

Ohio Media Market Master

	2016	2016	2016	2016	2012	2012	2012	2012
	*Trump (R)	*Trump (R)%	Clinton (D)	Clinton (D)%	Romney (R)	Romney (R)%	*Obama (D)	*Obama (D)%
Cleveland Media Mkt. Totals	841,143	46.48 %	888,979	49.12 %	790,836	42.07 %	1,060,678	56.43 %
Variance (Rep. Vs. Dem.)	-47,836	-2.64%	47,836	2.64 %	-269,842	-14.35%	269,842	14.35 %
Columbus Media Mkt. Totals	538,115	48.20 %	521,054	46.67 %	516,917	47.13 %	561,532	51.20 %
Variance (Rep. Vs. Dem.)	17,061	1.53 %	-17,061	-1.53%	-44,615	-4.07%	44,615	4.07 %
Cincinnati Media Mkt. Totals	476,892	54.97 %	349,324	40.27 %	481,471	55.80 %	368,605	42.72 %
Variance (Rep. Vs. Dem.)	127,568	14.71 %	-127,568	-14.71%	112,866	13.08 %	-112,866	-13.08%
Dayton Media Mkt. Totals	363,533	59.68 %	217,050	35.63 %	348,275	56.18 %	261,138	42.13 %
Variance (Rep. Vs. Dem.)	146,483	24.05 %	-146,483	-24.05%	87,137	14.06 %	-87,137	-14.06%
Toledo Media Mkt. Totals	245,239	51.94 %	198,366	42.01 %	219,742	45.12 %	257,563	52.89 %
Variance (Rep. Vs. Dem.)	46,873	9.93 %	-46,873	-9.93%	-37,821	-7.77%	37,821	7.77 %
Charleston Media Mkt. Totals	102,070	64.28 %	49,967	31.47 %	80,375	51.59 %	71,965	46.19 %
Variance (Rep. Vs. Dem.)	52,103	32.81 %	-52,103	-32.81%	8,410	5.40 %	-8,410	-5.40%
Wheeling Media Mkt. Totals	68,185	68.34 %	27,390	27.45 %	53,915	53.25 %	45,107	44.55 %
Variance (Rep. Vs. Dem.)	40,795	40.89 %	-40,795	-40.89%	8,808	8.70 %	-8,808	-8.70%
Youngstown Media Mkt. Totals	134,316	52.20 %	112,827	43.85 %	106,171	39.46 %	158,552	58.92 %
Variance (Rep. Vs. Dem.)	21,489	8.35 %	-21,489	-8.35%	-52,381	-19.47%	52,381	19.47 %
Ft. Wayne Media Mkt. Totals	16,969	74.37 %	4,790	20.99 %	14,939	64.97 %	7,567	32.91 %
Variance (Rep. Vs. Dem.)	12,179	53.38 %	-12,179	-53.38%	7,372	32.06 %	-7,372	-32.06%
Lima Media Mkt. Totals	30,487	66.43 %	13,294	28.97 %	29,502	61.16 %	17,913	37.14 %
Variance (Rep. Vs. Dem.)	17,193	37.46 %	-17,193	-37.46%	11,589	24.03 %	-11,589	-24.03%
Zanesville Media Mkt. Totals	24,056	65.03 %	11,123	30.07 %	19,264	51.95 %	17,001	45.84 %
Variance (Rep. Vs. Dem.)	12,933	34.96 %	-12,933	-34.96%	2,263	6.10 %	-2,263	-6.10%
Statewide Totals	2,841,005	51.69 %	2,394,164	43.56 %	2,661,407	47.69 %	2,827,621	50.67 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	2008	2008	2008	2008	2004	2004	2004	2004
	McCain (R)	McCain (R)%	*Obama (D)	*Obama (D)%	*Bush (R)	*Bush (R)%	Kerry (D)	Kerry (D)%
Cleveland Media Mkt. Totals	793,294	40.96 %	1,113,783	57.51 %	849,322	43.98 %	1,072,142	55.52 %
Variance (Rep. Vs. Dem.)	-320,489	-16.55%	320,489	16.55 %	-222,820	-11.54%	222,820	11.54 %
Columbus Media Mkt. Totals	520,789	47.81 %	551,341	50.62 %	549,830	53.24 %	477,307	46.22 %
Variance (Rep. Vs. Dem.)	-30,552	-2.80%	30,552	2.80 %	72,523	7.02 %	-72,523	-7.02%
Cincinnati Media Mkt. Totals	478,543	54.97 %	381,339	43.80 %	508,923	60.36 %	330,885	39.24 %
Variance (Rep. Vs. Dem.)	97,204	11.17 %	-97,204	-11.17%	178,038	21.12 %	-178,038	-21.12%
Dayton Media Mkt. Totals	347,945	54.53 %	280,058	43.89 %	362,791	56.97 %	271,138	42.58 %
Variance (Rep. Vs. Dem.)	67,887	10.64 %	-67,887	-10.64%	91,653	14.39 %	-91,653	-14.39%
Toledo Media Mkt. Totals	223,969	44.19 %	274,295	54.12 %	258,643	51.44 %	242,120	48.16 %
Variance (Rep. Vs. Dem.)	-50,326	-9.93%	50,326	9.93 %	16,523	3.29 %	-16,523	-3.29%
Charleston Media Mkt. Totals	84,672	51.60 %	76,009	46.32 %	88,775	52.78 %	78,638	46.75 %
Variance (Rep. Vs. Dem.)	8,663	5.28 %	-8,663	-5.28%	10,137	6.03 %	-10,137	-6.03%
Wheeling Media Mkt. Totals	52,566	49.30 %	51,424	48.23 %	54,275	49.38 %	55,045	50.08 %
Variance (Rep. Vs. Dem.)	1,142	1.07 %	-1,142	-1.07%	-770	-0.70%	770	0.70 %
Youngstown Media Mkt. Totals	111,068	39.30 %	165,200	58.46 %	115,491	39.75 %	173,296	59.65 %
Variance (Rep. Vs. Dem.)	-54,132	-19.15%	54,132	19.15 %	-57,805	-19.90%	57,805	19.90 %
Ft. Wayne Media Mkt. Totals	14,485	59.31 %	9,343	38.26 %	16,884	68.34 %	7,705	31.19 %
Variance (Rep. Vs. Dem.)	5,142	21.06 %	-5,142	-21.06%	9,179	37.15 %	-9,179	-37.15%
Lima Media Mkt. Totals	29,940	59.57 %	19,522	38.84 %	32,580	66.14 %	16,470	33.44 %
Variance (Rep. Vs. Dem.)	10,418	20.73 %	-10,418	-20.73%	16,110	32.71 %	-16,110	-32.71%
Zanesville Media Mkt. Totals	20,549	52.59 %	17,730	45.38 %	22,254	57.26 %	16,421	42.25 %
Variance (Rep. Vs. Dem.)	2,819	7.22 %	-2,819	-7.22%	5,833	15.01 %	-5,833	-15.01%
Statewide Totals	2,677,820	46.91 %	2,940,044	51.50 %	2,859,768	50.81 %	2,741,167	48.71 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	2000	2000	2000	2000	1996	1996	1996	1996
	*Bush (R)	*Bush (R)%	Gore (D)	Gore (D)%	Dole (R)	Dole (R)%	*Clinton (D)	*Clinton (D)%
Cleveland Media Mkt. Totals	706,652	43.69 %	845,381	52.27 %	549,187	35.28 %	802,836	51.57 %
Variance (Rep. Vs. Dem.)	-138,729	-8.58%	138,729	8.58 %	-253,649	-16.29%	253,649	16.29 %
Columbus Media Mkt. Totals	438,517	53.78 %	349,820	42.91 %	358,733	46.34 %	340,567	43.99 %
Variance (Rep. Vs. Dem.)	88,697	10.88 %	-88,697	-10.88%	18,166	2.35 %	-18,166	-2.35%
Cincinnati Media Mkt. Totals	422,168	59.40 %	267,709	37.66 %	349,522	52.25 %	264,341	39.51 %
Variance (Rep. Vs. Dem.)	154,459	21.73 %	-154,459	-21.73%	85,181	12.73 %	-85,181	-12.73%
Dayton Media Mkt. Totals	287,228	54.19 %	226,609	42.76 %	229,478	44.27 %	231,531	44.66 %
Variance (Rep. Vs. Dem.)	60,619	11.44 %	-60,619	-11.44%	-2,053	-0.40%	2,053	0.40 %
Toledo Media Mkt. Totals	217,817	50.46 %	200,233	46.38 %	166,698	40.00 %	200,280	48.06 %
Variance (Rep. Vs. Dem.)	17,584	4.07 %	-17,584	-4.07%	-33,582	-8.06%	33,582	8.06 %
Charleston Media Mkt. Totals	75,537	51.61 %	64,559	44.11 %	54,982	38.18 %	68,548	47.60 %
Variance (Rep. Vs. Dem.)	10,978	7.50 %	-10,978	-7.50%	-13,566	-9.42%	13,566	9.42 %
Wheeling Media Mkt. Totals	45,841	45.63 %	49,363	49.13 %	30,744	30.67 %	53,839	53.70 %
Variance (Rep. Vs. Dem.)	-3,522	-3.51%	3,522	3.51 %	-23,095	-23.04%	23,095	23.04 %
Youngstown Media Mkt. Totals	96,918	38.04 %	147,512	57.90 %	71,594	27.91 %	149,036	58.09 %
Variance (Rep. Vs. Dem.)	-50,594	-19.86%	50,594	19.86 %	-77,442	-30.19%	77,442	30.19 %
Ft. Wayne Media Mkt. Totals	13,889	62.66 %	7,593	34.26 %	10,759	49.73 %	7,902	36.52 %
Variance (Rep. Vs. Dem.)	6,296	28.41 %	-6,296	-28.41%	2,857	13.20 %	-2,857	-13.20%
Lima Media Mkt. Totals	28,647	65.41 %	13,996	31.96 %	24,325	55.35 %	15,529	35.33 %
Variance (Rep. Vs. Dem.)	14,651	33.45 %	-14,651	-33.45%	8,796	20.01 %	-8,796	-20.01%
Zanesville Media Mkt. Totals	17,995	55.16 %	13,415	41.12 %	13,861	42.04 %	13,813	41.89 %
Variance (Rep. Vs. Dem.)	4,580	14.04 %	-4,580	-14.04%	48	0.15 %	-48	-0.15%
Statewide Totals	2,351,209	49.97 %	2,186,190	46.46 %	1,859,883	41.02 %	2,148,222	47.38 %

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Ohio Media Market Master

	1992	1992	1992	1992	1988	1988	1988	1988
	Bush (R)	Bush (R)%	*Clinton (D)	*Clinton (D)%	*Bush (R)	*Bush (R)%	Dukakis (D)	Dukakis (D)%
Cleveland Media Mkt. Totals	574,306	33.27 %	763,258	44.22 %	753,127	48.32 %	791,623	50.79 %
Variance (Rep. Vs. Dem.)	-188,952	-10.95%	188,952	10.95 %	-38,496	-2.47%	38,496	2.47 %
Columbus Media Mkt. Totals	356,093	42.77 %	299,625	35.99 %	442,971	62.43 %	259,991	36.64 %
Variance (Rep. Vs. Dem.)	56,468	6.78 %	-56,468	-6.78%	182,980	25.79 %	-182,980	-25.79%
Cincinnati Media Mkt. Totals	340,829	48.14 %	238,233	33.65 %	402,652	64.44 %	217,432	34.80 %
Variance (Rep. Vs. Dem.)	102,596	14.49 %	-102,596	-14.49%	185,220	29.64 %	-185,220	-29.64%
Dayton Media Mkt. Totals	239,635	42.47 %	205,163	36.36 %	305,899	62.01 %	183,490	37.19 %
Variance (Rep. Vs. Dem.)	34,472	6.11 %	-34,472	-6.11%	122,409	24.81 %	-122,409	-24.81%
Toledo Media Mkt. Totals	171,126	37.54 %	183,072	40.16 %	223,513	55.05 %	178,914	44.06 %
Variance (Rep. Vs. Dem.)	-11,946	-2.62%	11,946	2.62 %	44,599	10.98 %	-44,599	-10.98%
Charleston Media Mkt. Totals	58,452	37.28 %	67,743	43.21 %	75,255	54.26 %	62,255	44.89 %
Variance (Rep. Vs. Dem.)	-9,291	-5.93%	9,291	5.93 %	13,000	9.37 %	-13,000	-9.37%
Wheeling Media Mkt. Totals	31,462	28.64 %	56,199	51.15 %	43,872	42.81 %	57,765	56.37 %
Variance (Rep. Vs. Dem.)	-24,737	-22.52%	24,737	22.52 %	-13,893	-13.56%	13,893	13.56 %
Youngstown Media Mkt. Totals	72,038	25.65 %	139,087	49.53 %	103,712	39.66 %	155,779	59.57 %
Variance (Rep. Vs. Dem.)	-67,049	-23.88%	67,049	23.88 %	-52,067	-19.91%	52,067	19.91 %
Ft. Wayne Media Mkt. Totals	10,879	45.85 %	7,115	29.99 %	14,791	67.52 %	6,962	31.78 %
Variance (Rep. Vs. Dem.)	3,764	15.86 %	-3,764	-15.86%	7,829	35.74 %	-7,829	-35.74%
Lima Media Mkt. Totals	25,322	53.48 %	13,777	29.10 %	31,021	68.97 %	13,727	30.52 %
Variance (Rep. Vs. Dem.)	11,545	24.38 %	-11,545	-24.38%	17,294	38.45 %	-17,294	-38.45%
Zanesville Media Mkt. Totals	14,168	40.81 %	11,670	33.61 %	19,736	62.31 %	11,691	36.91 %
Variance (Rep. Vs. Dem.)	2,498	7.19 %	-2,498	-7.19%	8,045	25.40 %	-8,045	-25.40%
Statewide Totals	1,894,310	38.35 %	1,984,942	40.18 %	2,416,549	55.00 %	1,939,629	44.15 %

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Ohio Media Market Master

	1984	1984	1984	1984	1980	1980	1980	1980
	*Reagan (R)	*Reagan (R)%	Mondale (D)	Mondale (D)%	*Reagan (R)	*Reagan (R)%	Carter (D)	Carter (D)%
Cleveland Media Mkt. Totals	853,285	52.24 %	764,971	46.84 %	726,672	47.35 %	678,216	44.20 %
Variance (Rep. Vs. Dem.)	88,314	5.41 %	-88,314	-5.41%	48,456	3.16 %	-48,456	-3.16%
Columbus Media Mkt. Totals	488,670	67.35 %	225,415	31.07 %	388,701	56.41 %	253,372	36.77 %
Variance (Rep. Vs. Dem.)	263,255	36.28 %	-263,255	-36.28%	135,329	19.64 %	-135,329	-19.64%
Cincinnati Media Mkt. Totals	420,605	67.00 %	203,511	32.42 %	343,749	59.15 %	202,612	34.87 %
Variance (Rep. Vs. Dem.)	217,094	34.58 %	-217,094	-34.58%	141,137	24.29 %	-141,137	-24.29%
Dayton Media Mkt. Totals	322,877	64.73 %	172,124	34.51 %	240,960	50.72 %	199,133	41.91 %
Variance (Rep. Vs. Dem.)	150,753	30.22 %	-150,753	-30.22%	41,827	8.80 %	-41,827	-8.80%
Toledo Media Mkt. Totals	258,483	60.67 %	163,640	38.41 %	215,610	53.34 %	151,502	37.48 %
Variance (Rep. Vs. Dem.)	94,843	22.26 %	-94,843	-22.26%	64,108	15.86 %	-64,108	-15.86%
Charleston Media Mkt. Totals	86,641	59.31 %	57,831	39.59 %	71,926	51.79 %	59,391	42.76 %
Variance (Rep. Vs. Dem.)	28,810	19.72 %	-28,810	-19.72%	12,535	9.03 %	-12,535	-9.03%
Wheeling Media Mkt. Totals	53,958	48.67 %	56,015	50.53 %	47,092	45.65 %	50,114	48.58 %
Variance (Rep. Vs. Dem.)	-2,057	-1.86%	2,057	1.86 %	-3,022	-2.93%	3,022	2.93 %
Youngstown Media Mkt. Totals	123,599	44.17 %	153,571	54.88 %	112,007	43.19 %	125,502	48.40 %
Variance (Rep. Vs. Dem.)	-29,972	-10.71%	29,972	10.71 %	-13,495	-5.20%	13,495	5.20 %
Ft. Wayne Media Mkt. Totals	15,115	70.54 %	6,149	28.70 %	12,837	60.08 %	6,848	32.05 %
Variance (Rep. Vs. Dem.)	8,966	41.84 %	-8,966	-41.84%	5,989	28.03 %	-5,989	-28.03%
Lima Media Mkt. Totals	33,506	72.98 %	12,176	26.52 %	29,070	65.84 %	13,140	29.76 %
Variance (Rep. Vs. Dem.)	21,330	46.46 %	-21,330	-46.46%	15,930	36.08 %	-15,930	-36.08%
Zanesville Media Mkt. Totals	21,821	67.98 %	10,037	31.27 %	17,921	54.82 %	12,584	38.50 %
Variance (Rep. Vs. Dem.)	11,784	36.71 %	-11,784	-36.71%	5,337	16.33 %	-5,337	-16.33%
Statewide Totals	2,678,560	58.90 %	1,825,440	40.14 %	2,206,545	51.51 %	1,752,414	40.91 %

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Ohio Media Market Master

	1976	1976	1976	1976	1972	1972	1972	1972
	Ford (R)	Ford (R)%	*Carter (D)	*Carter (D)%	*Nixon (R)	*Nixon (R)%	McGovern (D)	McGovern (D)%
Cleveland Media Mkt. Totals	650,762	43.68 %	797,100	53.51 %	830,062	54.65 %	655,646	43.17 %
Variance (Rep. Vs. Dem.)	-146,338	-9.82%	146,338	9.82 %	174,416	11.48 %	-174,416	-11.48%
Columbus Media Mkt. Totals	351,909	54.92 %	272,757	42.57 %	418,719	66.10 %	198,749	31.37 %
Variance (Rep. Vs. Dem.)	79,152	12.35 %	-79,152	-12.35%	219,970	34.72 %	-219,970	-34.72%
Cincinnati Media Mkt. Totals	318,819	58.15 %	220,095	40.15 %	361,154	66.90 %	168,117	31.14 %
Variance (Rep. Vs. Dem.)	98,724	18.01 %	-98,724	-18.01%	193,037	35.76 %	-193,037	-35.76%
Dayton Media Mkt. Totals	227,565	50.59 %	211,348	46.98 %	274,145	61.92 %	156,367	35.32 %
Variance (Rep. Vs. Dem.)	16,217	3.60 %	-16,217	-3.60%	117,778	26.60 %	-117,778	-26.60%
Toledo Media Mkt. Totals	188,090	48.66 %	189,344	48.98 %	215,874	56.69 %	154,588	40.59 %
Variance (Rep. Vs. Dem.)	-1,254	-0.32%	1,254	0.32 %	61,286	16.09 %	-61,286	-16.09%
Charleston Media Mkt. Totals	61,864	46.54 %	68,462	51.50 %	81,424	63.98 %	43,534	34.21 %
Variance (Rep. Vs. Dem.)	-6,598	-4.96%	6,598	4.96 %	37,890	29.77 %	-37,890	-29.77%
Wheeling Media Mkt. Totals	45,379	41.59 %	62,031	56.85 %	60,356	58.11 %	42,075	40.51 %
Variance (Rep. Vs. Dem.)	-16,652	-15.26%	16,652	15.26 %	18,281	17.60 %	-18,281	-17.60%
Youngstown Media Mkt. Totals	105,101	39.78 %	152,761	57.82 %	139,132	53.94 %	113,389	43.96 %
Variance (Rep. Vs. Dem.)	-47,660	-18.04%	47,660	18.04 %	25,743	9.98 %	-25,743	-9.98%
Ft. Wayne Media Mkt. Totals	11,937	56.12 %	8,918	41.93 %	14,098	69.05 %	5,927	29.03 %
Variance (Rep. Vs. Dem.)	3,019	14.19 %	-3,019	-14.19%	8,171	40.02 %	-8,171	-40.02%
Lima Media Mkt. Totals	23,721	60.56 %	14,627	37.35 %	26,966	69.96 %	10,184	26.42 %
Variance (Rep. Vs. Dem.)	9,094	23.22 %	-9,094	-23.22%	16,782	43.54 %	-16,782	-43.54%
Zanesville Media Mkt. Totals	15,358	51.07 %	14,178	47.15 %	19,897	63.99 %	10,313	33.17 %
Variance (Rep. Vs. Dem.)	1,180	3.92 %	-1,180	-3.92%	9,584	30.82 %	-9,584	-30.82%
Statewide Totals	2,000,505	48.65 %	2,011,621	48.92 %	2,441,827	59.63 %	1,558,889	38.07 %

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Ohio Media Market Master

	1968	1968	1968	1968	1964	1964	1964	1964
	*Nixon (R)	*Nixon (R)%	Humphrey (D)	Humphrey (D)%	Goldwater (R)	Goldwater (R)%	*Johnson (D)	*Johnson (D)%
Cleveland Media Mkt. Totals	603,569	40.87 %	708,904	48.00 %	481,092	32.49 %	999,672	67.51 %
Variance (Rep. Vs. Dem.)	-105,335	-7.13%	105,335	7.13 %	-518,580	-35.02%	518,580	35.02 %
Columbus Media Mkt. Totals	295,988	52.19 %	194,853	34.36 %	249,989	44.01 %	317,992	55.99 %
Variance (Rep. Vs. Dem.)	101,135	17.83 %	-101,135	-17.83%	-68,003	-11.97%	68,003	11.97 %
Cincinnati Media Mkt. Totals	268,962	49.89 %	187,426	34.77 %	236,614	44.42 %	296,117	55.58 %
Variance (Rep. Vs. Dem.)	81,536	15.13 %	-81,536	-15.13%	-59,503	-11.17%	59,503	11.17 %
Dayton Media Mkt. Totals	198,724	45.14 %	187,688	42.63 %	162,855	37.98 %	265,909	62.02 %
Variance (Rep. Vs. Dem.)	11,036	2.51 %	-11,036	-2.51%	-103,054	-24.04%	103,054	24.04 %
Toledo Media Mkt. Totals	174,078	47.74 %	156,186	42.84 %	136,091	36.82 %	233,568	63.18 %
Variance (Rep. Vs. Dem.)	17,892	4.91 %	-17,892	-4.91%	-97,477	-26.37%	97,477	26.37 %
Charleston Media Mkt. Totals	62,799	51.24 %	47,990	39.16 %	51,555	40.56 %	75,567	59.44 %
Variance (Rep. Vs. Dem.)	14,809	12.08 %	-14,809	-12.08%	-24,012	-18.89%	24,012	18.89 %
Wheeling Media Mkt. Totals	40,630	37.45 %	58,213	53.66 %	35,028	29.53 %	83,582	70.47 %
Variance (Rep. Vs. Dem.)	-17,583	-16.21%	17,583	16.21 %	-48,554	-40.94%	48,554	40.94 %
Youngstown Media Mkt. Totals	95,971	38.46 %	128,180	51.37 %	76,661	30.59 %	173,982	69.41 %
Variance (Rep. Vs. Dem.)	-32,209	-12.91%	32,209	12.91 %	-97,321	-38.83%	97,321	38.83 %
Ft. Wayne Media Mkt. Totals	11,909	56.14 %	7,063	33.30 %	9,448	43.72 %	12,160	56.28 %
Variance (Rep. Vs. Dem.)	4,846	22.85 %	-4,846	-22.85%	-2,712	-12.55%	2,712	12.55 %
Lima Media Mkt. Totals	23,124	60.30 %	10,994	28.67 %	19,897	51.17 %	18,990	48.83 %
Variance (Rep. Vs. Dem.)	12,130	31.63 %	-12,130	-31.63%	907	2.33 %	-907	-2.33%
Zanesville Media Mkt. Totals	15,260	48.13 %	13,089	41.28 %	11,635	35.88 %	20,792	64.12 %
Variance (Rep. Vs. Dem.)	2,171	6.85 %	-2,171	-6.85%	-9,157	-28.24%	9,157	28.24 %
Statewide Totals	1,791,014	45.23 %	1,700,586	42.95 %	1,470,865	37.06 %	2,498,331	62.94 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1960	1960	1960	1960	1956	1956	1956	1956
	*Nixon (R)	*Nixon (R) %	Kennedy (D)	Kennedy (D) %	*Eisenhower (R)	*Eisenhower (R) %	Stevenson (D)	Stevenson (D) %
Cleveland Media Mkt. Totals	742,275	47.67 %	814,868	52.33 %	795,689	57.65 %	584,562	42.35 %
Variance (Rep. Vs. Dem.)	-72,593	-4.66%	72,593	4.66 %	211,127	15.30 %	-211,127	-15.30%
Columbus Media Mkt. Totals	346,859	61.80 %	214,427	38.20 %	326,323	66.38 %	165,293	33.62 %
Variance (Rep. Vs. Dem.)	132,432	23.59 %	-132,432	-23.59%	161,030	32.76 %	-161,030	-32.76%
Cincinnati Media Mkt. Totals	320,762	56.43 %	247,615	43.57 %	320,024	65.20 %	170,795	34.80 %
Variance (Rep. Vs. Dem.)	73,147	12.87 %	-73,147	-12.87%	149,229	30.40 %	-149,229	-30.40%
Dayton Media Mkt. Totals	252,969	57.03 %	190,605	42.97 %	243,554	62.51 %	146,054	37.49 %
Variance (Rep. Vs. Dem.)	62,364	14.06 %	-62,364	-14.06%	97,500	25.03 %	-97,500	-25.03%
Toledo Media Mkt. Totals	221,085	56.47 %	170,407	43.53 %	225,580	62.02 %	138,159	37.98 %
Variance (Rep. Vs. Dem.)	50,678	12.94 %	-50,678	-12.94%	87,421	24.03 %	-87,421	-24.03%
Charleston Media Mkt. Totals	85,468	60.74 %	55,251	39.26 %	84,175	64.41 %	46,512	35.59 %
Variance (Rep. Vs. Dem.)	30,217	21.47 %	-30,217	-21.47%	37,663	28.82 %	-37,663	-28.82%
Wheeling Media Mkt. Totals	62,976	48.78 %	66,113	51.22 %	64,659	54.86 %	53,195	45.14 %
Variance (Rep. Vs. Dem.)	-3,137	-2.43%	3,137	2.43 %	11,464	9.73 %	-11,464	-9.73%
Youngstown Media Mkt. Totals	121,065	44.81 %	149,108	55.19 %	136,711	56.20 %	106,555	43.80 %
Variance (Rep. Vs. Dem.)	-28,043	-10.38%	28,043	10.38 %	30,156	12.40 %	-30,156	-12.40%
Ft. Wayne Media Mkt. Totals	14,627	65.00 %	7,875	35.00 %	14,719	69.77 %	6,378	30.23 %
Variance (Rep. Vs. Dem.)	6,752	30.01 %	-6,752	-30.01%	8,341	39.54 %	-8,341	-39.54%
Lima Media Mkt. Totals	28,007	65.54 %	14,725	34.46 %	28,388	70.22 %	12,042	29.78 %
Variance (Rep. Vs. Dem.)	13,282	31.08 %	-13,282	-31.08%	16,346	40.43 %	-16,346	-40.43%
Zanesville Media Mkt. Totals	21,518	61.88 %	13,254	38.12 %	22,788	69.27 %	10,110	30.73 %
Variance (Rep. Vs. Dem.)	8,264	23.77 %	-8,264	-23.77%	12,678	38.54 %	-12,678	-38.54%
Statewide Totals	2,217,611	53.28 %	1,944,248	46.72 %	2,262,610	61.11 %	1,439,655	38.89 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1952	1952	1952	1952	1948	1948	1948	1948
	*Eisenhower (R)	*Eisenhower (R)%	Stevenson (D)	Stevenson (D)%	Dewey (R)	Dewey (R)%	*Truman (D)	*Truman (D)%
Cleveland Media Mkt. Totals	727,828	54.00 %	619,900	46.00 %	476,438	48.15 %	513,135	51.85 %
Variance (Rep. Vs. Dem.)	107,928	8.01 %	-107,928	-8.01%	-36,697	-3.71%	36,697	3.71 %
Columbus Media Mkt. Totals	311,379	62.14 %	189,736	37.86 %	224,287	54.37 %	188,269	45.63 %
Variance (Rep. Vs. Dem.)	121,643	24.27 %	-121,643	-24.27%	36,018	8.73 %	-36,018	-8.73%
Cincinnati Media Mkt. Totals	296,251	58.97 %	206,161	41.03 %	210,516	52.24 %	192,449	47.76 %
Variance (Rep. Vs. Dem.)	90,090	17.93 %	-90,090	-17.93%	18,067	4.48 %	-18,067	-4.48%
Dayton Media Mkt. Totals	222,447	58.59 %	157,227	41.41 %	147,775	48.83 %	154,848	51.17 %
Variance (Rep. Vs. Dem.)	65,220	17.18 %	-65,220	-17.18%	-7,073	-2.34%	7,073	2.34 %
Toledo Media Mkt. Totals	222,510	60.68 %	144,163	39.32 %	153,466	53.27 %	134,613	46.73 %
Variance (Rep. Vs. Dem.)	78,347	21.37 %	-78,347	-21.37%	18,853	6.54 %	-18,853	-6.54%
Charleston Media Mkt. Totals	80,624	59.25 %	55,446	40.75 %	63,576	52.96 %	56,458	47.04 %
Variance (Rep. Vs. Dem.)	25,178	18.50 %	-25,178	-18.50%	7,118	5.93 %	-7,118	-5.93%
Wheeling Media Mkt. Totals	59,856	46.90 %	67,770	53.10 %	45,447	41.79 %	63,301	58.21 %
Variance (Rep. Vs. Dem.)	-7,914	-6.20%	7,914	6.20 %	-17,854	-16.42%	17,854	16.42 %
Youngstown Media Mkt. Totals	117,664	48.32 %	125,841	51.68 %	80,386	40.90 %	116,153	59.10 %
Variance (Rep. Vs. Dem.)	-8,177	-3.36%	8,177	3.36 %	-35,767	-18.20%	35,767	18.20 %
Ft. Wayne Media Mkt. Totals	14,192	65.44 %	7,494	34.56 %	10,364	57.57 %	7,639	42.43 %
Variance (Rep. Vs. Dem.)	6,698	30.89 %	-6,698	-30.89%	2,725	15.14 %	-2,725	-15.14%
Lima Media Mkt. Totals	26,396	65.12 %	14,139	34.88 %	17,380	56.91 %	13,161	43.09 %
Variance (Rep. Vs. Dem.)	12,257	30.24 %	-12,257	-30.24%	4,219	13.81 %	-4,219	-13.81%
Zanesville Media Mkt. Totals	21,244	62.98 %	12,490	37.02 %	16,049	55.70 %	12,765	44.30 %
Variance (Rep. Vs. Dem.)	8,754	25.95 %	-8,754	-25.95%	3,284	11.40 %	-3,284	-11.40%
Statewide Totals	2,100,391	56.76 %	1,600,367	43.24 %	1,445,684	49.88 %	1,452,791	50.12 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1944	1944	1944	1944	1940	1940	1940	1940
	*Dewey (R)	*Dewey (R)%	Roosevelt (D)	Roosevelt (D)%	Willkie (R)	Willkie (R)%	*Roosevelt (D)	*Roosevelt (D)%
Cleveland Media Mkt. Totals	501,852	44.80 %	618,249	55.20 %	486,867	42.80 %	650,754	57.20 %
Variance (Rep. Vs. Dem.)	-116,397	-10.39%	116,397	10.39 %	-163,887	-14.41%	163,887	14.41 %
Columbus Media Mkt. Totals	245,810	56.37 %	190,223	43.63 %	243,911	51.77 %	227,272	48.23 %
Variance (Rep. Vs. Dem.)	55,587	12.75 %	-55,587	-12.75%	16,639	3.53 %	-16,639	-3.53%
Cincinnati Media Mkt. Totals	221,162	52.18 %	202,660	47.82 %	223,416	50.60 %	218,101	49.40 %
Variance (Rep. Vs. Dem.)	18,502	4.37 %	-18,502	-4.37%	5,315	1.20 %	-5,315	-1.20%
Dayton Media Mkt. Totals	169,171	51.26 %	160,826	48.74 %	161,893	47.74 %	177,241	52.26 %
Variance (Rep. Vs. Dem.)	8,345	2.53 %	-8,345	-2.53%	-15,348	-4.53%	15,348	4.53 %
Toledo Media Mkt. Totals	188,370	59.95 %	125,859	40.05 %	193,903	58.45 %	137,827	41.55 %
Variance (Rep. Vs. Dem.)	62,511	19.89 %	-62,511	-19.89%	56,076	16.90 %	-56,076	-16.90%
Charleston Media Mkt. Totals	71,173	57.59 %	52,420	42.41 %	79,772	53.14 %	70,332	46.86 %
Variance (Rep. Vs. Dem.)	18,753	15.17 %	-18,753	-15.17%	9,440	6.29 %	-9,440	-6.29%
Wheeling Media Mkt. Totals	52,800	44.97 %	64,622	55.03 %	59,593	43.13 %	78,576	56.87 %
Variance (Rep. Vs. Dem.)	-11,822	-10.07%	11,822	10.07 %	-18,983	-13.74%	18,983	13.74 %
Youngstown Media Mkt. Totals	80,310	39.46 %	123,210	60.54 %	83,743	38.56 %	133,405	61.44 %
Variance (Rep. Vs. Dem.)	-42,900	-21.08%	42,900	21.08 %	-49,662	-22.87%	49,662	22.87 %
Ft. Wayne Media Mkt. Totals	13,044	63.80 %	7,401	36.20 %	13,605	59.12 %	9,409	40.88 %
Variance (Rep. Vs. Dem.)	5,643	27.60 %	-5,643	-27.60%	4,196	18.23 %	-4,196	-18.23%
Lima Media Mkt. Totals	21,024	62.59 %	12,564	37.41 %	20,675	58.83 %	14,469	41.17 %
Variance (Rep. Vs. Dem.)	8,460	25.19 %	-8,460	-25.19%	6,206	17.66 %	-6,206	-17.66%
Zanesville Media Mkt. Totals	17,577	58.00 %	12,729	42.00 %	19,395	55.18 %	15,753	44.82 %
Variance (Rep. Vs. Dem.)	4,848	16.00 %	-4,848	-16.00%	3,642	10.36 %	-3,642	-10.36%
Statewide Totals	1,582,293	50.18 %	1,570,763	49.82 %	1,586,773	47.80 %	1,733,139	52.20 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1936	1936	1936	1936	1932	1932	1932	1932
	Landon (R)	Landon (R)%	*Roosevelt (D)	*Roosevelt (D)%	Hoover (R)	Hoover (R)%	*Roosevelt (D)	*Roosevelt (D)%
Cleveland Media Mkt. Totals	320,782	32.05 %	625,875	62.53 %	389,252	46.92 %	406,795	49.03 %
Variance (Rep. Vs. Dem.)	-305,093	-30.48%	305,093	30.48 %	-17,543	-2.11%	17,543	2.11 %
Columbus Media Mkt. Totals	181,507	42.18 %	240,685	55.93 %	182,143	47.92 %	189,751	49.92 %
Variance (Rep. Vs. Dem.)	-59,178	-13.75%	59,178	13.75 %	-7,608	-2.00%	7,608	2.00 %
Cincinnati Media Mkt. Totals	165,393	40.08 %	225,366	54.61 %	175,246	47.36 %	184,675	49.91 %
Variance (Rep. Vs. Dem.)	-59,973	-14.53%	59,973	14.53 %	-9,429	-2.55%	9,429	2.55 %
Dayton Media Mkt. Totals	121,830	38.64 %	177,748	56.37 %	128,690	46.29 %	141,075	50.74 %
Variance (Rep. Vs. Dem.)	-55,918	-17.73%	55,918	17.73 %	-12,385	-4.45%	12,385	4.45 %
Toledo Media Mkt. Totals	120,757	40.14 %	151,500	50.35 %	113,613	41.49 %	153,195	55.94 %
Variance (Rep. Vs. Dem.)	-30,743	-10.22%	30,743	10.22 %	-39,582	-14.45%	39,582	14.45 %
Charleston Media Mkt. Totals	69,766	47.07 %	77,459	52.26 %	66,329	51.43 %	60,590	46.98 %
Variance (Rep. Vs. Dem.)	-7,693	-5.19%	7,693	5.19 %	5,739	4.45 %	-5,739	-4.45%
Wheeling Media Mkt. Totals	48,461	36.28 %	83,885	62.81 %	49,434	44.48 %	58,124	52.30 %
Variance (Rep. Vs. Dem.)	-35,424	-26.52%	35,424	26.52 %	-8,690	-7.82%	8,690	7.82 %
Youngstown Media Mkt. Totals	58,698	32.36 %	119,934	66.12 %	82,449	53.47 %	65,294	42.34 %
Variance (Rep. Vs. Dem.)	-61,236	-33.76%	61,236	33.76 %	17,155	11.12 %	-17,155	-11.12%
Ft. Wayne Media Mkt. Totals	10,128	44.07 %	11,923	51.88 %	9,119	42.29 %	12,142	56.31 %
Variance (Rep. Vs. Dem.)	-1,795	-7.81%	1,795	7.81 %	-3,023	-14.02%	3,023	14.02 %
Lima Media Mkt. Totals	15,079	44.89 %	16,500	49.12 %	14,678	45.97 %	16,676	52.23 %
Variance (Rep. Vs. Dem.)	-1,421	-4.23%	1,421	4.23 %	-1,998	-6.26%	1,998	6.26 %
Zanesville Media Mkt. Totals	15,454	47.44 %	16,265	49.93 %	16,366	54.04 %	13,378	44.17 %
Variance (Rep. Vs. Dem.)	-811	-2.49%	811	2.49 %	2,988	9.87 %	-2,988	-9.87%
Statewide Totals	1,127,855	37.44 %	1,747,140	58.00 %	1,227,319	47.03 %	1,301,695	49.88 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1928	1928	1928	1928	1924	1924	1924	1924
	*Hoover (R)	*Hoover (R)%	Smith (D)	Smith (D)%	*Coolidge (R)	*Coolidge (R)%	Davis (D)	Davis (D)%
Cleveland Media Mkt. Totals	505,422	62.94 %	291,269	36.27 %	345,584	56.66 %	99,101	16.25 %
Variance (Rep. Vs. Dem.)	214,153	26.67 %	-214,153	-26.67%	246,483	40.41 %	-246,483	-40.41%
Columbus Media Mkt. Totals	243,375	66.97 %	117,959	32.46 %	175,156	55.63 %	100,348	31.87 %
Variance (Rep. Vs. Dem.)	125,416	34.51 %	-125,416	-34.51%	74,808	23.76 %	-74,808	-23.76%
Cincinnati Media Mkt. Totals	221,919	60.17 %	145,324	39.41 %	169,625	59.50 %	68,439	24.01 %
Variance (Rep. Vs. Dem.)	76,595	20.77 %	-76,595	-20.77%	101,186	35.49 %	-101,186	-35.49%
Dayton Media Mkt. Totals	178,647	66.08 %	90,131	33.34 %	133,736	60.12 %	70,069	31.50 %
Variance (Rep. Vs. Dem.)	88,516	32.74 %	-88,516	-32.74%	63,667	28.62 %	-63,667	-28.62%
Toledo Media Mkt. Totals	175,876	65.36 %	91,901	34.15 %	124,460	55.52 %	51,942	23.17 %
Variance (Rep. Vs. Dem.)	83,975	31.21 %	-83,975	-31.21%	72,518	32.35 %	-72,518	-32.35%
Charleston Media Mkt. Totals	77,243	72.23 %	28,934	27.06 %	53,796	59.89 %	25,571	28.47 %
Variance (Rep. Vs. Dem.)	48,309	45.18 %	-48,309	-45.18%	28,225	31.42 %	-28,225	-31.42%
Wheeling Media Mkt. Totals	66,162	66.72 %	31,662	31.93 %	52,166	59.16 %	23,744	26.93 %
Variance (Rep. Vs. Dem.)	34,500	34.79 %	-34,500	-34.79%	28,422	32.23 %	-28,422	-32.23%
Youngstown Media Mkt. Totals	104,456	70.06 %	43,499	29.17 %	80,471	70.23 %	18,027	15.73 %
Variance (Rep. Vs. Dem.)	60,957	40.88 %	-60,957	-40.88%	62,444	54.50 %	-62,444	-54.50%
Ft. Wayne Media Mkt. Totals	11,633	60.21 %	7,562	39.14 %	9,854	54.77 %	6,560	36.46 %
Variance (Rep. Vs. Dem.)	4,071	21.07 %	-4,071	-21.07%	3,294	18.31 %	-3,294	-18.31%
Lima Media Mkt. Totals	20,693	68.21 %	9,462	31.19 %	15,711	61.76 %	7,378	29.00 %
Variance (Rep. Vs. Dem.)	11,231	37.02 %	-11,231	-37.02%	8,333	32.76 %	-8,333	-32.76%
Zanesville Media Mkt. Totals	22,120	76.81 %	6,507	22.60 %	15,571	65.71 %	6,709	28.31 %
Variance (Rep. Vs. Dem.)	15,613	54.22 %	-15,613	-54.22%	8,862	37.40 %	-8,862	-37.40%
Statewide Totals	1,627,546	64.89 %	864,210	34.45 %	1,176,130	58.33 %	477,888	23.70 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1920	1920	1920	1920	1916	1916	1916	1916
	*Harding (R)	*Harding (R)%	Cox (D)	Cox (D)%	Hughes (R)	Hughes (R)%	*Wilson (D)	*Wilson (D)%
Cleveland Media Mkt. Totals	350,840	62.31 %	190,349	33.80 %	128,863	41.40 %	168,679	54.19 %
Variance (Rep. Vs. Dem.)	160,491	28.50 %	-160,491	-28.50%	-39,816	-12.79%	39,816	12.79 %
Columbus Media Mkt. Totals	183,388	54.51 %	148,697	44.20 %	82,789	42.57 %	106,690	54.86 %
Variance (Rep. Vs. Dem.)	34,691	10.31 %	-34,691	-10.31%	-23,901	-12.29%	23,901	12.29 %
Cincinnati Media Mkt. Totals	165,409	55.60 %	122,999	41.35 %	89,332	49.87 %	83,392	46.55 %
Variance (Rep. Vs. Dem.)	42,410	14.26 %	-42,410	-14.26%	5,940	3.32 %	-5,940	-3.32%
Dayton Media Mkt. Totals	137,596	55.68 %	102,531	41.49 %	61,051	44.68 %	69,804	51.09 %
Variance (Rep. Vs. Dem.)	35,065	14.19 %	-35,065	-14.19%	-8,753	-6.41%	8,753	6.41 %
Toledo Media Mkt. Totals	132,123	60.11 %	80,040	36.42 %	51,097	38.29 %	77,267	57.91 %
Variance (Rep. Vs. Dem.)	52,083	23.70 %	-52,083	-23.70%	-26,170	-19.61%	26,170	19.61 %
Charleston Media Mkt. Totals	60,219	60.42 %	37,616	37.74 %	31,598	52.60 %	26,257	43.71 %
Variance (Rep. Vs. Dem.)	22,603	22.68 %	-22,603	-22.68%	5,341	8.89 %	-5,341	-8.89%
Wheeling Media Mkt. Totals	48,638	54.92 %	37,542	42.39 %	24,723	46.66 %	24,881	46.96 %
Variance (Rep. Vs. Dem.)	11,096	12.53 %	-11,096	-12.53%	-158	-0.30%	158	0.30 %
Youngstown Media Mkt. Totals	63,925	64.18 %	31,530	31.66 %	25,541	45.91 %	26,892	48.34 %
Variance (Rep. Vs. Dem.)	32,395	32.52 %	-32,395	-32.52%	-1,351	-2.43%	1,351	2.43 %
Ft. Wayne Media Mkt. Totals	12,044	60.65 %	7,638	38.46 %	6,449	50.39 %	6,066	47.40 %
Variance (Rep. Vs. Dem.)	4,406	22.19 %	-4,406	-22.19%	383	2.99 %	-383	-2.99%
Lima Media Mkt. Totals	13,978	53.59 %	11,658	44.70 %	5,713	40.40 %	7,905	55.91 %
Variance (Rep. Vs. Dem.)	2,320	8.90 %	-2,320	-8.90%	-2,192	-15.50%	2,192	15.50 %
Zanesville Media Mkt. Totals	13,862	58.56 %	9,437	39.87 %	7,597	52.39 %	6,328	43.64 %
Variance (Rep. Vs. Dem.)	4,425	18.69 %	-4,425	-18.69%	1,269	8.75 %	-1,269	-8.75%
Statewide Totals	1,182,022	58.48 %	780,037	38.59 %	514,753	44.18 %	604,161	51.86 %

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Ohio Media Market Master

	1912	1912	1912	1912	1908	1908	1908	1908
	Taft (R)	Taft (R)%	*Wilson (D)	*Wilson (D)%	*Taft (R)	*Taft (R)%	Bryan (D)	Bryan (D)%
Cleveland Media Mkt. Totals	46,192	17.56 %	105,164	39.98 %	144,795	52.70 %	116,142	42.27 %
Variance (Rep. Vs. Dem.)	-58,972	-22.42%	58,972	22.42 %	28,653	10.43 %	-28,653	-10.43%
Columbus Media Mkt. Totals	52,828	29.61 %	79,864	44.77 %	95,612	49.12 %	93,102	47.83 %
Variance (Rep. Vs. Dem.)	-27,036	-15.16%	27,036	15.16 %	2,510	1.29 %	-2,510	-1.29%
Cincinnati Media Mkt. Totals	60,067	36.48 %	67,437	40.96 %	93,819	53.69 %	75,490	43.20 %
Variance (Rep. Vs. Dem.)	-7,370	-4.48%	7,370	4.48 %	18,329	10.49 %	-18,329	-10.49%
Dayton Media Mkt. Totals	37,183	30.19 %	51,176	41.56 %	65,620	48.59 %	64,287	47.60 %
Variance (Rep. Vs. Dem.)	-13,993	-11.36%	13,993	11.36 %	1,333	0.99 %	-1,333	-0.99%
Toledo Media Mkt. Totals	20,771	18.20 %	52,113	45.66 %	57,838	45.48 %	63,182	49.68 %
Variance (Rep. Vs. Dem.)	-31,342	-27.46%	31,342	27.46 %	-5,344	-4.20%	5,344	4.20 %
Charleston Media Mkt. Totals	18,971	33.02 %	19,360	33.70 %	38,022	57.81 %	25,516	38.80 %
Variance (Rep. Vs. Dem.)	-389	-0.68%	389	0.68 %	12,506	19.02 %	-12,506	-19.02%
Wheeling Media Mkt. Totals	18,279	36.60 %	18,064	36.17 %	28,463	51.11 %	24,157	43.38 %
Variance (Rep. Vs. Dem.)	215	0.43 %	-215	-0.43%	4,306	7.73 %	-4,306	-7.73%
Youngstown Media Mkt. Totals	13,073	27.14 %	15,001	31.14 %	27,364	53.52 %	20,524	40.14 %
Variance (Rep. Vs. Dem.)	-1,928	-4.00%	1,928	4.00 %	6,840	13.38 %	-6,840	-13.38%
Ft. Wayne Media Mkt. Totals	4,032	32.58 %	5,583	45.12 %	6,858	50.29 %	6,550	48.03 %
Variance (Rep. Vs. Dem.)	-1,551	-12.53%	1,551	12.53 %	308	2.26 %	-308	-2.26%
Lima Media Mkt. Totals	2,638	22.33 %	5,696	48.21 %	5,841	43.08 %	7,195	53.07 %
Variance (Rep. Vs. Dem.)	-3,058	-25.88%	3,058	25.88 %	-1,354	-9.99%	1,354	9.99 %
Zanesville Media Mkt. Totals	4,134	29.59 %	5,376	38.47 %	8,080	52.36 %	6,576	42.62 %
Variance (Rep. Vs. Dem.)	-1,242	-8.89%	1,242	8.89 %	1,504	9.75 %	-1,504	-9.75%
Statewide Totals	278,168	26.82 %	424,834	40.96 %	572,312	51.03 %	502,721	44.82 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1904	1904	1904	1904	1900	1900	1900	1900
	*Roosevelt (R)	*Roosevelt (R)%	Parker (D)	Parker (D)%	*McKinley (R)	*McKinley (R)%	Bryan (D)	Bryan (D)%
Cleveland Media Mkt. Totals	154,084	62.59 %	73,085	29.69 %	133,855	52.16 %	114,759	44.72 %
Variance (Rep. Vs. Dem.)	80,999	32.90 %	-80,999	-32.90%	19,096	7.44 %	-19,096	-7.44%
Columbus Media Mkt. Totals	96,361	55.52 %	70,976	40.89 %	87,989	49.18 %	86,731	48.48 %
Variance (Rep. Vs. Dem.)	25,385	14.63 %	-25,385	-14.63%	1,258	0.70 %	-1,258	-0.70%
Cincinnati Media Mkt. Totals	94,889	61.47 %	49,217	31.88 %	84,545	53.17 %	69,925	43.97 %
Variance (Rep. Vs. Dem.)	45,672	29.59 %	-45,672	-29.59%	14,620	9.19 %	-14,620	-9.19%
Dayton Media Mkt. Totals	69,330	57.33 %	46,436	38.40 %	64,595	50.81 %	58,810	46.26 %
Variance (Rep. Vs. Dem.)	22,894	18.93 %	-22,894	-18.93%	5,785	4.55 %	-5,785	-4.55%
Toledo Media Mkt. Totals	66,266	56.82 %	44,460	38.12 %	58,272	47.01 %	61,955	49.98 %
Variance (Rep. Vs. Dem.)	21,806	18.70 %	-21,806	-18.70%	-3,683	-2.97%	3,683	2.97 %
Charleston Media Mkt. Totals	39,532	66.55 %	17,163	28.89 %	39,706	60.77 %	24,019	36.76 %
Variance (Rep. Vs. Dem.)	22,369	37.66 %	-22,369	-37.66%	15,687	24.01 %	-15,687	-24.01%
Wheeling Media Mkt. Totals	28,971	59.52 %	16,267	33.42 %	27,782	54.47 %	21,523	42.20 %
Variance (Rep. Vs. Dem.)	12,704	26.10 %	-12,704	-26.10%	6,259	12.27 %	-6,259	-12.27%
Youngstown Media Mkt. Totals	29,358	64.72 %	10,749	23.70 %	26,917	58.64 %	17,085	37.22 %
Variance (Rep. Vs. Dem.)	18,609	41.02 %	-18,609	-41.02%	9,832	21.42 %	-9,832	-21.42%
Ft. Wayne Media Mkt. Totals	7,616	55.31 %	5,830	42.34 %	7,603	51.61 %	6,866	46.61 %
Variance (Rep. Vs. Dem.)	1,786	12.97 %	-1,786	-12.97%	737	5.00 %	-737	-5.00%
Lima Media Mkt. Totals	6,091	52.50 %	4,980	42.92 %	5,281	43.93 %	6,540	54.40 %
Variance (Rep. Vs. Dem.)	1,111	9.58 %	-1,111	-9.58%	-1,259	-10.47%	1,259	10.47 %
Zanesville Media Mkt. Totals	7,597	54.54 %	5,511	39.57 %	7,365	50.81 %	6,667	45.99 %
Variance (Rep. Vs. Dem.)	2,086	14.98 %	-2,086	-14.98%	698	4.82 %	-698	-4.82%
Statewide Totals	600,095	59.75 %	344,674	34.32 %	543,910	51.84 %	474,880	45.26 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1896	1896	1896	1896	1892	1892	1892	1892
	*McKinley (R)	*McKinley (R)%	Bryan (D)	Bryan (D)%	*Harrison (R)	*Harrison (R)%	Cleveland (D)	Cleveland (D)%
Cleveland Media Mkt. Totals	126,933	52.73 %	110,393	45.86 %	91,945	47.13 %	91,175	46.73 %
Variance (Rep. Vs. Dem.)	16,540	6.87 %	-16,540	-6.87%	770	0.39 %	-770	-0.39%
Columbus Media Mkt. Totals	84,099	48.41 %	87,415	50.31 %	67,547	44.92 %	73,910	49.15 %
Variance (Rep. Vs. Dem.)	-3,316	-1.91%	3,316	1.91 %	-6,363	-4.23%	6,363	4.23 %
Cincinnati Media Mkt. Totals	87,094	55.50 %	68,377	43.58 %	66,876	48.60 %	64,731	47.04 %
Variance (Rep. Vs. Dem.)	18,717	11.93 %	-18,717	-11.93%	2,145	1.56 %	-2,145	-1.56%
Dayton Media Mkt. Totals	61,446	50.09 %	59,611	48.59 %	48,630	45.91 %	49,479	46.71 %
Variance (Rep. Vs. Dem.)	1,835	1.50 %	-1,835	-1.50%	-849	-0.80%	849	0.80 %
Toledo Media Mkt. Totals	57,168	46.74 %	63,520	51.93 %	44,015	43.80 %	49,793	49.55 %
Variance (Rep. Vs. Dem.)	-6,352	-5.19%	6,352	5.19 %	-5,778	-5.75%	5,778	5.75 %
Charleston Media Mkt. Totals	37,695	58.81 %	25,580	39.91 %	30,303	54.75 %	22,056	39.85 %
Variance (Rep. Vs. Dem.)	12,115	18.90 %	-12,115	-18.90%	8,247	14.90 %	-8,247	-14.90%
Wheeling Media Mkt. Totals	25,932	52.93 %	22,119	45.15 %	21,039	47.75 %	20,022	45.44 %
Variance (Rep. Vs. Dem.)	3,813	7.78 %	-3,813	-7.78%	1,017	2.31 %	-1,017	-2.31%
Youngstown Media Mkt. Totals	25,883	59.20 %	17,067	39.03 %	18,857	51.34 %	15,148	41.24 %
Variance (Rep. Vs. Dem.)	8,816	20.16 %	-8,816	-20.16%	3,709	10.10 %	-3,709	-10.10%
Ft. Wayne Media Mkt. Totals	7,537	49.28 %	7,596	49.66 %	6,273	46.48 %	6,626	49.10 %
Variance (Rep. Vs. Dem.)	-59	-0.39%	59	0.39 %	-353	-2.62%	353	2.62 %
Lima Media Mkt. Totals	4,959	43.01 %	6,360	55.17 %	3,579	37.97 %	4,945	52.46 %
Variance (Rep. Vs. Dem.)	-1,401	-12.15%	1,401	12.15 %	-1,366	-14.49%	1,366	14.49 %
Zanesville Media Mkt. Totals	7,245	50.67 %	6,844	47.86 %	6,123	47.30 %	6,230	48.13 %
Variance (Rep. Vs. Dem.)	401	2.80 %	-401	-2.80%	-107	-0.83%	107	0.83 %
Statewide Totals	525,991	51.86 %	474,882	46.82 %	405,187	47.03 %	404,115	46.91 %

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Ohio Media Market Master

	1888	1888	1888	1888	1884	1884	1884	1884
	*Harrison (R)	*Harrison (R)%	Cleveland (D)	Cleveland (D)%	*Blaine (R)	*Blaine (R)%	Cleveland (D)	Cleveland (D)%
Cleveland Media Mkt. Totals	93,790	50.95 %	83,580	45.40 %	92,313	53.23 %	75,436	43.50 %
Variance (Rep. Vs. Dem.)	10,210	5.55 %	-10,210	-5.55%	16,877	9.73 %	-16,877	-9.73%
Columbus Media Mkt. Totals	69,928	46.83 %	74,417	49.84 %	66,899	47.21 %	71,456	50.43 %
Variance (Rep. Vs. Dem.)	-4,489	-3.01%	4,489	3.01 %	-4,557	-3.22%	4,557	3.22 %
Cincinnati Media Mkt. Totals	67,237	49.72 %	64,946	48.02 %	64,886	51.43 %	59,553	47.20 %
Variance (Rep. Vs. Dem.)	2,291	1.69 %	-2,291	-1.69%	5,333	4.23 %	-5,333	-4.23%
Dayton Media Mkt. Totals	51,797	48.31 %	51,656	48.17 %	50,787	50.15 %	48,306	47.70 %
Variance (Rep. Vs. Dem.)	141	0.13 %	-141	-0.13%	2,481	2.45 %	-2,481	-2.45%
Toledo Media Mkt. Totals	43,264	45.37 %	49,188	51.58 %	39,339	45.86 %	44,384	51.74 %
Variance (Rep. Vs. Dem.)	-5,924	-6.21%	5,924	6.21 %	-5,045	-5.88%	5,045	5.88 %
Charleston Media Mkt. Totals	31,316	56.49 %	22,323	40.27 %	30,609	56.64 %	22,323	41.31 %
Variance (Rep. Vs. Dem.)	8,993	16.22 %	-8,993	-16.22%	8,286	15.33 %	-8,286	-15.33%
Wheeling Media Mkt. Totals	22,180	50.98 %	19,491	44.80 %	21,224	50.54 %	19,764	47.06 %
Variance (Rep. Vs. Dem.)	2,689	6.18 %	-2,689	-6.18%	1,460	3.48 %	-1,460	-3.48%
Youngstown Media Mkt. Totals	20,161	56.66 %	13,668	38.41 %	19,523	59.46 %	11,904	36.25 %
Variance (Rep. Vs. Dem.)	6,493	18.25 %	-6,493	-18.25%	7,619	23.20 %	-7,619	-23.20%
Ft. Wayne Media Mkt. Totals	6,386	49.24 %	6,179	47.64 %	5,234	50.57 %	5,022	48.52 %
Variance (Rep. Vs. Dem.)	207	1.60 %	-207	-1.60%	212	2.05 %	-212	-2.05%
Lima Media Mkt. Totals	3,761	41.07 %	5,123	55.94 %	3,372	42.90 %	4,442	56.51 %
Variance (Rep. Vs. Dem.)	-1,362	-14.87%	1,362	14.87 %	-1,070	-13.61%	1,070	13.61 %
Zanesville Media Mkt. Totals	6,234	49.97 %	5,884	47.17 %	5,896	50.23 %	5,696	48.52 %
Variance (Rep. Vs. Dem.)	350	2.81 %	-350	-2.81%	200	1.70 %	-200	-1.70%
Statewide Totals	416,054	49.51 %	396,455	47.18 %	400,082	50.83 %	368,286	46.79 %

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Ohio Media Market Master

	1880	1880	1880	1880	1876	1876	1876	1876
	*Garfield (R)	*Garfield (R)%	Hancock (D)	Hancock (D)%	*Hayes (R)	*Hayes (R)%	Tilden (D)	Tilden (D)%
Cleveland Media Mkt. Totals	88,315	55.90 %	67,388	42.65 %	78,979	54.63 %	64,584	44.67 %
Variance (Rep. Vs. Dem.)	20,927	13.25 %	-20,927	-13.25%	14,395	9.96 %	-14,395	-9.96%
Columbus Media Mkt. Totals	62,617	47.42 %	67,685	51.25 %	54,413	45.63 %	63,775	53.48 %
Variance (Rep. Vs. Dem.)	-5,068	-3.84%	5,068	3.84 %	-9,362	-7.85%	9,362	7.85 %
Cincinnati Media Mkt. Totals	60,929	51.86 %	56,075	47.73 %	52,152	48.88 %	54,339	50.93 %
Variance (Rep. Vs. Dem.)	4,854	4.13 %	-4,854	-4.13%	-2,187	-2.05%	2,187	2.05 %
Dayton Media Mkt. Totals	46,462	50.89 %	44,067	48.27 %	39,935	49.49 %	40,433	50.10 %
Variance (Rep. Vs. Dem.)	2,395	2.62 %	-2,395	-2.62%	-498	-0.62%	498	0.62 %
Toledo Media Mkt. Totals	36,920	46.74 %	40,614	51.42 %	33,705	47.41 %	36,937	51.95 %
Variance (Rep. Vs. Dem.)	-3,694	-4.68%	3,694	4.68 %	-3,232	-4.55%	3,232	4.55 %
Charleston Media Mkt. Totals	28,676	56.54 %	21,542	42.47 %	26,327	54.83 %	21,507	44.79 %
Variance (Rep. Vs. Dem.)	7,134	14.06 %	-7,134	-14.06%	4,820	10.04 %	-4,820	-10.04%
Wheeling Media Mkt. Totals	19,974	50.69 %	18,769	47.63 %	18,400	49.84 %	18,327	49.64 %
Variance (Rep. Vs. Dem.)	1,205	3.06 %	-1,205	-3.06%	73	0.20 %	-73	-0.20%
Youngstown Media Mkt. Totals	18,284	59.55 %	11,465	37.34 %	15,471	56.46 %	10,721	39.12 %
Variance (Rep. Vs. Dem.)	6,819	22.21 %	-6,819	-22.21%	4,750	17.33 %	-4,750	-17.33%
Ft. Wayne Media Mkt. Totals	4,161	50.99 %	3,984	48.82 %	3,603	50.09 %	3,590	49.91 %
Variance (Rep. Vs. Dem.)	177	2.17 %	-177	-2.17%	13	0.18 %	-13	-0.18%
Lima Media Mkt. Totals	2,906	42.44 %	3,890	56.81 %	2,481	41.23 %	3,518	58.47 %
Variance (Rep. Vs. Dem.)	-984	-14.37%	984	14.37 %	-1,037	-17.23%	1,037	17.23 %
Zanesville Media Mkt. Totals	5,804	51.63 %	5,336	47.46 %	5,232	48.66 %	5,457	50.75 %
Variance (Rep. Vs. Dem.)	468	4.16 %	-468	-4.16%	-225	-2.09%	225	2.09 %
Statewide Totals	375,048	51.74 %	340,815	47.02 %	330,698	50.21 %	323,188	49.07 %

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Ohio Media Market Master

	1872	1872	1872	1872	1868	1868	1868	1868
	*Grant (R)	*Grant (R)%	Greely (D)	Greely (D)%	*Grant (R)	*Grant (R)%	Seymour (D)	Seymour (D)%
Cleveland Media Mkt. Totals	68,853	59.08 %	47,049	40.37 %	67,905	59.57 %	46,080	40.43 %
Variance (Rep. Vs. Dem.)	21,804	18.71 %	-21,804	-18.71%	21,825	19.15 %	-21,825	-19.15%
Columbus Media Mkt. Totals	46,830	47.66 %	50,546	51.44 %	45,174	47.10 %	50,732	52.90 %
Variance (Rep. Vs. Dem.)	-3,716	-3.78%	3,716	3.78 %	-5,558	-5.80%	5,558	5.80 %
Cincinnati Media Mkt. Totals	40,993	47.19 %	45,721	52.63 %	45,576	53.83 %	39,096	46.17 %
Variance (Rep. Vs. Dem.)	-4,728	-5.44%	4,728	5.44 %	6,480	7.65 %	-6,480	-7.65%
Dayton Media Mkt. Totals	34,476	52.66 %	30,603	46.74 %	33,856	53.71 %	29,182	46.29 %
Variance (Rep. Vs. Dem.)	3,873	5.92 %	-3,873	-5.92%	4,674	7.41 %	-4,674	-7.41%
Toledo Media Mkt. Totals	26,955	51.71 %	24,759	47.50 %	26,125	50.28 %	25,836	49.72 %
Variance (Rep. Vs. Dem.)	2,196	4.21 %	-2,196	-4.21%	289	0.56 %	-289	-0.56%
Charleston Media Mkt. Totals	23,696	60.75 %	15,067	38.63 %	23,037	59.25 %	15,841	40.75 %
Variance (Rep. Vs. Dem.)	8,629	22.12 %	-8,629	-22.12%	7,196	18.51 %	-7,196	-18.51%
Wheeling Media Mkt. Totals	16,298	53.69 %	13,850	45.63 %	15,944	52.10 %	14,660	47.90 %
Variance (Rep. Vs. Dem.)	2,448	8.07 %	-2,448	-8.07%	1,284	4.20 %	-1,284	-4.20%
Youngstown Media Mkt. Totals	14,399	64.33 %	7,736	34.56 %	13,606	62.95 %	8,008	37.05 %
Variance (Rep. Vs. Dem.)	6,663	29.77 %	-6,663	-29.77%	5,598	25.90 %	-5,598	-25.90%
Ft. Wayne Media Mkt. Totals	2,784	54.38 %	2,323	45.37 %	2,381	53.69 %	2,054	46.31 %
Variance (Rep. Vs. Dem.)	461	9.00 %	-461	-9.00%	327	7.37 %	-327	-7.37%
Lima Media Mkt. Totals	2,010	44.61 %	2,463	54.66 %	1,892	42.15 %	2,597	57.85 %
Variance (Rep. Vs. Dem.)	-453	-10.05%	453	10.05 %	-705	-15.71%	705	15.71 %
Zanesville Media Mkt. Totals	4,558	51.28 %	4,304	48.42 %	4,677	50.78 %	4,534	49.22 %
Variance (Rep. Vs. Dem.)	254	2.86 %	-254	-2.86%	143	1.55 %	-143	-1.55%
Statewide Totals	281,852	53.23 %	244,421	46.16 %	280,173	54.00 %	238,620	46.00 %

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Ohio Media Market Master

	1864	1864	1864	1864	1860	1860	1860	1860
	*Lincoln (R)	*Lincoln (R)%	McClellan (D)	McClellan (D)%	*Lincoln (R)	*Lincoln (R)%	Douglas (D)	Douglas (D)%
Cleveland Media Mkt. Totals	63,724	61.85 %	39,299	38.15 %	59,180	60.49 %	34,975	35.75 %
Variance (Rep. Vs. Dem.)	24,425	23.71 %	-24,425	-23.71%	24,205	24.74 %	-24,205	-24.74%
Columbus Media Mkt. Totals	44,178	49.91 %	44,345	50.09 %	41,233	47.76 %	40,483	46.89 %
Variance (Rep. Vs. Dem.)	-167	-0.19%	167	0.19 %	750	0.87 %	-750	-0.87%
Cincinnati Media Mkt. Totals	43,997	55.91 %	34,695	44.09 %	33,994	46.24 %	33,509	45.58 %
Variance (Rep. Vs. Dem.)	9,302	11.82 %	-9,302	-11.82%	485	0.66 %	-485	-0.66%
Dayton Media Mkt. Totals	31,272	55.56 %	25,016	44.44 %	27,995	53.17 %	23,203	44.07 %
Variance (Rep. Vs. Dem.)	6,256	11.11 %	-6,256	-11.11%	4,792	9.10 %	-4,792	-9.10%
Toledo Media Mkt. Totals	23,674	52.76 %	21,196	47.24 %	20,361	50.49 %	19,292	47.84 %
Variance (Rep. Vs. Dem.)	2,478	5.52 %	-2,478	-5.52%	1,069	2.65 %	-1,069	-2.65%
Charleston Media Mkt. Totals	22,452	63.64 %	12,827	36.36 %	17,236	53.78 %	13,286	41.46 %
Variance (Rep. Vs. Dem.)	9,625	27.28 %	-9,625	-27.28%	3,950	12.33 %	-3,950	-12.33%
Wheeling Media Mkt. Totals	15,350	52.84 %	13,698	47.16 %	13,321	48.03 %	10,099	36.41 %
Variance (Rep. Vs. Dem.)	1,652	5.69 %	-1,652	-5.69%	3,222	11.62 %	-3,222	-11.62%
Youngstown Media Mkt. Totals	12,690	65.04 %	6,821	34.96 %	11,120	62.67 %	5,792	32.64 %
Variance (Rep. Vs. Dem.)	5,869	30.08 %	-5,869	-30.08%	5,328	30.03 %	-5,328	-30.03%
Ft. Wayne Media Mkt. Totals	2,019	56.52 %	1,553	43.48 %	1,569	53.24 %	1,350	45.81 %
Variance (Rep. Vs. Dem.)	466	13.05 %	-466	-13.05%	219	7.43 %	-219	-7.43%
Lima Media Mkt. Totals	1,882	45.61 %	2,244	54.39 %	1,796	48.18 %	1,882	50.48 %
Variance (Rep. Vs. Dem.)	-362	-8.77%	362	8.77 %	-86	-2.31%	86	2.31 %
Zanesville Media Mkt. Totals	4,422	53.16 %	3,896	46.84 %	4,004	49.39 %	3,550	43.79 %
Variance (Rep. Vs. Dem.)	526	6.32 %	-526	-6.32%	454	5.60 %	-454	-5.60%
Statewide Totals	265,660	56.37 %	205,590	43.63 %	231,809	52.33 %	187,421	42.31 %

Red is Democrat Margin. Black is Republican Margin.

Ohio Media Market Master

	1856	1856	1856	1856
	*Fremont (R)	*Fremont (R)%	Buchanan (D)	Buchanan (D)%
Cleveland Media Mkt. Totals	52,020	59.58 %	34,083	39.03 %
Variance (Rep. Vs. Dem.)	17,937	20.54 %	-17,937	-20.54%
Columbus Media Mkt. Totals	34,575	45.26 %	36,223	47.42 %
Variance (Rep. Vs. Dem.)	-1,648	-2.16%	1,648	2.16 %
Cincinnati Media Mkt. Totals	23,641	38.47 %	28,877	46.99 %
Variance (Rep. Vs. Dem.)	-5,236	-8.52%	5,236	8.52 %
Dayton Media Mkt. Totals	24,202	51.93 %	20,074	43.07 %
Variance (Rep. Vs. Dem.)	4,128	8.86 %	-4,128	-8.86%
Toledo Media Mkt. Totals	15,168	48.26 %	15,164	48.24 %
Variance (Rep. Vs. Dem.)	4	0.01 %	-4	-0.01%
Charleston Media Mkt. Totals	10,849	39.58 %	11,886	43.36 %
Variance (Rep. Vs. Dem.)	-1,037	-3.78%	1,037	3.78 %
Wheeling Media Mkt. Totals	11,312	42.58 %	12,355	46.51 %
Variance (Rep. Vs. Dem.)	-1,043	-3.93%	1,043	3.93 %
Youngstown Media Mkt. Totals	9,888	60.35 %	6,354	38.78 %
Variance (Rep. Vs. Dem.)	3,534	21.57 %	-3,534	-21.57%
Ft. Wayne Media Mkt. Totals	1,255	55.75 %	959	42.60 %
Variance (Rep. Vs. Dem.)	296	13.15 %	-296	-13.15%
Lima Media Mkt. Totals	1,415	46.90 %	1,508	49.98 %
Variance (Rep. Vs. Dem.)	-93	-3.08%	93	3.08 %
Zanesville Media Mkt. Totals	3,172	41.44 %	3,391	44.30 %
Variance (Rep. Vs. Dem.)	-219	-2.86%	219	2.86 %
Statewide Totals	187,497	48.51 %	170,874	44.21 %

Red is Democrat Margin. Black is Republican Margin.