



Ohio 2018 September Elections Poll

Baldwin Wallace University Community Research Institute

September 16, 2018

Sample size: 1048 likely voters

Margin of error: $\pm 3.6\%$. The margin of error is applicable only to overall results and not to demographic subgroups. Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q10: Is your opinion of Sherrod Brown favorable, unfavorable or haven't you heard enough about him?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Favorable	49.9	49.8	50	76.2	27	43.4
Unfavorable	29.2	35.8	23.2	8.3	51.2	28.7
Haven't heard enough about him	20.9	14.4	26.8	15.5	21.8	27.8
Totals	100	100	100	100	100	100

Q11: Is your opinion of Jim Renacci favorable, unfavorable or haven't you heard enough about him?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Favorable	25.8	31.2	21	12.9	44.5	17.9
Unfavorable	29.8	35	25	42.5	12.7	36
Haven't heard enough about him	44.3	33.8	54	44.7	42.8	46
Totals	100	100	100	100	100	100

Q12: Compared with past midterm congressional elections, is voting more important to you, less important, or about the same?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
More important	57.9	59.4	56.6	66.6	52.7	52.2
Less important	5.3	6	4.5	6.6	4	5
About the same	36.8	34.6	38.9	26.8	43.2	42.7
Totals	100	100	100	100	100	100

Q13: If the election for U.S. Senator were being held today, and the candidates were Sherrod Brown (the Democrat) and Jim Renacci (the Republican), for whom would you vote?

Response	Overall	M %	F %	Dem %	Rep %	Oth %	Labor union?	
							Yes %	No %
Sherrod Brown	49.2	46.2	51.9	81.6	18.1	45.5	52.2	49.6
Jim Renacci	31.8	36.7	27.3	6.6	64.9	21	32.7	32.1
Unsure	19.1	17.2	20.8	11.7	17	33.6	15.1	18.3
Totals	100	100	100	100	100	100	100	100

Q14: How important are each of the following issues to you in deciding how to vote in this year's election for U.S. Senator?

	Very important	Somewhat important	Somewhat unimportant	Not important	Unsure	Totals
1 - The economy	72.7	23.1	2.6	0.7	0.9	100
2 - Taxes	62.5	30.1	5.3	1.1	1.1	100
3 - Healthcare	77.5	17.7	2.7	1.3	0.9	100
4 - Immigration	55.8	29.5	8.5	4.2	2.1	100
5 - Trade	40.5	44.1	10.6	2.8	2.1	100
6 - Gun Policy	61.5	25.9	8.7	3	0.9	100
8 - Abortion	44.9	29.6	11.4	11.2	2.9	100

Q15: If the election for the U.S. House of Representatives were being held today, would you vote for the Democratic candidate, the Republican candidate, or a third party candidate in your congressional district?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Democratic candidate	43.2	42.4	44	90.4	2.9	30.6
Republican candidate	40	43.2	37.1	3.2	87.6	25.5
Third party candidate	2.3	2.8	1.9	0.4	0.4	8.2
Unsure	14.5	11.7	17	6.1	9.1	35.7
Totals	100	100	100	100	100	100

Q16_1: Do you approve or disapprove of the way the following public officials are handling their jobs? - Ohio Governor John Kasich

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Approve	49.8	51	48.8	50.2	53.2	44.2
Disapprove	32.1	36.7	27.9	26.6	34.9	36.7
Unsure	18	12.3	23.3	23.2	11.9	19.1
Totals	100	100	100	100	100	100

Q16_2: Do you approve or disapprove of the way the following public officials are handling their jobs? - President Donald Trump

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Approve	42.9	47.1	39	9	80.7	38.5
Disapprove	51.6	47.5	55.3	87.2	13.8	53.1
Unsure	5.6	5.4	5.7	3.8	5.5	8.4
Totals	100	100	100	100	100	100

Q16_3: Do you approve or disapprove of the way the following public officials are handling their jobs? - Senator Sherrod Brown

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Approve	49.5	49.2	49.8	76.4	25.7	43.5
Disapprove	27.1	35.6	19.4	6.3	48.7	26.9
Unsure	23.4	15.3	30.9	17.3	25.6	29.6
Totals	100	100	100	100	100	100

Q16_4: Do you approve or disapprove of the way the following public officials are handling their jobs? - Senator Rob Portman

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Approve	35.8	42.6	29.6	24.3	53.2	27.7
Disapprove	31.5	33.6	29.6	47.3	12.8	35
Unsure	32.7	23.8	40.8	28.4	34	37.4
Totals	100	100	100	100	100	100

Q17: Please indicate your level of approval or disapproval for each of the following:

	Strongly Approve	Approve	Oppose	Strongly Oppose	Unsure	Totals
1 - Trump Administration's trade tariffs	18.6	23.1	16.4	27.9	14	100
2 - Tax cuts passed by Congress, supported by the Trump Administration	25.9	24	14.7	23.4	12.1	100
3 - Trump Administration's immigration policy	28.8	17.8	13.8	32.7	6.8	100
4 - President Trump's treatment of NATO and the European Union	19.3	19.4	17.1	31.2	13	100
5 - The Mueller investigation into possible Russian influence in the Trump 2016 presidential campaign	32.8	20.1	14	20.1	13	100
6 - How Governor Kasich has handled the Ohio economy	14	41.3	17.2	9.1	18.4	100
7 - Governor Kasich's support for expanding Medicaid	33.1	36.2	11.9	4.9	13.9	100

Q19: Turning to the gubernatorial election in Ohio... How important are each of the following issues to you in deciding how to vote in this year's election for Ohio Governor?

	Very important	Somewhat important	Somewhat unimportant	Not important	Don't Know	Totals
1 - The economy	70.2	26.8	2.2	0.2	0.6	100
2 - Taxes	64.7	28.6	4.9	1.1	0.7	100
3 - Healthcare	77.5	18.3	3	0.7	0.5	100
4 - Immigration	50.6	32.4	11.4	4	1.5	100
5 - Trade	38.8	45.6	9.4	3	3.1	100
6 - Gun Policy	63.6	25.1	6	4.2	1.1	100
7 - Abortion	42.9	30.5	12.6	11.7	2.2	100

Q20: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Favorable	30.6	33.5	28	53.9	10.9	24.1
Unfavorable	22.7	29.4	16.5	8.7	36.6	23.5
Haven't heard enough about him	46.7	37.1	55.5	37.5	52.5	52.4
Totals	100	100	100	100	100	100

Q21: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Favorable	42.9	47.5	38.8	20.8	69.3	37.6
Unfavorable	34.8	37	32.7	53.8	12.8	38.2
Haven't heard enough about him	22.3	15.5	28.5	25.4	17.9	24.1
Totals	100	100	100	100	100	100

Q22: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat) and Mike DeWine (the Republican), for whom would you vote?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Richard Cordray	37	35.4	38.4	69.2	8.7	29.4
Mike DeWine	41.8	46.6	37.3	13.9	75.7	34
Unsure	21.3	18	24.3	17	15.6	36.6
Totals	100	100	100	100	100	100

Q24: Would you like to see Governor John Kasich run for President in 2020, or not?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Yes, I would like to see him run	30.3	33.7	27.3	35.5	27.1	27.3
No, I would not like to see him run	45.3	46.8	43.9	36.7	52.9	47.3
Unsure	24.4	19.5	28.8	27.8	20.1	25.4
Totals	100	100	100	100	100	100

Q39: As you may know, Donald Trump has made a number of public announcements through his personal Twitter account since winning the 2016 presidential election. Do you think Donald Trump's use of Twitter is appropriate or inappropriate, given his position?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Very appropriate	11.5	15.6	7.7	3.5	21.9	8.1
Somewhat appropriate	13.1	13.4	12.8	7	21.2	10.5
Neither appropriate nor inappropriate	13.2	15.2	11.3	4.7	17.4	19.9
Somewhat inappropriate	18.7	17.2	20.2	15	23.9	16.7
Very inappropriate	43.5	38.6	48.1	69.8	15.6	44.8
Totals	100	100	100	100	100	100

Q40: In general, how much trust and confidence do you have in the mass media – such as newspapers, TV, and radio – when it comes to reporting the news fully, accurately, and fairly?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
A great deal	13.7	15.6	11.9	23.7	5.2	10.9
A fair amount	35.7	32.9	38.2	45.9	24.3	36.9
Not very much	34	32.7	35.3	22.9	44.4	35.8
None at all	16.6	18.8	14.6	7.6	26.1	16.4
Totals	100	100	100	100	100	100

Q41: Who do you trust more to tell you the truth about important issues: President Trump or the news media?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
President Trump	29	33.5	24.8	5.4	58.9	20.6
The news media	37.4	36.4	38.3	64.3	11	35.3
Both equally	8.8	10.4	7.4	7.6	9.2	10
Neither	18.8	17.5	20	17.6	16	24.8
Unsure	6	2.2	9.5	5	4.8	9.4
Totals	100	100	100	100	100	100

Q42: Do you think Donald Trump is using his personal Twitter account too much, too little, or the right amount?

Response	Overall	M %	F %	Dem %	Rep %	Oth %
Too much	70	67.6	72.3	87.4	50.4	72.7
The right amount	16.7	19.5	14.2	5.3	31.9	11.6
Too little	2.3	2.8	1.9	2.5	2.3	2.2
Unsure	10.9	10.1	11.6	4.8	15.4	13.5
Totals	100	100	100	100	100	100

Survey demography

Gender	Raw	Wtd
Male%	49	47.9
Female%	51	52.1
Total%	100	100

Education	Raw	Wtd
No college%	25.1	46.1
Some college%	24.8	19.5
Two year degree%	13.3	7.7
Four year degree%	24.7	16.1
Advanced degree%	12.1	10.6
Total%	100	100

Race/Ethnicity	Raw	Wtd
White, not Hispanic or Latino%	82.3	83.7
Black or African American%	9.3	12.9
Other*%	8.4	3.4
Total%	100	100

Annual Household Income	Raw	Wtd
< 25K%	17	30.2
25K to 50K%	29.8	26.4
50K to 75K%	22.8	17.8
75K to 100K%	15.8	10.2
100K to 150K%	11.2	9.3
> 150K%	3.4	6.1
Total%	100	100

Party ID**	Raw	Wtd
Democrat%	37.7	38.3
Republican%	37.8	37.1
Other%	24.5	24.6
Total%	100	100

*This category includes, but is not limited to: White/Hispanic or Latino, Asian or Asian-American, American Indian or Alaska Native.

**Party ID was not used as a weighting characteristic.

Methodological notes

This poll was conducted between 9/5/18, and 9/15/18, among registered voters in Ohio likely to vote in the November 6th, 2018 election ($n = 1048$), by the Baldwin Wallace University Community Research Institute. Likely voters were defined as those who were “absolutely certain” they were registered to vote at their current address and indicated that they had voted in the 2016 presidential election.

Survey participants were drawn from online panels organized and curated by Qualtrics. To overcome some of the limitations associated with online surveys, Qualtrics utilized quotas for gender (51% female) and age (18-29 years- about 16.9%; 30-44 years- about 24.5%; 45-64 years- about 34.9%; and 65 years and up- about 23.7%) based on data from the 2016 American Community Survey (ACS) for Ohio.

Qualtrics also stratified the sample by region (i.e., Northeast Ohio, Southeast Ohio, Northwest Ohio, Southwest Ohio, and Central Ohio) to ensure that more populous areas, such as Northeast Ohio, were not overrepresented, and that less populous areas, such as Southeast Ohio, were not underrepresented. For more information about the five regions, please see the following report by the University of Akron’s Ray C. Bliss Institute of Applied Politics: ["Basic Information about Ohio Politics #2: The Five Ohios."](#)

In addition, the survey included several “attention checks” to identify respondents who were not paying close attention to the survey. For example, the second question required respondents to agree to the following terms:

- "We check responses carefully in order to make sure that people have read the instructions for the task and responded carefully. We will only accept participants who clearly demonstrate that they have read and understood the survey. Again, there will be some very simple questions in what follows that test whether you are reading the instructions. If you get these wrong, we may not be able to use your data. Do you understand?" People who responded "No, I do not understand" were not allowed to continue taking the survey ($n = 20$).

Later, Question 18 asked, “To ensure you are paying attention, please select the number ‘four’ below.” Response options included: “1”, “2”, “3”, and “4.” Those who selected a number other than “4” were not allowed to continue with the survey ($n = 4$).

To reduce any possible response option order effects, which occur when responses to a closed-ended survey question are influenced by the order in which responses are offered to respondents, we randomized the order of “favorable” and unfavorable” for questions Q10, Q11, Q20, and Q21. Similarly, we randomized the order of “more important” and “less important” for Q12. For Q13 and Q22, we randomized the order in which the candidates’ names appeared. For Q14, Q17, and Q19, we randomized the order in which the issues appeared. For Q15, we randomized the order of “Democratic candidate” and “Republican candidate.” For Q24, we randomized the order of “Yes, I would like to see him [Governor John Kasich’ run [in 2020]]” and “No, I would not like to see him [Governor John Kasich’ run [in 2020]].” For Q39, we randomized the order in which the likert scale appeared (i.e., from “Very appropriate” to “Very inappropriate” and from “Very inappropriate” to “Very appropriate”). For Q40, we randomized the order in which the likert scale appeared (i.e., from “a great deal” to “none at all” and from “none at all” to “a great deal”). For Q41, we randomized the order in which “President Trump” and “The news media” appeared. For Q42, we randomized the order in which “Too much” and “Too little” appeared.

Responses in this survey were weighted by gender, race/ethnicity, income, and education. Weights of individual respondents were capped. The margin of error was computed using an adjustment of the classical Central Limit Theorem margin of error associated to random samples. Specifically, the margin of error (computed at a 95% confidence level) was inflated relative to the ordinary calculation by a factor of $1 + cv(weights)^2$, where cv denotes the coefficient of variation. In this survey, that design factor was 1.19. The overall margin of error was $\pm 3.6\%$; any subgroup analysis will necessarily bear a larger margin of error. The margin of error assumes that the weighted estimates are approximately unbiased. This assumption implicitly relies on the assertion that any differences between the survey sample and the target population on key survey outcomes are corrected by demographic raking. No analysis was conducted to validate that assertion.