

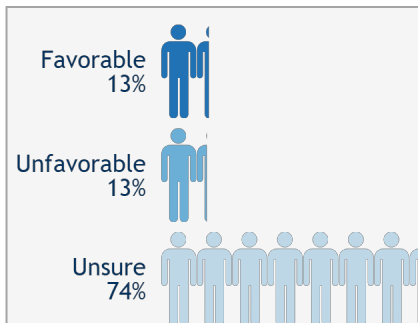


# Ohio Senate 2022 Republican Primary

Image, Ballot, and Message Testing  
February 8th, 2022



What is your opinion of  
Matt Dolan?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	10%	12%	15%	11%	15%
Unfavorable	15%	19%	15%	14%	10%
Unsure	75%	68%	70%	76%	75%

### By Gender

Column %	Female	Male
Favorable	13%	14%
Unfavorable	11%	15%
Unsure	76%	71%

### By Education Level

Column %	HS	College	Grad+
Favorable	18%	8%	9%
Unfavorable	11%	12%	23%
Unsure	72%	80%	68%

### By Race

Column %	White	N. Amer.	Black	Other
Favorable	14%	4%	5%	11%
Unfavorable	12%	8%	42%	19%
Unsure	74%	88%	52%	70%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	13%	16%	11%
Unfavorable	8%	23%	33%
Unsure	79%	61%	55%

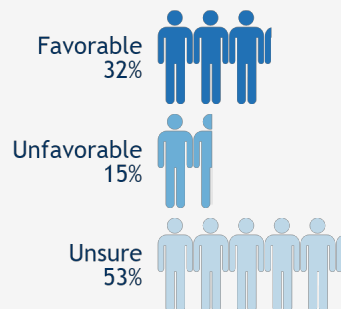
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	13%	13%	12%	16%	0%
Unfavorable	11%	18%	14%	10%	0%
Unsure	76%	69%	74%	74%	100%

### By DMA

Column %	CLEVE- LAND	COLUM- BUS	CINCIN- NATI	DAYTON	TOLEDO	OTHER
Favorable	17%	11%	14%	16%	12%	8%
Unfavorable	17%	8%	15%	15%	14%	8%
Unsure	66%	82%	71%	70%	75%	84%

What is your opinion of  
Mike Gibbons?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	27%	28%	18%	35%	36%
Unfavorable	25%	28%	12%	17%	11%
Unsure	48%	44%	70%	48%	52%

### By Gender

Column %	Female	Male
Favorable	30%	34%
Unfavorable	15%	15%
Unsure	55%	51%

### By Education Level

Column %	HS	College	Grad+
Favorable	30%	36%	30%
Unfavorable	13%	15%	27%
Unsure	57%	49%	44%

### By Race

Column %	White	N. Amer.	Black	Other
Favorable	31%	32%	34%	38%
Unfavorable	15%	13%	42%	11%
Unsure	54%	56%	24%	51%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	37%	16%	20%
Unfavorable	7%	34%	41%
Unsure	55%	50%	39%

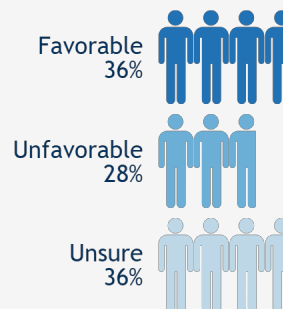
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	26%	32%	35%	35%	29%
Unfavorable	17%	19%	13%	13%	0%
Unsure	58%	49%	52%	52%	71%

### By DMA

Column %	CLEVE- LAND	COLUM- BUS	CINCIN- NATI	DAYTON	TOLEDO	OTHER
Favorable	28%	27%	39%	30%	39%	36%
Unfavorable	12%	18%	16%	30%	17%	3%
Unsure	60%	55%	45%	40%	44%	61%

What is your opinion of  
Josh Mandel?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	32%	30%	38%	42%	34%
Unfavorable	41%	33%	24%	30%	24%
Unsure	28%	36%	38%	28%	42%

### By Gender

Column %	Female	Male
Favorable	36%	37%
Unfavorable	25%	30%
Unsure	40%	33%

### By Education Level

Column %	HS	College	Grad+
Favorable	42%	31%	24%
Unfavorable	23%	32%	38%
Unsure	35%	37%	38%

### By Race

Column %	White	N. Amer.	Black	Other
Favorable	38%	17%	2%	31%
Unfavorable	27%	17%	69%	24%
Unsure	35%	66%	28%	46%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	42%	20%	33%
Unfavorable	20%	47%	48%
Unsure	39%	33%	19%

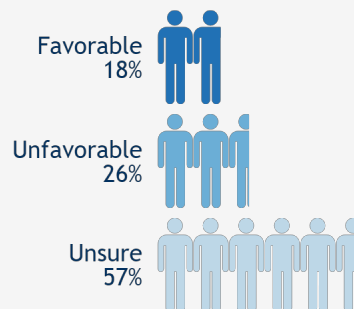
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	39%	37%	40%	27%	88%
Unfavorable	26%	26%	28%	31%	0%
Unsure	35%	37%	33%	41%	12%

### By DMA

Column %	CLEVE- LAND	COLUM- BUS	CINCIN- NATI	DAYTON	TOLEDO	OTHER
Favorable	44%	36%	21%	32%	40%	38%
Unfavorable	26%	27%	40%	33%	24%	13%
Unsure	29%	36%	38%	35%	36%	49%

What is your opinion of  
Jane Timken?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	21%	8%	24%	17%	18%
Unfavorable	31%	26%	23%	27%	25%
Unsure	48%	66%	53%	56%	58%

### By Gender

Column %	Female	Male
Favorable	19%	17%
Unfavorable	27%	24%
Unsure	54%	59%

### By Education Level

Column %	HS	College	Grad+
Favorable	17%	17%	21%
Unfavorable	24%	28%	28%
Unsure	59%	55%	51%

### By Race

Column %	White	N. Amer.	Black	Other
Favorable	19%	11%	11%	10%
Unfavorable	24%	13%	53%	39%
Unsure	57%	76%	36%	52%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	21%	9%	13%
Unfavorable	23%	34%	32%
Unsure	57%	58%	56%

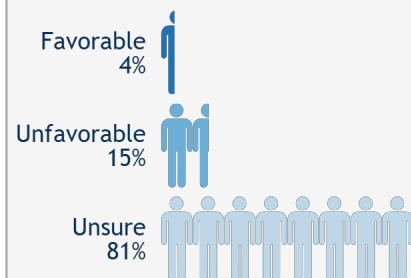
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	19%	14%	14%	23%	0%
Unfavorable	33%	25%	24%	21%	0%
Unsure	48%	60%	62%	56%	100%

### By DMA

Column %	CLEVE- LAND	COLUM- BUS	CINCIN- NATI	DAYTON	TOLEDO	OTHER
Favorable	18%	23%	10%	16%	17%	20%
Unfavorable	27%	26%	29%	38%	20%	11%
Unsure	54%	51%	61%	46%	64%	69%

What is your opinion of  
Mark Pukita?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	4%	0%	5%	3%	6%
Unfavorable	27%	21%	15%	10%	15%
Unsure	68%	79%	80%	87%	79%

### By Gender

Column %	Female	Male
Favorable	4%	5%
Unfavorable	15%	15%
Unsure	81%	80%

### By Education Level

Column %	HS	College	Grad+
Favorable	5%	2%	3%
Unfavorable	17%	12%	14%
Unsure	78%	85%	83%

### By Race

Column %	White	N. Amer.	Black	Other
Favorable	3%	2%	9%	22%
Unfavorable	15%	9%	34%	10%
Unsure	82%	89%	57%	68%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	5%	2%	6%
Unfavorable	11%	24%	25%
Unsure	84%	74%	69%

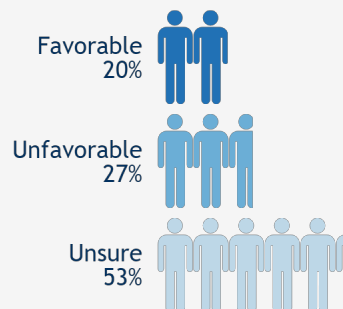
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	5%	2%	6%	3%	0%
Unfavorable	20%	14%	12%	13%	0%
Unsure	74%	83%	82%	84%	100%

### By DMA

Column %	CLEVE- LAND	COLUM- BUS	CINCIN- NATI	DAYTON	TOLEDO	OTHER
Favorable	8%	5%	1%	1%	4%	3%
Unfavorable	11%	14%	21%	27%	11%	9%
Unsure	81%	81%	77%	72%	86%	87%

What is your opinion of  
J.D. Vance?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Favorable	19%	8%	28%	16%	21%
Unfavorable	32%	35%	22%	34%	22%
Unsure	48%	57%	49%	50%	57%

### By Gender

Column %	Female	Male
Favorable	19%	21%
Unfavorable	23%	30%
Unsure	58%	49%

### By Education Level

Column %	HS	College	Grad+
Favorable	20%	20%	19%
Unfavorable	22%	30%	40%
Unsure	59%	50%	41%

### By Race

Column %	White	N. Amer.	Black	Other
Favorable	19%	25%	16%	28%
Unfavorable	26%	35%	43%	23%
Unsure	55%	40%	41%	49%

### By Ideology

Column %	Conserv.	Moderate	Liberal
Favorable	25%	6%	19%
Unfavorable	22%	39%	37%
Unsure	53%	55%	44%

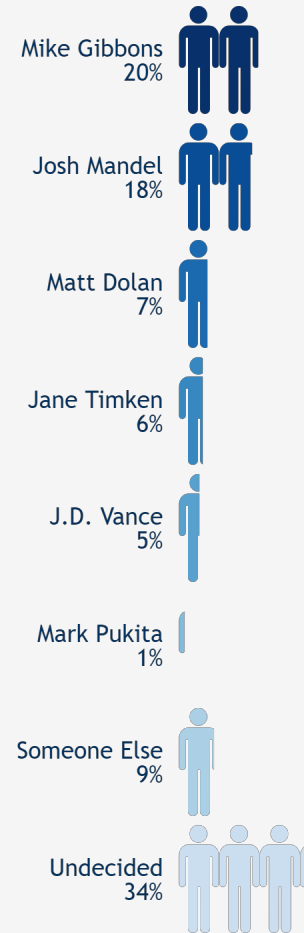
### By Last 4 Primaries

Column %	4	3	2	1	0
Favorable	22%	21%	20%	15%	49%
Unfavorable	24%	31%	24%	29%	0%
Unsure	54%	48%	56%	56%	51%

### By DMA

Column %	CLEVE- LAND	COLUM- BUS	CINCIN- NATI	DAYTON	TOLEDO	OTHER
Favorable	19%	22%	13%	12%	18%	33%
Unfavorable	17%	25%	47%	41%	25%	12%
Unsure	63%	53%	40%	47%	57%	54%

If the Republican primary election for US Senate in Ohio were held today, who would you vote for?



If the Republican primary election for US Senate in Ohio were held today, who would you vote for?

## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Mike Gibbons	11%	15%	11%	24%	23%
Josh Mandel	18%	21%	14%	23%	16%
Matt Dolan	4%	15%	14%	9%	3%
Jane Timken	3%	2%	2%	7%	8%
J.D. Vance	13%	3%	7%	3%	5%
Mark Pukita	9%	0%	1%	1%	1%
Someone Else	23%	19%	2%	9%	6%
Undecided	18%	25%	48%	25%	39%

### By Gender

Column %	Female	Male
Mike Gibbons	18%	21%
Josh Mandel	16%	20%
Matt Dolan	6%	8%
Jane Timken	5%	7%
J.D. Vance	4%	6%
Mark Pukita	1%	2%
Someone Else	9%	8%
Undecided	40%	28%

### By Education Level

Column %	HS	College	Grad+
Mike Gibbons	20%	21%	16%
Josh Mandel	22%	15%	9%
Matt Dolan	9%	5%	4%
Jane Timken	4%	5%	13%
J.D. Vance	3%	7%	7%
Mark Pukita	2%	1%	1%
Someone Else	8%	9%	13%
Undecided	32%	37%	37%

### By Race

Column %	White	N. Amer.	Black	Other
Mike Gibbons	18%	17%	55%	25%
Josh Mandel	18%	12%	6%	23%
Matt Dolan	8%	0%	8%	1%
Jane Timken	6%	2%	3%	2%
J.D. Vance	5%	23%	14%	3%
Mark Pukita	1%	0%	0%	12%
Someone Else	9%	7%	5%	5%
Undecided	35%	39%	10%	30%

If the Republican primary election for US Senate in Ohio were held today, who would you vote for?

## Critical Crosstabs:

### By Ideology

Column %	Conserv.	Moderate	Liberal
Mike Gibbons	23%	9%	29%
Josh Mandel	21%	13%	6%
Matt Dolan	6%	12%	6%
Jane Timken	6%	6%	8%
J.D. Vance	6%	3%	2%
Mark Pukita	1%	4%	0%
Someone Else	4%	18%	22%
Undecided	34%	36%	27%

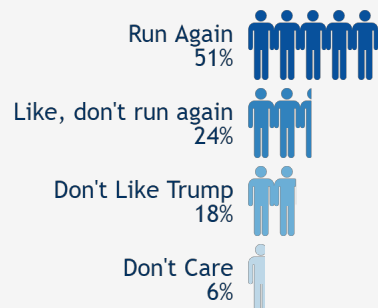
### By Last 4 Primaries

Column %	4	3	2	1	0
Mike Gibbons	18%	16%	22%	23%	29%
Josh Mandel	19%	24%	19%	9%	49%
Matt Dolan	7%	3%	8%	11%	12%
Jane Timken	6%	8%	3%	7%	0%
J.D. Vance	5%	8%	3%	5%	0%
Mark Pukita	0%	0%	5%	0%	0%
Someone Else	10%	6%	10%	9%	0%
Undecided	34%	34%	32%	36%	10%

### By DMA

Column %	CLEVELAND	COLUMBUS	CINCINNATI	DAYTON	TOLEDO	OTHER
Mike Gibbons	12%	17%	27%	32%	25%	16%
Josh Mandel	25%	16%	12%	16%	12%	20%
Matt Dolan	12%	3%	6%	7%	8%	5%
Jane Timken	4%	4%	12%	6%	1%	8%
J.D. Vance	2%	10%	4%	3%	3%	10%
Mark Pukita	3%	0%	1%	1%	2%	0%
Someone Else	9%	10%	8%	12%	13%	2%
Undecided	34%	40%	31%	23%	37%	38%

Which statement more closely aligns with your view?



## Critical Crosstabs:

### By Age

Column %	18-34	35-44	45-54	55-64	65+
Run Again	34%	46%	54%	53%	53%
Like, don't run again	16%	20%	23%	25%	26%
Don't Like Trump	40%	31%	8%	17%	16%
Don't Care	11%	3%	14%	4%	5%

### By Gender

Column %	Female	Male
Run Again	48%	54%
Like, don't run again	22%	27%
Don't Like Trump	21%	16%
Don't Care	9%	4%

### By Education Level

Column %	HS	College	Grad+
Run Again	58%	46%	33%
Like, don't run again	21%	29%	26%
Don't Like Trump	15%	18%	35%
Don't Care	6%	7%	7%

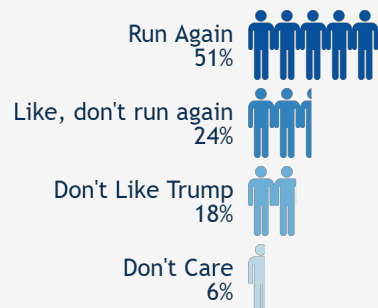
### By Race

Column %	White	N. Amer.	Black	Other
Run Again	52%	61%	23%	51%
Like, don't run again	26%	14%	15%	13%
Don't Like Trump	18%	8%	56%	14%
Don't Care	5%	16%	6%	23%

### Actual Answer Options Read:

- I want Donald Trump to run for president again
- I like Trump, but I would prefer he not run again
- I do not like Trump and hope he never runs again
- I don't care

Which statement more closely aligns with your view?



## Critical Crosstabs:

### By Ideology

Column %	Conserv.	Moderate	Liberal
Run Again	61%	27%	29%
Like, don't run again	26%	22%	12%
Don't Like Trump	6%	45%	50%
Don't Care	6%	6%	9%

### By Last 4 Primaries

Column %	4	3	2	1	0
Run Again	54%	52%	49%	50%	0%
Like, don't run again	22%	29%	22%	23%	100%
Don't Like Trump	18%	14%	20%	21%	0%
Don't Care	6%	5%	9%	6%	0%

### By DMA

Column %	CLEVELAND	COLUMBUS	CINCINNATI	DAYTON	TOLEDO	OTHER
Run Again	55%	52%	49%	52%	35%	52%
Like, don't run again	22%	18%	24%	21%	30%	37%
Don't Like Trump	16%	23%	20%	27%	24%	3%
Don't Care	7%	7%	7%	1%	11%	8%

### Actual Answer Options Read:

- I want Donald Trump to run for president again
- I like Trump, but I would prefer he not run again
- I do not like Trump and hope he never runs again
- I don't care

# Methodology and Demographics

**Fielded On:** February 6-8th, 2022

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**Method:** Mobile Text Response and  
Automated Landline Interviews

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## Population & Sample Description:

613 Likely Republican Primary Voters

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**MoE:** +/- 3.96%

-

**Weighting:** Age, Gender, Education  
Level, and DMA

-

For information, contact:

Ryan Munce

President

co/efficient

ryan@coefficient.org

### Age

	%
18-34	7%
35-44	8%
45-54	15%
55-64	26%
65+	44%

### Gender

	%
Female	50%
Male	50%

### Education Level

	%
HS	56%
College	30%
Grad+	14%

### Race

	%
White	88%
N. Amer.	2%
Black	3%
Other	7%

### Ideology

	%
Conserv.	70%
Moderate	25%
Liberal	5%

### Last 4 Primaries

	%
4	28%
3	23%
2	25%
1	24%
0	1%

### DMA

	%
CLEVELAND	28%
COLUMBUS	20%
CINCINNATI	16%
DAYTON	13%
TOLEDO	8%
OTHER	14%

### Method

	%
Cell	47%
IVR	53%