## North Dakota Political Survey, U.S. Senate and Presidential Race

Interviews:       400 respondents by live caller

Margin of Error:       ± 4.9 percentage points with a 95 percent confidence interval

Interview Dates:       July 24-26, 2012

Sample:       Stratified Sample. Random numbers provided by the North Dakota Democratic-NPL State Party through their VAN program, which list every North Dakota voter with a landline telephone number. Each number in the system had a non-zero chance of being selected.

Survey Sponsor:       North Dakota Democratic-NPL State Party


Initial screen is person with the most recent birthday over the age of eighteen.

**Q1:** Looking ahead to the 2012 presidential election, how likely would you say you are to vote? **(READ LIST)**

| | |
|---|---|
| Very likely | |
| Fairly likely | |
| Somewhat likely | **(TERMINATE)** |
| Not very likely | **(TERMINATE)** |
| (VOL) Unsure | **(TERMINATE)** |
| (VOL) Refused | **(TERMINATE)** |

**Q2:** Generally speaking, do you think the country is moving in the right direction, or is the country off on the wrong track?

| | |
|---|---|
| Right direction | **29%** |
| Wrong track | **64** |
| Unsure (VOL) | **7** |

| | Favorable | Unfavorable | Neutral (VOL) | Never Heard Of |
|---|---|---|---|---|
| **Q4e:** Heidi Heitkamp | **56** | **35** | **9** | **1** |
| **Q4f:** Rick Berg | **43** | **48** | **8** | **2** |

**Q5:** Now suppose the election for President was held today, for whom would you vote; Barack Obama the Democrat or Mitt Romney the Republican? (**ROTATE**)

| | |
|---|---|
| Barack Obama | **35%** |
| Mitt Romney | **54** |
| Unsure / Other (VOL) | **12** |

**Q6:** And for U.S. Senate, for whom would you vote; Heidi Heitkamp the Democrat or Rick Berg the Republican? (**ROTATE**)

       Heidi Heitkamp ............................................................................. **50%**
       Rick Berg ...................................................................................... **44**
       Unsure / Other (VOL) ...................................................................... **6**

**Q6b:** And regardless of which candidate you support, who do believe is running the most negative campaign; Heidi Heitkamp or Rick Berg? (**ROTATE**)

       Heidi Heitkamp ............................................................................. **26%**
       Rick Berg ...................................................................................... **45**
       Unsure / Both / Neither (VOL) ........................................................ **29**

Methodology

The poll results presented in this report are based on a stratified random sample of 400 North Dakotan voters that were screened to establish their likelihood of voting in 2012 general election. The sample was stratified by region to ensure a representative sample of the North Dakota electorate. The stratified sample was composed of five distinct regions, comprised of:

27% - Eastern Urban Areas (Fargo, West Fargo, Grand Forks)
20% - Western Urban Areas (Bismarck, Mandan, Minot)
18% - Eastern North Dakota
19% - Central North Dakota
16% - Western North Dakota

The percentages allocated for each regions was based on voter turnout in the 53 counties from the 2008 general election, coupled with the most recent Census Bureau state population estimates.

After the numbers were stratified into the appropriate region, telephone numbers were then selected by random using a skip pattern to guarantee that the interviews were distributed throughout the region. Each number in the stratified sample had the same non-zero chance of being selected for an interview.

Telephone interviews were conducted by trained staff of Stone Research of Indianapolis, Indiana using a computer assisted telephone interview (CATI) system. To ensure everyone in the household would have an equal chance of being selected; callers would ask to interview the resident over the age-of-18 who had the most recent birthday.

Final results were weighted based on gender, age and self party identification to conform to the expected 2012 North Dakota voting population based on U.S. Census Bureau demographic data and the May 2010 Current Population Reports on the characteristics of 2008 voters. Below are the final demographic percentage used to weight the survey responses for the general election.

| Gender | | Age | | Party Identification | |
|---|---|---|---|---|---|
| Male | 48% | 18-44 | 40% | Democrat | 29% |
| Female | 52% | 45-64 | 38% | Independent | 29% |
| | | 65+ | 22% | Republican | 42% |

The final results presented are subject to sampling error, which is the difference between results obtained from the survey and those if everyone in the target population – North Dakota likely voters – were interviewed. The sampling error – margin of error – for this poll is $\pm$ 4.9 percentage points with a 95 percent confidence level; meaning that in 19 out of 20 times, the results presented would be within the confidence interval. If final results of a question resulted in a tabulated answer of 50 percent, the confidence interval would between 45.1 to 54.9 percent. It should be noted that the margin of error decreases as the final results move closer to zero and 100 percent.

Final analysis of the data, as well as project management, was completed by Dean Mitchell of DFM Research in Saint Paul. In addition to his 20-years of political experience, Dean has completed course work in survey techniques and statistics as part of his Master in Public Policy (MPP) degree from the University of Minnesota's Humphrey School of Public Affairs.