10-2024

Survey of Ohio Likely Voters 18+, October 2024 Toplines

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Methodology Statement

Bowling Green State University/YouGov Survey of Ohio Likely Voters

Survey Research Field Dates: October 10th – 21st, 2024

N = 1000 Ohio Likely Voters Margin of Error: +/- 3.6%
N = 500 Ohio Likely Voters Margin of Error +/- 5.14% **for Test Questions 9 and 10 only**

YouGov interviewed 1170 Ohio registered voters, with the goal of screening for and surveying likely voters. These Ohio registered voters were then matched down to a sample of 1011, yielding a target subsample of 1000 Ohio likely voters. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2020 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories). The weighted dataset of Ohio registered voters was then subsetted on likely voters, as determined by response to the question, "Thinking ahead to the presidential election in November, how likely are you to vote?" Upon subsetting to those who answered at least "somewhat likely," the weights were trimmed and recentered around 1, to produce the final weights for Ohio likely voters

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Survey of Ohio Likely Voters 18+

October 2024

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Sample	1000 Survey of Ohio Likely Voters 18+, Oct 2024
Conducted	October 10 – 21, 2024
Margin of Error	$\pm 3.6\%$

1. Early voting began in Ohio on October 8, 2024. Have you already voted?

Yes 23%
No 77%

2. Thinking ahead to the presidential election in November, are you almost certain that you will vote, very likely to vote, somewhat likely to vote, not very likely to vote or not at all likely to vote?

Almost certain 88%
Very likely 8%
Somewhat likely 4%
Not very likely .... -
Not at all likely ....-

3. If the election were held today would you vote for Democrat Kamala Harris or Republican Donald Trump?

Kamala Harris 43%
Donald Trump 50%
Some other candidate 2%
Undecided 5%
Did not vote for President 1%

4. If the election were held today would you vote for Democrat Sherrod Brown or Republican Bernie Moreno?

Sherrod Brown 47%
Bernie Moreno 45%
A candidate from another party 0%
Undecided 7%
Did not vote for Senator 1%

5. If the election for the U.S. Congress was being held today, who would you vote for in the congressional district where you live?

The Democratic Candidate 41%
The Republican Candidate 48%
Other 2%
Not sure 9%

6. During the current election cycle, has a party or candidate contacted you in person or by any other means?

Yes 44%
No 50%
Don't know 5%

7. During the current campaign, have you done any of the following?

Tried to influence how others vote 21%
Attended political meeting 7%
Worked for a party or candidate 2%
Wore a button 6%
Placed a sign in your window/in front of your house 17%
Put a sticker on the car 8%
Gave money to help a campaign 16%
None of the above 57%

8. As you may know, state legislative districts and congressional districts must be redrawn after each national census, including the 2020 U.S. Census. This process is known as redistricting. This November, Ohio voters will be asked to approve or reject Issue 1, a ballot measure addressing redistricting. How much have you heard or read about Issue 1 in Ohio?

A lot 36%
A little 54%
Nothing at all 10%

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9. Shown to one half of respondents:

This November, voters will be asked whether they approve or reject Issue 1.
Issue 1 is an amendment to the Ohio Constitution to change the redistricting process in the state. A 'Yes' vote would establish a new bipartisan redistricting commission composed of 15 members equally divided between Democrats, Republicans, and Independents. All members and family members of the Commission will not have held a local, state, or federal elected position for the previous six years. Commissioners cannot have been registered as a lobbyist in Ohio or the federal government for the preceding six years as well. The amendment seeks to ban partisan gerrymandering that favors one political party and disfavors others.

If the election were held today, would you vote 'Yes' in favor of Issue 1 or 'No' to reject Issue 1 — the Citizens Redistricting Commission Initiative.

Yes, in favor of Issue 1 . . . . 57%
No, to reject Issue 1 . . . . 34%
Not sure 9%

10. Shown to one half of respondents:

This November, voters will be asked whether they approve or reject Issue 1.
Currently, the Ohio Redistricting Commission is responsible for drawing legislative maps in the state of Ohio. The Ohio Redistricting Commission is comprised of seven members:

1. The Governor

2. The Auditor

3. The Secretary of State

4. One individual appointed by the Senate President

5. One individual appointed by the Speaker of the House

6. One individual appointed by the Senate Minority Leader

7. One individual appointed by the House Minority Leader

Between September 2021 and November 2023, the Ohio Supreme Court rejected four different maps created by the Ohio Redistricting Commission. The Court ruled that they violated the Ohio Constitution's requirements related to redistricting. In each case, the Commission was ordered to draw new maps that were consistent with those requirements.

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If the election were held today, would you vote 'Yes' in favor of Issue 1 or 'No' to reject Issue 1 — the Citizens Redistricting Commission Initiative.

Yes, in favor of Issue 1 . . . . 56%
No, to reject Issue 1 . . . . 32%
Not sure 12%

11. Who do you believe is primarily responsible for redistricting in Ohio?

Ohio Gov. Mike DeWine 8%
An Ohio redistricting commission 25%
The Ohio state courts 3%
Ohio state legislators 40%
City and county officials 2%
Other 2%
Not sure 21%

12. Who do you think should be primarily responsible for redistricting in Ohio?

Ohio Gov. Mike DeWine 5%
An Ohio redistricting commission 42%
The Ohio state courts 6%
Ohio state legislators 13%
City and county officials 6%
Other 5%
Not sure 23%

13. Are you satisfied or dissatisfied with how redistricting is being handled in Ohio?

Very satisfied 8%
Somewhat satisfied 11%
Neither satisfied nor dissatisfied 28%
Somewhat dissatisfied 12%
Very dissatisfied 25%
Not sure 15%

14. How important is it to you that Ohio's maps prioritize more competitive districts, where a candidate of one political party isn't always guaranteed to win?

Very important 48%
Somewhat important 35%
Not very important 11%
Not at all important 6%

15. How important is it to you that Ohio's maps reflect the state's racial diversity?

Very important 36%
Somewhat important 29%
Not very important 17%
Not at all important 18%

16. How important is it to you that Ohio's maps prioritize making it easier for current office holders, known as incumbents, to win re-election?

Very important 9%
Somewhat important 21%
Not very important 31%
Not at all important 40%

17. Do you think that the country is headed in the right direction or is off on the wrong track?

Right direction 22%
Wrong track 67%
Not sure 11%

18. Do you think that Ohio is headed in the right direction or is off on the wrong track?

Right direction 25%
Wrong track 49%
Not sure 26%

Inflation 16%
Abortion 8%
Guns 2%
Opioid Crisis 0%
Conflict in the Middle East 1%
Conflict in Ukraine 1%
Health care 5%
Threats to democracy 17%
Crime 1%
Immigration 15%
The Economy in general 25%
LGBTQ+ Issues 1%
Foreign affairs 0%
Not sure 1%
Other 5%

Gotten much better 5%
Gotten somewhat better 15%
Stayed about the same 32%
Gotten somewhat worse 27%
Gotten much worse 20%
Not sure 1%

21. Over the past year, do you feel the nation's economic situation has gotten better, gotten worse, or stayed about the same?

Gotten much better	6%
Gotten somewhat better	16%
Stayed about the same	16%
Gotten somewhat worse	23%
Gotten much worse	37%
Not sure	2%

22. Who did you vote for in the Ohio 2022 election for Governor, Democrat Nan Whaley or Republican Mike DeWine?

Mike DeWine	56%
Nan Whaley	27%
Someone else	2%
Did not get a chance to vote	10%
Do not recall	4%

23. How did you vote in Ohio's November 2023 special election on Issue 1, where a "Yes" vote would amend the constitution to make it easier for Ohioans to make reproductive decisions, including abortion?

Voted yes	51%
Voted no	29%
Did not get a chance to vote	12%
Do not recall	8%

24. Do you approve or disapprove of these elected office holders?

	Strongly approve	Somewhat approve	Neither or not sure	Somewhat disapprove	Strongly disapprove
Do you approve or disapprove of the way Joe Biden is handling his job as president?	16%	19%	9%	11%	49%
Do you approve or disapprove of the way Sherrod Brown is handling his job as U.S. Senator?	23%	20%	14%	13%	32%
Do you approve or disapprove of the way JD Vance is handling his job as U.S. Senator?	23%	17%	9%	8%	36%
Do you approve or disapprove of the way Mike DeWine is handling his job as Ohio Governor?	13%	35%	25%	21%	15%

25. How much do you trust the following:

	Always	Most of the time	About half the time	Some of the time	Never	Don't know
How often can you trust the federal government in Washington to do what is right?	3%	12%	15%	41%	27%	2%
How often can you trust the state government in Columbus to do what is right?	2%	16%	20%	42%	16%	4%

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26. Which part of the national government on the list do you most often trust to do what's right?

Congress 16%
Supreme Court 54%
President 22%
Political parties 8%

27. Is your opinion of each of the following people or organizations favorable or unfavorable?

	Strongly favorable	Somewhat favorable	Neither favorable or unfavorable	Somewhat unfavorable	Strongly unfavorable
Donald Trump	30%	17%	6%	7%	40%
Kamala Harris	24%	17%	5%	9%	44%
Tim Walz	23%	15%	15%	12%	35%
JD Vance	24%	20%	10%	10%	36%
Sherrod Brown	23%	21%	12%	16%	28%
Bernie Moreno	13%	24%	15%	13%	35%
Democrats in Congress	13%	23%	15%	15%	34%
Republicans in Congress	9%	27%	16%	20%	28%
The US Supreme Court	14%	32%	19%	17%	18%
Democrats in the Ohio legislature	14%	21%	20%	21%	24%
Republicans in the Ohio legislature	10%	28%	20%	17%	25%
The Ohio Supreme Court	11%	33%	36%	12%	9%

28. Do you believe presidential elections should be decided by the national popular vote or by the current Electoral College system?

Electoral College 35%
National popular vote 54%
Not sure 11%

29. How concerned or unconcerned are you about each of the following aspects of the U.S. Electoral College system?

	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Not sure
The winner of the popular vote doesn't always win the election.	36%	26%	13%	20%	5%
Small-population states have a disproportionate influence on the outcome of the presidential election.	24%	29%	19%	19%	8%
Candidates mostly focus their campaigns on voters in a small number of competitive 'swing' states.	21%	33%	29%	9%	8%
Ohio might lose its status as a competitive "swing state" in future elections.	17%	24%	27%	24%	9%

30. (Continued)

	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Not sure
A state legislature could overturn their state's popular vote for president, instead allocating Electoral College votes to the preferred presidential candidate of the state legislature.	43%	30%	12%	6%	9%
Members of Congress may overturn the results of the Electoral College when they meet to certify the results of the election.	39%	31%	16%	8%	7%
So-called 'faithless electors' may not vote for the presidential candidate they were pledged to vote for when they meet to cast their votes in December following a presidential election.	30%	32%	18%	7%	12%
Some states would allocate their Electoral College votes to the winner of the national popular vote rather than to the candidate who won that state.	32%	32%	16%	11%	9%

31. Please indicate whether you agree or disagree with the following statements about elections that ask people to directly vote on issues that affect them.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
Direct democracy is a good thing.	28%	34%	12%	6%	20%
Direct democracy is an important tool for citizens to hold the government accountable.	37%	37%	9%	4%	13%
Direct democracy is a dangerous tool that allows special interests to have too much power in our politics.	12%	24%	24%	20%	21%
Direct democracy is an important tool to help citizens keep special interests from having too much power in our politics.	33%	37%	10%	5%	16%
Direct democracy is an important tool for citizens because government officials are not doing a good job of representing the people.	33%	38%	11%	4%	14%

32. If there were a referendum on the ballot to increase Ohio's minimum wage to $15.00 per hour would you vote "Yes" in favor, or "No" to reject?

Yes, in favor of raising the minimum wage 58%

No, against raising the minimum wage 30%

Not sure 12%

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33. How ethusiastic/unenthusiastic do the following endorsements make you for the following candidates?

	More enthusiastic	Less enthusiastic	It doesn't make a difference
Taylor Swift's endorsement of Kamala Harris	14%	24%	62%
Kid Rock's endorsement of Donald Trump	14%	16%	70%
Elon Musk's endorsement of Donald Trump	22%	22%	56%
Oprah Winfrey's endorsement of Kamala Harris	13%	22%	65%

34. How familiar are you with the following public figures?

	Not at all familiar	Slightly familiar	Somewhat familiar	Very familiar
Taylor Swift	4%	16%	32%	48%
Kid Rock	10%	23%	33%	34%
Elon Musk	3%	15%	34%	47%
Oprah Winfrey	2%	11%	33%	54%

35. How do you feel about the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I like Taylor Swift.	13%	21%	32%	13%	21%
I like Kid Rock.	10%	20%	35%	15%	20%
I like Elon Musk.	16%	22%	23%	12%	27%
I like Oprah Winfrey.	12%	21%	28%	17%	22%

36. How do you feel about the following statements?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Taylor Swift knows what she is talking about.	9%	16%	31%	18%	25%
Kid Rock knows what he is talking about.	7%	15%	38%	16%	23%
Elon Musk knows what he is talking about.	19%	24%	21%	14%	22%
Oprah Winfrey knows what she is talking about.	10%	21%	29%	18%	21%
Celebrities should stay out of politics.	37%	19%	25%	13%	5%

37. Regardless of where you currently live, do you usually think of yourself as a city person, a suburb person, a small-town person, a country or rural person, or something else?

City	18%
Suburb	41%
Small-town	20%
Country or rural	21%
Something else	1%

38. How many children under 18 live with you?

0	76%
1	10%
2	9%
3	3%
4	1%
5	1%
6	-
7	0%
8	-

39. Are you (or anyone in your household) a member of a local, state or national labor union?

Yes, I am 7%
Yes, someone who lives with me 7%
Yes, I and other(s) in my house 1%
No 84%
Not sure 1%

40. Have you ever served or are you currently serving on active duty in the US Armed Forces?

Yes I have served 9%
Yes I am currently serving .... -
No 91%