



**FOR IMMEDIATE RELEASE**

**November 16, 2011**

**CONTACT: DAVID FLAHERTY 303-861-8585**

**OHIO 2011 POST ELECTION SURVEY RELEASE**

**31% OF "ISSUE 2 NO" VOTERS: VOTE WAS A MESSAGE OF SUPPORT FOR OBAMA**

**62% OF "ISSUE 3 YES" VOTERS: VOTE WAS A MESSAGE OF OPPOSITION TO OBAMA**

**OBAMA IMAGE: 46% FAVORABLE, 50% UNFAVORABLE**

**OBAMA JOB APPROVAL: 43% APPROVE, 50% DISAPPROVE**

**OBAMA RE-ELECT: 50% "SOMEONE NEW", 43% DESERVES TO BE RE-ELECTED**

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**Louisville, CO** - Magellan Strategies today released the results of an automated landline phone survey of 623 Ohio voters that participated in the 2011 general election. Last Tuesday's ballot issues in Ohio presented voters with an opportunity to voice their opinions on two issues that will likely be at the forefront of the 2012 election cycle: limiting the collective bargaining rights of state employee unions and Obamacare. Sixty one percent of voters supported the repeal of Senate Bill 5, and 66% supported a constitutional amendment that allows Ohioans to "opt -out" of Obamacare.

What do these results mean for President Obama's chances of holding Ohio in 2012? Were the Issue 2 NO voters and Issue 3 YES voters intending to send a message to the President in support or opposition of these policy issues? The Issue 2 and Issue 3 results mean that Ohio will remain a toss-up state in the 2012 Presidential election. The survey finds Democrat and Republican core constituencies' crossing over and voting for issues that political observers would not expect to see. Among respondents that voted NO on Issue 2, 37% voted YES on Issue 3, and 39% of Issue 3 YES respondents voted NO on Issue 2.

Was the Issue 2 victory a resounding message of support for President Obama? Not necessarily, with only 29% of Issue 2 NO voters responding that President Obama's involvement was either extremely or very important when making their decision to vote NO on Issue 2. It appears repealing Senate Bill 5 was more about rejecting a law that 61% of Ohioans disagreed with, and less about the President.

In comparison, among Issue 3 YES voters, 44% responded that President Obama's involvement in the new federal health care law was either extremely or very important when making their decision. Ohio still remains a battleground in the 2012 Presidential election, and both the Obama Campaign and the Republican nominee will be fighting hard to win the state. It is very important to note that the survey results are among voters that voted in the 2011 general election, not likely 2012 general election voters.

**Importance of Obama's Involvement to Issue 2 NO Voters**

*"As you may know, President Obama opposed Senate Bill 5. How important was President Obama's involvement when making your decision to vote NO on Issue 2?"*

	All Voters	Male Voters	Female Voters	Rep Voters	Dem Voters	Ind Voters	Union Voter HH
Extremely & Very	29%	30%	29%	10%	39%	12%	27%
Extremely	17%	19%	16%	6%	24%	4%	19%
Very	12%	11%	13%	4%	15%	8%	8%
Somewhat	17%	15%	18%	4%	20%	17%	13%
Not at all	52%	53%	51%	81%	40%	68%	58%
Unsure	2%	2%	2%	5%	1%	3%	2%

*\*Survey results are rounded to whole number from crosstab results.*

Looking at the responses by voter subgroup, we find 29% of all Issue 2 NO voters said that President Obama's involvement was extremely or very important when making their decision to vote NO on Issue 2. Among self-identified Democrat voters, the percentage is higher, with 39% responding that the President's involvement was extremely or very important when making their decision on Issue 2. Among households with a union member, 27% responded Barack Obama's involvement was extremely or very important when making their decision. Probing further on this sentiment, we asked the follow up question:

**Were Issue 2 NO Voters Sending a Message of Support for Barack Obama?**

*"Was your NO vote on Issue 2 meant to send a message of support for President Obama?"*

	All Voters	Male Voters	Female Voters	Rep Voters	Dem Voters	Ind Voters	Union Voter HH
No Margin	+28	+26	+28	+82	+7	+53	+31
No	59%	58%	59%	91%	47%	72%	62%
Yes	31%	32%	31%	9%	40%	19%	31%
Unsure	10%	10%	10%	0%	13%	9%	7%

*\*Survey results are rounded to whole number from crosstab results.*

Looking at the results by voter subgroup, we find 31% of NO voters responding that their vote on Issue 2 was meant to send a message of support for President Obama and 59% responding that it was not. Forty percent of self-identified Democrats and 31% of respondents that have a union member in the household said their NO vote was meant as a message of support for the President. Other questions in the survey measure Barack Obama's standing among these voter subgroups, but among all Issue 2 NO voters, we find 40% as the high water mark for Issue 2 NO voters meaning to send a message of support for President Obama.



**Importance of Barack Obama's Involvement to Issue 3 YES Voters**

*"As you may know, President Obama championed the new federal health care law. How important was President Obama's involvement when making your decision to vote YES on Issue 3?"*

	All Voters	Male Voters	Female Voters	Rep Voters	Dem Voters	Ind Voters	Union Voter HH
Extremely & Very	44%	51%	38%	52%	40%	35%	38%
Extremely	35%	41%	29%	43%	26%	30%	31%
Very	9%	10%	9%	9%	14%	5%	7%
Somewhat	14%	10%	19%	15%	12%	15%	14%
Not at all	40%	38%	42%	32%	47%	48%	47%
Unsure	2%	1%	1%	1%	1%	2%	1%

*\*Survey results are rounded to whole number from crosstab results.*

Forty four percent of Issue 3 YES voters responded that President Obama's involvement was either extremely or very important when making their decision to vote YES on Issue 3. This is a 15% increase compared to the similar question asked to Issue 2 NO voters (The President's involvement was 17% extremely and 12% very important to Issue 2 NO voters). The President's higher importance to Issue 3 YES voters compared to Issue 2 NO voters is understandable considering the President's direct involvement with the new health care reform law.

**Were Issue 3 YES Voters Sending a Message of Opposition to Barack Obama?**

*"Was your YES vote on Issue 3 meant to send a message of opposition to President Obama?"*

	All Voters	Male Voters	Female Voters	Rep Voters	Dem Voters	Ind Voters	Union Voter HH
Yes Margin	+30	+42	+19	+67	-26	+17	+21
Yes	62%	68%	56%	81%	32%	56%	56%
No	32%	26%	37%	14%	58%	39%	35%
Unsure	6%	6%	7%	5%	10%	5%	9%

*\*Survey results are rounded to whole number from crosstab results.*

Sixty two percent of Issue 3 YES voters responded that their vote was a message of opposition to President Obama. These findings show that Issue 3 was much more about President Obama than Issue 2. Other observations include 32% of self-identified Democrat voters and 56% of voting households with a union member responded that their Issue 3 YES vote was a message of opposition to the President. Does this mean one third of Democrat voters and a majority of union voting households are moving away from the President? Definitely not, but on the issue of the new federal health care law it is fair to say that 32% of Democrats and 56% of union voting households oppose Obamacare.



**Obama Job Approval**

*"Do you approve or disapprove of the job Barack Obama is doing as President?"*

Among all respondents, 43% approve and 29% strongly approve of the job the President is doing; 50% disapprove and 40% strongly disapprove. Among male respondents, 39% approve and 26% strongly approve of the job the President is doing; 57% disapprove and 47% strongly disapprove. Among women respondents, 45% approve and 31% strongly approve; 45% disapprove and 34% strongly disapprove of the job Barack Obama is doing. Among independent voters, 35% approve and 21% strongly approve; 57% disapprove and 43% strongly disapprove. The job approval among independent numbers should be a concern to the Obama Campaign.

**Obama Re-Elect Rating\***

*"Do you think that Barack Obama deserves to be re-elected, or do you think it is time to give someone new a chance to do a better job?"*

	All Voters	Male Voters	Female Voters	Rep Voters	Dem Voters	Ind Voters	Union Voters	Issue 2 NO Voters	Issue 3 YES Voters
Someone New Margin	+7	+19	-4	+75	-58	+24	-7	-46	+52
Time for Someone New	50%	58%	43%	85%	18%	58%	43%	23%	73%
Deserves to be Re-elected	43%	39%	47%	10%	76%	34%	50%	69%	21%
Undecided	7%	3%	10%	5%	6%	8%	7%	8%	6%

*\*Survey results are rounded to whole number from crosstab results.*

**Conclusion**

In reviewing Barack Obama's image, job approval and generic re-elect ratings, we find that Issue 2 NO voters are similar, but less intense than self-identified Democrat voters. Issue 3 YES voters are similar, yet less intense than self-identified Republican voters. To reiterate our findings, the election results of Issue 2 and Issue 3 show why Ohio will remain a toss-up state throughout the 2012 Presidential election.

**Survey Commissioned By**

Magellan Strategies fielded this survey with their own resources and was not commissioned by any political committee or party organization. Magellan Strategies did provide survey research services to the Building a Better Ohio organization during the 2011 general election.

**Survey Methodology**

This survey was conducted using an automated voice recording interview method. The sample used for this survey was randomly drawn from an Ohio voter file. The survey response data was weighted upon past voting demographics from Ohio



general election cycles. The 623 interviews were conducted on November 9th and 10th, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.93% at the 95 percent confidence interval.

The survey topline results are included in this document. The survey press release, toplines, crosstabs and presentation can be downloaded at [www.MagellanStrategies.com](http://www.MagellanStrategies.com) under the "Survey Archives" tab on the home page of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or [dflaherty@magellanstrategies.com](mailto:dflaherty@magellanstrategies.com).

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### **About Magellan Strategies**

*Magellan Strategies offers a wide array of political data products and services to Republican political candidates and organizations. Our services include live, automated and online survey research, modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at [MagellanStrategies.com](http://MagellanStrategies.com) for more information about our firm.*





**November 15, 2011**

**MEMORANDUM**

**TO: INTERESTED PARTIES**

**FR: DAVID FLAHERTY**

**MAGELLAN STRATEGIES**

**RE: OHIO 2011 POST GENERAL ELECTION SURVEY TOPLINE RESULTS**

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Magellan Strategies are pleased to present the topline results of a 623n autodial survey of Ohio voters that participated in the 2011 general election. The interviews were conducted on November 9<sup>th</sup> - 10<sup>th</sup>, 2011. This survey has a margin of error of +/- 3.93% at the 95 percent confidence interval. The survey response data was weighted based upon past Ohio voting demographics.

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T1. Are you registered to vote?

Yes.....100%

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T2. Did you vote in the election this past Tuesday?

Yes.....100%

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T3. How motivated would you say that you are to vote in the 2012 November elections? Extremely motivated, very motivated, somewhat motivated, or not motivated at all?

Extremely motivated ..... 83%  
Very motivated..... 10%  
Somewhat motivated..... 5%  
Not motivated at all..... 1%  
Unsure..... 1%

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T4. Thinking now about Issue 2 from Tuesday's election...Did you vote YES to uphold Senate Bill 5, or did you vote NO to reject Senate Bill 5?

Yes..... 42%  
No..... 56%  
Unsure how you voted ..... 1%  
Did not vote on Issue 2 ..... 1%

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T5. As you may know, President Obama opposed Senate Bill 5. How important was President Obama's involvement when making your decision to vote NO on Issue 2? Extremely important, very important, somewhat important, or not important at all? (Asked to respondents who voted NO on Issue 2)

Extremely important ..... 17%  
Very important..... 12%  
Somewhat important..... 17%  
Not important at all..... 52%  
Unsure/No opinion ..... 2%

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T6. Was your NO vote on Issue 2 meant to send a message of support for President Obama? (Asked to respondents who voted NO on Issue 2)

Yes..... 31%  
No..... 59%  
Unsure..... 10%

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T7. Thinking now about Issue 3 from Tuesday's election...Did you vote YES for the constitutional amendment that permits Ohioans to opt out of the new federal health care law, or did you vote NO on the amendment?

Yes..... 60%  
No..... 35%  
Unsure how you voted ..... 3%  
Did not vote on Issue 3 ..... 2%

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T8. As you may know, President Obama championed the new federal health care law. How important was President Obama's involvement when making your decision to vote YES on Issue 3? Extremely important, very important, somewhat important, or not important at all? (Asked to those respondents who voted yes on Issue 3)

Extremely important ..... 35%  
Very important..... 9%  
Somewhat important..... 14%  
Not important at all..... 40%  
Unsure/No opinion ..... 2%

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T9. Was your YES vote on Issue 3 meant to send a message of opposition to President Obama?

Yes..... 62%  
No ..... 32%  
Unsure ..... 6%

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T10. Do you have a favorable or unfavorable opinion of Barack Obama?

Favorable ..... 46%  
Unfavorable ..... 50%  
No Opinion ..... 4%

Name ID ..... 100%  
Hard Name ID ..... 96%  
Never Heard Of..... 0%

Very favorable ..... 32%  
Somewhat favorable ..... 14%

Very unfavorable ..... 37%  
Somewhat unfavorable..... 13%

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T11. Do you approve or disapprove of the job Barack Obama is doing as President?

Approve ..... 43%  
Disapprove ..... 50%  
Unsure/No Opinion ..... 7%

Strongly approve ..... 29%  
Somewhat approve ..... 14%

Strongly disapprove ..... 40%  
Somewhat disapprove ..... 10%

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T12. Do you think that Barack Obama deserves to be re-elected, or do you think it is time to give someone new a chance to do a better job?

Time to give someone new a chance ..... 50%  
Deserves to be re-elected ..... 43%  
Undecided/No Opinion ..... 7%

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T13. Do you or anyone in your household belong to a union?

Yes ..... 33%  
No ..... 67%

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T14. And in politics today, do you consider yourself to be a Republican, a Democrat, or something else?

Republican ..... 34%  
Democrat ..... 41%  
Something else ..... 25%

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T15. For statistical purposes, are you a man or a woman?

Female ..... 53%  
Male ..... 47%

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T16. Which of the following age groups applies to you?

18-34.....	11%
35-44.....	14%
45-54.....	22%
55-64.....	24%
65+.....	29%

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T17. For statistical purposes only, what is your race? Press 1 if you are white, press 2 if you are Hispanic or Latino, press 3 if you are black or African American, press 4 if you belong to another ethnic group.

White .....	86%
Hispanic/Latino .....	1%
Black/African American.....	11%
Another ethnic group .....	2%

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**Survey Methodology**

This survey was conducted using an automated voice recording interview method. The sample used for this survey was randomly drawn from an Ohio voter file. The survey response data was weighted upon past voting demographics from Ohio general election cycles. The 623 interviews were conducted on September 9th and 10th, 2011. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.93% at the 95 percent confidence interval.

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