



MEMORANDUM

TO: INTERESTED PARTIES

FROM: GLEN BOLGER

RE: KEY FINDINGS – MINNESOTA STATEWIDE SURVEY

DATE: OCTOBER 11, 2012

Methodology

NMB Research completed a survey of 500 likely voters in Minnesota. The survey was completed October 7-8, 2012 and include 100 interviews with cell phone respondents. The survey has a margin of error of ± 4.38 in 95 out of 100 cases. The survey was conducted for American Future Fund.

Key Findings

1. ***The Romney-Ryan team is right in the thick of things in Minnesota.***

Mitt Romney and Paul Ryan trail Barack Obama and Joe Biden by just four points – 43% Romney/Ryan to 47% Obama/Biden in the Presidential race in Minnesota.

While Minnesota is a Democratic state, the Romney/Ryan ticket's 45%-32% lead over Obama/Biden among Independents makes the state competitive. Romney/Ryan lead 45%-42% among men, but trail 42%-52% among women.

2. ***While Obama's image is decent overall, he has real problems with Independents.***

Romney's image is 45% favorable/44% unfavorable, which is a little weaker than Obama's 50% favorable/44% unfavorable image. However, among Independents, Romney has a huge advantage. He has a 50% fav/33% unfav image, while Obama is at a staggeringly bad 36% fav/49% unfav.

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3. ***Mitt Romney crushed it on the debate according to Minnesota voters.***

When we asked voters if what they “have seen, read or heard about the Presidential debate make you more favorable or less favorable to Mitt Romney,” fully 47% said more favorable while 29% said less favorable – a net of +18 points. Barack Obama did not fare as well: only 23% were more favorable to him because of the debate, while 45% were less favorable – a net of -22.

The Bottom Line

A state that has elected several Republicans to statewide office is competitive on the Presidential level as well.