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 ±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.

Additional Data

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@cygn.al.
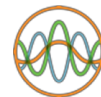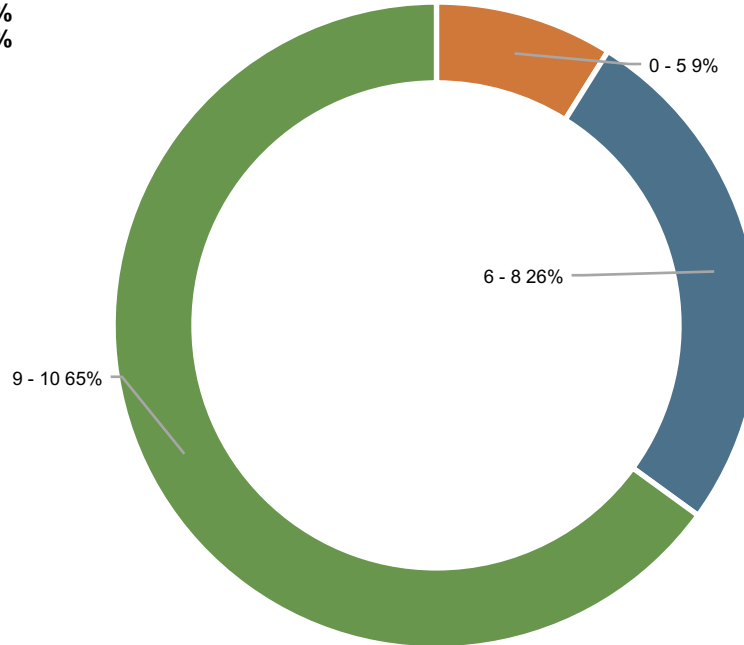
Geo Groupings – Based on Media Market

West Ohio	Cleveland/NE	Columbus/SW
Cincinnati DMA	Cleveland DMA	Columbus DMA
Dayton DMA	Youngstown DMA	Charleston DMA
Toledo DMA		Wheeling DMA
Lima DMA		Zanesville DMA
Ft. Wayne DMA		Parkersburg DMA

Voter Interest Intensity

0-5 – 8.9%
6-8 – 26.1%
9-10 – 65.0%

0 - 5 9%

6 - 8 26%

9 - 10 65%

	9-10	6-8	0-5
Generic Repub.	65%	25%	10%
Generic Dem.	67%	26%	7%
Trump Fav	66%	25%	10%
Trump Unfav	66%	27%	7%
Renacci Unfav	73%	21%	6%
Brown Unfav	70%	24%	6%
DeWine Unfav	70%	24%	6%
Cordray Unfav	67%	24%	9%
Gov Ballot - DeWine	66%	23%	11%
Gov Ballot - Cordray	72%	23%	5%
Gov Ballot - Gadell-Newton	45%	35%	20%
Gov Ballot - Irvine	36%	55%	9%
US Sen - Renacci	65%	26%	9%
US Sen - Brown	66%	26%	9%
Men	63%	28%	8%
Women	66%	24%	9%
Under 50	58%	36%	6%
Over 50	69%	20%	11%
GOP	65%	25%	10%
Indep	59%	32%	9%
Dem	72%	20%	8%
West Ohio	70%	23%	8%
Cleveland	65%	25%	10%
Columbus/SW	59%	32%	9%

Generic Ballot

GOP – 45.4%
Dem – 46.2%

8% Undecided

41% Republican

41% Democratic

5% Lean Democratic

4% Lean Republican
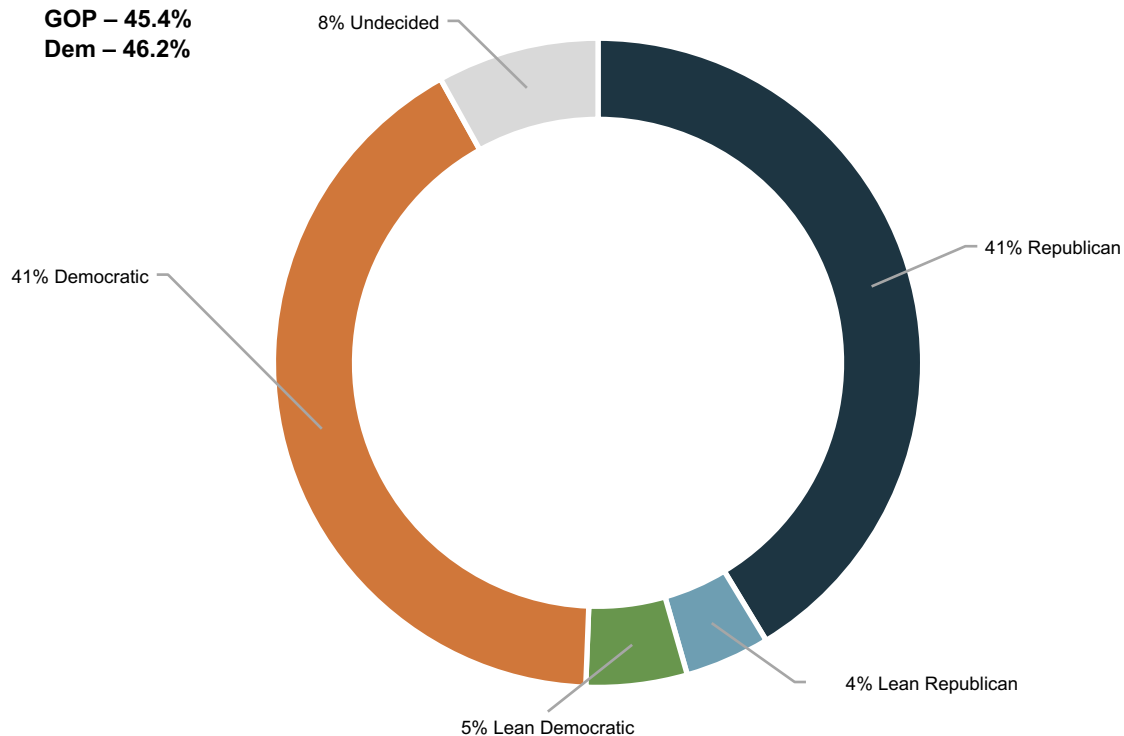
	GOP	DEM
0 - 5 Intensity	49%	34%
6 - 8 Intensity	44%	47%
9 - 10 Intensity	46%	48%
Trump Fav	92%	4%
Trump Unfav	5%	86%
Renacci Unfav	16%	76%
Brown Unfav	88%	8%
DeWine Unfav	14%	80%
Cordray Unfav	83%	10%
Gov Ballot - DeWine	92%	4%
Gov Ballot - Cordray	5%	91%
Gov Ballot - Gadell-Newton	20%	47%
Gov Ballot - Irvine	47%	24%
US Sen - Renacci	92%	5%
US Sen - Brown	8%	83%
Men	50%	43%
Women	42%	49%
Under 50	49%	48%
Over 50	43%	45%
GOP	92%	5%
Indep	35%	43%
Dem	4%	95%
West Ohio	47%	44%
Cleveland	41%	50%
Columbus/SW	49%	43%

IMAGE TESTS

cygnal

Image Tests – Overall
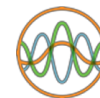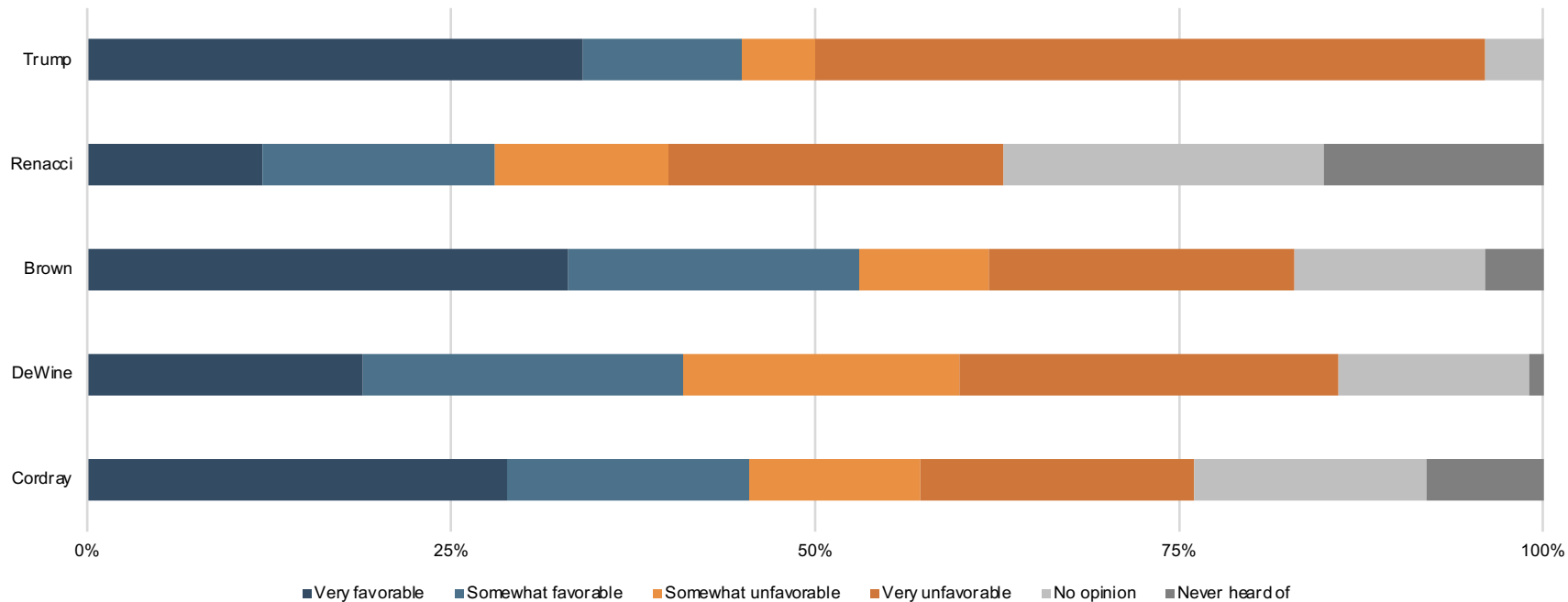
Image Test – Trump

Fav – 45.3%
Unfav – 50.8%
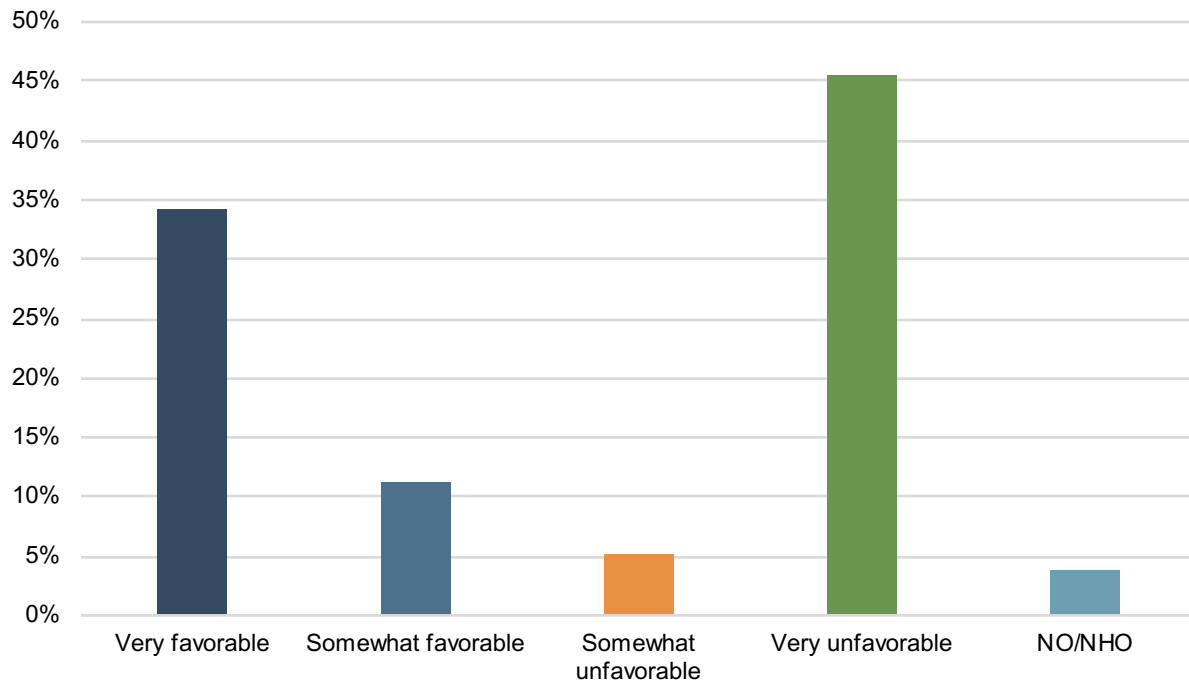
	Fav	Unfav
0 - 5 Intensity	51%	42%
6 - 8 Intensity	43%	52%
9 - 10 Intensity	46%	51%
Generic Repub.	92%	6%
Generic Dem.	4%	95%
Renacci Unfav	16%	82%
Brown Unfav	85%	12%
DeWine Unfav	14%	85%
Cordray Unfav	80%	16%
Gov Ballot - DeWine	90%	9%
Gov Ballot - Cordray	6%	93%
Gov Ballot - Gadell-Newton	29%	47%
Gov Ballot - Irvine	40%	53%
US Sen - Renacci	90%	7%
US Sen - Brown	9%	88%
Men	51%	46%
Women	40%	55%
Under 50	46%	51%
Over 50	45%	51%
GOP	91%	7%
Indep	35%	57%
Dem	6%	93%
West Ohio	46%	51%
Cleveland	40%	54%
Columbus/SW	53%	46%
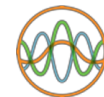
Image Test – Renacci

Fav – 27.8%
Unfav – 35.3%
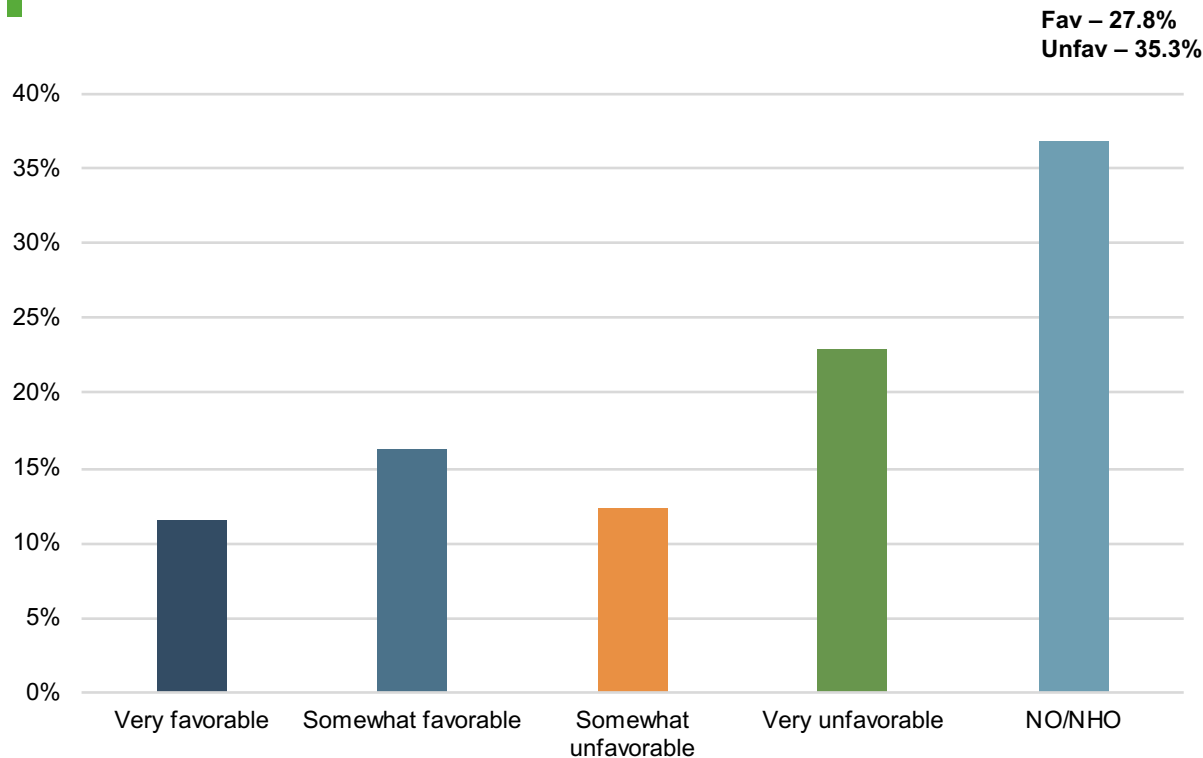
	Fav	Unfav
0 - 5 Intensity	20%	24%
6 - 8 Intensity	26%	28%
9 - 10 Intensity	30%	40%
Generic Repub.	55%	12%
Generic Dem.	4%	58%
Trump Fav	55%	12%
Trump Unfav	5%	57%
Brown Unfav	64%	12%
DeWine Unfav	9%	58%
Cordray Unfav	59%	20%
Gov Ballot - DeWine	55%	13%
Gov Ballot - Cordray	4%	60%
Gov Ballot - Gadell-Newton	30%	26%
Gov Ballot - Irvine	22%	29%
US Sen - Renacci	59%	8%
US Sen - Brown	6%	58%
Men	33%	33%
Women	23%	37%
Under 50	30%	31%
Over 50	27%	38%
GOP	59%	12%
Indep	18%	39%
Dem	4%	58%
West Ohio	30%	28%
Cleveland	30%	43%
Columbus/SW	23%	35%

Chart categories (x-axis): Very favorable, Somewhat favorable, Somewhat unfavorable, Very unfavorable, NO/NHO
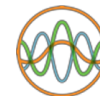
Image Test – Brown

Fav – 52.8%
Unfav – 30.5%
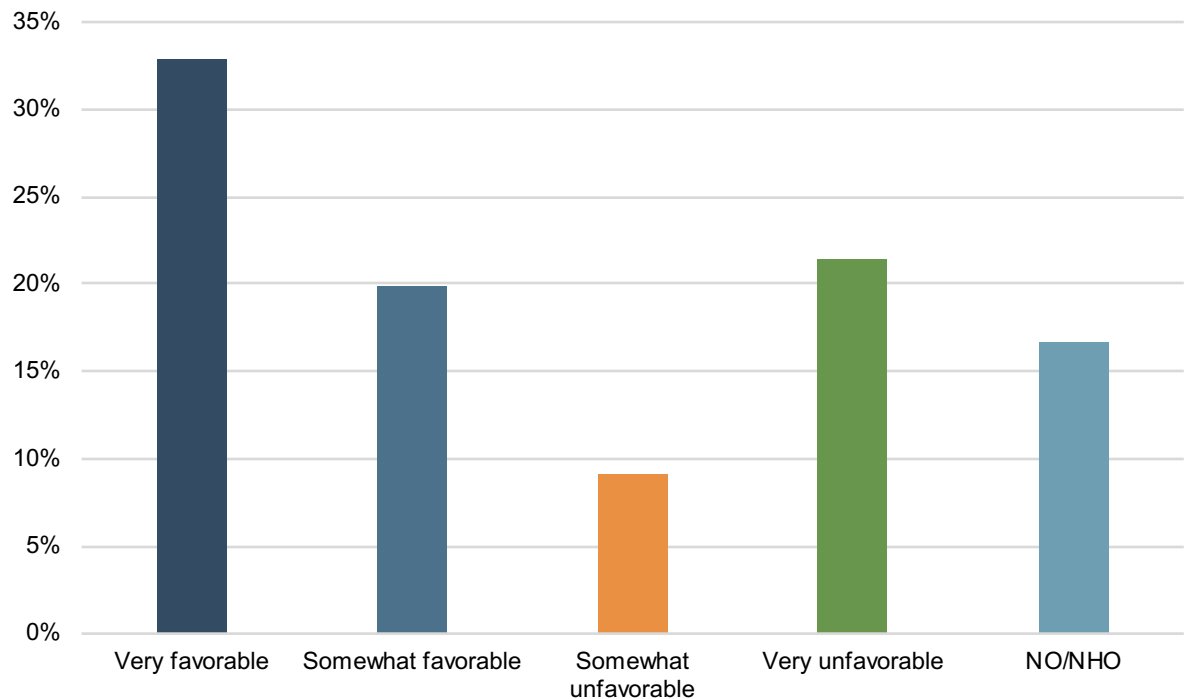
	Fav	Unfav
0 - 5 Intensity	35%	22%
6 - 8 Intensity	56%	28%
9 - 10 Intensity	54%	33%
Generic Repub.	22%	59%
Generic Dem.	81%	5%
Trump Fav	23%	57%
Trump Unfav	81%	7%
Renacci Unfav	83%	11%
DeWine Unfav	80%	13%
Cordray Unfav	19%	71%
Gov Ballot - DeWine	25%	58%
Gov Ballot - Cordray	85%	5%
Gov Ballot - Gadell-Newton	48%	42%
Gov Ballot - Irvine	38%	47%
US Sen - Renacci	21%	62%
US Sen - Brown	82%	6%
Men	48%	35%
Women	57%	27%
Under 50	49%	34%
Over 50	55%	29%
GOP	25%	58%
Indep	53%	25%
Dem	84%	6%
West Ohio	52%	32%
Cleveland	56%	31%
Columbus/SW	50%	27%

Image Test – DeWine

Fav – 40.8%
Unfav – 45.0%
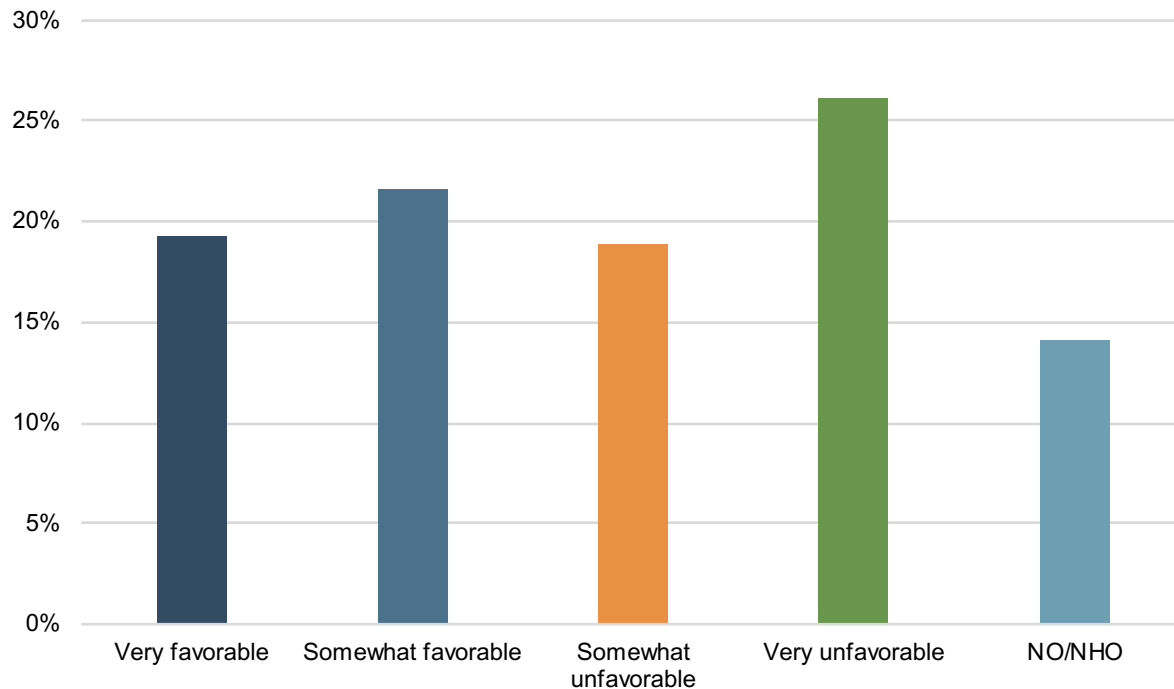
	Fav	Unfav
0 - 5 Intensity	47%	31%
6 - 8 Intensity	41%	41%
9 - 10 Intensity	40%	49%
Generic Repub.	74%	13%
Generic Dem.	9%	78%
Trump Fav	74%	14%
Trump Unfav	13%	75%
Renacci Unfav	20%	74%
Brown Unfav	77%	19%
Cordray Unfav	82%	16%
Gov Ballot - DeWine	80%	8%
Gov Ballot - Cordray	7%	82%
Gov Ballot - Gadell-Newton	20%	70%
Gov Ballot - Irvine	32%	53%
US Sen - Renacci	71%	17%
US Sen - Brown	16%	71%
Men	43%	46%
Women	39%	44%
Under 50	37%	46%
Over 50	43%	45%
GOP	77%	11%
Indep	33%	48%
Dem	9%	80%
West Ohio	47%	42%
Cleveland	33%	49%
Columbus/SW	43%	44%

Image Test – Cordray

Fav – 45.4%
Unfav – 30.6%
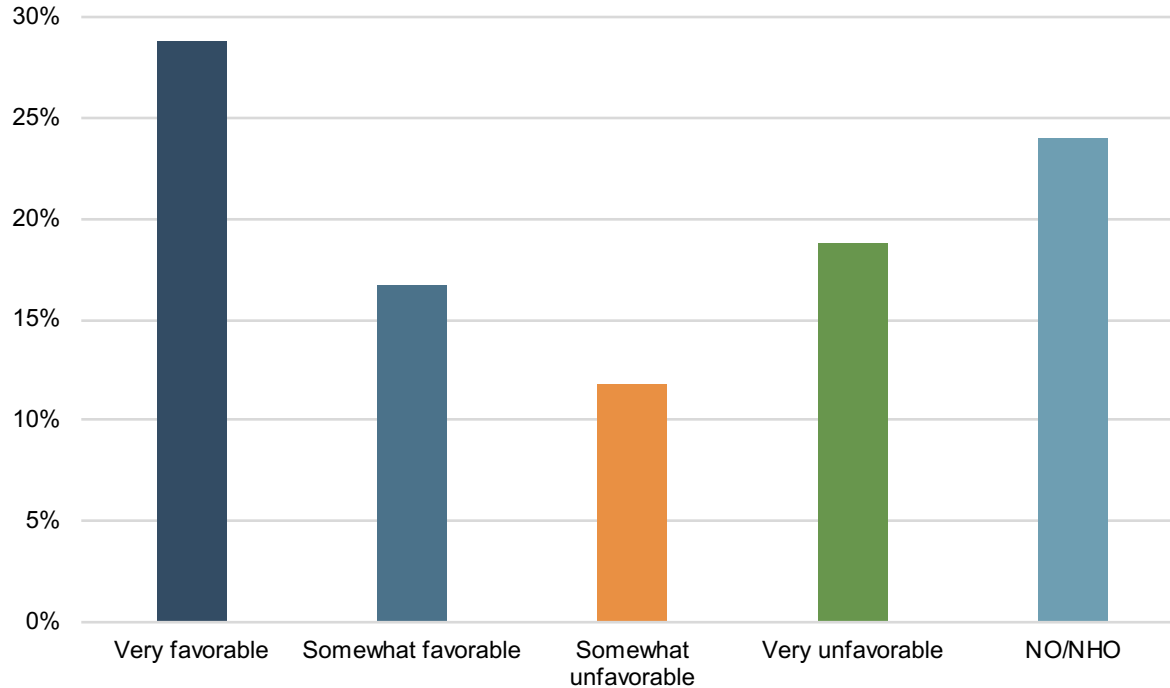
	Fav	Unfav
0 - 5 Intensity	28%	32%
6 - 8 Intensity	45%	28%
9 - 10 Intensity	48%	32%
Generic Repub.	13%	56%
Generic Dem.	77%	7%
Trump Fav	15%	54%
Trump Unfav	75%	9%
Renacci Unfav	76%	17%
Brown Unfav	10%	71%
DeWine Unfav	78%	11%
Gov Ballot - DeWine	13%	57%
Gov Ballot - Cordray	82%	5%
Gov Ballot - Gadell-Newton	33%	54%
Gov Ballot - Irvine	29%	31%
US Sen - Renacci	14%	55%
US Sen - Brown	73%	12%
Men	44%	35%
Women	46%	27%
Under 50	42%	27%
Over 50	48%	33%
GOP	15%	57%
Indep	46%	25%
Dem	79%	7%
West Ohio	41%	34%
Cleveland	47%	29%
Columbus/SW	49%	29%

BALLOT TESTS

Governor Ballot

DeWine – 43.4%
Cordray – 43.2%

Unsure 9%
Irvine 3%
Gadell-Newton 2%
Mike Dewine 43%
Cordray 43%
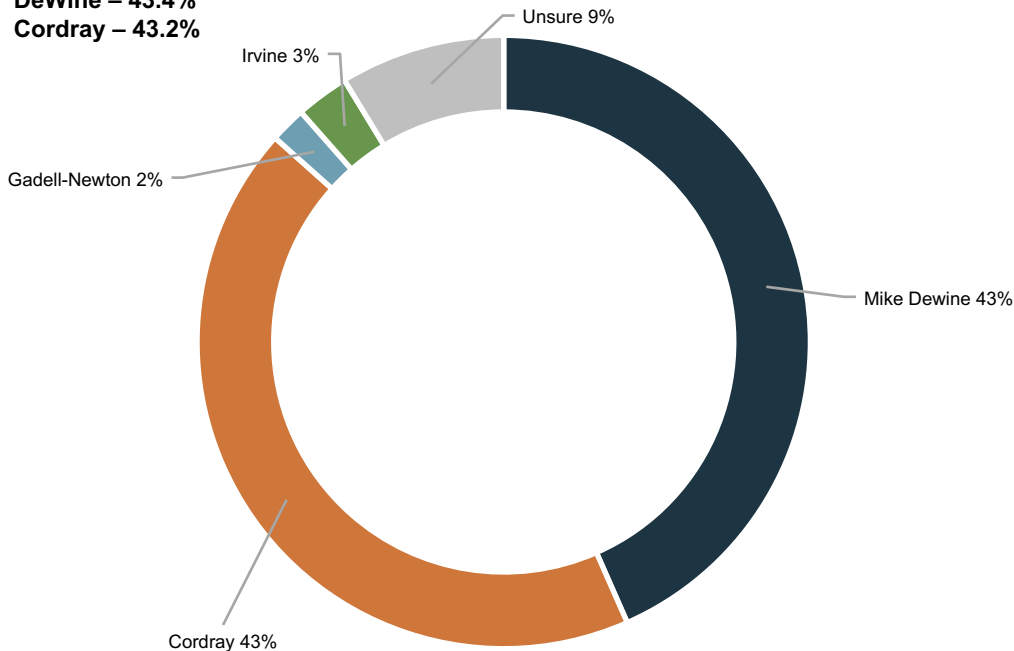
	DeWine	Cordray	Gadell-Newton	Irvine
0 - 5 Intensity	54%	24%	4%	3%
6 - 8 Intensity	38%	38%	3%	6%
9 - 10 Intensity	44%	48%	1%	2%
Generic Repub.	88%	5%	1%	3%
Generic Dem.	3%	85%	2%	2%
Trump Fav	86%	5%	1%	3%
Trump Unfav	7%	79%	2%	3%
Renacci Unfav	15%	73%	1%	2%
Brown Unfav	82%	8%	3%	4%
DeWine Unfav	8%	79%	3%	3%
Cordray Unfav	81%	7%	3%	3%
US Sen - Renacci	85%	5%	2%	4%
US Sen - Brown	11%	78%	2%	1%
Men	46%	43%	1%	3%
Women	42%	44%	2%	2%
Under 50	43%	38%	2%	6%
Over 50	44%	46%	2%	1%
GOP	91%	5%	1%	2%
Indep	30%	42%	5%	6%
Dem	5%	88%	1%	1%
West Ohio	47%	40%	3%	2%
Cleveland	37%	48%	2%	3%
Columbus/SW	48%	41%	2%	3%

US Senate Ballot

Renacci – 42.0%
Brown – 52.4%

Unsure 6%

Jim Renacci 42%

Sherrod Brown 52%
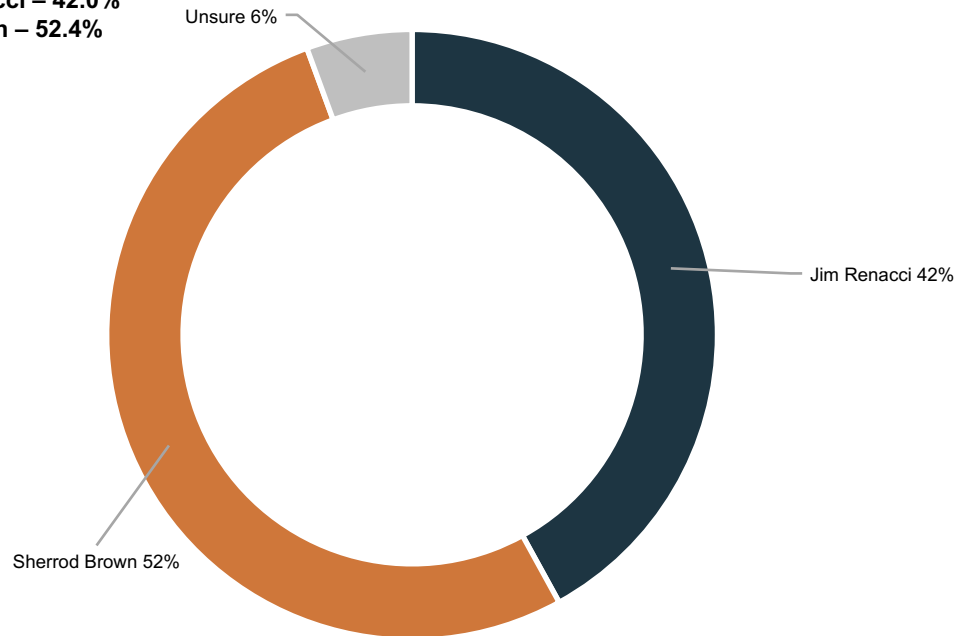
	Renacci	Brown
0 - 5 Intensity	44%	52%
6 - 8 Intensity	41%	52%
9 - 10 Intensity	42%	53%
Generic Repub.	85%	9%
Generic Dem.	4%	94%
Trump Fav	84%	11%
Trump Unfav	6%	90%
Renacci Unfav	10%	86%
Brown Unfav	85%	10%
DeWine Unfav	16%	82%
Cordray Unfav	76%	20%
Gov Ballot - DeWine	82%	13%
Gov Ballot - Cordray	5%	95%
Gov Ballot - Gadell-Newton	49%	51%
Gov Ballot - Irvine	64%	23%
Men	47%	49%
Women	38%	56%
Under 50	47%	48%
Over 50	39%	55%
GOP	88%	10%
Indep	32%	55%
Dem	3%	97%
West Ohio	44%	49%
Cleveland	37%	58%
Columbus/SW	47%	49%

Attorney General Ballot

Yost – 45.7%
Dettelbach – 42.6%

Unsure 12%

Dave Yost 46%

Steven Dettelbach 43%
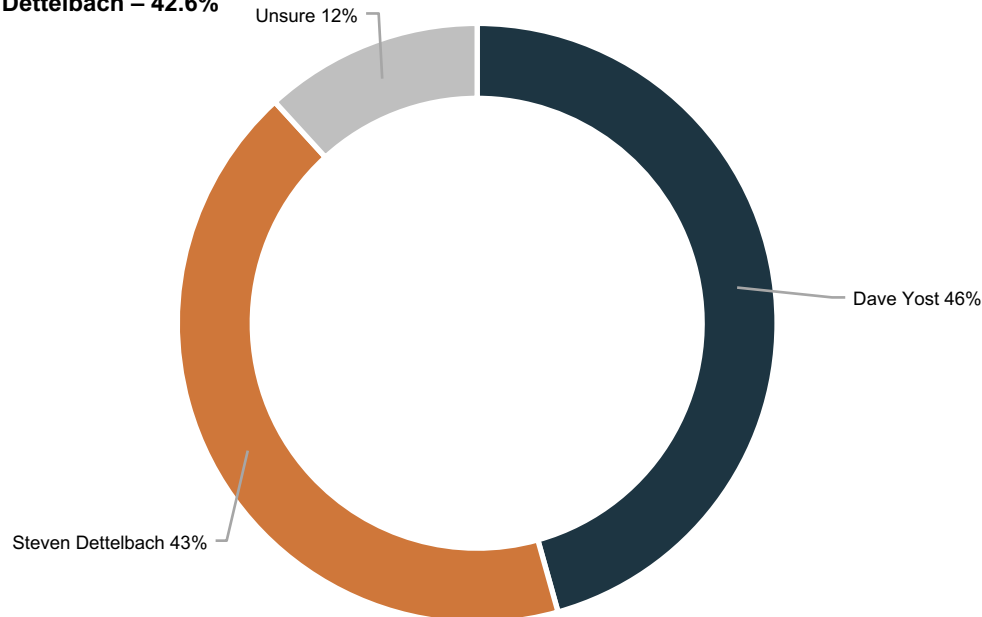
	Yost	Dettelbach
0 - 5 Intensity	45%	34%
6 - 8 Intensity	45%	41%
9 - 10 Intensity	46%	44%
Generic Repub.	89%	4%
Generic Dem.	8%	84%
Trump Fav	86%	4%
Trump Unfav	10%	79%
Renacci Unfav	19%	69%
Brown Unfav	88%	9%
DeWine Unfav	19%	72%
Cordray Unfav	79%	13%
Gov Ballot - DeWine	87%	6%
Gov Ballot - Cordray	9%	83%
Gov Ballot - Gadell-Newton	40%	51%
Gov Ballot - Irvine	60%	26%
US Sen - Renacci	90%	4%
US Sen - Brown	10%	78%
Men	49%	40%
Women	43%	45%
Under 50	49%	43%
Over 50	44%	42%
GOP	88%	5%
Indep	37%	37%
Dem	8%	91%
West Ohio	45%	41%

Trump Impact
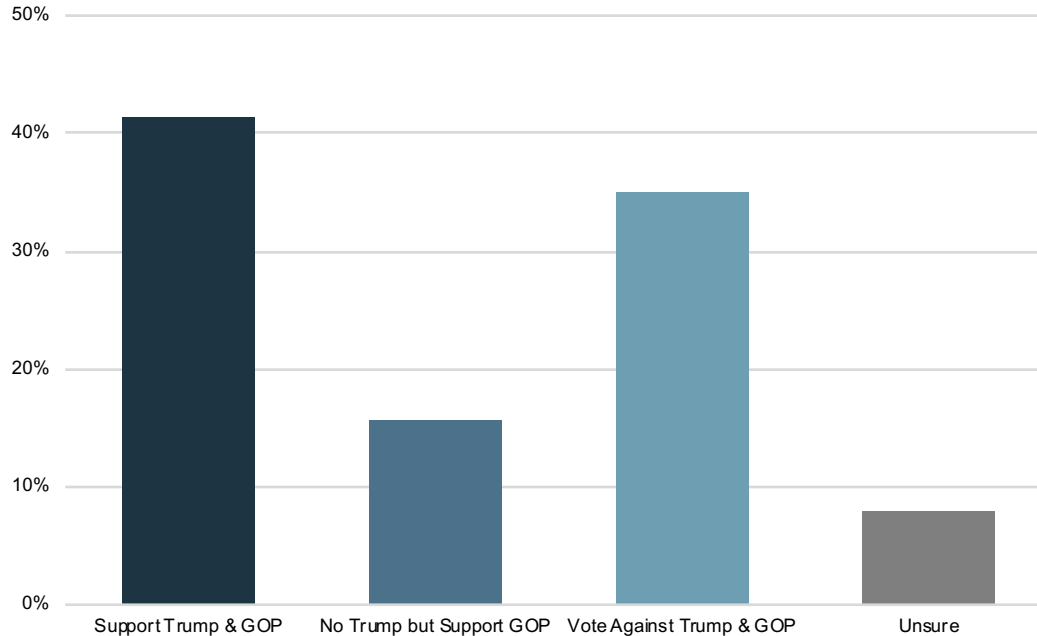
	Support Trump & GOP	Oppose Trump & GOP	Oppose Trump / Support GOP
0 - 5 Intensity	38%	17%	32%
6 - 8 Intensity	37%	32%	21%
9 - 10 Intensity	44%	39%	12%
Generic Repub.	84%	4%	10%
Generic Dem.	5%	67%	20%
Trump Fav	87%	3%	6%
Trump Unfav	4%	65%	24%
Renacci Unfav	13%	58%	20%
Brown Unfav	80%	7%	11%
DeWine Unfav	15%	59%	18%
Cordray Unfav	74%	9%	13%
Gov Ballot - DeWine	83%	3%	11%
Gov Ballot - Cordray	6%	68%	18%
Gov Ballot - Gadell-Newton	29%	38%	10%
Gov Ballot - Irvine	40%	18%	35%
US Sen - Renacci	86%	3%	8%
US Sen - Brown	7%	63%	22%
Men	49%	32%	11%
Women	35%	37%	20%
Under 50	43%	34%	19%
Over 50	41%	36%	14%
GOP	84%	4%	10%
Indep	30%	33%	22%

Conclusions

- Of those surveyed 65% rated their interest in the election as either a 9 or a 10. This is considerably lower than other states surveyed recently. 69% of those over 50 and 58% of those under 50 fell into the high interest range.

- 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.

- Men have a net +5 favorable opinion of the president. Women have a net unfavorable opinion of him of -15.

- Republican senate candidate Renacci has a net -7 unfavorability (35%-28%). 37% have either no opinion of or have never heard of him.

- Democratic senate candidate Brown has a net favorability of +22 (53%-31%). 17% have either no opinion of or have never heard of Brown

- Republican gubernatorial candidate DeWine has a net -4 unfavorability (41%-45%).

- Democratic gubernatorial candidate Cordray has a net favorability of +14 (45%-31%)

Conclusions (cont.)

- The race for governor is extremely tight, with DeWine at 43.4% and Cordray at 43.2%. 5% of voters prefer a third-party candidate and 9% are undecided.

- DeWine retains 91% of Republican voters, while Cordray retains 88% of Democratic voters.

- Independents break for Cordray 44%-32%.

- Men prefer DeWine 46%-43%. Women prefer Cordray 44%-42%.

- Voters under 50 break for DeWine 43%-38%, while voters over 50 favor Cordray 46%-44%.

- High-propensity voters break for DeWine by 1 point (46%-45%), medium-propensity voters are effectively tied (41.4% DeWine, 41.3% Cordray), and low-propensity voters prefer DeWine by 7 points (44%-37%).

Conclusions (cont.)

- The race for senate is a different story, with Brown at 52% and Renacci at 42%. 6% of voters are undecided.

- Brown retains 97% of Democratic voters versus Renacci retaining 88% of Republican voters. Independents break for Brown 56%-34%.

- 84% of voters with a favorable opinion of President Trump support Renacci, while 90% of voters with an unfavorable opinion of President Trump support Brown.

- Republican Yost leads in the Attorney General's race 46%-43%.

- Of those voters who have already voted, 51% support Dettelbach and 41% Yost. Of those Definitely Voting, 49% prefer Yost and 39% prefer Dettelbach.

- Men prefer Yost over Dettelbach 49%-40%. Women are closely split, 45% favoring Dettelbach and 43% favoring Yost.
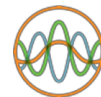
Conclusions (cont.)

- 43% of moderates and 67% of liberals say they will vote against local Republicans to send a message to the president.

- 85% of Cordray supporters (gubernatorial ballot), 94% of Brown supporters (US Senate ballot), and 88% of Dettelbach supporters (attorney general ballot) say they will vote against local Republicans to send a message to the president.

- 87% of DeWine supporters (gubernatorial ballot), 88% of Renacci supporters (US Senate ballot), and 89% of Yost supporters say they will vote for local Republicans because of their support for the president.
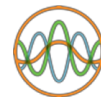
Summary of Demographics

AGE

18 - 34	35 - 49	50 - 64	65+
15.7%	21.5%	31.7%	31.2%

GENDER

Female	Male
54.1%	45.9%

POLITICAL PARTY

Republican	Independent	Democratic
35.0%	31.6%	31.5%

ETHNICITY

White	Black	Hispanic	Other
77.0%	9.3%	2.0%	11.7%

Summary of Demographics

GEO

West Ohio	Cleveland/NE	Columbus/SW
36.5%	38.3%	25.2%

EDUCATION

College	No College
54.7%	45.3%

INCOME

<$25k-$49k	$50k-$99k	$100k+
36.4%	43.3%	20.4%

PHONE TYPE

Landline	Cell
57.6%	42.4%