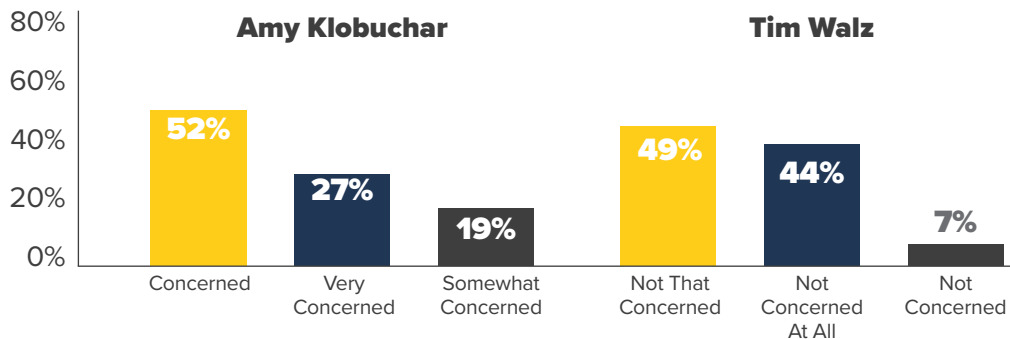


TO: Interested Parties
FROM: Plymouth Union Public Research
SUBJECT: Minnesota Statewide Survey
DATE: July 30, 2025

OVERVIEW

From July 15th to 16th, Plymouth Union Public Research conducted an n = 600 survey of likely general election voters in Minnesota. Potential candidates across that state are weighing their political prospects ahead of the 2026 midterm election, but they must wait on a crucial decision from Governor Tim Walz. After an unsuccessful vice presidential bid, Tim Walz is back in Minnesota with a choice to make: does he run for a third term as Governor, or does he position himself for another national campaign? We found it important to gain the perspective of Minnesotans in this moment and analyze where their priorities lie, as well as if Walz’s newfound national platform has affected his perception at home.

JOB APPROVAL



Both of Minnesota’s major political figures have positive job approvals, but we find that there is a considerable gap between Senator Klobuchar and Governor Walz when you compare their uninformed opinion (**Unsure**) and their negatives (**Disapprove**). Klobuchar’s job approval is higher than Walz’s despite having nearly three times the uninformed opinion, resulting in a disparity between the two of them that is concentrated entirely on Governor Walz’s negatives. Governor Walz’s overall job disapproval is **44%**, a figure that is **+17%** higher than Senator Klobuchar’s.

Reasons for Governor Walz’s higher negatives could be linked to the nationalization of his brand during an unsuccessful run for the vice presidency. **41%** of our sample believed that being Kamala Harris’s running mate was a mistake for Tim Walz, a percentage within the margin of his job disapproval. And indeed, the demographics that make up the bulk of his negative numbers are voters that likely voted against the Harris-Walz ticket:

- White Voters: **47% Approve | 47% Disapprove**
- Rural Voters: **34% Approve | 61% Disapprove**
- Hourly wage workers: **44% Approve | 46% Disapprove**
- Voters without a college degree: **40% Approve | 51% Disapprove**
- Voters who do not live in the Twin Cities: **39% Approve | 53% Disapprove**



PROBLEM SPOTS FOR GOVERNOR WALZ

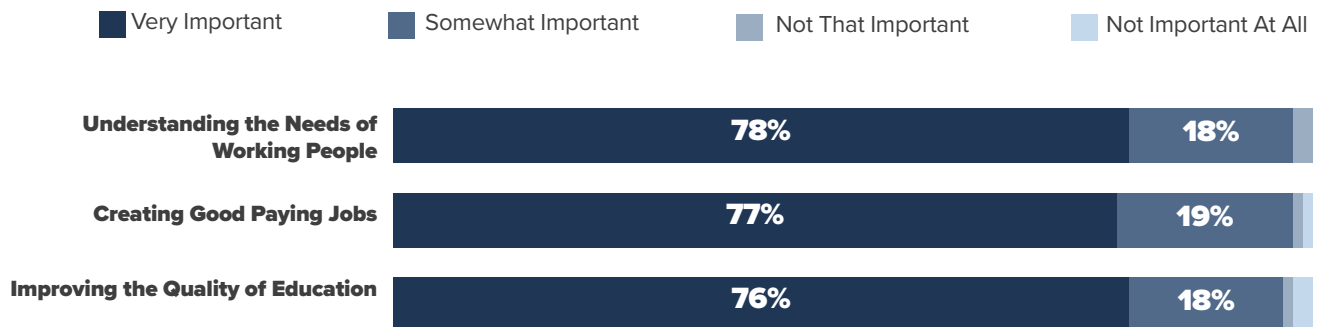
Governor Walz’s disconnect with blue-collar voters is apparent in other aspects of our data, as well. **60%** of rural Minnesotans believe that Tim Walz doesn’t look out for people like them, and **55%** of those voters believe that Tim Walz has become “too woke”. Our data suggests that Governor Walz has lost the benefit of the doubt of these voters by focusing too much on issues that don’t matter to them. In the same state that a Democrat like Senator Klobuchar can enjoy a **+5%** job approval among rural voters (**45% Approve | 40% Disapprove**), Governor Walz is struggling with them by every metric.

But that isn’t to say that Governor Walz can’t fix this. We see evidence in this sample that a simple shift in focus can help Governor Walz win back the rural and blue-collar voters that he has lost:

- Would you be more or less likely to support Tim Walz in next year’s election if he helped create new jobs in our blue-collar communities?: **64% More Likely | 23% Less Likely**

In fact, if he returns to his One Minnesota promise of good jobs, everywhere, he may chart a model for the Democrats to regain a winning coalition.

ISSUE IMPORTANCE



Minnesotans across the state and the political spectrum made clear that they place a high value on education and good paying jobs. But when social issues that are viewed as controversial by some were examined, we saw the level of importance among voters statewide drop considerably.

- Allowing children to access transgender care: **46% Not Important**
- Providing amnesty to illegal immigrants: **45% Not Important**

CONCLUSION

Our survey outlines the unique position that Governor Walz is in with rural and blue-collar voters in his state. Governor Walz raised his national profile in 2024, however, this survey found that some of the policy positions that he became associated with during that period are less of a priority to the majority of respondents. Governor Walz would benefit from focusing on policy that emphasizes blue-collar communities, education, and good paying jobs.