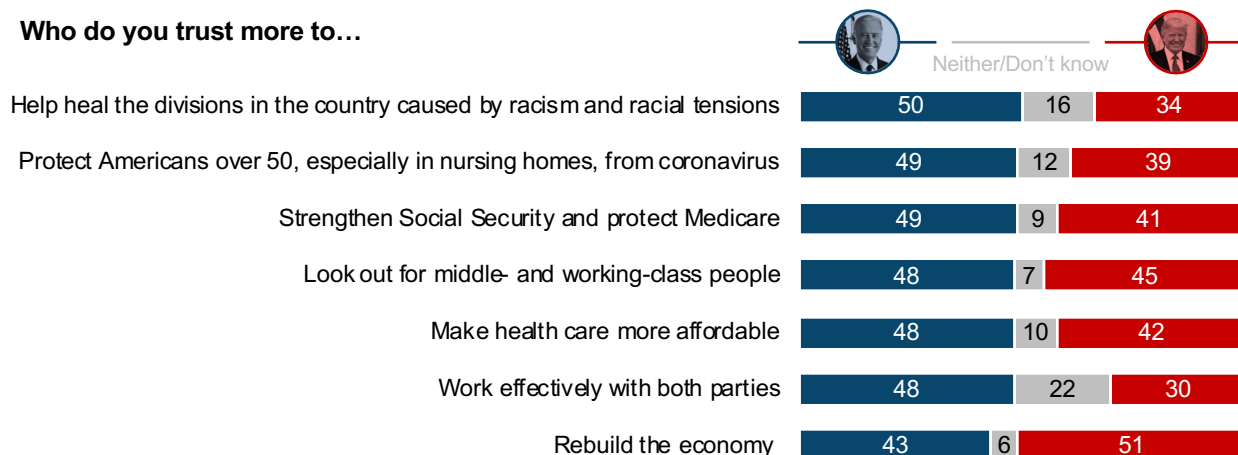
Now, if the election for President were held today...for whom would you vote?



Favorable or unfavorable view of...



Who do you trust more to...



PROTECT
50+
VOTERS

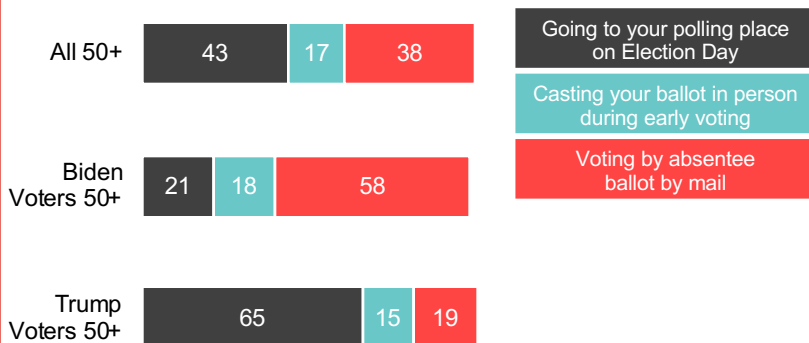
76% of Biden voters 50+ are **extremely motivated to vote for Biden** –
+1 from Sept.

95% of Biden voters 50+ are **worried about Trump winning the election** –
-1 from Sept.

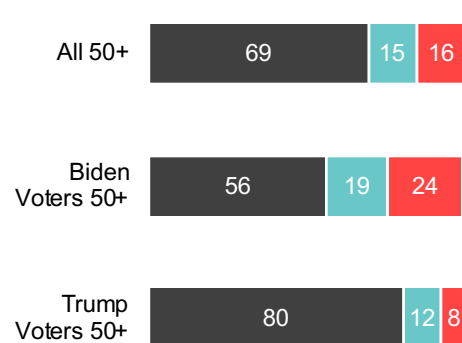
73% of Trump voters 50+ are **extremely motivated to vote for Trump** –
-7 points from Sept.

82% of Trump voters 50+ are **worried about Biden winning the election** –
+3 points from Sept.

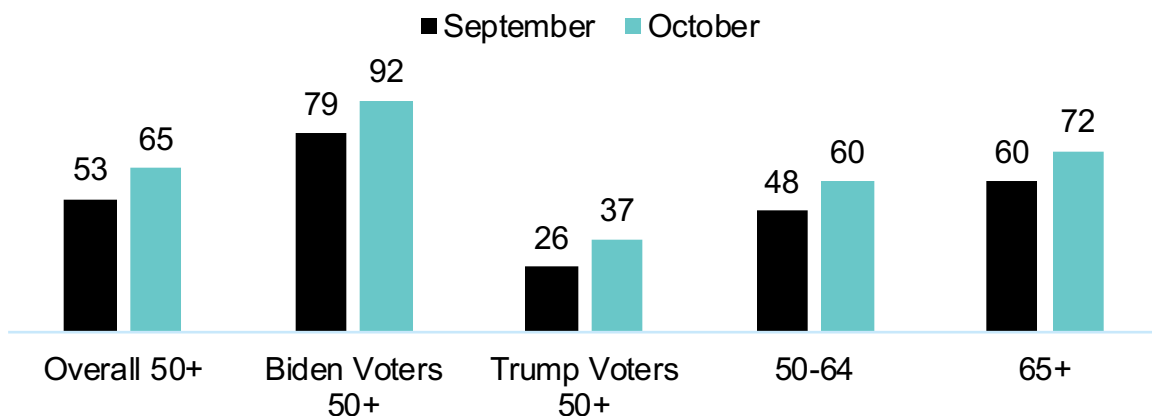
In this November's general election, do you intend to vote by...



In past elections, how do you typically vote?



How worried are you about getting coronavirus ?

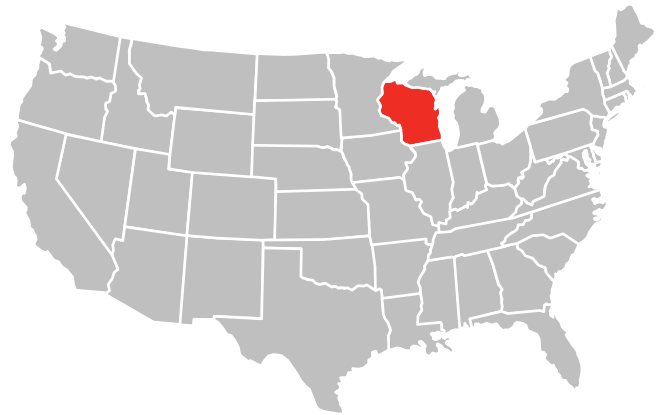


Methodology



Benenson Strategy Group conducted 658 interviews – by phone, using registered voter lists – with likely 2020 voters age 50+ in Wisconsin from October 1st to October 5th.

Data was weighed to ensure it was representative of the likely voting universe of 50+ voters.



The margin of sampling error for the entire data set is $\pm 3.82\%$ at the 95% confidence level.

Due to rounding, answer choices may not always add up to 100%.

Note: All reported data is among 50+ likely voters except when otherwise specified.

Partisan crosstabs in this report represent how people identify themselves.

For more information, contact Kate Bridges at kbridges@aarp.org