



**CYGNAL**

**MRP Estimates of Likely General Election Voters**

Columbus OH 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	67.3%	70.9%	70.4%
Vote absentee by mail	17.9%	17.1%	18.7%
Vote absentee in-person	8.1%	6.8%	8.3%
Already Voted	6.6%	5.2%	2.6%
Total	100.0%	100.0%	100.0%

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*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	28.5%	29.0%	28.5%
Wrong track	65.5%	64.4%	66.5%
Unsure	6.0%	6.6%	4.9%
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	40.6%	41.5%	40.5%
Wrong track	51.3%	50.4%	51.3%
Unsure	8.1%	8.1%	8.2%
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	48.8%	47.3%	47.6%
Democratic candidate	43.6%	43.9%	44.1%
Unsure	7.6%	8.8%	8.3%
Total	100.0%	100.0%	100.0%

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*Biden Image*

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

	10/18	10/16	10/14
Favorable	41.5%	40.4%	42.5%
Unfavorable	55.6%	55.6%	54.6%
No opinion	2.9%	4.0%	2.9%
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?

	<b>10/18</b>	<b>10/16</b>	<b>10/14</b>
Crime and public safety	6.7%	5.7%	5.4%
Inflation and the cost of living	33.2%	30.9%	30.1%
Women's right to choose abortion	19.3%	20.1%	20.0%
Gun control	5.0%	5.4%	5.9%
Election integrity	5.3%	4.6%	5.6%
Parental rights in education	2.6%	2.6%	3.1%
Illegal immigration and the border	7.2%	7.8%	8.2%
Jobs and economy	14.8%	15.4%	13.6%
Healthcare	4.6%	5.8%	6.7%
Don't know	1.2%	1.8%	1.5%
Total	100.0%	100.0%	100.0%

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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?

	<b>10/18</b>	<b>10/16</b>	<b>10/14</b>
Republican J.D. Vance	43.4%	42.5%	43.3%
Democrat Tim Ryan	46.3%	46.6%	46.4%
Undecided	10.3%	10.9%	10.3%
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?

	<b>10/18</b>	<b>10/16</b>	<b>10/14</b>
Republican Mike DeWine and Jon Husted	52.1%	50.6%	52.0%
Democrat Nan Whaley and Cheryl L. Stephens	38.3%	36.9%	36.5%
Undecided	9.6%	12.5%	11.5%
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?

	<b>10/18</b>	<b>10/16</b>	<b>10/14</b>
Republican Dave Yost	48.7%	46.5%	47.4%
Democrat Jeffrey A. Crossman	38.5%	37.5%	36.0%
Undecided	12.8%	16.0%	16.5%
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	44.6%	43.0%	44.0%
Democrat Chelsea Clark	36.2%	35.0%	34.1%
Third-Party Terpsehore Tore Maras	19.2%	22.0%	21.9%
Undecided	14.6%	16.4%	16.7%
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	15.0%	14.1%	13.7%
Congress	27.2%	25.9%	25.5%
Attorneys general, judges, or law enforcement	7.7%	8.6%	9.5%
The Governor	8.1%	9.7%	11.2%
The state legislature	16.9%	16.5%	15.7%
Local officials	13.5%	12.8%	12.5%
Unsure	11.6%	12.5%	11.9%
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	43.9%	43.3%	42.1%
Moderate	30.3%	30.1%	30.0%
Liberal	22.6%	22.5%	24.1%
Unsure	3.2%	4.1%	3.8%
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	46.6%	50.0%	48.0%
Democrat Joe Biden	45.1%	43.3%	44.9%
Other	8.3%	6.7%	7.1%
Total	100.0%	100.0%	100.0%

**Post Stratification Demographics Distribution**

14. Gender

	%
Male	47.0%
Female	53.0%
Total	100.0%



15. Age

	%
18 - 34	15.9%
35 - 49	25.8%
50 - 64	28.0%
65 or older	30.3%
Total	100.0%

16. Race

	%
White or Caucasian	80.2%
Black or African American	10.7%
Hispanic or Latino	1.1%
Asian or Pacific Islander	2.0%
Other	6.0%
Total	100.0%

17. Education

	%
No degree	61.0%
At least College	39.0%
Total	100.0%

18. Religion

	%
Mainline Protestant	19.9%
Evangelical or Born-Again Protestant	27.4%
Catholic	15.5%
Other	37.2%
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.

