

The 2024 Presidential Election: A View from Ohio Voters

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The
University
of Akron

Ray C. Bliss
Institute of
Applied Politics

40 YEARS OF SHAPING THE FUTURE OF POLITICS



**The Ray C. Bliss Institute of Applied Politics is celebrating its 40th anniversary in 2026.
Help us continue the Ray C. Bliss legacy by supporting The Dr. John C. Green Endowed Fund.**



Ray C. Bliss

THE RAY C. BLISS INSTITUTE OF APPLIED POLITICS

is a bipartisan institute established at The University of Akron to honor Ray C. Bliss' commitment to promoting civic learning and political participation. Bliss served as chairman of the Republican National Committee from 1965 to 1969. He is credited with breathing life back into the GOP after Barry Goldwater's presidential defeat in 1964, as well as for his role in strengthening bipartisanship and a two-party system. Bliss earned his Bachelor of Arts degree from The University of Akron in 1935 as well as an honorary Doctor of Humane Letters degree in 1968. He served on the UA Board of Trustees for nearly a decade and was chairman at the time of his death in 1981.



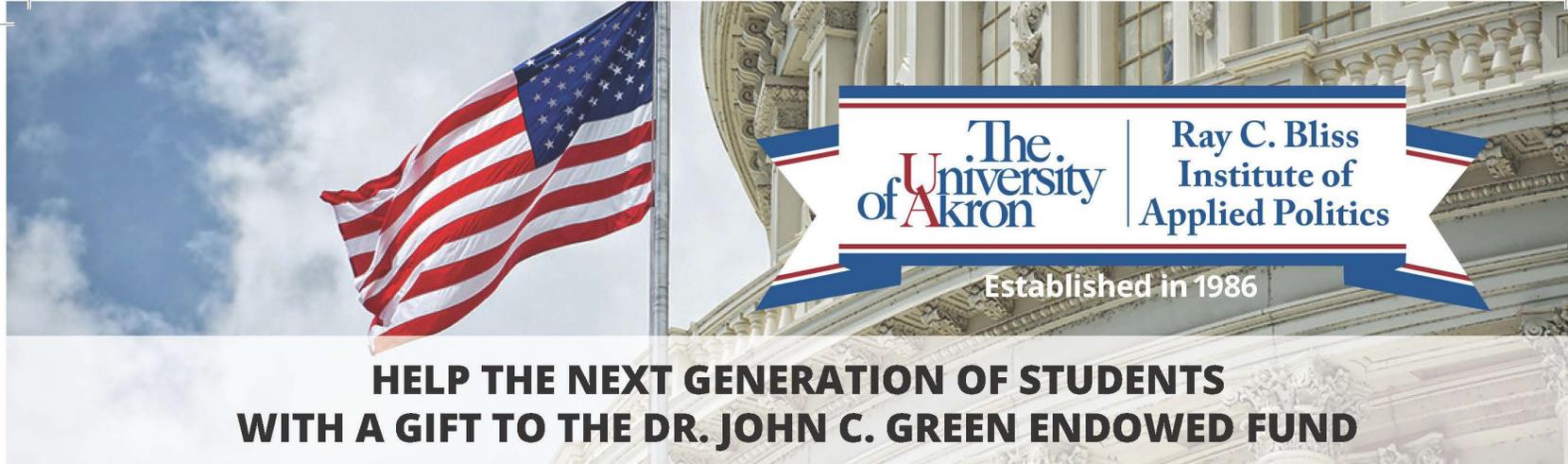
Dr. John C. Green

THE DR. JOHN C. GREEN ENDOWED FUND

was established at The University of Akron in December 2019 in honor of Dr. John C. Green, who has served the institution faithfully and with distinction; serving in the roles as teacher, scholar, colleague, and administrator. He has impacted UA's diverse advancement from many vantage points over his 32-year career.

In recognition of Dr. Green's influence on students, graduates, colleagues, peers, legislators, community and business leaders, The University of Akron has established The Dr. John C. Green Endowed Fund to honor his legacy and uphold his example for future generations of students.

See reverse side for details about donating to The Dr. John C. Green Endowed Fund.



YOUR GIFT WILL:

- Provide tuition waivers for deserving students.
- Support research and educational initiatives.
- Empower future generations of leaders.
- Preserve a unique program—The Master of Applied Politics (MAP), one of only three programs of its kind in the nation.
- Strengthen democracy—By supporting the Bliss Institute, you're investing in a stronger, more informed citizenry.

DONATE TODAY:

Join us in celebrating 40 years of excellence. Donate today to support the future of the Bliss Institute. Scan the QR code or give online at fundraise.givesmart.com/vf/GIVEBLISS.

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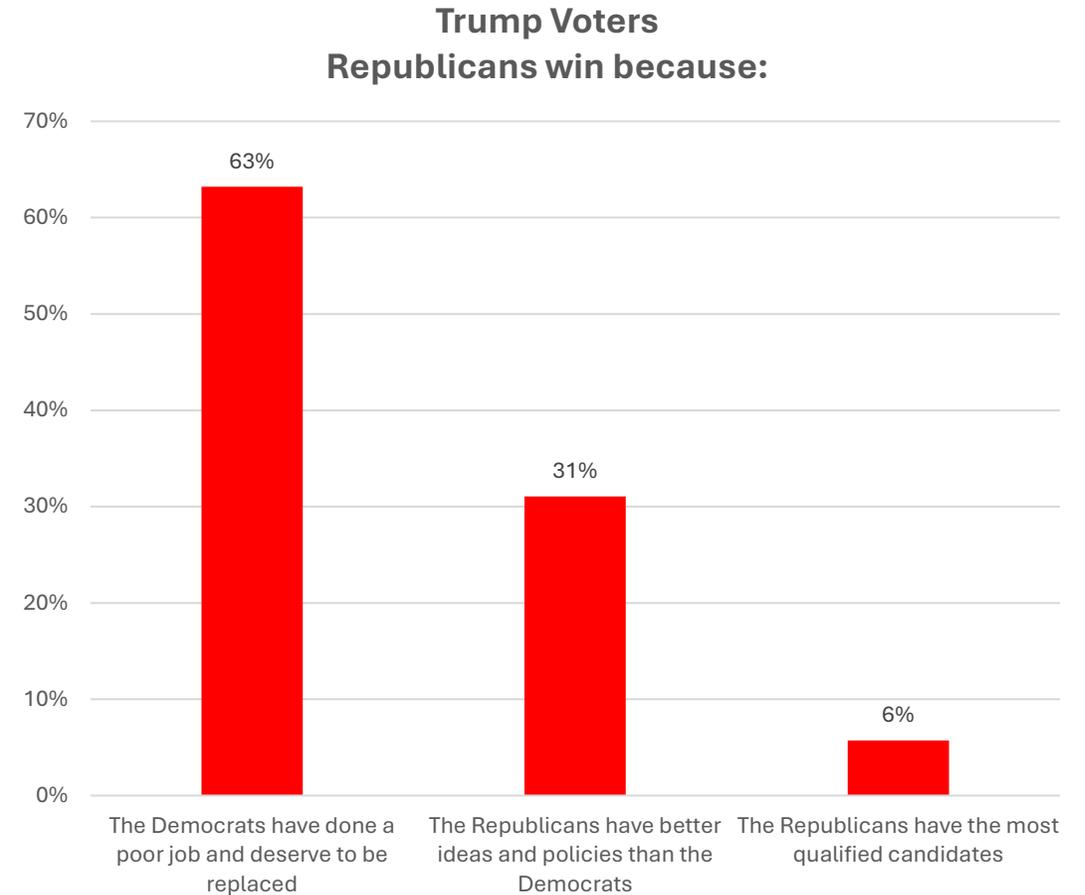
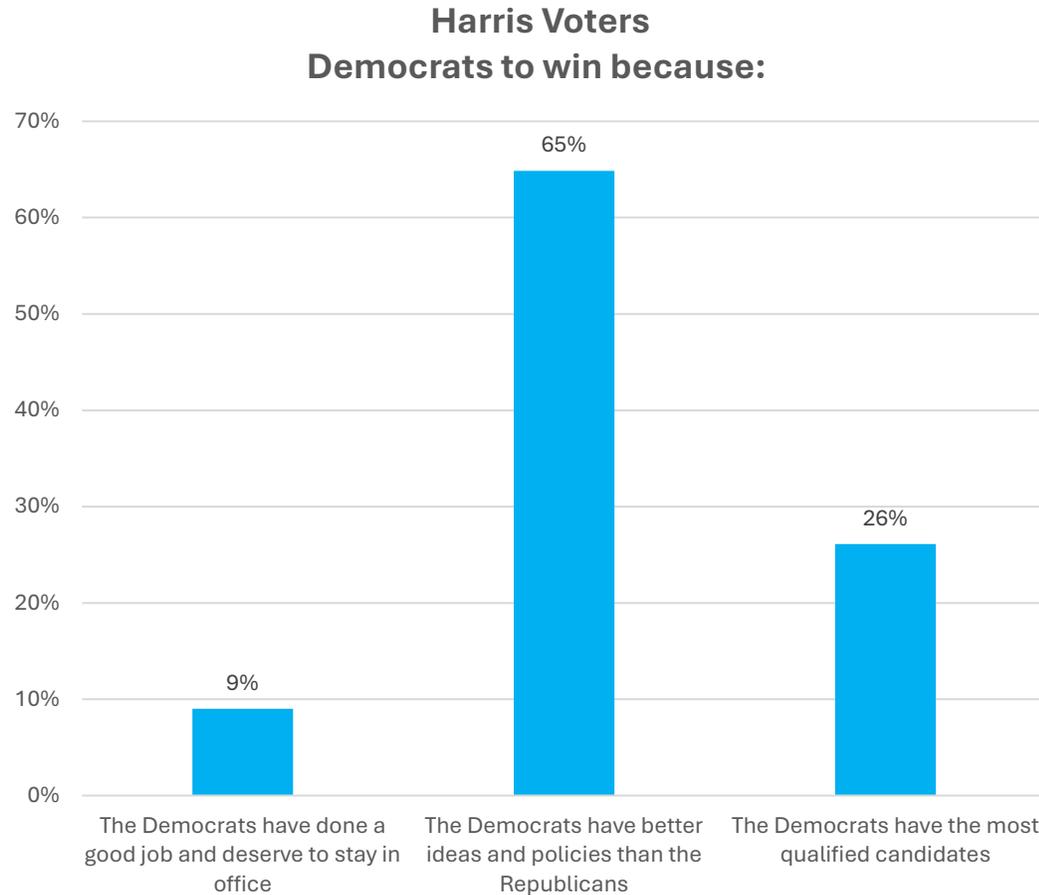
The 2024 election had some unusual features. It was also a classic referendum on the party in the White House.

The conditions of the country favored the party-out-of-power.

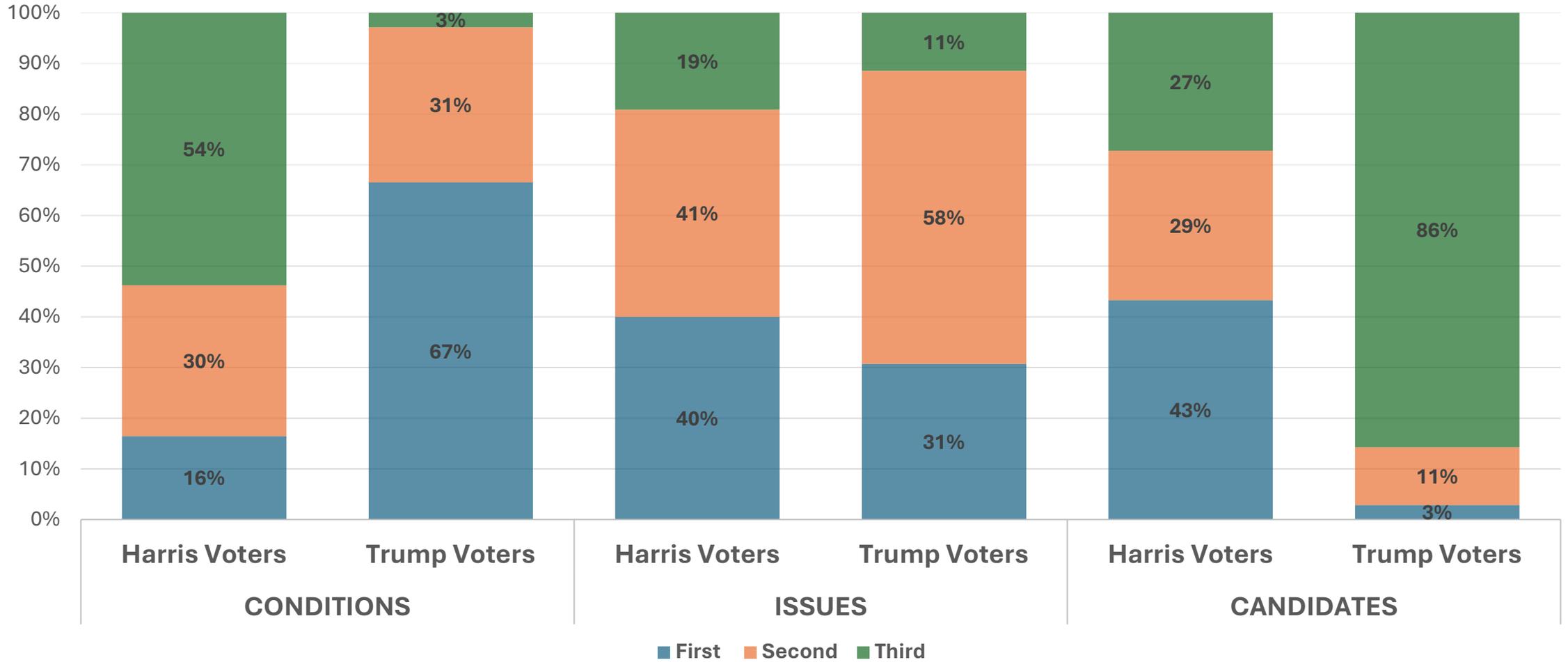
The most salient issues favored the party-out-of-power, although some favored the party-in-power.

The major party candidates had off-setting weaknesses.

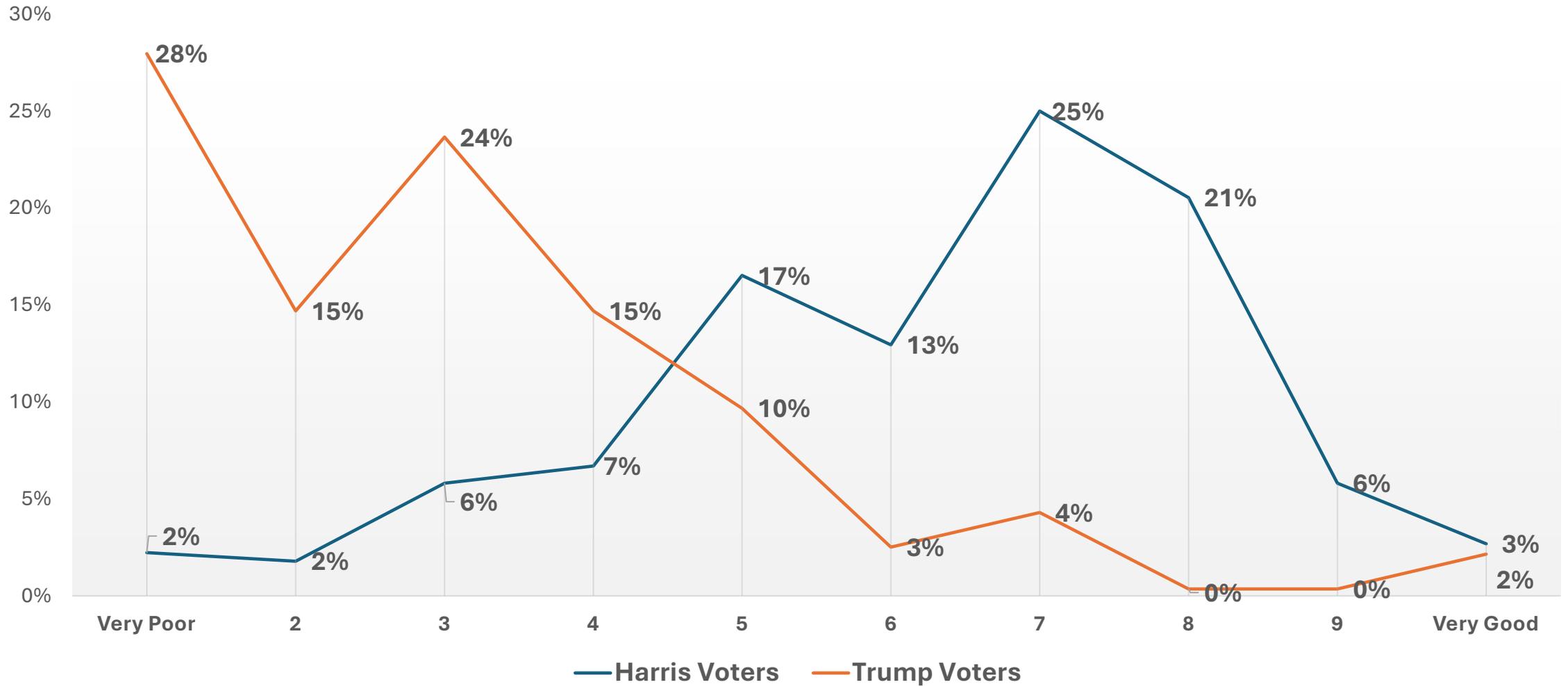
Ohio Harris and Trump Voters wanted to win the presidential election--but for different reasons



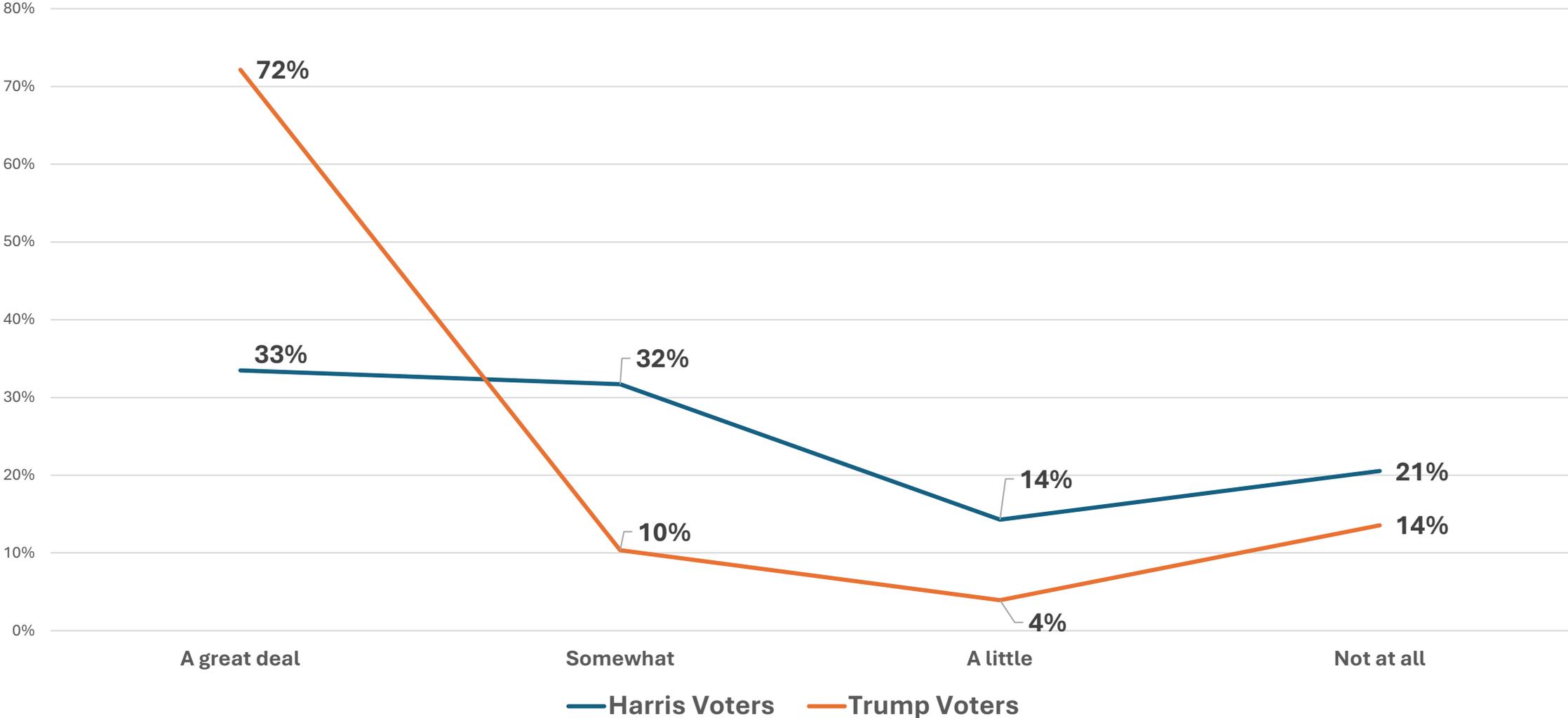
IMPACT OF CONDITIONS, ISSUES, AND CANDIDATES: HARRIS AND TRUMP VOTERS



Rating the Condition of the Country: Harris and Trump Voters

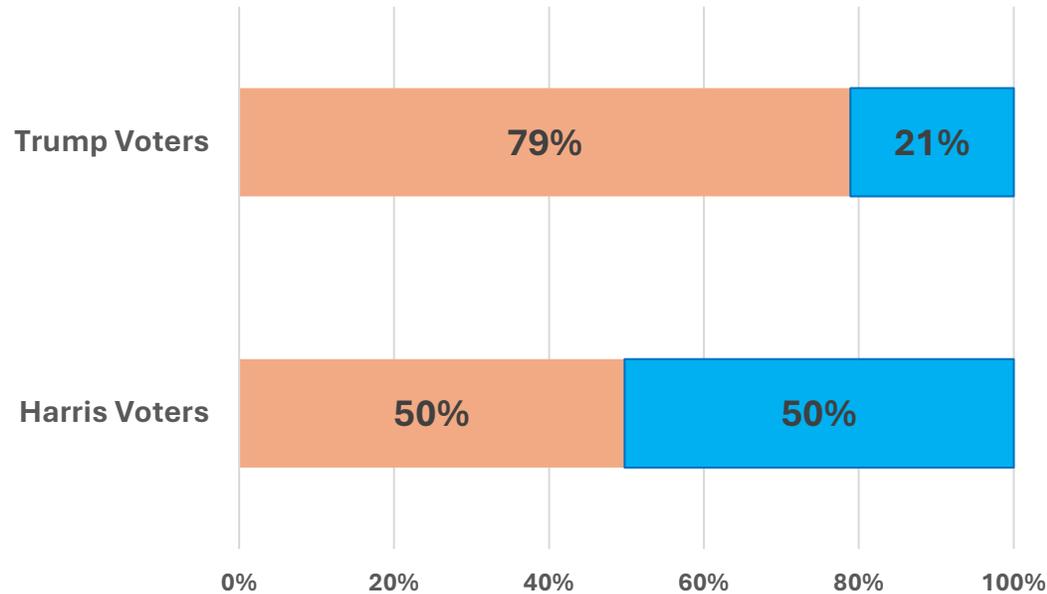


How Important Was Biden's Job Performance To Your Vote?



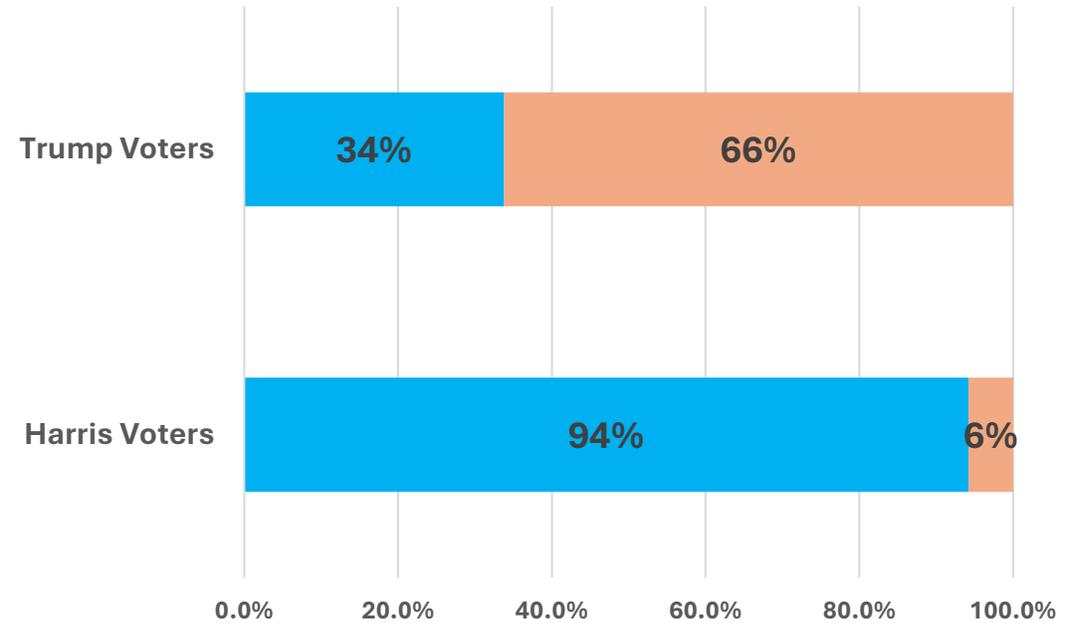
Voters Differ on Many Policy Issues But Are Not Always Fully Polarized

ECONOMIC POLICY



- Economic policy should give top priority to reducing inflation even if it causes unemployment
- Economic policy should give top priority to reducing unemployment even if it causes inflation

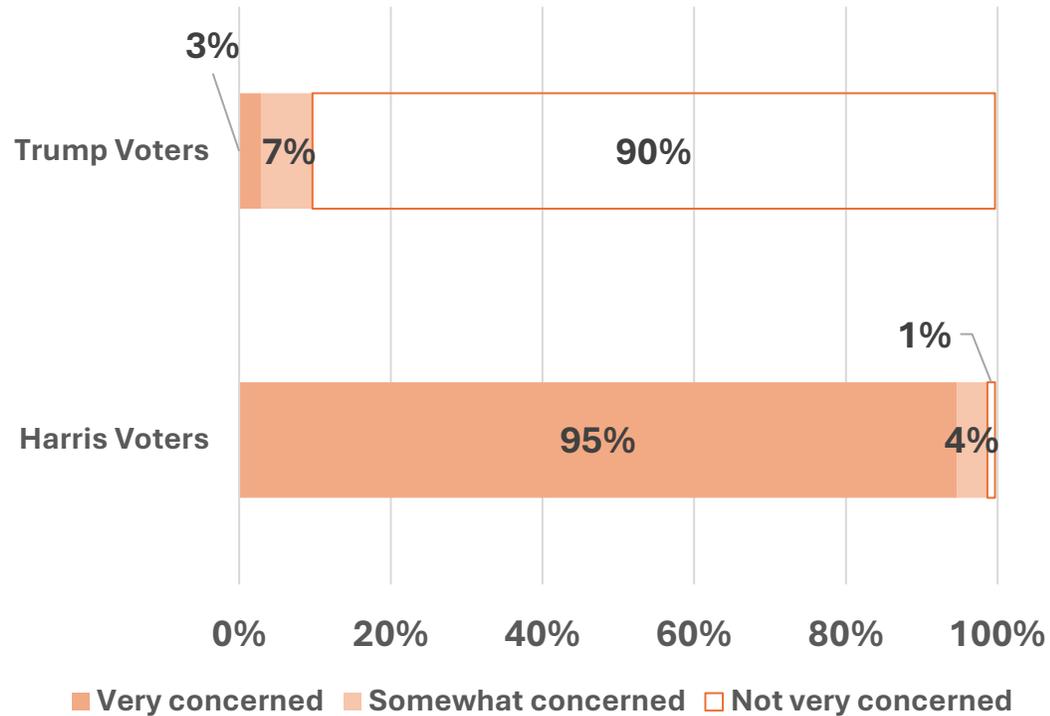
ABORTION POLICY



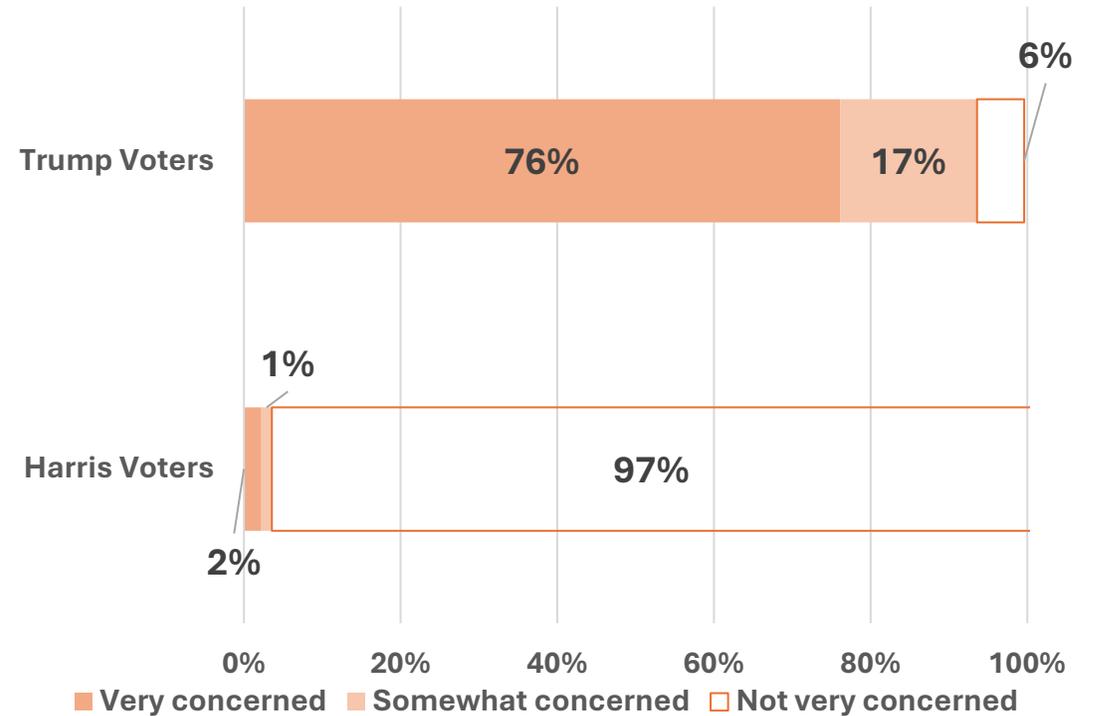
- Overall, abortion should be legal in all or most cases
- Overall, abortion should NOT be legal in all or most cases OR

Voters Had Highly Polarized Views on Threats to Democracy

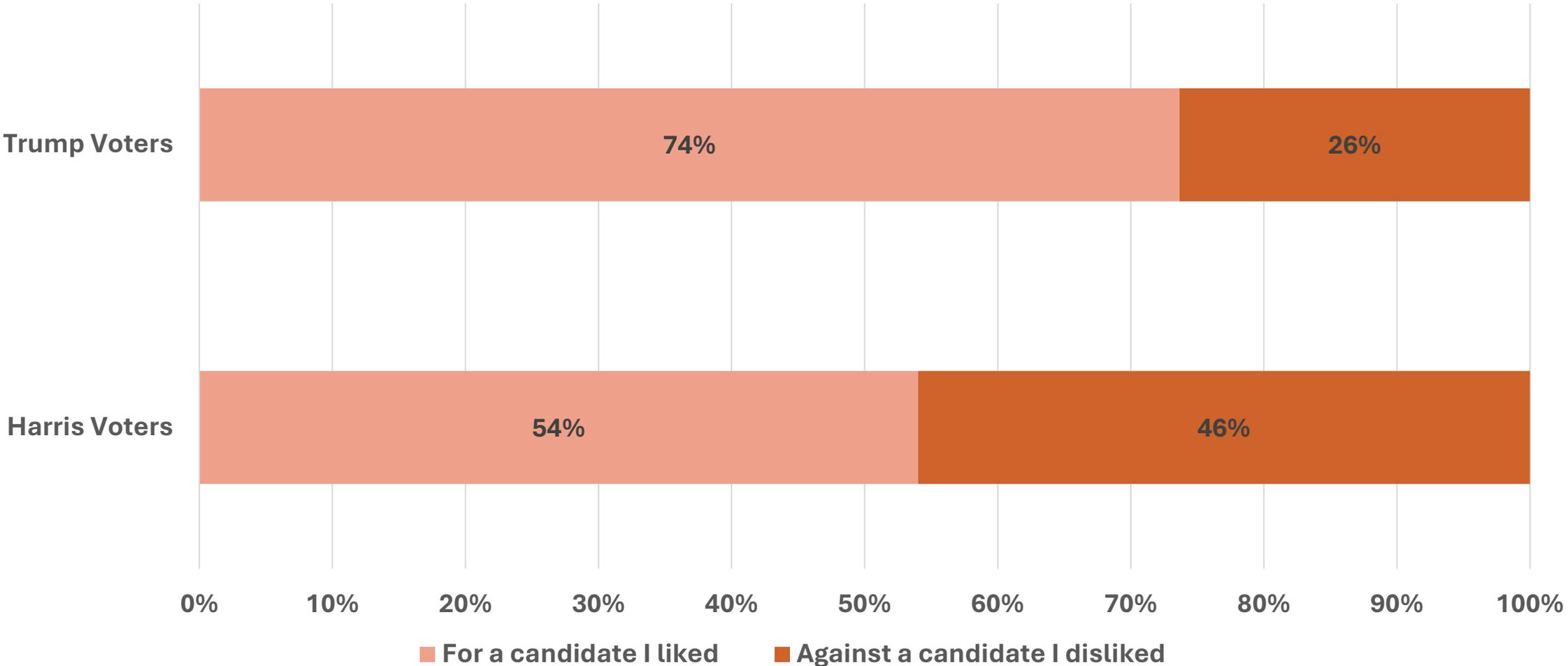
TRUMP: THREATS TO DEMOCRACY



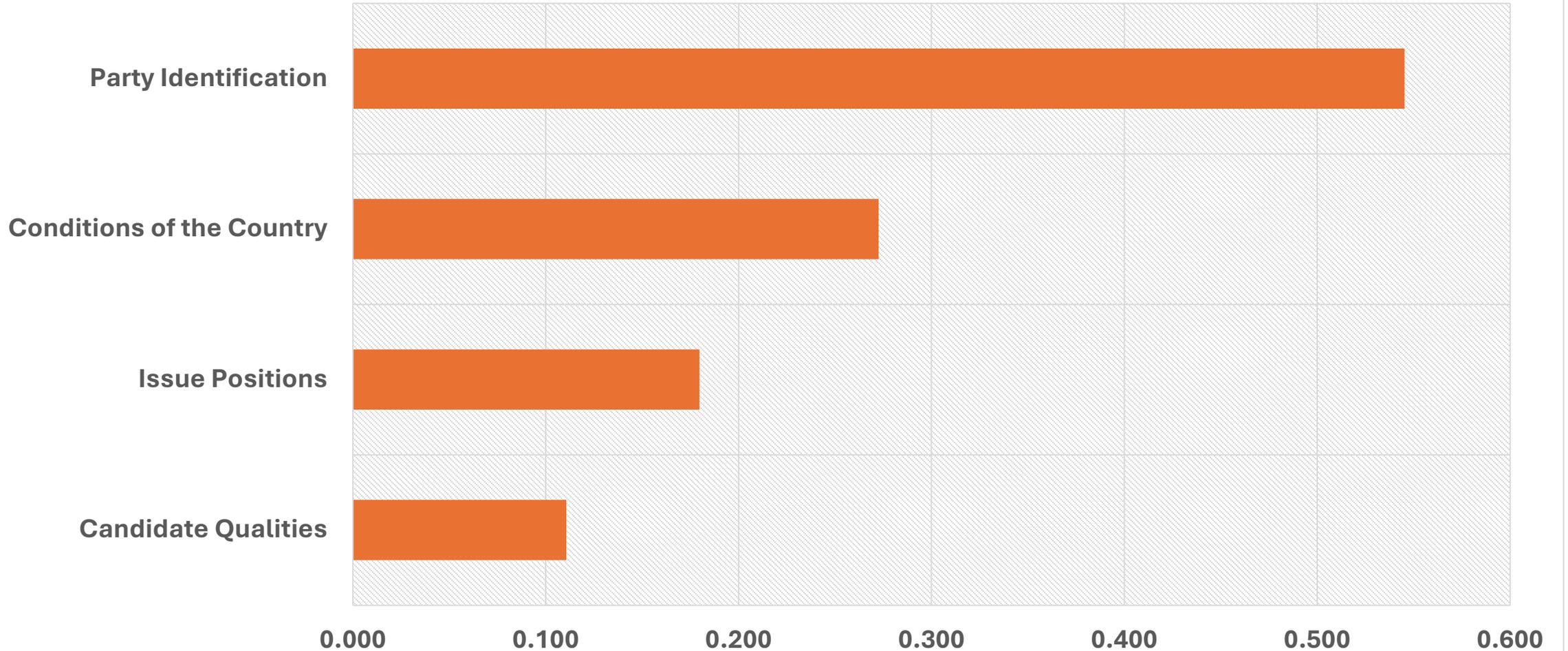
HARRIS THREATS TO DEMOCRACY



Was Your Vote Primarily for a Candidate You Liked Or Against a Candidate You Disliked?



2024 OHIO PRESIDENTIAL VOTE: Relative Impact of Factors



Looking toward the future

- Ohio Republicans gained from the conditions of the country. It is unclear if these conditions will persist—but if so, Republicans may face similar difficulties.
- Differences on many issues are likely to persist beyond 2024 in Ohio, creating an opportunity for competitive elections.
- Candidate quality still matters, and offsetting weaknesses of the major party candidates may not persist in the future.
- The major party coalitions are in flux. The Republicans have made an initial adjustment. Democrats now have an opportunity to respond.

The logo for The University of Akron is a blue ribbon with a white center and red borders. The text is arranged in two columns separated by a vertical red line. The left column contains the text 'The University of Akron' and the right column contains 'Ray C. Bliss Institute of Applied Politics'.

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