
THE OHIO POLL*

FOR RELEASE

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VARIETY OF ISSUES DRIVING MANY VOTER CHOICES, CANDIDATE CHARACTERISTICS ALSO IMPACTING VOTE DECISIONS

Cincinnati, OH--While many likely voters say issues will make the biggest difference in their votes for governor and U.S. Senate, no single issue dominates the political landscape this year. A sizeable number of voters say candidate characteristics such as experience, political party or character will have the most impact on how they vote in these races this fall.

These findings are based on the latest Ohio Poll, conducted by the Institute for Policy Research at the University of Cincinnati. The Ohio Poll is sponsored by the University of Cincinnati. The Poll was conducted from September 7 through September 17, 2006. Interviews were not conducted on September 11, 2006.

The latest Ohio Poll asked likely voters about the factors that will make the biggest difference in their votes for governor and U.S. Senate this fall. While many voters say issues (national, state, or local) will make the biggest difference in how they vote this fall, other voters will focus on candidate characteristics such as experience, political party or character.

GUBERNATORIAL RACE

Sixty-three percent of likely voters say issues will make the biggest difference in their vote for governor this fall. An additional 18 percent say candidate character will make the biggest difference in how they vote, 10 percent say candidate political party and six percent say candidate experience will make the biggest difference in their vote choice.

Voters who say issues will make the biggest difference in how they vote for governor were asked to identify the one issue that will make the biggest difference in how they vote. Education (14%), the economy/jobs (13%), and taxes (12%) are most frequently identified as issues that will make the biggest difference in vote choices for governor.

Likely voters who intend to vote for Democrat Ted Strickland

A large majority (69%) of Strickland voters say issues will make the biggest difference in how they vote for governor. An additional 14 percent say candidate character, 12 percent say candidate political party and three percent say candidate experience will make the biggest difference when selecting a candidate.

Among Strickland voters who say issues will make the biggest difference in how they vote, education (17%), the economy/jobs (16%) and taxes (11%) are most frequently mentioned as the one issue that will make the biggest difference in how they vote for governor.

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Likely voters who intend to vote for Republican Ken Blackwell

A majority (53%) of Blackwell voters say issues will make the biggest difference in how they vote for governor. An additional 25 percent say candidate character, 11 percent say candidate political party and nine percent say candidate experience will make the biggest difference in how they vote.

Among Blackwell voters who say issues will make the biggest difference in how they vote, taxes (13%), education (11%) and the economy/jobs (8%) are most frequently mentioned as the one issue that will make the biggest difference in how they vote for governor.

Strickland-Blackwell Voter Comparison

Strickland voters (69%) identify issues as making the biggest difference in their vote more frequently than do Blackwell voters (53%).

Blackwell voters identify candidate character (25%) more frequently than Strickland voters (14%) as making the biggest difference in their vote for governor

U.S. SENATE RACE

Fifty-three percent of likely voters say issues will make the biggest difference in how they vote for U.S. Senator on Election Day. An additional 15 percent say candidate character, 14 percent say candidate experience and 14 percent say candidate political party will make the biggest difference in their vote.

Voters who say issues will make the biggest difference in how they vote for U.S. Senator were asked to identify the one issue that will make the biggest difference in how they vote. The economy/jobs (10%) and the war in Iraq (9%) were most frequently mentioned as issues that will make the biggest difference in vote choice.

Overall, a total of 13 percent say the war in Iraq (9%) or the war on terrorism/homeland security (4%) will make the biggest difference in their vote for U.S. Senate this fall.

Likely voters who intend to vote for Democrat Sherrod Brown

Sixty-one percent of Brown voters say issues will make the biggest difference in how they vote for U.S. Senate, 15 percent say candidate political party, 12 percent say candidate character, and nine percent say candidate experience will make the biggest difference in how they vote.

Among Brown voters who say issues will make the biggest difference in how they vote, the economy/jobs (13%) and the war in Iraq (12%) are most frequently mentioned as the one issue that will make the biggest difference in how they vote.

Likely voters who intend to vote for Republican Mike DeWine

Forty-five percent of DeWine voters say issues will make the biggest difference in how they vote for U.S. Senate, 20 percent say candidate experience, 19 percent say candidate character and 14 percent say candidate political party will make the biggest difference in how they vote.

Among DeWine voters who say issues will make the biggest difference in how they vote, the economy/jobs (7%), the war in Iraq (6%) and the war on terrorism/homeland security (5%) are most frequently mentioned as the one issue that will make the biggest difference in how they vote.

Brown-DeWine Voter Comparison

Brown voters identify issues (61%) as making the biggest difference in their vote choice for U.S. Senate more frequently than DeWine voters (45%).

Slightly more Brown voters (15%) than DeWine voters (11%) mention either the war in Iraq or the war on terrorism/homeland security as the issue making the biggest difference in their vote for U.S. Senate.

DeWine voters identify candidate experience (20%) and character (19%) as making the biggest difference in their vote for U.S. Senate more frequently than Brown voters (9% and 12% respectively).

Ohio Poll Methodology

These findings are based on the most recent Ohio Poll conducted by the Institute for Policy Research at the University of Cincinnati from September 7 through September 17, 2006. Interviews were not conducted on September 11, 2006.

A random sample of 671 likely voters from throughout the state was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 3.8 percent.

In addition to sampling error, there are other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects that can introduce error or bias.

Results reported for subgroups have the potential for somewhat larger variation than those for the entire population.

Reported percentages may not total to 100% due to rounding.

Respondents to the Ohio Poll were asked:

- “What will make the biggest difference in how you vote for governor . . . national issues, state issues, local issues, the candidate’s political party, the candidate’s character, the candidate’s experience, or something else?”
- [If specified national, state or local issues:] “And, what one issue will make the biggest difference in how you vote for governor this fall?”
- “What will make the biggest difference in how you vote for U.S. Senator ... national issues, state issues, local issues, the candidate’s political party, the candidate’s character, the candidate’s experience, or something else?”
- [If specified national, state or local issues:] “And, what one issue will make the biggest difference in how you vote for U.S. Senator this fall?”

**“What will make the biggest difference in how you vote for governor?”
(Likely Voters Overall)**

	Likely Voters September 2006
Issues (Total)	63%
Education	14
Economy/jobs (including minimum wage)	13
Taxes	12
Need for “Change”	2
Health (including Medicare/Medicaid)	2
War in Iraq	2
Other issue**	11
Candidate character	18
Candidate political party	10
Candidate experience	6
Don’t know	2
(N=)	(665)

*** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of voters overall: abortion; casinos/gambling; corruption in government; government spending/priorities; guns/gun control; immigration; rights/marriage for homosexuals; the environment; war on terrorism/homeland security.*

**“What will make the biggest difference in how you vote for governor?”
(Strickland Voters Only)**

	Strickland Voters Only September 2006
Issues (Total)	69%
Education	17
Economy/jobs (including minimum wage)	16
Taxes	11
Need for “Change”	4
War in Iraq	2
Health (including Medicare)	2
Corruption in government	2
Other issue**	9
Candidate character	14
Candidate political party	12
Candidate experience	3
Don’t know	1
(N=)	(317)

*** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of Strickland voters: casinos/gambling; immigration; the environment.*

**“What will make the biggest difference in how you vote for governor?”
(Blackwell Voters Only)**

	Blackwell Voters Only <u>September 2006</u>
Issues (Total)	53%
Taxes	13
Education	11
Economy/jobs (including minimum wage)	8
War on terrorism/homeland security	3
War in Iraq	2
Other issue**	10
Candidate character	25
Candidate political party	11
Candidate experience	9
Don't know	2
(N=)	(241)

*** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of Blackwell voters: abortion; government spending/priorities; guns/gun control; health (including Medicare/Medicaid); immigration; rights/marriage for homosexuals.*

**“What will make the biggest difference in how you vote for U.S. Senator?”
(Likely Voters Overall)**

	Likely Voters <u>September 2006</u>
Issues (Total)	53%
Economy/jobs (including minimum wage)	10
War in Iraq	9
War on terrorism/homeland security	4
Taxes	4
Education	3
Health (including Medicare)	2
Immigration	2
Other issue**	13
Candidate character	15
Candidate experience	14
Candidate political party	14
Don't know	4
(N=)	(664)

*** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of voters overall: corruption in government; crime; foreign policy in general (not Iraq); gas prices/home heating oil; government spending/priorities; need for “change”; rights/marriage for homosexuals; the environment.*

**“What will make the biggest difference in how you vote for U.S. Senator?”
(Brown Voters Only)**

	Brown Voters Only
	<u>September 2006</u>
Issues (Total)	61%
Economy/jobs (including minimum wage)	13
War in Iraq	12
Taxes	4
War on terrorism/homeland security	3
Education	3
Health (including Medicare)	2
Corruption in government	2
Need for “Change”	2
Gas prices/home heating oil	2
Other issue**	11
Candidate political party	15
Candidate character	12
Candidate experience	9
Don’t know	4
(N=)	(321)

*** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of Brown voters: crime; government spending/priorities; immigration; roads/road conditions; the environment.*

**“What will make the biggest difference in how you vote for U.S. Senator?”
(DeWine Voters Only)**

	DeWine Voters Only
	<u>September 2006</u>
Issues (Total)	45%
Economy/jobs (including minimum wage)	7
War in Iraq	6
War on terrorism/homeland security	5
Taxes	4
Education	3
Immigration	3
Other issue**	11
Candidate experience	20
Candidate character	19
Candidate political party	14
Don’t know	3
(N=)	(298)

*** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of DeWine voters: abortion; casinos/gambling; foreign policy in general (not Iraq); gasoline/home heating oil prices; government spending/priorities; health; rights/marriage for homosexuals; the environment.*

Ohio Poll #105

What will make the biggest difference in how you vote for GOVERNOR . . . national issues, state issues, local issues, the candidate's political party, the candidate's character, the candidate's experience, or something else?

		Issues	Candidate's Political Party	Candidate's Character	Candidate's Experience	Don't Know
Ohio Likely Voters		63%	10%	18%	6%	2%
Sex	Male	63%	10%	20%	5%	2%
	Female	63%	11%	17%	7%	2%
Age of Respondent	18 to 29*	75%	13%	5%	1%	5%
	30 to 45	63%	8%	22%	5%	2%
	46 to 64	63%	10%	20%	7%	1%
	65 and over	59%	13%	16%	9%	3%
Race	African-American*	65%	6%	17%	10%	2%
	White	63%	10%	19%	6%	2%
Education	Less than high school*	69%	7%	12%	11%	2%
	High school graduate	64%	10%	17%	6%	4%
	Some college	63%	10%	23%	3%	0%
	College graduate	62%	11%	17%	8%	2%
Union Membership	Union household	65%	13%	18%	4%	0%
	Non-union household	62%	10%	19%	7%	3%
Geographical Region	Northeast Ohio	63%	9%	20%	7%	2%
	Northwest Ohio	69%	14%	14%	3%	
	Central Ohio	70%	9%	16%	4%	1%
	Southeast Ohio*	54%	3%	24%	13%	7%
	Southwest Ohio	58%	14%	18%	7%	3%
Party Identification	Democrat	66%	12%	14%	6%	2%
	Independent*	74%	4%	14%	4%	4%
	Republican	58%	10%	23%	7%	2%
Ideology	Liberal	58%	20%	16%	5%	1%
	Moderate	72%	7%	11%	7%	3%
	Conservative	53%	11%	28%	6%	1%
Gubernatorial Choice	Strickland	69%	12%	14%	3%	1%
	Blackwell	53%	11%	25%	9%	2%

Ohio Poll #105, September 2006
 Institute for Policy Research
 University of Cincinnati

*Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Ohio Poll #105

What will make the biggest difference in how you vote for U.S. SENATOR . . . national issues, state issues, local issues, the candidate's political party, the candidate's character, the candidate's experience, or something else?

		Issues	Candidate's Political Party	Candidate's Character	Candidate's Experience	Don't Know
Ohio Likely Voters		53%	14%	15%	14%	4%
Sex	Male	54%	14%	17%	12%	4%
	Female	52%	14%	13%	16%	4%
Age of Respondent	18 to 29*	69%	4%	12%	5%	10%
	30 to 45	55%	15%	13%	15%	1%
	46 to 64	50%	14%	18%	15%	4%
	65 and over	48%	16%	14%	18%	4%
Race	African-American*	60%	13%	5%	19%	2%
	White	51%	14%	16%	14%	4%
Education	Less than high school*	68%	11%		15%	5%
	High school graduate	54%	14%	13%	13%	6%
	Some college	53%	15%	16%	12%	4%
	College graduate	50%	13%	17%	18%	2%
Union Membership	Union household	57%	17%	13%	8%	4%
	Non-union household	51%	13%	16%	17%	3%
Geographical Region	Northeast Ohio	52%	14%	17%	12%	5%
	Northwest Ohio	53%	15%	17%	15%	1%
	Central Ohio	53%	16%	9%	21%	1%
	Southeast Ohio*	59%	10%	6%	14%	10%
	Southwest Ohio	54%	13%	16%	14%	3%
Party Identification	Democrat	59%	16%	10%	12%	3%
	Independent*	60%	3%	6%	17%	14%
	Republican	46%	14%	21%	16%	3%
Ideology	Liberal	57%	20%	11%	10%	2%
	Moderate	58%	10%	11%	16%	5%
	Conservative	44%	18%	22%	14%	3%
U.S. Senate Choice	Brown	61%	15%	12%	9%	4%
	DeWine	45%	14%	19%	20%	3%

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*Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.