
THE OHIO POLL*

FOR RELEASE

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VOTERS NOT YET PAYING CLOSE ATTENTION TO 2008 PRESIDENTIAL RACE; BUT SEVERAL POTENTIAL CANDIDATES HAVE HIGH NAME RECOGNITION

Cincinnati, OH--While political analysts continue to focus on Ohio as a presidential election “bellwether,” many registered voters have not yet focused on the field of 2008 presidential candidates. However, several potential presidential candidates who may appear on the Ohio primary ballot next year have high name recognition among their partisan constituencies.

These findings are based on the latest Ohio Poll, conducted by the Institute for Policy Research at the University of Cincinnati. The Ohio Poll is sponsored by the University of Cincinnati. The Poll was conducted between April 26 and May 8, 2007.

With the first 2008 presidential primaries and caucuses less than a year away, voter attention will soon turn to evaluations of the candidates running for the Democratic and Republican party nominations for president.

However, at the present time, many registered voters have yet to focus their attention on the 2008 presidential candidates. When asked how much thought they have given to candidates who may be running for president in 2008, 26 percent of Ohio registered voters say “a lot,” 42 percent say “some,” 20 percent say “not much” and 12 percent say “none at all.”

NAME RECOGNITION AND NET FAVORABILITY RATINGS

At this early stage of the 2008 presidential race, the Ohio Poll also asked Democratic and Republican registered voters about their initial impressions of candidates whose names may appear on the primary ballot in 2008.

Potential 2008 Democratic Presidential Candidates

Democratic registered voters were asked to evaluate five candidates who may be on the Ohio Democratic primary ballot in 2008: New York Senator Hillary Clinton, former North Carolina Senator John Edwards, former Vice President Al Gore, Illinois Senator Barack Obama and Ohio Congressman Dennis Kucinich.

Each of these candidates enjoys high name recognition among Ohio’s Democratic registered voters. Hillary Clinton (100%), Al Gore (99%) and John Edwards (97%) are each known to nearly all of the Democratic registered voters interviewed in the Ohio Poll. Eighty-seven percent of Democratic registered voters have heard of Barack Obama, while 79 percent have heard of Dennis Kucinich.

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At this early stage of the 2008 presidential race, Democratic registered voters are more positive than negative about each of the potential contenders for their party's nomination. Edwards (+43%) and Clinton (+42%) receive the highest positive net favorability ratings--the percentage of Democratic registered voters who have a favorable opinion of a candidate minus those who have an unfavorable opinion--followed by Gore (+37%), Obama (+37%) and Kucinich (+5%).

Potential 2008 Republican Presidential Candidates

Republican registered voters were also asked to evaluate five candidates who may be on the Ohio Republican primary ballot in 2008: former Speaker of the House Newt Gingrich, former New York City Mayor Rudy Giuliani, Arizona Senator John McCain, former Massachusetts Governor Mitt Romney and former Tennessee Senator Fred Thompson.

Each of these candidates enjoys high name recognition among Ohio's Republican registered voters. Newt Gingrich (98%), Rudy Giuliani (98%) and John McCain (97%) are each known to nearly all of the Republican registered voters interviewed in the Ohio Poll. Seventy-eight percent of Republican registered voters have heard of Mitt Romney, while 66 percent have heard of Fred Thompson.

Republican registered voters are also more positive than negative about each of the potential contenders for their party's nomination. Giuliani (+43%) and McCain (+35%) receive the highest positive net favorability ratings--the percentage of Republican registered voters who have a favorable opinion of a candidate minus those who have an unfavorable opinion--followed by Thompson (+20%), Gingrich (+11%) and Romney (+11%).

These results provide a snapshot of the early impressions Democratic and Republican registered voters have of their potential party nominees. Candidate name recognition and net favorability ratings may change as voters learn more about the candidates, their respective campaign messages and issue positions. The Ohio Poll will regularly monitor developments in these races through the remainder of the 2008 election season.

Ohio Poll Methodology

These findings are based on the most recent Ohio Poll conducted by the Institute for Policy Research at the University of Cincinnati between April 26 and May 8, 2007.

For questions asked of all registered voters: A random sample of 668 registered voters from throughout the state was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 3.8 percent.

For questions asked of Democratic registered voters: A random sample of 316 Democratic registered voters from throughout the state was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 5.5 percent.

For questions asked of Republican registered voters: A random sample of 240 Republican registered voters from throughout the state was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 6.3 percent.

In addition to sampling error, there are other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects that can introduce error or bias.

Reported percentages may not total to 100% due to rounding.

Results reported for subgroups have potential for somewhat larger variation than those for the entire population.

Respondents to the Ohio Poll were asked:

- “How much thought, if any, have you given to candidates who may be running for president in 2008 . . . a lot, some, not much, or none at all?”
- “Now I’m going to ask you about several people in politics. Would you say that you have a favorable opinion of (INSERT NAME) . . . an unfavorable opinion . . . that you know too little about him/her to say . . . or that you have not heard of him/her?”

**“How much thought, if any, have you given to candidates who may be running for president in 2008?”
(All Registered Voters)**

	All RVs
	May
	<u>2007</u>
A Lot	26%
Some	42
Not Much	20
None at All	12
(N=)	(667)

**Name Recognition of Potential 2008 Democratic Presidential Candidates
(Democratic Registered Voters Only)**

	Democratic RVs
	May
	<u>2007</u>
Hillary Clinton	100%
Al Gore	99
John Edwards	97
Barack Obama	87
Dennis Kucinich	79

**Net Favorability Ratings of Potential 2008 Democratic Presidential Candidates
(Democratic Registered Voters Only)**

	Democratic RVs
	May
	<u>2007</u>
John Edwards	+43%
Hillary Clinton	+42
Al Gore	+37
Barack Obama	+37
Dennis Kucinich	+ 5

**Name Recognition of Potential 2008 Republican Presidential Candidates
(Republican Registered Voters Only)**

Republican RVs

May

2007

Newt Gingrich	98%
Rudy Giuliani	98
John McCain	97
Mitt Romney	78
Fred Thompson	66

**Net Favorability Ratings of Potential 2008 Republican Presidential Candidates
(Republican Registered Voters Only)**

Republican RVs

May

2007

Rudy Giuliani	+43%
John McCain	+35
Fred Thompson	+20
Newt Gingrich	+11
Mitt Romney	+11

Ohio Poll #109

How much thought, if any, have you given to candidates who may be running for president in 2008? (All Registered Voters)

		A Lot	Some	Not Much	None At All
Ohio Registered Voters		26%	42%	20%	12%
Age of Respondent	18 to 29	18%	44%	16%	22%
	30 to 45	24%	47%	17%	12%
	46 to 64	31%	40%	21%	8%
	65 and over	25%	39%	28%	8%
Race	African-American*	27%	25%	25%	23%
	White	26%	44%	20%	11%
Sex	Male	24%	38%	22%	15%
	Female	28%	45%	18%	8%
Ideology	Liberal	35%	50%	12%	4%
	Moderate	21%	44%	25%	11%
	Conservative	28%	37%	17%	18%
Religious Preference	Protestant	27%	43%	21%	9%
	Catholic	25%	41%	22%	12%
Party Identification	Democrat	28%	43%	20%	9%
	Independent	21%	36%	31%	13%
	Republican	24%	44%	16%	15%

Ohio Poll #109, May 2007
 Institute for Policy Research
 University of Cincinnati

*Note: Number of respondents is 75 or less. Additional caution should be taken when interpreting the findings of this subgroup because of the potential for larger variation.

Ohio Poll #109

Favorability Rating of Hillary Clinton (Democratic Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Democrats Only		66%	24%	9%	0%
Age of Respondent	18 to 29*	59%	34%	7%	
	30 to 45	71%	22%	7%	
	46 to 64	67%	25%	8%	
	65 and over*	64%	16%	18%	1%
Race	African-American*	84%	10%	6%	
	White	64%	26%	10%	0%
Sex	Male	49%	41%	10%	0%
	Female	81%	10%	9%	
Ideology	Liberal	71%	25%	5%	
	Moderate	65%	24%	11%	
	Conservative*	65%	26%	8%	
Religious Preference	Protestant	73%	15%	11%	0%
	Catholic*	61%	29%	10%	

Ohio Poll #109, May 2007
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Favorability Rating of John Edwards (Democratic Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Democrats Only		53%	10%	34%	3%
Age of Respondent	18 to 29*	23%	14%	62%	
	30 to 45	54%	9%	34%	3%
	46 to 64	61%	8%	26%	5%
	65 and over*	65%	9%	22%	4%
Race	African-American*	47%	8%	41%	4%
	White	54%	10%	33%	3%
Sex	Male	52%	13%	33%	2%
	Female	54%	7%	35%	4%
Ideology	Liberal	66%	3%	29%	2%
	Moderate	53%	13%	32%	2%
	Conservative*	35%	12%	48%	5%
Religious Preference	Protestant	54%	6%	35%	5%
	Catholic*	60%	17%	20%	3%

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Ohio Poll #109

Favorability Rating of Dennis Kucinich (Democratic Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Democrats Only		26%	21%	32%	21%
Age of Respondent	18 to 29*	32%	7%	36%	24%
	30 to 45	23%	17%	34%	26%
	46 to 64	31%	24%	23%	21%
	65 and over*	20%	31%	38%	12%
Race	African-American*	15%	25%	20%	40%
	White	28%	20%	34%	18%
Sex	Male	39%	17%	26%	18%
	Female	15%	24%	37%	24%
Ideology	Liberal	44%	14%	31%	11%
	Moderate	19%	25%	34%	22%
	Conservative*	11%	28%	27%	34%
Religious Preference	Protestant	20%	21%	31%	28%
	Catholic*	22%	23%	35%	20%

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Favorability Rating of Barack Obama (Democratic Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Democrats Only		45%	8%	34%	13%
Age of Respondent	18 to 29*	42%	12%	20%	26%
	30 to 45	48%	4%	34%	14%
	46 to 64	56%	6%	33%	5%
	65 and over*	29%	14%	46%	11%
Race	African-American*	52%	4%	31%	14%
	White	44%	9%	34%	13%
Sex	Male	42%	8%	31%	19%
	Female	48%	8%	37%	7%
Ideology	Liberal	61%	5%	17%	17%
	Moderate	47%	5%	38%	9%
	Conservative*	12%	26%	50%	13%
Religious Preference	Protestant	43%	8%	38%	10%
	Catholic*	43%	15%	37%	5%

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Ohio Poll #109

Favorability Rating of Al Gore (Democratic Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Democrats Only		60%	23%	16%	1%
Age of Respondent	18 to 29*	57%	30%	14%	
	30 to 45	68%	18%	15%	
	46 to 64	66%	18%	15%	1%
	65 and over*	49%	31%	16%	4%
Race	African-American*	53%	33%	12%	2%
	White	61%	21%	16%	1%
Sex	Male	63%	25%	10%	2%
	Female	57%	21%	21%	1%
Ideology	Liberal	79%	15%	6%	
	Moderate	57%	25%	16%	2%
	Conservative*	36%	33%	31%	
Religious Preference	Protestant	53%	26%	18%	3%
	Catholic*	57%	27%	16%	

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Ohio Poll #109

Favorability Rating of Newt Gingrich (Republican Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Republicans Only		34%	23%	41%	2%
Age of Respondent	18 to 29*	26%	25%	49%	
	30 to 45	32%	24%	39%	4%
	46 to 64*	29%	25%	44%	2%
	65 and over*	47%	14%	39%	
Sex	Male	39%	23%	34%	3%
	Female	28%	23%	48%	1%
Ideology	Liberal*	19%	11%	49%	20%
	Moderate	30%	33%	37%	
	Conservative	40%	18%	41%	1%
Religious Preference	Protestant	35%	25%	36%	4%
	Catholic*	40%	19%	41%	

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Favorability Rating of Rudy Giuliani (Republican Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Republicans Only		58%	15%	24%	2%
Age of Respondent	18 to 29*	36%	49%	15%	
	30 to 45	68%	6%	22%	5%
	46 to 64*	58%	16%	24%	2%
	65 and over*	54%	9%	36%	1%
Sex	Male	59%	21%	17%	3%
	Female	57%	10%	31%	2%
Ideology	Liberal*	40%	2%	38%	20%
	Moderate	64%	9%	26%	1%
	Conservative	57%	21%	20%	1%
Religious Preference	Protestant	55%	12%	28%	4%
	Catholic*	68%	10%	22%	

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Ohio Poll #109

Favorability Rating of John McCain (Republican Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Republicans Only		54%	19%	23%	3%
Age of Respondent	18 to 29*	72%	13%	15%	
	30 to 45	56%	15%	23%	5%
	46 to 64*	46%	25%	28%	1%
	65 and over*	51%	22%	24%	3%
Sex	Male	64%	18%	14%	4%
	Female	45%	21%	32%	2%
Ideology	Liberal*	33%	9%	32%	26%
	Moderate	57%	16%	26%	
	Conservative	58%	23%	18%	1%
Religious Preference	Protestant	51%	21%	22%	5%
	Catholic*	52%	20%	28%	

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Favorability Rating of Mitt Romney (Republican Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Republicans Only		17%	6%	55%	22%
Age of Respondent	18 to 29*	12%	2%	70%	16%
	30 to 45	14%	4%	48%	33%
	46 to 64*	20%	6%	56%	17%
	65 and over*	23%	7%	58%	12%
Sex	Male	22%	7%	55%	16%
	Female	13%	5%	54%	28%
Ideology	Liberal*	6%		44%	50%
	Moderate	20%	9%	49%	21%
	Conservative	18%	6%	61%	16%
Religious Preference	Protestant	15%	6%	54%	26%
	Catholic*	21%	8%	56%	15%

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Ohio Poll #109

Favorability Rating of Fred Thompson (Republican Registered Voters Only)

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters - Republicans Only		21%	1%	44%	34%
Age of Respondent	18 to 29*	11%		55%	34%
	30 to 45	18%	0%	46%	36%
	46 to 64*	25%	1%	44%	30%
	65 and over*	29%	2%	32%	37%
Sex	Male	31%		47%	23%
	Female	12%	2%	43%	44%
Ideology	Liberal*	7%		26%	67%
	Moderate	27%		41%	32%
	Conservative	21%	1%	49%	28%
Religious Preference	Protestant	24%	1%	37%	38%
	Catholic*	23%		47%	30%

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