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MARYLAND VOTER SURVEY

Aug 2024

FabrizioWard+

IMPACT RESEARCH

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MARYLAND: BATTLEGROUND STATE

Senate contest

The Senate race for Maryland's open Senate seat is a dead heat with former Governor Larry Hogan (R) tied with Prince George's County Executive Angela Alsobrooks (D) at 46%. 7% of voters are undecided, while 1% say they would vote for someone else.

- The race is very close among voters 50+ as well, where Hogan is ahead 47% - 45%. He leads thanks to a 13-point advantage among voters 50-64, while Alsobrooks has an 8-point edge with seniors.

- Hogan is making the race competitive in spite of Maryland's large Democratic registration advantage by winning Independents by 23-points and also a quarter of Democrats.

- There is a gender gap, with women voting for Alsobrooks by 8-points and men picking Hogan by 10. There is not a large gap by educational attainment.

- Hogan leads by 20-points among white voters 50+ and by a narrower 8-point margin among white voters under 50. Alsobrooks is ahead by 52-points among Black voters 50+, while the race is much closer among Black voters 18-49, where Alsobrooks is up 18-points.
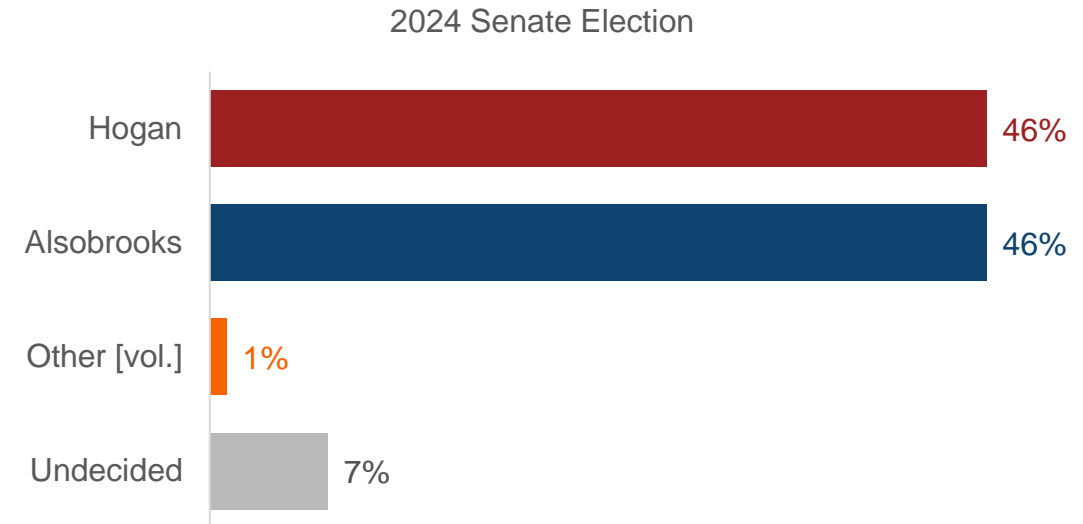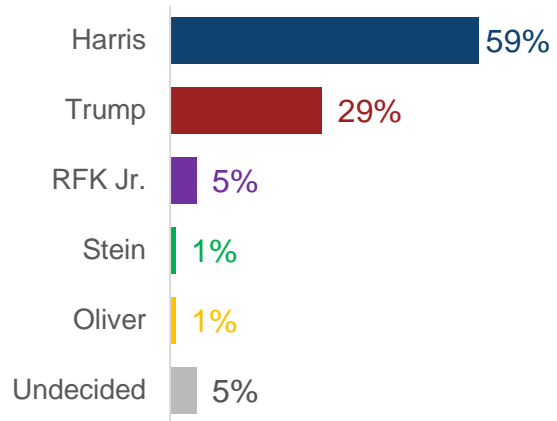
2024 Senate Election

Hogan	46%
Alsobrooks	46%
Other [vol.]	1%
Undecided	7%

	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 18-49	White 50+	Black 18-49	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Hogan	--	**-2**	**+2**	**+10**	**-13**	**+13**	**-8**	**+74**	**+23**	**-42**	**-8**	**+10**	**-4**	**+11**	**+8**	**+20**	**-18**	**-52**	**+5**	**-3**	**-1**	**+57**
Hogan	**46**	45	47	50	40	52	43	83	55	26	42	51	44	52	50	56	39	22	48	45	46	67
Alsobrooks	**46**	47	45	40	53	39	51	9	32	68	50	41	48	41	42	36	57	74	43	48	47	10
Other/Und	**8**	8	8	10	7	9	6	8	13	6	8	8	8	7	8	8	4	4	9	7	7	23

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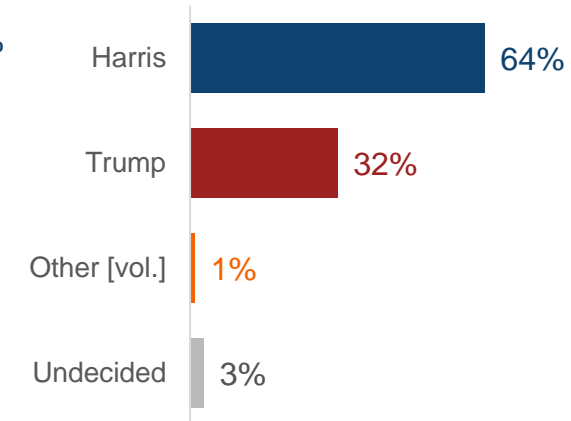
Presidential contest

Unlike the Senate race, the Presidential race is not close. VP Harris leads former President Trump 64% - 32% on the head-to-head ballot. On the full ballot, Harris is ahead 59% - 29% with RFK getting 5%, others getting 2%, and 5% undecided.

- Harris leads Trump with every single demographic group other than Republicans, though margins vary. She is ahead by 26-points among voters 50+, powered by her 33-point lead among seniors.

- By age, Harris's best group are voters 35-49, with whom she leads by a sizable 50-point margin.

- There are larger gender and education gaps on the Presidential race than the in the race for Senate.

- Harris wins about 9-in-10 Black voters in Maryland along with a majority of white voters.

- Among voters undecided in the Senate race, Harris has a 9-point lead.

2024 Presidential Election – Full Ballot

Harris	59%
Trump	29%
RFK Jr.	5%
Stein	1%
Oliver	1%
Undecided	5%

2024 Presidential Election – Head-to-Head Ballot

Harris	64%
Trump	32%
Other [vol.]	1%
Undecided	3%

	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 18-49	White 50+	Black 18-49	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+	Senate Und
Net Harris (Full)	**+30**	**+36**	**+26**	**+18**	**+52**	**+18**	**+33**	**-66**	**+14**	**+82**	**+43**	**+15**	**+38**	**+11**	**+12**	**+4**	**+76**	**+79**	**+19**	**+41**	**+28**	**+29**	**+3**
Net Harris (H2H)	**+32**	**+38**	**+26**	**+27**	**+50**	**+18**	**+33**	**-69**	**+19**	**+83**	**+46**	**+15**	**+39**	**+9**	**+12**	**+3**	**+82**	**+81**	**+21**	**+41**	**+28**	**+29**	**+9**
Harris (H2H)	**64**	67	61	61	73	56	65	14	55	90	71	55	67	52	54	50	90	89	59	68	62	58	43
Trump (H2H)	**32**	29	35	34	23	38	32	83	36	7	25	40	28	43	42	47	8	8	38	27	34	29	34
Other/Und (H2H)	**4**	4	4	5	4	6	3	3	9	3	4	5	5	5	4	3	2	3	3	5	4	13	23

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Comparison: Presidential vote to Senate vote

Hogan is running a net 32-points ahead of Trump with his race tied at 46% and Harris leading 64% - 32%. Not surprisingly, he is outrunning Trump among all major demographic groups, but the margins vary significantly.
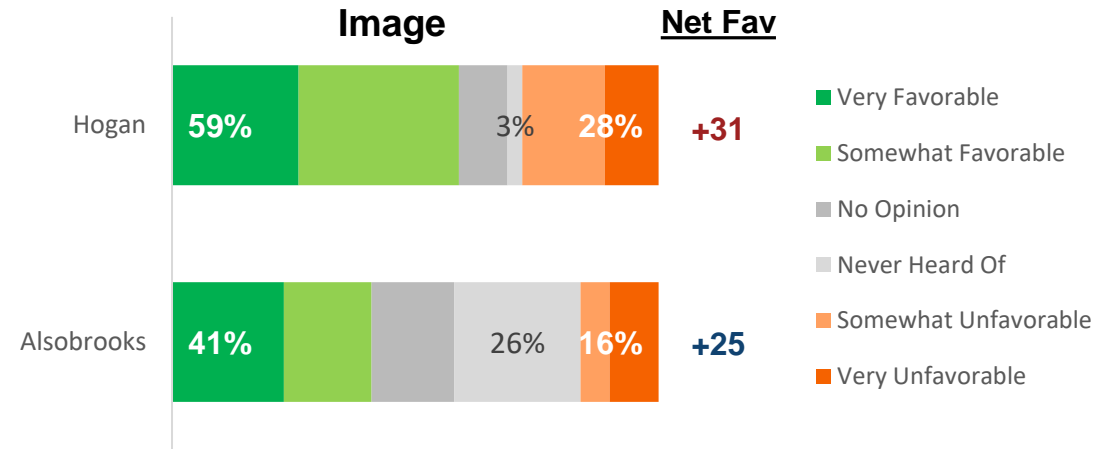
- Hogan's overperformance is larger among voters under 50+ and the gap on the ballot is narrowest among voters 65+.
- By party, Hogan and Trump pull the same 83% of the vote among Republicans, but Hogan is running more than 40-net points ahead of Trump among Independents and Democrats.
- While still trailing among them, Hogan is outrunning the top of his ticket more among women voters than men.
- Among Black voters 18-49, Harris is up by 82-points but Alsobrooks only leads by 18-points, a very large gap.
- Although Hogan leads among voters with less than college degrees, he is overperforming more relative to Trump than among those with college degrees.

	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	White 18-49	White 50+	Black 18-49	Black 50+	<College	College+
Net Trump (H2H)	**-32**	**-38**	**-26**	**-27**	**-50**	**-18**	**-33**	**+69**	**-19**	**-83**	**-46**	**-15**	**-12**	**-3**	**-82**	**-81**	**-21**	**-41**
Harris (H2H)	64	67	61	61	73	56	65	14	55	90	71	55	54	50	90	89	59	68
Trump (H2H)	32	29	35	34	23	38	32	83	36	7	25	40	42	47	8	8	38	27
Other/Und (H2H)	4	4	4	5	4	6	3	3	9	3	4	5	4	3	2	3	3	5
Net Hogan	**--**	**-2**	**+2**	**+10**	**-13**	**+13**	**-8**	**+74**	**+23**	**-42**	**-8**	**+10**	**+8**	**+20**	**-18**	**-52**	**+5**	**-3**
Hogan	46	45	47	50	40	52	43	83	55	26	42	51	50	56	39	22	48	45
Alsobrooks	46	47	45	40	53	39	51	9	32	68	50	41	42	36	57	74	43	48
Other/Und	8	8	8	10	7	9	6	8	13	6	8	8	8	8	4	4	9	7
Difference (Net Hogan – Net Trump)	**+32**	**+36**	**+28**	**+37**	**+37**	**+31**	**+25**	**+5**	**+42**	**+41**	**+38**	**+25**	**+20**	**+23**	**+64**	**+29**	**+26**	**+38**

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Senate: Images

Hogan has a more than 2:1 favorable rating at 59% - 28%. Alsobrooks does as well at 41% - 16%, but she remains undefined to a significant portion of the electorate.

- Both Senate candidates have stronger images among voters 50+ than among voters 18-49.

- A majority of voters in each demographic group regardless of age, party, gender, race, and education have a favorable image of Hogan.

- He is remarkably not polarized on his image with only a +35 rating with his fellow Republicans but managing a +28 rating with Democrats.

- One negative sign for Hogan is the only group who view him unfavorably are the Senate undecideds, among whom Alsobrooks is largely unknown.

- Alsobrooks is best known among her fellow Democrats, with a majority of Independents not holding an opinion of her.
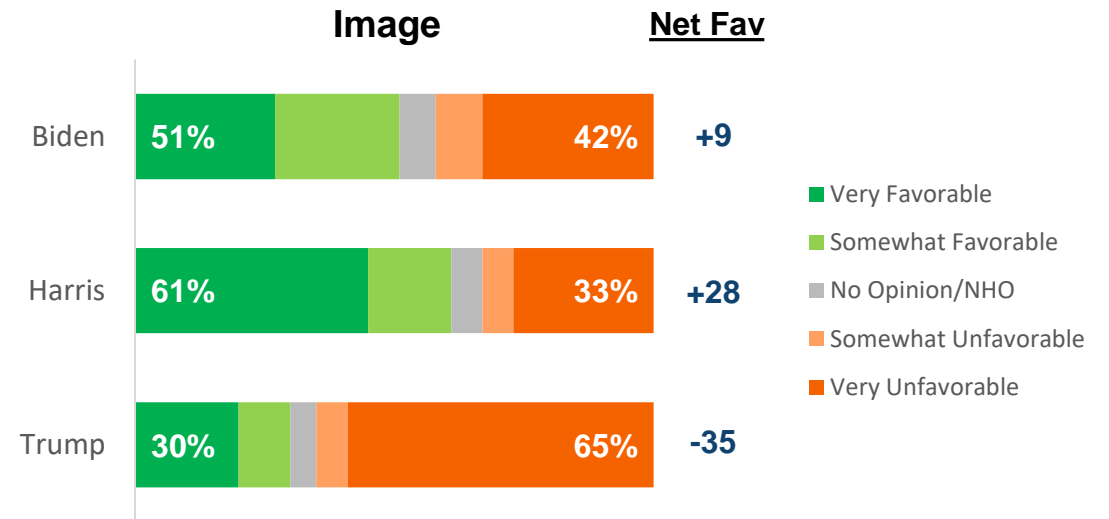
Image   **Net Fav**

Hogan | 59% | 3% | 28% | **+31**

Alsobrooks | 41% | 26% | 16% | **+25**

- Very Favorable
- Somewhat Favorable
- No Opinion
- Never Heard Of
- Somewhat Unfavorable
- Very Unfavorable

	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 18-49	White 50+	Black 18-49	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+	Senate Und
Hogan Net Fav	**+31**	**+23**	**+38**	**+23**	**+22**	**+39**	**+37**	**+35**	**+32**	**+28**	**+38**	**+23**	**+44**	**+30**	**+16**	**+38**	**+44**	**+32**	**+35**	**+26**	**+30**	**+55**	**-12**
Favorable	**59**	53	64	51	55	64	63	61	59	57	61	56	66	60	51	64	64	60	59	58	58	72	29
Unfavorable	**28**	30	26	28	33	25	26	26	27	29	23	33	22	30	35	26	20	28	24	32	28	17	41
Alsobrooks Net Fav	**+25**	**+18**	**+30**	**+8**	**+29**	**+29**	**+31**	**-22**	**+11**	**+51**	**+30**	**+17**	**+37**	**+20**	**+11**	**+16**	**+35**	**+67**	**+21**	**+28**	**+36**	**+10**	**-5**
Favorable	**41**	33	47	22	44	47	48	12	29	58	43	37	52	41	30	37	43	75	37	44	49	30	17
Unfavorable	**16**	15	17	14	15	18	17	34	18	7	13	20	15	21	19	21	8	8	16	16	13	20	22

President: Images

VP Harris's image is solid at 61% - 33%. President Biden's is positive, but weaker than Harris's at 51% - 42%. Former President Trump's image is deeply underwater at 30% - 65%.

- While Harris's image is similar among voters under 50 and those 50+, there are differences within those segments, with Harris's major strengths among those 35-49 and 65+.

- Groups where Harris's image is better than Biden's by the widest margins include voters 18-34, Independents, and Black voters 18-49.

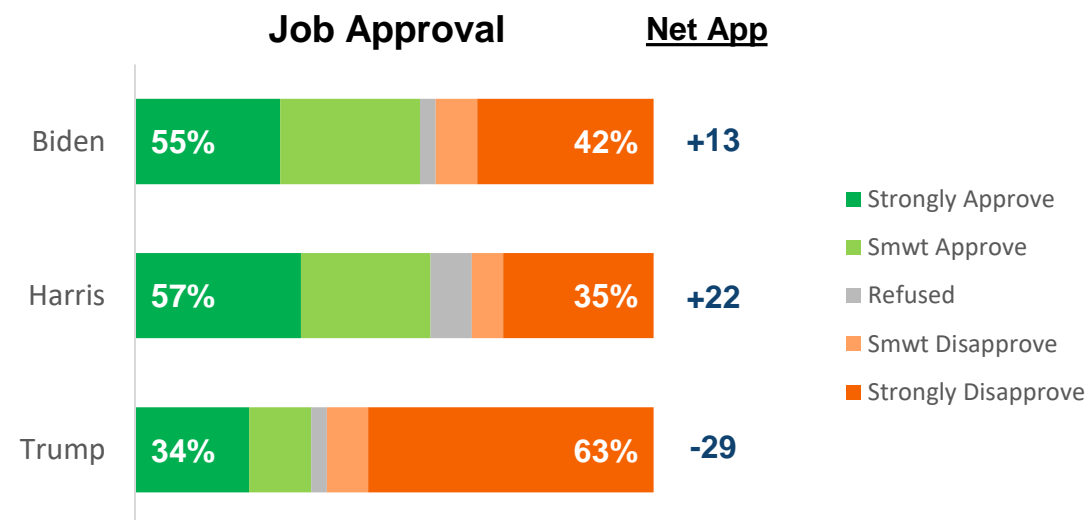- Trump is substantially underwater on his image with each major group in Maryland other than Republicans.

Image   ### Net Fav

Biden	51%	42%	**+9**
Harris	61%	33%	**+28**
Trump	30%	65%	**-35**

- ■ Very Favorable
- ■ Somewhat Favorable
- ■ No Opinion/NHO
- ■ Somewhat Unfavorable
- ■ Very Unfavorable

	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 18-49	White 50+	Black 18-49	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+	Senate Und
Biden net favorable	**+9**	+3	+14	-21	+26	-	+27	-75	-14	+57	+20	-4	+26	-1	-18	-6	+41	+63	-2	+19	+21	+1	-24
Harris net favorable	**+28**	+31	+25	+15	+45	+16	+33	-67	+14	+77	+41	+11	+38	+8	+4	+2	+74	+77	+18	+36	+30	+24	+3
Trump net favorable	**-35**	-42	-30	-32	-51	-24	-35	+63	-36	-82	-46	-23	-40	-17	-22	-11	-78	-74	-25	-47	-29	-42	-21

President: Job Approvals

Harris's job approval is also positive, though somewhat less so than her image, at 57% - 35%. On the other hand, Biden's is a bit better than his image at 55% - 42%. Trump's recalled job approval is in negative territory.

- Harris's job approval is marginally weaker than her image with each major demographic group, though it remains the strongest of the three national politicians tested.

- While still negative, Trump's recalled job approval is a net double digits better among Independents than his image.

Job Approval   Net App

	Job Approval	Net App
Biden	55% ... 42%	**+13**
Harris	57% ... 35%	**+22**
Trump	34% ... 63%	**-29**

Legend:
- ■ Strongly Approve
- ■ Smwt Approve
- ■ Refused
- ■ Smwt Disapprove
- ■ Strongly Disapprove

	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 18-49	White 50+	Black 18-49	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+	Senate Und
Biden net approve	**+13**	+8	+16	-21	+34	+5	+28	-76	-14	+63	+26	-4	+29	-	-13	-5	+38	+69	-1	+25	+19	+5	-24
Harris net approve	**+22**	+24	+19	+4	+42	+10	+29	-71	+1	+73	+37	+2	+33	+3	-4	-1	+69	+71	+14	+28	+22	+13	-9
Trump net approve	**-29**	-35	-23	-26	-44	-17	-29	+69	-21	-78	-40	-15	-38	-4	-18	-3	-65	-71	-17	-40	-28	-28	-16

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Political environment

79% of Maryland voters rate themselves a 10 out of 10 on vote motivation this November, with voters 50+ at 87%, 17-points higher than voters under 50.

- There is not a statistically significant difference between members of both parties, but Independents are much less motivated to vote.
- A 58% majority say the country is headed in the wrong direction compared to 37% who say right direction.
- Governor Wes Moore is very popular among voters who have an opinion of him – 57% of voters view him favorably vs. just 21% who view him unfavorably.
- A generic Democrat leads a generic Republican by 26-points in the race for Congress, slightly narrower than Harris's lead over Trump, but very different from the Senate ballot.

Motivation to Vote (0-10 Scale)

79%	8%	13%
10	8-9	0-7

Mood of the Country

37%		58%
Right Direction		Wrong Direction
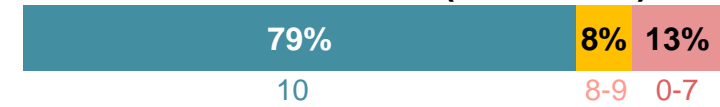
Gov. Moore Image

57%		21%
Favorable		Unfavorable

Congressional Generic Ballot

57%		31%
Democrat		Republican

	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 18-49	White 50+	Black 18-49	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+	Senate Und
Motivation: 10	**79**	70	87	64	76	84	90	81	65	83	79	79	86	88	71	87	73	87	76	83	86	78	63
% Right Direction	**37**	31	42	20	41	34	49	8	26	54	37	36	45	38	25	37	42	56	34	40	42	32	21
Gov. Wes Moore: Net Fav	**+36**	+39	+34	+25	+52	+29	+40	-27	+23	+71	+44	+27	+42	+25	+25	+19	+66	+71	+26	+48	+35	+30	+13
Cong Gen: Net Dem	**+26**	+32	+19	+17	+46	+11	+27	-74	+7	+79	+37	+11	+31	+5	+10	-5	+70	+76	+17	+33	+24	+9	+6

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ISSUES DRIVING THE ELECTION

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

- Nearly 3-in-5 voters 50+ in Maryland pick a personal economic issue as one of their top voting issues for this November. The economy and jobs is also the top single issue overall at 28%. Among voters 50+ choosing a personal economic issue, Harris leads Trump by 8-points, but Hogan leads Alsobrooks by 23-points. These up for grabs voters 50+ could make the difference in the Senate race.

- Democrats 50+ have threats to democracy followed by abortion as their top pair of issues. Republicans 50+ are much higher on immigration, followed by jobs/economy. Independents have more varied issue concerns, with the economy/jobs, immigration, and inflation tightly bunched.

Q29. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November. Q30. 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 Harris – Trump 50+	Net Hogan - Alsobrooks 50+
Personal economic Issues (Inflation, economy/jobs, Social Security)	**57%**	58	57	60	55	68	56	52	53	65	62	52	56	60	+8	+23
The economy and jobs	16% / 12% **28%**	24	32	33	22	40	28	21	29	23	28	27	23	32	-15	+42
Threats to democracy	18% / 6% **24%**	25	23	21	27	10	16	34	24	27	18	31	23	17	+85	-54
Immigration and border security	12% / 12% **24%**	17	32	27	21	52	27	8	29	9	26	22	24	25	-68	+65
Inflation and rising prices	12% / 12% **24%**	24	24	30	18	30	27	20	22	28	25	23	21	25	-6	+34
Abortion and reproductive issues	10% / 9% **19%**	25	12	18	19	7	13	27	21	15	16	22	19	12	+88	-58
Social Security	8% / 9% **17%**	20	13	10	23	10	13	21	13	26	21	12	21	18	+63	-12
Gun control/gun rights	3% / 7% **10%**	11	9	9	11	5	10	13	10	12	13	7	9	7	-	-
Law & order and crime	3% / 7% **10%**	9	10	13	6	14	15	6	8	12	11	9	11	11	-	-
Taxes, government spending and debt	4% / 6% **10%**	7	13	10	9	12	16	6	10	8	8	11	8	14	-	-
Health care	4% / 5% **9%**	12	6	11	8	3	9	13	8	14	11	8	10	11	-	-
Medicare	2% / 5% **7%**	9	4	4	10	3	7	9	5	12	9	4	11	7	-	-
The environment and climate change	2% / 5% **7%**	6	8	5	8	1	7	10	8	4	4	9	6	5	-	-
Foreign policy and military defense	2% / 4% **6%**	5	8	6	6	9	6	5	7	4	5	7	7	9	-	-

■ First　■ Second　☐ Combined

Top 2 issues highlighted for each group　　-- Issue sample size too small to include

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Key issues for voters 50+

- Issues that matter to older Americans will be important in deciding the votes of most Marylanders 50+ this November, led by Social Security, Medicare, and policies to help seniors live independently at home as they age.
- Despite these groups giving Harris large leads over Trump, the Senate race is a single digit contest among voters 50+ most focused on Social Security and policies to help seniors live independently at home as they age.

Q32-37. 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.	Combined	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 Harris – Trump 50+	Net Hogan - Alsobrooks 50+
Social Security	79% (47% Extremely + 32% Very)	85	72	73	85	65	78	87	74	89	84	74	86	81	+34	-6
Medicare	72% (42% + 30%)	79	64	61	84	59	65	81	67	84	78	66	76	72	+40	-9
Policies to help seniors live independently at home as they age	72% (38% + 34%)	79	64	65	79	59	68	80	65	86	77	67	77	73	+38	-7
Cost of prescription drugs	68% (37% + 31%)	76	60	64	73	51	71	77	62	82	74	63	73	65	+41	-7
Cost of utilities	66% (33% + 33%)	69	63	68	65	68	59	68	59	82	76	56	70	62	+22	-1
Cost of housing	60% (34% + 26%)	68	51	64	56	50	58	67	51	81	66	55	65	55	+33	-9

Legend: ■ Extremely Important ■ Very Important ☐ Combined

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Protecting voters 50+ — Federal issues

- Maryland voters 50+ are much more likely to vote for a candidate for office who will protect Social Security.

- They also say in large numbers that they are more likely to vote for a candidate who supports family caregivers.

Q41-45: 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+
Making sure workers get the Social Security they paid into and earned through a lifetime of hard work — 76% Much More Likely, 16% Somewhat More Likely, **92%** Total	96	88	95	90	88	93	95	92	95	92	93	93	93
Protecting Social Security from cuts that would be used to reduce the nation's debt — 61%, 16%, **77%**	79	75	79	75	67	71	84	76	80	76	78	77	75
Provide support for family caregivers who are helping their loved ones live independently in their homes — 48%, 28%, **76%**	82	68	75	77	57	78	86	70	90	79	73	84	74
Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary. — 47%, 27%, **74%**	79	67	73	74	56	69	84	68	86	75	72	80	69
Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member — 43%, 29%, **72%**	77	66	73	71	55	69	82	66	84	74	70	80	69

■ Much More Likely ■ Somewhat More Likely ☐ Total More Likely

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Medicare negotiation & Personal financial situation worry

- Maryland voters 50+ overwhelmingly would support a member of Congress who wants to continue Medicare negotiation over one who would prohibit it.

- 3-in-5 voters 50+ are worried about their personal financial situations.

MoC: Medicare Negotiation

Prohibit Negotiating
7%
86%
Continue Negotiating
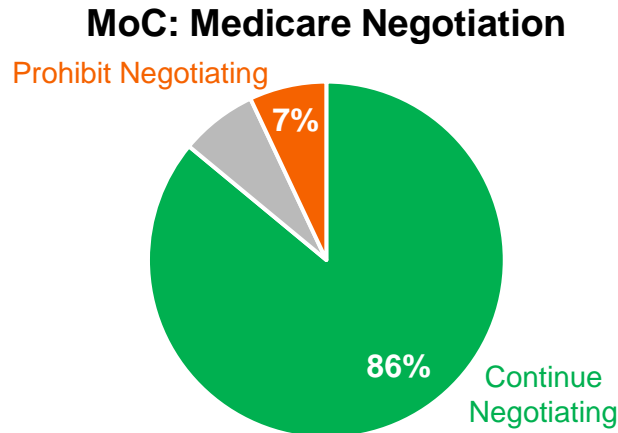
Q49. A new law allows Medicare to start negotiating with drug companies for lower prices. Some in Congress want Medicare to continue negotiating for lower prices. Others in Congress want to repeal the law, prohibiting Medicare from negotiating for lower prices at all. Which member of Congress do you support?

Personal Financial Situation

Not Worried
40%
59%
Worried
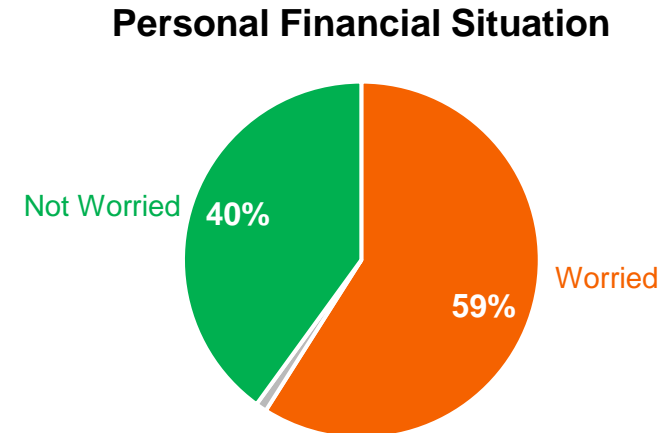
Q31. How worried are you about your personal financial situation?

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	**86**	87	85	85	87	78	88	90	84	92	88	84	89	82
% Worried about Personal Financial Situation	**59**	60	58	66	52	75	56	52	58	58	64	53	65	62

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Protecting voters 50+ — State issues

Sizable majorities of Maryland voters 50+ support a series of reforms and proposals to help older Maryland residents.

- 89% support making assisted living facilities providing medical care follow similar rules to nursing homes.

- 88% support increasing funding for mental health services to help older Marylanders suffering from mental health issues.

- And 4-in-5 support Maryland funding a grant program for family caregivers that would help with some of their out of pocket expenses from taking care of aging loved ones.

Assisted Living Facility Rules

Voters 50+ | **89%** | 6%

Support / Unsure / Oppose
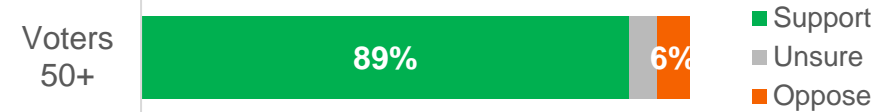
Q46. Would you support or oppose making assisted living facilities that are providing medical care follow similar rules as nursing homes to ensure residents are being cared for in a safe environment?

Funding Mental Health Services

Voters 50+ | **88%** | **9%**

Support / Unsure / Oppose
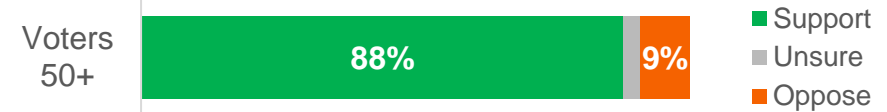
Q47. Do you support or oppose increasing funding for mental health services to help older Marylanders suffering from depression and other mental health issues?

Program for Family Caregivers

Voters 50+ | **81%** | **13%**

Support / Unsure / Oppose

Q48. Do you support or oppose Maryland funding a grant program to help with some of the out of pocket expenses of unpaid family caregivers who are taking care of aging loved ones?

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 – Assisted Living Facility Rules	**89**	91	87	90	89	85	91	91	88	94	89	89	89	86
% Support – Funding Mental Health Services	**88**	93	82	88	88	79	87	93	85	95	89	87	91	83
% Support – Program for Family Caregivers	**81**	87	73	80	82	64	83	90	76	91	82	80	86	77

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Family caregivers matter

- Almost 1-in-3 voters 50+ are family caregivers, with caregivers 50+ accounting for 16% of overall likely voters in Maryland this fall.
- Black voters 50+ are even higher at 40%.

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?**

31% yes

Time Spent Caregiving Weekly:
(Among Caregivers 50+)
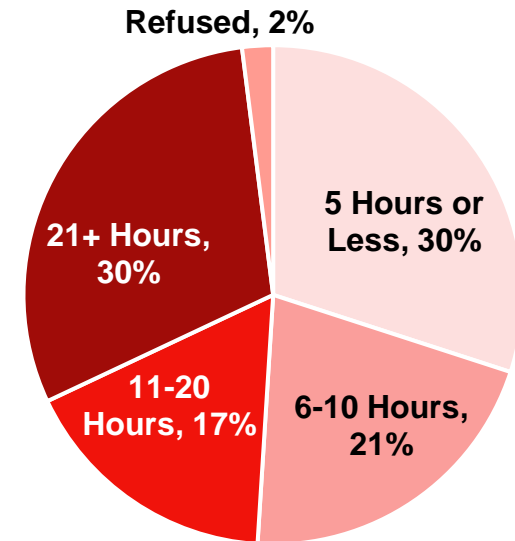
Refused, 2%

21+ Hours, 30%

5 Hours or Less, 30%

6-10 Hours, 21%

11-20 Hours, 17%

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 Caregivers	**31**	32	29	35	26	28	30	32	24	40	34	27	35

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Importance of Social Security

- A majority of Maryland voters 50+ say Social Security is or will be a major source of income for their household.

Major Source, 52%

Minor Source, 34%
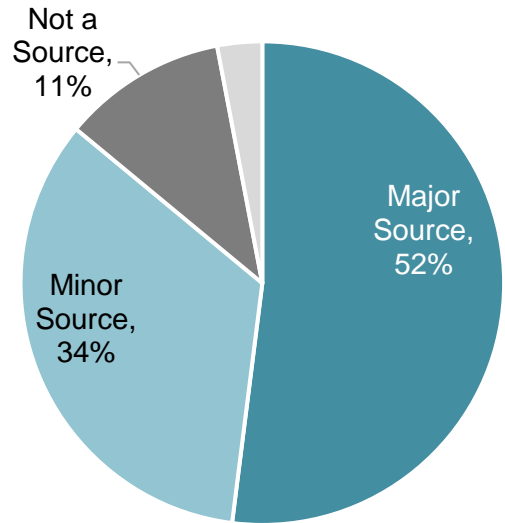
Not a Source, 11%

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	**52**	57	45	42	61	48	45	55	54	50	58	45	45

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Swing Voters 50+

- Swing Voters 50+ are more likely than voters 50+ overall to be Independents and moderates, although a plurality are registered Democrats. They are also more likely to be 50-64 years old.
- 3-in-5 are focused on at least one personal economic issues, with economy/jobs their top issue overall.

	Straight GOP 50+ n205 (26%)	Swing Voters 50+ n262 (33%)	Straight Dem 50+ n333 (42%)
GOP	77	25	3
Independent	14	27	8
Dem	9	47	89
Conservative	73	29	10
Moderate	21	48	37
Liberal	3	14	48
White	86	62	50
Black	5	23	46
Female	46	55	60
Male	54	45	40
50-64	51	61	41
65+	49	39	59
<College	60	49	50
College+	40	51	50
Urban	13	20	23
Suburban	57	55	63
Rural	29	17	11
Caregiver	25	35	30

Most Important Issues (1st + 2nd Choice)

Personal Economic: Straight GOP: 75%, **Swing Voters: 60%**, Straight Dem: 44%

Economy/Jobs* — Swing Voters 50+: 32%
Threats to Democracy — Swing Voters 50+: 17%
Immigration — Swing Voters 50+: 25%
Inflation* — Swing Voters 50+: 25%
Abortion — Swing Voters 50+: 12%
Social Security* — Swing Voters 50+: 18%
Guns — Swing Voters 50+: 7%
Law & Order — Swing Voters 50+: 11%
Taxes/spending — Swing Voters 50+: 14%
Health Care — Swing Voters 50+: 11%
Medicare — Swing Voters 50+: 7%
Environment — Swing Voters 50+: 5%
Foreign policy — Swing Voters 50+: 9%

■ Str GOP 50+   ■ Swing Voters 50+   ■ Str Dem 50+

Maryland voters 18+

FabrizioWard + IMPACT RESEARCH

AARP commissioned the bipartisan polling team of Fabrizio Ward (R) & Impact Research (D) to conduct a survey of voters in Maryland. The firms interviewed 1,258 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 482 likely voters age 50 and older, and an additional oversample of 176 Black likely voters age 50 and older. The survey was done between August 14-20, 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 Maryland voter list. The margin of sampling error at the 95% confidence level for the 600 statewide sample is ±4.0%; for the 800 total sample of voters 50+ is ±3.5%; for the 400 total sample of Black voters 50+ is ±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** Maryland media contact Nancy Carr at ncarr@aarp.org; national media contact media@aarp.org.
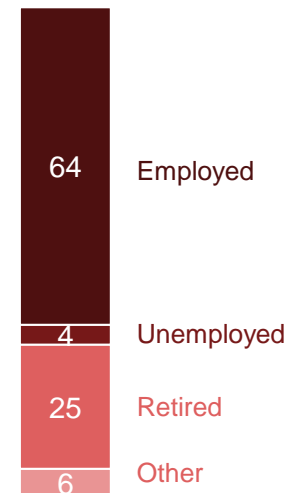
GENDER
- **55%** female
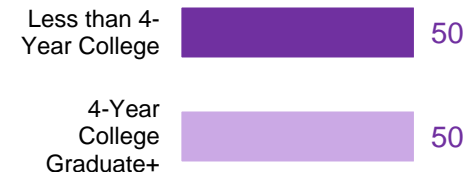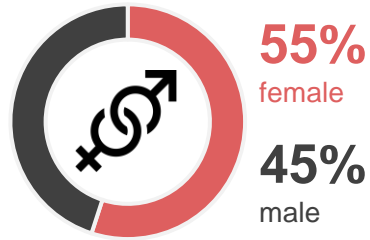- **45%** male

RACE
- 58% White
- 30% Black
- 4% Hispanic
- 8% Other

AGE
53%

18-34	35-49	50-64	65+
23	24	27	26

PARTY ID
Democrat	Independent	Republican
55	20	26

EMPLOYMENT
- 64 Employed
- 4 Unemployed
- 25 Retired
- 6 Other

LIVING IN…
- **16%** Rural
- **23%** Urban
- **57%** Suburban

EDUCATION
- Less than 4-Year College: 50
- 4-Year College Graduate+: 50

Maryland voters 50+

FabrizioWard + IMPACT RESEARCH

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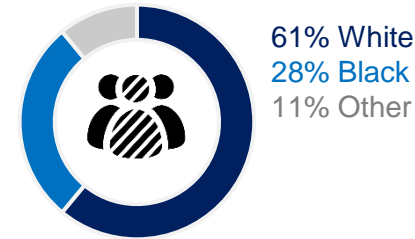
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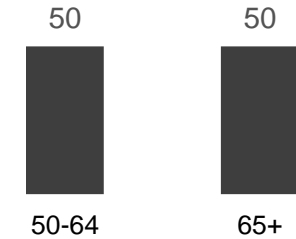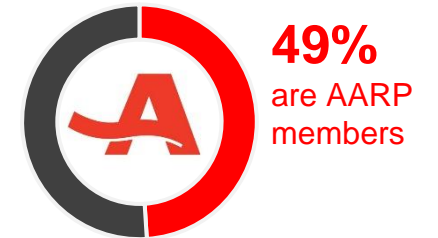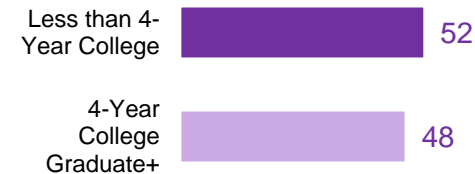
GENDER
55% female
45% male

RACE
61% White
28% Black
11% Other

AGE
50 | 50
50-64 | 65+

PARTY ID
Democrat | Independent | Republican
55 | 16 | 29

AARP
49% are AARP members

LIVING IN…
17% Rural
20% Urban
59% Suburban

EDUCATION
Less than 4-Year College — 52
4-Year College Graduate+ — 48

EMPLOYMENT
45 Employed
5 Unemployed
46 Retired
Other

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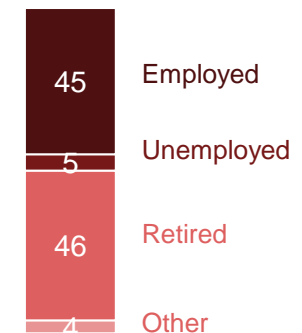**For national media inquiries, please contact AARP External Relations at:**
media@aarp.org

For Maryland media inquiries, please contact Nancy Carr at ncarr@aarp.org

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

This research was designed and executed by AARP Research