

# Pharos Research Group

**North Dakota Polling Report**

**10/26/12-10/28/12**



## Analysis

Pharos Research Group did a live call poll of 752 likely voters in North Dakota from October 26, 2012 through October 28, 2012. The breakdown was 374 men, 378 women, representing a 50/50 split. There were 213 self-identified Democrats, 318 self-identified Republicans and 221 Independents representing a 28/42/29 split.

The numbers read like this: in the general election for President, 37.7% of respondents indicated an intention to vote for President Barack Obama. 54.7% of those surveyed indicated a preference for Republican nominee, Willard "Mitt" Romney.

In the United States Senate race, 49.9% indicated a preference for the Democratic, former Attorney General, Heidi Heitkamp, 47.7% chose Republican nominee, Congressman Rick Berg.

In the open House race, Democrat Pam Guleson trails Public Service Commissioner Kevin Cramer, 40.6%-54.8%, while in the race for Governor, Jack Dalrymple, the incumbent, who ascended to office in January 2011 when popular former Governor John Hoeven was sworn in as a US Senator, is leading Democratic State Senator Ryan Taylor, 63%-34%.

Compared to the previous three polls, we see a widening lead for the challenger in the Presidential race. Barring an unforeseen development, Romney should carry the state comfortably in a week.

In the Senate race, we see a slight bump upwards in Heitkamp's direction, but the polling is clearly inside of the margin of error. While the polling is consistent with other polling we have done, there has been some criticism that we are over-representing the Democratic vote. We are comfortable with our model, particularly when it should be noted that our polling on the down-ballot races shows margins reflective of all of the polling which has been done.

In the House race, while Guleson is an attractive candidate, running a professional campaign, Cramer has held statewide elective office and retains a large name identification edge from his failed races for this seat in the past, and has none of the negative cachet which seems to be holding Berg back. This race is not particularly competitive, nor is it likely to become so, barring a major gaffe or scandal involving Cramer.

In the Governor's race, Taylor -- while personally attractive -- appears to be running into a combination of a perception of competence and personal popularity for Dalrymple and a partisan trend-line which has not seen a Democrat win the statehouse since 1988. This race is not competitive and is exceptionally unlikely to become so.

## REPORT

S3) CODE SEX 1= Female 2=Male

1= 378 50%

2= 374 50%

S4) Thinking of the last four general elections (the Presidential Elections in 2004 and 2008 and the Congressional Elections in 2006 and 2010), how many of those elections did you vote in?

CODE: ENTER NUMBER

2= 150 20%

3= 234 31%

4= 368 49%

S5) Do you consider yourself a Democrat or a Republican or are you an Independent?

CODE 1= Democrat, 2= Republican, 3= Independent

1= 213 28%

2= 318 42%

3= 221 29%

S5i) (Ask if response to S5 is 3) Do you tend more towards one party or the other?

CODE 1=Democrat, 2= Republican

1= 53

2= 69

P1) Thinking about the election for President, if the election were held today would you vote for (rotate) Barack Obama or Mitt Romney? (Probe for undecided, ask lean)

CODE 1= Obama, 2= Romney, 3= Undecided/Other

1= 284 37.8%

2= 411 54.6%

3= 57 7.6%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Heidi Heitkamp or Rick Berg? (Probe once for undecided, ask lean)

CODE 1= Heitkamp, 2= Berg, 3=Undecided

1= 375 49.9%

2= 359 47.7%

3= 18 2.4%

P3) Thinking about the Democratic nominee for President, Barack Obama, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 308 41%

2= 438 58%

P4) Thinking about the Republican nominee for President, Mitt Romney, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 432 57%

2= 320 43%

P5) Thinking about the Republican nominee for the US Senate, Rick Berg, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 385 51%

2= 361 48%

P6) Thinking about the Democratic nominee for the US Senate, Heidi Heitkamp, do you have a generally favorable or unfavorable opinion of her?

CODE 1= Favorable, 2= Unfavorable

1= 400 53%

2= 323 43%

P7) In the election for the US House of Representatives, do you intend to vote for (rotate) Kevin Cramer or Pam Gulleon?

CODE 1= Gulleon, 2= Cramer

1= 305 40.5%

2= 412 54.8%

3= 35 4.7%

P11) In the election for Governor, do you intend to vote for (rotate) Jack Dalrymple or Ryan Taylor?

CODE 1= Taylor, 2= Dalrymple

1= 254 33.8%

2= 474 63.0%

3= 24 3.2%

PARTICULARS: 752 Likely Voters, surveyed by live calls October 26, 2012 through October 28, 2012. Landline and cellphone mix (85-15). Margin of error +/- 3.6%