

## MEMORANDUM

**To: Interested Parties**  
**From: Protect Our Care**  
**RE: Seniors Fleeing Trump Over Health Care**  
**Date: June 1, 2020**

Older Americans are especially at risk from the coronavirus - the vast majority of deaths have been seniors over age 65 and older ([80%](#)), and one-in-three of those killed have been nursing home residents. In 2016, Donald Trump won voters over 65 by 7-points (52% - 45%) according to [exit polls](#). But Trump's failed leadership on coronavirus has already hurt him with this critical block of voters, and will undoubtedly continue to do so.

- [CHRISTIAN SCIENCE MONITOR](#) - "For some seniors, virus is shifting their views of Trump"
- [NEW YORK TIMES](#) - "Anxious About the Virus, Older Voters Grow More Wary of Trump"
- [BOSTON GLOBE](#) - "Senior citizens may be souring on Trump as coronavirus crisis continues"

### APPROVAL RATING DROPPING

Trump's re-election campaign is counting on older Americans as the bedrock of his coalition. But polling clearly shows that he is losing support from older Americans in significant ways. A new analysis from [Five-Thirty-Eight.com](#) reveals that Trump is polling more than 14 points lower with voters over 65 in 2020 than he did in 2016.

#### Trump is polling worse with older voters than in 2016

Comparison of Donald Trump's 2016 vote margin and the average margin in national head-to-head polls between Trump and Joe Biden since April 1, by different age groups

AGE GROUP	TRUMP 2016 MARGIN	TRUMP 2020 MARGIN	DIFFERENCE
45 to 64	+4 . 0	-1 . 4	-5 . 4
50 to 64	+5 . 8	+0 . 6	-5 . 2
55+	+9 . 9	-0 . 4	-10 . 3
65+	+13 . 3	-1 . 0	-14 . 3

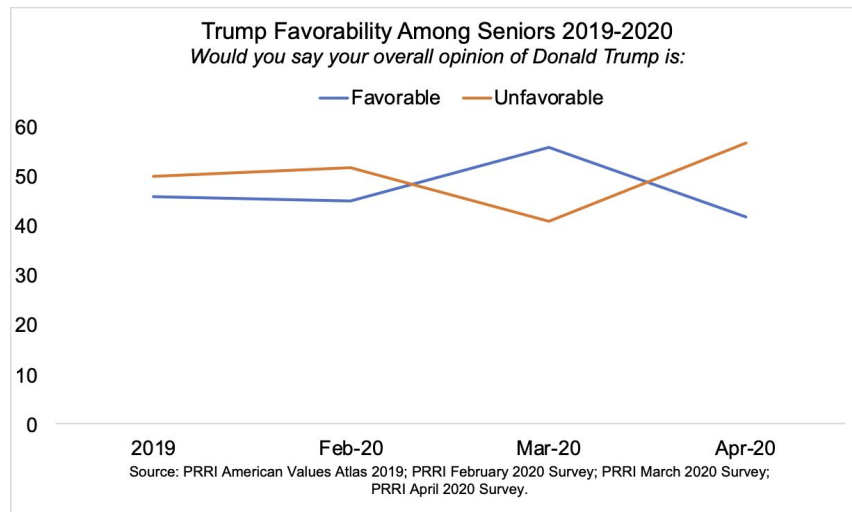
Polls were averaged by pollster to avoid overweighting one pollster.

SOURCE: COOPERATIVE CONGRESSIONAL ELECTION STUDY, POLLS

In the key battleground state of Michigan, [polling](#) done by Public Policy Polling for Protect Our Care found that Trump is doing substantially worse with seniors than he was about a month ago. Trump was at net -2 approval (47/49) among those 65 and older in a poll conducted in Michigan in late April, but in much worse shape among seniors in Michigan last week - at just 42/54 for a net -12 approval rating overall. Specifically on the coronavirus, seniors gave Trump a 46/48 approval rating in late April which deteriorated to 41/54 by this week.

The Navigator Research project has seen a rapid decline in Trump's job approval and approval of handling the coronavirus with Americans over 55 years old. His overall approval rating has gone from +6 (52%-46%) in late March to -2 (48%-50%) in mid-May with people over 55. Similarly, but even more alarmingly, his approval on handling the coronavirus pandemic has gone from +14 (55%-41%) in late March to -8 (44%-52%) in mid-May with this all-important demographic.

These finding holds true in other research. [PRRI](#) found that just four-in-ten (42%) seniors said they were favorable (mostly or very) to President Trump while the majority (57%) were unfavorable. Back in March, a majority (56%) were favorable towards him.



In addition, [Quinnpiac](#) finds that Trump's approval on coronavirus is underwater by 9 points (44-53%). The concern isn't restricted just to Donald Trump. Among people over 65, Quinnpiac found that people disapprove of Republicans in Congress handling of the coronavirus by 13 points (41-54%).

### **HEALTH CARE IS THE KEY ISSUE FOR OLDER VOTERS**

Health care is the critical issue of concern for older Americans. They are paying incredibly close attention to news about the pandemic, and are increasingly worried about getting sick. A [recent survey from AARP](#) found that health care is the number one issue for independent voters over the age of 50. According to the survey, 49% of 50-64 year olds cannot afford their health care, and 66% are worried that they, or someone in their family will get sick. Ninety-five percent of Americans over the age of 65 say they are closely following the news around the pandemic.

Navigator Research finds that Trump is now -5 on his job approval on health care (45%-50%) with people 55 and over. He had a 4 point advantage (50%-46%) on this question in late March.

In fact, people over 55 are more worried about their families health (80%) than their families financial situation (20%) - greater than the split among the population as a whole. Similarly, 93% of people over 55 are worried about people in nursing homes, including 53% who are very worried.

In the latest Quinnpiac national survey, they found that 82% are concerned (45% very concerned) that they know someone who will be infected with the virus.

Polling makes the storyline very clear. Older voters are deserting Trump because they're worried about their health care, particularly in a pandemic, and they know Trump has left them behind.