TO: INTERESTED PARTIES
FROM: GLEN BOLGER
RE: KEY FINDINGS – MINNESOTA STATEWIDE SURVEY
DATE: NOVEMBER 3, 2012

1. The Presidential ballot in Minnesota is a dead heat. Mitt Romney has a one point lead on the ballot (46% Romney/45% Obama.).

   The demographics of the state clearly make Minnestota a battleground state.

2. Mitt Romney leads Independents by double digits.

   As we are seeing across the country, Romney’s lead in the state is drive by Independent voters. (49% Romney/36% Obama). Due to his consistent advantage with Independents, Romney leads or is tied with President across the battleground states, even those that traditionally lean Democratic.

The Bottom Line

Minnesota is very much a battleground state due the low minority population of the state and President Obama’s problems with white voters. Romney has a good chance to pull off one of the biggest upsets of the election cycle in this state.

Methodology

NMB Research conducted a statewide survey of 500 likely voters in Minnesota from October 30-31, 2012. Twenty percent (20%) of the interviews were conducted with cell phone respondents. The margin of error for the survey is plus or minus 4.38 percent in 95 out of 100 cases.