



## The 2024 University of Akron Bliss Institute Buckeye Poll

their rivals. Some concerns, such as Trump's age and legal problems, are concerns for his opponents. Both sides worry about the other side, but Harris' gender is not much of a concern even for Trump supporters.

The University of Akron

### Executive Summary

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competing in women's sports. On immigration, er restrictions and more than eight-in-ten Harris



Overall, nearly three-fifths of Ohio registered voters say they are paying a great deal of attention to the presidential campaign (measured as a score of 10 on a ten-point scale). However, more Trump supporters (63 percent) report paying a great deal of attention to the campaign than Harris supporters (55 percent).

**ATTENTION TO CAMPAIGNS AND VOTING PREFERENCES**

<b>Attention to Presidential Campaign</b>	<b>% Most Attention</b>	<b>Mean Score</b>
Harris	55%	8.8
Neither	22%	5.9
Trump	63%	8.6
<b>Attention to Senatorial Campaign</b>		
Brown	42%	7.9
Neither	12%	4.9
Moreno	41%	7.7

Overall, less than two-fifths of Ohio registered voters say they are paying a great deal of attention to the senatorial campaign (scoring a 10 on a ten-point sc



**OVERLAP OF 2024 PRESIDENTIAL AND SENATORIAL PREFERENCES**

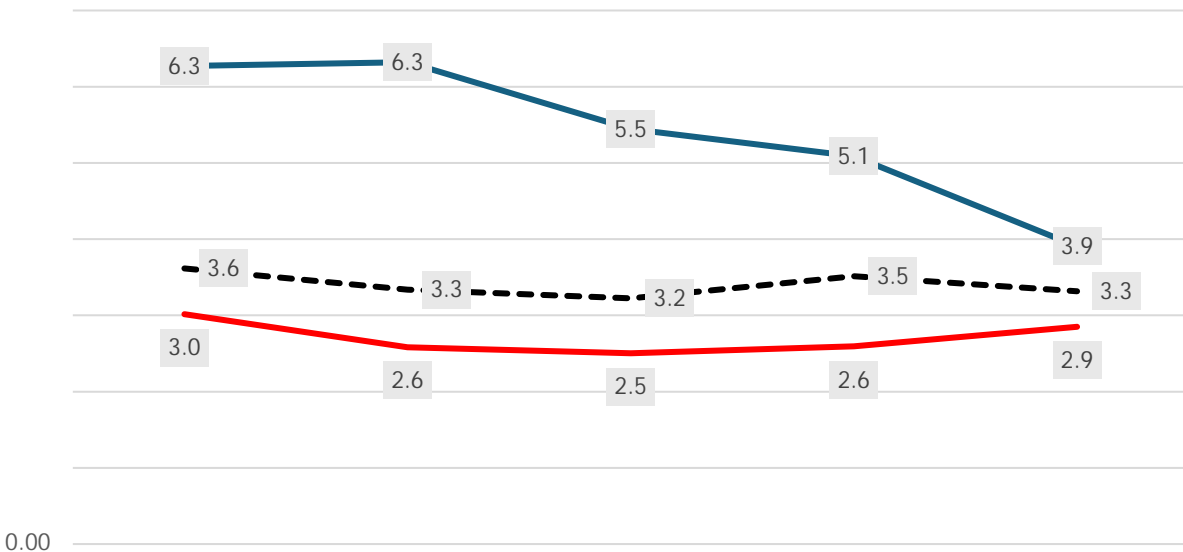


to be replaced," another 38 percent say, "The Republicans have better policies and ideas than the Democrats," and 8 percent say, "The Republicans have the most qualified candidates."

### **PERCEIVED ELECTORAL CONDITIONS AND CANDIDATE PREFERENCES**

Historically, the party in power in Washington D.C. has been rewarded or punished by voters for the perceived conditions during an election. Ohio registered voters are divided oT oA of oP...p21r0

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## CANDIDATE PREFERENCES AND POLICY ISSUES

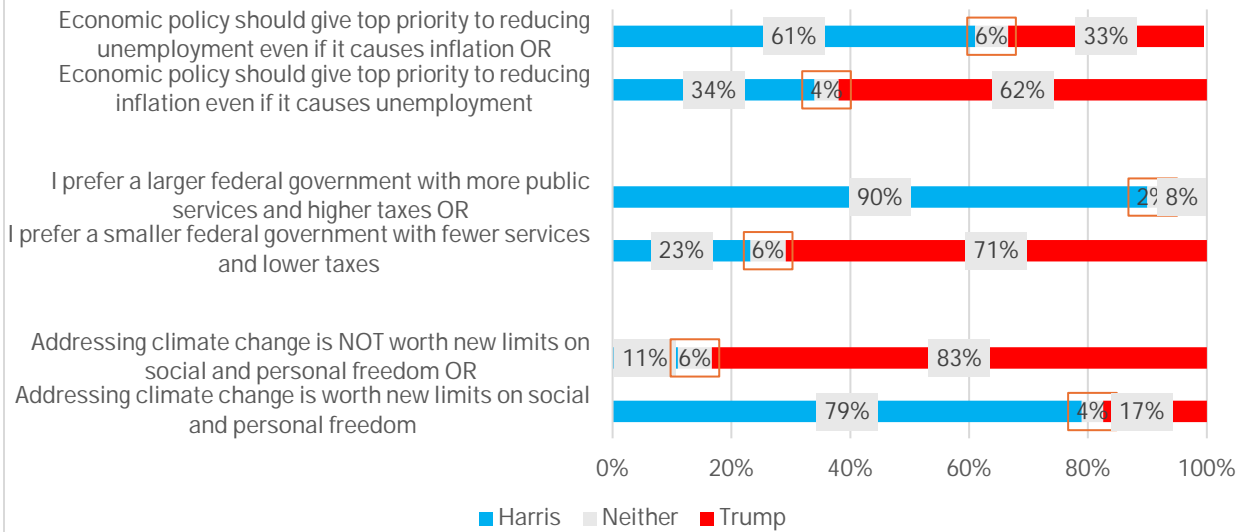
Typically, candidates take positions on public policy issues to attract support among voters. Ohio registered voters are divided on many of the issues raised in 2024, especially in the presidential campaign, and include a mix of economic, foreign policy, nationalism, and social issues. On most of these issues, supporters of the major party senatorial candidates have very similar patterns.

On economic issues, the supporters of the major party presidential candidates are on opposite sides of the traditional trade-off between unemployment and inflation, with the Harris backers giving priority to reducing unemployment (61%) and the Trump backers giving priority to reducing inflation (62 percent).

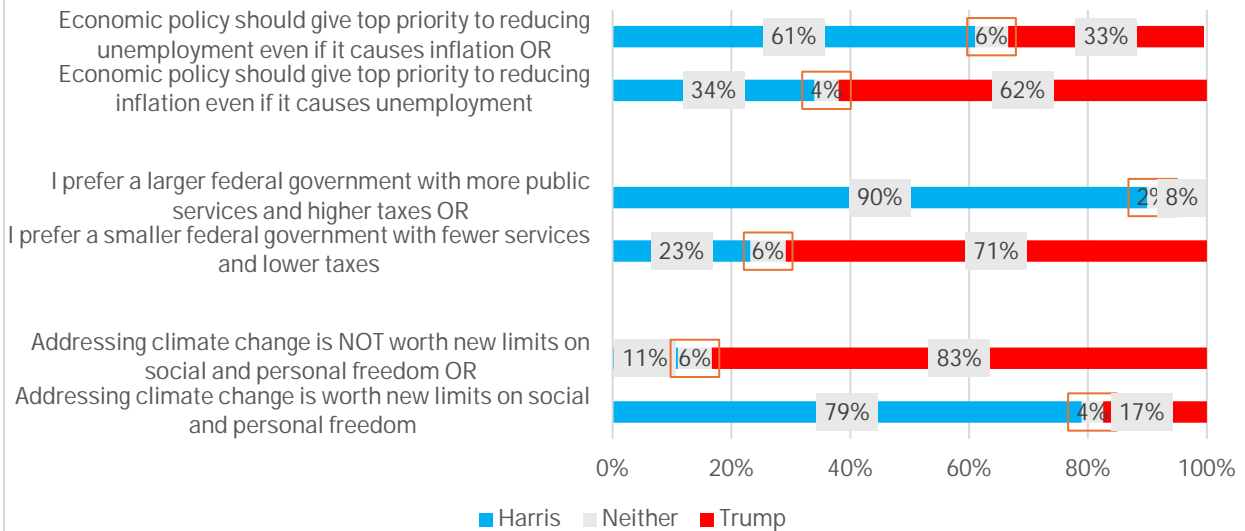
The two candidates' supporters are much further apart on the perennial trade-off between public services and taxes, with the Harris backers favoring public services (90%) and the Trump backers favoring lower taxes (71 percent). There is also a deep division over the relatively new issue of climate change, with Harris supporters agreeing that addressing climate change is worth the costs (79 percent), while the Trump supporters disagree (83 percent).



## Economic Policy and Presidential Preferences

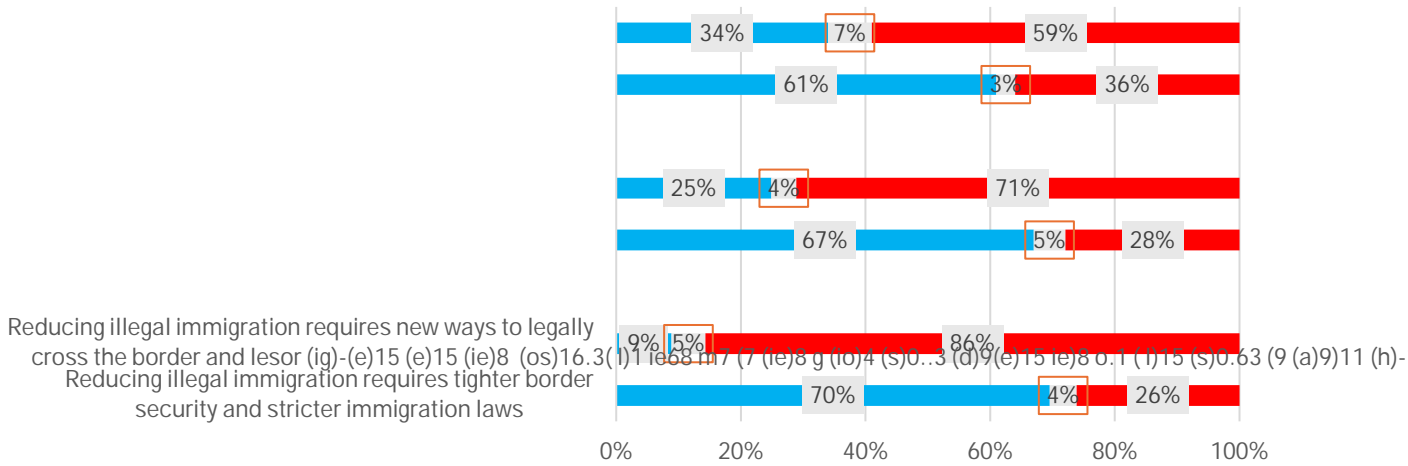


## Economic Policy and Presidential Preferences

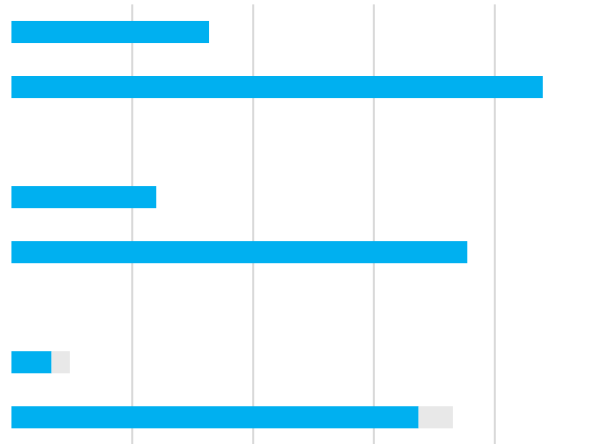


There are also sharp divisions on foreign policy issues among the supporters of the major party presidential candidates. For example, Harris backers favor a more balanced approach in the Middle East (68 percent), while Trump backers favor strong support for Israel (74 percent). Harris backers also favor continued support for Ukraine against Russia (70 percent) and Trump backers are skeptical of continued support for Ukraine (78 percent). Finally, Harris backers see China as just one of many rivals to the United States in foreign affairs (53 percent) and Trump backers see China as the most important rival to the U.S. (67 percent).

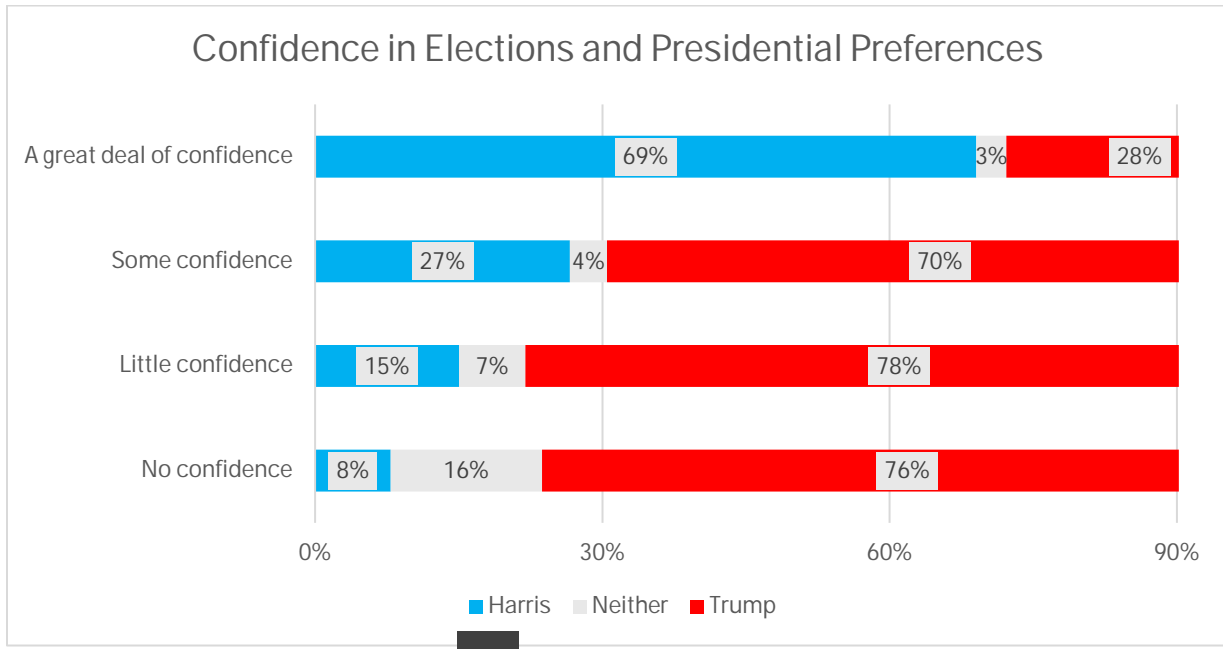
Ohio voters are also divided on nationalism issues. For example, Trump backers favor pursuing American interests even if it leads to conflict with other countries (61 percent), while Harris backers favor avoiding conflict with other countries even if it means compromising American interests (59



There are also sharp differences on social issues among Ohio voters. Harris backers hold strongly pro-choice positions on abortion (90 percent), while Trump supporters tend to hold pro-life views (67 percent). Likewise, Harris backers strongly support transgender women participating in women's sports (88 percent), and Trump supporters tend to oppose such inclusion (63 percent). And Harris backers see a need for policies to assist racial and ethnic minorities (75 percent), but Trump backers disagree with the need for such policies (71 percent).

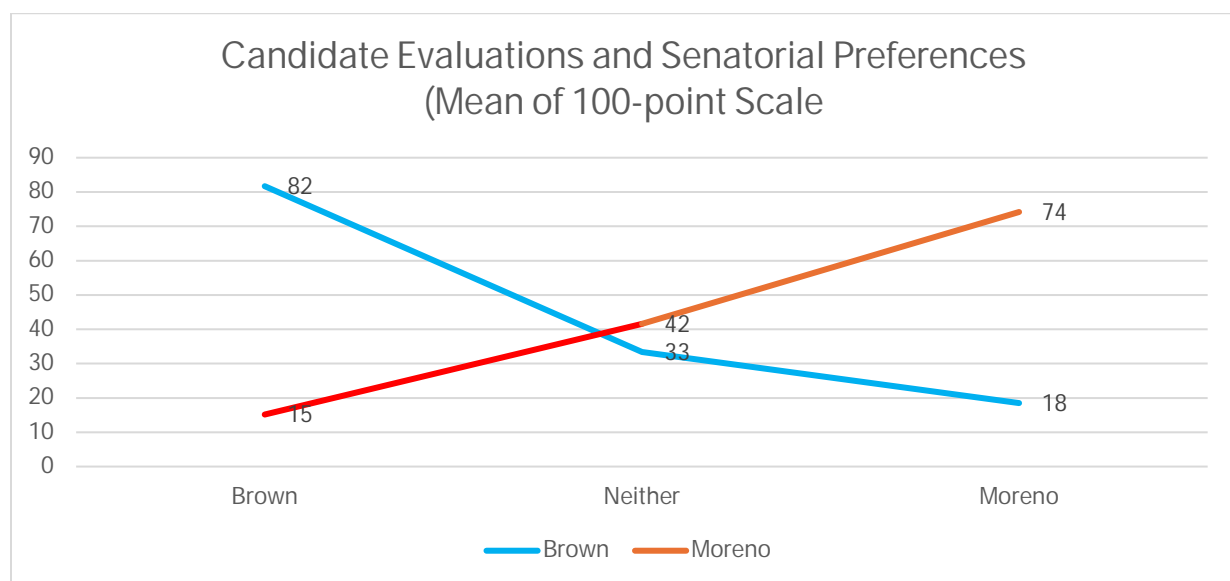
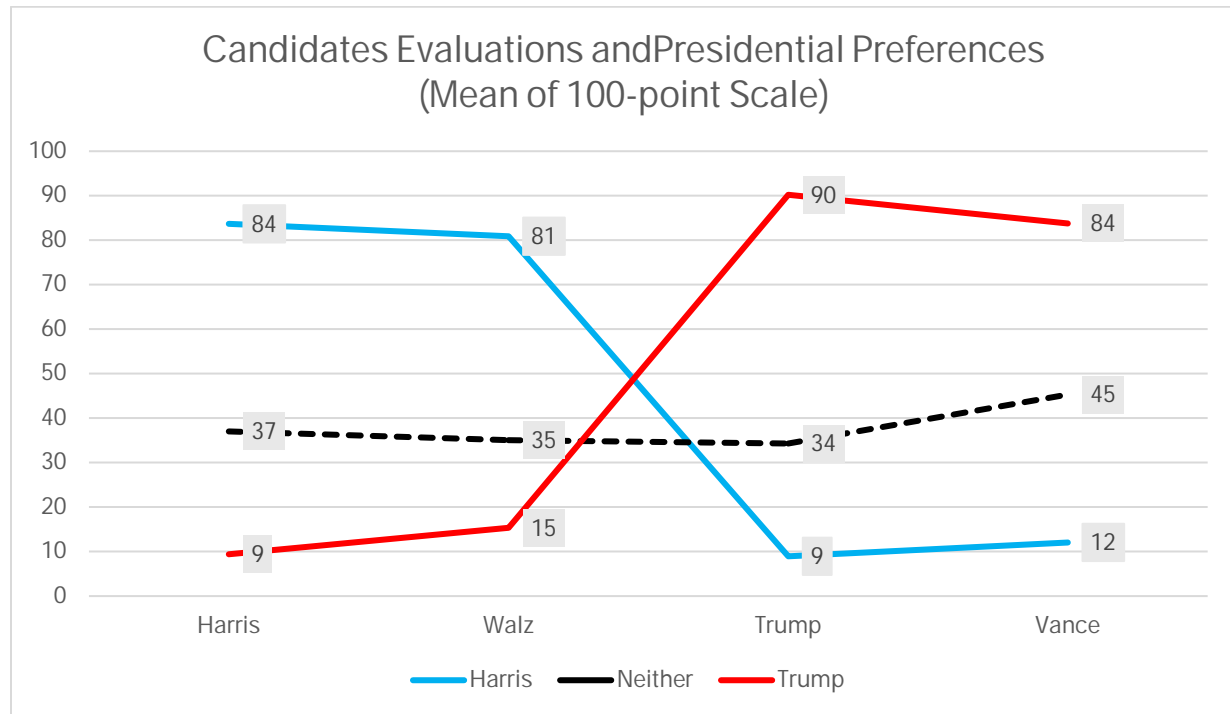


Finally, Trump supporters have much less confidence in the administration of Ohio elections than Harris supporters, with only 28 percent of the former versus 69 percent of the latter expressing “a great deal of confidence” that their 2024 votes will be counted fairly.



## CANDIDATE EVALUATIONS AND CONCERNS ABOUT THE CANDIDATES

Although candidate quality was not a major reason for Ohioans preferences of party control of the White House and the U.S. Senate, views of the major party candidates have clear patterns. For example, Harris supporters have strongly positive views of Vice-President Harris and her running mate Governor Tim Walz—and highly negative views of former President Trump and his running mate, Senator J.D. Vance. Trump backers held the opposite view of their candidates and rivals. A similar pattern holds for the backers of the major party senatorial candidates.



Beyond candidate evaluations, how do Ohio registered voters view various concerns that have been raised about the major party candidates? One concern is age, originally sparked by the controversy surrounding President Joe Biden. Trump, at 78 years old, is only a few years younger than Biden and many Harris supporters say they are “very concerned” about Trump’s age (82 percent), but most Trump supporters are “not at all concerned” about Trump’s age (64 percent). Harris’s age (60) is not a concern for most voters, including one-half of the Trump backers.

### CANDIDATE CONCERNS AND PRESIDENTIAL PREFERENCES

Trump's Age	Very .6839most
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There is much more concern about threats to the democratic process posed by both Trump and Harris: 92 percent of Harris backers are “very concerned” about Trump in this regard, and 76 percent of Trump supporters are similarly “very concerned” about Harris.

In contrast, fewer Ohio voters are concerned about the senatorial candidates Brown and Moreno. Just over one-half of Brown backers say they



One surprising exception is women voters, where Harris (48 percent) and Trump (49 percent) are essentially tied. Gender still affects Ohio voters' preferences, with more men (53%) supporting Trump. Yet this pattern is at odds with national polls that show a stronger "gender gap" with women strongly for Harris and men strongly for Trump—a pattern found in the senatorial race, where Brown has a 48 to 40 percent lead over Moreno among women.\* As expected, Trump and Moreno do better among men than their Democratic rivals.

**PRESIDENTIAL AND SENATORIAL PREFERENCES, KEY DEMOGRAPHIC GROUPS**

	Harris	Neither	Trump	Brown	Neither	Moreno
<b>GENDER</b>						
Man	41%	6%	<b>53%</b>	44%	7%	<b>49%</b>
Woman	48%	3%	<b>49%</b>	<b>48%</b>	12%	40%
<b>RACE</b>						
White	43%	4%	<b>53%</b>	45%	10%	45%
Non-white	<b>57%</b>	8%	35%	<b>54%</b>	12%	34%
<b>AGE</b>						
18-24	<b>49%</b>	10%	41%	<b>47%</b>	25%	28%
25-44	<b>47%</b>	6%	46%	<b>50%</b>	7%	43%
45-64	39%	4%	<b>57%</b>	42%	8%	<b>50%</b>
65 and over	56%	0.002	Tc	0.0		