

Results of SurveyUSA Election Poll #14228

Geography: Minnesota

Data Collected: 08/13/2008 - 08/14/2008

Release Date: 08/15/2008

Battleground Minnesota -- Obama and McCain In Fierce Fight: In an election for President of the United States in Minnesota today, 08/15/08, 12 weeks to Election Day, John McCain and Barack Obama finish effectively even, according to this exclusive SurveyUSA poll conducted for KSTP-TV in Minneapolis. Today, it's Obama 47%, McCain 45%, within the survey's 3.8 percentage point margin of sampling error. Obama leads by 8 points in NE Minnesota and by 5 in Western Minnesota. In the Twin Cities area and in southern Minnesota, the two tie. Half in Minnesota say the economy is the most important issue, and on that issue, Obama leads 50% to 44%. 83% of Conservatives back McCain. 82% of Liberals back Obama. Moderates break 5:3 for Obama. Obama is up 15 points among the less affluent. McCain is up 5 points among the more affluent. McCain leads 2:1 among Pro-Life voters. Obama leads 2:1 among Pro-Choice voters. Among men, McCain leads by 3; among women, Obama leads by 9 -- a 12 point gender gap. Among those voters younger than Obama, Obama leads by 4. Among those voters older than McCain, McCain leads by 4. Among voters who are in-between the two candidates' ages, Obama leads by 3. 8% of Democrats cross over to vote for McCain; 8% of Republicans cross over to vote for Obama, a wash. Independents split.

Filtering: SurveyUSA interviewed 900 Minnesota adults 08/13/08 through 08/14/08. Of them, 818 were registered to vote. Of the registered voters, 682 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Minnesota has 10 Electoral College votes. John Kerry carried Minnesota by 3 points in 2004; Al Gore carried the state by 2 points in 2000. As evidence of how much Republicans would like to flip Minnesota to a Red State, Minnesota's governor, Republican Tim Pawlenty, is frequently named as a possible running mate for John McCain.

1 If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

682 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCain	> In Bet	White	Black	Hispani	Other
Margin of Sampling Error: +/-3.8%																
McCain (R)	45%	48%	41%	43%	46%	45%	45%	44%	45%	44%	46%	45%	45%	**	**	**
Obama (D)	47%	45%	50%	51%	44%	49%	46%	47%	48%	48%	42%	48%	46%	**	**	**
Other	4%	3%	5%	4%	5%	3%	6%	5%	4%	4%	9%	4%	5%	**	**	**
Undecided	4%	3%	4%	3%	5%	4%	3%	4%	3%	4%	3%	3%	4%	**	**	**
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	50%	23%	33%	25%	19%	56%	44%	50%	12%	38%	93%	2%	1%	4%

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682 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.8%																
McCain (R)	45%	89%	8%	44%	83%	37%	12%	43%	46%	54%	37%	35%	65%	31%	44%	47%
Obama (D)	47%	8%	86%	42%	11%	55%	82%	49%	45%	38%	55%	57%	28%	61%	39%	50%
Other	4%	1%	4%	9%	4%	4%	5%	3%	6%	5%	4%	5%	3%	5%	10%	2%
Undecided	4%	1%	2%	5%	3%	4%	2%	5%	2%	4%	4%	3%	4%	3%	8%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	28%	34%	24%	27%	44%	15%	49%	51%	49%	27%	23%	42%	52%	31%	65%

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682 Likely Voters	All	Top Issue For Next President								Income		Region			
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Twin Cit	South	West M	Northea
Margin of Sampling Error: +/-3.8%															
McCain (R)	45%	44%	**	35%	18%	94%	**	**	79%	37%	49%	45%	45%	43%	42%
Obama (D)	47%	50%	**	54%	73%	6%	**	**	11%	52%	44%	46%	47%	48%	50%
Other	4%	4%	**	4%	6%	0%	**	**	5%	6%	4%	4%	2%	7%	5%
Undecided	4%	3%	**	7%	2%	0%	**	**	5%	5%	3%	4%	6%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	47%	4%	13%	11%	6%	3%	4%	8%	32%	68%	58%	14%	14%	14%

** Too few respondents of this type were interviewed for this data to be meaningful.

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 Verona, NJ.