



Ohio 2018 Late October Elections Poll: Issue Voters Preferences

Baldwin Wallace University Community Research Institute

November 2, 2018

This report is an extended crosstab analysis based on voters' responses to the importance of issues in their choice for governor (Q13 below)

Voters who indicate that HEALTHCARE is very important

Sample size: 791 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	100.0	NA	NA	NA	NA	100.0
The economy	78.5	19.1	1.2	0.6	0.6	100.0
Taxes	72.6	24.0	2.5	0.2	0.7	100.0
Education policy	68.4	26.7	3.1	1.1	0.6	100.0
Gun policy	63.6	25.4	6.6	3.4	1.0	100.0
Opioid crisis	65.8	24.4	5.8	2.8	1.2	100.0
Immigration	59.4	29.0	6.4	4.1	1.1	100.0
Abortion	50.3	27.7	11.2	9.4	1.4	100.0
Trade	44.1	41.3	9.3	2.3	2.9	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	35.6
Unfavorable	28.4
Haven't heard enough about him	36.0
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	34.4
Unfavorable	45.8
Haven't heard enough about him	19.7
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	46.9
Mike DeWine, Republican Party	36.4
Unsure	16.7
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	43.6
Mike DeWine, Republican Party	35.1
Constance Gadell-Newton, Green Party	2.3
Travis M. Irvine, Libertarian Party	3.4
Unsure / Other	15.6
Totals	100.0

Voters who indicate that THE ECONOMY is very important

Sample size: 735 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	82.2	15.0	1.9	0.8	0.2	100.0
The economy	100.0	NA	NA	NA	NA	100.0
Taxes	79.3	18.1	1.3	0.1	1.3	100.0
Education policy	68.1	25.0	5.4	0.8	0.7	100.0
Gun policy	63.2	24.1	7.2	3.4	2.1	100.0
Opioid crisis	63.3	25.2	5.8	4.6	1.1	100.0
Immigration	63.9	25.2	6.4	3.2	1.3	100.0
Abortion	47.8	26.9	13.5	10.5	1.2	100.0
Trade	49.9	37.5	8.0	1.8	2.9	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	30.6
Unfavorable	33.6
Haven't heard enough about him	35.9
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	40.0
Unfavorable	40.8
Haven't heard enough about him	19.2
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	40.3
Mike DeWine, Republican Party	44.2
Unsure	15.5
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	37.0
Mike DeWine, Republican Party	42.2
Constance Gadell-Newton, Green Party	1.3
Travis M. Irvine, Libertarian Party	3.9
Unsure / Other	15.7
Totals	100.0

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Voters who indicate that TAXES are very important

Sample size: 665 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	84.1	13.4	1.5	0.9	NA	100.0
The economy	87.7	11.3	0.2	0.6	0.2	100.0
Taxes	100.0	NA	NA	NA	NA	100.0
Education policy	68.7	25.7	3.1	1.3	1.2	100.0
Gun policy	68.0	23.4	5.8	1.9	0.9	100.0
Opioid crisis	66.3	22.9	5.0	4.9	0.8	100.0
Immigration	65.4	24.2	6.1	3.1	1.0	100.0
Abortion	50.0	26.6	11.9	10.5	1.0	100.0
Trade	51.3	36.7	7.7	1.7	2.5	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	29.3
Unfavorable	34.3
Haven't heard enough about him	36.3
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	40.9
Unfavorable	40.7
Haven't heard enough about him	18.4
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	38.2
Mike DeWine, Republican Party	45.4
Unsure	16.4
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	34.8
Mike DeWine, Republican Party	42.9
Constance Gadell-Newton, Green Party	1.4
Travis M. Irvine, Libertarian Party	5.1
Unsure / Other	15.8
Totals	100.0

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Voters who indicate that EDUCATION POLICY is very important

Sample size: 638 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	87.1	11.4	1.2	0.1	0.2	100.0
The economy	82.8	16.4	0.4	NA	0.5	100.0
Taxes	75.5	21.7	2.1	0.2	0.6	100.0
Education policy	100.0	NA	NA	NA	NA	100.0
Gun policy	66.9	23.1	5.4	2.6	1.9	100.0
Opioid crisis	72.5	20.1	4.5	1.9	1.0	100.0
Immigration	62.2	26.9	6.2	3.0	1.7	100.0
Abortion	54.8	26.8	9.6	8.0	0.7	100.0
Trade	49.0	38.5	8.5	1.8	2.2	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	37.2
Unfavorable	25.2
Haven't heard enough about him	37.6
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	33.8
Unfavorable	44.1
Haven't heard enough about him	22.1
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	47.0
Mike DeWine, Republican Party	35.3
Unsure	17.7
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	44.8
Mike DeWine, Republican Party	33.8
Constance Gadell-Newton, Green Party	2.0
Travis M. Irvine, Libertarian Party	3.0
Unsure / Other	16.5
Totals	100.0

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Voters who indicate that GUN POLICY is very important

Sample size: 587 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	83.0	14.5	1.6	0.7	0.3	100.0
The economy	78.7	20.3	0.6	0.2	0.3	100.0
Taxes	76.6	20.2	1.7	0.2	1.3	100.0
Education policy	68.6	23.3	5.5	1.3	1.3	100.0
Gun policy	100.0	NA	NA	NA	NA	100.0
Opioid crisis	67.2	21.8	5.0	4.6	1.3	100.0
Immigration	72.1	21.3	3.5	2.3	0.8	100.0
Abortion	58.0	24.2	10.0	7.1	0.7	100.0
Trade	48.4	38.1	9.3	2.2	2.0	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	31.9
Unfavorable	32.5
Haven't heard enough about him	35.5
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	37.7
Unfavorable	44.2
Haven't heard enough about him	18.1
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	40.7
Mike DeWine, Republican Party	43.2
Unsure	16.1
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	37.8
Mike DeWine, Republican Party	41.2
Constance Gadell-Newton, Green Party	1.5
Travis M. Irvine, Libertarian Party	3.9
Unsure / Other	15.6
Totals	100.0

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Voters who indicate that THE OPIOID CRISIS is very important

Sample size: 554 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	88.7	10.0	0.7	0.3	0.3	100.0
The economy	81.5	17.5	0.4	0.4	0.3	100.0
Taxes	77.2	20.4	1.3	0.3	0.8	100.0
Education policy	76.8	20.2	2.4	NA	0.6	100.0
Gun policy	69.4	25.0	3.7	1.1	0.8	100.0
Opioid crisis	100.0	NA	NA	NA	NA	100.0
Immigration	64.9	26.9	4.7	2.7	0.8	100.0
Abortion	56.9	26.9	9.1	5.8	1.3	100.0
Trade	48.3	38.5	9.2	1.3	2.7	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	33.4
Unfavorable	30.8
Haven't heard enough about him	35.7
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	38.8
Unfavorable	40.8
Haven't heard enough about him	20.4
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	42.2
Mike DeWine, Republican Party	42.6
Unsure	15.2
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	39.6
Mike DeWine, Republican Party	40.6
Constance Gadell-Newton, Green Party	2.0
Travis M. Irvine, Libertarian Party	2.7
Unsure / Other	15.0
Totals	100.0

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Voters who indicate that IMMIGRATION is very important

Sample size: 540 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	81.6	15.2	2.2	0.6	0.3	100.0
The economy	83.9	14.8	0.8	0.3	0.3	100.0
Taxes	77.7	19.4	1.6	0.1	1.1	100.0
Education policy	67.3	23.5	6.4	1.5	1.4	100.0
Gun policy	76.0	16.9	3.2	3.0	1.0	100.0
Opioid crisis	66.3	21.7	5.2	5.1	1.8	100.0
Immigration	100.0	NA	NA	NA	NA	100.0
Abortion	57.7	21.5	10.1	10.1	0.6	100.0
Trade	56.5	31.6	7.6	1.6	2.7	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	23.7
Unfavorable	34.2
Haven't heard enough about him	42.1
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	44.0
Unfavorable	35.3
Haven't heard enough about him	20.7
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	32.8
Mike DeWine, Republican Party	50.4
Unsure	16.8
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	30.9
Mike DeWine, Republican Party	47.4
Constance Gadell-Newton, Green Party	0.9
Travis M. Irvine, Libertarian Party	4.3
Unsure / Other	16.5
Totals	100.0

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Voters who indicate that ABORTION is very important

Sample size: 453 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	86.3	11.8	1.0	0.4	0.5	100.0
The economy	78.4	19.3	0.7	0.6	1.0	100.0
Taxes	74.2	22.0	1.7	0.4	1.7	100.0
Education policy	74.0	19.9	4.4	0.9	0.8	100.0
Gun policy	76.3	19.5	2.8	0.9	0.5	100.0
Opioid crisis	72.5	21.1	3.8	1.3	1.2	100.0
Immigration	72.1	21.5	3.6	2.2	0.7	100.0
Abortion	100.0	NA	NA	NA	NA	100.0
Trade	51.5	34.0	9.2	1.8	3.5	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	32.7
Unfavorable	27.1
Haven't heard enough about him	40.2
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	36.8
Unfavorable	42.7
Haven't heard enough about him	20.5
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	44.8
Mike DeWine, Republican Party	39.9
Unsure	15.4
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	42.1
Mike DeWine, Republican Party	37.5
Constance Gadell-Newton, Green Party	1.3
Travis M. Irvine, Libertarian Party	3.2
Unsure / Other	15.8
Totals	100.0

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Voters who indicate that TRADE is very important

Sample size: 352 likely voters

Margin of error: (unreported for crosstab analysis, but exceeds the original 3.8%) Total column percentages (or row percentages for certain questions) may not be exactly 100% due to rounding.

Q13: 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
Healthcare	87.0	10.6	1.5	0.9	NA	100.0
The economy	93.9	5.6	0.5	NA	NA	100.0
Taxes	87.4	10.8	1.0	NA	0.8	100.0
Education policy	75.9	20.5	2.4	1.1	0.2	100.0
Gun policy	73.1	16.6	5.3	3.2	1.9	100.0
Opioid crisis	70.6	19.1	5.5	3.9	0.9	100.0
Immigration	81.0	12.4	3.8	2.7	NA	100.0
Abortion	59.2	18.8	9.5	12.5	NA	100.0
Trade	100.0	NA	NA	NA	NA	100.0

Q14: Is your opinion of Richard Cordray favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	32.4
Unfavorable	33.7
Haven't heard enough about him	33.9
Totals	100.0

Q15: Is your opinion of Mike DeWine favorable, unfavorable or haven't you heard enough about him?

Response	Overall
Favorable	39.0
Unfavorable	40.7
Haven't heard enough about him	20.3
Totals	100.0

Q16: 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
Richard Cordray, Democratic Party	41.3
Mike DeWine, Republican Party	44.6
Unsure	14.1
Totals	100.0

Q17: If the election for Ohio governor were being held today, and the candidates were Richard Cordray (the Democrat), Mike DeWine (the Republican), Travis M. Irvine (the Libertarian), and Constance Gadell-Newton (the Green Party), for whom would you vote?

Response	Overall
Richard Cordray, Democratic Party	37.2
Mike DeWine, Republican Party	41.6
Constance Gadell-Newton, Green Party	1.0
Travis M. Irvine, Libertarian Party	5.0
Unsure / Other	15.3
Totals	100.0

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