

Ohio

No change in race for Governor and U.S. Senate, Republicans lead

In the final day before the election, there has been no change in the numbers for Governor and U.S. Senate in Ohio. Among likely voters there has been little to no change in their decision of whom to vote for. In the race for Governor, Republican John Kasich continues to lead incumbent Democrat Ted Strickland by 3 percentage points. In the race for U.S. Senate, there was always no change as Republican Rob Portman continues to lead Democrat Lee Fisher by 13 percentage points.

	October 25-28, 2010		October 28-31, 2010	
	Registered Voters	Likely Voters	Registered Voters	Likely Voters
Senate				
Lee Fisher	39%	40%	35%	39%
Rob Portman	47%	53%	49%	52%
Governor				
Ted Strickland	44%	45%	41%	45%
John Kasich	44%	48%	44%	48%

Little shift towards Republicans among voter groups, Democrats gain support from Independents

While there was little change in the overall numbers in the race for Governor and U.S. Senate, there was some small shifting among voter groups but it resulted in little change in the vote margin. The lead that Republican Gubernatorial candidate John Kasich has over Democrat Ted Strickland continued to remain the same among likely voters who are men and among white voters. Democrat Ted Strickland built on his small lead among Independents, and now leads Kasich by 13 percentage points among Independents. In the race for U.S. Senate Republican Rob Portman continues to lead Democrat Lee Fisher among both men and women, and among all age groups. Democrat Lee Fisher benefitted, as Independents made up their mind gaining 10 percent more support among this group, and is now trailing Portman by only 6 percentage points among them.

Senate

	Registered Voters		Likely Voters	
	Lee Fisher	Rob Portman	Lee Fisher	Rob Portman
Gender				
Male	32%	54%	36%	55%
Female	39%	45%	42%	49%
Age				
18-29	29%	39%	44%	46%
30-64	36%	51%	37%	52%
over 65	38%	56%	41%	53%
Race/Ethnicity				
White	33%	53%	36%	55%
Non-White	61%	16%	70%	18%
Party Identification				
Democrat	71%	12%	76%	11%
Republican	5%	94%	6%	93%
Independent	29%	45%	39%	45%

Governor

	Registered Voters		Likely Voters	
	Ted Strickland	John Kasich	Ted Strickland	John Kasich
Gender				
Male	39%	50%	42%	53%
Female	43%	39%	47%	43%
Age				
18-29	35%	35%	47%	49%
30-64	41%	45%	44%	48%
over 65	45%	50%	48%	46%
Race/Ethnicity				
White	39%	47%	42%	51%
Non-White	65%	13%	76%	15%
Party Identification				
Democrat	78%	7%	84%	6%
Republican	5%	92%	5%	92%
Independent	41%	38%	51%	38%

Methodology

Interviews with 1000 registered voters, including 805 likely voters, were conducted October 25-28, 2010, and interviews with 700 registered voters, including 560 likely voters, were conducted October 28-31, 2010, online using YouGov's PollingPoint panel. YouGov uses a matched sample methodology that selects respondents to match the Ohio registered voter population in terms of demographics (age, race, gender, education, employment status, income, marital status, children), past voting behavior, and political attitudes (interest in politics, party registration, and ideology). For the October 25-28, 2010 sample, margin of error (adjusted for weighting) for registered voters is $\pm 4.1\%$ and for likely voters is $\pm 4.6\%$. For the October 28-31, 2010 sample, margin of error (adjusted for weighting) for registered voters is $\pm 5.6\%$ and for likely voters is $\pm 6.3\%$.

About YouGov

YouGovPolimetrix is the North American subsidiary of YouGov PLC, which conducts polls around the world using its online panels.

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