



# NEVADA VOTER SURVEY

June 2024 **FabrizioWard+** **IMPACT**  
RESEARCH



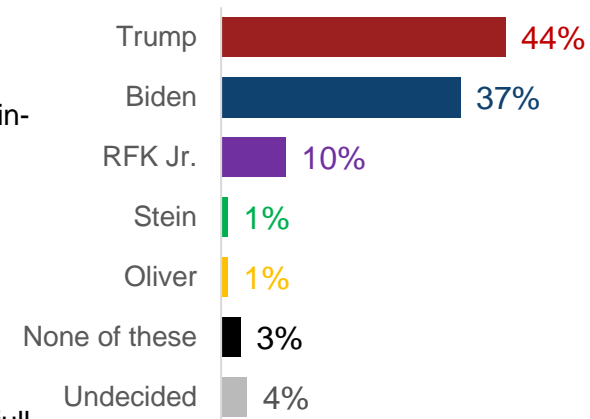
# NEVADA: BATTLEGROUND STATE

# Presidential contest

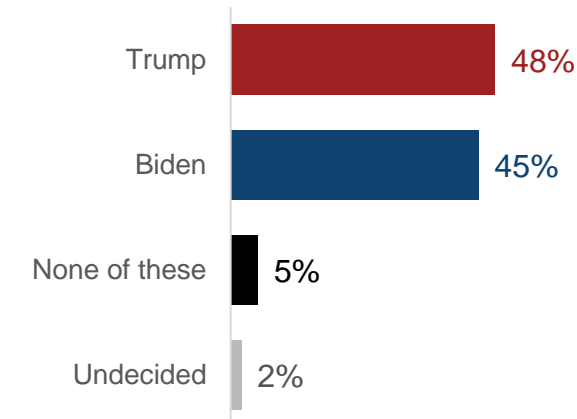
**Former President Trump has a 44% - 37% lead over President Biden on the full ballot in Nevada. RFK Jr. gets 10%, with 2% voting for another candidate, 3% choosing “None of these candidates” and 4% undecided. The head-to-head ballot is closer with Trump only ahead 48% - 45%.**

- Among voters 50+, Trump leads by 12-points on both ballots. The difference between the two ballots is concentrated among younger voters, especially those 18-34, where nearly 2-in-5 pick a 3<sup>rd</sup> party candidate, ‘none’ or are undecided on the full ballot.
- Republicans are more consolidated behind Trump on the full ballot than Democrats are for Biden, while Independents favor Trump by a double-digit margin.
- There is a sizable gender gap both overall and among voters 50+, with the race very competitive among women voters but men supporting Trump by wider margins.
- While seniors are competitive, voters 50-64 favor Trump by about 20 points.
- 15% of voters are unfavorable to both Biden/Trump. They favor Biden by 11-points on the full ballot, but a majority are voting 3<sup>rd</sup> party or pick ‘none’. Biden picks up many of these voters on the head-to-head ballot, narrowing the gap, but not overcoming Trump’s lead overall.

2024 Presidential Election – Full Ballot



2024 Presidential Election – Head-to-Head Ballot



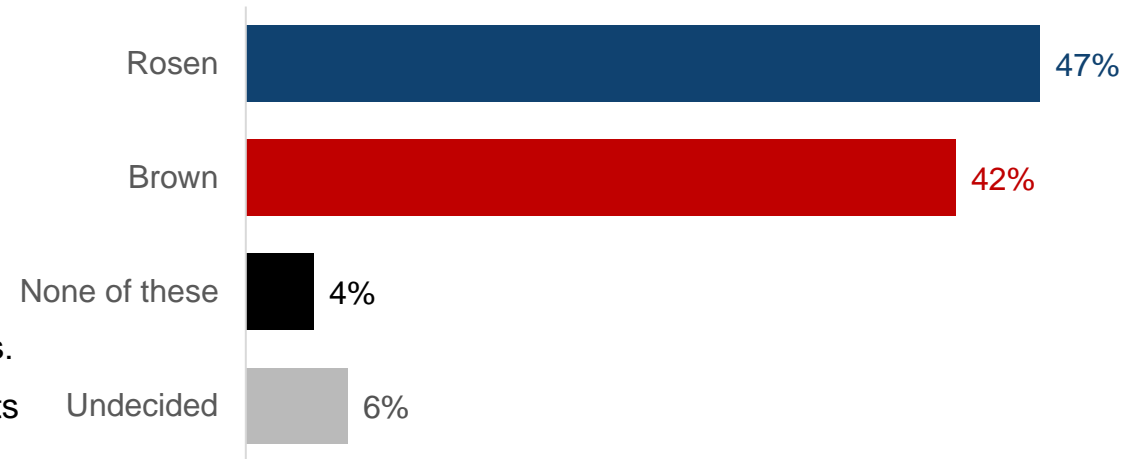
	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	H/L 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+	Unfav Biden/ Trump
<b>Net Trump (H2H)</b>	<b>+3</b>	<b>-6</b>	<b>+12</b>	<b>-18</b>	<b>+6</b>	<b>+21</b>	<b>+3</b>	<b>+84</b>	<b>+13</b>	<b>-80</b>	<b>-6</b>	<b>+14</b>	<b>+3</b>	<b>+22</b>	<b>+18</b>	<b>-10</b>	<b>+15</b>	<b>-16</b>	<b>+17</b>	<b>+18</b>	<b>-36</b>
<b>Net Trump (Full)</b>	<b>+7</b>	<b>+2</b>	<b>+12</b>	<b>-6</b>	<b>+9</b>	<b>+18</b>	<b>+5</b>	<b>+83</b>	<b>+16</b>	<b>-72</b>	<b>-2</b>	<b>+16</b>	<b>+2</b>	<b>+21</b>	<b>+18</b>	<b>-9</b>	<b>+17</b>	<b>-10</b>	<b>+19</b>	<b>+15</b>	<b>-11</b>
Trump (Full)	44	37	50	28	46	52	48	88	40	5	38	50	44	56	54	38	48	37	53	32	11
Biden (Full)	37	35	38	34	37	34	43	5	24	77	40	34	42	35	36	47	31	47	34	17	22
Other/None (Full)	15	23	9	31	14	10	7	6	27	15	16	14	10	7	8	12	17	13	10	38	58
Undecided (Full)	4	5	3	7	3	4	2	1	9	3	6	2	4	2	2	3	4	3	3	13	9

# Senate contest

**Sen. Jacky Rosen (D) leads Sam Brown (R) 47% - 42% in one of the marquee Senate races of 2024. 4% picked 'None of these candidates' with 6% undecided.**

- Rosen trails Brown by 5-points among voters 50+ but makes up for that by winning voters under 50 by 16-points.
- Within the 50+ electorate, there are important differences with voters 50-64 backing Brown by 12-points, but voters 65+ picking Rosen by 3.
- Unlike in the Presidential race, Rosen has a narrow edge with Independents and gets more unified support from her party's voters than Brown gets from his.
- Rosen is running a 19-points ahead of Biden among voters 18-34 and 18-points ahead with Independents.
- Once again, sizable gaps in support are present by gender, race/ethnicity, and educational attainment.

2024 Senate Election

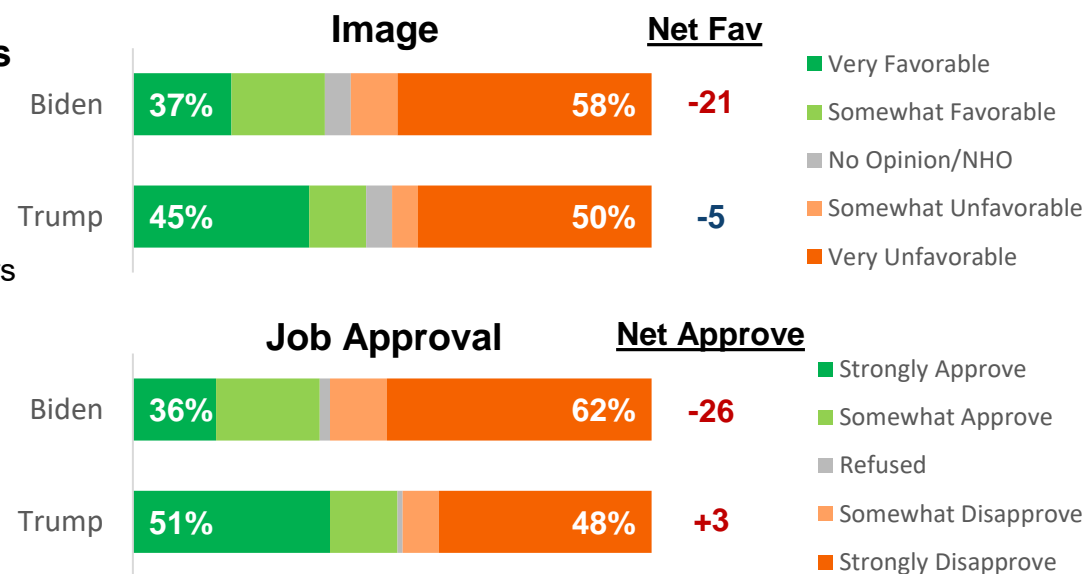


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	H/L 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
<b>Net Rosen</b>	<b>+5</b>	<b>+16</b>	<b>-5</b>	<b>+26</b>	<b>+5</b>	<b>-12</b>	<b>+3</b>	<b>-72</b>	<b>+2</b>	<b>+81</b>	<b>+15</b>	<b>-6</b>	<b>+7</b>	<b>-18</b>	<b>-12</b>	<b>+19</b>	<b>-3</b>	<b>+19</b>	<b>-8</b>	<b>+14</b>
Rosen	47	50	44	53	47	40	49	10	42	87	52	42	50	38	42	55	43	55	43	43
Brown	42	34	49	27	42	52	46	82	40	6	37	48	43	56	54	36	46	36	51	29
None/Und	10	15	6	20	10	8	5	8	18	7	11	9	7	6	4	9	11	10	6	28

# President: Images and job approval

President Biden’s image (net -21 fav) and job approval (-26) are both significantly underwater with Nevada voters. Former President Trump’s image is also negative at 45% - 50% but a narrow majority of voters approve of the job he did retrospectively.

- Both Biden and Trump are rated relatively better among voters 50+ than voters under 50. Biden’s best numbers are among voters 65+, while Trump’s are best among voters 50-64.
- Biden’s numbers among voters 18-34 are very negative, worse than Trump’s, despite their preference for Biden on the Presidential ballot.
- Independents have mixed views of Trump, but Biden’s ratings with them are quite negative.

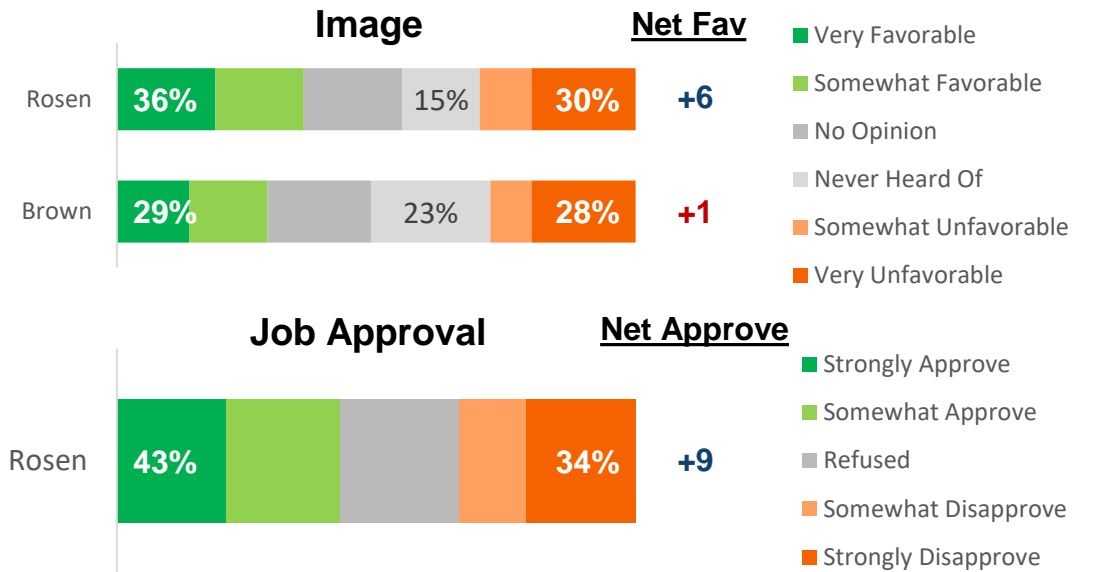


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	H/L 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Biden net favorable	-21	-30	-15	-34	-26	-23	-7	-83	-36	+47	-20	-24	-8	-22	-20	+6	-31	-8	-15	-34
Trump net favorable	-5	-17	+6	-29	-6	+13	-1	+78	-7	-82	-13	+4	-4	+17	+11	-14	+9	-28	+15	-3
Biden net approve	-26	-34	-19	-41	-26	-26	-11	-88	-41	+45	-22	-30	-11	-27	-25	+2	-35	-11	-23	-40
Trump net approve	+3	-8	+13	-23	+7	+22	+2	+85	+3	-75	-7	+13	+4	+22	+18	-7	+16	-19	+19	+19

# Senate: Images and job approval

Sen. Rosen’s image is 36% favorable – 30% unfavorable, undefined to about a third of voters. A plurality of voters also approve of the job she is doing at 43% - 34%.

- Sam Brown is a bit less known with an almost even favorable and unfavorable rating.
- Voters 65+ drive Rosen’s favorable image and positive job approval, with voters 50-64 more evenly divided. Women 50+ and Hispanics 50+ are also very strong groups for Rosen.
- Independents are close to evenly split on both Rosen and Brown’s ratings.

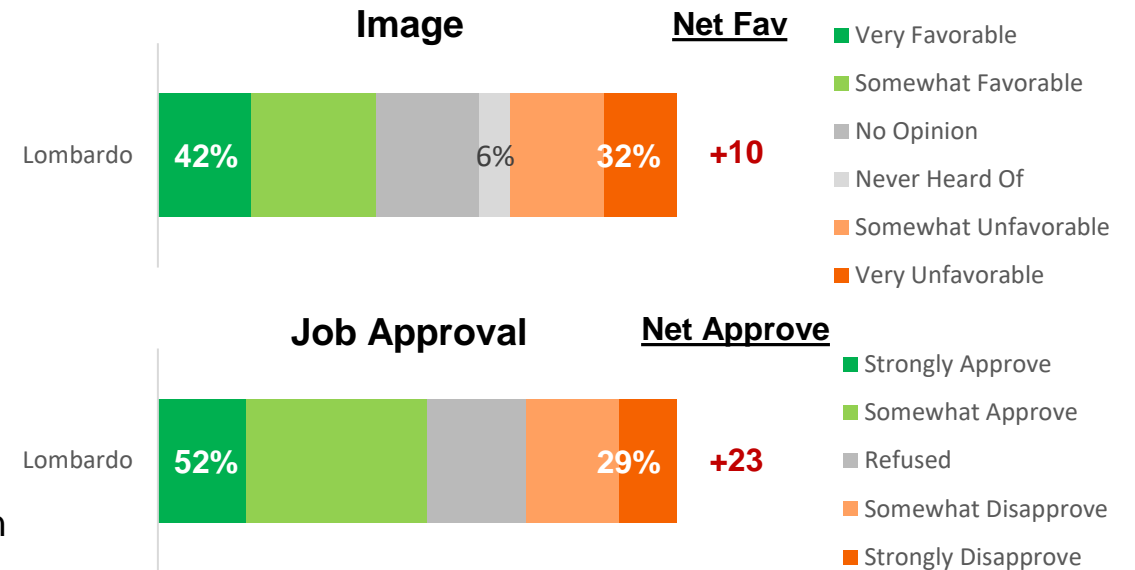


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	H/L 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Rosen net favorable	+6	+2	+8	+1	+3	--	+17	-41	--	+53	+12	-1	+19	-4	+3	+25	--	+15	+8	+15
Brown net favorable	+1	-3	+6	-7	+1	+11	--	+44	+4	-40	-2	+6	-2	+13	+6	+2	+6	-5	+14	-7
Rosen net approve	+9	+8	+9	+13	+4	-2	+21	-45	+2	+65	+15	+2	+22	-4	+4	+30	+3	+17	--	+21

# Governor: Image and job approval

**Governor Joe Lombardo (R) has a positive image at 42% - 32%. His job approval is stronger at 52% - 29%, garnering the highest job approval of the four politicians tested in the survey.**

- Lombardo’s positive ratings are driven by voters 50+, among whom he is seen favorably by a 26-point margin and approved of by 34-points.
- The governor’s ratings are double-digits positive among Independents, especially strong on his job approval.
- He has more widespread popularity across demographic groups than others tested.



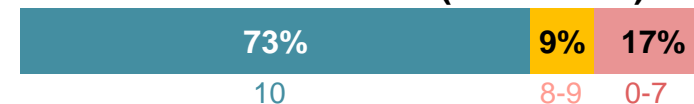
	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White 50+	H/L 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Lombardo net favorable	+10	-7	+26	-13	--	+32	+19	+55	+12	-33	+4	+17	+19	+32	+26	+16	+13	+6	+32	+30
Lombardo net approve	+23	+12	+34	+1	+22	+37	+30	+58	+29	-14	+19	+28	+30	+37	+33	+23	+25	+20	+35	+40

# Political environment

Just shy of 3-in-4 Nevada voters rate themselves a 10 out of 10 on the motivation scale when it comes to voting this November. There's a massive 25-point gap between voters 50+ and those under 50 when it comes to motivation.

- The vote motivation gap is especially noteworthy among voters 18-34, where just half call themselves a 10 on vote motivation, 37-points lower than seniors.
- Additionally, Republicans call themselves more motivated to vote than Democrats and Independents.
- More than two thirds of voters say the country is headed in the wrong direction.
- The Congressional generic ballot is a dead heat with the parties tied at 46%.

Motivation to Vote (0-10 Scale)



Mood of the Country



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+	H/L 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Motivation: 10	73	60	85	50	70	82	87	84	60	73	75	71	86	83	87	75	70	78	82	66
Net right direction	-42	-47	-37	-52	-43	-44	-30	-90	-50	+10	-46	-38	-35	-40	-41	-18	-48	-32	-40	-62
Cong Gen: Net GOP	--	-11	+10	-26	+4	+17	+2	+87	+3	-85	-10	+11	-2	+23	+16	-14	+9	-16	+15	+8

**VOTERS  
50+**  
*Our Voices  
Decide*



# ISSUES DRIVING THE ELECTION

# Most important issues (1<sup>st</sup> + 2<sup>nd</sup> choice) determining Age 50+ vote

- 3-in-5 voters 50+ in Nevada choose at least one of three major personal economic issues as a top issue for determining their vote this November. Among this group, Trump has a sizable 30-point lead, while Brown is 22-points ahead of Rosen.
- The top single issue overall is immigration/border security, which is by far the top issue for Republicans 50+, but is also top with Independents and tied for first among Hispanics 50+.
- Democratic voters 50+ put threats to democracy and abortion rights as their top issue priorities in deciding their vote.
- Swing Voters 50+ are especially likely to prioritize personal economic issues.

Q28. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November. Q29. 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+	H/L 50+	<Coll 50+	Coll+ 50+	Care - givers 50+	Swing Voters 50+	Net Trump – Biden 50+	Net Brown – Rosen 50+
<b>Personal economic Issues (Inflation, economy/jobs, Social Security) 59%</b>	55	62	67	50	66	66	46	57	64	63	51	61	66	+30	+22
Immigration and border security	38	42	37	43	64	40	13	43	31	42	36	40	33	+76	+70
Inflation and rising prices	31	33	38	25	43	33	18	32	27	33	29	31	36	+52	+45
Threats to democracy	23	24	22	25	9	19	42	24	18	19	32	20	13	-63	-66
The economy and jobs	19	25	28	16	23	28	18	19	31	23	21	25	27	+35	+27
Abortion and reproductive rights	21	9	16	14	4	14	28	15	19	12	20	13	11	-69	-78
Social Security	13	12	11	15	7	14	18	12	17	15	8	13	17	-34	-46
Taxes, government spending and debt	9	14	12	11	17	11	6	13	6	12	12	12	15	+49	+47
Law & order and crime	7	9	8	9	13	8	3	8	7	8	9	5	10	--	--
Health care	9	6	8	6	3	6	13	6	10	8	6	10	9	--	--
Gun control/gun rights	6	8	5	8	5	6	10	7	9	7	7	6	4	--	--
The environment and climate change	8	5	5	8	1	4	14	7	6	6	8	5	4	--	--
Foreign policy and military defense	5	6	6	5	6	7	4	6	6	5	6	7	7	--	--
Medicare	4	4	3	6	1	4	8	4	8	5	2	6	8	--	--

■ First ■ Second □ Combined

# Key issues for voters 50+

- Large majorities of voters call a variety of issues important to older Americans important to their vote this November, led by Social Security.
- Trump leads among each group calling these issues extremely/very important, but his lead is narrow among those prioritizing Social Security, Medicare, seniors living independently, and Rx drug costs, while those groups are complete tossups in the Senate race. These are key battleground voters for each campaign to target.

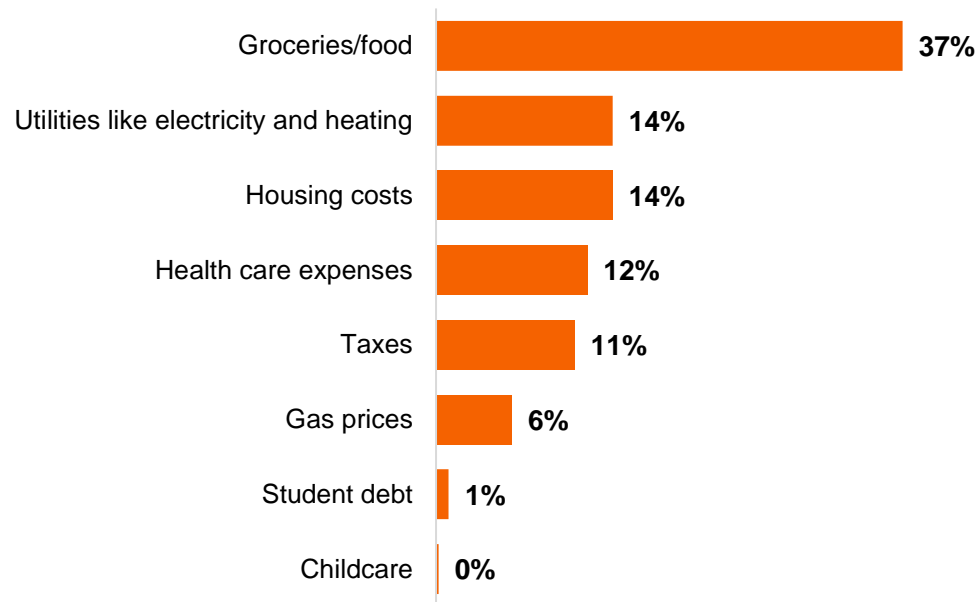
Q31-36. Please tell me how important each of the following issues are when deciding your vote this November: extremely important, very important, somewhat important, not too important, or not at all important.		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	H/L 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+	Net Trump – Biden 50+	Net Brown – Rosen 50+
Social Security		83	79	77	85	79	75	87	79	86	86	72	89	81	93	+7	+1
Medicare		79	70	66	84	72	65	82	73	81	78	68	84	74	85	+4	-3
Cost of utilities		76	71	76	70	81	74	65	71	82	78	65	80	75	78	+25	+19
Policies to help seniors live independently at home as they age		75	66	66	75	70	68	73	67	78	74	63	83	71	80	+9	+2
Cost of housing		74	64	77	61	70	71	68	65	80	74	61	76	71	75	+16	+9
Cost of prescription drugs		69	61	64	66	62	60	72	61	73	68	59	72	65	71	+5	-1

■ Extremely Important ■ Very Important □ Combined

# Top cost concerns & Personal financial situation worry

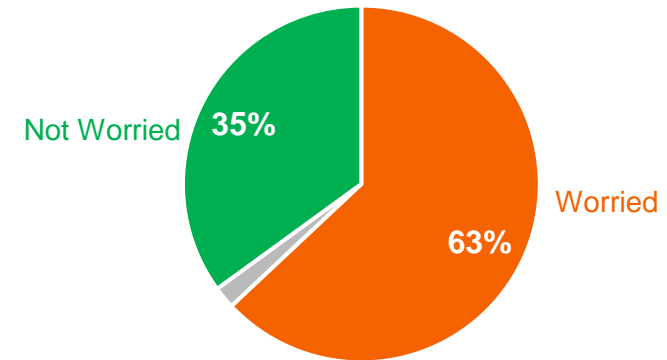
- While a variety of issues are driving cost impact among voters 50+, groceries/food is the frontrunner at 37%.
- 63% of voters 50+ are worried about their personal financial situation. Worry is even higher among voters 50-64, Republicans, Independents, Hispanics, those without college degrees, caregivers, and swing voters.

## Biggest Cost Impact



Q37. Considering your personal financial situation, which of the following is impacting you most?

## Personal Financial Situation



	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	H/L 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+
% Total Worried	65	61	71	55	74	69	47	61	68	69	52	71	70

Q30. How worried are you about your personal financial situation?

# Protecting voters 50+ — Federal issues

- A candidate taking stances protecting Social Security and supporting family caregivers is poised to gain support among voters 50+ across the political spectrum and different demographic groups.
- Caregivers 50+, a Republican leaning group, are very receptive to candidates who would provide support to 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+	H/L 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					93	89	90	91	87	89	97	91	90	91	92	94		
Protecting Social Security from cuts that would be used to reduce the nation's debt					79	76	81	74	72	75	86	77	78	77	79	83		
Provide support for family caregivers who are helping their loved ones live independently in their homes					77	67	68	77	64	66	85	71	78	73	70	83	73	76
Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member					74	66	67	72	63	66	79	68	74	70	69	80	69	72
Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary.					74	62	67	70	59	62	82	65	78	71	62	74	72	74

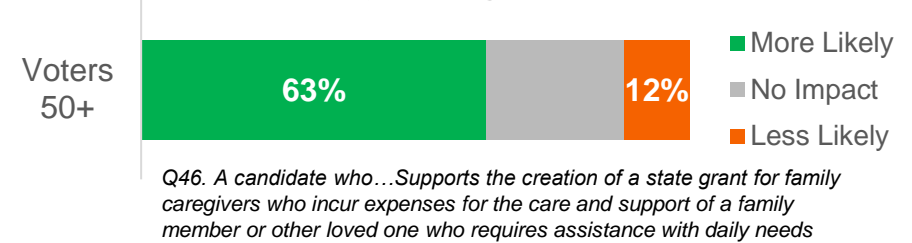
■ Much More Likely ■ Somewhat More Likely □ Total More Likely

# Protecting voters 50+ — State issues

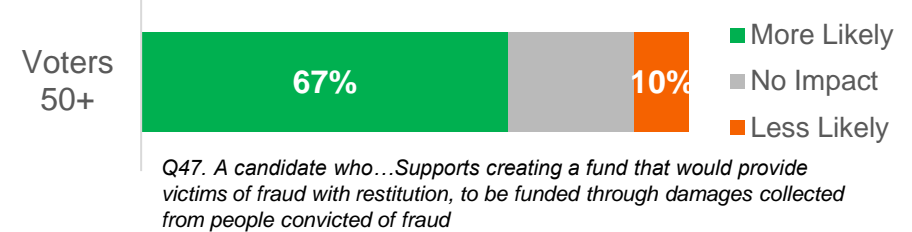
**Most voters 50+ would be more likely to vote for a candidate in Nevada who supports the creation of a state grant for family caregivers who incur expenses.**

- Bipartisan majorities are more likely to vote for a candidate who backs state grants for caregivers, with even higher numbers among Caregivers 50+.
- Two thirds of voters 50+ are also more likely to vote for a candidate who would support creating a fund that provides victims of fraud with restitution. The idea is widely supported across political and demographic lines.
- A large majority of Nevada voters 50+ are concerned about fraud negatively impacting them or their family, with concern high across all groups.

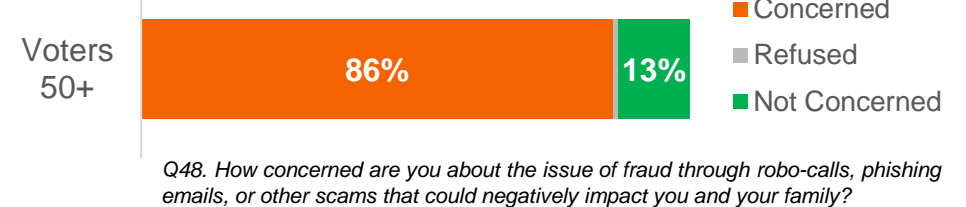
## Grant for Family Caregiver Expenses



## Fund for Restitution for Victims of Fraud



## Concerned About Fraud



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	H/L 50+	<Coll 50+	Coll + 50+	Caregivers 50+	Swing Voters 50+
% More Likely – Family Caregiver Expenses	63	70	57	61	66	54	57	78	61	73	66	58	76	67
% More Likely – Fund for Fraud Victims	67	67	66	68	65	65	60	72	67	67	68	65	68	66
% Concerned About Fraud Negatively Impacting	86	85	87	83	89	86	84	87	85	88	87	84	89	84

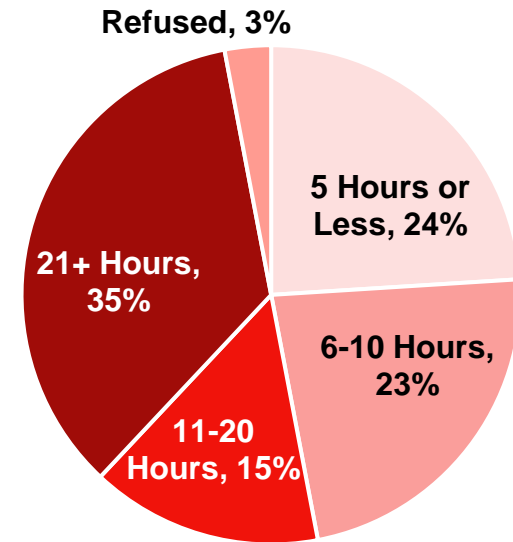
# Family caregivers matter

- More than a quarter of voters 50+ are family caregivers, with Caregivers 50+ accounting for 14% of Nevada voters overall.
- Hispanic voters 50+ are especially likely to identify as a family caregiver.

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?**



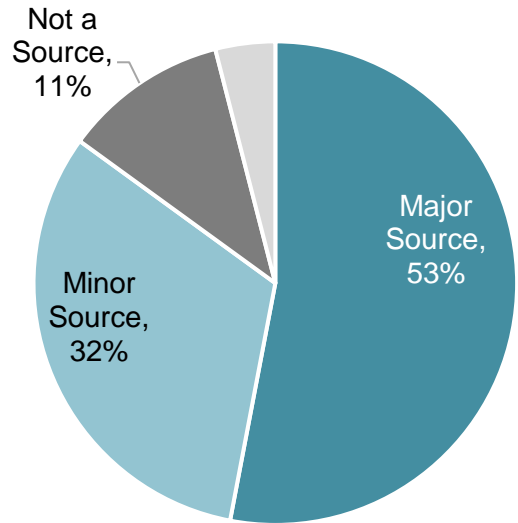
**Time Spent Caregiving Weekly:**  
(Among Caregivers 50+)



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	H/L 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Family caregiver	26	30	23	29	24	29	28	23	25	32	29	21	28

# Importance of Social Security

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



*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+	H/L 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Social Security major source	53	55	50	47	59	54	50	53	53	53	58	42	55

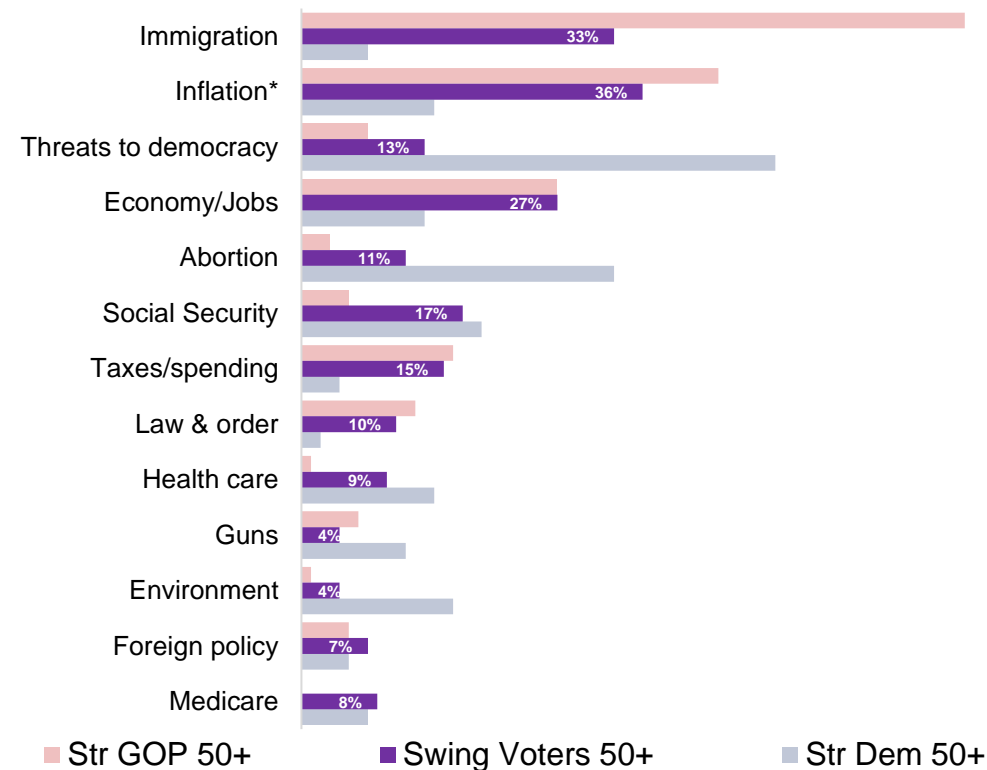
# Swing Voters 50+

- Swing voters 50+ are more likely than voters 50+ overall to be Independent and moderate.
- Unlike straight ticket voters, no one issue stands out well above the others. They have a variety of issue concerns with 66% putting a personal economic issue as one of their top voting issues.

	Straight GOP 50+ n342 (43%)	Swing Voters 50+ n180 (23%)	Straight Dem 50+ n278 (35%)
GOP	78	34	4
<b>Independent</b>	19	<b>36</b>	14
Dem	3	31	83
Conservative	76	36	10
<b>Moderate</b>	17	<b>41</b>	39
Liberal	3	10	47
White	78	63	68
Hispanic/Latino	11	18	19
Female	44	56	57
Male	56	44	43
50-64	54	59	45
65+	46	41	55
<College	67	71	57
College+	32	28	43
Urban	31	36	37
Suburban	43	39	47
Rural	20	16	12
Caregiver	28	28	23

## Most Important Issues (1<sup>st</sup> + 2<sup>nd</sup> Choice)

\*Personal Economic: Straight GOP: 69%, **Swing Voters: 66%**, Straight Dem: 42%



# Nevada voters 18+

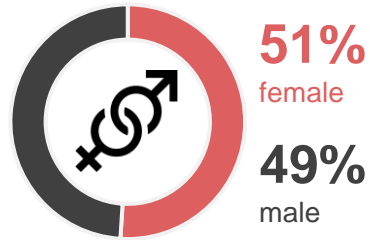


AARP commissioned the bipartisan polling team of [Fabrizio Ward](#) (R) & [Impact Research](#) (D) to conduct a survey of voters in Nevada. The firms interviewed 1,368 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 488 likely voters age 50 and older, and an additional oversample of 280 Hispanic likely voters age 50 and older. The survey was done between June 12-18, 2024. The interviews were conducted via live interviewer on landline (18%) and cellphone (35%), as well as SMS-to-web (47%). The sample was randomly drawn from the Nevada voter list. Interviews were offered in English and Spanish. 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 Hispanic voters 50+ is  $\pm 4.9\%$ .

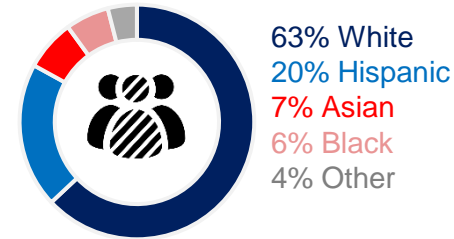
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

**For more information about this survey**, contact Kate Bridges at [kbridges@aarp.org](mailto:kbridges@aarp.org). **Media inquiries** Nevada media contact Erin Neff at [eneff@aarp.org](mailto:eneff@aarp.org); national media contact [media@aarp.org](mailto:media@aarp.org).

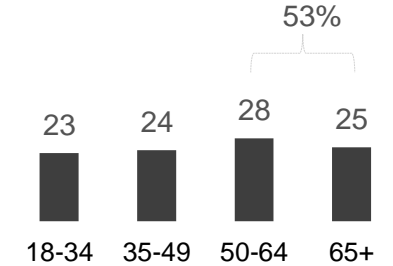
## GENDER



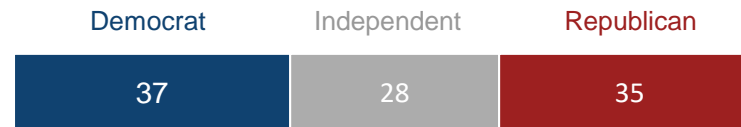
## RACE



## AGE



## PARTY ID



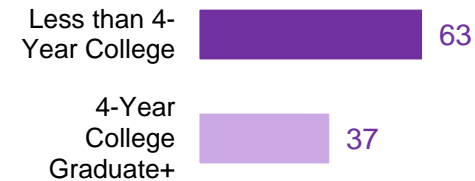
## EMPLOYMENT



## LIVING IN...



## EDUCATION



# Nevada voters 50+

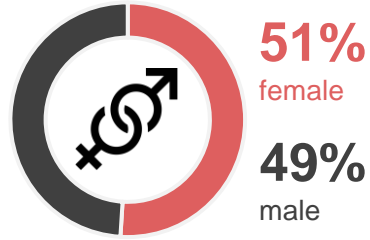


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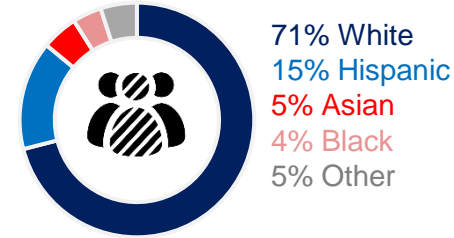
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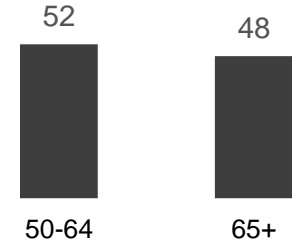
## GENDER



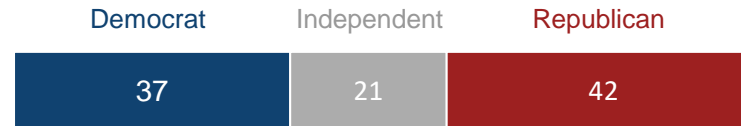
## RACE



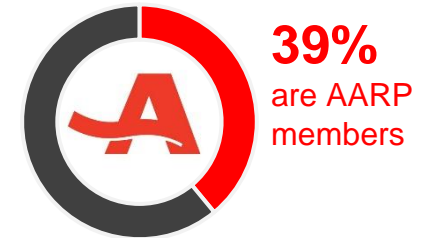
## AGE



## PARTY ID



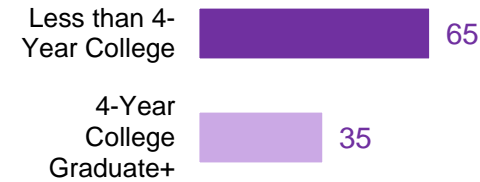
## AARP



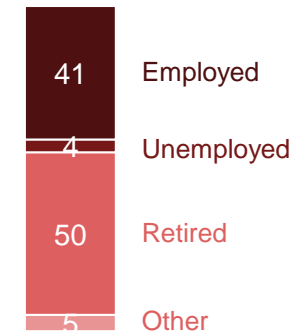
## LIVING IN...



## EDUCATION



## EMPLOYMENT





For national media inquiries, please contact AARP External Relations at:  
[media@aarp.org](mailto:media@aarp.org)

For Nevada media inquiries, please contact Erin Neff at [eneff@aarp.org](mailto:eneff@aarp.org)

For questions about this study, please contact:  
Kate Bridges at [kbridges@aarp.org](mailto:kbridges@aarp.org)

This research was designed and executed by AARP Research