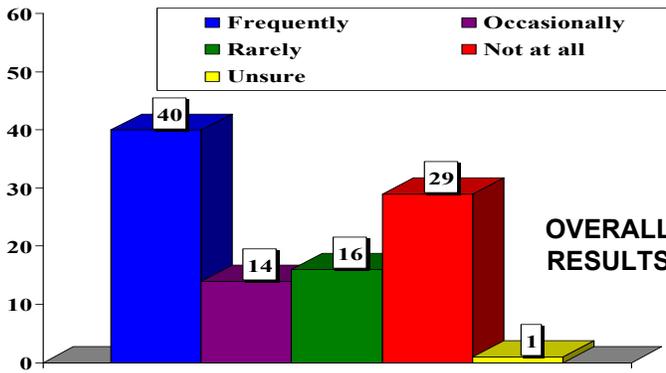
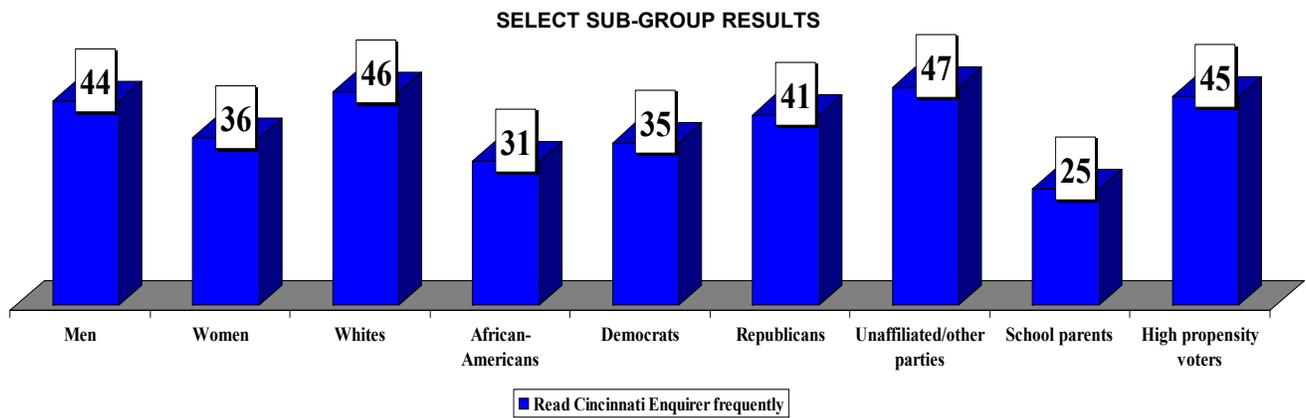
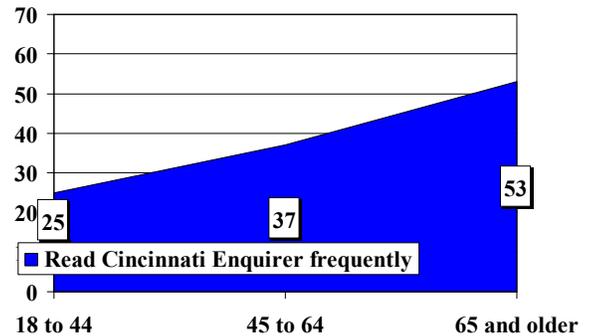


# Cincinnati/Hamilton County Voter Survey Results: About 4 in 10 voters are frequent *Cincinnati Enquirer* newspaper readers, including 1 of every 2 seniors



**QUESTION WORDING:**  
*“Including the on-line version that is available over the Internet, how often would you say that you read The Cincinnati Enquirer newspaper?”*

As observed about newspapers in other places in Ohio, on a statewide basis and in other major cities where tested, readership of *The Cincinnati Enquirer* varies greatly among key sub-groups within the community. Although readership is low among younger voters, school parents and African-Americans, it is much higher among seniors and high propensity voters (who disproportionately influence the outcomes of campaigns), which indicates that it can still be an important voice in public policy debates and upcoming elections.



**METHODS:** This survey data was gathered through telephone interviews that specially-trained interviewers conducted with 500 randomly-selected registered voters in Hamilton County, Ohio with histories of voting in recent odd-year November general elections, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of July 11, 2017 through July 15, 2017. The overall estimated margin of sampling error is +/- 4.38%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 4.38% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the county’s electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias. **Please note that this survey question was not funded or commissioned by any organization or committee. Permission is granted for public distribution to share this information.**

