



CYGNAL

MRP Estimates of Likely General Election Voters

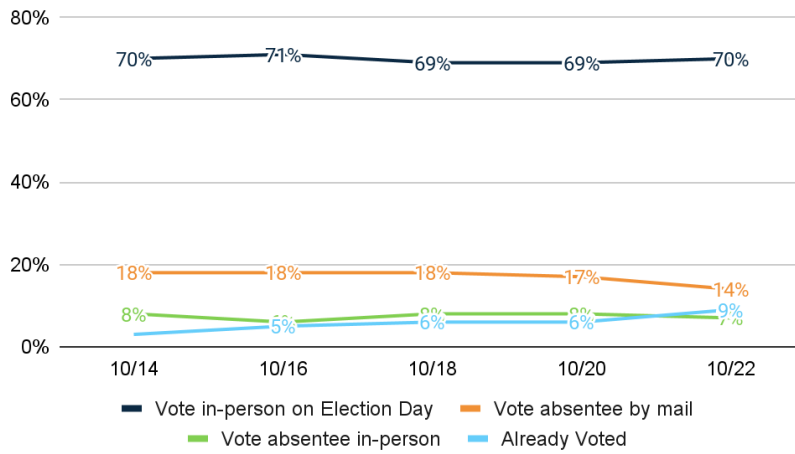
Toledo DMA

Conducted October 18 – 22, 2022



Vote Method

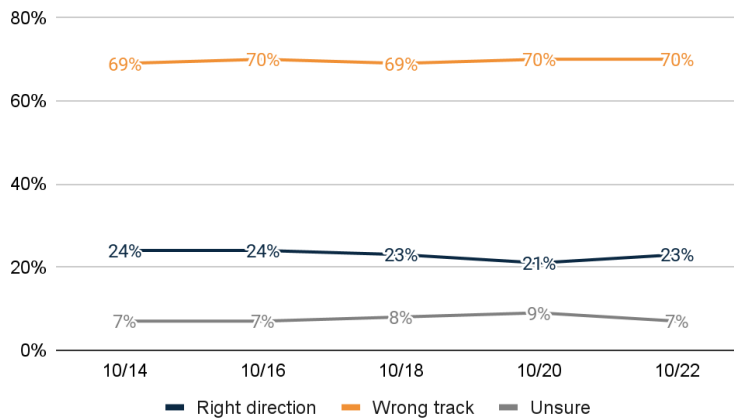
1. How do you plan to vote in the November general election for U.S. Senate, Governor, and state legislature?



| | 10/22 | 10/20 | 10/18 |
|--------------------------------|--------|--------|--------|
| Vote in-person on Election Day | 69.9% | 68.9% | 68.6% |
| Vote absentee by mail | 13.8% | 17.4% | 18.4% |
| Vote absentee in-person | 7.2% | 7.6% | 7.6% |
| Already Voted | 9.1% | 6.2% | 5.5% |
| 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?

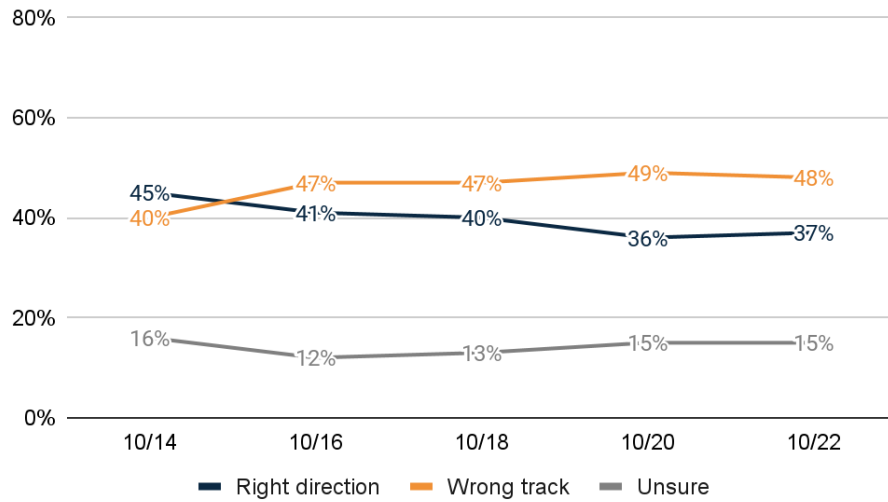


| | 10/22 | 10/20 | 10/18 |
|-----------------|--------|--------|--------|
| Right direction | 23.1% | 21.3% | 23.2% |
| Wrong track | 69.6% | 69.9% | 68.8% |
| Unsure | 7.3% | 8.8% | 8.0% |
| Total | 100.0% | 100.0% | 100.0% |



Ohio RD/WT

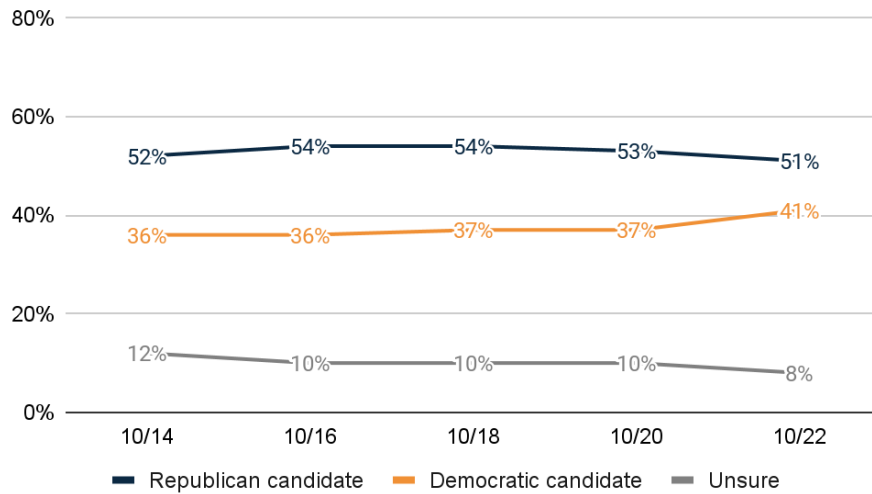
3. Generally speaking, would you say things in Ohio are headed in the right direction or off on the wrong track?



| | 10/22 | 10/20 | 10/18 |
|-----------------|--------|--------|--------|
| Right direction | 37.3% | 36.1% | 39.6% |
| Wrong track | 47.7% | 48.8% | 47.4% |
| Unsure | 15.0% | 15.1% | 13.1% |
| 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?

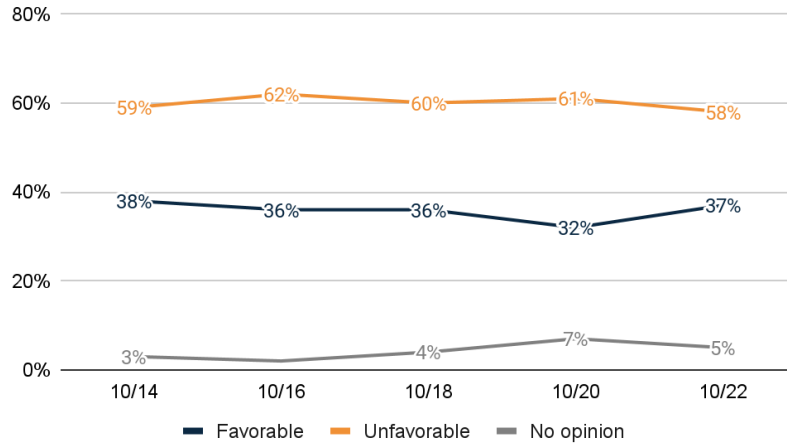


| | 10/22 | 10/20 | 10/18 |
|----------------------|--------|--------|--------|
| Republican candidate | 50.7% | 53.1% | 53.7% |
| Democratic candidate | 40.9% | 36.8% | 36.7% |
| Unsure | 8.4% | 10.1% | 9.6% |
| Total | 100.0% | 100.0% | 100.0% |



Biden Image

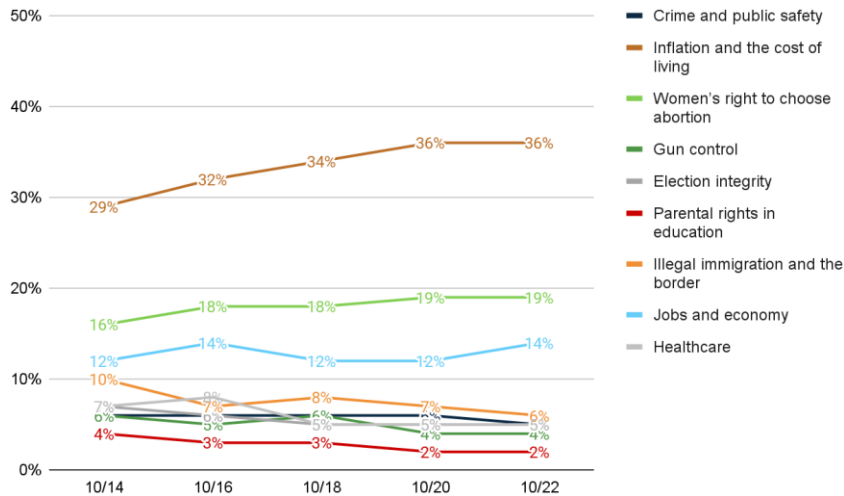
5. Do you have a favorable or unfavorable opinion of Joe Biden?



| | 10/22 | 10/20 | 10/18 |
|-------------|--------|--------|--------|
| Favorable | 37.3% | 32.2% | 35.8% |
| Unfavorable | 58.1% | 61.3% | 60.2% |
| No opinion | 4.6% | 6.5% | 4.0% |
| 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?



| | 10/22 | 10/20 | 10/18 |
|------------------------------------|-------|-------|-------|
| Crime and public safety | 5.3% | 6.3% | 5.6% |
| Inflation and the cost of living | 35.5% | 35.9% | 34.4% |
| Women's right to choose abortion | 18.6% | 18.9% | 18.1% |
| Gun control | 3.7% | 4.4% | 5.5% |
| Election integrity | 4.7% | 4.9% | 5.3% |
| Parental rights in education | 1.8% | 1.8% | 2.6% |
| Illegal immigration and the border | 6.4% | 6.9% | 7.8% |
| Jobs and economy | 13.5% | 12.4% | 12.0% |
| Healthcare | 4.7% | 4.9% | 4.7% |

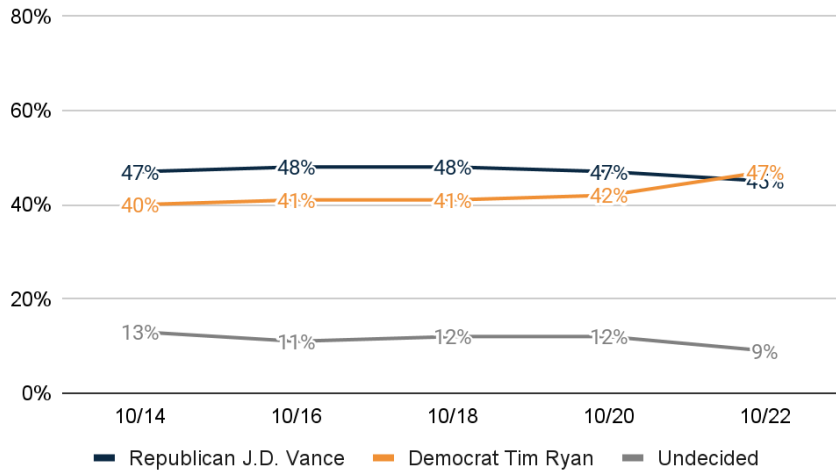


| | | | |
|------------|--------|--------|--------|
| Don't know | 5.8% | 3.6% | 4.0% |
| Total | 100.0% | 100.0% | 100.0% |

Thinking about the upcoming general elections in November...

US Sen Ballot

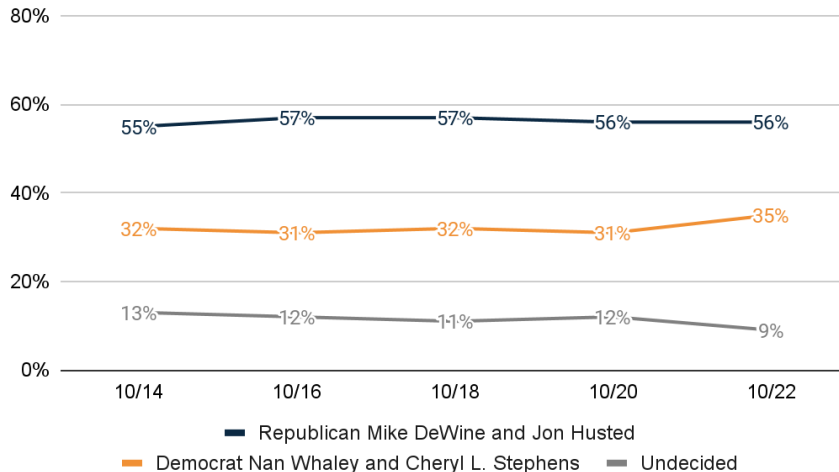
7. If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?



| | 10/22 | 10/20 | 10/18 |
|-----------------------|--------|--------|--------|
| Republican J.D. Vance | 44.5% | 46.8% | 47.6% |
| Democrat Tim Ryan | 46.9% | 41.7% | 40.6% |
| Undecided | 8.6% | 11.5% | 11.8% |
| 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?



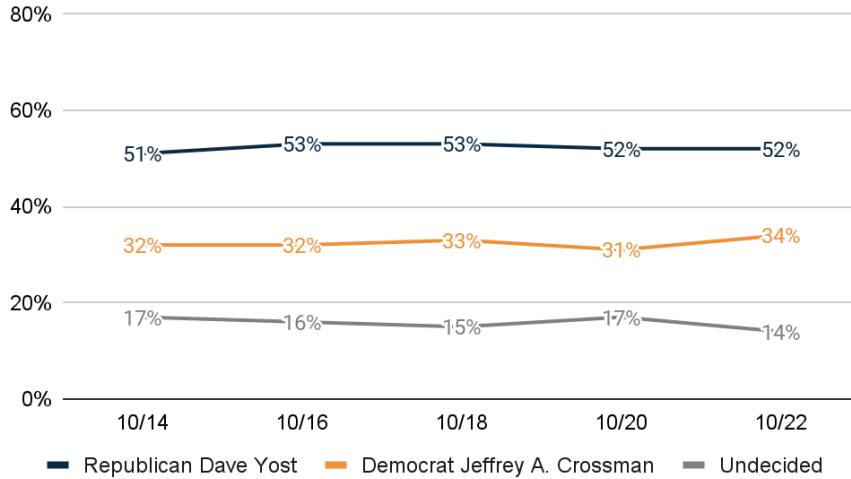
| | 10/22 | 10/20 | 10/18 |
|--|-------|-------|-------|
| Republican Mike DeWine and Jon Husted | 55.9% | 56.4% | 56.9% |
| Democrat Nan Whaley and Cheryl L. Stephens | 34.8% | 31.3% | 32.1% |



| | | | |
|-----------|--------|--------|--------|
| Undecided | 9.3% | 12.3% | 11.0% |
| Total | 100.0% | 100.0% | 100.0% |

AG Ballot

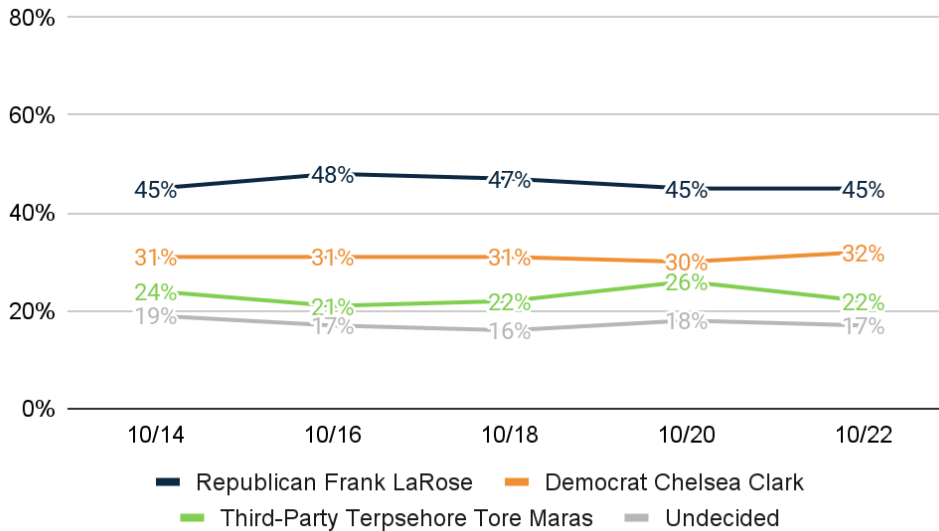
9. If the general election for Attorney General was held today, and you had to make a choice, who would you vote for?



| | 10/22 | 10/20 | 10/18 |
|------------------------------|--------|--------|--------|
| Republican Dave Yost | 52.0% | 52.4% | 52.5% |
| Democrat Jeffrey A. Crossman | 33.8% | 31.1% | 32.6% |
| Undecided | 14.2% | 16.5% | 14.9% |
| 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?



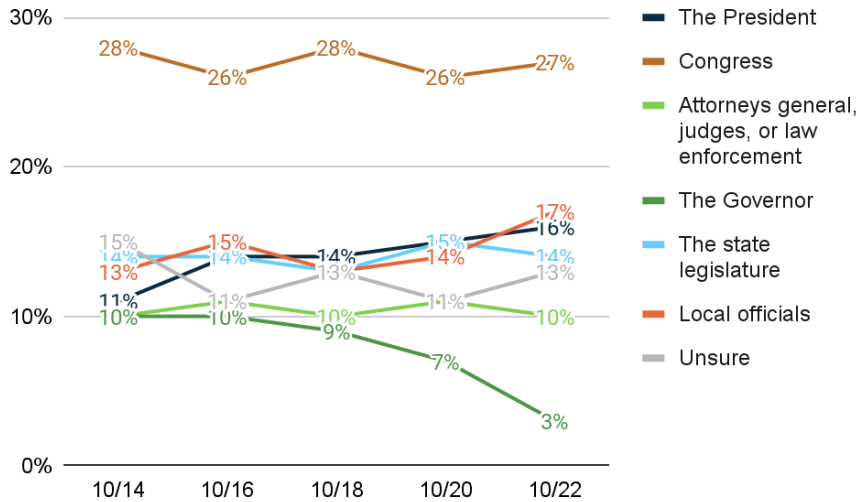
| | 10/22 | 10/20 | 10/18 |
|-------------------------|-------|-------|-------|
| Republican Frank LaRose | 45.3% | 44.7% | 46.7% |
| Democrat Chelsea Clark | 32.3% | 29.8% | 31.4% |



| | | | |
|-----------------------------------|--------|--------|--------|
| Third-Party Terpsehore Tore Maras | 22.4% | 25.5% | 21.9% |
| Undecided | 16.9% | 17.9% | 15.8% |
| 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?



| | 10/22 | 10/20 | 10/18 |
|---|--------|--------|--------|
| The President | 16.4% | 15.2% | 14.1% |
| Congress | 27.0% | 26.1% | 28.1% |
| Attorneys general, judges, or law enforcement | 9.6% | 11.4% | 9.8% |
| The Governor | 3.1% | 7.3% | 8.6% |
| The state legislature | 14.0% | 15.1% | 13.4% |
| Local officials | 16.8% | 14.0% | 13.0% |
| Unsure | 13.2% | 10.8% | 13.0% |
| Total | 100.0% | 100.0% | 100.0% |

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

| | 10/22 | 10/20 | 10/18 |
|--------------|--------|--------|--------|
| Conservative | 46.7% | 45.0% | 46.5% |
| Moderate | 28.9% | 31.1% | 27.8% |
| Liberal | 22.5% | 22.2% | 22.2% |
| Unsure | 1.9% | 1.7% | 3.5% |
| Total | 100.0% | 100.0% | 100.0% |

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

| | 10/22 | 10/20 | 10/18 |
|-------------------------|--------|--------|--------|
| Republican Donald Trump | 51.4% | 51.4% | 51.4% |
| Democrat Joe Biden | 40.2% | 40.2% | 40.2% |
| Other | 8.4% | 8.4% | 8.4% |
| 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 18 – 22, 2022, with 1547 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.

