



LOCATION 200 Interstate Park Drive Suite 238
Montgomery, AL 36109

CONTACT +1 (202) 505-5314
CYGN.AL

OHIO STATEWIDE PUBLIC POLL – MEMORANDUM

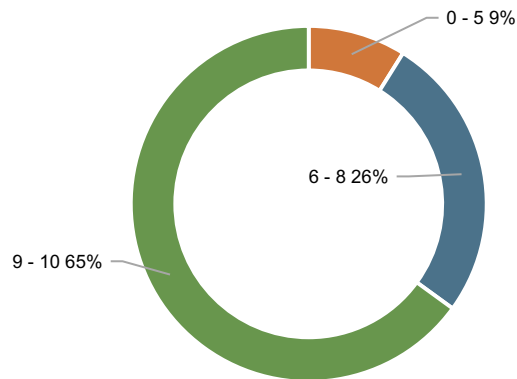
DATE: Thursday, November 1, 2018
TO: Interested Parties
FROM: Brent Buchanan, President & Brett Cowden, VP Client Strategy
RE: Key Findings: Survey of OH Likely General Election Voters

[Cygna](#) has completed a statistical review of our recent public survey and identified the following key findings, analysis of public opinion, and awareness of upcoming political races and issues in Ohio. The information below was gathered through a phone survey of likely general election voters conducted October 30 – October 31, 2018. This survey has a sample size of n503 and a margin of error of ±4.37% at a 95% confidence interval.

INTENSITY OF INTEREST

We asked voters how interested they are in the November 6th general election on a scale of 0 to 10, 0 being not interested and 10 being extremely interested.

- Of those surveyed 65% rated their interest in the election as either a 9 or a 10. This is much lower than other states surveyed.
- 65% of Republicans, 72% of Democrats, and 60% of Independents fell in the high interest range.
- 69% of those over 50 and 58% of those under 50 fell into the high interest range.
- 70% of voters who have a favorable opinion of President Trump and 73% of voters who have an unfavorable opinion of the president fell in the high interest range.



GENERIC BALLOT

- Republicans trail the generic ballot 45%-46% (net D+1), outperforming the national average (D+8) by 5 points.
- 92% of Republicans and 95% of Democrats prefer a candidate of their own party.
- On the generic ballot, Independents favored Democrats by 8 points (44%-36%).
- Male voters prefer Republicans by a 7-point margin (50%-43%). Female voters break for Democrats by a 7-point margin (49%-42%).
- 92% of voters who have a favorable opinion of President Trump chose a generic Republican, while 86% of those who have an unfavorable opinion of the president chose a generic Democrat.
- Republicans lead in 62% of the state - West Ohio (47%-44%) and Columbus/SW (49%-43%) – and trail in 38% of the state - Cleveland/NE (50%-41%).

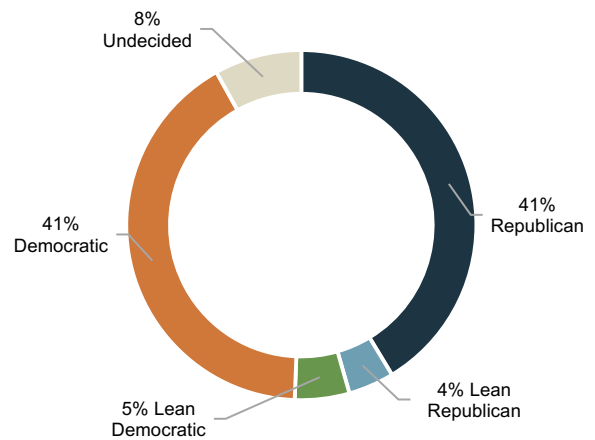
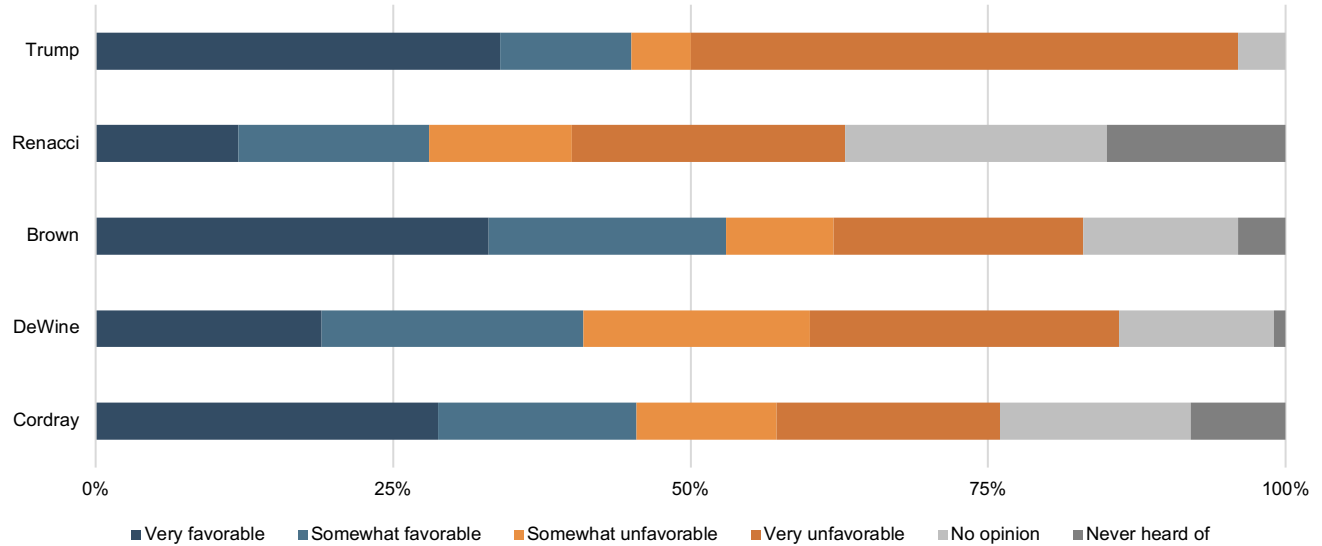


IMAGE TESTS

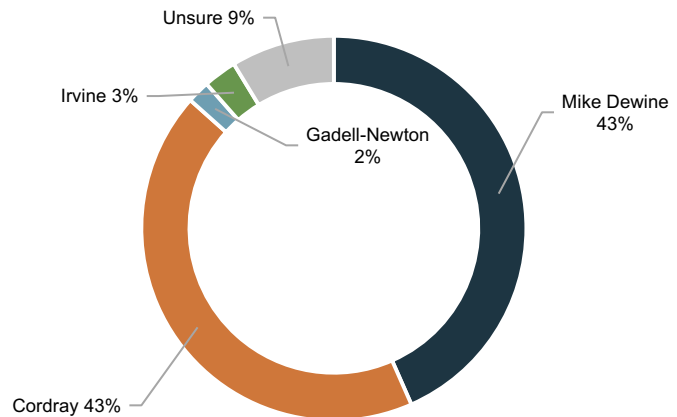


- 45% of Ohio voters have a favorable opinion of President Trump, versus 51% with an unfavorable opinion (net -6). This is still better than the national average of net -11.
- Voters' opinions of the president fall largely along party lines with 91% of Republicans having a favorable opinion and 93% of Democrats having an unfavorable opinion.
- Men have a net +5 favorable opinion of the president. Women have a net unfavorable opinion of -15.
- Republican senate candidate Renacci has a net -7 unfavorability of, 35% favorable to 28% unfavorable. 37% have either no opinion of or have never heard of him.
- 51% of conservatives and only 18% of moderates have a favorable opinion of Renacci.
- Democratic senate candidate Brown has a net favorability of +22, 53% favorable to 31% unfavorable. 17% have either no opinion of or have never heard of Brown.
- 83% of liberals and 66% of moderates have a favorable opinion of Brown. 27% of Conservatives have a favorable opinion of the Democrat. (Only 3% of Liberals hold a similar view of Renacci.)
- Republican gubernatorial candidate DeWine has a net -4 unfavorability, 41% favorable to 45% unfavorable. 14% have either no opinion of or have never heard of him.
- 68% of conservatives and 33% of moderates have a favorable opinion of DeWine.
- Democratic gubernatorial candidate Cordray has a net favorability of +14, 45% favorable to 31% unfavorable. 24% have either no opinion of or have never heard of Cordray.
- 74% of liberals and 62% of moderates have a favorable opinion of Cordray. 17% of conservatives have a favorable opinion of the Democrat. (Only 8% of liberals hold a similar view of DeWine.)



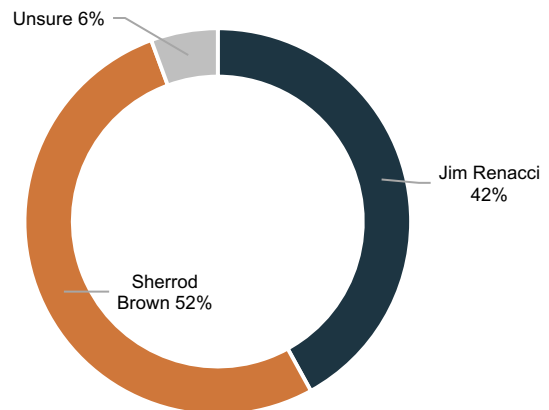
GUBERNATORIAL BALLOT

- This race is close, with DeWine at 43.4% and Cordray at 43.2%. 5% of voters prefer a third-party candidate and 9% are undecided.
- Both candidates slightly underperform the generic ballot.
- DeWine is performing better with females than other GOP gubernatorial candidates around the country.
- Men prefer DeWine 46%-43%. Women prefer Cordray 44%-42%.
- DeWine retains 91% of Republicans.
- Cordray only retains 88% of Democrats.
- Independents break for Cordray 44%-32%.
- Cordray leads with those who have already voted (54%-39%), while DeWine leads with those Definitely Voting (45%-39%). Probably Voting also tilts in DeWine's favor (43%-39%).
- 86% of voters with a favorable opinion of President Trump support DeWine, while 7% of those with a negative opinion support the Republican candidate.
- 79% of voters with an unfavorable opinion of President Trump support Cordray, while only 5% of those with a positive opinion support the Democratic candidate.
- Voters under 50 break for DeWine 43%-38%. Voters over 50 favor Cordray 46%-44%.



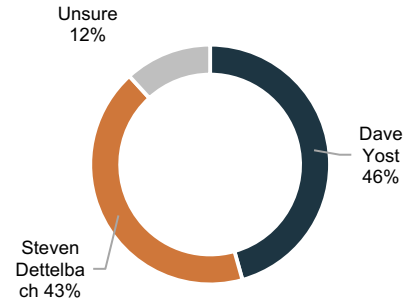
US SENATE BALLOT

- This race is a different story compared with the gubernatorial ballot, as Brown leads with 52% and Renacci trails with 42%. 6% of voters are undecided.
- Brown overperforms the generic ballot by 6 points and Renacci underperforms by 3.
- Renacci retains 88% of Republicans, 10% of Republicans prefer Brown.
- Brown retains 97% of Democratic voters.
- Independents break for Brown 56%-34%.
- Brown leads with those who have already voted (60%-35%), with those who are definitely voting (49%-46%), and with those probably voting (53%-38%).
- 84% of voters with a favorable opinion of President Trump support Renacci.
- 90% of voters with an unfavorable opinion of President Trump support Brown.
- Voters who say they do not support Trump's actions but will still support local Republicans actually support Brown 72%-20%.
- Men prefer Brown 49%-47% and women prefer him 56%-38%.



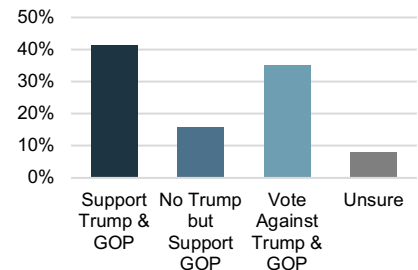
ATTORNEY GENERAL BALLOT

- Yost leads 46%-43%, which more reflects the trends of Ohio in a midterm.
- Yost retains 88% of Republicans.
- Dettelbach retains 91% of Democrats.
- 39% of Independents choose Yost, 38% Dettelbach, 23% undecided.
- Of those voters who have already voted, 51% support Dettelbach and 41% Yost.
- Of those Definitely Voting, 49% prefer Yost, 39% Dettelbach.



TRUMP IMPACT ON VOTE

- Though President Trump's image is underwater, he does not appear to have a significant impact on Republican candidates in Ohio, as 57% of voters say they will support local Republicans either because of their support of or despite their dislike of the president.
- However, Trump does clearly have some negative affect in Ohio as 35% of voters say they vote in the midterms is meant to be a message to the president.
- 84% of Republicans and 32% of Independents say they will vote for local Republicans because of their support for the president.
- 72% of Democrats say they will vote against local Republicans to send a message to the president.
- 34% of Independents say they will vote against local Republicans to send a message to the president.
- 37% of women and 32% of men say they will not vote for Republicans to send the president a message.
- 35% of women and 49% of men say they support the president and will vote for Republicans.
- 43% of moderates and 67% of liberals say they will vote against local Republicans to send a message to the president.
- 71% of black voters and 30% of white voters say they will vote against local Republicans to send a message to the president.



METHODOLOGY

This probabilistic live telephone survey was conducted October 30 – October 31, 2018, with 503 likely general election voters. It has a margin of error of $\pm 4.37\%$. Interviews were conducted by live professional agents calling landline and cell phones. Landline phone interviews constitute 58% of the sample, while 42% were conducted by cell phone, each based on the voter file for the state. This survey was weighted to a likely general election voter universe.

ACCESS TO COMPLETE SMART TABLES & CROSSTABS

Cygnal clients may request a complete copy of the Smart Tables (statistically-significant crosstabs) and full crosstabs at no charge. Anyone else may purchase the data for \$875. Email info@cygnal for more details.

ABOUT THE FIRM

[Cygnal](#) is a Montgomery, Ala.-based polling and research firm that has conducted more than 780 survey research projects in 42 states. Our team nailed both the 2014 and 2016 election cycles, correctly predicting Trump's margin in Florida and his win in Wisconsin. Campaigns, corporations, associations, national committees, and state organizations rely on Cygnal to gather reliable, affordable polling and survey data in state-wide, congressional, legislative, and local geographies.

