
THE OHIO POLL*

FOR RELEASE

May 25, 2006

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REGISTERED VOTERS GIVE STRICKLAND, DEWINE EARLY ADVANTAGE

Cincinnati, OH--U.S. Rep. Ted Strickland (D) leads Ohio Secretary of State Ken Blackwell (R) by six percentage points among Ohio registered voters in the race for governor. U.S. Senator Mike DeWine (R) leads U.S. Rep. Sherrod Brown (D) by ten percentage points in the race for U.S. Senate.

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 May 9 and May 21, 2006.

With the 2006 primary season now complete, voter attention will soon turn to the fall campaign, which features races for Ohio governor and U.S. Senate.

The first Ohio Poll conducted since the Ohio primary finds Democratic nominee Ted Strickland leading Republican nominee Ken Blackwell in the race for governor, 50 to 44 percent among registered voters. An additional two percent express support for some other candidate and five percent are undecided.

The latest Ohio Poll also finds Republican nominee Mike DeWine leading Democratic nominee Sherrod Brown in the race for U.S. Senate, 52 to 42 percent among registered voters. An additional one percent express support for some other candidate and five percent are undecided.

Name Recognition and Net Favorability Ratings

Republican candidates in both the gubernatorial race and U.S. Senate race have early advantages in name recognition. In the race for governor, 92 percent of Ohio registered voters have heard of Blackwell, while 79 percent have heard of Strickland. In the race for U.S. Senate, 95 percent of statewide registered voters have heard of DeWine, while 77 percent have heard of Brown.

DeWine (+15%) and Strickland (+10%) each receive higher positive net favorability ratings--the percentage of registered voters who have a favorable opinion of a candidate minus those who have an unfavorable opinion--from registered voters than do Brown (+7%) and Blackwell (+3%).

These results provide an early snapshot of candidate standing among registered voters in two races that will be closely watched both in Ohio and nationally this fall. Levels of candidate support, name recognition and net favorability ratings may change as voters learn more about the candidates, their campaign messages and issue positions. The Ohio Poll will regularly monitor developments in these races through the remainder of the 2006 election season.

**We ask users to properly attribute this copyrighted information to the "Ohio Poll," sponsored by the University of Cincinnati. The name, "Ohio Poll," is registered with the Ohio Secretary of State.*

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 from May 9 through May 21, 2006.

A random sample of 698 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 3.7 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.

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

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

Respondents to the Ohio Poll were asked:

- “Now I’m going to ask you about several people in politics. First . . . would you say that you have a favorable opinion of (INSERT NAME) . . . an unfavorable opinion . . . that you know too little about him to say . . . or that you have not heard of him?”
- “Suppose the election for Ohio governor was being held today and the candidates were: Ted Strickland, the Democrat, and Ken Blackwell, the Republican. Which would you vote for?”
- “Suppose the election for U.S. Senate was being held today and the candidates were Sherrod Brown, the Democrat, and Mike DeWine, the Republican. Which would you vote for?”

**2006 Ohio Gubernatorial Election
(Registered Voters)**

	May <u>2006</u>
Ted Strickland (D)	50%
Ken Blackwell (R)	44
Other	2
Undecided	5
 (N=)	 (635)

**2006 Ohio U.S. Senate Election
(Registered Voters)**

	May <u>2006</u>
Mike DeWine (R)	52%
Sherrod Brown (D)	42
Other	1
Undecided	5
 (N=)	 (643)

**Name Recognition of 2006 Ohio Candidates
(Registered Voters – RVs)**

	All RVs May <u>2006</u>	Democratic RVs May <u>2006</u>	Republican RVs May <u>2006</u>
Mike DeWine (R)	95%	93%	98%
Ken Blackwell (R)	92	90	94
Ted Strickland (D)	79	80	81
Sherrod Brown (D)	77	73	84

**Net Favorability Ratings of 2006 Ohio Candidates
(Registered Voters – RVs)**

	All RVs May <u>2006</u>	Democratic RVs May <u>2006</u>	Republican RVs May <u>2006</u>
Mike DeWine (R)	+15%	+ 1%	+31%
Ted Strickland (D)	+10	+23	- 1
Sherrod Brown (D)	+ 7	+17	- 3
Ken Blackwell (R)	+ 3	- 20	+27

“Suppose the election for Ohio governor was being held today and the candidates were: Ted Strickland, the Democrat, and Ken Blackwell, the Republican. Which would you vote for?”

		STRICKLAND	BLACKWELL	OTHER	DK
Ohio Registered Voters		50%	44%	2%	5%
Age of Respondent	18 to 29	47%	51%	2%	1%
	30 to 45	47%	48%	1%	5%
	46 to 64	54%	37%	4%	5%
	65 and over	51%	40%	1%	8%
Race	*African-American	55%	32%		13%
	White	49%	45%	2%	4%
Sex	Male	46%	49%	0%	5%
	Female	54%	38%	3%	5%
Education	Less than high school	56%	41%		3%
	High school graduate	50%	44%	1%	4%
	Some college	49%	44%	2%	4%
	College graduate	46%	44%	3%	8%
Party Identification	Democrat	83%	15%	1%	1%
	*Independent	46%	27%	10%	17%
	Republican	17%	76%	1%	5%
Ideology	Liberal	78%	19%	0%	2%
	*Moderate	47%	36%	7%	10%
	Conservative	34%	61%	1%	4%
Geographical Region	Northeast Ohio	49%	45%	1%	5%
	*Northwest Ohio	58%	36%	5%	2%
	Central Ohio	50%	36%	3%	11%
	*Southeast Ohio	80%	20%		
	Southwest Ohio	42%	53%	1%	4%
Union Membership	Union household	53%	42%	1%	5%
	Non-union household	49%	44%	2%	5%
Religious Preference	Protestant	46%	48%	1%	5%
	Catholic	53%	40%	3%	4%

Ohio Poll #104, May 2006
 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.

“Suppose the election for U.S. Senate was being held today and the candidates were: Sherrod Brown, the Democrat, and Mike DeWine, the Republican. Which would you vote for?”

		BROWN	DEWINE	OTHER	DK
Ohio Registered Voters		42%	52%	1%	5%
Age of Respondent	18 to 29	40%	59%		1%
	30 to 45	36%	56%	1%	7%
	46 to 64	43%	49%	2%	6%
	65 and over	50%	43%		7%
Race	*African-American	67%	17%	3%	13%
	White	38%	56%	1%	5%
Sex	Male	40%	55%	1%	5%
	Female	44%	49%	1%	6%
Education	Less than high school	47%	50%		3%
	High school graduate	42%	52%	1%	6%
	Some college	43%	52%	1%	4%
	College graduate	37%	53%	2%	8%
Party Identification	Democrat	75%	22%	1%	2%
	*Independent	38%	47%	1%	14%
	Republican	10%	82%	1%	6%
Ideology	Liberal	71%	26%	1%	2%
	*Moderate	31%	57%	2%	11%
	Conservative	27%	67%	1%	5%
Geographical Region	Northeast Ohio	47%	47%	1%	5%
	*Northwest Ohio	45%	50%		5%
	Central Ohio	35%	51%	1%	13%
	*Southeast Ohio	53%	44%	3%	1%
	Southwest Ohio	34%	61%	1%	4%
Union Membership	Union household	43%	54%	0%	3%
	Non-union household	41%	51%	1%	6%
Religious Preference	Protestant	38%	55%	1%	5%
	Catholic	43%	53%	1%	3%

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Favorability Rating of Ken Blackwell

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters		25%	22%	45%	8%
Age of Respondent	18 to 29	23%	12%	55%	10%
	30 to 45	24%	19%	51%	6%
	46 to 64	28%	32%	31%	8%
	65 and over	25%	22%	46%	8%
Race	*African-American	26%	39%	28%	7%
	White	25%	20%	47%	8%
Sex	Male	30%	24%	41%	5%
	Female	20%	20%	49%	11%
Education	Less than high school	17%	27%	49%	7%
	High school graduate	25%	17%	48%	9%
	Some college	25%	22%	43%	10%
	College graduate	30%	28%	39%	3%
Party Identification	Democrat	15%	35%	40%	10%
	*Independent	10%	16%	69%	5%
	Republican	38%	11%	45%	6%
Ideology	Liberal	15%	32%	43%	10%
	*Moderate	24%	22%	49%	4%
	Conservative	33%	15%	46%	7%
Geographical Region	Northeast Ohio	24%	19%	46%	11%
	Northwest Ohio	25%	19%	47%	9%
	Central Ohio	24%	29%	44%	3%
	*Southeast Ohio	13%	12%	51%	24%
	Southwest Ohio	31%	28%	39%	1%
Union Membership	Union household	22%	24%	49%	5%
	Non-union household	26%	22%	44%	9%
Religious Preference	Protestant	27%	22%	44%	7%
	Catholic	28%	20%	45%	6%

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Favorability Rating of Sherrod Brown

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters		17%	10%	50%	23%
Age of Respondent	18 to 29	12%	3%	44%	41%
	30 to 45	10%	15%	49%	26%
	46 to 64	17%	10%	52%	21%
	65 and over	33%	5%	56%	6%
Race	*African-American	14%	6%	50%	31%
	White	17%	10%	50%	22%
Sex	Male	19%	12%	49%	20%
	Female	15%	8%	51%	27%
Education	Less than high school	32%	10%	46%	12%
	High school graduate	15%	9%	47%	30%
	Some college	11%	10%	60%	19%
	College graduate	20%	10%	46%	24%
Party Identification	Democrat	21%	4%	49%	27%
	*Independent	9%	5%	45%	42%
	Republican	14%	17%	53%	16%
Ideology	Liberal	21%	5%	48%	26%
	*Moderate	22%	8%	40%	30%
	Conservative	14%	14%	54%	19%
Geographical Region	Northeast Ohio	22%	16%	47%	15%
	Northwest Ohio	18%	4%	55%	24%
	Central Ohio	15%	5%	55%	25%
	*Southeast Ohio	9%	3%	48%	41%
	Southwest Ohio	7%	8%	53%	33%
Union Membership	Union household	24%	11%	49%	17%
	Non-union household	15%	9%	51%	25%
Religious Preference	Protestant	18%	8%	50%	25%
	Catholic	17%	16%	52%	15%

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Favorability Rating of Mike DeWine

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters		36%	21%	38%	5%
Age of Respondent	18 to 29	25%	7%	57%	11%
	30 to 45	38%	17%	41%	4%
	46 to 64	33%	28%	32%	7%
	65 and over	48%	26%	26%	0%
Race	*African-American	23%	19%	42%	16%
	White	38%	21%	37%	4%
Sex	Male	38%	26%	33%	3%
	Female	34%	16%	43%	7%
Education	Less than high school	31%	30%	27%	12%
	High school graduate	37%	15%	42%	6%
	Some college	32%	24%	42%	1%
	College graduate	44%	20%	32%	4%
Party Identification	Democrat	27%	26%	40%	7%
	*Independent	25%	8%	61%	6%
	Republican	49%	18%	31%	2%
Ideology	Liberal	26%	26%	43%	5%
	*Moderate	34%	15%	45%	6%
	Conservative	45%	18%	34%	3%
Geographical Region	Northeast Ohio	37%	17%	41%	5%
	Northwest Ohio	42%	22%	28%	7%
	Central Ohio	39%	24%	34%	3%
	*Southeast Ohio	16%	18%	52%	14%
	Southwest Ohio	33%	26%	38%	3%
Union Membership	Union household	39%	25%	35%	1%
	Non-union household	35%	19%	39%	6%
Religious Preference	Protestant	33%	22%	39%	6%
	Catholic	51%	16%	31%	3%

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Favorability Rating of Ted Strickland

		Favorable	Unfavorable	Know Too Little	Not Heard
Ohio Registered Voters		19%	9%	51%	21%
Age of Respondent	18 to 29	8%	7%	45%	40%
	30 to 45	10%	12%	60%	18%
	46 to 64	29%	7%	50%	14%
	65 and over	31%	6%	43%	20%
Race	*African-American	12%	12%	47%	30%
	White	20%	8%	52%	20%
Sex	Male	19%	11%	48%	22%
	Female	18%	6%	54%	21%
Education	Less than high school	26%	11%	40%	24%
	High school graduate	18%	4%	51%	27%
	Some college	17%	11%	52%	20%
	College graduate	19%	13%	57%	11%
Party Identification	Democrat	29%	6%	44%	20%
	*Independent	9%	6%	48%	37%
	Republican	11%	12%	58%	19%
Ideology	Liberal	24%	6%	45%	25%
	*Moderate	27%	4%	54%	15%
	Conservative	13%	12%	57%	18%
Geographical Region	Northeast Ohio	18%	8%	46%	29%
	Northwest Ohio	21%	5%	52%	21%
	Central Ohio	28%	13%	55%	4%
	*Southeast Ohio	42%	5%	35%	18%
	Southwest Ohio	9%	9%	65%	17%
Union Membership	Union household	23%	8%	46%	23%
	Non-union household	18%	9%	53%	21%
Religious Preference	Protestant	19%	6%	53%	22%
	Catholic	21%	14%	48%	17%

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