



# THE FELDMAN GROUP, INC.

December 9, 2005

TO: Interested Parties  
FR: Diane Feldman  
RE: Polling in the Ohio Senate Race

---

Representative Sherrod Brown currently wins a majority of the vote in the Ohio Democratic primary for United States Senate, besting Paul Hackett by a better than two-to-one margin. Including those who lean towards a candidate, 51 percent of Democratic primary voters support Brown, 22 percent prefer Hackett, and 26 percent are undecided. Excluding leaning voters, 47 percent of voters support Brown and 20 percent prefer Hackett, while one-third (33 percent) are undecided.

Brown's advantage over Hackett is both broad and deep. Brown leads Hackett in nearly every part of Ohio and dominates in the Cleveland-Akron media market, which is the state's largest and reaches over 40 percent of the primary electorate. Brown wins 68 percent of the vote in that market to Hackett's 16 percent. Brown also leads Hackett in every major demographic category, including both men and women and among voters of all ages, incomes, and education levels. Brown leads 53 percent to 25 percent among men and 50 percent to 20 percent among women.

Brown appeals to Democratic voters across the ideological and issue spectrum. Forty-five (45) percent of voters identify the war in Iraq as their top issue concern, and among these voters Brown wins 51 percent of the vote to Hackett's 27 percent. He also leads Hackett 51 percent to 27 percent among self-identified liberals, 49 percent to 23 percent among self-identified moderates, and 60 percent to 15 percent among self-identified conservatives.

Voters are far more familiar with and favorable towards Brown than Hackett. Thirty-eight (38) percent of voters are favorable towards Brown and 9 percent are unfavorable, while 33 percent of voters recognize his name but do not rate him. Just a fifth of voters are completely unfamiliar with Brown (19 percent). In contrast, 13 percent of voters are favorable towards Hackett and 6 percent are unfavorable, while 33 percent recognize his name. Nearly half of voters, 48 percent, have never heard of Hackett.

Importantly, Brown's superior name recognition contributes to but does not drive his large electoral advantage over Hackett. Among voters who are familiar with both candidates, Brown enjoys a 22 point margin over Hackett, winning 52 percent of the vote to Hackett's 30 percent. This shows that even as voters become familiar with both candidates, they overwhelmingly prefer Brown. We conclude from these data that Brown will be the nominee in the May 2<sup>nd</sup> Democratic primary in Ohio. Brown's dominance in the state's largest media market gives him a virtually insurmountable advantage in the primary.

###

**Methodological note:** This poll of 600 likely Democratic primary voters was conducted December 6<sup>th</sup> and 7<sup>th</sup>, 2005, by professional interviewers. Respondents indicated they are likely to participate in the May 2006 Democratic primary election. The margin of error is plus or minus 4.0 percent.