

To: Interested Parties
From: Celinda Lake and Meryl O'Bryan, LRP
Re: Recent Polling in the North Dakota U.S. Senate Raceⁱ
Date: August 2024

A poll recently conducted by LRP in North Dakota's U.S. Senate race shows that Democrat Katrina Christiansen has a message that appeals to voters. After limited early paid communications, Christiansen is already making significant gains against Republican Senator Kevin Cramer. Though this will be a challenge, with aggressive communications and outside help, Christiansen has a real opportunity to make this a competitive race and secure a win against Cramer.

Here are the key findings:

1. **Voters are in the mood for change and are open to electing a new Senator.** Overall, 60% of voters say they either would consider someone else (21%), would vote to replace Cramer (31%), or are not sure (eight percent).
2. **Cramer is challenged in both favorability and job performance.** Even in a 20-point Republican state, voters are similarly split over their personal view of Cramer (50% favorable; 45% unfavorable) and how they think he is doing as Senator (50% excellent/good; 44% not so good/poor). Among independents – and Democrats – Cramer is deeply underwater:
 - Fifty-eight percent of independents have an unfavorable impression of Cramer (36% favorable).
 - Eighty-three percent of Democrats have an unfavorable impression of Cramer (16% favorable).
3. **This has moved from a 25-point race to a 13-point race.** Currently, 38% of voters vote for Christiansen, 51% vote for Cramer, and six percent are undecided. In Februaryⁱⁱ, 29% voted for Christiansen, 54% voted for Cramer, and 11% were undecided.

Christiansen has already consolidated Democratic voters, and she now leads among independent voters.

- In February, 81% of Democrats voted for Christiansen; now 90% vote for her.
- In February, Christiansen lost independents by 24 points (22% to 46%); now, she is winning them by eight points (46% to 39%).

While Christiansen is gaining ground, Cramer is losing it.

4. **Christiansen's early paid communications are paying off.** Over a third (36%) of voters have seen, read, or heard something recently about Christiansen. Among voters who

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have seen, read, or heard something about Christiansen, she leads 62% to 30% (six percent are undecided).

5. **When Christiansen is introduced simulating equal spending, this becomes a tied race.** After voters hear head-to-head profiles for Christiansen and Cramer, 44% of voters vote for Christiansen, 47% vote for Cramer, and five percent are undecided. She further consolidates her lead among Democrats (from 90% to 94%), and she strengthens her lead among independents (57% vote for Christiansen; 38% vote for Cramer).
6. **Christiansen is well-liked but still largely unknown; she still has plenty of room to define herself and increase her vote share.** Overall, 41% of voters have a favorable impression of Christiansen (only 18% unfavorable), but 41% also have no opinion or have never heard of her.
7. **History shows that North Dakotans will vote for a Democratic U.S. Senator.** Prior to electing Kevin Cramer, a Democrat served in that seat since the 1960s. Though it was a close race, former Democratic North Dakota U.S. Senator Heidi Heitkamp was elected in 2012 – a year when North Dakotans voted for Senator Mitt Romney over President Barack Obama 58% to 39%.

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ⁱ Lake Research Partners designed and administered this survey. It was conducted by telephone using professional interviewers as well as text-to-online from July 28 – August 1, 2024. The survey reached a total of 500 likely general election voters in North Dakota. The data were weighted slightly. Sampling error is +/- 4.4%, with a greater sampling error for sub-groups.

ⁱⁱ Lake Research Partners designed and administered this survey. It was conducted by telephone using professional interviewers as well as text-to-online from January 31 – February 5, 2024. The survey reached a total of 500 likely general election voters in North Dakota. The data were weighted slightly. Sampling error is +/- 4.4%, with a greater sampling error for sub-groups.