



TO: Hagedorn for Congress
FROM: Brock McCleary
Date: September 18, 2014
RE: Key Poll Findings – Minnesota Congressional District 1

Incumbent Democrat Tim Walz leads Republican challenger Jim Hagedorn by just 6% in the race for Minnesota's First Congressional District. The race is defined by an electorate that has largely not yet committed itself to either candidate, with over 7 weeks remaining until Election Day.

Tim Walz Image

Although his image rating is a net positive (38% favorable, 24% unfavorable), Walz has failed to define himself in a meaningful way to his constituency. 36% of those surveyed have heard of Walz but have no opinion of him. This number rises to 39% among Independents.

Ballot Tests

The generic ballot holds good news for a Republican challenger, with Republicans up 6% (40-34%). On the Congressional ballot, Walz leads Hagedorn 38-32%. Almost a third (31%) of voters are undecided and these voters will determine the outcome on Election Day. Hagedorn has stronger support among his party than Walz does: 70% of Republicans vote for Hagedorn, while 68% of Democrats vote for Walz. Back on the generic ballot, undecided voters would generally prefer to vote for a Republican (31-22%).

The Rest

Walz's re-elect numbers are lackluster, with 34% saying he deserves re-election and 39% saying we should give someone else a chance. Undecided voters say we should give someone else a chance at a rate of +18%. 50% of voters would rather vote for a candidate who will be a check on President Obama, with just 29% preferring a candidate who supports Obama. Independents (52%) and Undecided voters (47%) also overwhelmingly prefer a check on Obama.

Conclusion

Overall the electorate is favorable to a Republican challenger, and Jim Hagedorn has the potential to make considerable gains among the crucial group of Undecided voters.

METHODOLOGY:

The sample size for the survey is 437 likely voters and the margin of error is +/-4.69%. The live-operator telephone survey was conducted September 9-10, 2014 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.