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To: Interested Parties
 Fr: Pete Brodnitz
 Date: October 31, 2007
 Re: Recent Poll of Ohio Swing Voters for Campaign for the Moderate Majority

The findings from a Benenson Strategy Group survey of 1000 swing voters in Ohio conducted for the Campaign for a Moderate Majority are discussed below. Only voters likely to vote in the 2008 general election and who are not strong Republicans or Democrats were surveyed. These voters tend to skew older than more partisan voters or the electorate as a whole.

Swing voters favor Democrats, but are still up for grabs

Among swing voters in Ohio, Democratic candidates have an 8 point advantage in the generic ballot for State House of Representatives. 36% say they are inclined to support a Democratic candidate for state legislative office, 28% choose the Republican candidate, and 36% are undecided. Nearly four in ten say they have no preference on the basis of party.

If the election for the Ohio State House of Representatives were held today, for which party's candidate are you more likely to vote? Will you:	
	All
<i>Difference (Total Democrat – Total Republican)</i>	<i>+8</i>
Total Democrat	36
Definitely vote for the Democrat	11
Probably vote for the Democrat	12
Lean toward the Democrat	12
Total Republican	28
Definitely vote for the Republican	4
Probably vote for the Republican	11
Lean toward the Republican	13
Total Undecided	36

Two thirds (66%) view Governor Strickland favorably, 11% are unfavorable, and a quarter (23%) don't know enough to be able to rate him.

Ted Strickland. Do you have a very favorable view of him, somewhat favorable, somewhat unfavorable or very unfavorable view of him? If you are unfamiliar with him, just tell me that.	
	All
FAVORABLE	66
Very favorable	20
Somewhat favorable	47
UNFAVORABLE	11
Somewhat unfavorable	7
Very unfavorable	4
UNFAMILIAR/DON'T KNOW	23

A 54% majority give Governor Strickland a positive job rating, while 34% give him a negative rating. There is not a great of intensity to either the positive or negative ratings.

How would you rate the job Ted Strickland has been doing as Governor?	
	All
Total Excellent/Good	54
Excellent	8
Good	46
Total Fair/Poor	34
Fair	29
Poor	5
Don't know	11

Swing voters express strong support for a number of actions Governor Strickland has taken, particularly his property tax cut for seniors that averaged around \$400 and his extension of health care coverage to all uninsured Ohio children. 93% support his cutting taxes for seniors by an average of \$400, and 76% *strongly* support the tax cuts. Strickland's work to expand access to health insurance is also popular among swing voters. 83% support his extension of health care coverage to all uninsured children in Ohio, and 56% *strongly* support his work to increase coverage for children. Other popular accomplishments include his establishment of the University System of Ohio linking all Ohio colleges and universities to improve education (78% support it, 50% *strongly* support it), his pilot program for health care reform and expansion (supported by 77% and *strongly* supported by 44%), and his ethics reform reducing the influence of special interests (66% support it, 38% *strongly* support it).

Please tell me if you support or oppose each of the following actions Governor Strickland has taken since becoming Governor. [INSERT ACTION] Do you strongly support, somewhat support, somewhat oppose, or strongly oppose Governor Strickland on this?

Ranked by strongly support	All	
	Strongly Support	Total Support/ Oppose
Cut property taxes for homeowners age 65 and older and disabled Ohioans by about 400 dollars per household.	76	93/5
Extended health care coverage to every uninsured child in Ohio.	56	83/11
Established the University System of Ohio to link all Ohio colleges and universities that ensures affordable high quality educational opportunities are available to every Ohio resident.	50	78/12
Entered into a pilot program designed to look at comprehensive and substantial health care reforms that will extend health care coverage to all uninsured Ohio residents.	44	77/14
Passed a major ethics reform package designed to reduce the influence special interests have on state government.	38	66/18
Provided \$20 million for a program that reduces emissions from government vehicles.	24	57/32
Proposed a moratorium on new charter schools and prohibited for-profit companies from running charter schools.	23	46/36
Passed a budget that received bi-partisan support, with only one vote in the legislature against the budget.	22	58/18
Established a Broadband Ohio network to expand access to affordable high speed internet to every community in Ohio.	22	54/29
Vetoed a proposal to provide vouchers for parents who want to take their children out of low performing public schools and enroll them in private and parochial schools.	22	48/43

Swing voters say they focus on positions and results over values statements

Swing voters say they are more interested in a candidate's position on issues and the candidate's ability to make progress on issues (such as the ones described above that the Governor has passed) than they are in a candidate's character and values.

When thinking about candidates for Ohio state legislative offices , what is more important to you:	
	All
The candidate's character and values	32
The candidate's position on issues and ability to make progress on those issues	61
Don't know	6

Ohio voters express strong agreement that every American should be considered to have a number of "rights." For instance, 91% agree that there is an American right that full-time work pays enough to raise a family (72% *strongly* agree). Nearly nine in ten believe there is a right to join a union (88% agree) and that Ohioans should have access to an affordable college education (86% agree). 78% support the idea that the government should provide health care if an American cannot afford it.

Please tell me if you agree or disagree that each of the following should be treated as a right of every American.		
Ranked by strongly agree	Strongly Agree	Total Agree/Disagree
The right to be paid enough to raise a family when holding a full-time job.	72	91/6
The right to join a union.	54	88/9
The right to have access to an affordable college education.	53	86/11
The right to have health care coverage provided by the government if they can't afford to purchase it themselves.	49	78/19

The situation in Iraq is a major concern to swing voters, with 94% concerned and 72% very concerned. Crime, corruption, taxes, health care, the economy and education are all also major concerns of Ohio voters. Candidates that address these concerns and work to solve the issues behind them will do well among swing voters.

Different people worry about different things in their lives and in the world around them. Please tell me how concerned you are about each of the following issues. [INSERT ISSUE] Are you very concerned, somewhat concerned, not very concerned, or not at all concerned about this?		
Ranked by very concerned	% Very Concerned	% TOTAL Concerned/Not Concerned
The situation in Iraq	72	94/5
Crime	71	94/4
Corruption in government	68	92/6
Taxes	60	90/10
Your ability to pay for or get health care	60	84/14
The economy	59	89/10
The public school system	52	86/12
Terrorist attacks	50	85/15
Saving toward retirement	44	73/24
Home foreclosures	43	71/26
The condition of the environment	38	83/16

Strong support for health care reform

Among swing voters, there is a strong desire for health care reform and 51% say they are willing to shift to a government-based system to solve the health care crisis. As was mentioned above, 84% are worried about their ability to pay for or get health care. Swing voters responded positively to Governor Strickland's effort to expand coverage to children and his pilot program for health care reform and expansion. When specifically asked if they prefer a candidate who advocated a national health care system or a candidate who wants reform, but through the private sector, not a government system, a majority (51%) prefers the national government health care system, and 38% prefer a private system.

Candidate X believes there should be a national health care system that ensures that every American has access to affordable care. Candidate Y believes we need to increase access to affordable care within the private system that we have, not with a government system. Given what you've just heard, are you much more likely to vote for Candidate X, somewhat more likely to vote for Candidate X, somewhat more likely to vote for Candidate Y, or much more likely to vote for Candidate Y?	
<i>Candidates X and Y were rotated</i>	All
TOTAL MORE LIKELY TO VOTE FOR CANDIDATE X (National Health Care)	51
Much more likely to vote for Candidate X	26
Somewhat more likely to vote for Candidate X	25
TOTAL LESS LIKELY TO VOTE FOR CANDIDATE Y (Within Private System)	38
Somewhat less likely to vote for Candidate X	18
Much less likely to vote for Candidate X	19
NO AFFECT/DON'T KNOW	11
This issue would not affect my vote at all	1
Don't know	10

Eight In Ten Swing Voters Support Paid Sick Days

With health care being a major concern to swing voters, it is not surprising that they support paid sick days. Eight in ten (81%) are more likely to vote for a candidate who supports requiring companies to allow workers to earn sick days for themselves or a family member. Only 15% would be less likely to support a candidate who advocates requiring paid sick days.

Require Ohio companies with twenty-five or more employees to allow full-time workers to earn seven paid sick days per year for either themselves, to take care of their child or spouse, or to take care of a parent. Are you ... to support a candidate who supports this proposal?	
	All
TOTAL MORE LIKELY	81
Much more likely	47
Somewhat more likely	34
TOTAL LESS LIKELY	15
Somewhat less likely	8
Much less likely	7
Don't know	4

Swing voters will vote for candidates who cap payday loan rates.

The payday loan industry is seen as predatory, and swing voters want to restrict lenders from charging ridiculous interest rates for short term loans that some people use to make ends meet between paychecks. Nearly three quarters (72%) would be more likely to support a candidate who advocates

capping payday loan interest rates at 36%, and 51% would be *much* more likely. Only 19% would be less likely to vote for a candidate supporting the restriction. Furthermore, only 17% believe capping rates at 36% will hurt the payday lending industry, while 64% believe the industry could still prosper under a 36% cap and that the current limit of 391% is predatory and takes advantage of people in need.

Restrict the interest rate on payday loans to no more than 36 percent interest. Payday loans are short-term loans of usually two weeks or less that some people use to make ends meet between paychecks. Currently payday lenders are allowed to charge up to 391 percent interest on these loans. Are you ... to support a candidate who supports restricting the interest rate on payday loans to no more than 36 percent interest?	
	All
TOTAL MORE LIKELY	72
Much more likely	51
Somewhat more likely	21
TOTAL LESS LIKELY	19
Somewhat less likely	8
Much less likely	11
Don't know	9

Which of the following is closer to your view of the proposal to prevent payday lenders from charging more than 36% interest:	
	All
This restriction will hurt the payday lending industry and result in a shortage of loans available to poor and working people who need the loans to make ends meet.	17
The current limit of 391 percent interest is predatory. The proposed limit of 36 percent interest is still high enough to allow payday lenders to operate without taking advantage of people.	64
Don't know	19

Support for alternative energy and fuel efficiency standards is high.

83% of swing voters are concerned about the condition of the environment and want to preserve it, even if such actions cause inconveniences. 78% believe that the U.S. must reduce its dependence on foreign oil, regardless of the difficulty and pain caused by requiring fuel efficient cars and forcing people to stop driving SUVs. Only 17% disagree with mandating more fuel efficient cars.

To avoid future wars in the Middle East and serious economic problems at home the United States must reduce its dependence on foreign oil by requiring more fuel efficient vehicles and investing in renewable energy even if this means people have to stop driving SUVs and larger cars. Do you strongly agree with this statement, somewhat agree, somewhat disagree, or strongly disagree with this statement?	
	All
TOTAL AGREE	78
Strongly agree	47
Somewhat agree	31
TOTAL DISAGREE	17
Somewhat disagree	9
Strongly disagree	8
Don't know	5

Benenson Strategy Group conducted 1000 telephone interviews with Ohio swing voters between September 28th and October 7th, 2007. The margin of error for overall results is $\pm 3.10\%$.

Benenson Strategy Group clients include Governor Kaine (VA), Senator Jim Webb (VA), and Senator Robert Menendez (NJ). Peter Brodnitz, who conducted this survey, was named "Pollster of the Year" by the American Association of Political Consultants earlier this year for his work for Kaine, Webb and the Democratic Senatorial Campaign Committee. It is a bi-partisan award given to one pollster every two years.