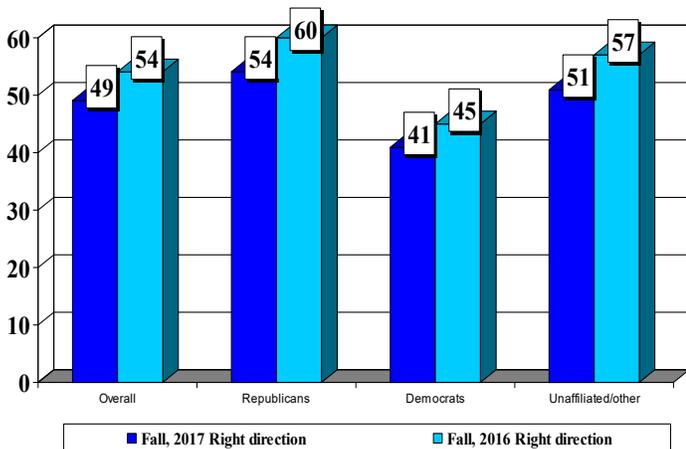
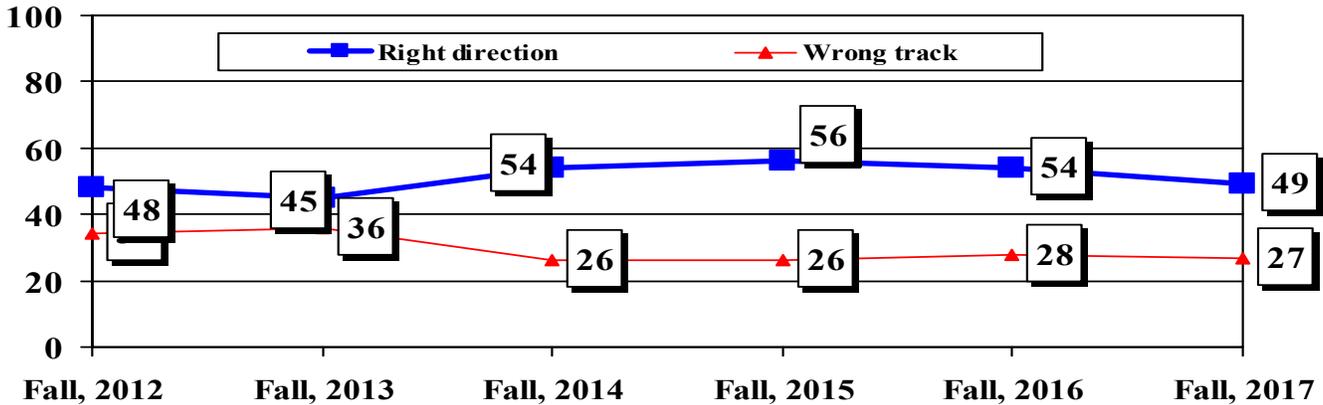
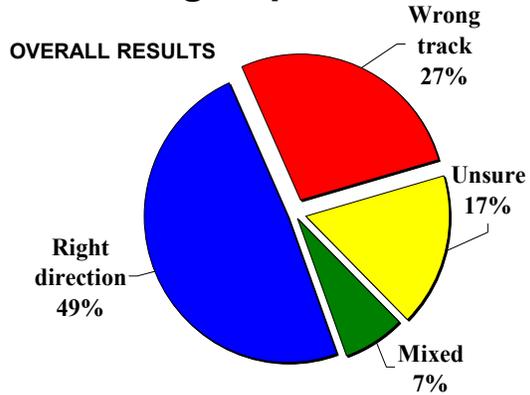


Ohio Voter Survey Results: Right direction figure drops below 50%, with lower ratings among all parties, including Republican voters

QUESTION WORDING:

“Generally speaking, would you say that Ohio is going in the right direction or has it gotten off onto the wrong track?”



There seems to be a subtle shift occurring within the opinion environment, as the right direction figure – which typically tracks with the inclination to re-elect incumbents – that voters give for Ohio is now below the 50% threshold and has dropped 5% since this time last year. Although it was lower among all groups, there was a 6% drop among GOP voters, most notably. A key indication of contentment with the party in power, this suggests that voters are becoming somewhat restive and could be more inclined to seek change, if the sentiment persists.

METHODS: This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 800 randomly-selected registered voters in the State of Ohio with histories of voting in recent November general elections, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of September 13, 2017 through September 19, 2017. The overall estimated margin of sampling error is +/- 3.46%, 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 3.46% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the state’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 distribution to share this information with any interested parties.**

