



OHIO STATEWIDE

2016

Survey conducted October 30, 2016. 1,187 likely General Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 General Election. Margin of Error is +/- 2.84% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



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Q: The candidates in the General Election for President of the United States are the Republican Donald Trump, the Democrat Hillary Clinton and the Libertarian Gary Johnson or someone else. If the election were held today, for whom would you vote? **(ROTATE)**

Donald Trump: 48%

Hillary Clinton: 43%

Gary Johnson: 3%

Someone else: 1%

Undecided: 5%



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MEDIA MARKET					
Column %	CINCINNATI	CLEVELAND	COLUMBUS	DAYTON	TOLEDO
Donald Trump	56%	44%	45%	57%	44%
Hillary Clinton	36%	49%	47%	35%	41%
Gary Johnson	3%	2%	2%	2%	6%
Someone else	1%	2%	1%	1%	1%
Undecided	3%	3%	4%	4%	8%

PARTY			
Column %	Republican	Democrat	Non-Partisan
Donald Trump	75%	18%	48%
Hillary Clinton	15%	78%	37%
Gary Johnson	5%	1%	4%
Someone else	0%	1%	4%
Undecided	5%	3%	7%

GENDER		
Column %	Female	Male
Donald Trump	44%	52%
Hillary Clinton	48%	39%
Gary Johnson	2%	4%
Someone else	2%	1%
Undecided	5%	4%

AGE					
Column %	18-29	30-39	40-49	50-69	70+
Donald Trump	30%	37%	52%	48%	44%
Hillary Clinton	58%	57%	37%	45%	47%
Gary Johnson	6%	3%	5%	2%	2%
Someone else	4%	4%	0%	1%	1%
Undecided	2%	3%	6%	4%	6%



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RACE				
Column %	White	African-American	Hispanic	Other
Donald Trump	52%	19%	27%	32%
Hillary Clinton	39%	75%	53%	48%
Gary Johnson	3%	1%	17%	4%
Someone else	1%	3%	0%	4%
Undecided	4%	3%	3%	13%



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Weighted Demographics

DMA	
	%
Youngstown, OH	5%
Charleston et al, WV	2%
Cincinnati, OH	16%
Cleveland et al, OH	34%
Columbus, OH	22%
Dayton, OH	11%
Toledo, OH	8%
Wheeling et al, WV-OH	1%
Zanesville, OH	1%

PARTY	
	%
Republican	39%
Democrat	38%
Non-Partisan	23%

GENDER	
	%
Female	54%
Male	46%

AGE	
	%
18-29	9%
30-39	13%
40-49	16%
50-69	42%
70+	19%



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RACE	
	%
White	80%
African-American	12%
Hispanic	4%
Other	4%