

THE CREDO REPORT

BUSINESS, POLITICS & ETHICS IN THE BUCKEYE STATE



Above, statue of Alexander Hamilton holding advance copy of The Credo Report.

INSIDE THE REPORT:

POLITICAL ANALYSIS | NEWS | ARTICLE OF INTEREST



LEADERSHIP QUOTE:

“Great leaders are almost always great simplifiers, who can cut through argument, debate, and doubt to offer a solution everybody can understand.” — **General Colin Powell**

POLITICAL ANALYSIS:

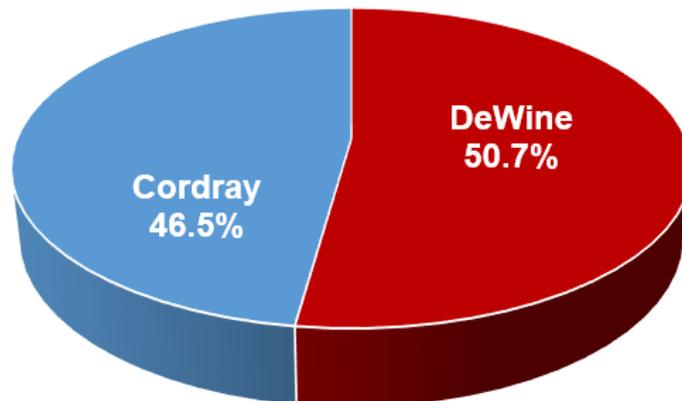
Ohio had a slate of competitive races statewide in 2018. Polls all pointed toward a tight battle. However, the vote totals & margins showed otherwise. The GOP swept all statewide offices. Below, we breakdown the vote totals for you along with insights & analysis on the election.



Top of the Ticket - Ohio's Gubernatorial Race:

Ohio has a new governor, and it Mike DeWine. The top of the GOP ticket fought a tough battle across all 88 counties and it proved to be more than enough.

2018 Gubernatorial General Election



If we compare the 2018 vote total for governor to the same race in 2010, we see that the state of Ohio is trending towards the “red column” more so than in the past.

2018 General Election Gubernatorial Votes		
DeWine	Cordray	Total
2,183,869	1,999,345	4,316,889
50.7%	46.4%	100%
2010 General Election Gubernatorial Votes		
Kasich	Strickland	Total
1,889,186	1,812,059	3,852,469
49.0%	47.0%	100%

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Down-ticket Races:

In the other statewide races, we had equally contested campaigns from both sides of the aisle. In the end Republicans, won every statewide office by similar margins.

Attorney General	
Yost	Dettelbach
2,222,283	2,015,029
52.4%	47.6%
Treasurer	
Sprague	Richardson
2,253,827	1,954,322
53.6%	46.4%
Secretary of State	
LaRose	Clyde
2,162,353	1,981,945
51.0%	46.7%
Auditor	
Faber	Space
2,106,559	1,940,643
50.0%	46.0%

Campaign Barometer: "In Stark We Trust"

At The Credo Co., we always like to look at some of the key counties in Ohio that tend to have proportional and diverse demographics and active voters.

Of note, one of the key counties is Stark County, as it has predicted the winning governor and president for over 42 years (except twice).

Here we see that once again, *as Stark County goes....so goes Ohio.*

Stark

100% (284 of 284) Precincts Reporting

Selection	Votes	% of Votes
Richard Cordray and Betty Sutton (D)	58,534	42.77%
Mike DeWine and Jon Husted (R)	73,756	53.90%

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Do Polls Matter Any Longer?

After 2016, we all saw that polls did not predict the presidential election. In fact, they were almost all wrong (by a lot). Now in 2018, we see that polling continues to miss the mark. All the latest polls were all off by about 8-11 points.

Polls

Top Senate Races Top Governor Races Find Any Poll Try 'State,' or 'Candidate' Quick Poll/Map Links

Ohio Governor - DeWine vs. Cordray



RCP Senate Map | Senate Polls | RCP House Map | Generic Vote | RCP Governor Map | Governor Polls | All 2018 Polls

Candidates



Richard Cordray (D)
Bio | Campaign Site



Mike DeWine (R)
Bio | Campaign Site

Ohio Snapshot

RCP Ranking: Toss Up
Key 2018 Races: Governor | Senate | OH-1 | OH-12 | OH-14

-----PAST KEY RACES-----

2016: President, Senate
2014: Governor | OH-6 | OH-14
2012: President | Senate | OH-6 | OH-7 | OH-16
2010: Governor | Senate | OH-1 | OH-6 | OH-10 | OH-12 | OH-13 | OH-15 | O
2008: President | OH-1 | OH-2 | OH-15 | OH-16
2006: Sen | Gov | OH-1 | OH-2 | OH-15 | OH-18
2004: President | Senate

Polling Data

Poll	Date	Sample	MoE	Cordray (D)	DeWine (R)	Spread
Gravis	10/29 - 10/30	789 LV	3.5	48	43	Cordray +5
Emerson	10/26 - 10/28	566 LV	4.3	49	46	Cordray +3
Suffolk*	10/4 - 10/8	500 LV	4.4	46	40	Cordray +6

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NEWS:

Lots to digest from yesterday's elections. Got a holiday cocktail party coming up? Here, read these articles & you'll sound like you know it all.

- [The Plain Dealer – State of Ohio Elections](#)
- [Reuters – Nationwide Look at Governorships](#)

Simplify, Plan & Execute:

- What do these election results mean for you and how do they affect your organization?
- Who will be running the State of Ohio in 2019 at the executive staff level?
- What current or upcoming regulations are challenging your organization?

[The Credo Company](#) can help you sift through these developments and navigate what opportunities and challenges are ahead here in Ohio.

ARTICLE OF INTEREST:

Elections are over; be thankful just for that fact. It is officially the holiday season, so don't forget to take time to enjoy the season with your family.

Esquire.com has assembled a list of the best movies for the *Thanksgiving* holiday. Click here for [Esquire's article](#). My recommendation is "Planes, Trains & Automobiles." Enjoy!



TRIVIA QUESTION:

Where can you find the statue that is in the picture on the cover page? Answer must include all of the following: city, county, and closest building. If you answer correctly, I will buy you your choice of one of the following: Donut, Coffee or Beer.

