



*Trusted Perspective
Innovative Data
Superior Results*

TO: CLUB FOR GROWTH
FROM: BRYON ALLEN
SUBJECT: NORTH DAKOTA U.S. SENATE RACE - STATEWIDE SURVEY RESULTS
DATE: SEPTEMBER 14, 2017

The following memorandum is an analysis of the results from a statewide survey of likely voters in North Dakota. The results indicate that voters don't believe Heidi Heitkamp has done enough to deserve reelection, and that it is time to elect someone new. North Dakota State Treasurer Kelly Schmidt leads by four points in the ballot revealing that Heitkamp's seat is vulnerable.

According to Likely Voters, Heidi Heitkamp Hasn't Done Enough

- » Likely voters are no longer confident in the leadership of Heidi Heitkamp. A plurality of North Dakotan voters (44%) now believe that it is time to elect someone new.

"Do you think that Heidi Heitkamp has done enough to deserve re-election or is it time to elect another person to the U.S. Senate?"

	Deserves Re-election	New Person	Unsure
Heidi Heitkamp	42%	44%	9%

WASHINGTON D.C.
202-470-6300
324 Second Street, SE
Washington, DC
20003

OKLAHOMA CITY
405-286-6500
1319 Classen Drive
Oklahoma City, Oklahoma
73103

AUSTIN
202-470-6300
600 Congress, Suite 16127
Austin, Texas
78701

DENVER
303-748-1140
627 S. Corona Street
Denver, Colorado
80209

wpaintel.com

Kelly Schmidt Leads in the Ballot

- » Kelly Schmidt (48%) leads Heidi Heitkamp (44%) in the ballot by four points.

“And, if the election for U.S. Senate were held today, for whom would you vote if the candidates were Heidi Heitkamp, the Democrat or Kelly Schmidt, the Republican?”

	Kelly Schmidt	Heidi Heitkamp	Undecided
Overall	48%	44%	9%

Heitkamp’s Refusal to Repeal Obamacare is Damaging

- » Heitkamp has a number of vulnerabilities, but casting the deciding vote to pass Obamacare in the Senate is especially damaging.
- » Three-in-five likely voters (60%) are less likely to support Heidi Heitkamp based on her support of Obamacare, with 47% stating that they are “*much less likely.*”

	Obamacare Support
Total More Likely	23%
Total Less Likely	60%
Much More Likely	14%
Much Less Likely	47%

Conclusion

Kelly Schmidt is a strong challenger in the race for North Dakota U.S. Senate. For thirteen years, she has served as North Dakota State Treasurer and won both of her most recent statewide elections with more than 60% of the vote. In a head-to-head match-up with Heitkamp, Kelly Schmidt leads by four points. Likely voters have also voiced their discontent with Heidi Heitkamp, and key voting groups in North Dakota are already coalescing around Schmidt as their preferred future Senator.

Research Design

WPAi conducted research among likely voters in North Dakota. WPAi selected a random sample of likely voters from the North Dakota voter record, with 23% random digit dialed to incorporate new potential voters. Respondents were contacted by phone via a live telephone operator interview September 10-11, 2017. The study has a sample size of n=406 likely voters (40% cell phone interviews) and a margin of error equal to $\pm 4.9\%$ in 95 out of 100 cases.