

# Results of SurveyUSA Election Poll #13589



Sponsor:

KSTP-TV (Minneapolis)

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

**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 Margin of Sampling Error: +/-3.9%	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal
Coleman (R)	51%	54%	49%	53%	54%	46%	47%	54%	47%	92%	18%	48%	85%	44%	9%
Franken (DFL)	41%	39%	44%	35%	38%	48%	49%	37%	49%	4%	75%	42%	12%	49%	80%
Undecided	7%	7%	8%	12%	7%	5%	4%	9%	4%	4%	7%	9%	3%	7%	11%
Total	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%

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644 Registered Voters Margin of Sampling Error: +/-3.9%	All	Region			
		Twin Cit	South	West M	Northea
Coleman (R)	51%	54%	53%	42%	49%
Franken (DFL)	41%	40%	41%	45%	46%
Undecided	7%	7%	5%	14%	6%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	57%	13%	15%	15%

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**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		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal
Margin of Sampling Error: +/-3.9%															
Coleman (R)	57%	59%	55%	61%	60%	54%	49%	61%	52%	92%	24%	59%	87%	53%	16%
Nelson-Pallmeyer (DFL)	28%	28%	28%	25%	23%	33%	35%	24%	34%	3%	58%	23%	9%	31%	58%
Undecided	15%	13%	17%	14%	16%	13%	15%	15%	14%	5%	18%	18%	5%	16%	25%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
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		Twin Cit	South	West M	Northea
Margin of Sampling Error: +/-3.9%					
Coleman (R)	57%	59%	55%	53%	56%
Nelson-Pallmeyer (DFL)	28%	29%	30%	19%	33%
Undecided	15%	12%	16%	27%	11%
Total	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	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?

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		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal
Margin of Sampling Error: +/-3.9%															
Coleman (R)	57%	60%	53%	60%	61%	51%	50%	60%	51%	94%	23%	59%	85%	53%	18%
Stanton (DFL)	27%	26%	29%	25%	24%	33%	30%	25%	32%	2%	57%	20%	11%	30%	51%
Undecided	16%	14%	18%	15%	15%	15%	20%	15%	17%	4%	20%	21%	4%	18%	31%
Total	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%

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**Statement of Methodology:** The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA 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. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, 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 been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Clifton, NJ.