
THE OHIO POLL*

FOR RELEASE

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NO SINGLE ISSUE DOMINATES, CANDIDATE CHARACTERISTICS REMAIN IMPORTANT IN VOTE CHOICES

Cincinnati, OH--The latest Ohio Poll finds that no single issue dominates the electoral environment in Ohio this year. Many voters continue to say candidate characteristics (such as experience, political party or character) will have the biggest impact on how they cast votes for Ohio governor and U.S. Senate.

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 October 9 through October 14, 2006.

GUBERNATORIAL RACE

In the most recent Ohio Poll, likely voters were asked about the factors that will make the biggest difference in how they cast votes for governor on Election Day. Fifty-eight percent of likely voters say issues will make the biggest difference in how they vote for governor, 23 percent say candidate character, 11 percent say candidate political party and seven percent say candidate experience will have the biggest impact on their gubernatorial vote choice.

Voters who say issues will have the most impact on their choice for governor were asked to identify the one issue that will make the biggest difference in how they vote. As was the case in September, education (15%) and the economy/jobs (11%) top the list of issues mentioned in response to this question.

Fewer voters now mention the tax issue (5%) than did so in September (12%).

Likely voters who intend to vote for Democrat Ted Strickland

Sixty-six percent of Strickland voters say issues will make the biggest difference in how they vote for governor, 18 percent say candidate character, 10 percent say candidate political party and five percent say candidate experience will make the biggest difference.

Strickland voters continue to identify education (19%) and the economy/jobs (13%) more frequently than other issues as having the biggest impact on their vote choice.

Fewer Strickland voters now mention the tax issue (2%) than did so in September (11%).

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Likely voters who intend to vote for Republican Ken Blackwell

Forty-nine percent of Blackwell voters say issues will make the biggest difference in how they vote for governor, 28 percent say candidate character, 12 percent say candidate political party and nine percent say candidate experience will make the biggest difference in how they vote.

Blackwell voters continue to mention education (12%) and taxes (8%) more frequently than other issues as having the biggest impact on their vote choice.

Strickland-Blackwell Voter Comparison

Strickland voters (66%) continue to identify issues as making the biggest difference in their vote more frequently than do Blackwell voters (49%).

Blackwell voters also continue to identify candidate character (28%) more frequently than Strickland voters (18%) as making the biggest difference in their gubernatorial vote choice.

U.S. SENATE RACE

Likely voters were also asked about the factors that will make the biggest difference in how they cast votes for U.S. Senate on Election Day. A majority of likely voters say issues (51%) will make the biggest difference in their U.S. Senate vote, 20 percent say candidate political party, 16 percent say candidate character and eight percent say candidate experience will make the biggest difference in their vote.

Voters who say issues will have the most impact on their choice for U.S. Senate were asked to identify the one issue that will make the biggest difference in how they vote. The war in Iraq (9%), the war on terrorism/homeland security (6%) and the economy/jobs (6%) were most frequently mentioned as issues that will make the biggest difference in vote choice among these voters.

More voters cite candidate political party as the factor that will make the biggest difference in their vote choice in the latest Ohio Poll (20%) than was the case in September (14%). At this time, fewer voters cite candidate experience (8%) as important in their vote choice than did so in the previous Ohio Poll (14%).

Likely voters who intend to vote for Democrat Sherrod Brown

Fifty percent of Brown voters say issues will make the biggest difference in how they vote for U.S. Senate, 24 percent say candidate political party, 14 percent say candidate character, and six percent say candidate experience will make the biggest difference in how they vote.

In September, 61 percent of Brown voters said issues would make the biggest difference in their vote for U.S. Senate. More Brown voters now say the candidate's political party (24%) will make the biggest difference in their vote as compared to September (15%).

Brown voters continue to mention the war in Iraq (11%) and the economy/jobs (7%) more frequently than other issues as having the biggest impact on their vote choice. Five percent of Brown voters mention education as the issue that will make the biggest difference in their vote.

Likely voters who intend to vote for Republican Mike DeWine

A majority of DeWine voters (53%) say issues will make the biggest difference in how they vote for U.S. Senate, 17 percent say candidate character, 17 percent say candidate political party and 11 percent say candidate experience will make the biggest difference in how they vote.

More DeWine voters (53%) say issues will make the biggest difference in how they vote for U.S. Senate than was the case in September (45%).

DeWine voters mention the war on terrorism/homeland security (13%) and the war in Iraq (7%) more frequently than other issues as having the biggest impact on their vote choice.

Brown-DeWine Voter Comparison

Similar percentages of DeWine voters (53%) and Brown voters (50%) now identify issues as making the biggest difference in their vote choice for U.S. Senate.

DeWine voters (20%) now 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 more frequently than do Brown voters (11%).

Brown voters now identify candidate political party (24%) as making the biggest difference in their vote for U.S. Senate more frequently than DeWine voters (17%).

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 October 9 through October 14, 2006.

A random sample of 526 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 4.3 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)**

	<u>September 2006</u>	<u>October 2006</u>
Issues (Total)	63%	58%
Education	14	15
Economy/jobs (including minimum wage)	13	11
Taxes	12	5
Health (including Medicare/Medicaid)	2	2
War in Iraq	2	2
Other issue**	11	12
Candidate character	18	23
Candidate political party	10	11
Candidate experience	6	7
Don't know	2	1
(N=)	(665)	(518)

** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of voters overall: corruption in government; roads/road conditions; war on terrorism/homeland security; abortion; casinos/gambling; smoking.

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

	<u>September 2006</u>	<u>October 2006</u>
Issues (Total)	69%	66%
Education	17	19
Economy/jobs (including minimum wage)	16	13
Health (including Medicaid)	2	3
War in Iraq	2	3
Taxes	11	2
Corruption in government	2	2
Roads/road conditions	--	2
Other issue**	9	12
Candidate character	14	18
Candidate political party	12	10
Candidate experience	3	5
Don't know	1	1
(N=)	(317)	(250)

** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of Strickland voters: abortion; casinos/gambling; need for “change”; stem cell research; negative campaigning; rights/marriage for homosexuals.

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

	<u>September 2006</u>	<u>October 2006</u>
Issues (Total)	53%	49%
Education	11	12
Taxes	13	8
Economy/jobs	8	4
War on terrorism/homeland security	3	3
War in Iraq	2	2
Other issue**	10	8
Candidate character	25	28
Candidate political party	11	12
Candidate experience	9	9
Don't know	2	2
(N=)	(241)	(182)

** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of Blackwell voters: smoking; crime; abortion; immigration; casinos/gambling.

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

	<u>September 2006</u>	<u>October 2006</u>
Issues (Total)	53%	51%
War in Iraq	9	9
War on terrorism/homeland security	4	6
Economy/jobs (including minimum wage)	10	6
Education	3	4
Taxes	4	2
Other issue**	13	15
Candidate political party	14	20
Candidate character	15	16
Candidate experience	14	8
Don't know	4	5
(N=)	(664)	(517)

** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of voters overall: immigration; abortion; crime; foreign policy (not Iraq); health; need for “change”; Social Security.

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

	<u>September 2006</u>	<u>October 2006</u>
Issues (Total)	61%	50%
War in Iraq	12	11
Economy/jobs (including minimum wage)	13	7
Education	3	5
Other issue**	11	16
Candidate political party	15	24
Candidate character	12	14
Candidate experience	9	6
Don't know	4	6
(N=)	(321)	(252)

*** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of Brown voters: taxes; foreign policy in general (not Iraq); government spending/priorities; Social Security; stem cell research; casinos/gambling; crime; environment; health; immigration; corruption in government; need for “change”.*

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

	<u>September 2006</u>	<u>October 2006</u>
Issues (Total)	45%	53%
War on terrorism/homeland security	5	13
War in Iraq	6	7
Economy/jobs	7	4
Education	3	3
Taxes	4	2
Abortion	--	2
Immigration	3	2
Other issue**	11	13
Candidate character	19	17
Candidate political party	14	17
Candidate experience	20	11
Don't know	3	2
(N=)	(298)	(225)

*** Note: Issues mentioned by one percent or less. Each of the following was mentioned by one percent of DeWine voters: health; negative campaigning; defense/military; gasoline/home heating oil prices; need for “change”.*

Ohio Poll #106

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		58%	11%	23%	7%	1%
Sex	Male	57%	14%	24%	4%	2%
	Female	60%	8%	22%	9%	1%
Age of Respondent	18 to 29*	57%	7%	26%	9%	
	30 to 45	64%	8%	24%	2%	2%
	46 to 64	59%	10%	22%	7%	1%
	65 and over	46%	16%	27%	10%	2%
Race	African-American*	58%	4%	19%	14%	4%
	White	58%	11%	23%	6%	1%
Education	Less than high school*	44%	31%	19%	6%	
	High school graduate	56%	9%	22%	9%	4%
	Some college	57%	15%	21%	6%	1%
	College graduate	61%	8%	26%	5%	0%
Union Membership	Union household	57%	10%	26%	6%	1%
	Non-union household	58%	11%	22%	7%	2%
Geographical Region	Northeast Ohio	66%	8%	18%	7%	1%
	Northwest Ohio*	50%	14%	33%	4%	
	Central Ohio*	61%	9%	23%	7%	1%
	Southeast Ohio*	43%	2%	47%	5%	3%
	Southwest Ohio	54%	16%	20%	7%	3%
Party Identification	Democrat	63%	12%	18%	6%	1%
	Independent*	51%	3%	35%	6%	5%
	Republican	55%	11%	26%	7%	2%
Ideology	Liberal	69%	13%	13%	5%	
	Moderate	59%	10%	25%	5%	1%
	Conservative	54%	12%	26%	6%	2%
Gubernatorial Choice	Strickland	66%	10%	18%	5%	1%
	Blackwell	49%	12%	28%	9%	2%

Ohio Poll #106, October 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 #106

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		51%	20%	16%	8%	5%
Sex	Male	52%	23%	14%	7%	3%
	Female	50%	17%	18%	9%	6%
Age of Respondent	18 to 29*	59%	20%	10%	11%	
	30 to 45	46%	24%	19%	7%	4%
	46 to 64	60%	17%	15%	7%	2%
	65 and over	41%	21%	16%	11%	11%
Race	African-American*	39%	28%	11%	8%	14%
	White	52%	19%	17%	8%	4%
Education	Less than high school*	49%	37%		3%	10%
	High school graduate	43%	19%	17%	9%	11%
	Some college	53%	20%	14%	9%	4%
	College graduate	54%	20%	18%	8%	0%
Union Membership	Union household	45%	21%	19%	8%	7%
	Non-union household	52%	20%	16%	8%	4%
Geographical Region	Northeast Ohio	51%	19%	16%	6%	7%
	Northwest Ohio*	47%	16%	26%	10%	
	Central Ohio*	52%	21%	17%	7%	3%
	Southeast Ohio*	53%	20%	12%	6%	9%
	Southwest Ohio	50%	23%	11%	13%	2%
Party Identification	Democrat	51%	25%	10%	6%	8%
	Independent*	52%	9%	24%	10%	5%
	Republican	51%	17%	21%	10%	2%
Ideology	Liberal	51%	28%	12%	4%	5%
	Moderate	52%	19%	14%	10%	5%
	Conservative	50%	19%	20%	8%	2%
U.S. Senate Choice	Brown	50%	24%	14%	6%	6%
	DeWine	53%	17%	17%	11%	2%

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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.