To: Red Wine and Blue
From: Change Research
Date: September 20, 2022
Re: Ohio Statewide Poll Results

Key Findings

A poll from Change Research of 1,209 voters in Ohio conducted from September 2-7, 2022 shows that Republicans are deeply unpopular, especially among suburban women, and are at risk of losing their statewide races due in part to their out of touch abortion bans that are opposed by majorities of likely voters:

- Tim Ryan is leading J.D. Vance by 5 points. Vance's statements about women raise doubts about him with 62% of all voters, and 73% of suburban women.
- All Ohio Supreme Court races are all close and 66% say they are more important this year than previous elections.
- Nan Whaley is trailing Mike DeWine by 6 points (more below).

Media polls showing a greater differential between DeWine and Whaley may be catching onto a Trump bump, as DeWine was endorsed by Trump on September 8 and attended a widely-publicized Trump rally in Ohio on September 17. But DeWine has a problem with Trump voters that media polls are missing. When we gave voters the option not to vote in the governor's race (media polls do not give this option), 7% chose that option. Looking at the crosstabs, these are almost exclusively Trump voters. Media polls should not assume Trump supporters will pull the lever for DeWine. When given the option not to, that's what they choose. Meanwhile, the 10% who are "unsure" are politically mixed - and disproportionately suburban moms.

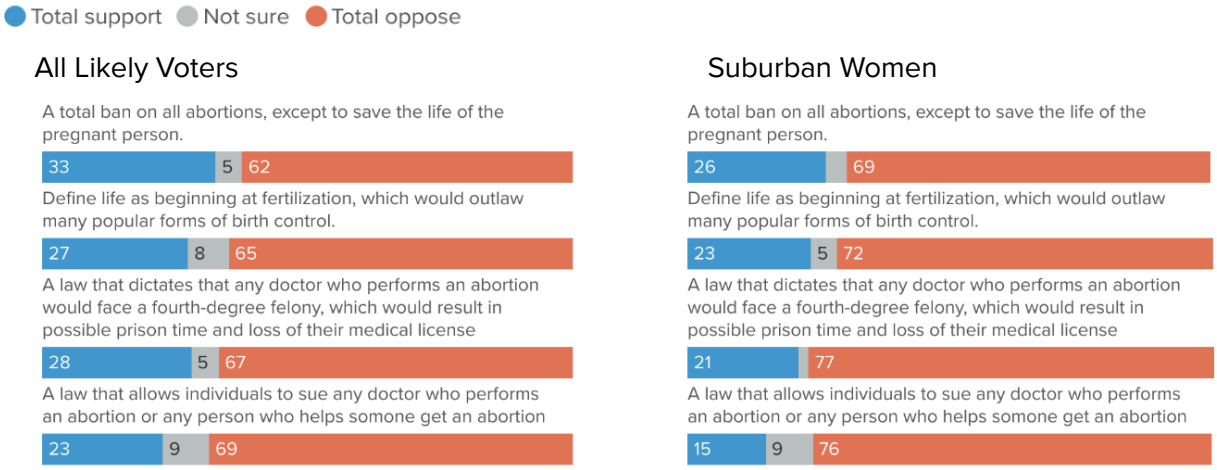
Other key findings include:

- **Ohioans want to protect abortion access and are worried about abortion bans.**

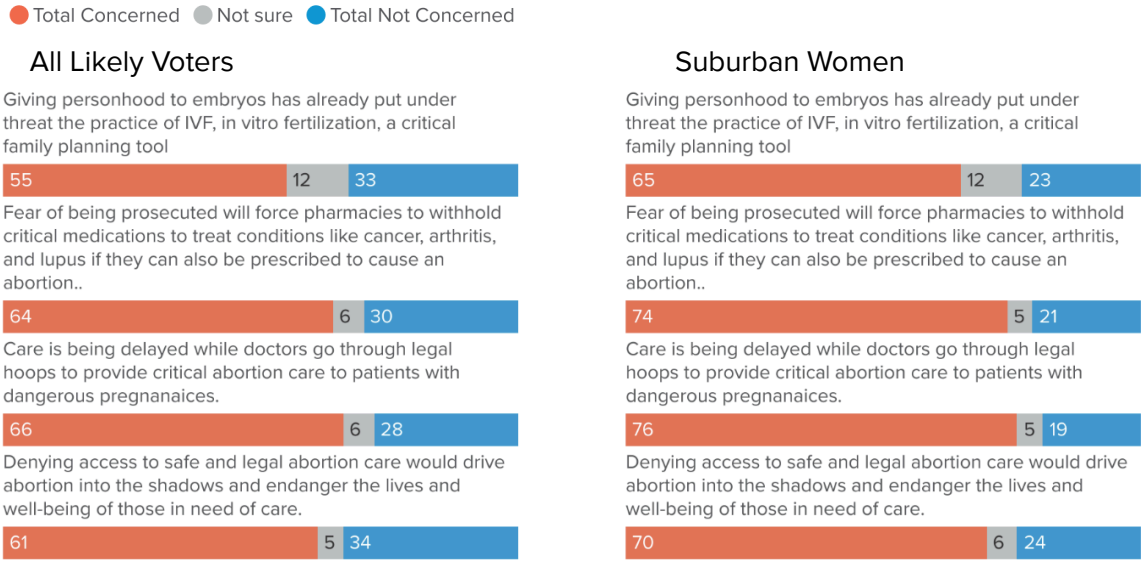
  All proposals, current laws, and ideations of abortion bans in Ohio have deep unpopularity with voters. And voters are reacting to a deeply unpopular total ban on abortion. Ohioans are not as extreme as Republicans in the state legislature, State Supreme Court, Mike DeWine, or J.D. Vance, and they are reacting strongly to these proposals.

  This is happening within the context of the story around the 10 year-old girl who had to leave the state to seek abortion care, which has captured the attention of 83% of people, bringing in the focus of the cruelty of this law.

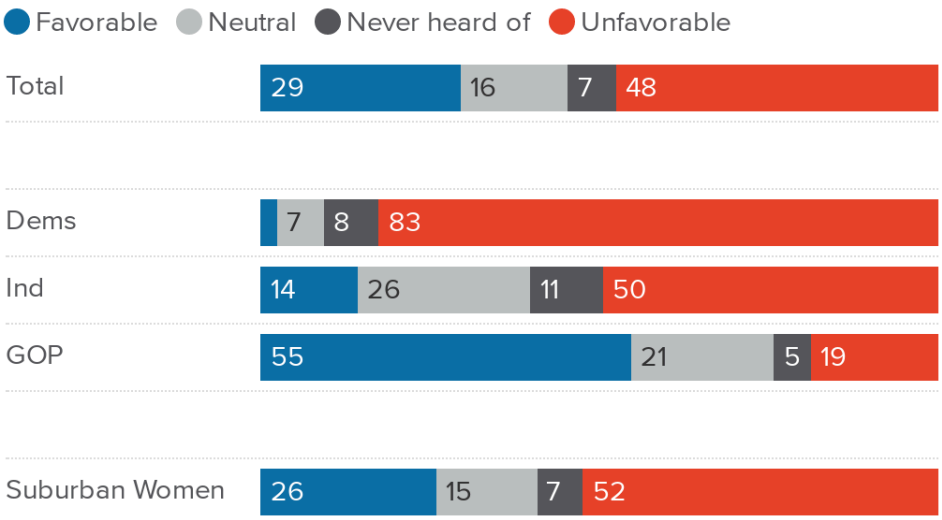
  This is not just Democrats: over two-thirds of independents, those who will decide this election, and even one-third of Republicans oppose these laws. These laws are particularly unpopular among suburban women.



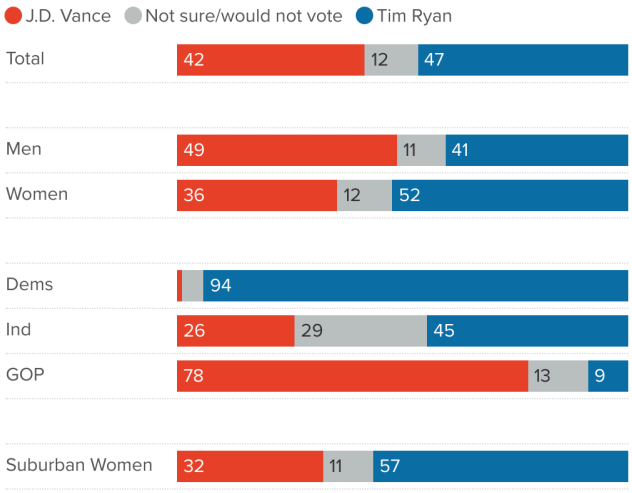
Voters aren't just worried about this abstractly, voters are worried about how this could impact them personally. They are deeply concerned about the potential ramification for women, doctors, pharmacists, and families.



- **JD Vance is highly unfavorable, especially in regards to how he talks about women and his extreme position on abortion.**



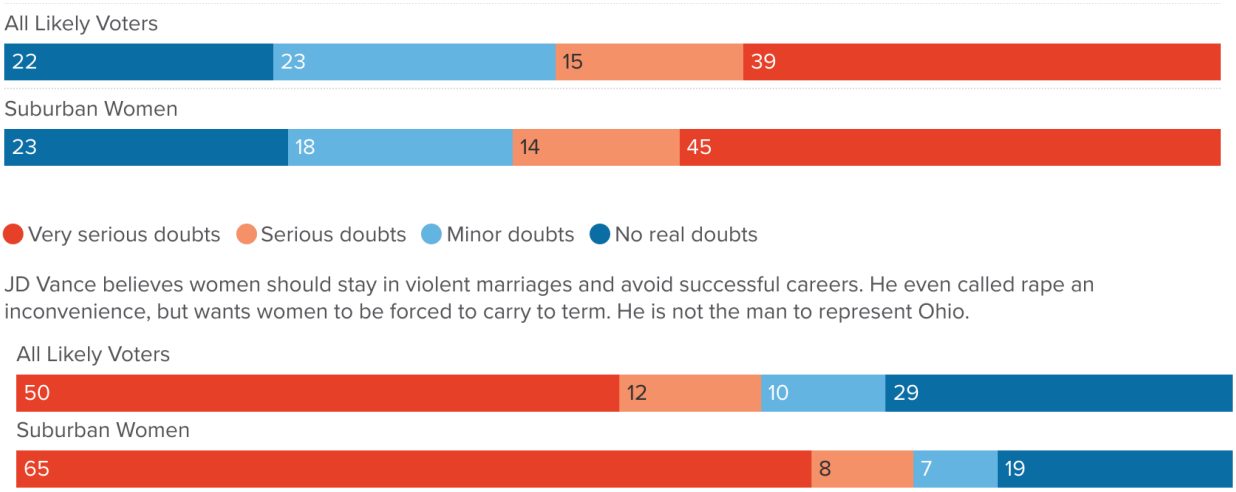
In the head to head, Tim Ryan leads J.D. Vance by 5 points, with a particularly strong lead among suburban women.



Even positive messaging regarding his campaign is not persuasive to voters, and they are very concerned with his statements about women.

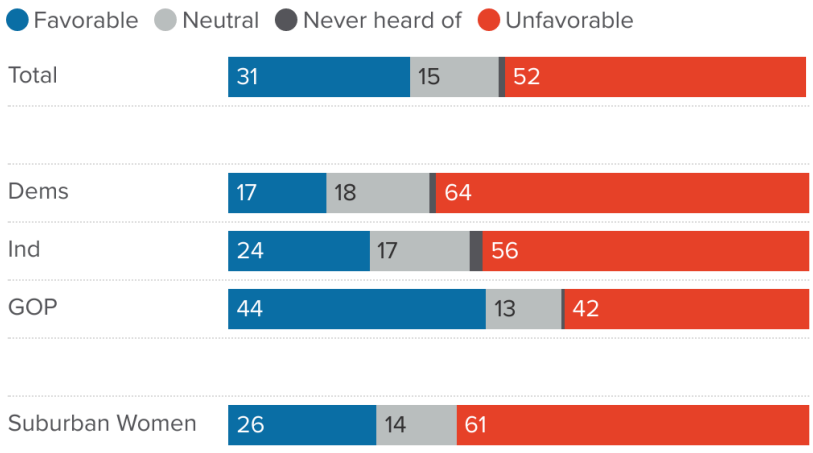


Ohio needs someone in the U.S. Senate who knows what it's like to live in a left-behind community, not a career politician, and that candidate is JD Vance.

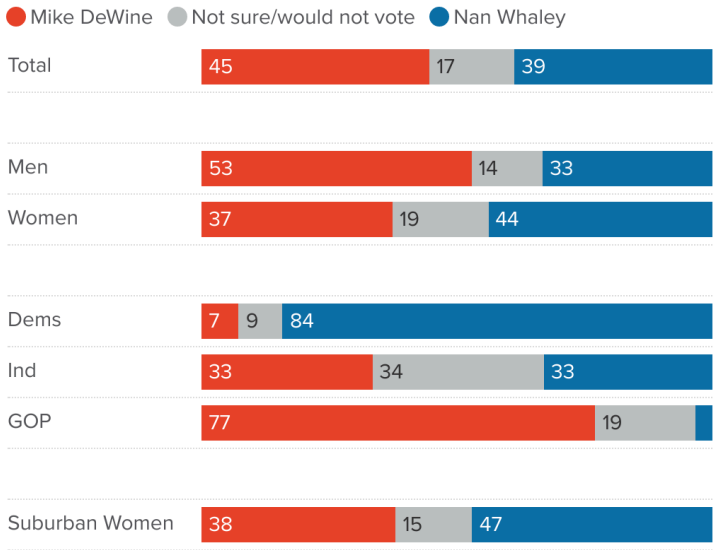


- **Mike DeWine is struggling to retain Republican voters and is unfavorable with Democratic voters, including those who once viewed him favorably.**

  Whatever favorability among Democrats that Governor DeWine gained with his initial handling of COVID-19 has diminished greatly among likely voters. He is struggling to consolidate his base, with much of undecided voters viewing him unfavorably.

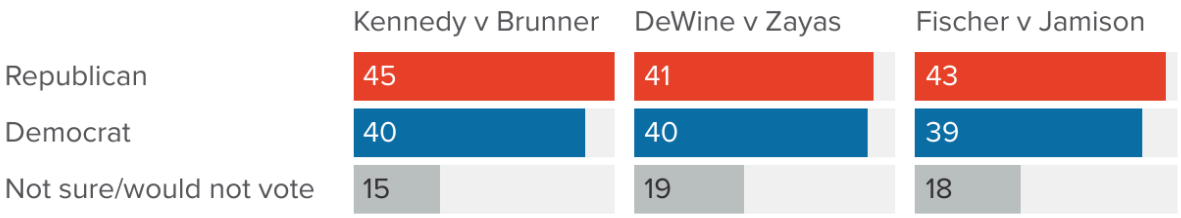


  While Nan Whaley has lower name recognition, she is within six points of defeating Mike DeWine. Voters express openness to voting for a Democratic candidate, as shown through Tim Ryan's lead in the Senate ballot. Voter needs to be introduced to Nan Whaley, and the issue of abortion, particularly with suburban women, may just be a critical element. This may help consolidate more undecided and on the fence voters to choose Nan Whaley as an alternative to an unpopular Governor DeWine.



- **The Ohio Supreme Court race is very close.**

  Among all likely voters, 66% say that the Supreme Court races are more important this year than previous elections, and that is reflected in the closeness of the ballots in Ohio.



METHODOLOGY

Change Research surveyed 1209 voters in Ohio conducted from September 2-7, 2022. We used the following sources to recruit respondents:

- targeted advertisements on Facebook and Instagram. (1025 respondents)
- text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (184 respondents)

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website. Ads placed on social media targeted any registered voter living in Ohio. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by Red Wine, and Blue, and conducted online by Change Research. Post-stratification was performed on age, gender, race/ethnicity, region, and 2020 presidential vote. Weighting parameters were estimated based on the electorates from the 2020 general election, obtained from the voter file. That is, if a given age bracket or gender group represented x% of the 2020 electorate, then that same group would be roughly weighted to x% in this survey.

The modeled margin of error* for this survey is 3.0%, which uses effective sample sizes** that adjust for the design effect of weighting.

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* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1) https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/
(2) Kish, Leslie. Survey Sampling, 1965.

For more information, contact Lauren Goldstein at lauren@changeresearch.com.

LIST OF QUESTIONS

1. Are you:
    - Male
    - Female
    - Other

2. In what year were you born? [TEXT BOX]

3. In what ZIP code do you currently live? [TEXT BOX]

4. What is your race/ethnicity?
    - White / Caucasian
    - Hispanic or Latino/a
    - Black or African American
    - Asian / Pacific Islander
    - American Indian or Alaska Native
    - Other (please specify): [text box]

5. What is the highest level of education you have completed?
    - High school diploma or less
    - Some college, but no degree
    - Associate's degree, or two-year college degree
    - Bachelor's degree, or four-year college degree
    - Graduate degree

6. Are you registered to vote in Ohio?
    - Yes
    - No [Terminate]
    - Not sure [Terminate]

    Generally speaking, do you think of yourself as a: [Randomize Dem/Rep]
    - Democrat
    - Republican
    - Independent/Other

    [If Democrat/Republican] Do you consider yourself a:
    - Strong Democrat/Republican
    - Not so strong Democrat/Republican

    [If Independent/Other] Do you consider yourself closer to: [Randomize Dem/Rep]
    - The Democrats
    - The Republicans
    - Neither

7. How did you vote in the 2020 election for President, or for some reason were you unable to vote?
    - Joe Biden, the Democrat
    - Donald Trump, the Republican
    - Jo Jorgensen, the Libertarian
    - Not registered/Too young/Ineligible
    - Did not vote

8. There will be elections for Governor. U.S. Senate, and other state and local offices in November. Do you plan to vote in the November elections?
    - Yes, definitely
    - Yes, probably

- Maybe (50-50)
- No, probably not
- No, definitely not

9. How favorable are your feelings about each of the following people and organizations? [Randomize List] [Very favorable | Somewhat favorable | Neutral | Somewhat unfavorable | Very unfavorable | Never heard of them]
    - Mike DeWine
    - Nan Whaley

10. If the November election for Governor were held today, who would you vote for?
    - Mike DeWine, the Republican
    - Nan Whaley, the Democrat
    - Not sure

    [If not sure] If you had to choose, who would you vote for?
    - Mike DeWine, the Republican
    - Nan Whaley, the Democrat
    - Not sure
    - Would not vote

11. If the November election for Chief Justice of the Ohio Supreme Court was held today, who would you vote for?
    - Sharon Kennedy, the Republican
    - Jennifer Brunner, the Democrat
    - Not sure

    [If not sure] If you had to choose, who would you vote for?
        - Sharon Kennedy, the Republican
        - Jennifer Brunner, the Democrat
        - Not sure
        - Would not vote

12. If the November election for Justice of the Ohio Supreme Court were held today, who would you vote for?
    - Pat DeWine, the Republican
    - Marilyn Zayas, the Democrat
    - Not sure

    [If not sure] If you had to choose, who would you vote for?
    - Pat DeWine, the Republican
    - Marilyn Zayas, the Democrat
    - Not sure
    - Would not vote

13. If the November election for Justice of the Ohio Supreme Court were held today, who would you vote for?
    - Patrick Fischer, the Republican
    - Terri Jamison, the Democrat
    - Not sure

    [If not sure] If you had to choose, who would you vote for?
        - Patrick Fischer, the Republican
        - Terri Jamison, the Democrat
        - Not sure
        - Would not vote

14. If the November election for U.S. Senate was held today, who would you vote for?
    - J.D. Vance, the Republican

- Tim Ryan, the Democrat
- Not sure

[If not sure] If you had to choose, who would you vote for?
- J.D. Vance, the Republican
- Tim Ryan, the Democrat
- Not sure
- Would not vote

15. The following are some statements by supporters of the Republican candidates for Ohio Governor, Senator, and Supreme Court Justices. For each one, please indicate how persuasive you find it as a reason to vote for each candidate. [Very persuasive | Somewhat persuasive | Not too persuasive | Not persuasive at all]
    - Ohio needs someone in the U.S. Senate who knows what it's like to live in a left-behind community, not a career politician, and that candidate is JD Vance.
16. The following are some statements by opponents of the Republican candidates for Ohio Governor, Senator, and Supreme Court Justices. For each one, please indicate where they raise serious doubts about voting for each candidate. [Very serious doubts | Serious doubts | Minor doubts | No real doubts]
    - JD Vance believes women should stay in violent marriages and avoid successful careers. He even called rape an inconvenience, but wants women to be forced to carry to term. He is not the man to represent Ohio.
17. As it stands, abortion in Ohio is banned at 6 weeks – often before many know they are pregnant – with exceptions only to save the life of the pregnant person. However, Ohio lawmakers want to go even further an enact a total abortion ban. Do you support or oppose each of the following proposals? [Strongly support | Somewhat support | Somewhat oppose | Strongly oppose | Not sure]
    - A total ban on all abortions, except to save the life of the pregnant person.
    - Define life as beginning at fertilization, which would outlaw many popular forms of birth control.
    - A law that dictates that any doctor who performs an abortion would face a fourth-degree felony, which would result in possible prison time and loss of their medical license
    - A law that allows individuals to sue any doctor who performs an abortion or any person who helps someone get an abortion
18. Opponents of the proposed abortion bans and subsequent enforcement mechanisms in Ohio say they will have far-reaching ramifications. How concerned are you about the following potential consequences of such bills? [Very concerned | Somewhat concerned | Not too concerned | Not concerned at all] [Not sure] [RANDOMIZE]
    - Giving personhood to embryos has already put under threat the practice of IVF, in vitro fertilization, a critical family planning tool
    - Fear of being prosecuted will force pharmacies to withhold critical medications to treat conditions like cancer, arthritis, and lupus if they can also be prescribed to cause an abortion..
    - Care is being delayed while doctors go through legal hoops to provide critical abortion care to patients with dangerous pregnancies.
    - Denying access to safe and legal abortion care would drive abortion into the shadows and endanger the lives and well-being of those in need of care.
19. Compared to previous elections, is the election for Ohio State Supreme Court:
    - More important this year than previous elections
    - Less important this year than previous elections
    - About the same