



FOR IMMEDIATE RELEASE

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Sherrod Brown in real trouble for re-election

Raleigh, N.C. – Sherrod Brown ousted Mike DeWine from the Senate by over 12 points four years ago, but in a potential 2012 rematch, the two are tied. Worse, Brown can now muster no more than an eight-point lead against three other opponents whom three-fifths to three-quarters of the state have not heard of.

Brown and DeWine are deadlocked at 43% each. DeWine may not run again, having just been elected state attorney general last month. But three other candidates who could jump into the fray to challenge the vulnerable Brown are incoming secretary of state Jon Husted, 4th-District Congressman Jim Jordan, and incoming Lieutenant Governor Mary Taylor. Despite being an unknown quantity to 65% of Ohioans, Taylor comes closest to leading Brown, trailing only 38-40. Next is Husted (unknown to 62%), with a 38-43 deficit, and finally Jordan (unknown to 73%), trailing 35-43.

Brown's ceiling right now is a dangerously low 43%, and he is only narrowly winning these hypothetical matchups because an unusually high 14-38% of Republicans and independents are undecided. Granted, 8-15% of Democrats are also unsure of their vote, and since they make up a 44% plurality of the electorate, them coming back to the fold could make a big difference in Brown's level of support. But the Republicans stand more to gain as the campaign begins and their profiles rise. DeWine has a 30-43 favorability rating, worse than Brown's 40-37 job approval rating, yet the two tie because independents who do not like either would rather vote for someone new.

Independents side against Brown's job performance by a 28-48 margin. In the horse races, he essentially ties each of the Republicans with unaffiliateds, doing no better than a 32-30 lead against Jordan. Brown also gets only 72-79% of Democrats. While that does beat each of the Republicans' support levels with their own party, that is not surprising since he is far better known than all but DeWine.

“Sherrod Brown won by a wide margin in 2006 because it was a strongly Democratic year,” said Dean Debnam, President of Public Policy Polling. “But he hasn't proven to have much appeal to Republicans and independents and that could make his quest for reelection a tough one.”

PPP surveyed 510 Ohio voters from December 10th to 12th. The survey's margin of error is +/-4.3%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.





Ohio Survey Results

Q1 Do you approve or disapprove of Governor Ted Strickland's job performance?

Approve 39%
Disapprove..... 44%
Not sure 16%

Q2 Do you have a favorable or unfavorable opinion of John Kasich?

Favorable..... 36%
Unfavorable 40%
Not sure 25%

Q3 Do you approve or disapprove of Senator George Voinovich's job performance?

Approve 36%
Disapprove..... 40%
Not sure 24%

Q4 Do you have a favorable or unfavorable opinion of Rob Portman?

Favorable..... 35%
Unfavorable 26%
Not sure 39%

Q5 Do you approve or disapprove of Senator Sherrod Brown's job performance?

Approve 40%
Disapprove..... 37%
Not sure 23%

Q6 Do you have a favorable or unfavorable opinion of Mike DeWine?

Favorable..... 30%
Unfavorable 43%
Not sure 26%

Q7 Do you have a favorable or unfavorable opinion of Jon Husted?

Favorable..... 17%
Unfavorable 21%
Not sure 62%

Q8 Do you have a favorable or unfavorable opinion of Jim Jordan?

Favorable..... 11%
Unfavorable 16%
Not sure 73%

Q9 Do you have a favorable or unfavorable opinion of Mary Taylor?

Favorable..... 19%
Unfavorable 16%
Not sure 65%

Q10 If the candidates for US Senate in 2012 were Democrat Sherrod Brown and Republican Mike DeWine, who would you vote for?

Sherrod Brown..... 43%
Mike DeWine 43%
Undecided..... 14%

Q11 If the candidates for US Senate in 2012 were Democrat Sherrod Brown and Republican Jon Husted, who would you vote for?

Sherrod Brown..... 43%
Jon Husted..... 38%
Undecided..... 18%





Q12 If the candidates for US Senate in 2012 were Democrat Sherrod Brown and Republican Jim Jordan, who would you vote for?

Sherrod Brown..... 43%
Jim Jordan..... 35%
Undecided..... 22%

Q13 If the candidates for US Senate in 2012 were Democrat Sherrod Brown and Republican Mary Taylor, who would you vote for?

Sherrod Brown..... 40%
Mary Taylor..... 38%
Undecided..... 22%

Q14 Would you describe yourself as a liberal, moderate, or conservative?

Liberal..... 18%
Moderate..... 42%
Conservative..... 40%

Q15 If you are a woman, press 1. If a man, press 2.

Woman..... 51%
Man..... 49%

Q16 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..... 44%
Republican..... 39%
Independent/Other..... 18%

Q17 If you are white, press 1. If African-American, press 2. If other, press 3.

White..... 84%
African-American..... 12%
Other..... 4%

Q18 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.

18 to 29..... 6%
30 to 45..... 26%
46 to 65..... 47%
Older than 65..... 21%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Strickland Approval				
Approve	39%	72%	54%	10%
Disapprove	44%	18%	27%	75%
Not sure	16%	10%	19%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Kasich Favorability				
Favorable	36%	8%	20%	65%
Unfavorable	40%	78%	49%	12%
Not sure	25%	14%	31%	23%

	Base	Ideology		
		Liberal	Moderate	Conservative
Voinovich Approval				
Approve	36%	42%	43%	25%
Disapprove	40%	40%	30%	51%
Not sure	24%	17%	26%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
Portman Favorability				
Favorable	35%	13%	22%	58%
Unfavorable	26%	46%	30%	11%
Not sure	39%	41%	48%	30%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown Approval				
Approve	40%	69%	50%	16%
Disapprove	37%	13%	19%	65%
Not sure	23%	18%	31%	18%

	Base	Ideology		
		Liberal	Moderate	Conservative
DeWine Favorability				
Favorable	30%	16%	22%	46%
Unfavorable	43%	63%	47%	30%
Not sure	26%	21%	30%	24%

	Base	Ideology		
		Liberal	Moderate	Conservative
Husted Favorability				
Favorable	17%	5%	11%	29%
Unfavorable	21%	39%	21%	13%
Not sure	62%	56%	68%	57%

	Base	Ideology		
		Liberal	Moderate	Conservative
Jordan Favorability				
Favorable	11%	4%	10%	16%
Unfavorable	16%	29%	15%	10%
Not sure	73%	67%	75%	74%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Taylor Favorability				
Favorable	19%	16%	14%	27%
Unfavorable	16%	27%	15%	12%
Not sure	65%	56%	71%	62%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/DeWine				
Sherrrod Brown	43%	82%	58%	10%
Mike DeWine	43%	11%	26%	75%
Undecided	14%	7%	16%	15%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Husted				
Sherrrod Brown	43%	77%	60%	10%
Jon Husted	38%	9%	18%	73%
Undecided	18%	13%	22%	16%

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Jordan				
Sherrrod Brown	43%	77%	60%	9%
Jim Jordan	35%	7%	17%	67%
Undecided	22%	15%	23%	24%





Crosstabs

	Base	Ideology		
		Liberal	Moderate	Conservative
Brown/Taylor				
Sherrod Brown	40%	76%	54%	10%
Mary Taylor	38%	15%	22%	66%
Undecided	22%	10%	24%	24%

	Base	Gender	
		Woman	Man
Strickland Approval			
Approve	39%	42%	37%
Disapprove	44%	41%	48%
Not sure	16%	17%	15%

	Base	Gender	
		Woman	Man
Kasich Favorability			
Favorable	36%	29%	43%
Unfavorable	40%	43%	36%
Not sure	25%	28%	21%

	Base	Gender	
		Woman	Man
Voinovich Approval			
Approve	36%	38%	34%
Disapprove	40%	34%	47%
Not sure	24%	28%	19%





Crosstabs

	Base	Gender	
		Woman	Man
Portman Favorability			
Favorable	35%	28%	42%
Unfavorable	26%	30%	22%
Not sure	39%	43%	36%

	Base	Gender	
		Woman	Man
Brown Approval			
Approve	40%	46%	34%
Disapprove	37%	28%	45%
Not sure	23%	26%	21%

	Base	Gender	
		Woman	Man
DeWine Favorability			
Favorable	30%	30%	31%
Unfavorable	43%	41%	46%
Not sure	26%	30%	23%

	Base	Gender	
		Woman	Man
Husted Favorability			
Favorable	17%	18%	16%
Unfavorable	21%	20%	22%
Not sure	62%	62%	62%





Crosstabs

	Base	Gender	
		Woman	Man
Jordan Favorability			
Favorable	11%	11%	11%
Unfavorable	16%	15%	16%
Not sure	73%	73%	73%

	Base	Gender	
		Woman	Man
Taylor Favorability			
Favorable	19%	19%	19%
Unfavorable	16%	17%	15%
Not sure	65%	64%	66%

	Base	Gender	
		Woman	Man
Brown/DeWine			
Sherrod Brown	43%	48%	38%
Mike DeWine	43%	38%	47%
Undecided	14%	14%	14%

	Base	Gender	
		Woman	Man
Brown/Husted			
Sherrod Brown	43%	49%	38%
Jon Husted	38%	32%	45%
Undecided	18%	19%	17%





Crosstabs

	Base	Gender	
		Woman	Man
Brown/Jordan			
Sherrod Brown	43%	48%	38%
Jim Jordan	35%	29%	41%
Undecided	22%	23%	21%

	Base	Gender	
		Woman	Man
Brown/Taylor			
Sherrod Brown	40%	46%	34%
Mary Taylor	38%	33%	44%
Undecided	22%	21%	22%

	Base	Party		
		Democrat	Republican	Independent/Other
Strickland Approval				
Approve	39%	67%	9%	38%
Disapprove	44%	18%	75%	42%
Not sure	16%	15%	16%	21%

	Base	Party		
		Democrat	Republican	Independent/Other
Kasich Favorability				
Favorable	36%	12%	64%	34%
Unfavorable	40%	65%	15%	34%
Not sure	25%	24%	22%	32%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Voinovich Approval				
Approve	36%	42%	28%	38%
Disapprove	40%	34%	49%	36%
Not sure	24%	24%	22%	26%

	Base	Party		
		Democrat	Republican	Independent/Other
Portman Favorability				
Favorable	35%	16%	56%	36%
Unfavorable	26%	40%	12%	21%
Not sure	39%	45%	32%	43%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown Approval				
Approve	40%	66%	16%	28%
Disapprove	37%	9%	62%	48%
Not sure	23%	25%	22%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
DeWine Favorability				
Favorable	30%	20%	47%	19%
Unfavorable	43%	55%	29%	45%
Not sure	26%	24%	24%	36%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Husted Favorability				
Favorable	17%	8%	27%	18%
Unfavorable	21%	29%	15%	16%
Not sure	62%	63%	58%	66%

	Base	Party		
		Democrat	Republican	Independent/Other
Jordan Favorability				
Favorable	11%	5%	18%	11%
Unfavorable	16%	23%	10%	10%
Not sure	73%	72%	72%	79%

	Base	Party		
		Democrat	Republican	Independent/Other
Taylor Favorability				
Favorable	19%	12%	27%	21%
Unfavorable	16%	23%	11%	10%
Not sure	65%	65%	62%	69%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/DeWine				
Sherrod Brown	43%	79%	8%	32%
Mike DeWine	43%	14%	78%	36%
Undecided	14%	8%	14%	31%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Husted				
Sherrod Brown	43%	77%	10%	33%
Jon Husted	38%	8%	74%	37%
Undecided	18%	15%	16%	31%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Jordan				
Sherrod Brown	43%	77%	9%	32%
Jim Jordan	35%	8%	67%	30%
Undecided	22%	15%	23%	38%

	Base	Party		
		Democrat	Republican	Independent/Other
Brown/Taylor				
Sherrod Brown	40%	72%	8%	31%
Mary Taylor	38%	15%	68%	31%
Undecided	22%	13%	24%	38%

	Base	Race		
		White	African-American	Other
Strickland Approval				
Approve	39%	37%	53%	56%
Disapprove	44%	50%	7%	44%
Not sure	16%	14%	40%	-





Crosstabs

	Base	Race		
		White	African-American	Other
Kasich Favorability				
Favorable	36%	41%	7%	11%
Unfavorable	40%	37%	53%	56%
Not sure	25%	22%	40%	33%

	Base	Race		
		White	African-American	Other
Voinovich Approval				
Approve	36%	36%	40%	33%
Disapprove	40%	41%	33%	44%
Not sure	24%	24%	27%	22%

	Base	Race		
		White	African-American	Other
Portman Favorability				
Favorable	35%	40%	7%	17%
Unfavorable	26%	22%	47%	39%
Not sure	39%	38%	47%	44%

	Base	Race		
		White	African-American	Other
Brown Approval				
Approve	40%	37%	60%	33%
Disapprove	37%	41%	7%	39%
Not sure	23%	22%	33%	28%





Crosstabs

	Base	Race		
		White	African-American	Other
DeWine Favorability				
Favorable	30%	33%	13%	28%
Unfavorable	43%	41%	53%	56%
Not sure	26%	26%	33%	17%

	Base	Race		
		White	African-American	Other
Husted Favorability				
Favorable	17%	19%	7%	11%
Unfavorable	21%	21%	20%	28%
Not sure	62%	60%	73%	61%

	Base	Race		
		White	African-American	Other
Jordan Favorability				
Favorable	11%	12%	7%	6%
Unfavorable	16%	15%	20%	17%
Not sure	73%	73%	73%	78%

	Base	Race		
		White	African-American	Other
Taylor Favorability				
Favorable	19%	21%	13%	11%
Unfavorable	16%	14%	27%	22%
Not sure	65%	65%	60%	67%





Crosstabs

	Base	Race		
		White	African-American	Other
Brown/DeWine				
Sherrod Brown	43%	38%	80%	56%
Mike DeWine	43%	47%	13%	28%
Undecided	14%	15%	7%	17%

	Base	Race		
		White	African-American	Other
Brown/Husted				
Sherrod Brown	43%	39%	67%	61%
Jon Husted	38%	43%	7%	39%
Undecided	18%	18%	27%	-

	Base	Race		
		White	African-American	Other
Brown/Jordan				
Sherrod Brown	43%	39%	67%	61%
Jim Jordan	35%	39%	7%	28%
Undecided	22%	22%	27%	11%

	Base	Race		
		White	African-American	Other
Brown/Taylor				
Sherrod Brown	40%	38%	53%	56%
Mary Taylor	38%	41%	27%	22%
Undecided	22%	22%	20%	22%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Strickland Approval					
Approve	39%	47%	32%	41%	43%
Disapprove	44%	34%	53%	45%	36%
Not sure	16%	20%	15%	14%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Kasich Favorability					
Favorable	36%	31%	34%	37%	37%
Unfavorable	40%	44%	35%	42%	39%
Not sure	25%	25%	30%	21%	25%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Voinovich Approval					
Approve	36%	20%	41%	37%	32%
Disapprove	40%	43%	31%	42%	46%
Not sure	24%	37%	28%	21%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Portman Favorability					
Favorable	35%	22%	37%	36%	33%
Unfavorable	26%	30%	23%	26%	27%
Not sure	39%	48%	40%	38%	40%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown Approval					
Approve	40%	28%	32%	45%	42%
Disapprove	37%	39%	41%	35%	34%
Not sure	23%	34%	27%	20%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
DeWine Favorability					
Favorable	30%	26%	29%	31%	32%
Unfavorable	43%	46%	39%	43%	48%
Not sure	26%	28%	32%	26%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Husted Favorability					
Favorable	17%	14%	18%	15%	22%
Unfavorable	21%	24%	23%	21%	17%
Not sure	62%	62%	59%	64%	61%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Jordan Favorability					
Favorable	11%	8%	16%	9%	12%
Unfavorable	16%	18%	16%	17%	12%
Not sure	73%	73%	68%	75%	76%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Taylor Favorability					
Favorable	19%	17%	20%	19%	20%
Unfavorable	16%	15%	17%	15%	16%
Not sure	65%	68%	63%	66%	64%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/DeWine					
Sherrrod Brown	43%	34%	43%	44%	44%
Mike DeWine	43%	39%	46%	40%	45%
Undecided	14%	28%	11%	15%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Husted					
Sherrrod Brown	43%	40%	40%	47%	40%
Jon Husted	38%	24%	49%	34%	40%
Undecided	18%	36%	11%	19%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Jordan					
Sherrrod Brown	43%	45%	36%	46%	46%
Jim Jordan	35%	24%	43%	33%	33%
Undecided	22%	31%	21%	22%	21%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Brown/Taylor					
Sherrrod Brown	40%	40%	34%	46%	35%
Mary Taylor	38%	32%	42%	35%	42%
Undecided	22%	28%	24%	19%	22%

