



To: The North Dakota Democratic-NPL Party
From: The Mellman Group, Inc.
Re: North Dakota Statewide Survey
Date: May 16, 2014

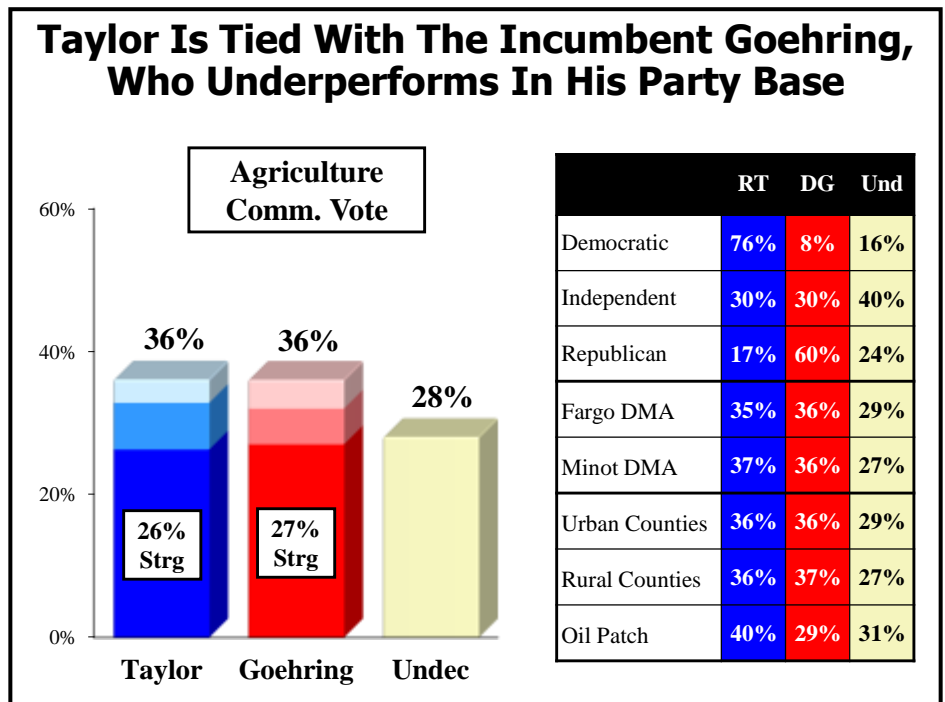
This analysis represents the findings of a survey of 600 voters representing the likely 2014 electorate in North Dakota, who were interviewed by telephone May 5-8, 2014. The study uses a registration-based sample and has a margin of error of +/-4.0% at a 95% level of confidence. Both mobile and landline phones were contacted. The margin of error is higher for subgroups.

Our recent survey shows a wide-open, tied race in the upcoming election for Agriculture Commissioner. Former State Senate Minority Leader Ryan Taylor and incumbent Republican Commissioner Doug Goehring each garner 36% with a large number of voters undecided.

The Race Is Tied

Taylor appears well positioned to break the GOP stranglehold on state office in North Dakota. He and Goehring are tied at 36% of the vote with 28% still undecided.

Taylor's strong performance is built on crossover appeal among non-Democrats, who make up the majority of voters in North Dakota and among whom Democratic candidates need to peel off votes in order to win. Taylor earns a strong 17% of the Republican vote and is knotted up 30%-30% among independents with 40% undecided. Taylor is competitive across the state, earning similar vote shares in both media markets and across the urban-rural divide. In fact, he leads Goehring by double digits (40%-29%) in the state's oil producing areas.



In short, Taylor is poised to mount a strong run for Agriculture Commissioner in 2014.