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LeBron's image improving in Ohio

Raleigh, N.C. – The days of Ohioans' jersey-burning hatred for ex-Cleveland Cavalier LeBron James may soon be coming to an end.

29% of Ohio voters have a favorable opinion of 2012 NBA Finals MVP James, up from 15% in February, when Ohio voters were last polled on their opinion of James. The poll was taken the weekend after the 3-time regular season MVP won his first title, a sign that winning rings may be the only way for James to repair his damaged relationship with his home state.

39% of Ohio voters have an unfavorable opinion of James, which is 7 points higher than the 32% who say they are fans of the Cleveland Cavaliers, suggesting that dislike for James is not limited to spurned Cavalier fans.

While most Ohio voters didn't care about the NBA Finals (56%), they rooted for the Thunder over the champion Heat 29-15. More African-American voters rooted for the Heat (45%) in the Finals than root for the Cavaliers (36%).

A majority (50%) of Ohioans think same-sex marriage should remain illegal in the state. The 13-point spread (50-37) for keeping gay marriage illegal is substantial, but it is a marked improvement from the 23-point margin (55-32) in October. Independents favor legalizing marriage 42-38.

President Obama's May declaration of support for gay marriage continues to have a huge impact on African Americans' stance on same-sex marriage. African-American voters in Ohio favor legalizing same-sex marriage 42-35 after opposing legalization 63-16 in October. That's a swing of 54 points. 76% of African Americans think same-sex couples should either be allowed to marry or form civil unions, up from 51% in October.

The Buckeye state's recent tradition of partisan bisection is reinforced by the poll—43% of Ohio voters say they would vote Democrat if an election for Congress were held today, while 43% say Republican. Republicans win with Independents 36-29, with 35% unsure of their preference. Young voters are split between the two parties 42-42.

PPP surveyed 673 Ohio voters from June 21st to June 24th. The margin of error for the survey is +/-3.8%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



Ohio Survey Results

- Q1** If there was an election for the Congress today, would you vote Democratic or Republican?
- Democratic*..... 43%
 - Republican*..... 43%
 - Not sure* 14%
- Q2** Do you think same-sex marriage should be legal or illegal?
- Legal*..... 37%
 - Illegal* 50%
 - Not sure* 14%
- Q3** Which of the following best describes your opinion on gay marriage: gay couples should be allowed to legally marry, or gay couples should be allowed to form civil unions but not legally marry, or there should be no legal recognition of a gay couple's relationship?
- Gay couples should be allowed to legally marry* 32%
 - Gay couples should be allowed to form civil unions but not marry* 34%
 - There should be no legal recognition of a gay couple's relationship* 32%
 - Not sure* 1%
- Q4** Do you have a favorable or unfavorable opinion of LeBron James?
- Favorable*..... 25%
 - Unfavorable* 39%
 - Not sure* 37%
- Q5** In the NBA finals, were you rooting for the Oklahoma City Thunder or Miami Heat, or did you not care?
- Thunder* 29%
 - Heat*..... 15%
 - Didn't care*..... 56%
- Q6** Do you consider yourself to be a Cleveland Cavaliers fans, or not?
- Consider yourself a Cavs fan*..... 32%
 - Do not*..... 46%
 - Not sure*..... 22%
- Q7** Who did you vote for President in 2008?
- John McCain*..... 42%
 - Barack Obama*..... 49%
 - Someone else/Don't remember* 10%
- Q8** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?
- Very liberal*..... 9%
 - Somewhat liberal* 17%
 - Moderate*..... 31%
 - Somewhat conservative*..... 27%
 - Very conservative* 15%
- Q9** If you are a woman, press 1. If a man, press 2.
- Woman* 53%
 - Man*..... 47%
- Q10** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.
- Democrat*..... 39%
 - Republican*..... 37%
 - Independent/Other*..... 24%
- Q11** If you are white, press 1. If African-American, press 2. If other, press 3.
- White* 84%
 - African-American* 10%
 - Other*..... 6%



Q12 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	12%
<i>30 to 45</i>	26%
<i>46 to 65</i>	42%
<i>Older than 65</i>	20%



Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Generic Cong. Ballot				
Democratic	43%	5%	79%	30%
Republican	43%	82%	10%	32%
Not sure	14%	13%	11%	38%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Same-sex Marriage Legal/Illegal				
Legal	37%	18%	57%	17%
Illegal	50%	74%	26%	55%
Not sure	14%	7%	17%	28%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Gay Marriage/Civ. Unions/No Recognition				
Gay couples should be allowed to legally marry	32%	13%	53%	19%
Gay couples should be allowed to form civil unions but not marry	34%	43%	28%	25%
There should be no legal recognition of a gay couple's relationship	32%	43%	17%	55%
Not sure	1%	1%	2%	2%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
LeBron Favorability				
Favorable	25%	17%	31%	24%
Unfavorable	39%	44%	36%	26%
Not sure	37%	39%	33%	49%





Crosstabs

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
OKC/Heat				
Thunder	29%	30%	28%	23%
Heat	15%	6%	23%	20%
Didn't care	56%	63%	49%	56%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
Cavs Fan?				
Consider yourself a Cavs fan	32%	29%	34%	40%
Do not	46%	50%	46%	29%
Not sure	22%	21%	20%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Generic Cong. Ballot						
Democratic	43%	90%	81%	48%	16%	13%
Republican	43%	10%	11%	26%	68%	84%
Not sure	14%	-	9%	26%	17%	3%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Same-sex Marriage Legal/Illegal						
Legal	37%	76%	56%	45%	22%	6%
Illegal	50%	10%	26%	35%	69%	89%
Not sure	14%	14%	18%	20%	9%	6%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Gay Marriage/Civ. Unions/No Recognition						
Gay couples should be allowed to legally marry	32%	62%	52%	42%	16%	5%
Gay couples should be allowed to form civil unions but not marry	34%	20%	30%	32%	52%	22%
There should be no legal recognition of a gay couple's relationship	32%	17%	15%	25%	31%	72%
Not sure	1%	1%	3%	1%	1%	2%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
LeBron Favorability						
Favorable	25%	25%	41%	21%	23%	16%
Unfavorable	39%	41%	30%	42%	43%	32%
Not sure	37%	34%	29%	37%	34%	52%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
OKC/Heat						
Thunder	29%	37%	33%	26%	30%	21%
Heat	15%	27%	17%	16%	12%	12%
Didn't care	56%	36%	50%	58%	58%	67%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cavs Fan?						
Consider yourself a Cavs fan	32%	55%	33%	29%	26%	35%
Do not	46%	30%	51%	42%	52%	47%
Not sure	22%	14%	16%	30%	22%	18%





Crosstabs

	Base	Gender	
		Woman	Man
Generic Cong. Ballot			
Democratic	43%	48%	37%
Republican	43%	40%	47%
Not sure	14%	13%	16%

	Base	Gender	
		Woman	Man
Same-sex Marriage Legal/Illegal			
Legal	37%	40%	33%
Illegal	50%	50%	49%
Not sure	14%	10%	18%

	Base	Gender	
		Woman	Man
Gay Marriage/Civ. Unions/No Recognition			
Gay couples should be allowed to legally marry	32%	36%	28%
Gay couples should be allowed to form civil unions but not marry	34%	32%	36%
There should be no legal recognition of a gay couple's relationship	32%	30%	34%
Not sure	1%	2%	1%

	Base	Gender	
		Woman	Man
LeBron Favorability			
Favorable	25%	26%	23%
Unfavorable	39%	37%	40%
Not sure	37%	37%	37%





Crosstabs

	Base	Gender	
		Woman	Man
OKC/Heat			
Thunder	29%	24%	33%
Heat	15%	17%	14%
Didn't care	56%	59%	53%

	Base	Gender	
		Woman	Man
Cavs Fan?			
Consider yourself a Cavs fan	32%	33%	32%
Do not Not sure	46%	44%	48%
	22%	23%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Generic Cong. Ballot				
Democratic	43%	86%	8%	29%
Republican	43%	8%	83%	36%
Not sure	14%	6%	8%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
Same-sex Marriage Legal/Illegal				
Legal	37%	54%	16%	42%
Illegal	50%	30%	76%	38%
Not sure	14%	16%	7%	20%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Gay Marriage/Civ. Unions/No Recognition				
Gay couples should be allowed to legally marry	32%	48%	11%	40%
Gay couples should be allowed to form civil unions but not marry	34%	28%	37%	39%
There should be no legal recognition of a gay couple's relationship	32%	21%	50%	21%
Not sure	1%	3%	1%	-

	Base	Party		
		Democrat	Republican	Independent/Other
LeBron Favorability				
Favorable	25%	29%	22%	22%
Unfavorable	39%	33%	39%	46%
Not sure	37%	38%	39%	33%

	Base	Party		
		Democrat	Republican	Independent/Other
OKC/Heat				
Thunder	29%	29%	25%	33%
Heat	15%	21%	10%	15%
Didn't care	56%	50%	64%	52%

	Base	Party		
		Democrat	Republican	Independent/Other
Cavs Fan?				
Consider yourself a Cavs fan	32%	38%	28%	30%
Do not	46%	47%	47%	44%
Not sure	22%	15%	25%	26%





Crosstabs

	Base	Race		
		White	African-American	Other
Generic Cong. Ballot				
Democratic	43%	39%	76%	34%
Republican	43%	47%	11%	37%
Not sure	14%	13%	13%	29%

	Base	Race		
		White	African-American	Other
Same-sex Marriage Legal/Illegal				
Legal	37%	37%	42%	18%
Illegal	50%	51%	35%	60%
Not sure	14%	12%	23%	21%

	Base	Race		
		White	African-American	Other
Gay Marriage/Civ. Unions/No Recognition				
Gay couples should be allowed to legally marry	32%	33%	34%	19%
Gay couples should be allowed to form civil unions but not marry	34%	33%	42%	32%
There should be no legal recognition of a gay couple's relationship	32%	32%	21%	48%
Not sure	1%	1%	3%	1%

	Base	Race		
		White	African-American	Other
LeBron Favorability				
Favorable	25%	21%	61%	17%
Unfavorable	39%	42%	26%	17%
Not sure	37%	38%	13%	66%





Crosstabs

	Base	Race		
		White	African-American	Other
OKC/Heat				
Thunder	29%	29%	31%	20%
Heat	15%	12%	45%	11%
Didn't care	56%	59%	24%	69%

	Base	Race		
		White	African-American	Other
Cavs Fan?				
Consider yourself a Cavs fan	32%	32%	36%	27%
Do not	46%	48%	44%	25%
Not sure	22%	20%	19%	48%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Generic Cong. Ballot					
Democratic	43%	42%	38%	46%	43%
Republican	43%	42%	47%	40%	46%
Not sure	14%	17%	15%	14%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Same-sex Marriage Legal/Illegal					
Legal	37%	54%	40%	36%	25%
Illegal	50%	33%	51%	49%	58%
Not sure	14%	13%	9%	15%	17%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Gay Marriage/Civ. Unions/No Recognition					
Gay couples should be allowed to legally marry	32%	42%	34%	35%	19%
Gay couples should be allowed to form civil unions but not marry	34%	25%	40%	32%	37%
There should be no legal recognition of a gay couple's relationship	32%	33%	26%	32%	38%
Not sure	1%	-	-	1%	6%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
LeBron Favorability					
Favorable	25%	29%	21%	24%	28%
Unfavorable	39%	46%	47%	37%	26%
Not sure	37%	25%	32%	39%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
OKC/Heat					
Thunder	29%	38%	36%	26%	19%
Heat	15%	21%	11%	15%	19%
Didn't care	56%	42%	53%	59%	62%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cavs Fan?					
Consider yourself a Cavs fan	32%	33%	34%	29%	36%
Do not	46%	46%	45%	51%	37%
Not sure	22%	21%	21%	20%	27%

