



CYGNAL

MRP Estimates of Likely General Election Voters

Toledo 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	68.6%	70.9%	70.4%
Vote absentee by mail	18.4%	18.3%	18.4%
Vote absentee in-person	7.6%	5.8%	8.3%
Already Voted	5.5%	5.0%	2.9%
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	23.2%	23.7%	24.2%
Wrong track	68.8%	69.7%	69.3%
Unsure	8.0%	6.6%	6.6%
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	39.6%	40.8%	44.6%
Wrong track	47.4%	47.0%	40.0%
Unsure	13.1%	12.3%	15.5%
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	53.7%	54.0%	52.1%
Democratic candidate	36.7%	36.3%	36.3%
Unsure	9.6%	9.7%	11.6%
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	35.8%	35.9%	38.3%
Unfavorable	60.2%	62.0%	58.7%
No opinion	4.0%	2.1%	3.0%
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	5.6%	5.5%	5.7%
Inflation and the cost of living	34.4%	32.1%	29.3%
Women's right to choose abortion	18.1%	17.9%	15.9%
Gun control	5.5%	5.4%	6.3%
Election integrity	5.3%	5.5%	6.6%
Parental rights in education	2.6%	2.9%	4.1%
Illegal immigration and the border	7.8%	7.4%	9.5%
Jobs and economy	12.0%	13.5%	11.7%
Healthcare	4.7%	7.6%	7.0%
Don't know	4.0%	2.1%	3.9%
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	47.6%	48.3%	47.3%
Democrat Tim Ryan	40.6%	41.1%	40.0%
Undecided	11.8%	10.6%	12.7%
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	56.9%	56.9%	55.2%
Democrat Nan Whaley and Cheryl L. Stephens	32.1%	30.8%	31.9%
Undecided	11.0%	12.3%	12.9%
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	52.5%	52.6%	50.8%
Democrat Jeffrey A. Crossman	32.6%	31.9%	32.4%
Undecided	14.9%	15.5%	16.8%
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	46.7%	47.7%	45.1%
Democrat Chelsea Clark	31.4%	31.2%	31.1%
Third-Party Terpsehore Tore Maras	21.9%	21.1%	23.8%
Undecided	15.8%	16.9%	19.3%
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	14.1%	13.5%	10.7%
Congress	28.1%	26.1%	27.6%
Attorneys general, judges, or law enforcement	9.8%	10.9%	9.9%
The Governor	8.6%	9.5%	9.8%
The state legislature	13.4%	14.1%	13.6%
Local officials	13.0%	14.8%	13.4%
Unsure	13.0%	11.0%	15.1%
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	46.5%	45.2%	43.7%
Moderate	27.8%	28.6%	28.4%
Liberal	22.2%	22.4%	23.0%
Unsure	3.5%	3.8%	4.9%
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	51.4%	49.7%	50.9%
Democrat Joe Biden	40.2%	42.1%	40.6%
Other	8.4%	8.2%	8.6%
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	14.4%
35 - 49	22.0%
50 - 64	28.6%
65 or older	35.0%
Total	100.0%

16. Race

	%
White or Caucasian	84.6%
Black or African American	7.8%
Hispanic or Latino	0.7%
Asian or Pacific Islander	0.7%
Other	6.3%
Total	100.0%

17. Education

	%
No degree	69.9%
At least College	30.1%
Total	100.0%

18. Religion

	%
Mainline Protestant	19.8%
Evangelical or Born-Again Protestant	26.3%
Catholic	16.1%
Other	37.8%
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.

