

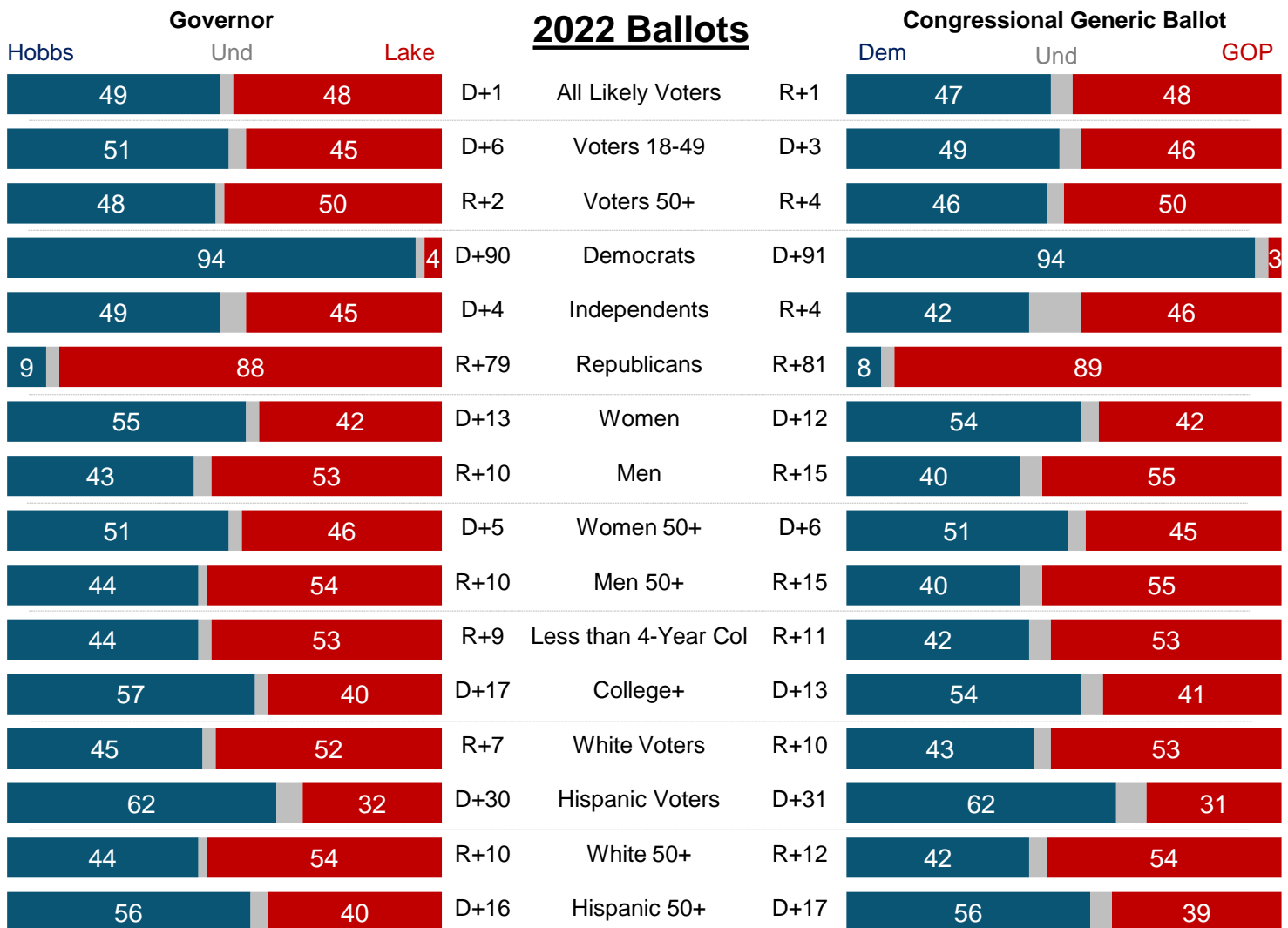
Governor: The open seat governor’s race in Arizona is extremely close with Secretary of State Katie Hobbs (D) at 49% and Kari Lake (R) at 48% and just 3% undecided. Among Arizona voters 50+, who are likely to make up about 3-in-5 voters this November, the race is also extraordinarily competitive with Lake ahead 50% - 48%.

Hobbs has Democrats more united behind her than Lake has Republicans, and she also has a narrow 4-point edge with Independents. There’s a considerable gender gap, with Hobbs ahead by 13-points among women voters, but Lake up by 10 among men. On education, Hobbs’ 17-point lead among voters with college degrees is almost cancelled out by Lake’s 9-point lead among voters with less than 4-year college. Hobbs is up by 30-points among Hispanic voters overall and 16-points among Hispanic voters 50+, while Lake has narrower leads among white voters.

Hobbs’s image is in positive territory at 46% favorable - 42% unfavorable, while Lake’s is underwater at 43% - 53%.

Congress: The congressional generic ballot in Arizona shows an evenly divided state with 48% of Arizona voters preferring a generic Republican while 47% prefer a generic Democrat. The generic Republican’s edge among voters 50+ grows to 4-points, still very competitive.

Independents, who tilt toward Hobbs and Kelly on the governor and Senate ballots, narrowly favor a generic Republican in the race for Congress. Voting differences on gender, education, and race/ethnicity in the governor’s contest are also apparent on the congressional generic ballot.

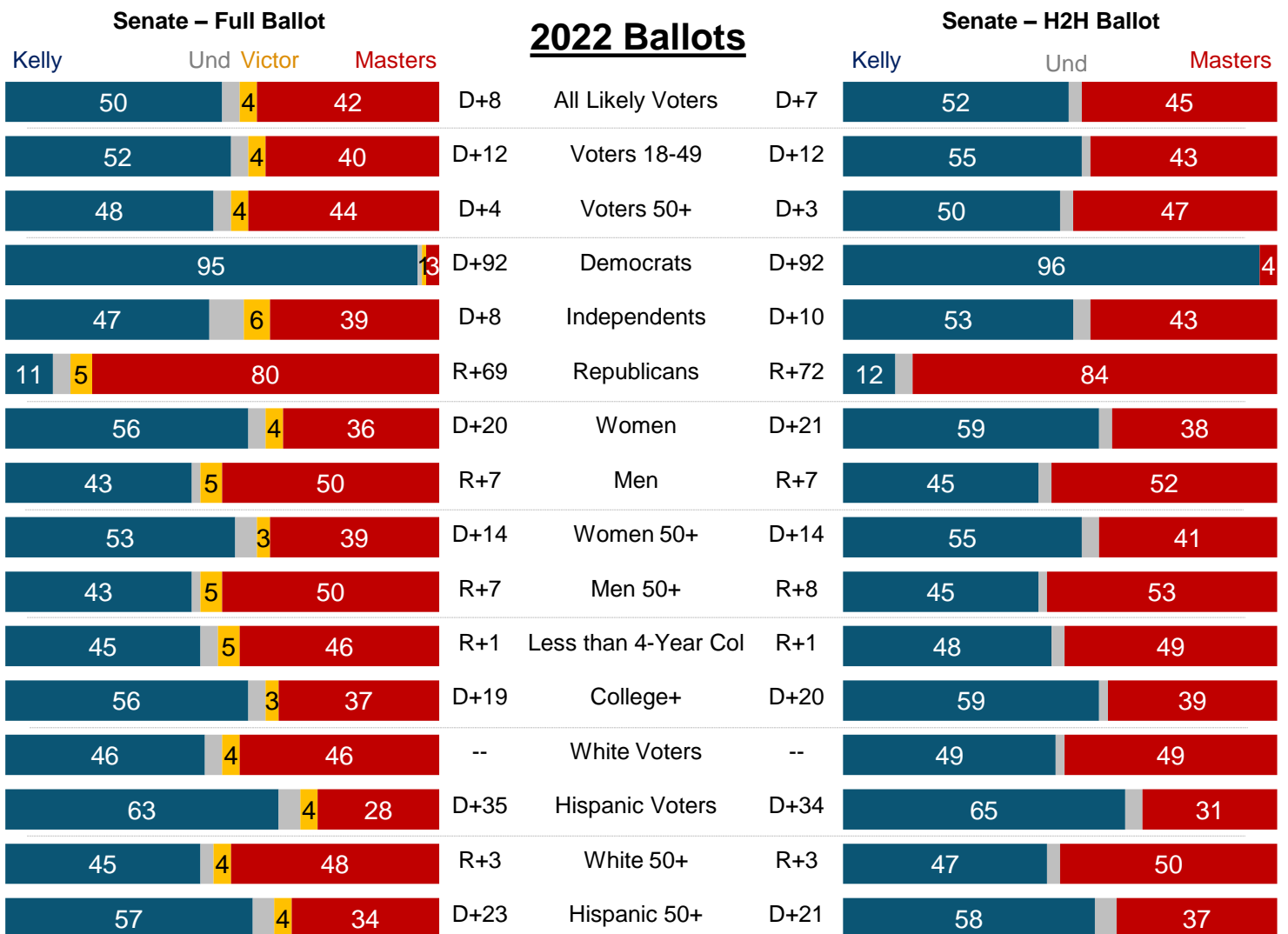


Senate: Senator Mark Kelly (D) leads Blake Masters (R) 50% - 42% with Marc Victor (Libertarian) getting 4% of the vote and 4% of voters undecided. In a head-to-head match-up, Kelly's lead is similar at 52% - 45%. Among voters 50+, Kelly holds a narrower 48% - 44% lead on the full ballot and 50% - 47% in the head-to-head.

In the full ballot, Democrats in Arizona are almost fully united behind Kelly (95% - 3%), while Masters only leads among Republicans by an 80% - 11% margin. Coupled with Kelly's 8-point advantage among Independents, this results in his statewide lead.

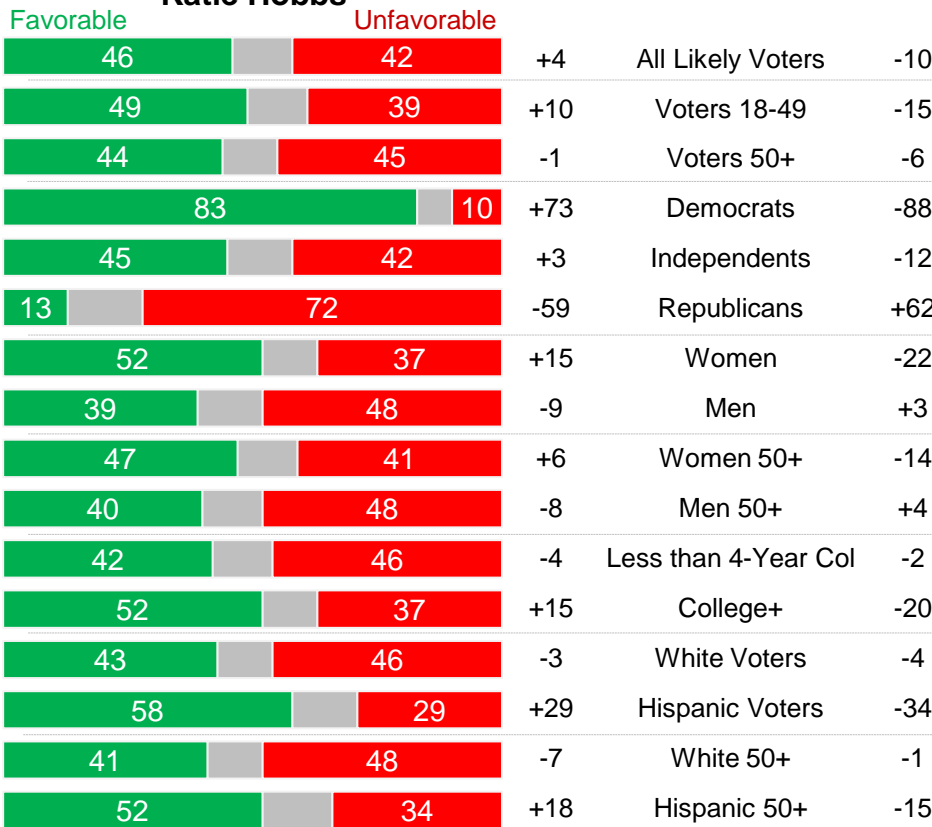
Women voters overall and those 50+ in Arizona back Kelly by double-digits, while Masters is up by 7% among both groups of men. Kelly holds Masters to a draw among white voters and those without college degrees, while leading among college graduates and Hispanics by significant margins.

Kelly is almost completely defined on his image and is seen favorably by a 50% - 46% margin. Masters, on the underhand, sits at 37% - 54% for his image.

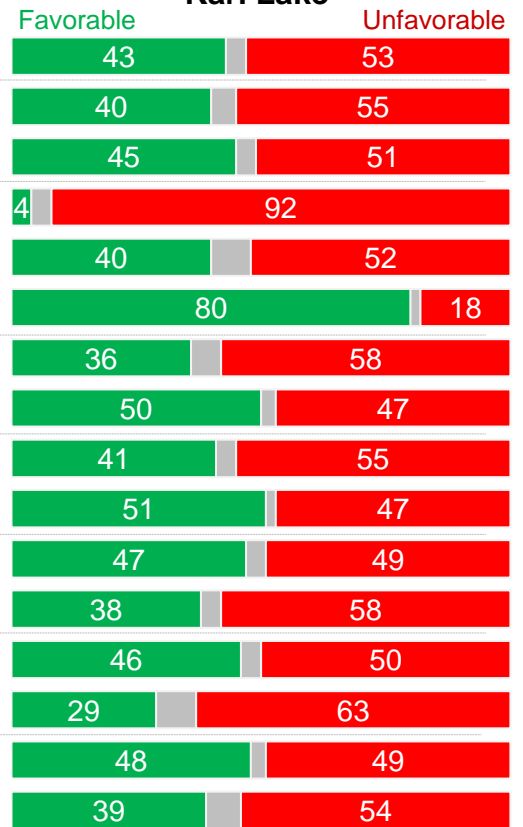


Candidate Images

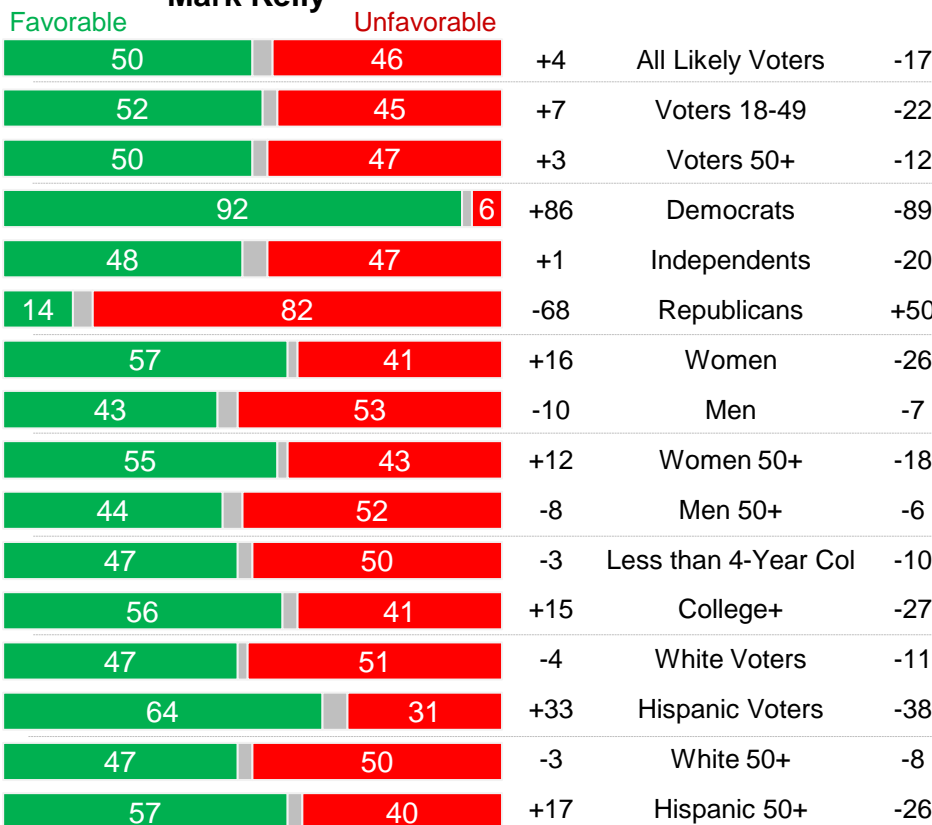
Katie Hobbs



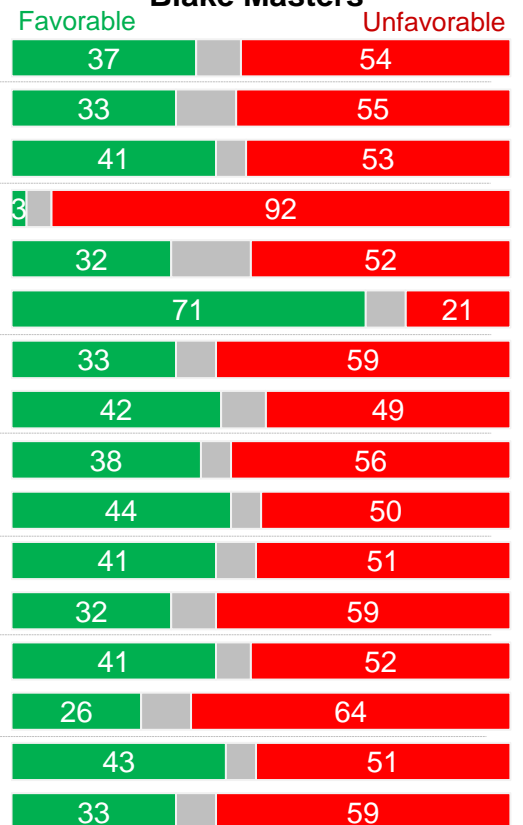
Kari Lake



Mark Kelly



Blake Masters



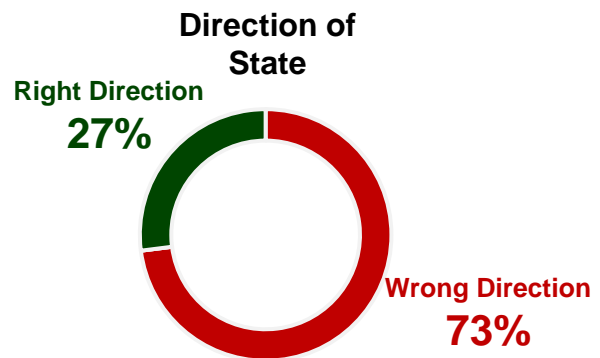
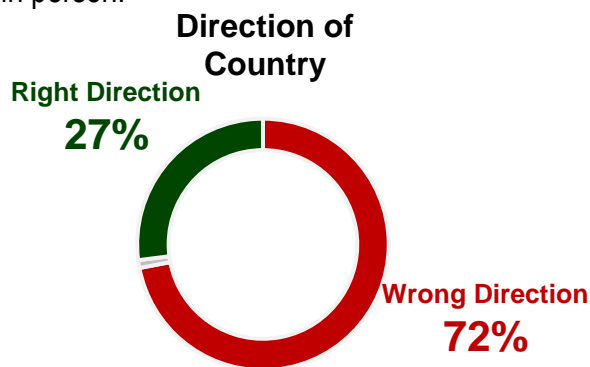
Political Environment: Arizona voters are quite pessimistic about both the direction of the country and of the state. Just 27% say right direction on both questions. 62% of voters are worried about their personal financial situation – with similar shares of voters 18-49 and 50+ concerned.

A very high 88% of voters rate themselves as a 10 out of 10 on vote motivation this November, led by voters 50+ at 91% who are extremely motivated.

President Biden’s job approval is negative at 45% approve - 55% disapprove. Former President Trump’s recalled job approval is split even at 50% - 50%. Senator Kyrsten Sinema (D)’s image is 37% favorable – 54% unfavorable. Her ratings are remarkably similar across party and demographic lines with slight majorities of almost every group viewing her unfavorably.

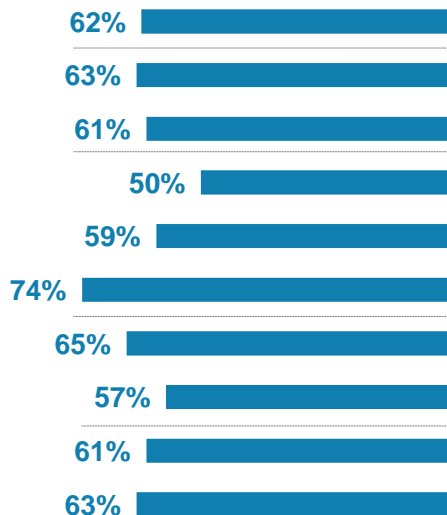
In the race for Senate, Arizona voters 50+ have a variety of top issues to decide their vote led by immigration (16%), inflation (14%), abortion (12%), Social Security/Medicare (10%), and taxes/spending (10%). When paired head-to-head, voters 50+ say inflation is more important to their Senate vote than the court overturning Roe by a 58% - 40% margin.

The governor’s race shows immigration (26%) as the standout top issue, followed more distantly by abortion (13%) and inflation (12%). 64% of voters 50+ plan to vote by mail, with 24% planning to vote on Election Day in person and 7% to vote early in person.



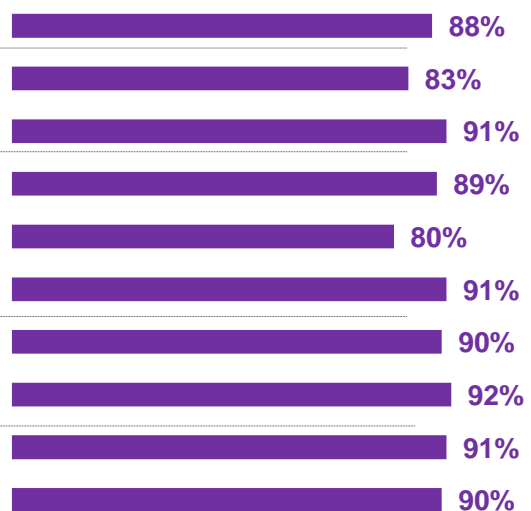
How worried are you about your personal financial situation?

% Very/Somewhat Worried

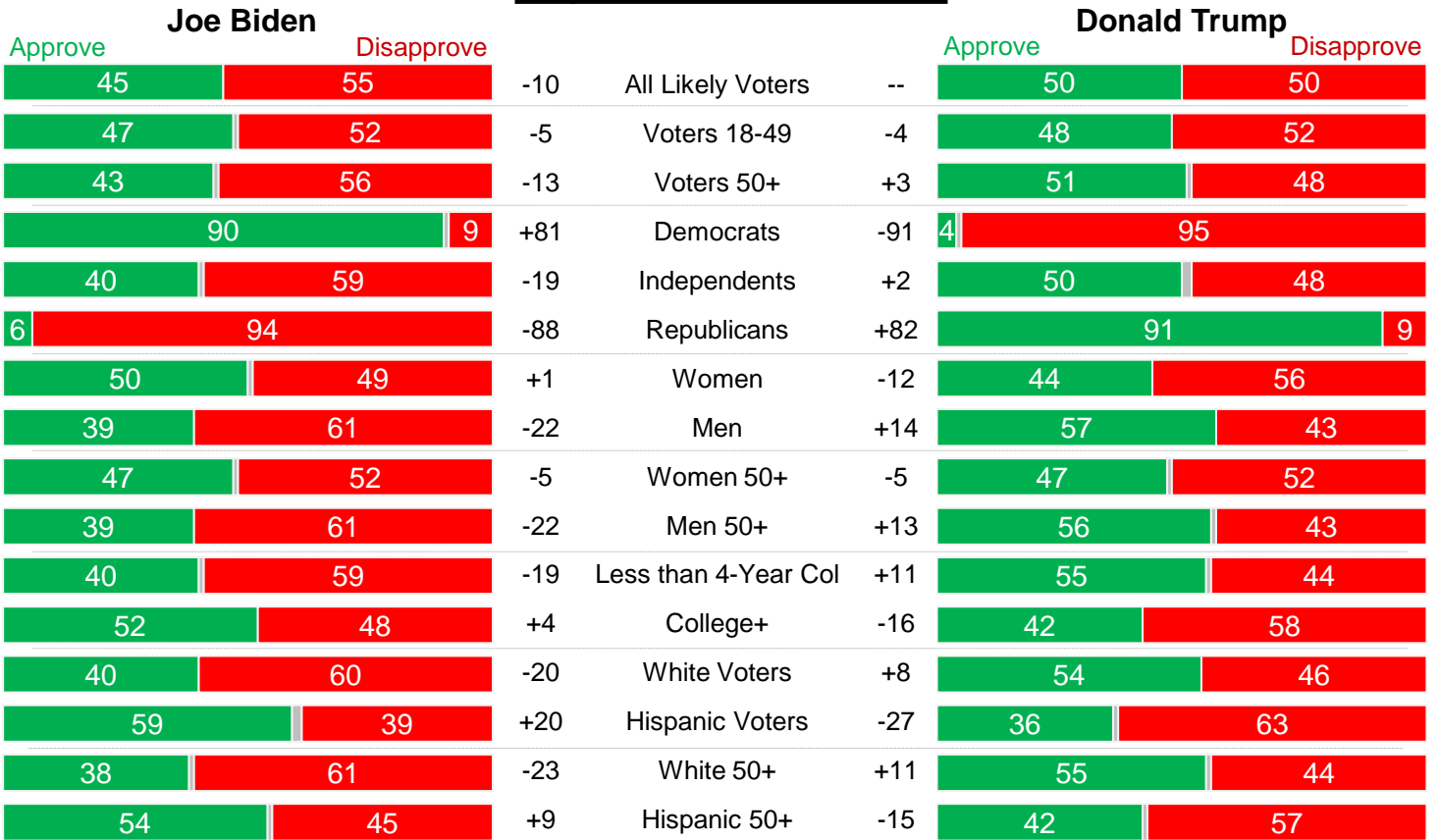


How motivated to vote are you in the 2022 general election for Governor, U.S. Senate and Congress?

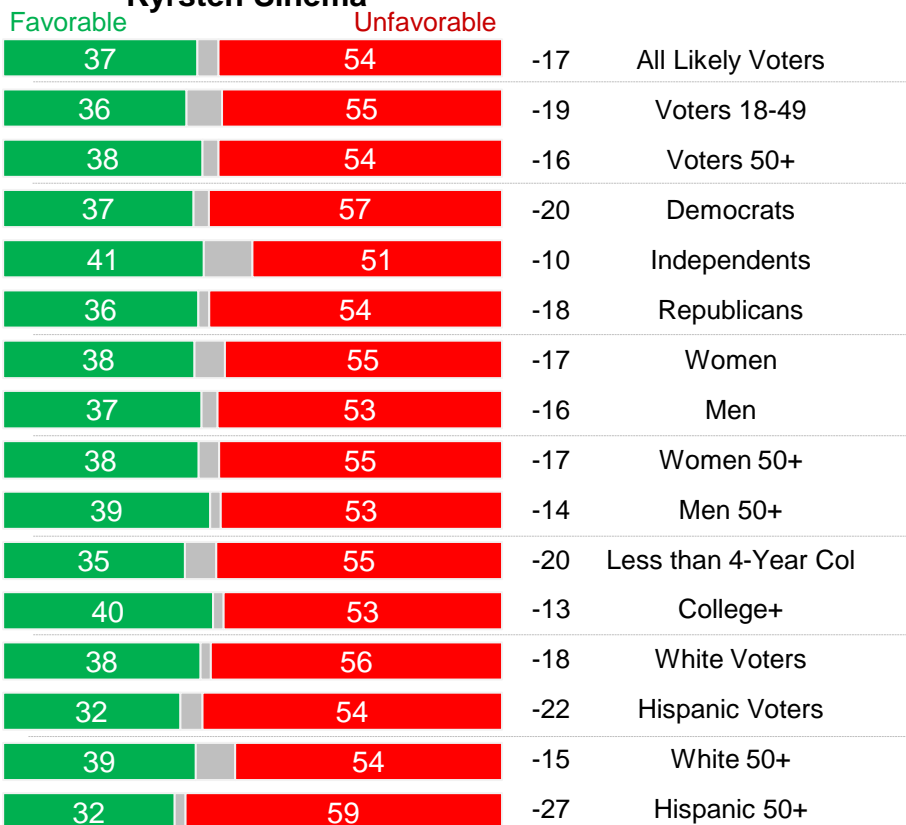
% - 10 - Extremely Motivated



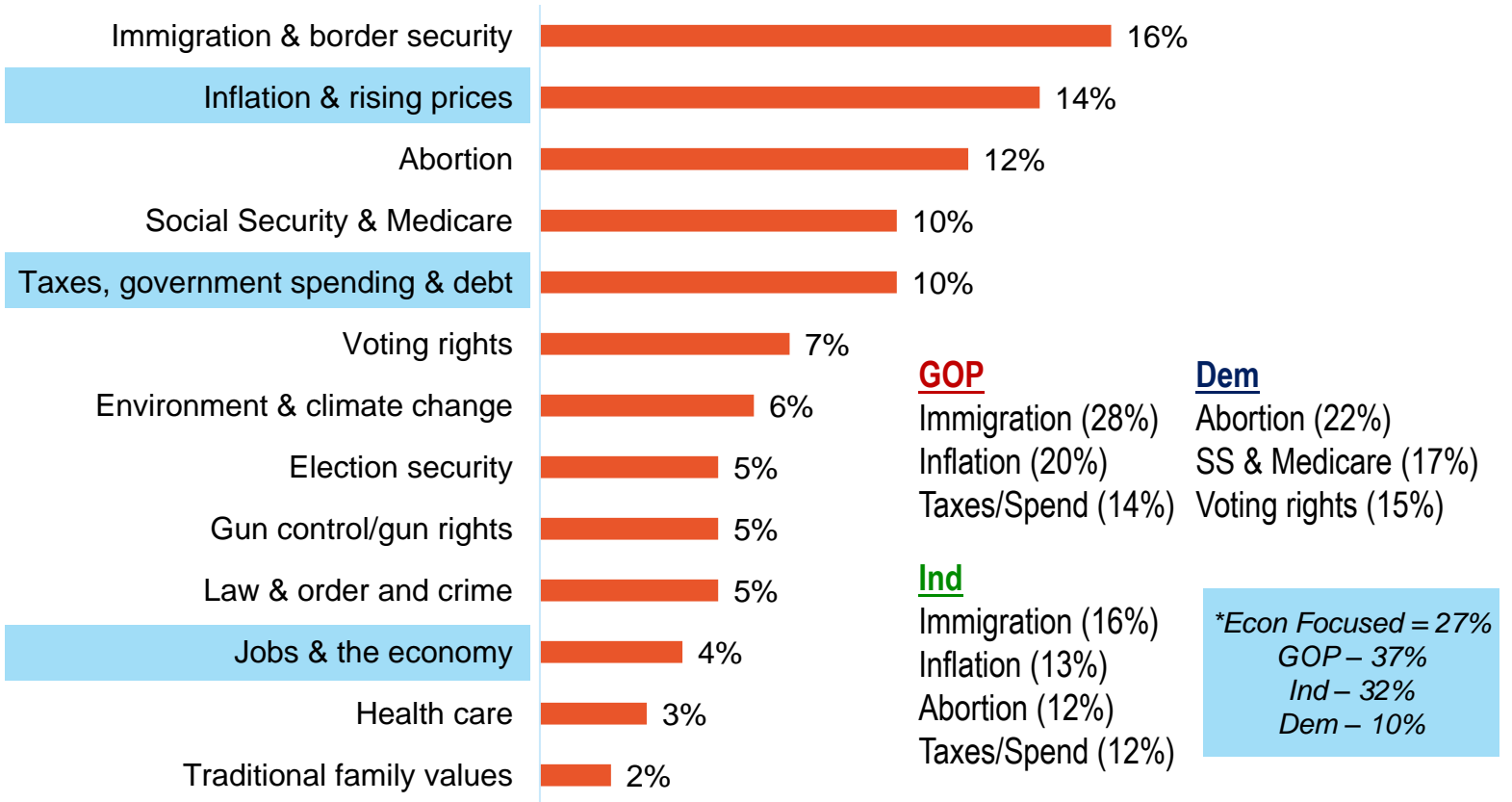
Key Politician Metrics



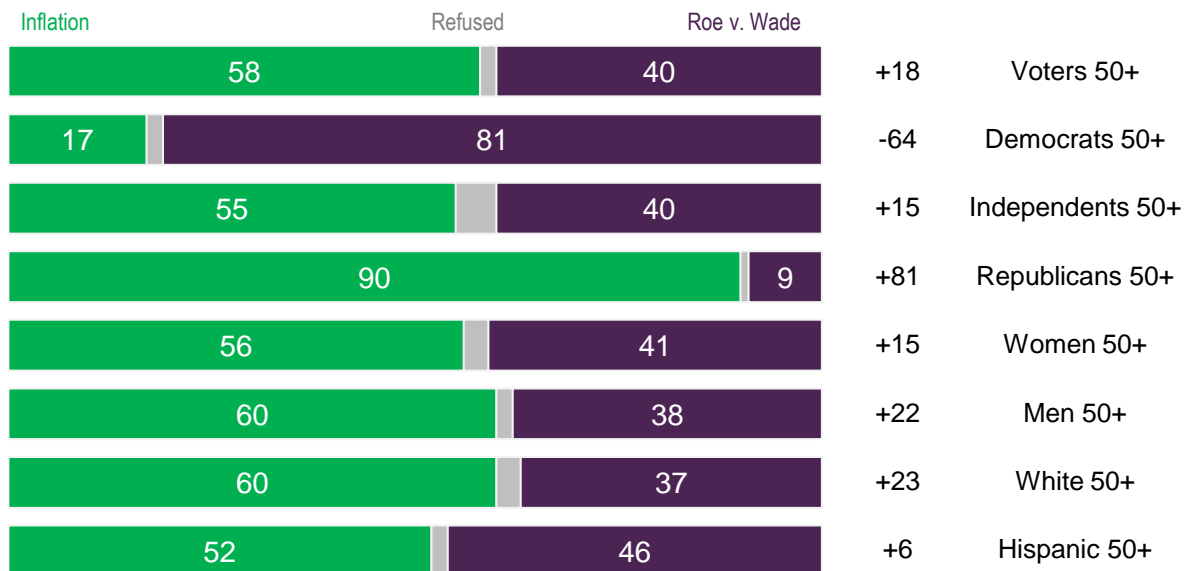
Kyrsten Sinema



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



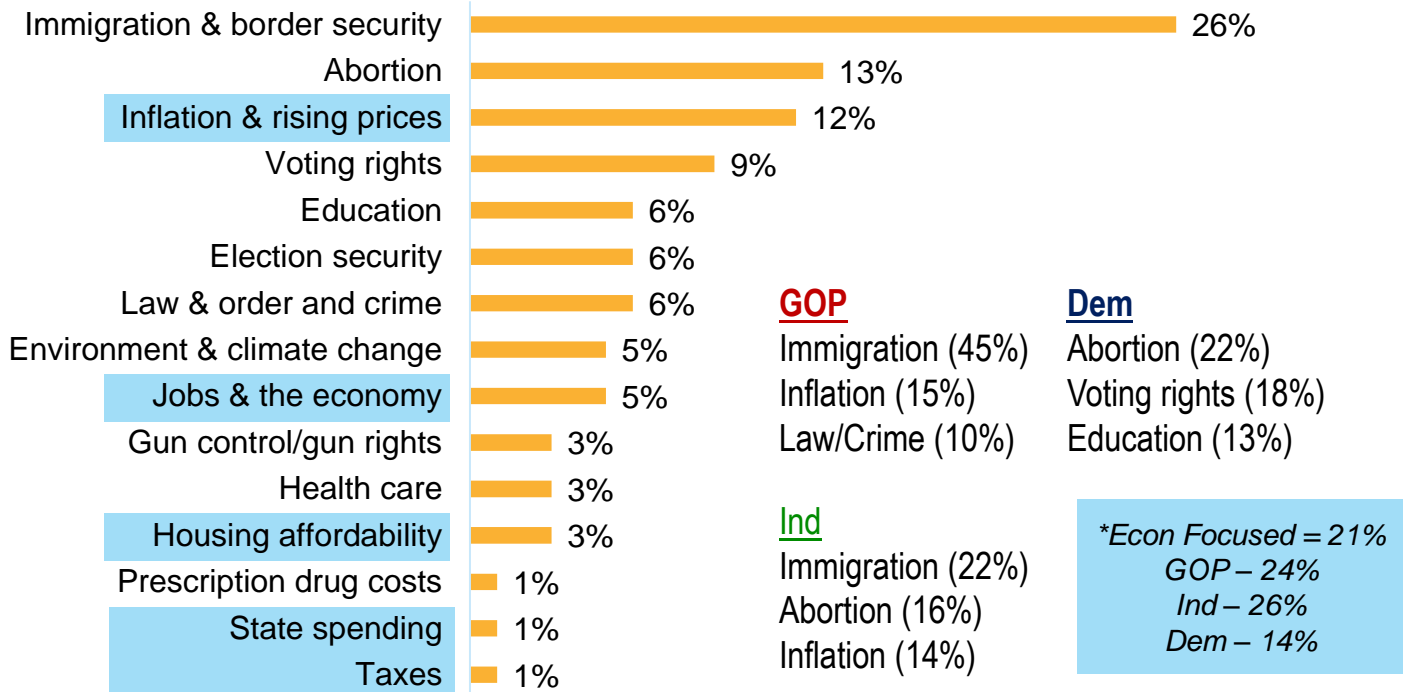
Q: Now more specifically, which of the following is personally more important to you in deciding your vote for Senate? Inflation and rising prices or the Supreme Court overturning Roe v. Wade



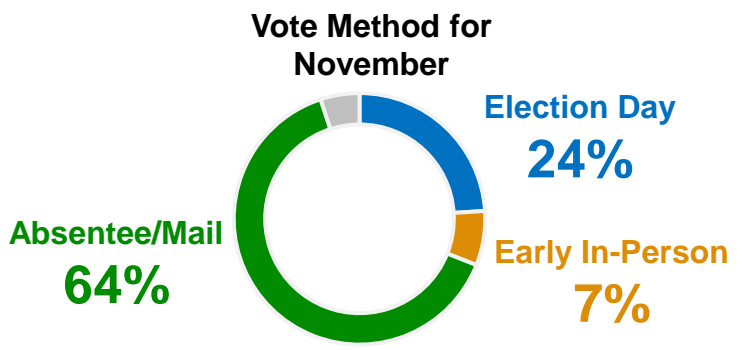
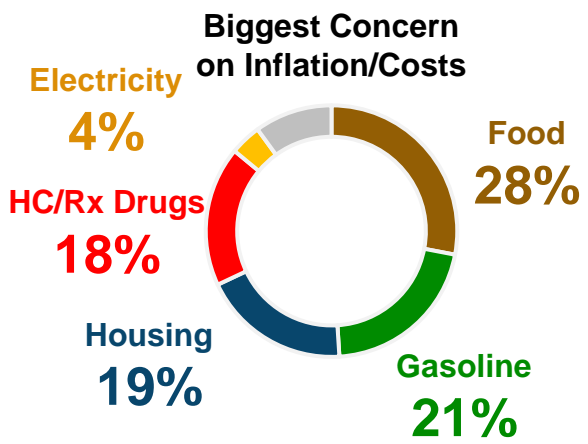
All data on slide is among Voters 50+



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



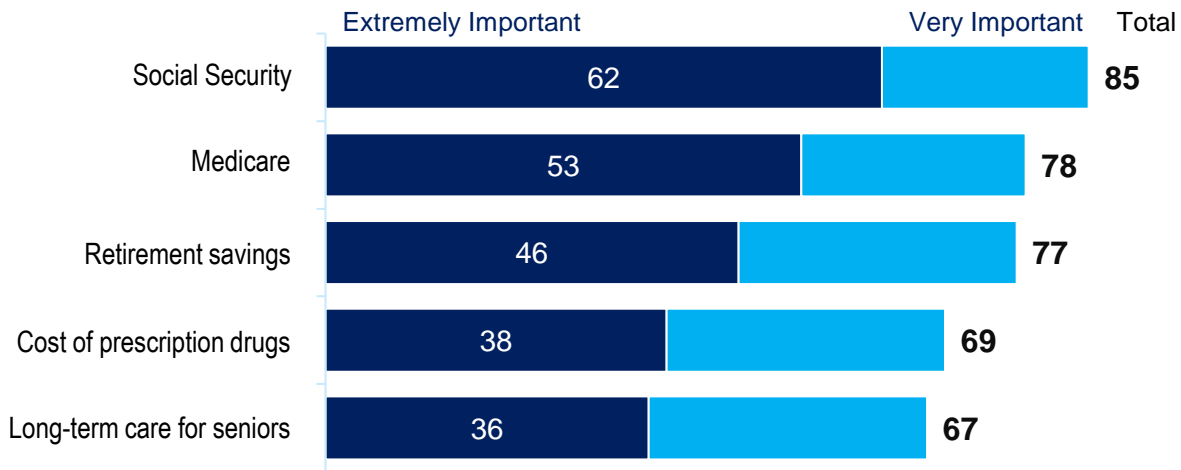
Q: Would you say that things in Arizona are going in the right direction or would you say that they are going in the wrong direction?



All data on slide is among Voters 50+

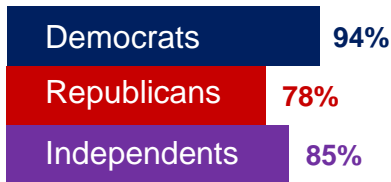
Key Issues: Arizona voters 50+ say several issues impacting seniors will be extremely or very important to their vote this November. Social Security leads the way, followed closely by Medicare and retirement savings. The cost of prescription drugs and long-term care for seniors are also very important to majorities, and the importance of these issues resonates across the partisan spectrum.

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.

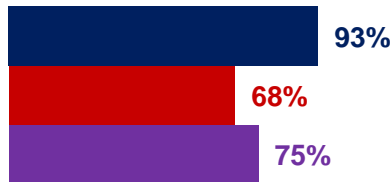


% Extremely/Very Important on Vote

Importance of Social Security



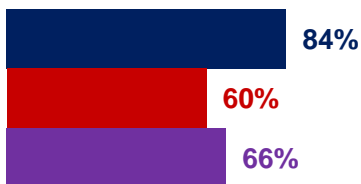
Importance of Medicare



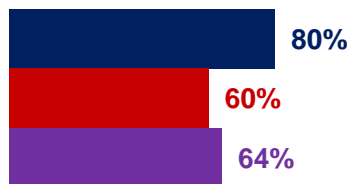
Importance of Retirement savings



Importance of Cost of Rx Drugs



Importance of Long-term Care for Seniors



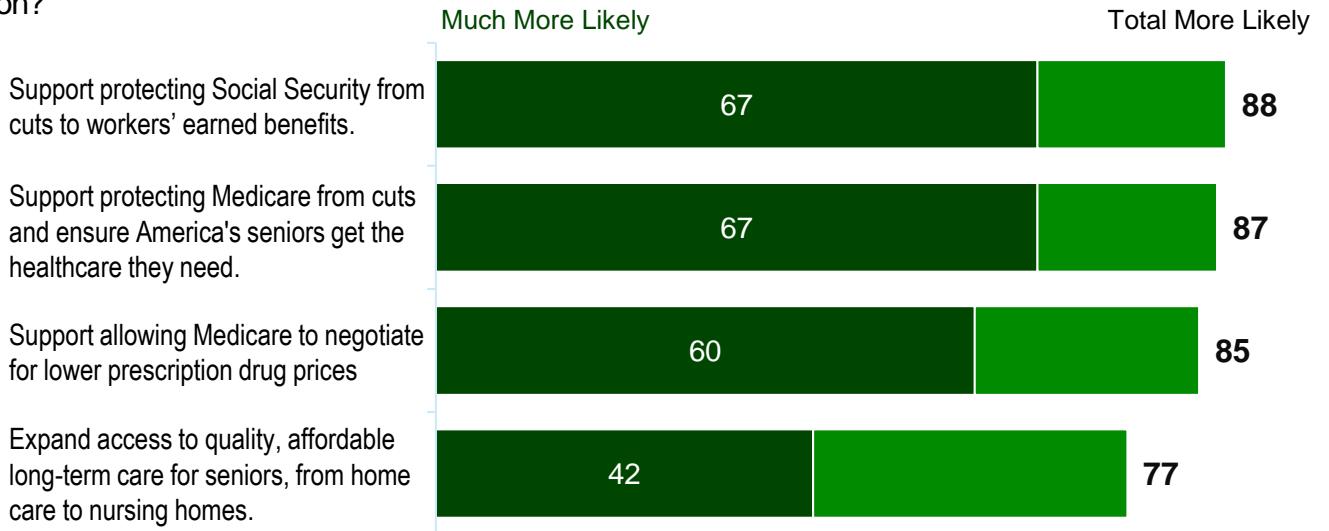
All data on slide is among Voters 50+



Key Issues: Huge majorities of Arizona 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.

Not only are these issues seen as very important to majorities of voters 50+, they are heavily supported by Democrats, Republicans, and Independents.

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



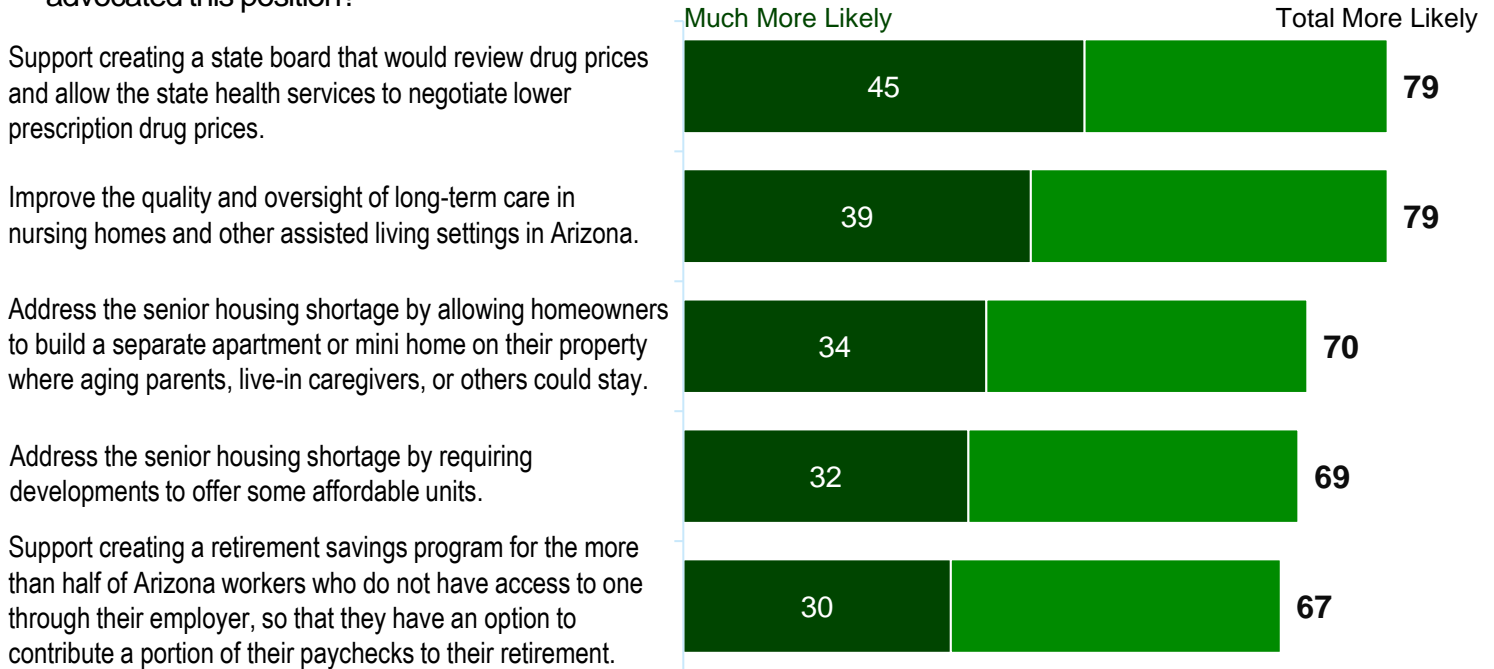
All data on slide is among Voters 50+



Key Issues: There are several issues focused on protecting voters 50+ that could boost a candidate for governor in Arizona this year. Creating a state board that would review drug prices and improving the quality/oversight of long-term care in Arizona are the most popular, but significant majorities also are positively impacted by addressing the senior housing shortage and creating a retirement savings program.

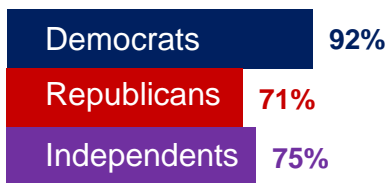
Democrats are the most enthusiastic, but majorities of Independents and Republicans react positively to each proposal.

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



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

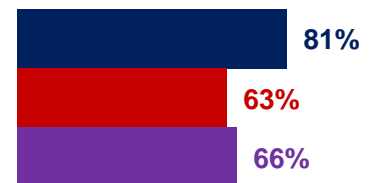
Negotiate Lower Rx Prices



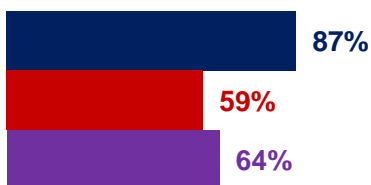
Quality of LTC



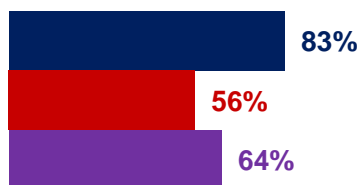
Housing shortage: Separate unit



Housing shortage: Affordable units



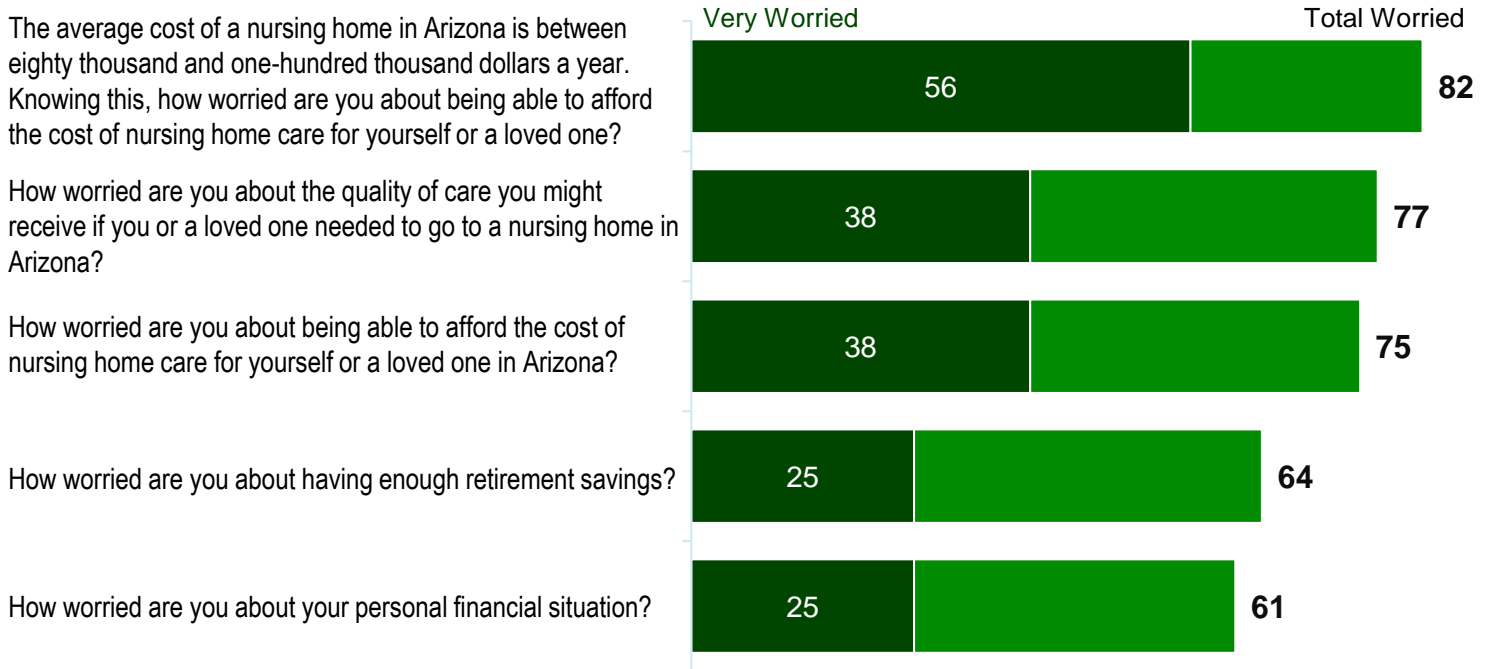
Retirement savings program



All data on slide is among Voters 50+

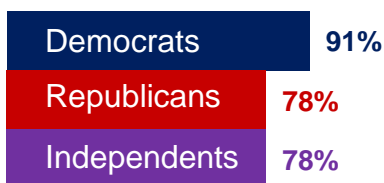


Key Worries: Arizona voters 50+ are worried about a series of financial and quality of life issues that impact older voters, with many of their concerns surpassing overall financial worries. The top worry involves the cost of nursing home care for themselves or a loved one when they learn how much the average cost, but large majorities are worried even before hearing the price tag. Likewise, there are significant worries about the quality of care they will receive and their retirement savings.



% Worried by Party

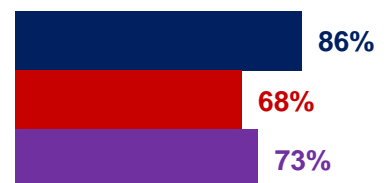
Cost of AZ Nursing Home - Informed



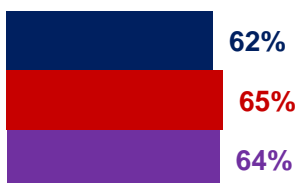
Quality of Nursing Home Care



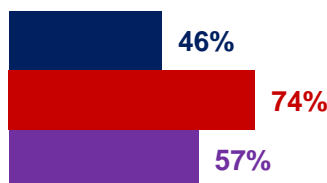
Cost of AZ Nursing Home



Retirement Savings



Personal Financial Situation

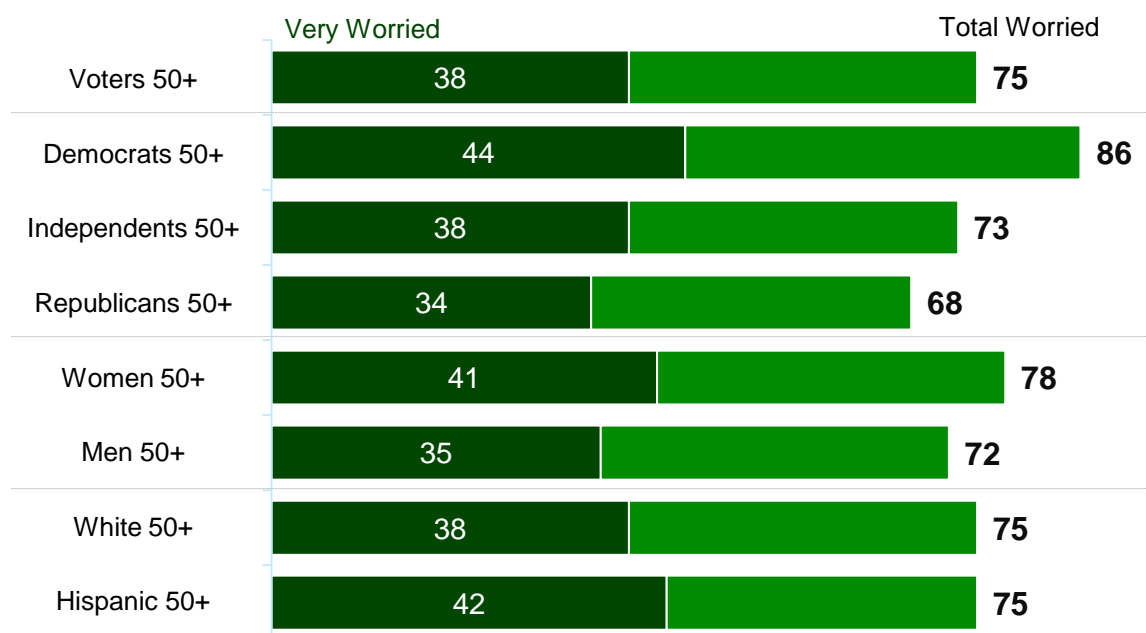


All data on slide is among Voters 50+

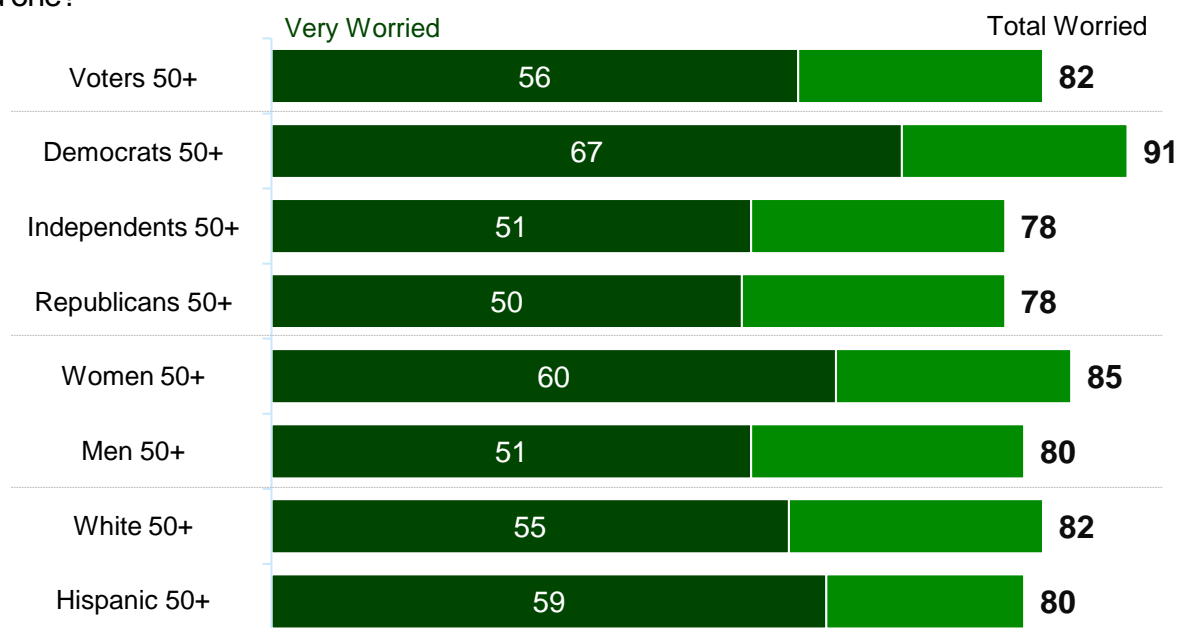


Nursing Home Costs: A large majority of Arizona voters 50+ are worried about the cost of nursing home care, and when they learn how much it costs, their worry grows with most being 'very' worried. Worries about these cost span the partisan spectrum and resonate with women, men, white voters and Hispanic voters.

Q: How worried are you about being able to afford the cost of nursing home care for yourself or a loved one in Arizona?



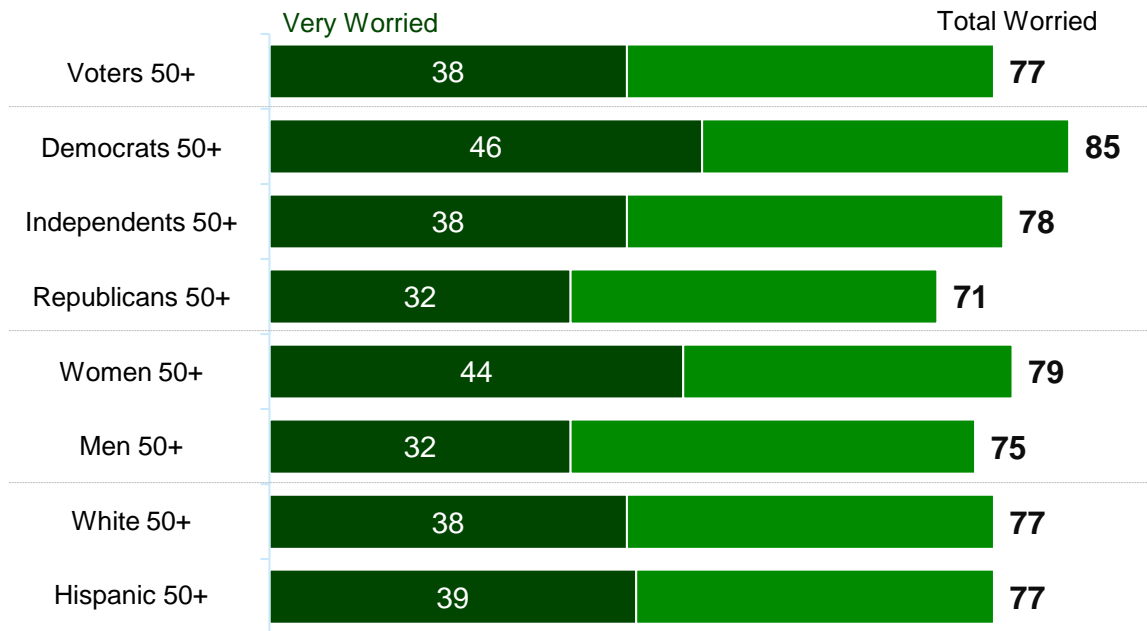
Q: The average cost of a nursing home in Arizona is between eighty thousand and one-hundred thousand dollars a year. Knowing this, how worried are you about being able to afford the cost of nursing home care for yourself or a loved one?



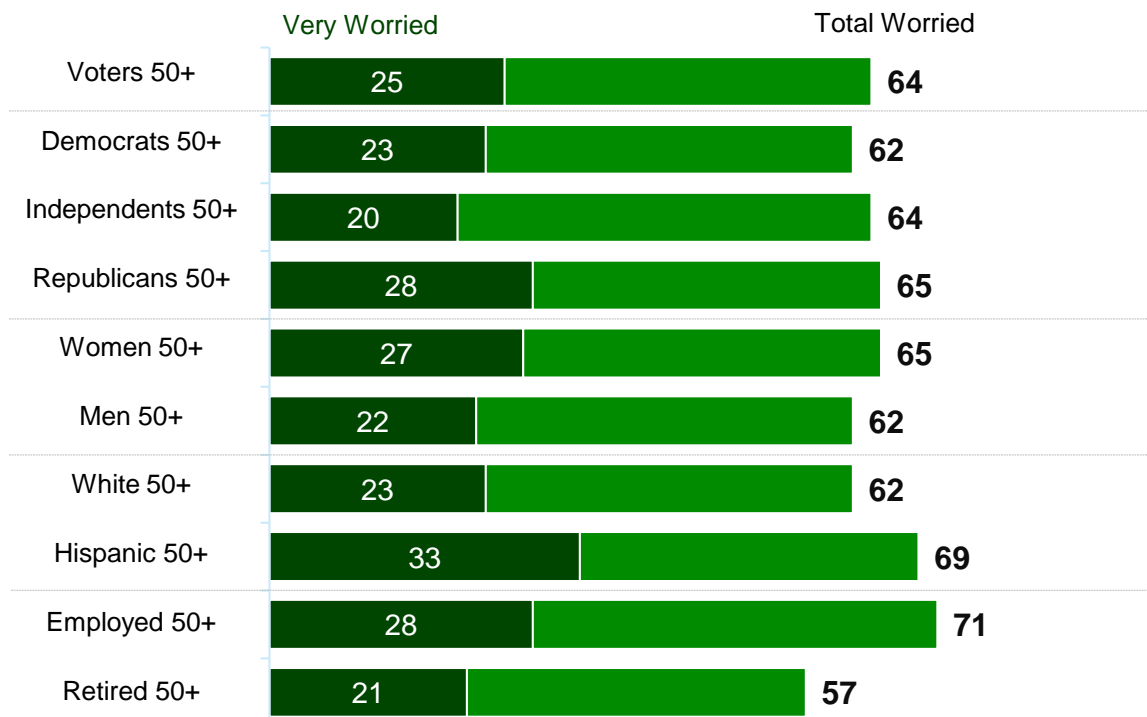
Protecting Voters 50+: Most Arizona voters 50+ are also worried about the quality of care they or a loved one would receive in a nursing home.

Almost two-thirds of Arizona voters 50+ are at least somewhat worried about having enough retirement savings. Two groups who are relatively more worried than voters 50+ overall are Hispanics 50+ and those who are still employed in the workforce.

Q: How worried are you about the quality of care you might receive if you or a loved one needed to go to a nursing home in Arizona?

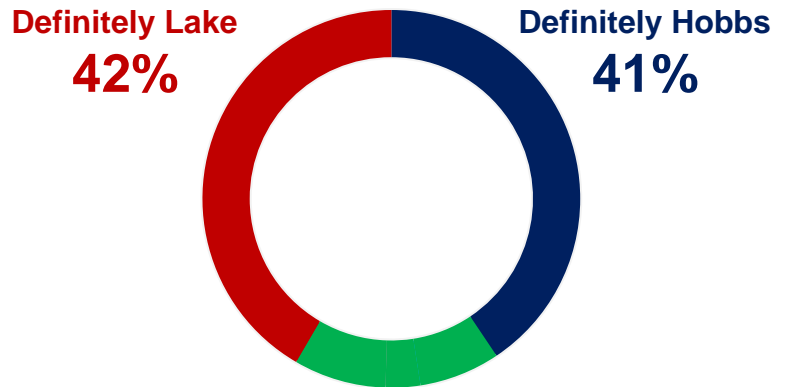


Q: How worried are you about having enough retirement savings?

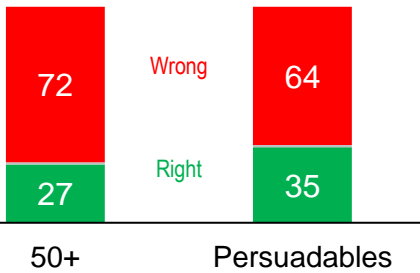


Persuadable voters are the 17% of the 50+ segment of the electorate who are not definitely voting for one of Lake or Hobbs. 8% are Probably/Leaning toward voting for Lake, 7% are Probably/Leaning toward voting for Hobbs, while the rest are Undecided. They are more likely to be an Independent and a moderate than voters 50+ overall, and less likely to be Democrats or liberals. They are negative on the state's direction, though less than 50+ voters overall, are worried about their finances, and are relatively more likely to prioritize an economic issue in their vote for governor.

	Voters 50+	Persuadables 50+
GOP	44%	41%
Independent	23%	41% ↑
Dem	33%	18% ↓
Conservative	48%	50%
Moderate	25%	36% ↑
Liberal	24%	7% ↓



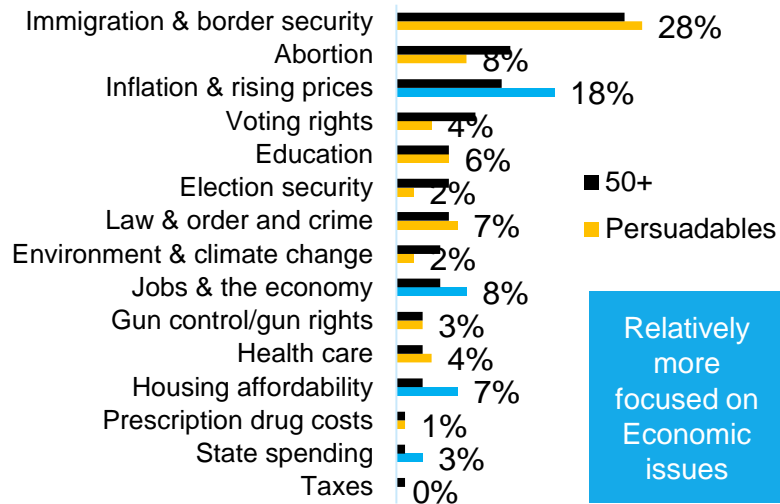
Direction of State



Persuadable Voters

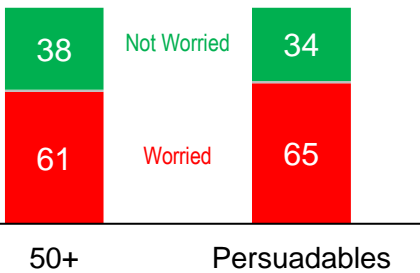
17%

Top Issue for Gov Vote

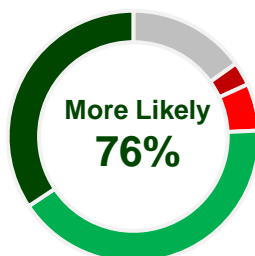


Relatively more focused on Economic issues

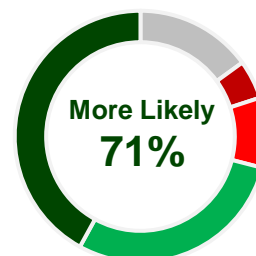
Worried about Finances



Gov Candidate: Improve LTC Quality & Oversight



Gov Candidate: Create Rx Price Board

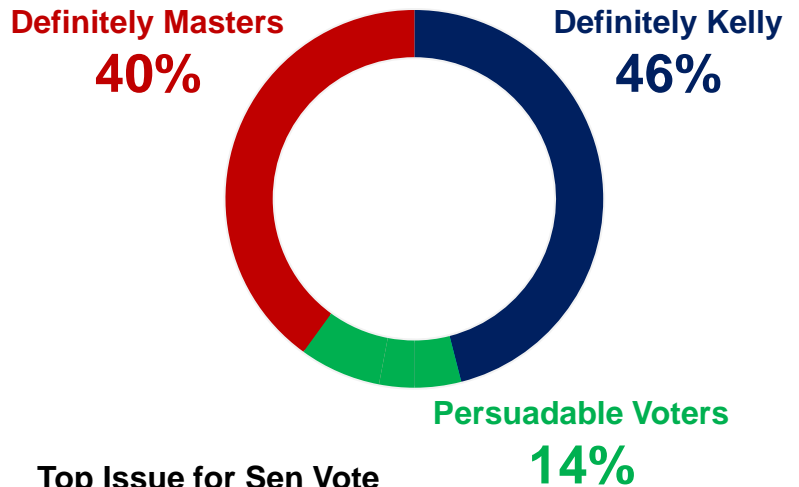


All data on slide is among Voters 50+

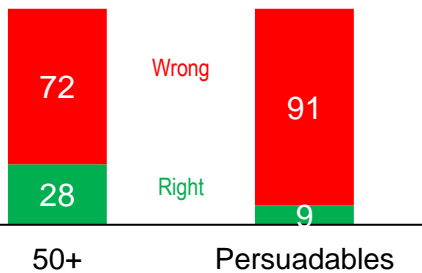
AARP® Arizona: Persuadable Voters 50+ Senate Race

Persuadable voters are the 14% of the 50+ segment of the electorate who are not definitely voting for one of Kelly or Masters. 4% are Probably/Leaning toward voting for Kelly, 7% are Probably/Leaning toward voting for Masters, while the rest are Undecided. They are more likely to be Republicans, Independents and conservatives than voters 50+ overall. They are extremely pessimistic about the direction of the country, worried about their finances, and more focused on economic issues for their vote. They are also very positively inclined toward a candidate who prioritizes issues that protect seniors.

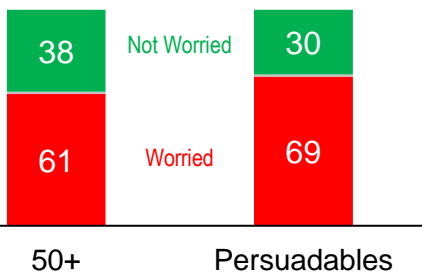
	Voters 50+	Persuadables 50+
GOP	44%	55% ↑
Independent	23%	36% ↑
Dem	33%	9% ↓
Conservative	48%	64% ↑
Moderate	25%	27%
Liberal	24%	5% ↓



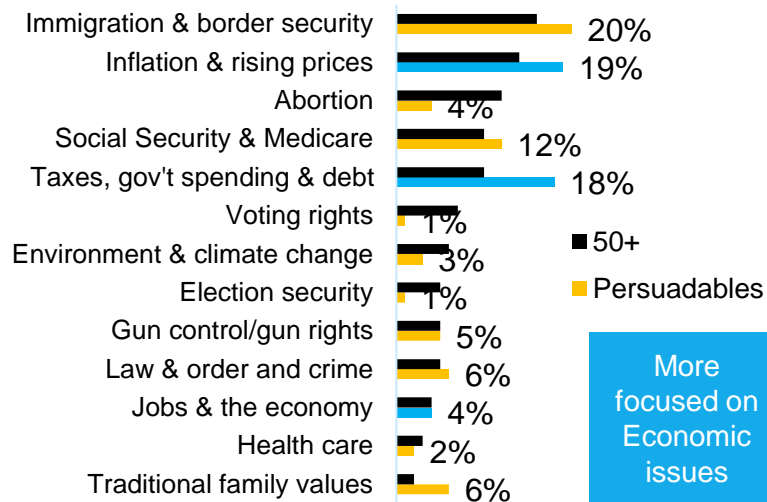
Direction of Country



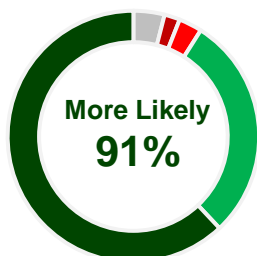
Worried about Finances



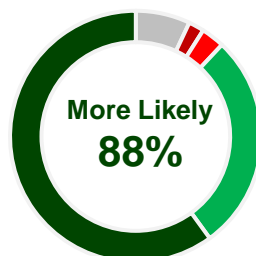
Top Issue for Sen Vote



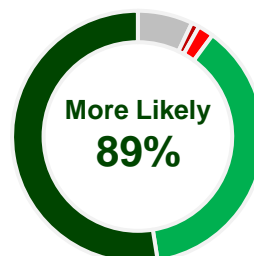
Sen Candidate: Protect Social Security



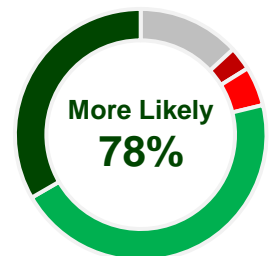
Sen Candidate: Protect Medicare from Cuts



Sen Candidate: Allow Medicare to Negotiate



Sen Candidate: Expand LTC Access



All data on slide is among Voters 50+



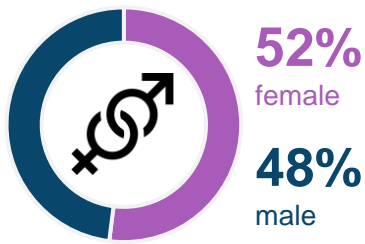
AARP® Arizona: Profile of Likely Voters 18+

AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,332 likely Arizona 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 282 Hispanic likely voters age 50 and older, between September 8-15, 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 845 total sample of voters 50+ is $\pm 3.4\%$; for the 400 total sample of Hispanic voters 50+ is $\pm 4.9\%$. Surveys were offered in English and Spanish.

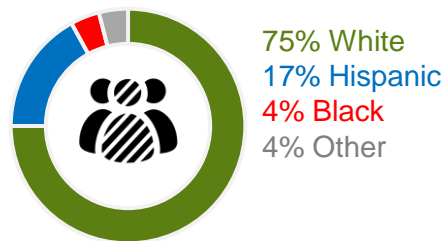
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe. Partisan crosstabs in this report represent how people identify their registration when asked, not how they are registered on the voter file.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact Alex Juarez at ajuarez@aarp.org.

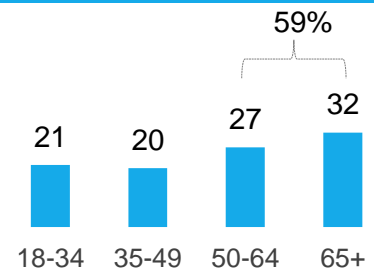
GENDER



RACE



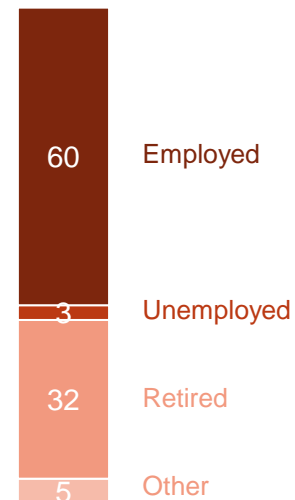
AGE



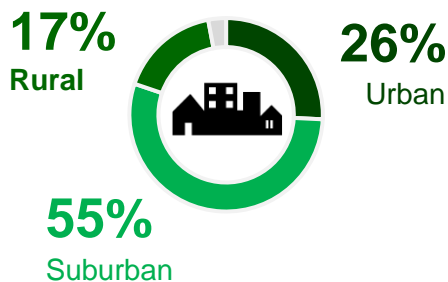
PARTY ID



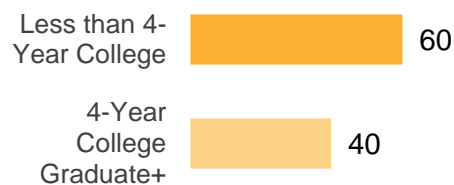
EMPLOYMENT



LIVING IN...



EDUCATION



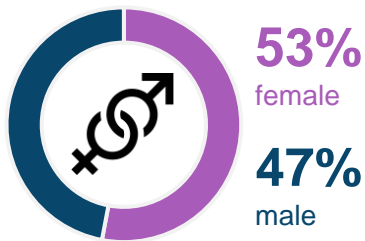
AARP® Arizona: Profile of Likely Voters 50+

AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,332 likely Arizona 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 282 Hispanic likely voters age 50 and older, between September 8-15, 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 845 total sample of voters 50+ is $\pm 3.4\%$; for the 400 total sample of Hispanic voters 50+ is $\pm 4.9\%$. Surveys were offered in English and Spanish.

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 registration when asked, not how they are registered on the voter file.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries contact Alex Juarez at ajuarez@aarp.org.

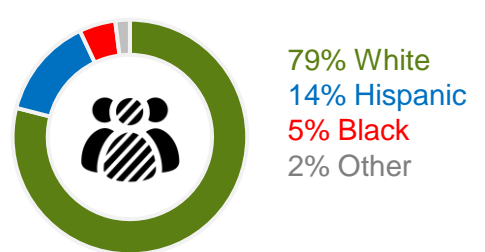
GENDER



AARP



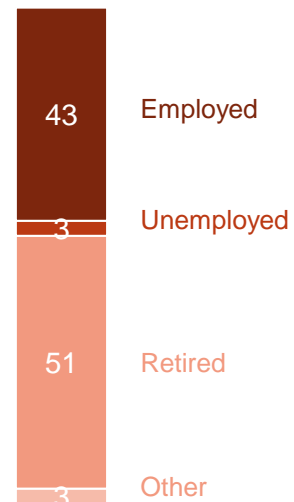
RACE



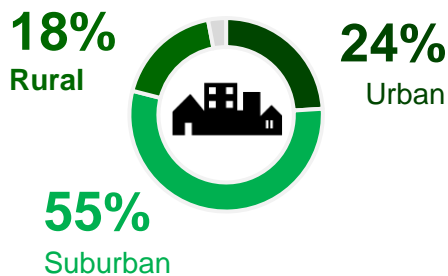
EDUCATION



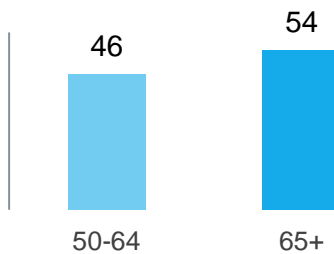
EMPLOYMENT



LIVING IN...



AGE



PARTY ID



All data on slide is among Voters 50+

