

TO: Americans for Prosperity, Ohio

FROM: i360 Survey Research

DATE: March 7, 2025

RE: Ohio Landscape Survey

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### Methodology

i360 interviewed 1,017 Ohio registered voters from March 3 to March 5, 2025. Respondents were sourced from a stratified random sample of i360's proprietary voter and consumer file and were interviewed by US-based live phone operators calling both landline and cell phone numbers. Sampling quotas were established across various demographic and political variables, including age, gender, educational status, and modeled political partisanship, to ensure a more representative sample and to account for potential non-response bias.

Following the completion of interviews, i360 conducted post-stratification weighting using a range of variables, including age, gender, race, household income, educational status, urban density, modeled partisanship, and other geographic boundaries. This weighting process aimed to normalize the survey sample to known population parameters. Respondent weights were manually trimmed when necessary to prevent extreme influence from individual interviews.

The highest margin of sampling error for the complete sample of weighted data is  $\pm 3.1$  percentage points. This margin of error reflects the precision of the survey's estimates at a 95% confidence level but does not account for other potential sources of error (including non-response bias, coverage error, mode effect, instrument bias or design effect).

## Key Findings

- **Education:** Ohioans view K-12 education improvement as a top priority, with 85% saying that enhancing K-12 education is “extremely” or “very important” for state lawmakers to focus on. When asked about specific changes to K-12 education, a majority signal support for “school choice” policies (58% support, 24% oppose, 18% undecided). An even greater majority favors “greater flexibility in how their child receives an education, the schools they can attend, and the financial resources they can use to help pay for school and related expenses” (68% support, 23% oppose, 8% undecided). These numbers suggest Ohio families want lawmakers to empower parents with more K-12 education flexibility.
- **Energy:** Ohioans are frustrated with high energy prices. 76% say the cost of energy in their local communities is “way too high” or “somewhat high.” A majority (60%) want the government’s number one priority to be ensuring more affordable and reliable energy, even if it slows the pace of renewable energy development. Just 31% say renewable energy should take precedence over affordable and reliable energy, while 9% are undecided. These results suggest voters want the government to reassess its energy priorities to help bring costs down.
- **Utility Regulation:** Public trust in the Public Utilities Commission of Ohio is low. Over half of Ohio voters (56%) say they do not trust the commission to set fair electricity and natural gas prices, while 28% express trust and 16% are undecided, underscoring broad skepticism toward the agency. This skepticism may reflect growing concerns about rising utility bills and regulatory oversight.
- **State Taxes:** Ohio voters believe taxes in their state are excessive relative to the services they receive. A plurality (47%) say state income taxes are “too high,” while nearly two-thirds (65%) say the same about property taxes. When asked how property tax relief should be implemented, a majority (55%) say they want lawmakers to prioritize lowering property taxes for all taxpayers rather than introducing more special exemptions. Just 36% support additional exemptions, while 9% are undecided. These findings highlight a desire for systemic property tax reform rather than piecemeal adjustments.
- **Police & Firefighter Pensions:** When asked about the priorities for Ohio’s police and firefighter pension system, a plurality (28%) say long-term financial stability should be the primary focus. Another 21% believe keeping taxes low should be the top priority. 20% say protecting benefits for current retirees should be paramount, while another 20% say the same about balancing benefits with recruitment needs. 11% are undecided. These results indicate competing concerns over Ohio’s public safety pension system, though a plurality says long-term financial solvency should be the primary objective.
- **Cleveland Browns Stadium:** Public opposition to taxpayer funding for a new Cleveland Browns stadium is widespread. A strong majority (79%) of Ohio voters oppose using taxpayer funds to help finance the proposed \$2.4 billion stadium, while only 13% support the idea and 8% remain undecided.