## Northern Poll Topline Results

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## Methodology

Ohio Northern University launched the poll in collaboration with the polling firm, Lucid. The survey was conducted among likely voters in the state of Ohio (n=668) via a Qualtrics questionnaire. Individuals sampled were sent an individualized link to the survey. Quotas included were demographics by race, gender and party. Quotas for race and gender were based upon the 2020 Census results, party based upon the average vote share from the 2018 and 2020 top statewide partisan race, with a ratio of 52 percent Republicans, 45 percent Democrats, and three percent independents.<sup>1</sup>

The survey results for the data are weighted by education, age, race, and party. We weighted race based upon the 2020 race by ethnicity 2020 Census data, and age and education via the 2020 American Community Survey (ACS) 5-year supplement. We weighted the parties by the 2020 Presidential vote share, with those who initially labeled as independent asked to express their partisan lean via the question,

"Do you think of yourself as closer to the Republican or Democratic Party?"

In total, the survey provides a margin of error at approximately 3.8 percent for a 95 percent confidence interval. We additionally provide the topline results and subsetted margin of errors employing the "pollster" package in R. We plot the distribution of these weights by party in Figure 1 below. We see that the distribution of weights skewed towards higher values for Republicans than Democrats. The median weighted value for Democrats is 0.67, and for Republicans, 1.19. At the 95th percentile, the weighted value for Democrats is 1.41 compared to 2.11 for Republicans. These results suggest that Republican observations receive more influence per sampled individual, meaning that it is important to consider the potential role of Republicans sampled in the results; should we have sampled an unrepresentative distribution of Republicans, then the error in interpreting the preferences for Republicans will naturally be skewed.

In regards to geographic distribution, we additionally asked for the ZIP codes of the respondent. Of Ohio's ZIP codes, we sampled from 322 unique ZIP codes of the state's 1,018. The sampled ZIP codes reflect those that comprise 61.7 percent of the population. Additionally, of the ZIP codes sampled, the median sampled ZIP code saw one person sampled, the 95th percentile 5, and the maximum at 9. This suggests that insofar as we sought sampling from a non-clustered geographic sample, we largely succeeded despite the lack of a regional quota filter.



## **Topline results**

The following are the top line results for the Northern Poll, a web-based poll of 668 likely voters in Ohio taken from October 11th to October 15th. Dr. Robert Alexander (Ohio Northern University) Dr. John Curiel (Ohio Northern University), and Professor Tyler Steelman (University of North Carolina - Chapel Hill) led the project. Total weighted percents and margin of errors (MOEs) reported as bar plots and tables below for the question items.



Response	Percent	MOE
Strongly Favorable	38.40	4.39
Somewhat Favorable	16.19	3.33
Neither Favorable Nor Unfavorable	5.31	2.03
Somewhat Unfavorable	7.94	2.44
Strongly Unfavorable	30.79	4.17
Not Sure	1.37	1.05



Is your opinion of the following people or organizations in public life favorable or unfavorable? - Joe Biden

Response	Percent	MOE
Strongly Favorable	19.44	3.57
Somewhat Favorable	15.23	3.24
Neither Favorable Nor Unfavorable	7.38	2.36
Somewhat Unfavorable	9.13	2.60
Strongly Unfavorable	47.68	4.50
Not Sure	1.15	0.96



Response	Percent	MOE
Strongly Favorable	25.71	3.95
Somewhat Favorable	27.92	4.06
Neither Favorable Nor Unfavorable	12.86	3.03
Somewhat Unfavorable	15.81	3.30
Strongly Unfavorable	14.16	3.15
Not Sure	3.54	1.67



Response	Percent	MOE
Strongly Favorable	11.39	2.86
Somewhat Favorable	16.61	3.36
Neither Favorable Nor Unfavorable	19.30	3.56
Somewhat Unfavorable	13.33	3.06
Strongly Unfavorable	24.44	3.87
Not Sure	14.93	3.21



Response	Percent	MOE
Strongly Favorable	16.90	3.38
Somewhat Favorable	21.35	3.70
Neither Favorable Nor Unfavorable	15.49	3.26
Somewhat Unfavorable	14.58	3.18
Strongly Unfavorable	23.52	3.83
Not Sure	8.16	2.47



Response	Percent	MOE
Strongly Favorable	14.75	3.20
Somewhat Favorable	22.39	3.76
Neither Favorable Nor Unfavorable	14.77	3.20
Somewhat Unfavorable	11.63	2.89
Strongly Unfavorable	27.50	4.03
Not Sure	8.97	2.58



Response	Percent	MOE
Strongly Favorable	14.08	3.14
Somewhat Favorable	25.85	3.95
Neither Favorable Nor Unfavorable	15.95	3.31
Somewhat Unfavorable	17.44	3.43
Strongly Unfavorable	22.44	3.77
Not Sure	4.24	1.82



Response	Percent	MOE
Strongly Favorable	16.12	3.32
Somewhat Favorable	16.78	3.37
Neither Favorable Nor Unfavorable	8.91	2.57
Somewhat Unfavorable	13.40	3.07
Strongly Unfavorable	42.39	4.46
Not Sure	2.39	1.38



Response	Percent	MOE
Strongly Favorable	21.66	3.72
Somewhat Favorable	15.47	3.27
Neither Favorable Nor Unfavorable	17.59	3.44
Somewhat Unfavorable	8.08	2.46
Strongly Unfavorable	18.30	3.49
Not Sure	18.90	3.54



Response	Percent	MOE
Strongly Favorable	12.81	3.02
Somewhat Favorable	17.76	3.45
Neither Favorable Nor Unfavorable	20.60	3.65
Somewhat Unfavorable	15.03	3.23
Strongly Unfavorable	22.42	3.77
Not Sure	11.39	2.87



Response	Percent	MOE
Strongly Favorable	16.58	3.37
Somewhat Favorable	17.04	3.40
Neither Favorable Nor Unfavorable	12.43	2.99
Somewhat Unfavorable	17.97	3.48
Strongly Unfavorable	34.25	4.29
Not Sure	1.73	1.18



Response	Percent	MOE
Strongly Favorable	22.59	3.78
Somewhat Favorable	27.92	4.05
Neither Favorable Nor Unfavorable	13.20	3.06
Somewhat Unfavorable	13.27	3.06
Strongly Unfavorable	22.19	3.75
Not Sure	0.83	0.82



Response	Percent	MOE
Strongly Favorable	15.65	3.29
Somewhat Favorable	28.46	4.08
Neither Favorable Nor Unfavorable	22.96	3.80
Somewhat Unfavorable	15.62	3.28
Strongly Unfavorable	13.53	3.09
Not Sure	3.77	1.72



Response	Percent	MOE
Strongly Favorable	13.92	3.13
Somewhat Favorable	18.72	3.52
Neither Favorable Nor Unfavorable	15.40	3.26
Somewhat Unfavorable	19.82	3.60
Strongly Unfavorable	29.40	4.12
Not Sure	2.75	1.48



Response	Percent	MOE
Strongly Favorable	23.25	3.82
Somewhat Favorable	28.07	4.06
Neither Favorable Nor Unfavorable	14.91	3.22
Somewhat Unfavorable	11.37	2.87
Strongly Unfavorable	19.76	3.60
Not Sure	2.64	1.45



Response	Percent	MOE
Strongly Favorable	14.26	3.16
Somewhat Favorable	33.12	4.25
Neither Favorable Nor Unfavorable	28.12	4.06
Somewhat Unfavorable	10.87	2.81
Strongly Unfavorable	7.25	2.34
Not Sure	6.38	2.21



Response	Percent	MOE
Quite a lot	48.49	4.50
Some	31.02	4.17
Only a little	13.60	3.09
None	5.30	2.02
Don't know	1.59	1.13



Response	Percent	MOE
Yes	84.36	3.27
No	7.27	2.34
Don't know	8.37	2.50



Response	Percent	MOE
Very enthusiastic	49.69	4.51
Somewhat enthusiastic	33.65	4.26
Not so enthusiastic	11.63	2.89
Not at all enthusiastic	5.02	1.97



Response	Percent	MOE
Mike DeWine	60.04	4.41
Nan Waley	29.08	4.09
Other candidate, please specify:	1.11	0.94
Unsure	9.77	2.67



Percent	MOE
43.12	4.46
41.19	4.43
0.93	0.86
14.77	3.20
	41.19 0.93



Response	Percent	MOE
Democratic candidate	35.79	4.32
Republican candidate	53.88	4.49
Other candidate	1.27	1.01
Unsure	9.06	2.59



Response	Percent	MOE
Democrat Jennifer Brunner	35.09	4.30
Republican Sharon Kennedy	48.56	4.50
Other candidate, please specify:	0.79	0.80
Unsure	15.56	3.27



Response	Percent	MOE
Strongly Approve	17.24	3.41
Somewhat Approve	18.68	3.51
Neither Approve Nor Disapprove	5.81	2.11
Somewhat Disapprove	12.79	3.01
Strongly Disapprove	44.45	4.48
Not Sure	1.03	0.91



Do you approve or disapprove of the way President Biden is handling the economy?

Response	Percent	MOE
Strongly Approve	14.34	3.16
Somewhat Approve	18.47	3.50
Neither Approve Nor Disapprove	7.51	2.38
Somewhat Disapprove	11.68	2.89
Strongly Disapprove	47.06	4.50
Not Sure	0.93	0.87



Percent	MOE
46.49	4.50
43.37	4.47
10.15	2.72
	46.49 43.37



Response	Percent	MOE
Strongly Approve	35.60	4.31
Somewhat Approve	14.33	3.16
Neither Approve Nor Disapprove	11.53	2.88
Somewhat Disapprove	6.19	2.17
Strongly Disapprove	28.54	4.07
Not Sure	3.80	1.72



Response	Percent	MOE
Joe Biden	31.94	4.20
Donald Trump	53.64	4.49
Not sure	14.41	3.16



Response	Percent	MOE
Joe Biden	35.18	4.31
Donald Trump	55.40	4.49
Not sure	9.42	2.64



Response	Percent	MOE
Strongly Approve	26.22	3.96
Somewhat Approve	34.40	4.28
Neither Approve Nor Disapprove	11.72	2.90
Somewhat Disapprove	13.06	3.04
Strongly Disapprove	12.08	2.94
Not Sure	2.52	1.41



Response	Percent	MOE
Very familiar	51.11	4.51
Somewhat familiar	31.20	4.18
Heard of, but know very little	12.43	2.97
Have not heard of	2.84	1.50
Don't know	2.42	1.39



Response Percent

Response	Percent	MOE
Very familiar	47.36	4.51
Somewhat familiar	31.58	4.20
Heard of, but know very little	12.80	3.02
Have not heard of	4.23	1.82
Don't know	4.04	1.78



Response	Percent	MOE
Very familiar	52.07	4.51
Somewhat familiar	32.67	4.24
Heard of, but know very little	11.09	2.84
Have not heard of	1.81	1.20
Don't know	2.35	1.37



Response	Percent	MOE
Very familiar	43.73	4.47
Somewhat familiar	35.47	4.31
Heard of, but know very little	14.62	3.19
Have not heard of	2.57	1.43
Don't know	3.61	1.68


Response	Percent	MOE
Joe Biden	49.04	4.51
Donald Trump	42.36	4.46
Not sure	8.60	2.53



Response	Percent	MOE
A crisis	28.74	4.08
A major problem	37.47	4.36
A minor problem	20.68	3.65
Not a problem	13.11	3.04



Response	Percent	MOE
A great deal	34.77	4.29
A good amount	14.64	3.18
Not very much	19.51	3.57
None at all	26.99	4.00
Unsure	4.09	1.79



Response	Percent	MOE
Mostly Positive	37.05	4.35
Somewhat positive	17.88	3.45
Somewhat negative	10.89	2.81
Mostly negative	29.51	4.11
Not sure	4.68	1.90

Below is a list of possible problems facing this country today.

Which ONE of these problems is the MOST important for presidential candidates to address.



Response	Percent	MOE
Reducing racial tension	3.12	1.57
Stopping the spread of COVID-19 (the coronavirus)	3.33	1.62
Improving economic conditions	37.47	4.36
Creating Jobs	5.61	2.07
Providing quality health care	3.58	1.67
Protecting Social Security	7.17	2.32
Protecting the U.S. from foreign threats	8.34	2.49
Promoting education	1.81	1.20
Federal Taxes	2.56	1.42
Managing immigration	8.60	2.53
Preserving Medicare	2.91	1.51
Supporting veterans	0.40	0.57
Fighting terrorism	2.69	1.46
Abortion	8.74	2.55
Don't know	3.69	1.70



Percent	MOE
40.27	4.42
15.71	3.28
6.34	2.20
6.55	2.23
12.21	2.95
5.53	2.06
10.58	2.77
2.80	1.49
	40.27 15.71 6.34 6.55 12.21 5.53 10.58



Response	Percent	MOE
Right Track	22.19	3.74
Wrong Track	73.92	3.96
Don't Know	3.89	1.74



Response	Percent	MOE
Gotten much better	8.02	2.45
Gotten somewhat better	10.47	2.76
Stayed about the same	25.74	3.94
Gotten somewhat worse	30.01	4.13
Gotten much worse	22.68	3.77
Unsure	3.08	1.56



Response	Percent	MOE
Gotten much better	5.63	2.08
Gotten somewhat better	11.20	2.85
Stayed about the same	11.67	2.90
Gotten somewhat worse	29.46	4.12
Gotten much worse	39.21	4.41
Unsure	2.83	1.50



Response	Percent	MOE
Gotten much better	7.08	2.31
Gotten somewhat better	10.85	2.80
Stayed about the same	22.87	3.79
Gotten somewhat worse	37.42	4.36
Gotten much worse	19.24	3.55
Unsure	2.54	1.42



Which of the following statements comes closest to your views on abortion?

Response	Percent	MOE
It should always be legal	27.06	4.00
It should be mostly legal	26.19	3.96
It should be mostly illegal	30.20	4.14
It should always be illegal	10.50	2.76
Unsure	6.05	2.15



Response	Percent	MOE
Very closely	41.98	4.46
Somewhat closely	43.26	4.47
Not closely	14.76	3.20



Response	Percent	MOE
Very important	45.84	4.50
Somewhat important	38.47	4.39
Not important	15.69	3.28





Response	Percent	MOE
Yes	39.76	4.42
No	44.77	4.49
Not sure	15.47	3.26



Response	Percent	MOE
The states	50.25	4.51
The national government	30.32	4.14
Not sure	19.44	3.57



Response	Percent	MOE
Very motivated	53.40	4.50
Somewhat motivated	30.25	4.14
Not motivated at all	16.36	3.34



Response	Percent	MOE
Electoral College	30.15	4.13
National popular vote	55.99	4.47
Unsure	13.87	3.11



Response	Percent	MOE
Very concerned	37.29	4.37
Somewhat concerned	27.68	4.04
Not too concerned	17.55	3.43
Not at all concerned	9.92	2.70
Unsure	7.56	2.39

How concerned or unconcerned are you about each of the following aspects of the U.S. Electoral College system? - "Small-population states have a disproportionate influence on the outcome."



Response	Percent	MOE
Very concerned	26.93	4.01
Somewhat concerned	31.16	4.18
Not too concerned	20.81	3.67
Not at all concerned	10.27	2.74
Unsure	10.83	2.81



Response	Percent	MOE
Very concerned	24.59	3.88
Somewhat concerned	36.29	4.34
Not too concerned	22.01	3.74
Not at all concerned	7.97	2.44
Unsure	9.14	2.60



Response	Percent	MOE
Very concerned	27.29	4.02
Somewhat concerned	28.92	4.09
Not too concerned	21.51	3.71
Not at all concerned	12.84	3.02
Unsure	9.44	2.64

How concerned or unconcerned are you about each of the following aspects of the U.S. Electoral College system? - "Members of Congress may overturn the results of the Electoral College when they meet to certify the results of the election."



Response	Percent	MOE
Very concerned	37.95	4.38
Somewhat concerned	28.26	4.06
Not too concerned	17.35	3.41
Not at all concerned	6.57	2.23
Unsure	9.87	2.69

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



Response	Percent	MOE
Very concerned	34.48	4.29
Somewhat concerned	29.59	4.12
Not too concerned	18.14	3.48
Not at all concerned	4.78	1.92
Unsure	13.01	3.04



Response	Percent	MOE
A lot	29.59	4.12
A little	48.65	4.51
Nothing at all	21.76	3.72



Response	Percent	MOE
Very satisfied	12.27	2.96
Somewhat satisfied	24.46	3.88
Somewhat dissatisfied	20.13	3.62
Very dissatisfied	16.18	3.32
Not sure	26.97	4.00



Response	Percent	MOE
Very important	33.59	4.26
Somewhat important	44.56	4.48
Not very important	14.64	3.19
Not important at all	7.21	2.33



Response	Percent	MOE
Very important	33.29	4.27
Somewhat important	34.71	4.31
Not very important	19.51	3.59
Not important at all	12.49	2.99



Response	Percent	MOE
Very important	20.38	3.63
Somewhat important	34.32	4.28
Not very important	27.87	4.04
Not important at all	17.43	3.42



Response	Percent	MOE
Strongly support	27.01	4.00
Somewhat support	21.91	3.73
Somewhat oppose	17.34	3.41
Strongly oppose	26.14	3.96
Unsure	7.61	2.39



Response	Percent	MOE
Strongly support	33.59	4.27
Somewhat support	28.06	4.06
Somewhat oppose	14.64	3.20
Strongly oppose	15.15	3.24
Unsure	8.57	2.53



Response	Percent	MOE
Strongly support	48.44	4.51
Somewhat support	31.51	4.19
Somewhat oppose	8.98	2.58
Strongly oppose	5.24	2.01
Unsure	5.83	2.11



Response	Percent	MOE
Strongly support	34.72	4.31
Somewhat support	24.37	3.88
Somewhat oppose	15.56	3.28
Strongly oppose	17.09	3.40
Unsure	8.27	2.49



Response	Percent	MOE
Strongly support	57.81	4.46
Somewhat support	20.60	3.65
Somewhat oppose	11.78	2.91
Strongly oppose	4.64	1.90
Unsure	5.17	2.00



Percent	MOE
40.11	4.44
23.98	3.86
12.37	2.98
15.89	3.31
7.65	2.41
	40.11 23.98 12.37 15.89



Response	Percent	MOE
Strongly support	27.09	4.02
Somewhat support	25.05	3.92
Somewhat oppose	15.18	3.24
Strongly oppose	24.27	3.87
Unsure	8.42	2.51



Response	Percent	MOE
On election day in-person	53.80	4.50
Early in-person	13.48	3.08
By mail	18.74	3.52
By ballot drop-box	3.07	1.56
Not sure	10.90	2.81


Response

Response	Percent	MOE
Makes a difference	63.56	4.34
Doesn't really make a difference	26.13	3.96
Not sure	10.31	2.74



Response	Percent	MOE
Often	18.96	3.53
Sometimes	27.94	4.04
Rarely	23.80	3.84
Never	29.30	4.10



Response	Percent	MOE
Often	31.40	4.19
Sometimes	36.95	4.36
Rarely	19.32	3.56
Never	12.33	2.97



Response	Percent	MOE
Strongly agree	29.68	4.13
Somewhat agree	34.29	4.29
Somewhat disagree	15.33	3.26
Strongly disagree	12.38	2.98
Unsure	8.33	2.50



Response	Percent	MOE
Strongly agree	53.65	4.50
Somewhat agree	24.81	3.90
Somewhat disagree	9.44	2.64
Strongly disagree	4.66	1.90
Unsure	7.44	2.37



Response	Percent	MOE
Strongly agree	31.05	4.17
Somewhat agree	38.59	4.39
Somewhat disagree	16.35	3.34
Strongly disagree	7.36	2.36
Unsure	6.66	2.25



Response	Percent	MOE
Strongly agree	55.75	4.48
Somewhat agree	28.39	4.07
Somewhat disagree	7.25	2.34
Strongly disagree	2.04	1.28
Unsure	6.57	2.24



Response	Percent	MOE
Strongly agree	48.94	4.51
Somewhat agree	32.56	4.23
Somewhat disagree	8.76	2.55
Strongly disagree	3.71	1.71
Unsure	6.03	2.15



Response	Percent	MOE
Strongly agree	37.40	4.37
Somewhat agree	33.19	4.25
Somewhat disagree	12.62	3.00
Strongly disagree	6.31	2.19
Unsure	10.49	2.76



Response	Percent	MOE
Strongly agree	48.09	4.51
Somewhat agree	28.36	4.07
Somewhat disagree	10.60	2.78
Strongly disagree	4.98	1.96
Unsure	7.95	2.44



Response	Percent	MOE
Politicians	57.20	4.46
The mass media	35.62	4.31
Something else, please specify:	7.17	2.33



Response	Percent	MOE
There is a serious threat to the future of our democracy	73.98	3.96
There is not a serious threat to the future of our democracy	13.63	3.10
Unsure	12.39	2.97



Are v	ou of	Spanish.	Hispanic,	or	Latino	origin?
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Response	Percent	MOE
Yes	3.06	1.55
No	96.94	1.55



Response	Percent	MOE
Less than \$25,000	21.75	3.73
\$25,000-\$49,999	29.19	4.11
\$50,000-\$74,999	15.61	3.28
\$75,000-\$99,999	13.59	3.10
\$100,000-\$149,999	12.51	2.99
\$150,000 or more	5.33	2.03
Prefer not to say	2.02	1.27



Response	Percent	MOE
18-24 years old	11.47	2.87
25-34 years old	16.80	3.37
35-44 years old	14.90	3.21
45-54 years old	16.72	3.36
55-64 years old	18.56	3.50
65+ years old	21.55	3.70



Response	Percent	MOE
0	63.53	4.35
1	16.99	3.39
2	12.11	2.95
3	4.81	1.93
4	1.32	1.03
5	0.59	0.69
6	0.66	0.73



Response	Percent	MOE
Married	47.31	4.50
Living with a partner	14.44	3.17
Widowed	5.47	2.05
Divorced/Separated	11.96	2.93
Never been married	20.81	3.66



Response	Percent	MOE
1	17.86	3.56
2	37.88	4.50
3	21.85	3.84
4	11.85	3.00
5	6.68	2.32
6	1.69	1.20
7	1.40	1.09
8	0.79	0.82



Response	Percent	MOE
Heterosexual (straight)	91.64	2.50
Homosexual (gay)	1.67	1.16
Bisexual	5.25	2.01
Other	0.51	0.64
Prefer not to say	0.93	0.86

Are you a member of a local, state or national labor union?



Response	Percent	MOE
Yes	9.25	2.63
No	90.75	2.63



Response	Percent	MOE
Yes	10.48	7.78
No	89.52	7.78



Response	Percent	MOE
Forestry, fishing, hunting or agriculture support	0.36	0.72
Real estate or rental and leasing	1.19	1.31
Mining	0.49	0.84
Professional, scientific or technical services	5.50	2.75
Utilities	1.63	1.53
Management of companies or enterprises	0.68	0.99
Construction	9.69	3.57
Admin, support, waste management or remediation services	0.23	0.58
Manufacturing	15.58	4.38
Educational services	1.52	1.48
Wholesale trade	2.55	1.90
Health care or social assistance	9.68	3.57
Retail trade	13.41	4.11
Arts, entertainment or recreation	2.59	1.92
Transportation or warehousing	3.13	2.10
Accommodation or food services	8.36	3.34
Information	3.45	2.20
Other services (except public administration)	13.62	4.14
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Response	Percent	MOE
Yes	80.68	3.57
No	19.32	3.57

1. John Johnson, "Pollster: Weighted data survey tables in R." March 9, 2020. https://cran.rproject.org/web/packages/pollster/readme/README.html (https://cran.rproject.org/web/packages/pollster/readme/README.html)↔