



OHIO VOTER SURVEY

July 2024 **FabrizioWard+** **IMPACT**
RESEARCH

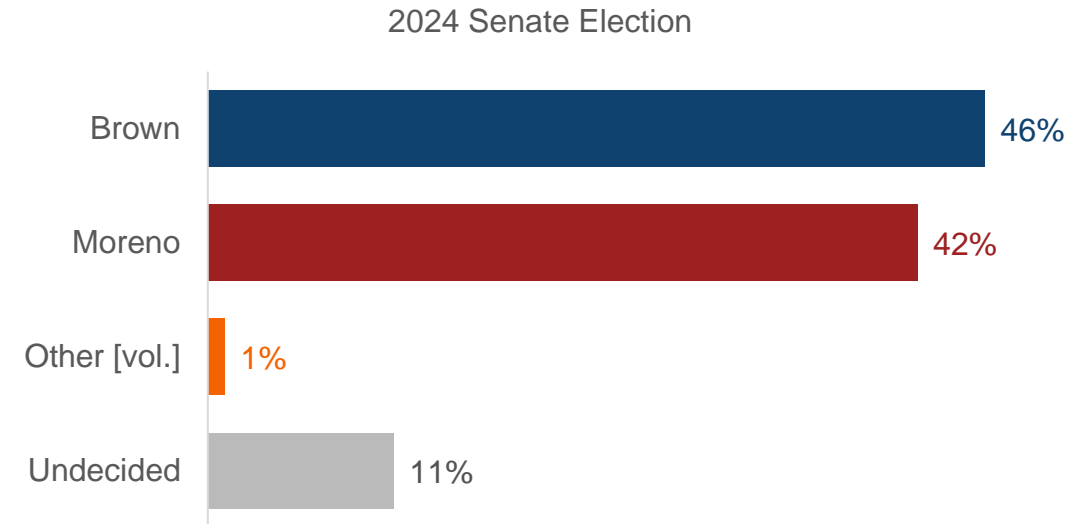


OHIO: BATTLEGROUND STATE

Senate contest

Sen. Sherrod Brown (D) holds a narrow 46% - 42% lead over Bernie Moreno (R) with 11% undecided. Among voters 50+, the race is very competitive with Moreno leading 47% - 45%, while Brown leads 47% - 36% among voters 18-49.

- Within the voters 50+ universe, Moreno is ahead by 5-points among 50-64 year olds, with seniors a near dead heat with Brown ahead 49% - 48%.
- Brown leads among Democrats by a 90-point margin and is also ahead among Independents by double-digits. Moreno is only up by 63-points with Republicans.
- There is a large gender gap overall, and a relatively smaller one among voters 50+, in both cases with Brown ahead among women and Moreno with men.
- Black voters 50+ favor Brown by 78-points, while white voters 50+ vote Moreno by 13-points.
- There is an educational attainment gap with the race very close among voters without 4-year college degrees, but Brown up 13-points among college+ voters.



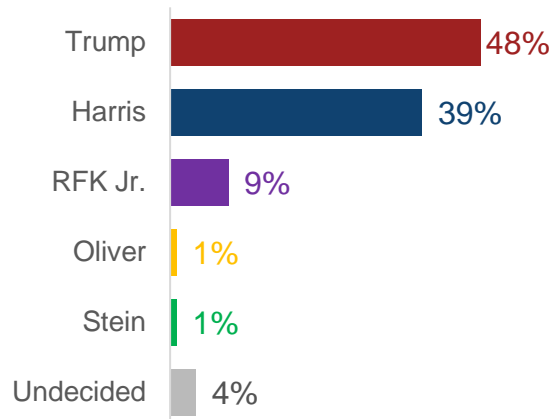
	All likely voters	Voters 18-49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Brown	+4	+11	-2	+11	+10	-5	+1	-63	+12	+90	+17	-12	+6	-12	-13	+78	-2	+13	+2	+40
Brown	46	47	45	44	49	42	49	14	46	92	50	41	49	41	40	86	42	53	46	55
Moreno	42	36	47	33	39	47	48	77	34	2	33	53	43	53	53	8	44	40	44	15
Other/Und	12	17	8	23	12	11	3	9	20	6	17	6	8	6	7	6	14	7	10	30

Presidential contest

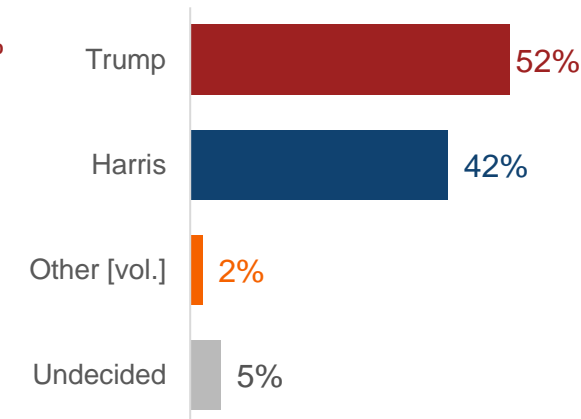
Former President Trump (R) leads VP Harris (D) 48% - 39% on the full ballot with 9% of voters picking RFK Jr. On the head-to-head ballot, Trump leads 52% - 42%.

- Voters 50+ drive Trump’s lead as he is ahead among them by 18-points, while the race is very competitive among voters under 50. Trump is up double-digits with both voters 50-64 and 65+, with a slightly larger lead among the 50-64 year old cohort.
- Harris has Democrats largely unified behind her, but Trump has a narrow edge with Independents, with Ohio’s Republican tilt delivering a comfortable lead for Trump.
- Men overall and 50+ back Trump by wide margins. Women overall narrowly favor Harris, but women 50+ pick Trump by a 10-point margin.
- There are major differences on vote by race and educational attainment as well.

2024 Presidential Election – Full Ballot



2024 Presidential Election – Head-to-Head Ballot



	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Trump (H2H)	+10	-	+18	-2	+2	+22	+15	+84	+4	-90	-3	+25	+10	+28	+31	-79	+22	-10	+21	+27
Net Trump (Full)	+9	-2	+18	-7	+2	+20	+15	+81	+2	-88	-4	+23	+10	+27	+29	-75	+20	-11	+21	+25
Trump (Full)	48	39	54	36	42	55	53	88	35	3	41	55	50	59	60	7	52	39	55	43
Harris (Full)	39	41	36	43	40	35	38	7	33	91	45	32	40	32	31	82	32	50	34	18
Other (Full)	10	16	6	19	12	6	6	4	24	3	9	10	7	5	6	5	12	8	7	25
Undecided (Full)	4	4	4	2	6	4	3	1	8	3	5	3	3	4	3	6	4	3	4	14

Comparison: Presidential vote to Senate vote

Senator Brown is significantly outperforming the top of the ticket as he is running a net of 13-points ahead of Harris, resulting in his current narrow lead.

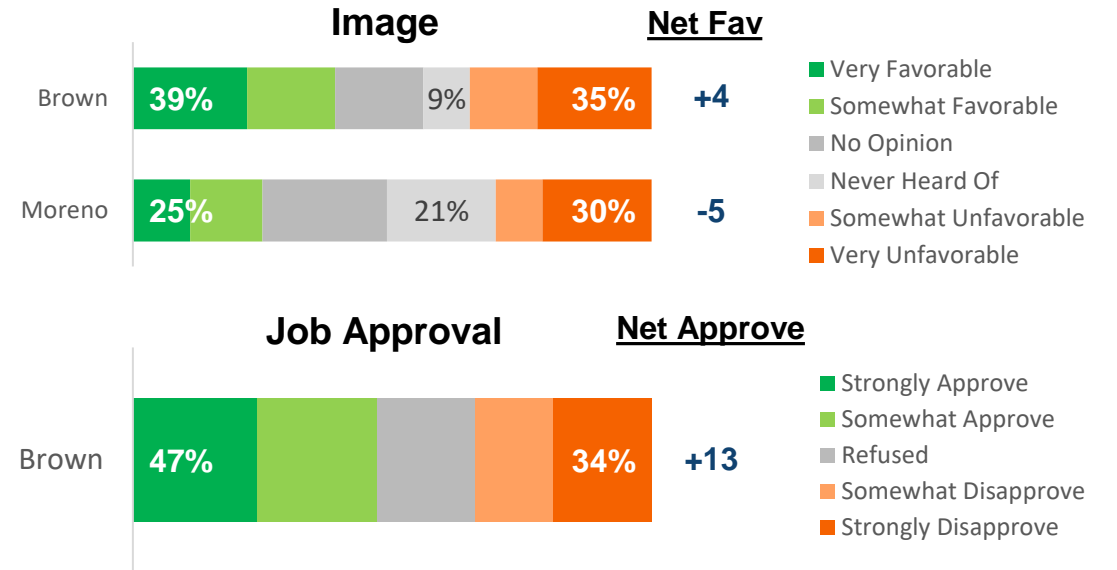
- Brown runs a net of 16-points stronger among voters 50+ than Harris, only trailing Moreno by 2-points. Voters 50+ are key ticket splitters in Ohio this election cycle.
- Brown wins 14% of Republicans, cutting into Moreno’s margin among GOP voters, in addition to holding a clear lead with Independents.
- Brown’s competitiveness with voters who do not have college degrees even as Trump wins them by 20-points over Harris is a major factor in his advantage over Moreno.

	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	<College	College+
Net Harris (Full)	-9	+2	-18	+7	-2	-20	-15	-81	-2	+88	-20	+11
Trump (Full)	48	39	54	36	42	55	53	88	35	3	52	39
Harris (Full)	39	41	36	43	40	35	38	7	33	91	32	50
Other/None (Full)	10	16	6	19	12	6	6	4	24	3	12	8
Undecided (Full)	4	4	4	2	6	4	3	1	8	3	4	3
Net Brown	+4	+11	-2	+11	+10	-5	+1	-63	+12	+90	-2	+13
Brown	46	47	45	44	49	42	49	14	46	92	42	53
Moreno	42	36	47	33	39	47	48	77	34	2	44	40
Other/Und	12	17	8	23	12	11	3	9	20	6	14	7
Difference (Net Brown – Net Harris)	+13	+9	+16	+4	+12	+15	+16	+18	+14	+2	+18	+2

Senate: Images and job approval

Sen. Brown's image is slightly positive at 39% favorable – 35% unfavorable, undefined to about a quarter of voters. His job approval is clearly better at 47% approve – 34% disapprove

- Voters 50+ are more likely to have an opinion of him, but his net favorable is similar between voters 18-49 and 50+.
- Bernie Moreno's image on the other hand is just 25% favorable – 30% unfavorable, undefined to nearly half of voters. His favorability rating is slightly better at 32/33 among voters 50+.
- Even among Republicans Moreno's image is just 44/17.
- Brown's job approval rating is stronger than his image with each major group.

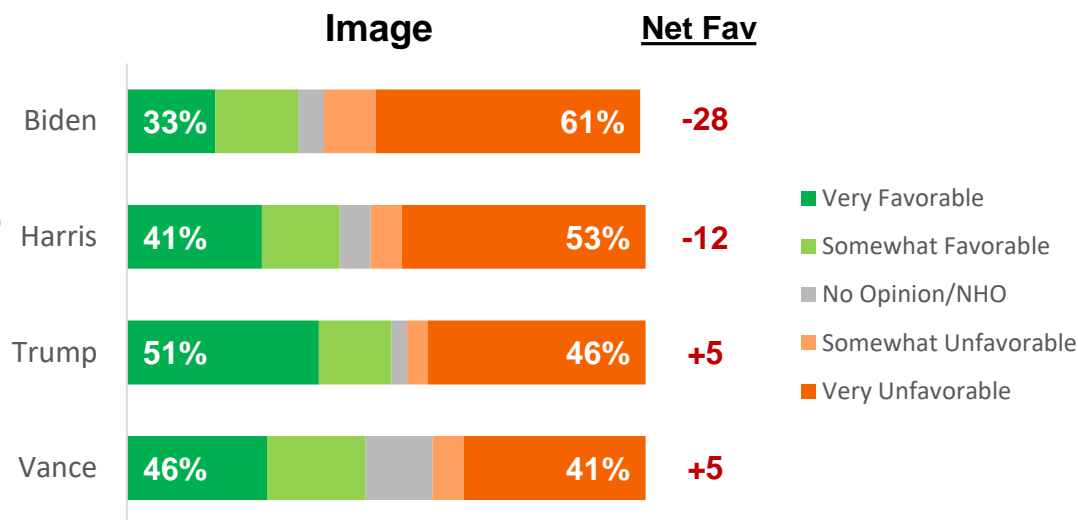


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Brown Net Fav	+4	+3	+4	+3	+3	+1	+8	-44	+13	+64	+11	-3	+10	-3	-3	+66	-1	+13	+6	+28
Favorable	39	33	44	27	38	40	48	16	41	71	39	40	45	42	40	76	35	47	44	52
Unfavorable	35	30	40	24	35	39	40	60	28	7	28	43	35	45	43	10	36	34	38	24
Moreno Net Fav	-5	-10	-1	-16	-6	-3	+2	+27	-10	-45	-9	-	-1	-	+3	-35	-1	-11	-6	-20
Favorable	25	16	32	9	21	28	37	44	20	4	20	30	30	35	34	12	26	24	28	18
Unfavorable	30	26	33	25	27	31	35	17	30	49	29	30	31	35	31	47	27	35	34	38
Brown net approve	+13	+13	+13	+12	+14	+9	+18	-37	+21	+77	+21	+5	+21	+5	+7	+70	+10	+19	+14	+38

President: Images

Donald Trump and JD Vance both have net +5 favorable ratings among Ohio voters, with Trump more defined. Biden and Harris are both underwater, though Biden is viewed substantially more negatively than Harris is.

- Among voters 50+, Trump and Vance are both at +15 net fav, better than their overall, while Harris is at -18, dragging down her overall rating.
- Harris’s image is a net 16-points better than Biden’s. Groups that contribute in an outsized fashion to that difference include voters 18-34, Independents, Democrats, and women. While some of these groups still view Harris more unfavorably than not, she’s faring better than Biden.
- For the most part, Trump and Vance’s net favorable ratings are similar by group, although Vance is rated somewhat worse among 18–34-year-olds, and his image is a bit less polarized at this point than Trump’s is.

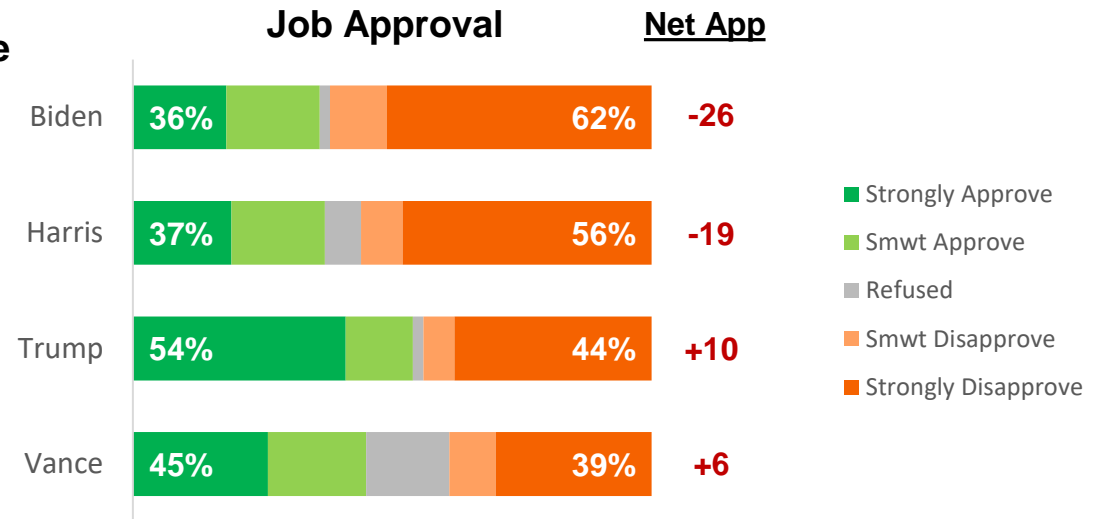


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Biden net favorable	-28	-29	-27	-33	-25	-33	-21	-87	-33	+64	-19	-38	-19	-37	-38	+65	-37	-13	-24	-46
Harris net favorable	-12	-4	-18	-	-7	-19	-17	-82	-9	+87	+4	-29	-9	-28	-30	+78	-24	+9	-18	-29
Trump net favorable	+5	-8	+15	-9	-7	+16	+14	+79	-10	-86	-7	+18	+8	+23	+26	-72	+17	-16	+15	+13
Vance net favorable	+5	-9	+15	-16	-3	+17	+14	+68	-4	-77	-5	+15	+7	+26	+25	-61	+15	-15	+14	+15

President: Job approvals

Trump’s recalled job approval is at net +10 approve, 5-points better than his image. Conversely, Harris’s approval is net -19, 7-points worse than her image. Biden and Vance’s job approvals are both similar to their images.

- The gap between Biden and Harris’s approval is driven by the same groups as their image differences with Harris being relatively stronger with younger voters, Independents, Democrats, and women.
- With the exception of Black voters 50+, Trump’s recalled job approval outpaces his image with each group.
- Vance’s job approval as Senator is in positive territory thanks to a net +16 rating with voters 50+.



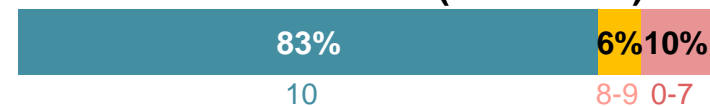
	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Biden net approve	-26	-27	-25	-34	-21	-33	-17	-85	-30	+64	-20	-33	-19	-33	-36	+66	-37	-7	-26	-40
Harris net approve	-19	-15	-22	-14	-15	-28	-16	-84	-20	+77	-7	-32	-14	-32	-34	+71	-30	-	-20	-32
Trump net approve	+10	-5	+21	-7	-3	+21	+20	+84	-2	-85	-4	+25	+10	+32	+32	-73	+19	-6	+22	+30
Vance net approve	+6	-7	+16	-13	-2	+16	+16	+67	-4	-73	-4	+16	+10	+22	+25	-62	+13	-9	+15	+14

Political environment

83% of voters rate themselves a 10-of-10 on vote motivation for this November. Among voters 50+, 89% are a 10-of-10. Voters under 50 are less motivated, especially those 18-34. Republicans are somewhat more motivated than Democrats, with both parties more motivated than Indies.

- About three quarters think the country is headed off in the wrong direction vs. just 23% who say right direction.
- Gov. Mike DeWine is the most popular politician tested in the survey at 52% favorable – 35% unfavorable. His image is especially strong among seniors, who give him a +44 favorable rating.
- Republicans have a 9-point advantage over Democrats on the generic Congressional ballot in Ohio. Among voters 50+, the GOP lead is 18-points.

Motivation to Vote (0-10 Scale)



Mood of the Country



Mike DeWine Image



Congressional Generic Ballot



	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Motivation: 10	83	76	89	69	81	88	91	91	72	85	83	83	88	90	90	87	82	86	88	75
% Right Direction	23	19	26	15	23	23	30	6	21	50	24	22	28	24	23	54	20	29	23	15
DeWine Net Favorable	+17	+3	+27	-15	+20	+12	+44	+40	+13	-13	+11	+23	+25	+30	+31	+7	+19	+12	+28	+35
Cong Gen: Net GOP	+9	-1	+18	-7	+4	+19	+18	+85	+2	-90	-4	+25	+9	+29	+30	-77	+18	-5	+17	+26



ISSUES DRIVING THE ELECTION

Most important issues (1st + 2nd choice) determining Age 50+ vote

- 3-in-5 voters 50+ rate a personal economic issue (inflation, economy, Social Security) as a top issue in determining their vote this November. Trump is up by 37-points among voters 50+ focused on economic issues, while Moreno is only up by 20-points.
- The top single issue is immigration, with 39% choosing it. While Republicans are highest on immigration, it is also the top issue for most 50+ demographic groups.
- Democratic voters 50+ rate abortion and threats to democracy higher than most other voters.
- Black voters 50+ are also very focused on Social Security when deciding their vote this November

Q27. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November. Q28. And which of the remaining issues would be next most important to you personally in deciding your vote this November?

	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care - givers 50+	Swing Voters 50+	Net Trump – Harris 50+	Net Brown – Moreno 50+	
Personal economic Issues (Inflation, economy/jobs, Social Security) 61%	59	63	64	57	69	58	48	62	58	64	54	61	64	+37	-20	
Immigration and border security	22% 17% 39%	36	43	37	41	58	38	6	42	6	42	33	40	36	+83	-62
Inflation and rising prices	15% 15% 30%	31	29	36	24	40	28	15	32	20	31	29	28	31	+61	-42
The economy and jobs	14% 9% 23%	19	27	27	19	28	21	15	23	18	22	24	21	24	+49	-33
Threats to democracy	11% 6% 17%	17	17	20	14	8	16	35	15	32	16	20	16	11	-66	+64
Abortion and reproductive rights	9% 7% 16%	22	10	18	14	6	15	36	15	27	13	23	14	11	-68	+72
Social Security	8% 8% 16%	18	14	12	21	10	16	27	15	30	20	9	20	20	-22	+39
Taxes, government spending and debt	4% 7% 11%	7	15	12	9	14	11	4	10	6	8	15	9	15	--	--
Gun control/gun rights	3% 6% 9%	10	8	8	10	5	6	18	8	17	9	9	9	6	--	--
Law & order and crime	2% 6% 8%	8	9	7	10	12	5	4	9	7	7	10	9	10	--	--
Health care	3% 4% 7%	8	6	6	8	3	9	13	6	14	8	6	7	10	--	--
Foreign policy and military defense	2% 5% 7%	6	9	8	7	8	10	4	8	3	7	7	9	6	--	--
Medicare	3% 4% 7%	9	5	3	11	3	7	13	7	11	8	4	7	9	--	--
The environment and climate change	2% 3% 5%	5	4	4	5	1	7	9	4	5	4	6	4	3	--	--

■ First ■ Second □ Combined

Key issues for voters 50+

- Issues that are key to voters 50+ will be very important to large majorities of them in making up their mind on who to vote for this November, led by Social Security, Medicare, and policies to help seniors live independently at home as they age.
- Trump leads with each of these groups by double digits, but Brown has a slight advantage among voters calling those top three issues very important, showing both candidates the importance of speaking to concerns of voters 50+ in their campaign.

Q30-35. Please tell me how important 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.		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+	Net Trump – Harris 50+	Net Brown – Moreno 50+
Social Security		86	74	79	82	79	75	88	80	89	85	71	85	78	89	+12	+4
Medicare		83	64	68	82	74	68	83	73	86	79	65	82	72	84	+11	+5
Policies to help seniors live independently at home as they age		76	63	67	73	69	64	78	68	86	75	61	77	68	79	+12	+4
Cost of prescription drugs		76	58	70	65	66	63	74	66	81	72	58	73	66	71	+12	+6
Cost of utilities		71	60	73	58	69	64	63	63	79	71	57	69	67	68	+28	-10
Cost of housing		68	56	73	51	62	61	65	60	80	66	56	65	65	66	+22	-5

■ Extremely Important ■ Very Important □ Combined

Protecting voters 50+ — Federal issues

- Candidates who prioritize protecting Social Security and supporting family caregivers could see significant upside with large majorities of voters 50+ across party lines and other major demographic groups.

Q39-43: Thinking about issues that could be addressed in Washington, for each of the following statements, please tell me if you would be more likely or less likely to vote for a candidate that advocated this position. If it would have no impact on your vote, just say so.

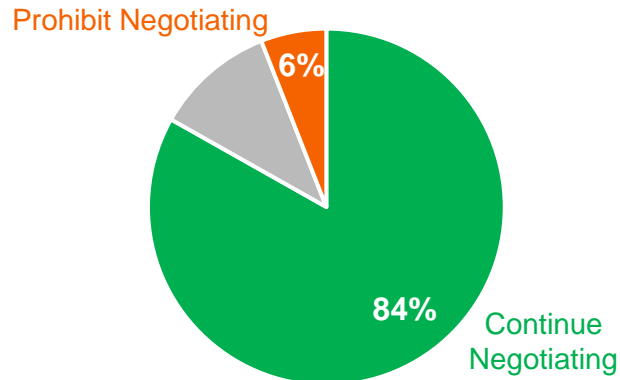
	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+				
Making sure workers get the Social Security they paid into and earned through a lifetime of hard work	75% 19%			94%	95	93	94	94	94	93	96	95	94	95	92	93	91	95
Protecting Social Security from cuts that would be used to reduce the nation's debt	61% 16%			77%	77	77	85	70	76	74	83	78	81	78	76	75	75	80
Provide support for family caregivers who are helping their loved ones live independently in their homes	40% 37%			77%	80	73	77	77	74	68	90	75	89	80	71	85	74	77
Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary.	41% 31%			72%	76	68	71	74	67	66	88	70	89	75	67	81	68	74
Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member	37% 32%			69%	73	64	72	65	61	67	85	67	86	69	68	81	63	68

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

Medicare negotiation & Personal financial situation worry

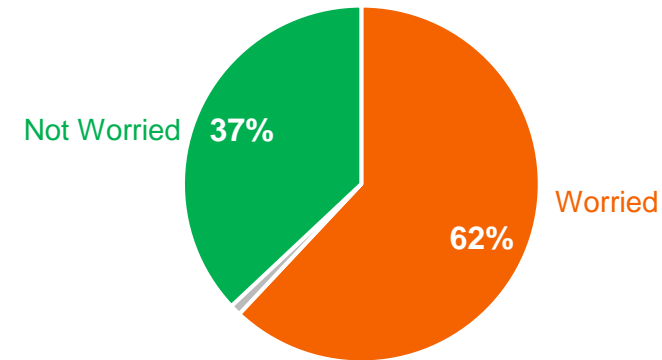
- 84% of voters 50+ prefer a member of Congress who supports Medicare continuing negotiations on prescription drugs over one who wants to go back to prohibiting negotiation. This preference is extremely high regardless of what partisan affiliation is.
- 62% are worried about their personal financial situation, higher among those 50-64, Republicans, those without college degrees, and family caregivers.

MoC: Medicare Negotiation



Q50. A new law allows Medicare to start negotiating with drug companies for lower prices. Some in Congress want Medicare to continue negotiating for lower prices. Others in Congress want to repeal the law, prohibiting Medicare from negotiating for lower prices at all. Which member of Congress do you support?

Personal Financial Situation



Q33. How worried are you about your personal financial situation?

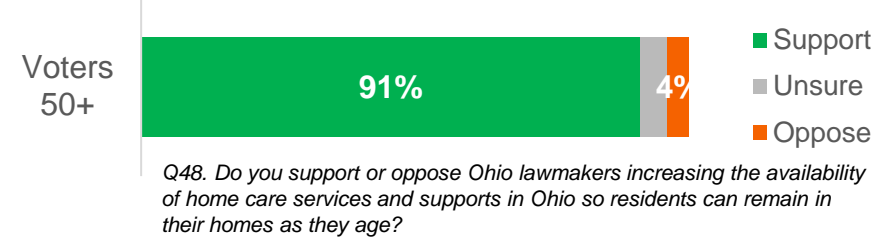
Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Caregivers 50+	Swing Voters 50+
% Support Member who wants to continue negotiation	84	84	83	79	89	80	84	90	83	88	85	82	84	81
% Worried about Personal Financial Situation	62	65	59	70	54	72	56	51	63	53	67	53	67	60

Protecting voters 50+ — State issues

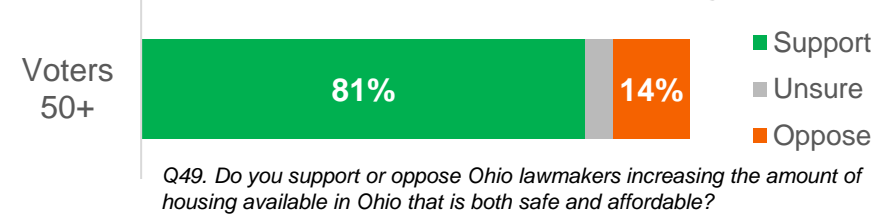
9-in-10 voters 50+ support increasing home care services and supports in Ohio so residents can remain in their homes as they age.

- This issue is extremely popular across party lines.
- 4-in-5 support lawmakers increasing the amount of affordable/safe housing in Ohio. Again, there is broad support for this across the 50+ electorate.

Increase Home Care Services/Age in Homes



Increase Safe/Affordable Housing



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Caregivers 50+	Swing Voters 50+
% Support – Increase Home Care Services/Age in Homes	91	93	88	89	92	92	84	95	91	94	92	89	96	87
% Support – Increase Safe/Affordable Housing	81	85	76	82	80	73	81	94	79	91	80	81	85	78

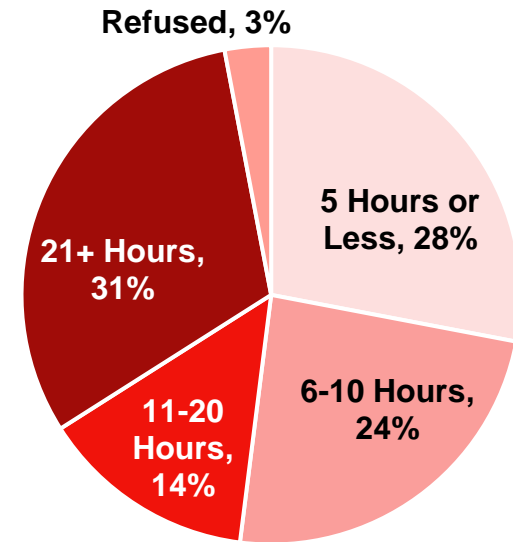
Family caregivers matter

- 30% of Ohio voters 50+ are family caregivers, making up 17% of Ohio voters overall.
- Black voters 50+ are especially likely to be caregivers, at 39%.

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?**



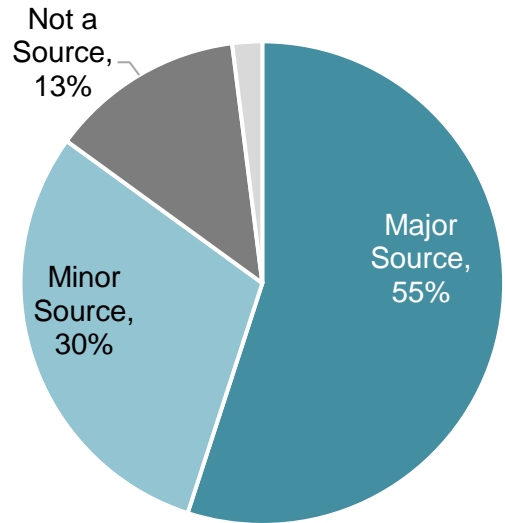
Time Spent Caregiving Weekly:
(Among Caregivers 50+)



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Family caregiver	30	32	28	29	31	30	31	28	28	39	31	28	34

Importance of Social Security

- Most Ohio voters 50+ say Social Security is or will be a major source of income for their household.
- Voters without college degrees are even more likely to see Social Security as a major source of income, as are Swing Voters 50+.



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+	<Coll 50+	Coll + 50+	Swing Voters 50+
Social Security major source	55	58	51	45	65	57	49	56	56	51	61	41	59

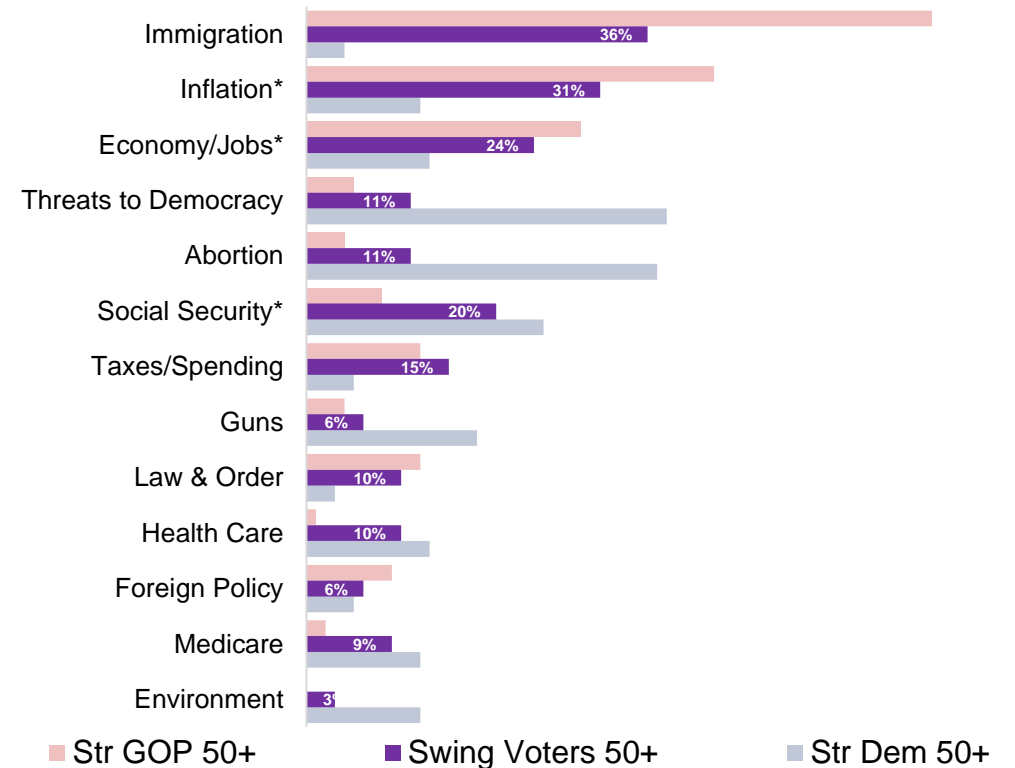
Swing Voters 50+

- Swing voters 50+ make up 24% of voters 50+ and 14% of voters overall. They are more likely to be Independent and not have a college degree compared to voters 50+ as a whole.
- 64% choose a personal economic issue in their top pair; their top issues are not too different from voters 50+ overall, though they are less focused on threats to democracy & abortion.

	Straight GOP 50+ n350 (44%)	Swing Voters 50+ n195 (24%)	Straight Dem 50+ n255 (32%)
GOP	81	40	5
Independent	18	50	22
Dem	1	10	73
Conservative	76	38	11
Moderate	19	38	40
Liberal	3	12	44
White	93	82	71
Black	1	7	24
Female	49	54	60
Male	51	46	40
50-64	50	57	50
65+	50	43	50
<College	67	73	57
College+	32	26	42
Urban	22	22	33
Suburban	45	45	47
Rural	30	29	17
Caregiver	28	34	29

Most Important Issues (1st + 2nd Choice)

*Personal Economic: Straight GOP: 71%, **Swing Voters: 64%**, Straight Dem: 44%



Ohio voters 18+

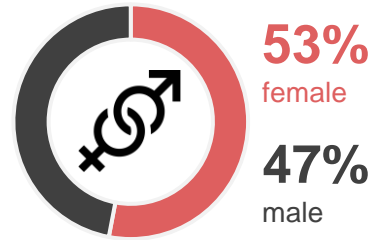


AARP commissioned the bipartisan polling team of [Fabrizio Ward](#) (R) & [Impact Research](#) (D) to conduct a survey of voters in Ohio. The firms interviewed 1,384 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 464 likely voters age 50 and older, and an additional oversample of 320 Black likely voters age 50 and older. The survey was done between July 23-28, 2024. The interviews were conducted via live interviewer on landline (25%) and cellphone (35%), as well as SMS-to-web (40%). The sample was randomly drawn from the Ohio voter list. The margin of sampling error at the 95% confidence level 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 $\pm 4.9\%$.

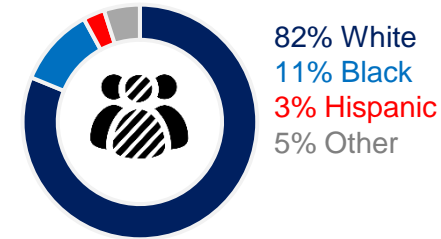
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. **Media inquiries** Ohio media contact Andrew Johnson at andjohnson@aarp.org; national media contact media@aarp.org.

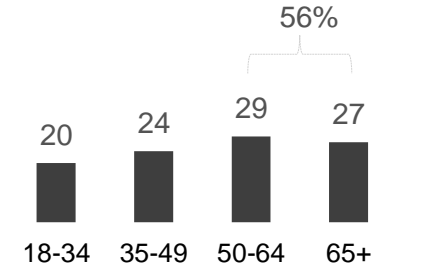
GENDER



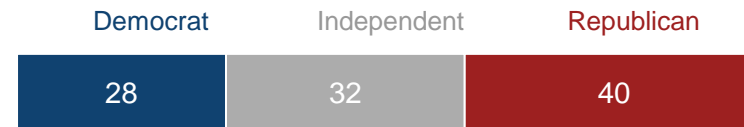
RACE



AGE



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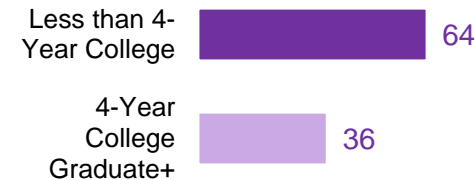
EMPLOYMENT



LIVING IN...



EDUCATION



Ohio voters 50+

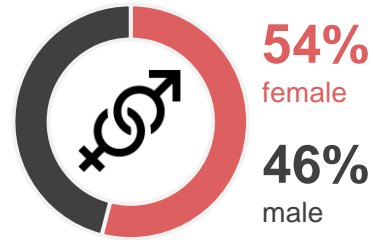


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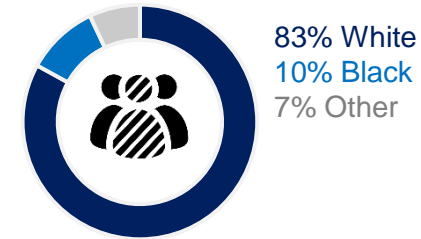
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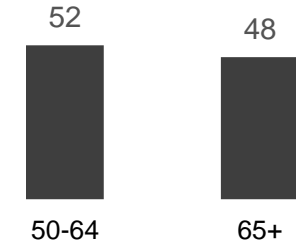
GENDER



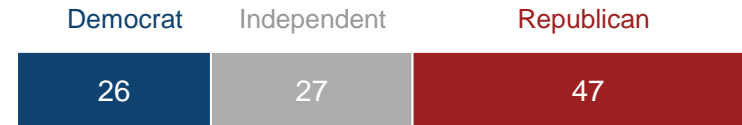
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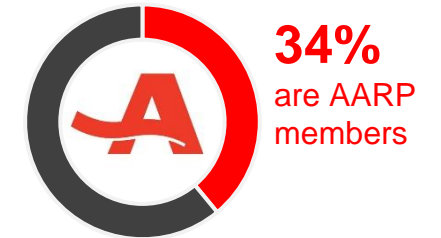
AGE



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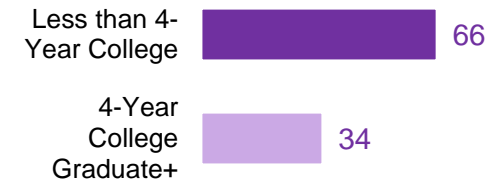
AARP



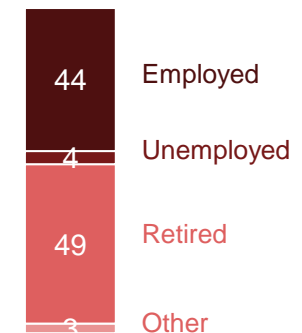
LIVING IN...



EDUCATION



EMPLOYMENT





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For questions about this study, please contact:
Kate Bridges at kbridges@aarp.org

This research was designed and executed by AARP Research