The Baldwin Wallace CRI study was conducted during the period of February 11-20, 2016 among 825 likely Ohio voters using online panel data with quotas in place for gender, age, and region (i.e., Northeast, Northwest, Central, Southeast, and Southwest Ohio). To qualify as a likely Ohio voter, respondents had to meet three criteria: (1) they were "absolutely certain" they were registered to vote; (2) they had given "quite a lot" or "a moderate amount" of thought to the upcoming presidential election; and (3) and they had either voted in the 2012 U.S. presidential election or were not eligible to vote. In addition to questions asked of all respondents, a subset of respondents who identified as Republican or as closer to the Republican Party received additional questions about the GOP primary race (N=440). Similarly, a subset of respondents who identified as Democrats or as closer to the Democratic Party received additional questions about the Democratic primary race (N=385). The margin of error for the overall sample is +/-3.4%; subsets +/-5%.

Report highlights:
- In a hypothetical match-up for the U.S. Senate seat in Ohio, incumbent Republican Rob Portman gets 44% of the vote versus 40% for Democrat Ted Strickland, with 16% undecided. Partisans equally likely to support their respective party's candidate; Independents are 14 percentage points more likely to support Portman over Strickland.

- Strickland is a better bet for people who want Democrats to pick up U.S. Senate seat. In a hypothetical match-up between incumbent Republican Rob Portman and Democrat PG Sittenfeld, Portman wins (51% to 26%, respectively), with 23% undecided. This comes as little surprise since 66% of likely voters "haven't heard enough" about Sittenfeld to form an opinion about him either way.

- Likely GOP voters asked about who they would vote for in the March 15 primary with all candidates listed, a virtual tie for the lead emerged between Donald Trump and John Kasich, with Trump getting 31% of the vote and Kasich getting 29% of the vote. However, when asked to choose only between Trump and Kasich, a clear majority emerged for Kasich (55%) over Trump (38%).

- Although a plurality of GOP voters believe Donald Trump is the most qualified candidate to handle immigration, terrorism, the economy, and foreign policy, many reported that they didn't know which candidate is best qualified. In all cases, Kasich was cited as the next most qualified candidate to handle these issues.

- 62% of likely Ohio voters "strongly" or "somewhat" approve of how Republican Governor John Kasich is handling his job. This is consistent with an August 2015 Quinnipiac poll, which showed a 60% approval rating for Kasich.

- A near majority of respondents prefer that a Republican capture the White House in 2016 (49%), with 38% of respondents reporting that they prefer a Democrat to win, and an additional 8% undecided.

- Hypothetical match-ups:
  - Trump v. Clinton: It's a tie (39% to 37%, respectively) with 20% of likely voters expressing that they wouldn't vote for either candidate, and an additional 4% undecided.
  - Kasich v. Clinton: Kasich wins with 55% of the vote to Clinton's 34%.
  - Trump v. Sanders: Sanders wins 43% to 38%; suggests that the populist message is popular among both liberals and conservatives
  - Kasich v. Sanders: Kasich wins with 52% of the vote to Sanders' 35%

- Ted Cruz has a likeability problem. When we asked respondents who they'd rather have a beer with, only 12% cited Cruz. 34% chose Trump, 32% chose Sanders, 29% chose Kasich, and 27% chose Clinton.

- What's on voters' minds: Economy is the most important consideration, followed by terrorism, health care, the federal budget, foreign policy, immigration policy, the environment, and abortion.

- 76% of likely Democratic voters believe their candidates for the primary race are "excellent" or "good" candidates compared to 60% of likely Republican voters who rate their candidates as "excellent" or "good."

- Among likely Democratic voters, 49% would like to see the next Democratic presidential nominee continue Obama's policies, but 34% want to move in a different direction. Clear differences emerge between Clinton and Sanders supporters, with a plurality of Sanders supporters favoring moving in a different direction (42% of Sanders supporters to 27% of Clinton supporters).

- A majority of likely Democratic voters believe Clinton has a better chance of winning the general election than Sanders (54% to 30%, respectively), with 16% undecided. Younger voters age 18-34 are much more likely to believe Sanders has a better chance in the general election than Clinton (49% vs. 25%, respectively).

The following question set was asked of all likely Ohio voters (N=825). The order in which candidates' names appeared was randomized to prevent response order effects.

Q8 Next, we'd like to ask you some questions about state politics. If the election for U.S. Senator were being held today, and the candidates were Ted Strickland (the Democrat) and Rob Portman (the Republican), who would you vote for?

Answer		Response	%
Rob Portman		367	44%
Ted Strickland		330	40%
Don't know		128	16%
Total		825	100%

	Democrats	Independents	Republicans
Vote Strickland (D)	79%	30%	10%
Vote Portman (R)	9%	44%	79%
Undecided	12%	26%	11%
Total	100%	100%	100%

Q9 If the election for U.S. Senator were being held today, and the candidates were P.G. Sittenfeld (the Democrat) and Rob Portman (the Republican), who would you vote for?

Answer		Response	%
Rob Portman		421	51%
P.G. Sittenfeld		218	26%
Don't know		186	23%
Total		825	100%

	Democrats	Independents	Republicans
Vote Sittenfeld (D)	59%	14%	5%
Vote Portman (R)	19%	52%	82%
Undecided	23%	34%	13%
Total	100%	100%	100%

Q10 Is your opinion of the following candidates for the U.S. Senate race favorable, unfavorable, or haven't you heard enough?

Question	Favorable	Unfavorable	Haven't heard enough	Total Responses
P.G. Sittenfeld	15%	19%	66%	825
Rob Portman	51%	26%	23%	825
Ted Strickland	44%	37%	19%	825

Q12 Do you approve or disapprove of the way John Kasich is handling his job as governor?

Answer		Response	%
Strongly disapprove		126	15%
Somewhat disapprove		156	19%
Somewhat approve		342	41%
Strongly approve		172	21%
Don't know		29	4%
Total		825	100%

	Democrats	Independents	Republicans
Strongly disapprove	26%	15%	5%
Somewhat disapprove	25%	21%	11%
Somewhat approve	35%	43%	47%
Strongly approve	10%	18%	34%
Don't know	4%	4%	3%
Total	100%	100%	100%

Q13 Let's turn to the country as a whole now. Thinking about the economy in the U.S. as a whole, would you say that over the past year the nation's economy has gotten better, stayed about the same, or gotten worse?

Answer		%
Worse		34%
About the same		39%
Better		26%
Unsure		1%
Total		100%

Q14 What about the next 12 months? Do you expect the economy, in the U.S. as a whole, to get better, stay about the same, or get worse?

Answer		%
Get worse		28%
Stay about the same		44%
Get better		23%
Unsure		5%
Total		100%

Q15 Here are some questions about the U.S. presidential election. Putting aside for a moment the question of who each party's nominee might be, what is your preference for the outcome of the 2016 presidential election -- that a Democrat or a Republican be elected president?

Answer		Response	%
Republican		406	49%
Democrat		321	39%
Don't know		62	8%
Other		36	4%
Total		825	100%

Q16 If the general election was being held today, and the candidates were **Donald Trump** and **Hillary Clinton**, who would you vote for?

Answer		Response	%
Donald Trump		324	39%
Hillary Clinton		306	37%
Neither		166	20%
Unsure		29	4%
Total		825	100%

Q17 And if the candidates were **John Kasich** and **Hillary Clinton**, who would you vote for?

Answer		Response	%
John Kasich		433	52%
Hillary Clinton		279	34%
Neither		86	10%
Unsure		27	3%
Total		825	100%

Q18 And if the candidates were **Donald Trump** and **Bernie Sanders**, who would you vote for?

Answer		Response	%
Bernie Sanders		355	43%
Donald Trump		317	38%
Neither		113	14%
Unsure		40	5%
Total		825	100%

Q19 And if the candidates were **John Kasich** and **Bernie Sanders**, who would you vote for?

Answer		Response	%
John Kasich		427	52%
Bernie Sanders		292	35%
Neither		63	8%
Unsure		43	5%
Total		825	100%

Q20 Here is a list of candidates running for their party's nomination for the president. Among these candidates, who would you rather have a beer with? Please select up to 2 candidates.
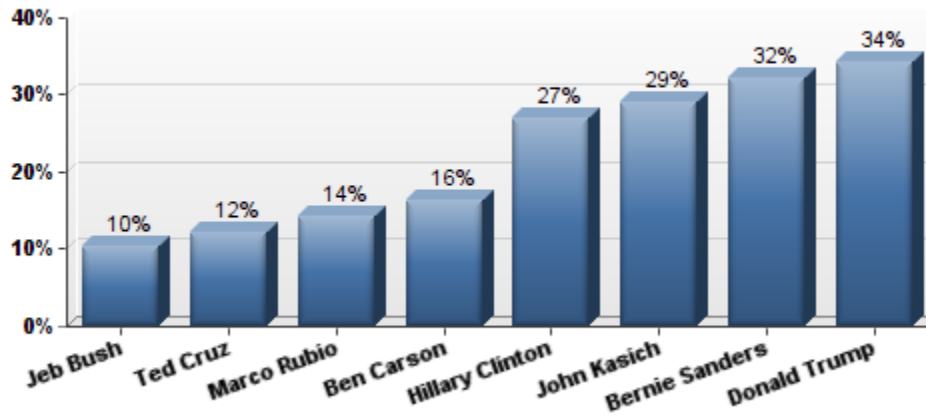
Q21 In making your decision about who to vote for in the 2016 presidential election, will each of the following issues be very important, somewhat important, not too important, or not at all important?

Question	Very important	Not too important	Not at all important
The economy	85%	0%	0%
Terrorism	72%	4%	1%
Health care	69%	5%	1%
The federal budget deficit	65%	7%	1%
Foreign policy	56%	7%	0%
Immigration	52%	11%	2%
The environment	38%	17%	6%
Abortion	32%	24%	12%

Q22 Do you support or oppose the Tea Party movement?

Answer		Response	%
Oppose		275	33%
Neither support nor oppose		303	37%
Support		181	22%
Unsure		66	8%
Total		825	100%

The following set of questions about the GOP primary race was asked only of respondents who identified as "Republican" or "closer to the Republican Party" (N=440)
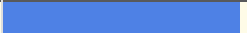
Q24 Let's turn to the 2016 Republican primary race for the GOP nomination. Overall, what's your impression of the possible candidates running for the REPUBLICAN presidential nomination? AS A GROUP, would you say they are excellent candidates, good candidates, only fair candidates, or poor candidates?

Answer		%
Poor candidates		12%
Fair candidates		27%
Good candidates		44%
Excellent candidates		16%
Unsure		1%
Total		100%

Q25 If the 2016 Republican presidential primary in Ohio were being held today, for whom would you vote?

Answer		%
Donald Trump		31%
John Kasich		29%
Ted Cruz		11%
Marco Rubio		10%
Ben Carson		8%
Don't know		8%
Jeb Bush		3%
Total		100%
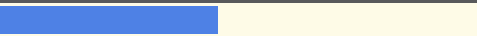
Q27 Regardless of who you support, who do you expect to finally win the Republican nomination for president in 2016?

Answer		Response	%
Donald Trump		219	50%
Unsure		83	19%
Ted Cruz		63	14%
Marco Rubio		36	8%
John Kasich		27	6%
Ben Carson		6	1%
Jeb Bush		6	1%
Total		440	100%
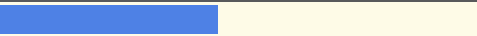
Q28 Thinking about the kind of candidate the Republican Party should nominate for president next year, would you be more likely or less likely to support a candidate who...

Question	More likely to support	Less likely to support	Not a major factor in vote choice
Wants to end the nuclear agreement with Iran	70%	13%	17%
Wants to deport all immigrants now living in the U.S. illegally	56%	25%	19%
Wants to send U.S. ground troops to fight ISIS and Syria	54%	28%	18%
Wants to end federal funding for Planned Parenthood	53%	23%	23%
Will compromise with members of the Democratic Party	45%	30%	26%
Wants to raise taxes on wealthy Americans	34%	41%	25%
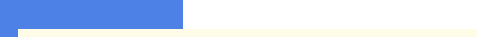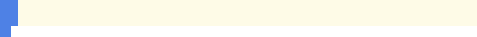
Q29 If you had to choose between ONLY **Donald Trump** and **Ted Cruz** as the Republican nominee for president, which one would you favor?

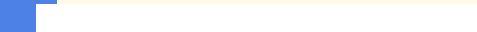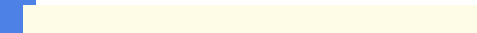| Answer		%
Donald Trump		46%
Ted Cruz		40%
Neither		10%
Don't know		4%
Total		100%
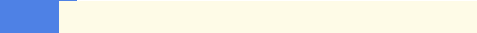
Q30 And if you had to choose between ONLY **Donald Trump** and **Marco Rubio** as the Republican nominee for president, which one would you favor?

Answer		%
Donald Trump		46%
Marco Rubio		44%
Neither		6%
Don't know		4%
Total		100%
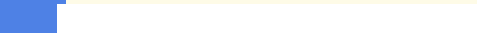
Q31 If you had to choose between ONLY **Donald Trump** and **John Kasich** as the Republican nominee for president, which one would you favor?

Answer		%
John Kasich		55%
Donald Trump		38%
Neither		4%
Don't know		2%
Total		100%
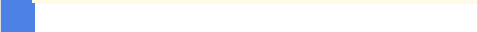
Q32 Of the following Republican presidential candidates, who do you feel is most qualified to handle immigration issues?

Answer		%
Donald Trump		30%
Don't know		16%
John Kasich		13%
Marco Rubio		13%
Ted Cruz		12%
Jeb Bush		8%
Ben Carson		5%
None		4%
Total		100%
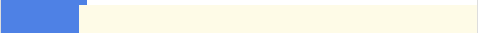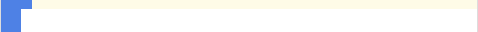
Q33 Of the following Republican presidential candidates, who do you feel is most qualified to handle terrorism at home and abroad?

Answer		%
Donald Trump		32%
Don't know		18%
John Kasich		14%
Ted Cruz		12%
Jeb Bush		9%
Marco Rubio		7%
None		5%
Ben Carson		4%
Total		100%

Q34 Of the following Republican presidential candidates, who do you feel is most qualified to handle the economy?

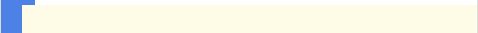| Answer		Response	%
Donald Trump		210	48%
John Kasich		115	26%
Don't know		29	7%
Ted Cruz		32	7%
Ben Carson		20	5%
Marco Rubio		20	5%
None		8	2%
Jeb Bush		6	1%
Total		440	100%

Q35 Of the following Republican presidential candidates, who do you feel is most qualified to handle U.S. foreign policy?

Answer		Response	%
Donald Trump		110	25%
Don't know		80	18%
John Kasich		72	16%
Ted Cruz		51	12%
Marco Rubio		43	10%
Jeb Bush		36	8%
Ben Carson		29	7%
None		19	4%
Total		440	100%

The following set of questions about the Democratic Party's primary race was asked only of respondents who identified as "Democrats" or "closer to the Democratic Party" (N=385)

Q36 Let's turn to the 2016 Democratic primary race between Bernie Sanders and Hillary Clinton. Overall, what's your impression of the candidates running for the DEMOCRATIC presidential nomination? Would you say they are excellent candidates, good candidates, only fair candidates or poor candidates?

Answer		Response	%
Poor candidates		24	6%
Fair candidates		62	16%
Good candidates		179	46%
Excellent candidates		114	30%
Unsure		6	2%
Total		385	100%

Q37 If the 2016 Democratic presidential primary in Ohio were being held today, which candidate would you vote for?

Answer		Response	%
Bernie Sanders		173	45%
Hillary Clinton		169	44%
Unsure		43	11%
Total		385	100%

Q38 Regardless of how you intend to vote in 2016, do you think Hillary Clinton or Bernie Sanders has the best chance of winning the general election in November 2016?

Answer		Response	%
Hillary Clinton		209	54%
Bernie Sanders		115	30%
Unsure		61	16%
Total		385	100%

Q39 Thinking about the kind of candidate the Democratic Party should nominate for president next year, would you be more likely or less likely to support a candidate who...

Question	More likely to support	Less likely to support	Not a major factor in vote	Total Responses
Wants to cut the size of large banks and financial institutions	64%	15%	21%	356
Will offer policies and programs similar to those of the Obama administration	55%	23%	22%	364
Will compromise with members of the Republican Party	50%	29%	22%	354
Wants to expand U.S. trade agreements with other nations	41%	27%	31%	342

Q40 Would you rather see the next Democratic presidential nominee generally continue Barack Obama's policies, or mostly change to different policies?

Answer		Response	%
Continue Barack Obama's policies		189	49%
Change to different policies		133	35%
Don't know		63	16%
Total		385	100%

Likely Democratic Voters evaluate each candidates' ability to handle the economy:
- **Q41** Now we'd like to ask you some questions about Hillary Clinton. How confident are you in Hillary Clinton's ability to make the right decisions about the economy?
- **Q45** Next, we'd like to ask you some questions about Bernie Sanders. How confident are you in Bernie Sanders' ability to make the right decisions about the economy?

Candidate	Very confident	Somewhat confident	Not at all confident	Unsure
Hillary Clinton	32%	41%	12%	3%
Bernie Sanders	34%	38%	14%	8%

Likely Democratic Voters evaluate each candidates' ability to handle foreign policy:
- **Q42** How confident are you in Hillary Clinton's ability to make the right decisions about U.S. foreign policy?
- **Q46** How confident are you in Bernie Sanders' ability to make the right decisions about U.S. foreign policy?

Candidate	Very confident	Somewhat confident	Not at all confident	Unsure
Hillary Clinton	73%	12%	12%	3%
Bernie Sanders	24%	43%	22%	9%

Likely Democratic Voters evaluate each candidates' ability to handle terrorism:
- **Q43** How confident are you in Hillary Clinton's ability to handle terrorism?
- **Q47** How confident are you in Bernie Sanders' ability to handle terrorism?

Candidate	Very confident	Somewhat confident	Not too confident	Not at all confident	Unsure
Hillary Clinton	31%	40%	11%	12%	5%
Bernie Sanders	22%	41%	19%	8%	10%

Likely Democratic Voters on each candidates' sincerity:
- **Q44** Do you think Hillary Clinton says what she believes most of the time, or does she say what she thinks people want to hear?
- **Q48** Do you think Bernie Sanders says what he believes most of the time, or does he say what he thinks people want to hear?

Candidate	Says what s/he believes	Says what people want to hear	Unsure
Hillary Clinton	45%	44%	10%
Bernie Sanders	70%	18%	12%