

MEMORANDUM

TO: PAT FINKEN
FROM: GLEN BOLGER AND GEORGE NASSAR, PUBLIC OPINION STRATEGIES
SUBJECT: KEY FINDINGS – NORTH DAKOTA STATEWIDE SURVEY
DATE: JUNE 26, 2024

METHODOLOGY

On behalf of the Brighter Future Alliance, Public Opinion Strategies completed a survey of 500 likely voters in North Dakota. The survey was conducted June 15-19, 2024, and has a margin of error of $\pm 4.38\%$.

KEY TAKEAWAYS

North Dakotans frustrations with the economy, inflation and the border are driving negative views about President Biden's job performance.

- Voters are dissatisfied with the current economic situation with a majority (58%) rating the economy as poor and six-in-ten (64%) saying they do not believe the worst of inflation is behind us.
- When asked which issues are most important to them, 19% say immigration and border security, 15% say cost of living like groceries and gas, and 11% say jobs and the economy.
- With pocketbook issues and immigration concerns front and center, nearly eight-in-ten voters (76%) say the country is off on the wrong track and Joe Biden's job approval rating is underwater, 26% approve and 70% disapprove.

With voters' negative impressions of President Biden and the direction of the country, voters prefer a Republican check on Biden. This is translating into strong support for North Dakota Republicans in the November election.

- Voters prefer a Republican candidate who will be a check and balance to Joe Biden, Chuck Schumer and the Democrats in Washington as opposed to a Democratic candidate who will help Joe Biden and Chuck Schumer pass their agenda by a margin of 67% to 26%.
- In the Presidential race, Donald Trump leads Joe Biden by 34 points, 62% to 28%.
- In the U.S. Senate race, Senator Kevin Cramer leads Democrat Katrina Christiansen 65% to 28% with 6% undecided.
- In the U.S. House race, Republican Julie Fedorchak leads Democrat Trygve Hammer 64% to 25% with 10% undecided.

- In the Gubernatorial race, Congressman Kelly Armstrong leads Democrat Merrill Piepkorn 61% to 22%, Independent Michael Coachman checks in with 11% of the vote with 6% undecided.

North Dakotans oppose legalizing marijuana while they are split on whether to ban taxes based on the assessed value of a property.

- Voters oppose legalizing marijuana for adults 21 and older 43% to 57%.
- A slight plurality support banning taxes based on the assessed value of a property 45% to 43%.

North Dakotans support a wide range of policy proposals including lowering costs and securing the border.

When asked to rate on a scale of 0 to 100 how important twenty different policy proposals were to them, five rose to the top as being the most important.

<i>Ranked by % 76-100</i>	76-100 (Extremely Important)
Fighting to ensure we have free and fair elections.	82%
Making changes to Social Security and Medicare so the programs remain financially viable long into the future.	73%
Reducing inflation to stop price increases.	71%
Providing travel assistance for veterans living in highly rural areas to health care appointments.	69%
Enhancing vetting at our border to prevent security threats from entering the United States.	68%

THE BOTTOM LINE

North Dakotans, deeply frustrated with the economy, inflation and immigration issues, strongly disapprove of President Biden's job performance and believe the country is on the wrong track. This positions Republicans for sweeping victories in November, with Donald Trump, Senator Kevin Cramer, Congressman Kelly Armstrong and Julie Fedorchak all holding leads of over 30 points against their Democratic opponents. While voters oppose legalizing marijuana in the state, they are split on whether they want to ban property taxes based on the assessed value of the property.

ABOUT PUBLIC OPINION STRATEGIES

Public Opinion Strategies is a national political and public affairs research firm headquartered in Alexandria, Virginia. Since the founding of Public Opinion Strategies in 1991, the firm has conducted 11 million interviews, completed over 25,000 projects, and currently represents five governors, nine Senators, and over 40 Members of Congress. The firm is the largest political and public affairs survey research firm, and among the 50 largest research firms in the country.