July 2012

North Dakota Dem-NPL Survey #4 – U.S. Senate

DFM Research

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

Interviews: 400 respondents by live caller

Margin of Error: $\pm$ 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**

Q3: And generally speaking, do you think North Dakota is moving in the right direction, or is North Dakota off on the wrong track?

> Right direction.. **80%**
> Wrong track **13**
> Unsure (VOL) **7**

Q4: I'm now going to read you names of some public figures, for each one, please tell me if you have a favorable or unfavorable opinion, and if you never heard of them before, just let me know.

		Favorable	Unfavorable	Neutral (VOL)	Never Heard Of
Q4a:	Barack Obama	**36**	**57**	**7**	**0**
Q4b:	Mitt Romney	**49**	**37**	**11**	**2**
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?

> 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?

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

Q6a: Regardless of which candidate you support, who do believe is most likely to win the U.S. Senate seat; Heidi Heitkamp or Rick Berg?

> Heidi Heitkamp **31%**
> Rick Berg **56**
> Unsure / Other (VOL) **13**

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

> 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. Due to rounding, numbers may not equal 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.

KEY CROSSTABS

Q4e: I'm now going to read you names of public figures, for each one, please tell me if you have a favorable or unfavorable opinion, and if you never heard of them before, just let me know.

Heidi Heitkamp

Favorable	**56%**
Unfavorable	**35**
Neutral/Unsure (VOL)	**9**
Never Heard Of	**1**

Gender	**Fav**	**Unfav**	**Neutral**	**NHO**
Men	53%	39	8	1
Women	60	29	9	1

Age	**Fav**	**Unfav**	**Neutral**	**NHO**
18-44	57	28	14	1
45-64	57	39	4	0
Over 65	53	36	9	2

Region	**Fav**	**Unfav**	**Neutral**	**NHO**
East City	60	28	11	1
West City	45	46	8	1
East Rural	57	37	5	1
Central Rural	66	27	7	0
West Rural	50	37	13	0

Party Identification	**Fav**	**Unfav**	**Neutral**	**NHO**
Democrat	91	1	6	2
Independent	73	19	9	0
Republican	20	70	10	0

Q4e: I'm now going to read you names of public figures, for each one, please tell me if you have a favorable or unfavorable opinion, and if you never heard of them before, just let me know.

Rick Berg

Favorable	**43%**
Unfavorable	**48**
Neutral/Unsure (VOL)	**8**
Never Heard Of	**2**

Gender	**Fav**	**Unfav**	**Neutral**	**NHO**
Men	41%	48	8	3
Women	43	48	8	1

Age	**Fav**	**Unfav**	**Neutral**	**NHO**
18-44	46	42	9	2
45-64	43	52	4	0
Over 65	37	45	13	5

Region	**Fav**	**Unfav**	**Neutral**	**NHO**
East City	36	55	8	1
West City	45	45	7	3
East Rural	42	48	6	4
Central Rural	40	49	10	1
West Rural	56	37	7	0

Party Identification	**Fav**	**Unfav**	**Neutral**	**NHO**
Democrat	10	83	4	3
Independent	32	58	9	1
Republican	73	17	9	1

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

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

Gender	Heitkamp	Berg	Unsure
Men	45%	48	7
Women	54	40	6

Age	Heitkamp	Berg	Unsure
18-44	53	41	6
45-64	48	47	5
Over 65	50	40	10

Region	Heitkamp	Berg	Unsure
East City	60	36	4
West City	40	50	10
East Rural	55	41	4
Central Rural	55	37	8
West Rural	35	59	6

Party Identification	Heitkamp	Berg	Unsure
Democrat	92	4	4
Independent	62	30	8
Republican	13	81	6

Q6a: Regardless of which candidate you support, who do believe is most likely to win the U.S. Senate seat; Heidi Heitkamp or Rick Berg?

Heidi Heitkamp	**31%**
Rick Berg	**56**
Unsure / Other (VOL)	**13**

Gender	**Heitkamp**	**Berg**	**Unsure**
Men	26%	61	13
Women	36	50	14

Age	**Heitkamp**	**Berg**	**Unsure**
18-44	24	60	16
45-64	32	58	10
Over 65	37	45	18

Region	**Heitkamp**	**Berg**	**Unsure**
East City	34	51	15
West City	34	57	9
East Rural	30	53	16
Central Rural	30	51	18
West Rural	26	65	9

Party Identification	**Heitkamp**	**Berg**	**Unsure**
Democrat	61	28	11
Independent	31	49	20
Republican	10	81	9

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

Heidi Heitkamp	**26%**
Rick Berg	**45**
Unsure (VOL)	**29**

Gender	**Heitkamp**	**Berg**	**Unsure**
Men	28%	45	27
Women	23	46	31

Age	**Heitkamp**	**Berg**	**Unsure**
18-44	19	51	30
45-64	30	44	26
Over 65	24	42	34

Region	**Heitkamp**	**Berg**	**Unsure**
East City	24	53	23
West City	30	41	29
East Rural	28	42	30
Central Rural	22	50	28
West Rural	24	36	41

Party Identification	**Heitkamp**	**Berg**	**Unsure**
Democrat	4	76	20
Independent	18	55	27
Republican	47	16	37