

Results of SurveyUSA Election Poll #13589

Geography: Minnesota
Data Collected: 03/12/2008
Release Date: 03/13/2008
Percentages

MN Women Take a Second Look at Coleman; GOP Incumbent Now Back on Top of Franken: Republican Incumbent Norm Coleman defeats any of his 3 remaining DFL challengers in an election for U.S. Senator from Minnesota today, according to a SurveyUSA poll conducted exclusively for KSTP-TV Minneapolis. Today, it's Coleman 51%, comedian Al Franken 41%. When the DFL candidate is either Jack Nelson-Pallmeyer or Darryl Stanton, Coleman wins 2:1. Back to Franken: Compared to an identical SurveyUSA tracking poll released one month ago, Coleman is up 4, Franken is down 5. All of that movement is with women. A month ago, Coleman trailed Franken by 12 among women. Today he leads by 5, a 17-point swing. Coleman holds 92% of his Republican base. Franken holds 75% of his Democratic base, but loses 18%, who cross-over. Independents break 6:5 for Coleman. For the past 3 months, Coleman and Franken had been tied in the Twin-Cities. Today, Coleman pulls ahead by 14 points. 700 state of Minnesota adults were interviewed 03/12/08. Of them, 644 were registered to vote.

1 Minnesota will elect a United States Senator in November 2008. If the election for United States Senator were today, and the only two candidates on the ballot were Republican Norm Coleman and DFL candidate Al Franken, who would you vote for?

644 Registered Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepe	Conser	Moder	Liberal	Twin Ci	South	West M	Northea
Coleman (R)	51%	54%	49%	53%	54%	46%	47%	54%	47%	92%	18%	48%	85%	44%	9%	54%	53%	42%	49%
Franken (DFL)	41%	39%	44%	35%	38%	48%	49%	37%	49%	4%	75%	42%	12%	49%	80%	40%	41%	45%	46%
Undecided	7%	7%	8%	12%	7%	5%	4%	9%	4%	4%	7%	9%	3%	7%	11%	7%	5%	14%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	50%	26%	35%	22%	17%	61%	39%	28%	36%	25%	28%	42%	15%	57%	13%	15%	15%

2 What if the only two candidates on the ballot for United States Senator were Republican Norm Coleman and DFL candidate Jack Nelson-Pallmeyer?

644 Registered Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepe	Conser	Moder	Liberal	Twin Ci	South	West M	Northea
Coleman (R)	57%	59%	55%	61%	60%	54%	49%	61%	52%	92%	24%	59%	87%	53%	16%	59%	55%	53%	56%
Nelson-Pallmeyer (DFL)	28%	28%	28%	25%	23%	33%	35%	24%	34%	3%	58%	23%	9%	31%	58%	29%	30%	19%	33%
Undecided	15%	13%	17%	14%	16%	13%	15%	15%	14%	5%	18%	18%	5%	16%	25%	12%	16%	27%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	50%	26%	35%	22%	17%	61%	39%	28%	36%	25%	28%	42%	15%	57%	13%	15%	15%

3 What if the only two candidates on the ballot for United States Senator were Republican Norm Coleman and DFL candidate Darryl Stanton?

644 Registered Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepe	Conser	Moder	Liberal	Twin Ci	South	West M	Northea
Coleman (R)	57%	60%	53%	60%	61%	51%	50%	60%	51%	94%	23%	59%	85%	53%	18%	60%	54%	52%	52%
Stanton (DFL)	27%	26%	29%	25%	24%	33%	30%	25%	32%	2%	57%	20%	11%	30%	51%	27%	29%	19%	37%
Undecided	16%	14%	18%	15%	15%	15%	20%	15%	17%	4%	20%	21%	4%	18%	31%	13%	17%	29%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	50%	50%	26%	35%	22%	17%	61%	39%	28%	36%	25%	28%	42%	15%	57%	13%	15%	15%

Statement of Methodology: About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.