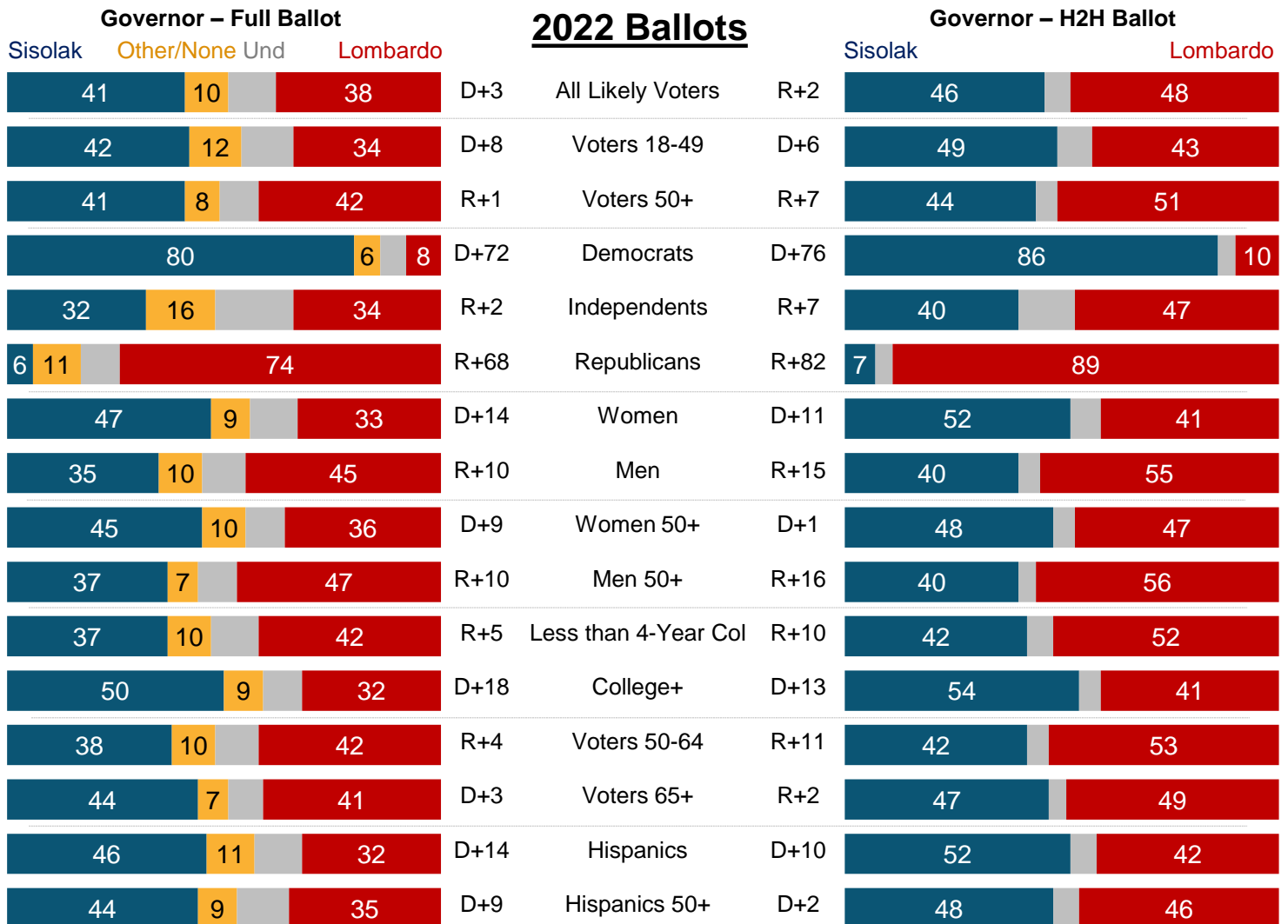


**Governor:** Gov. Steve Sisolak narrowly leads Sheriff Joe Lombardo 41% - 38% in the race for Governor. An additional 10% of voters choose either minor party candidates (Edward Bridges (4%) and Brandon Davis (3%)) or pick None of the Above (3%), with 10% undecided. However, on a head-to-head ballot, Lombardo holds a slight 48% - 46% lead, winning voters voting for a 3<sup>rd</sup> party candidate/None of the above by a 55% - 21% margin and full ballot undecideds by 11-points. It is extremely competitive, with the potential for minor party candidates to affect the outcome.

The race is very tightly contested among voters 50+, who make up 58% of this likely voter survey. Lombardo leads them by 1-point on the full ballot and 7 in the head-to-head. There is a significant gender gap both among the 18+ electorate and among voters 50+ with men in both groups backing Lombardo by double-digits and women favoring Sisolak. However, in the head-to-head ballot, women 50+ become almost evenly divided. There is also a 23-point net difference in both ballots on how voters with and without 4-year college degrees are voting, with college grads more likely to support Sisolak.

Sisolak's image is underwater at 42% favorable - 53% unfavorable, while Lombardo's is also negative at 40% - 46%. Independents view Sisolak unfavorably by a 22-point margin compared to 5-points negative for Lombardo. Their negative view of both is evident with a third of Independents choosing another option or being undecided on the full ballot, while they give Lombardo a 7-point edge on the head-to-head.

Sisolak leads Hispanic voters overall by double-digits. Hispanic voters 50+ are voting for Sisolak by just single-digit margins in both ballot tests, and they hold closely divided views of both candidates when asked their images.



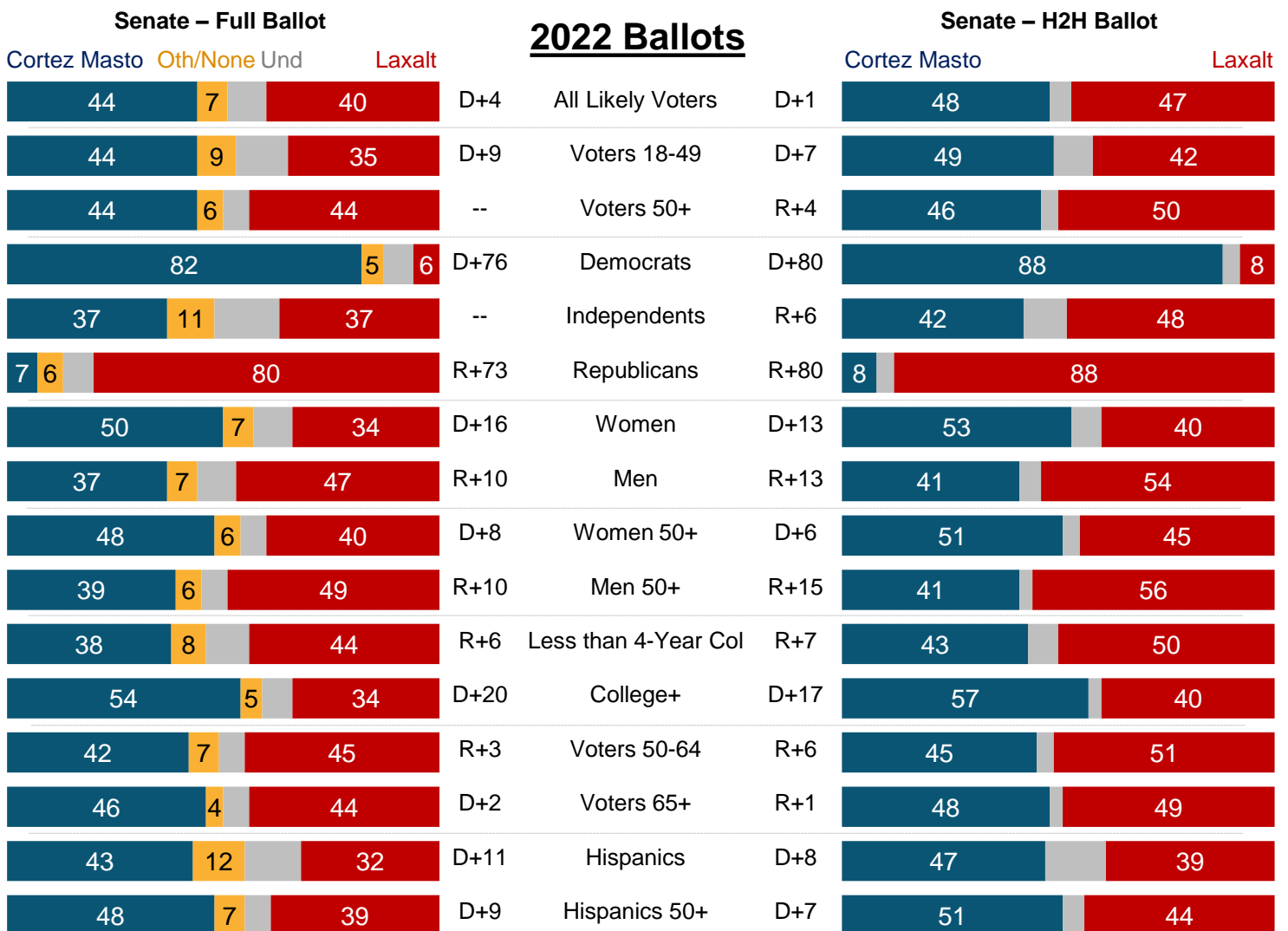
**Senate:** Senator Catherine Cortez Masto has a slight 44% - 40% lead over former Attorney General Adam Laxalt. 7% of voters choose either minor party candidates (Barry Rubinson (2%), Neil Scott (1%), Barry Lindemann (1%)) or pick None of the Above (3%), with 9% undecided. Like the governor’s race, the Senate contest moves toward the Republican candidate when the candidates are asked head-to-head – Masto’s lead narrows to just 48% - 47%.

Among voters 50+, who will make up a majority of this year’s voters in Nevada, the Senate race is a dead heat at 44% on the full ballot, while they give Laxalt a 4-point edge in a head-to-head race. Voters 50+ will be crucial in determining the winner of this contest that could decide control of the Senate.

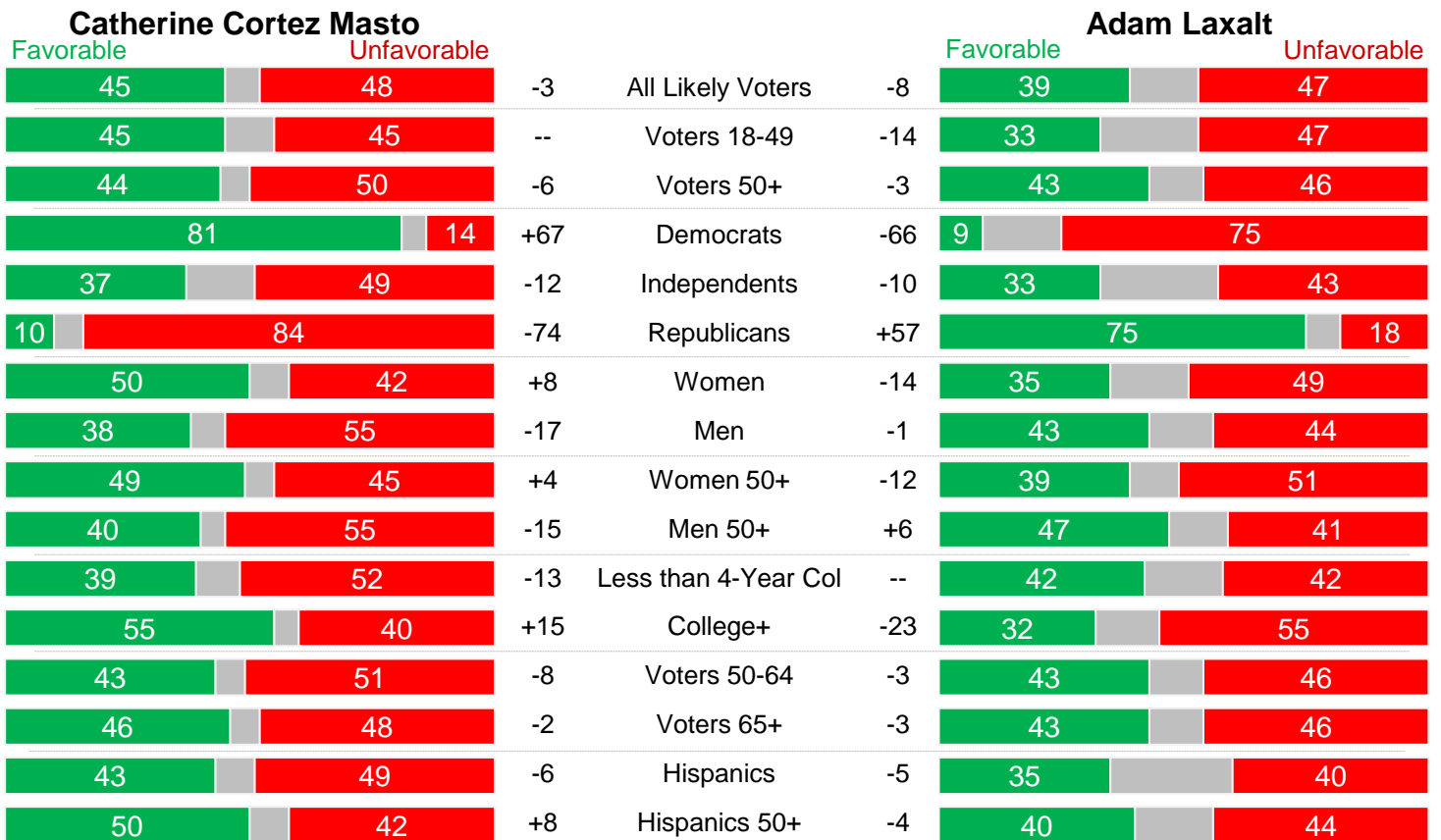
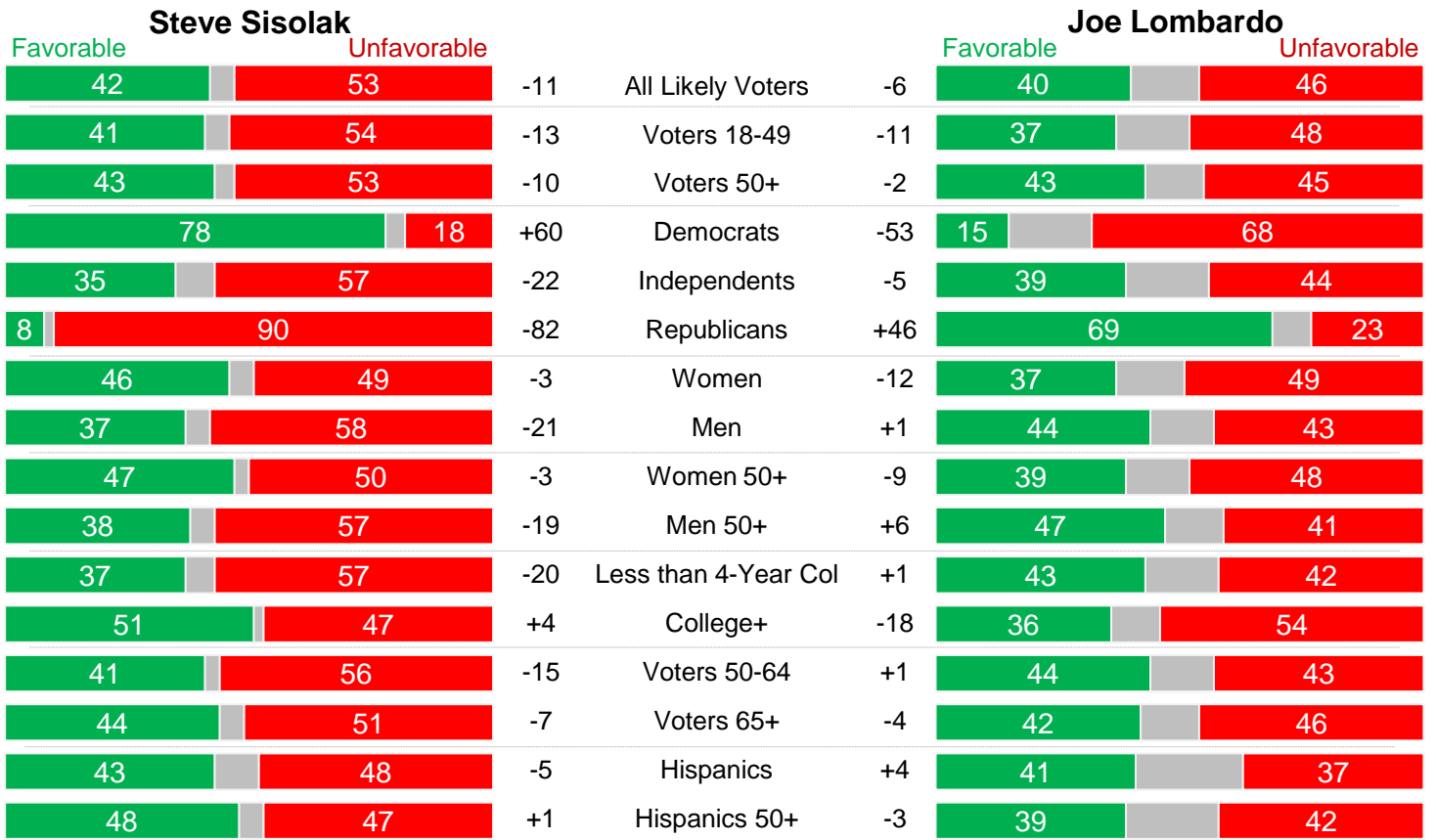
On both ballots, there is a net 26-point difference between women and men, with Cortez Masto up double-digits with women and Laxalt with men. The gender gap is still significant but not quite as large among voters 50+.

Education plays a huge factor with college graduates backing Cortez Masto by a bigger margin than non-college grads are voting for Laxalt. Among Hispanic voters overall and those 50+, Masto holds leads on both ballots ranging from 7 to 11-points.

While both candidates are seen somewhat unfavorably, Laxalt’s image (39% favorable - 47% unfavorable) is a bit more negative than Cortez Masto’s (45% - 48%). Both are also slightly underwater on their image among voters 50+.



## Candidate Images

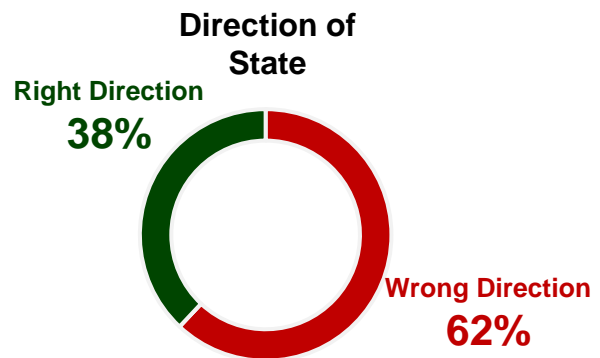
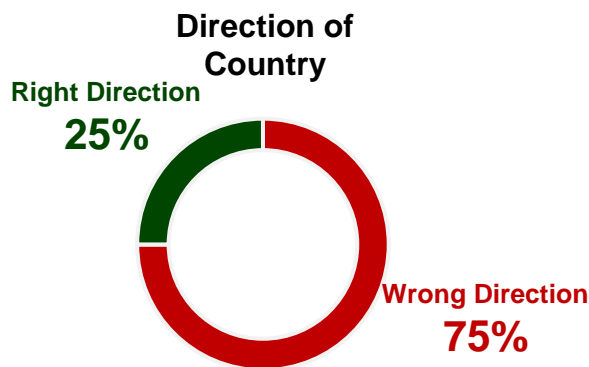


**Political Environment:** Three quarters of Nevada voters say the country is headed in the wrong direction, while 62% say the same about the state. There's significant worry about one's personal financial situation, with 65% very or somewhat worried. 8-in-10 say they are extremely motivated to vote this November, with an 11-point motivation gap between Voters 50+ and those under 50. Republicans are also currently more motivated to vote than their partisan counterparts.

On the generic Congressional ballot, a Republican holds a 48% - 44% lead thanks to a 15-point lead with Independent voters. Among voters 50+, the Republican leads by 8-points. The generic ballot indicates the potential for competitive races in each district other than the 2<sup>nd</sup>, where a Republican is up by double-digits. President Biden's job approval sits at 40% approve - 58% disapprove, while former President Trump's recalled job approval is mixed at 49% - 49%.

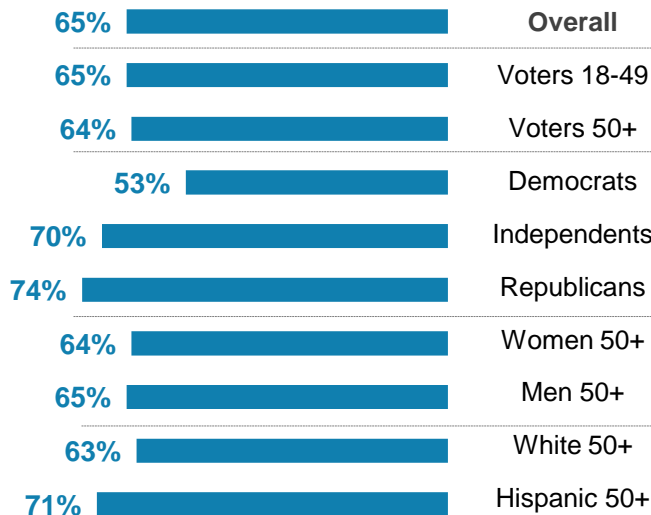
Among voters 50+, inflation & rising prices (15%), taxes/spending (13%) and Social Security/Medicare (12%) are the three top picked most important issues in deciding their vote for U.S. Senate. In a specific comparison, inflation is seen as more important to determining their vote than the court overturning Roe v. Wade by a 2:1 margin.

At the state level, inflation (24%) is the clear top issue among voters 50+, followed by jobs/economy (11%). Regarding inflation, food prices (29%) is the top concern, with gasoline (26%), health care/Rx drugs (17%) and housing (14%) also worrying to many voters 50+. 38% say they plan to vote early in person, with 29% planning to vote on election day and 27% voting by mail.



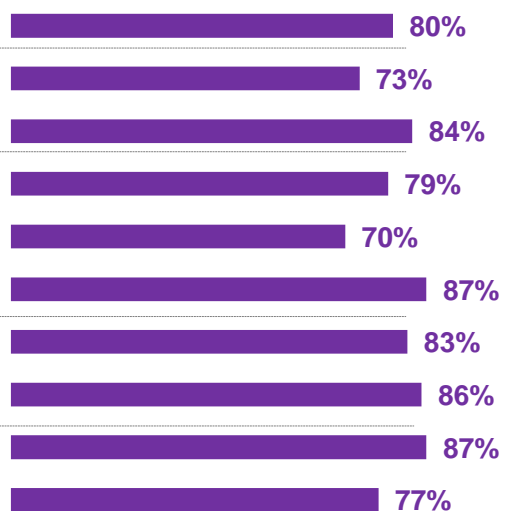
#### How worried are you about your personal financial situation?

% Very/Somewhat Worried

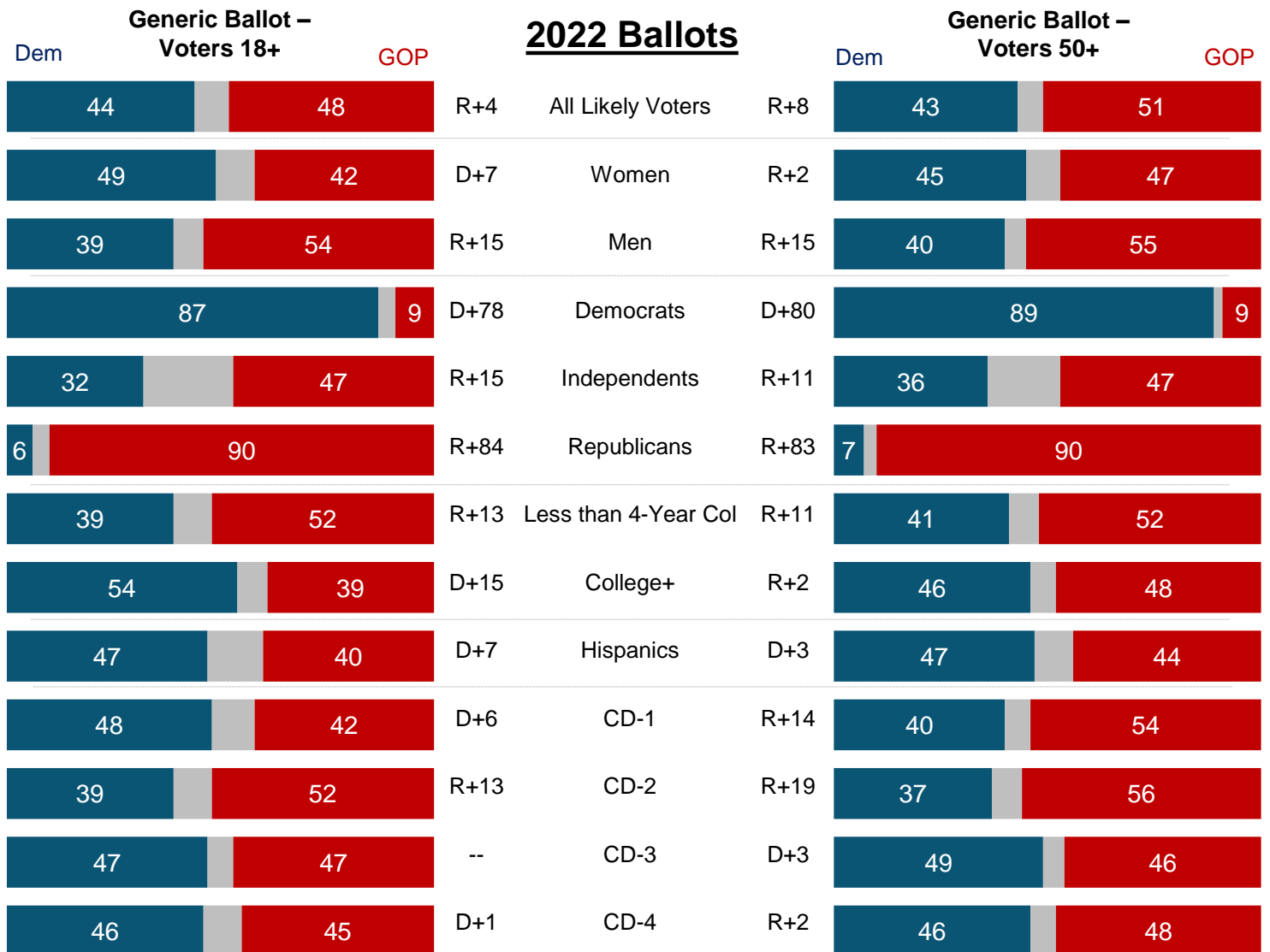


#### How motivated to vote are you in the 2022 general election for Governor, U.S. Senate and Congress?

% - 10 - Extremely Motivated



**2022 Ballots**



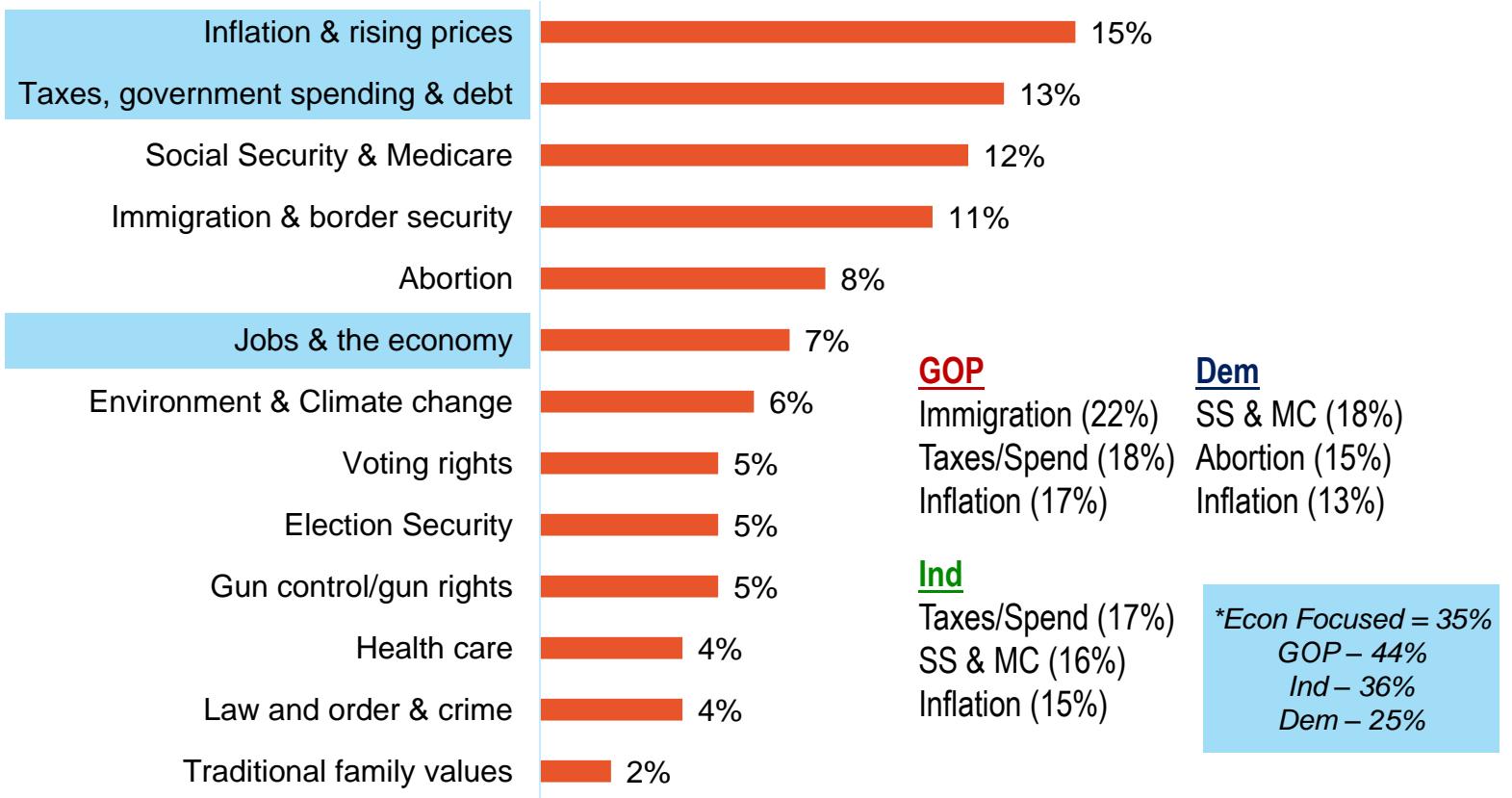
**Key Job Approvals**

Joe Biden				Donald Trump			
Approve	Disapprove			Approve	Disapprove		
40	58	-18	All Likely Voters	--	49	49	
38	58	-20	Voters 18-49	-9	44	53	
42	57	-15	Voters 50+	+6	52	46	
77	20	+57	Democrats	-78	10	88	
32	64	-32	Independents	+2	49	47	
6	94	-88	Republicans	+82	91	9	
45	53	-8	Women	-10	44	54	
36	63	-27	Men	+11	55	44	
45	53	-8	Women 50+	-2	48	50	
38	61	-23	Men 50+	+14	57	43	
36	62	-26	Less than 4-Year Col	+10	54	44	
49	49	--	College+	-19	40	59	
40	59	-19	Voters 50-64	+9	54	45	
43	56	-13	Voters 65+	+3	51	48	
46	51	-5	Hispanics	-8	44	52	
49	51	-2	Hispanics 50+	-1	49	50	

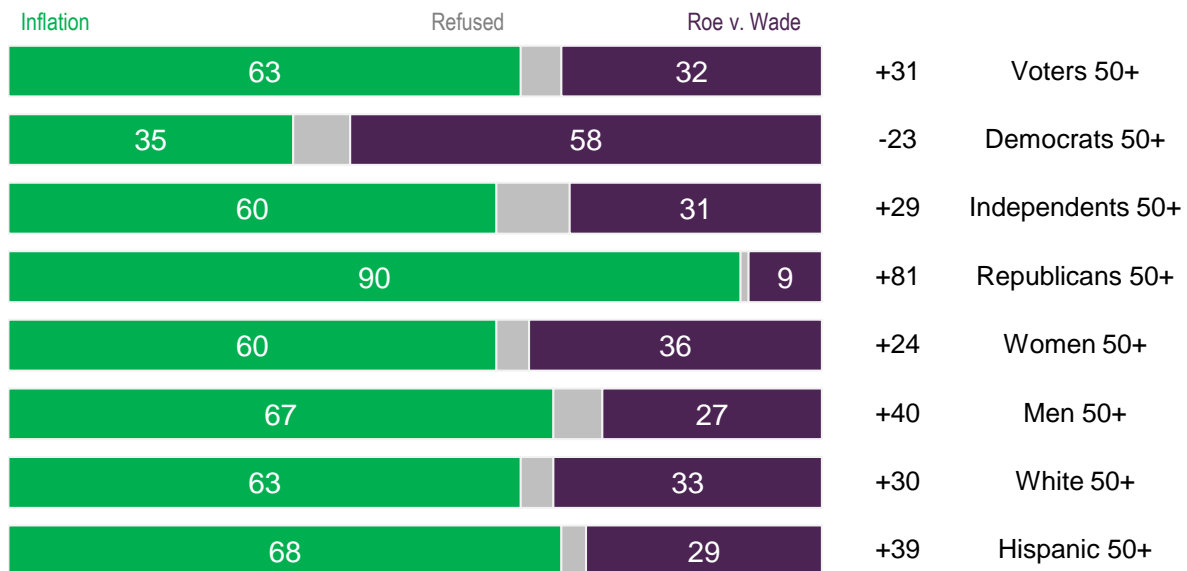
Steve Sisolak				Catherine Cortez Masto			
Approve	Disapprove			Approve	Disapprove		
44	52	-8	All Likely Voters	-5	45	50	
43	50	-7	Voters 18-49	-7	44	51	
44	53	-9	Voters 50+	-4	46	50	
81	16	+65	Democrats	+65	81	16	
38	52	-14	Independents	-9	41	50	
8	90	-82	Republicans	-80	8	88	
48	46	+2	Women	+8	51	43	
40	57	-17	Men	-18	39	57	
47	49	-2	Women 50+	+5	50	45	
42	56	-14	Men 50+	-14	41	55	
39	55	-16	Less than 4-Year Col	-14	40	54	
53	45	+8	College+	+9	53	44	
42	56	-14	Voters 50-64	-7	45	52	
47	49	-2	Voters 65+	--	47	47	
47	45	+2	Hispanics	-5	44	49	
50	48	+2	Hispanics 50+	+8	51	43	



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



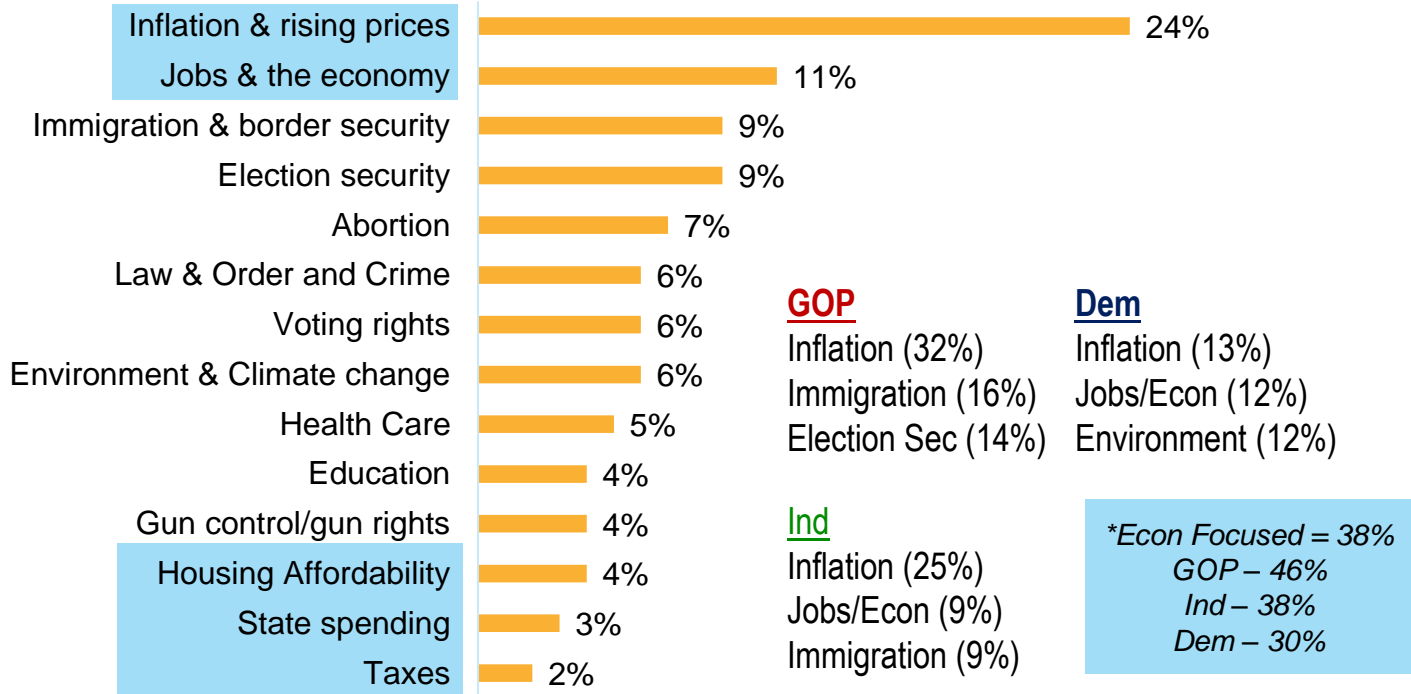
Q: Now more specifically, which of the following is personally more important to you in deciding your vote for Senate? Inflation and rising prices or the Supreme Court overturning Roe v. Wade



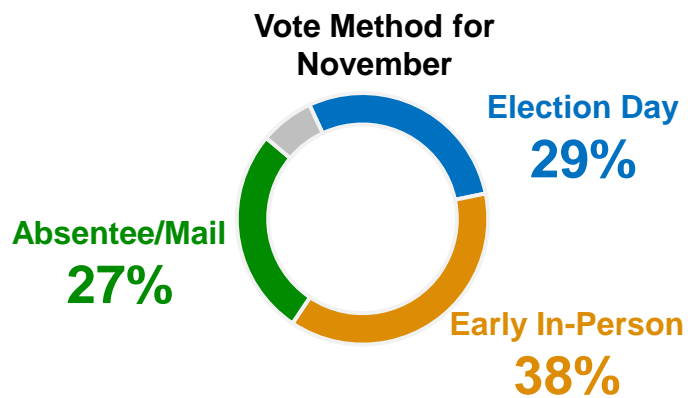
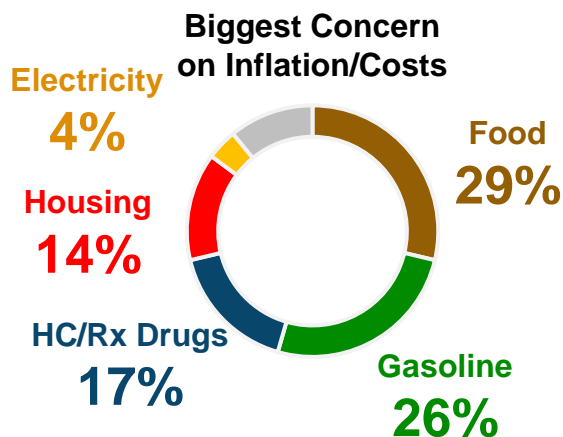
All data on slide is among Voters 50+



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 Nevada 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+

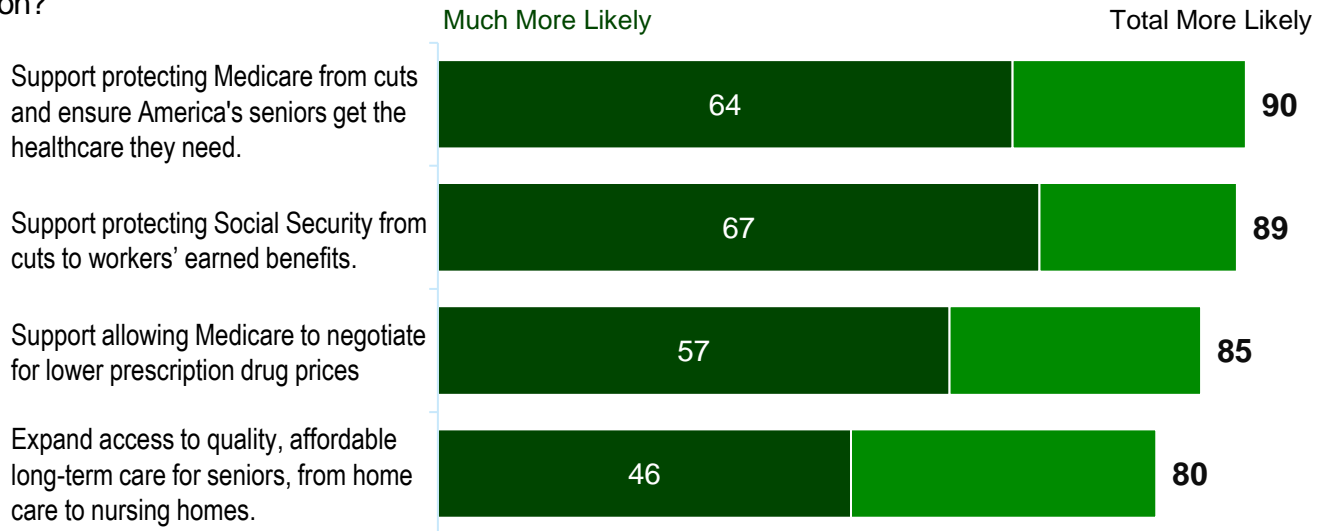




**Key Issues:** Huge majorities of Nevada voters 50+ would be more likely to back a candidate for Senate who supports protecting Social Security & Medicare from cuts, allows Medicare to negotiate for lower prescription drug prices, and expands access to affordable long-term care.

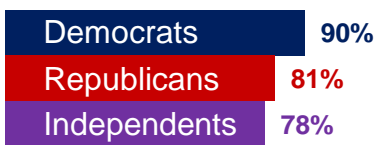
These issues are seen as very important to majorities of voters 50+ and heavily supported by Democrats, Republicans, and Independents.

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



**% Extremely/Very Important on Vote**

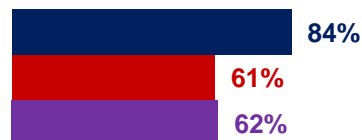
**Importance of Social Security**



**Importance of Medicare**



**Importance of Cost of Rx Drugs**



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

**Protect Medicare**



**Protect S.S. Funding**



**Medicare Rx Prices**



**Affordable LTC**

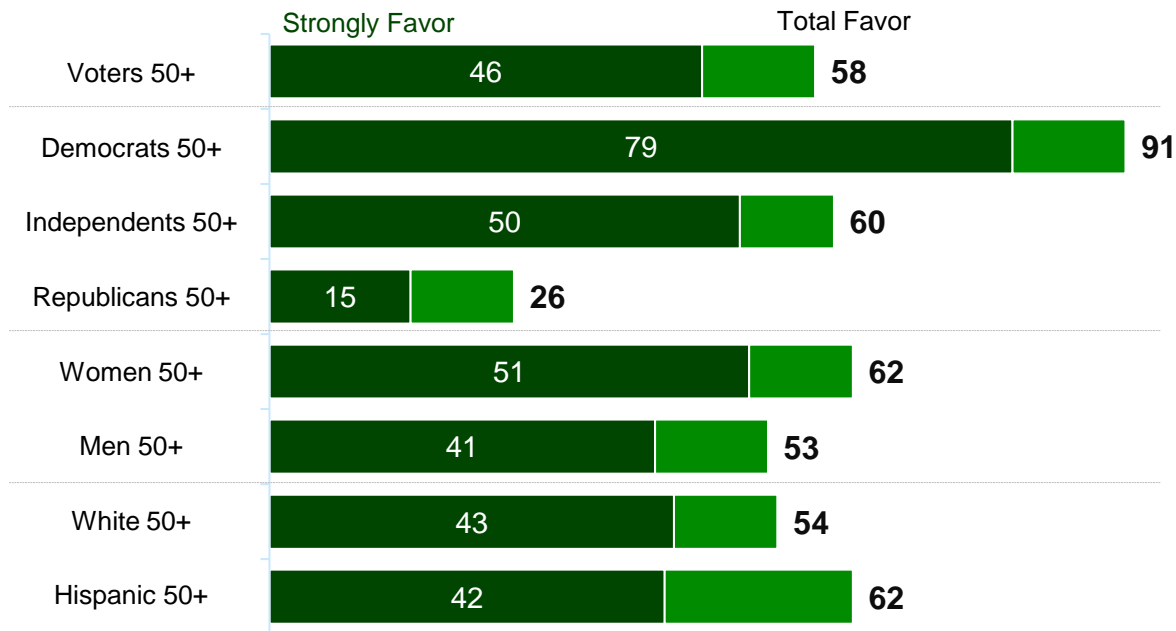


All data on slide is among Voters 50+



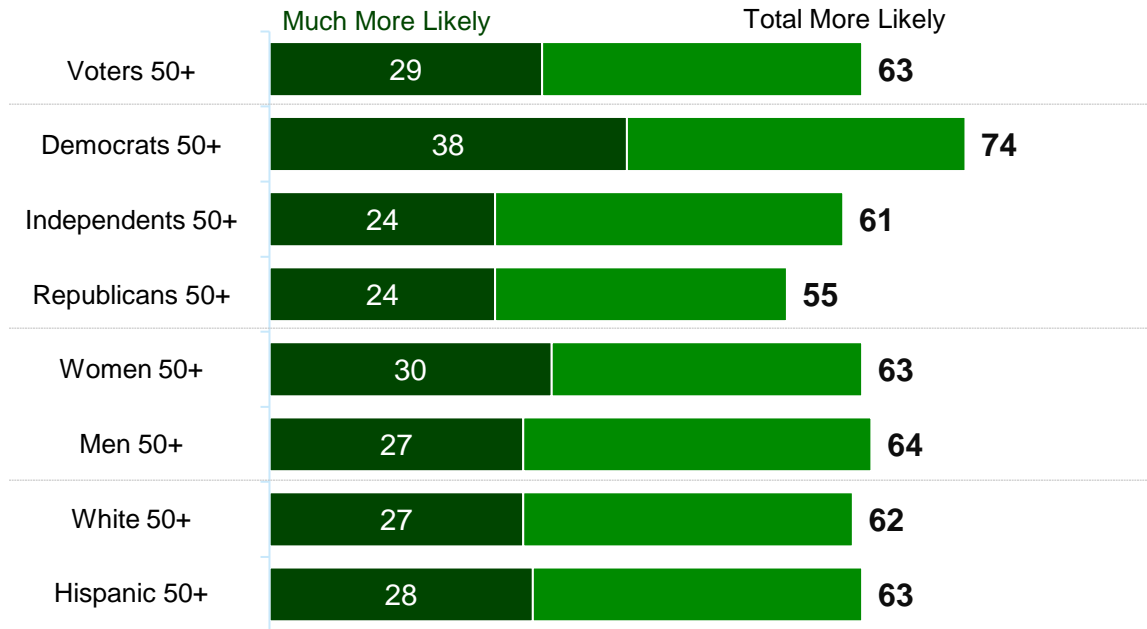
**Voting Access:** A 58% majority of Nevada voters 50+ favor every registered voter being mailed a ballot for each election, with 46% *strongly* in favor. There are strong partisan divides on the question with nearly all Democrats 50+ in favor along with 60% of Independents, but just a quarter of Republicans. Women 50+ are a bit more in favor than men, and Hispanic voters than white voters, but majorities of each major 50+ group favor mailed ballots.

Q: Nevada law ensures that every registered voter receives a ballot in the mail for each election. Do you favor or oppose this?



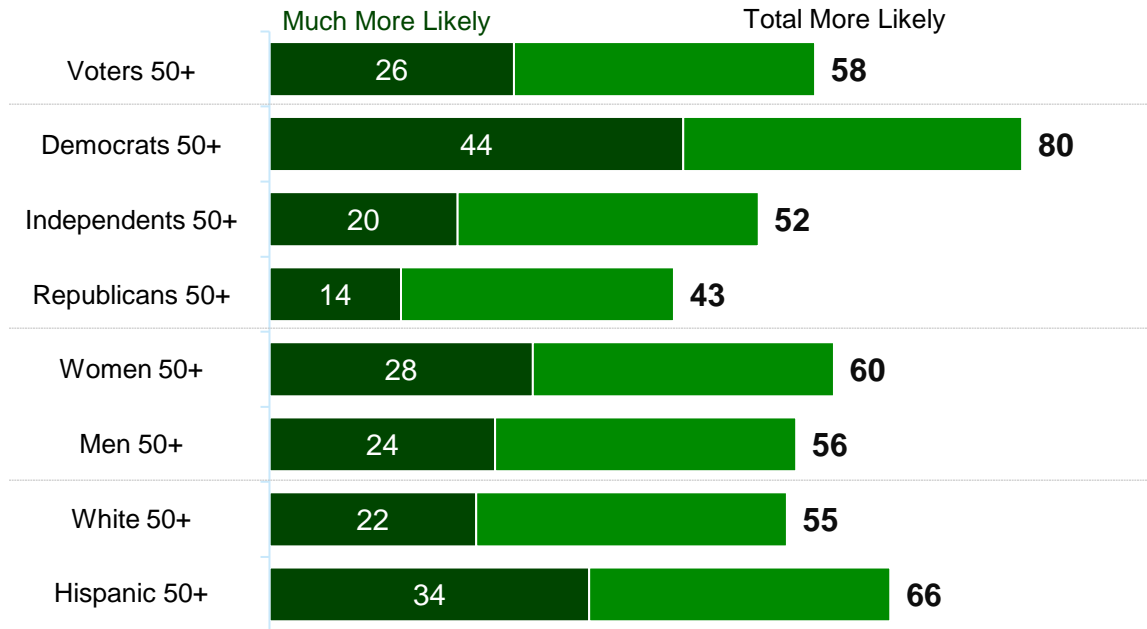
**Nursing Shortage:** 63% of Nevada voters 50+ say they would be more likely to support a candidate for governor who supported fixing the nursing shortage by allowing licensed nurses from other states to work in Nevada. The idea garners bipartisan support, although backing is highest among Democrats. There are not major differences by gender or ethnicity, with most voters 50+ positively impacted by a candidate taking this position.

Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. **Supports fixing the nursing shortage by allowing nurses licensed in other states to come work in Nevada without having to obtain a new license.**



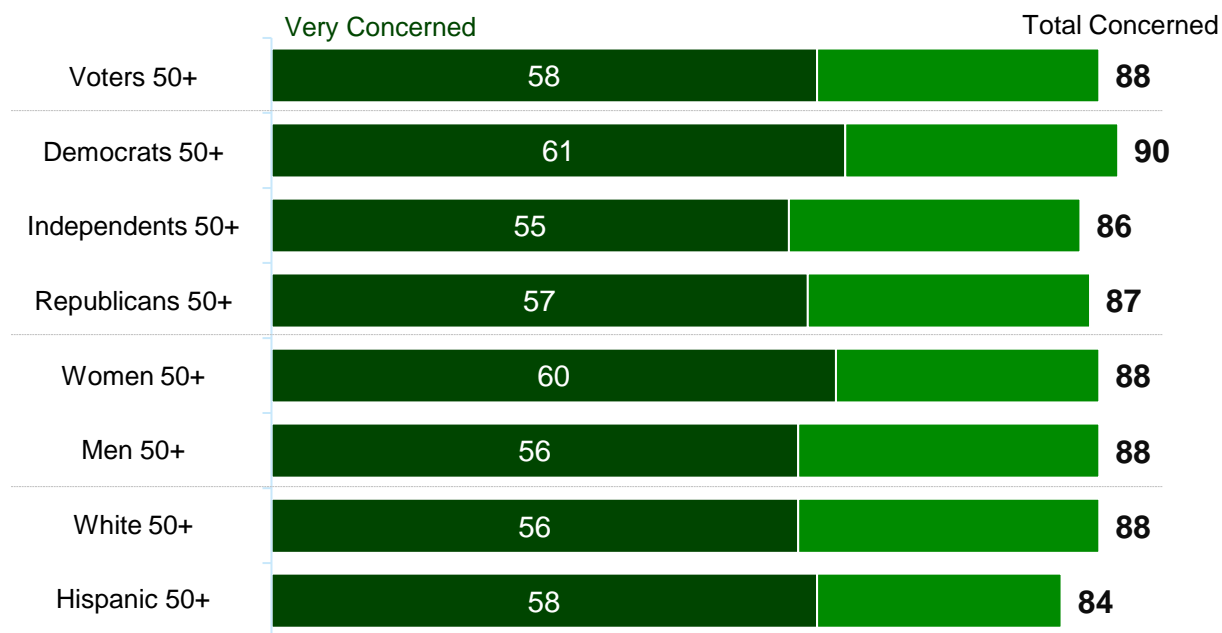
**Work & Save:** Most Nevada voters 50+ would be more likely to vote for a candidate for governor who supports creating a retirement savings program to help Nevada workers who do not have access to one through their employer. Democrats are more favorable to the candidate than voters of other partisan leanings. The proposal reaches positive impact among two-thirds of Hispanic voters 50+.

Q: Please tell me if you would be more likely or less likely to vote for a candidate for Governor that advocated this position. **Supports creating a state retirement savings program for the many workers in Nevada who don't have one through their employer, so they have the option to contribute a portion of their paychecks to their retirement.**



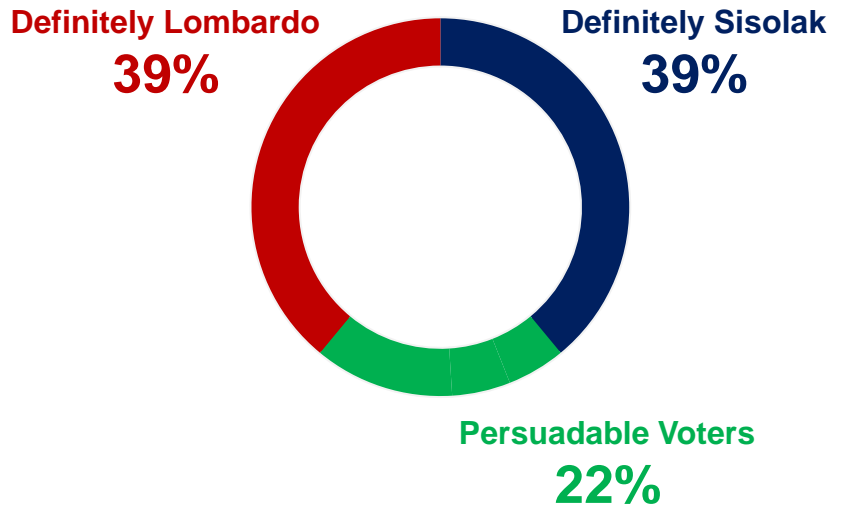
**Fraud Protection:** The vast majority of Nevada voters 50+ are concerned about the issue of fraud negatively impacting them or their family. This concern transcends party lines and is held across major demographic groups.

Q: How concerned are you about the issue of fraud through robo-calls, phishing emails, or other scams that could negatively impact you and your family?

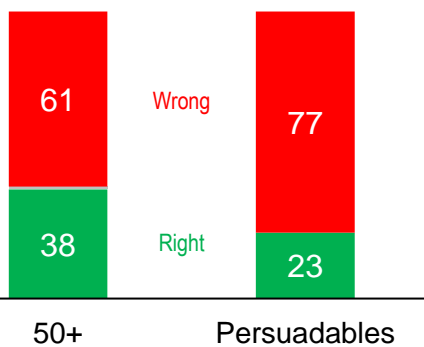


**Persuadable voters** are the 22% of the 50+ segment of the electorate who are not definitely voting for one of Sisolak or Lombardo. 12% are Probably/Leaning toward voting for Lombardo, 5% are Probably/Leaning toward voting for Sisolak, while the rest are Undecided. They are more likely to be an Independent and a moderate than voters 50+ overall. They are very concerned about the state's direction, worried about their finances, and have similar top issues to voters 50+ overall – led by inflation, where their top concerns are similar to voters 50+ overall.

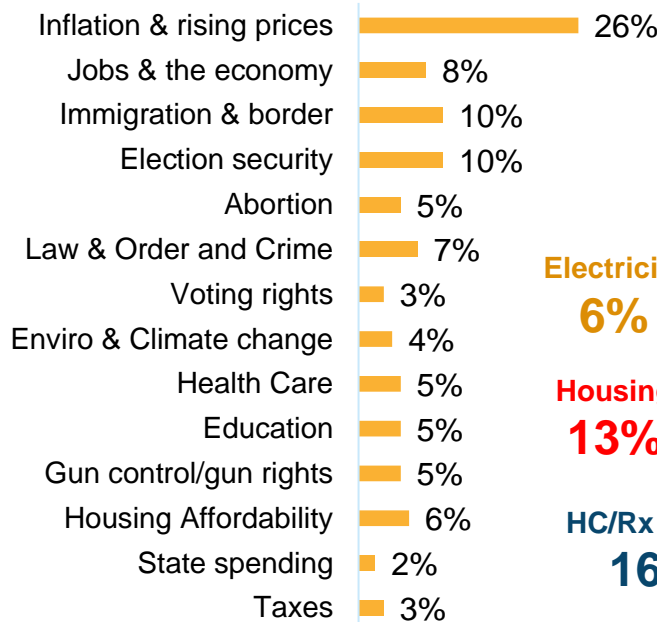
	Voters 50+	Persuadables 50+
<b>GOP</b>	41%	42%
<b>Unaffiliated</b>	23%	37% ↑
Dem	36%	21% ↓
<b>Conservative</b>	44%	36% ↓
<b>Moderate</b>	30%	46% ↑
Liberal	23%	10% ↓



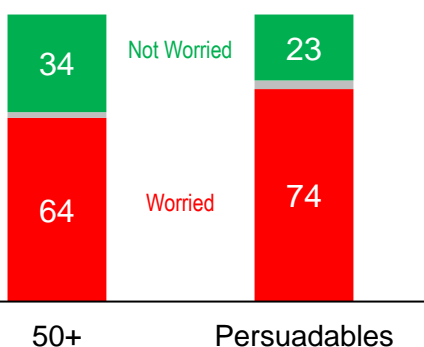
**Direction of State**



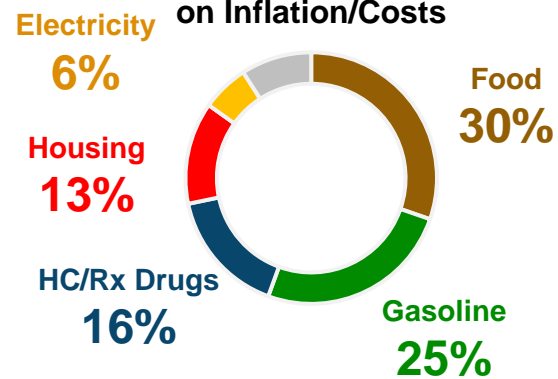
**Top Issue for Gov Vote**



**Worried about Finances**



**Biggest Concern on Inflation/Costs**

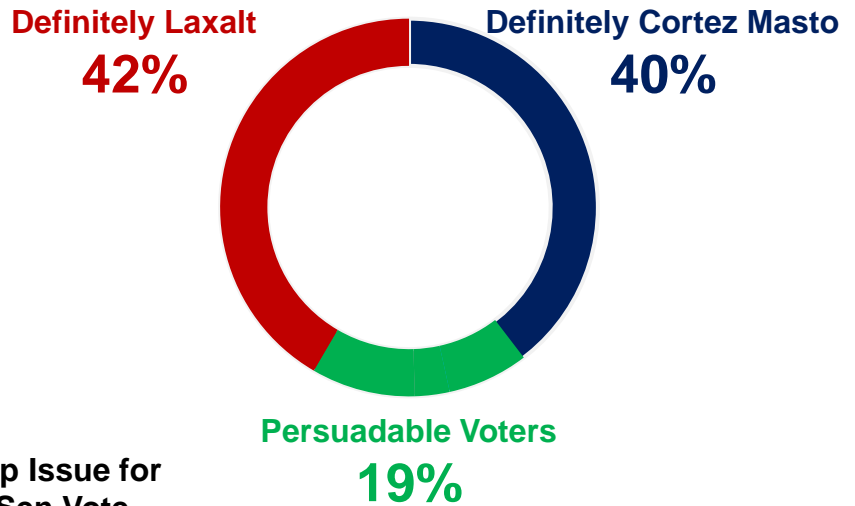


All data on slide is among Voters 50+

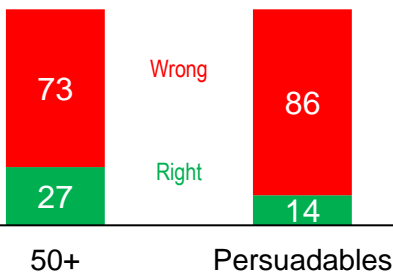


**Persuadable voters** are the 19% of the 50+ segment of the electorate who are not definitely voting for one of Cortez Masto or Laxalt. 7% are Probably/Leaning toward voting for Cortez Masto, 9% are Probably/Leaning toward voting for Laxalt, while the rest are Undecided. They are more likely to be Independents and moderates 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.

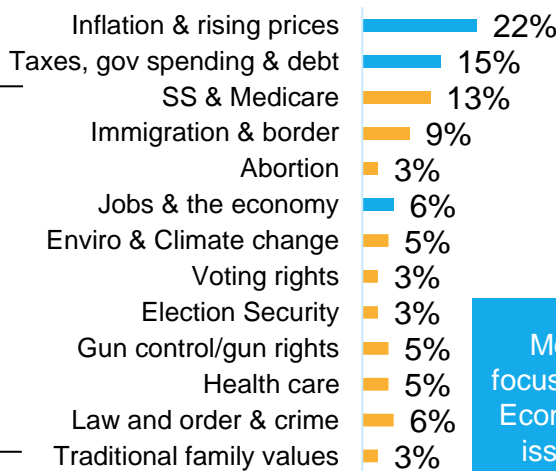
	Voters 50+	Persuadables 50+
<b>GOP</b>	41%	36%
<b>Unaffiliated</b>	23%	43% ↑
Dem	36%	22% ↓
<b>Conservative</b>	44%	37% ↓
<b>Moderate</b>	30%	45% ↑
Liberal	23%	11% ↓



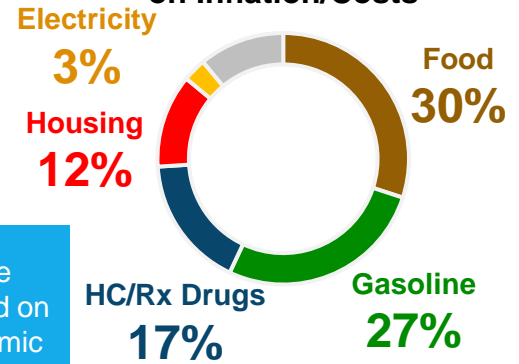
**Direction of Country**



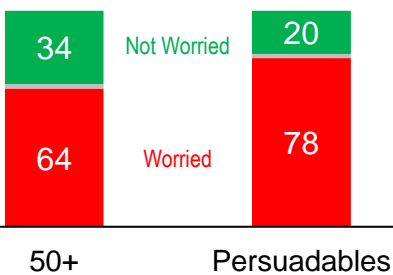
**Top Issue for Sen Vote**



**Biggest Concern on Inflation/Costs**

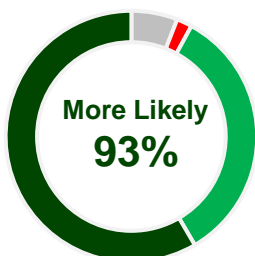


**Worried about Finances**

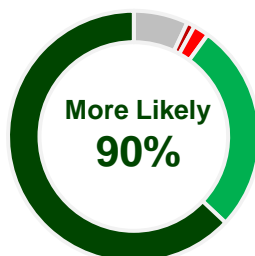


More focused on Economic issues

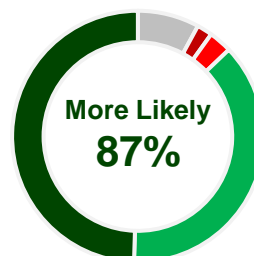
**Sen Candidate: Protect Medicare from Cuts**



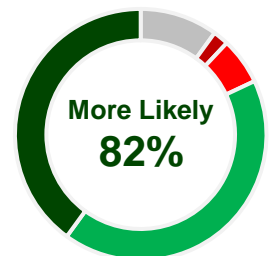
**Sen Candidate: Protect Social Security**



**Sen Candidate: Allow Medicare to Negotiate**



**Sen Candidate: Expand LTC Access**



All data on slide is among Voters 50+

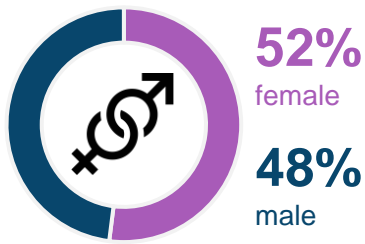
# AARP® Nevada: Profile of Likely Voters 18+

AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,332 likely Nevada 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 August 16-24, 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 840 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.

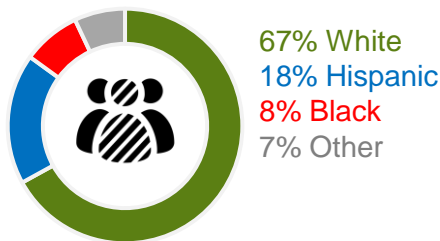
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe. Partisan crosstabs in this report represent how people identify their registration when asked, not how they are registered on the voter file.

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

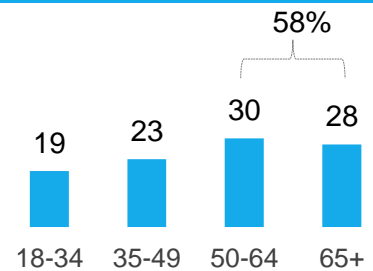
## GENDER



## RACE



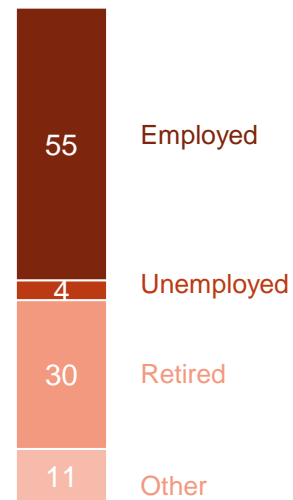
## AGE



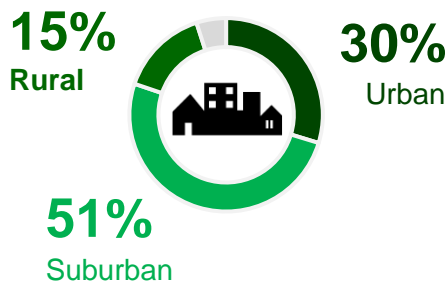
## PARTY ID



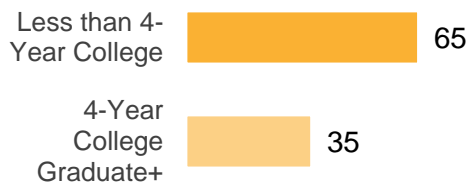
## EMPLOYMENT



## LIVING IN...



## EDUCATION





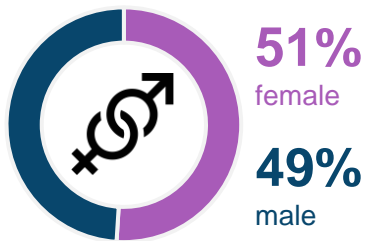
# AARP® Nevada: Profile of Likely Voters 50+

AARP commissioned the bipartisan polling team of Fabrizio Ward & Impact Research to conduct a survey. The firms interviewed 1,332 likely Nevada 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 August 16-24, 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 840 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](mailto:kbridges@aarp.org). Media inquiries contact Erin Neff at [eneff@aarp.org](mailto:eneff@aarp.org).

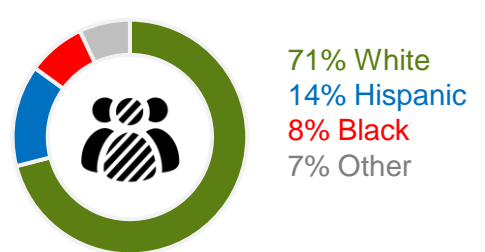
## GENDER



## AARP



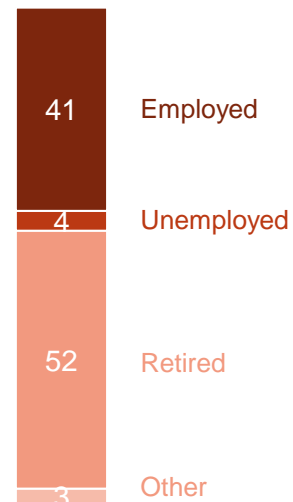
## RACE



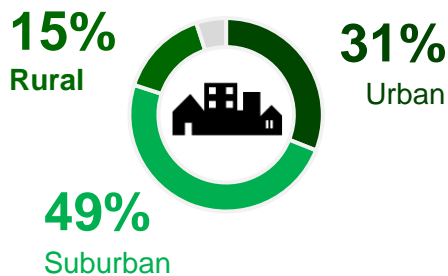
## EDUCATION



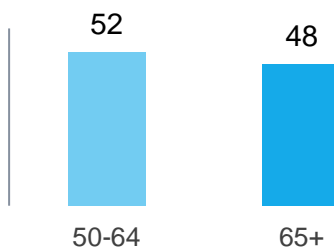
## EMPLOYMENT



## LIVING IN...



## AGE



## PARTY ID



All data on slide is among Voters 50+

