

POLITICAL ELECTION PROFILES—THE POLIDATA AREA PROFILE

The basic format by which the hundreds of demographic and/or political factors are summarized for any area of geography is the census/political AREA PROFILE. Each volume in the POLIDATA® DEMOGRAPHIC GUIDES series uses this format to provide a concise and readable summary of the selected factors.

- ⇒ Each profile contains several data paragraphs combining related factors. For each item in the paragraphs, the appropriate percentages are calculated.
- ⇒ To provide a relative perspective on otherwise plain vanilla numbers, relativity indicators are included for most factors. These indicators compare the value for the subject area with the same value for the state. In a glance the researcher can determine not only if the value is *above or below* the state average, and whether it is *just above/below or far above/below*.
- ⇒ There are eleven data paragraphs which might be included: 1) Geography; 2) Population Characteristics; 3) Income and Labor Force; 4) Housing; 5) Socio - Economic Status (SES) Indicators; 6) Political Districts; 7) General Election Results; 8) Voter Registration (Census Year); 9) Registration and Turnout (Election Years); 10) Partisan Averages; and 11) Presidential Primaries.
- ⇒ The data paragraphs contained in the profiles will vary depending upon the level of geography and the volume in which it is included. Demographic volumes, e.g., DEMOGRAPHIC GUIDES and DEMOGRAPHIC ATLASES, will include paragraphs 1 and 2, 3, 4 and 5. Political volumes, e.g., POLITICAL GUIDES and ELECTION YEARBOOKS, would only include paragraphs 1 and 6, 7, 8, 9, 10, and 11, depending upon the state. Combined Demographic and Political volumes, e.g., DEMOGRAPHIC AND POLITICAL GUIDES, could include all eleven data paragraphs.
- ⇒ Appendix material which explain the data paragraphs more fully include 1) a Data Dictionary and 2) a Full Data Record which enable detailed comparison between selected areas and lists each data item with a full label.
- ⇒ The geographic data paragraph, always included in any profile, contains the data summary level for the subject area. It also indicates the region into which the area is assigned for several combinations of geography used in statewide analysis: 1) OMB's Metropolitan Statistical Areas (MSAs), Nielsen's Designated Marketing Areas (DMAs), and Polidata's Internal State Regions (ISRs).

The Data Paragraphs of the POLIDATA® AREA PROFILE are designed to provide basic information for any level of geography. **Another POLIDATA demographic tool tailored specifically to the state involved.** A handy means of relaying much information in a concise format, with all profiles alphabetically arranged so that a brief overview for any area can be found in a moment.

BEAVERCREEK TOWNSHIP

Geography: Township (MCD), in GREENE COUNTY; Southwest Region. **Population(1990):** 35,536 total; 26,188 of voting age (73.7%). **Rank:** 26.0% of county pop., ranked 2nd of 15 MCDs. **Density:** Land Area: 49 sq. mi.; persons per mile: 722.6▲; Households: 12,446; persons per HH: 2.9↑; voting age persons per HH: 2.1↑; Housing units: 12,803. **Urban:** %Urban: 94.5▲. **SES Indicators:** High Educ: 219%; Prof Spec: 129%; High Income: 180%; High Home Value: 122%; AVERAGE= 163% (as % of 4 values for State). **Home Purchase Index:** Med. HH Income: \$49,554; Med. Home Value: \$97,700; INDEX: 2.0↓.

Congress: CD 7-- Dave Hobson(R). **State Senate:** SD 10-- Merle Kearns(R). **State House:** LD 76-- Marilyn Reid(R).

Elections: President('92): 18,599 total votes; BUSH: 9,668 (52.0▲%); Clinton: 5,112 (27.5▼%); Perot: 3,819 (20.5%). **President('88):** 15,788 total votes; BUSH: 11,321 (71.7▲%); Dukakis: 4,467 (28.3▼%). **President('84):** 15,524 total votes; REAGAN: 11,327 (73.0▲%); Mondale: 4,197 (27.0▼%). **Governor('94):** 15,627 total votes; VOINOVICH: 13,227 (84.6↑%); Burch: 2,400 (15.4▼%). **Governor('90):** 13,413 total votes; VOINOVICH: 9,485 (70.7▲%); Celebrezze: 3,928 (29.3▼%). **Governor('86):** 10,333 total votes; Rhodes: 4,673 (45.2↑%); CELESTE: 5,660 (54.8↓%). **U.S.Senate('94):** 16,442 total votes; DEWINE: 11,358 (69.1▲%); Hyatt: 4,291 (26.1▼%); Slovenec: 793 (4.8▼%). **U.S.Senate('92):** 18,720 total votes; DEWINE: 10,404 (55.6▲%); Glenn: 7,425 (39.7▼%); Grevatt: 891 (4.8▼%). **U.S.Senate('88):** 15,676 total votes; VOINOVICH: 8,422 (53.7▲%); Metzenbaum: 7,254 (46.3↓%). **U.S.Senate('86):** 10,745 total votes; Kindness: 4,926 (45.8▲%); GLENN: 5,819 (54.2↓%). **Atty.Gen.('94):** 15,878 total votes; MONTGOMERY: 10,584 (66.7▲%); Fisher: 5,294 (33.3▼%). **Atty.Gen.('90):** 13,067 total votes; PFEIFER: 8,371 (64.1▲%); Fisher: 4,696 (35.9▼%). **Atty.Gen.('86):** 10,507 total votes; LEVEY: 5,380 (51.2▲%); Celebrezze: 5,127 (48.8↓%). **Auditor('94):** 13,535 total votes; PETRO: 9,587 (70.8▲%); Sweeney: 3,948 (29.2▼%). **Auditor('90):** 12,930 total votes; PETRO: 7,653 (59.2▲%); Ferguson: 5,277 (40.8▼%). **Auditor('86):** 10,380 total votes; Rose: 4,987 (48.0▲%); FERGUSON: 5,393 (52.0▼%). **Sec.St.('94):** 15,543 total votes; TAFT: 12,122 (78.0▲%); Brady: 3,421 (22.0▼%). **Sec.St.('90):** 13,146 total votes; TAFT: 8,621 (65.6▲%); Brown: 4,525 (34.4▼%). **Sec.St.('86):** 10,339 total votes; Campanella: 5,159 (49.9▲%); BROWN: 5,180 (50.1↓%). **Treasurer('94):** 14,812 total votes; BLACKWELL: 10,282 (69.4▲%); Sykes: 4,530 (30.6▼%). **Treasurer('90):** 12,683 total votes; BRACHMAN: 6,607 (52.1▲%); Withrow: 6,076 (47.9↓%). **Treasurer('86):** 10,384 total votes; JACOBS: 6,129 (59.0▲%); Withrow: 4,255 (41.0▼%). [UNIT WINNER IN CAPS]

Registration(Census Year 1990): 20,213 total; 77.2↑% of VAP; 56.9% of Pop. **Turnout(%VAP):** '92-Pres: 71.0↑%; '88-Pres: 60.3↑%; '90-Gov: 51.2↑%; (as % 1990 VAP).

Registration('94): 24,903 total. **Turnout(%Reg):** '94-Gov: 62.8↑%; '92-Pres: 74.9%; (as % Reg). **Vote Contribution:** '94-Tot.: 34.4%; '94-GOP: 37.5%; '92-Tot.: 31.4%; '92-GOP: 35.0%.

Partisan Averages(Selected Races): Republican: 16 wins, 3 losses; Hi%: 73.0▲, Lo%: 45.2▲; Range: 27.8▲; AVERAGE GOP%: 60.3▲. **Democrat:** 3 wins, 16 losses; Hi%: 54.8↓, Lo%: 26.1▼; Range: 28.7▲; AVERAGE DEM%: 38.2▼. [st39-cj057-cs010]