



CYGNAL

MRP Estimates of Likely General Election Voters

Cincinnati DMA

Conducted October 14 – 18, 2022



Vote Method

1. How do you plan to vote in the November general election for U.S. Senate, Governor, and state legislature?

	10/18	10/16	10/14
Vote in-person on Election Day	72.5%	73.0%	72.9%
Vote absentee by mail	12.1%	15.6%	15.0%
Vote absentee in-person	8.4%	6.7%	6.2%
Already Voted	7.1%	4.6%	6.0%
Total	100.0%	100.0%	100.0%

US RD/WT

2. Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?

	10/18	10/16	10/14
Right direction	26.1%	24.7%	27.1%
Wrong track	71.6%	73.3%	72.7%
Unsure	2.3%	2.0%	0.2%
Total	100.0%	100.0%	100.0%

Ohio RD/WT

3. Generally speaking, would you say things in Ohio are headed in the right direction or off on the wrong track?

	10/18	10/16	10/14
Right direction	44.0%	48.1%	46.6%
Wrong track	44.6%	41.8%	42.5%
Unsure	11.4%	10.1%	10.9%
Total	100.0%	100.0%	100.0%

Generic Ballot

4. If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Congress?

	10/18	10/16	10/14
Republican candidate	54.7%	54.7%	56.0%
Democratic candidate	41.6%	40.3%	40.8%
Unsure	3.7%	5.0%	3.2%
Total	100.0%	100.0%	100.0%

Biden Image

5. Do you have a favorable or unfavorable opinion of Joe Biden?

	10/18	10/16	10/14
Favorable	38.8%	38.8%	38.6%
Unfavorable	61.9%	61.7%	61.4%
No opinion	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%



Top Priority

6. From the following list, which issue is personally most important to you that would decide your vote for government?

	10/18	10/16	10/14
Crime and public safety	5.0%	4.8%	5.2%
Inflation and the cost of living	34.6%	31.4%	32.0%
Women's right to choose abortion	17.4%	17.4%	16.8%
Gun control	5.0%	3.9%	4.9%
Election integrity	5.7%	6.2%	5.3%
Parental rights in education	2.7%	2.0%	2.9%
Illegal immigration and the border	7.1%	8.3%	7.0%
Jobs and economy	16.2%	16.6%	17.0%
Healthcare	4.6%	6.0%	6.0%
Don't know	1.8%	3.3%	2.9%
Total	100.0%	100.0%	100.0%

Thinking about the upcoming general elections in November...

US Sen Ballot

7. If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

	10/18	10/16	10/14
Republican J.D. Vance	49.7%	50.5%	52.0%
Democrat Tim Ryan	42.2%	40.4%	40.9%
Undecided	8.1%	9.1%	7.1%
Total	100.0%	100.0%	100.0%

Gov Ballot

8. If the general election for Governor was held today, and you had to make a choice, who would you vote for?

	10/18	10/16	10/14
Republican Mike DeWine and Jon Husted	61.4%	59.8%	62.8%
Democrat Nan Whaley and Cheryl L. Stephens	34.9%	32.2%	31.3%
Undecided	3.7%	8.1%	5.9%
Total	100.0%	100.0%	100.0%

AG Ballot

9. If the general election for Attorney General was held today, and you had to make a choice, who would you vote for?

	10/18	10/16	10/14
Republican Dave Yost	54.0%	53.6%	54.4%
Democrat Jeffrey A. Crossman	37.0%	34.3%	36.3%
Undecided	9.0%	12.1%	9.3%
Total	100.0%	100.0%	100.0%



SoS Ballot

10. If the general election for Secretary of State was held today, and you had to make a choice, who would you vote for?

	10/18	10/16	10/14
Republican Frank LaRose	50.9%	50.6%	51.9%
Democrat Chelsea Clark	34.4%	32.3%	33.4%
Third-Party Terpsehore Tore Maras	14.7%	17.0%	14.7%
Undecided	13.5%	15.6%	15.3%
Total	100.0%	100.0%	100.0%

Level of Govt

11. What level of government do you believe has the most impact on your day-to-day life?

	10/18	10/16	10/14
The President	14.3%	15.0%	13.9%
Congress	28.2%	27.6%	29.1%
Attorneys general, judges, or law enforcement	8.7%	9.2%	8.7%
The Governor	8.3%	7.7%	9.2%
The state legislature	16.2%	15.1%	15.3%
Local officials	11.8%	10.4%	9.4%
Unsure	12.6%	15.1%	14.4%
Total	100.0%	100.0%	100.0%

12. And thinking about your views toward politics and government, would you say you are...

	10/18	10/16	10/14
Conservative	44.6%	42.7%	43.3%
Moderate	29.9%	31.3%	31.0%
Liberal	21.4%	22.7%	21.6%
Unsure	4.1%	3.4%	4.1%
Total	100.0%	100.0%	100.0%

13. Thinking back, who did you vote for in the 2020 election for President?

	10/18	10/16	10/14
Republican Donald Trump	52.1%	52.1%	52.1%
Democrat Joe Biden	39.8%	39.8%	39.8%
Other	8.1%	8.1%	8.1%
Total	100.0%	100.0%	100.0%

Post Stratification Demographics Distribution

14. Gender

	%
Male	46.5%
Female	53.5%
Total	100.0%



15. Age

	%
18 - 34	16.2%
35 - 49	24.5%
50 - 64	28.0%
65 or older	31.4%
Total	100.0%

16. Race

	%
White or Caucasian	79.6%
Black or African American	10.9%
Hispanic or Latino	1.0%
Asian or Pacific Islander	2.1%
Other	6.4%
Total	100.0%

17. Education

	%
No degree	59.8%
At least College	40.2%
Total	100.0%

18. Religion

	%
Mainline Protestant	21.3%
Evangelical or Born-Again Protestant	24.8%
Catholic	18.9%
Other	35.1%
Total	100.0%

METHODOLOGY

Statewide training data collection was conducted October 14 – 18, 2022, with 1438 likely general election voters. Known registered voters were interviewed via online panel, IVR, and SMS. These estimates were created by applying multilevel regression with poststratification for modeling.

ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal’s ability to create intelligence for action. Its team members have worked in 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.

