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Innovative Data
Superior Results*

TO: CLUB FOR GROWTH
FROM: BRYON ALLEN
SUBJECT: MONTANA SENATE PRIMARY STUDY KEY FINDINGS
DATE: APRIL 18, 2018

Our recent poll, conducted April 15-16 among 503 likely Republican primary voters in Montana, shows Matt Rosendale is in a commanding lead in the race for the Republican nomination for U.S. Senate. Rosendale has strong favorables across the state and more than twice the ballot support of his next nearest competitor.

Rosendale’s positives also resonate well with voters in Montana and as more learn about him, we should expect his numbers to continue to rise.

Rosendale Image

- Rosendale has excellent name recognition, with 86% of Republican primary voters having heard of him.

Heard	Not Heard
86%	14%

- Matt Rosendale has a strong positive image among Montana primary voters. Three-in-five (59%) have a favorable impression of him.
 - Just 11% have an unfavorable impression, a ratio of 5.4:1.

Favorable	Unfavorable
59%	11%

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- **Matt Rosendale is well-known and well liked across the state with name ID above 80% and favorable ratings of 55% or higher in every part of the state.**

Media Market	Name ID	Favorable	Unfavorable
Missoula	86%	55%	10%
Butte	86%	59%	15%
Billings	81%	57%	11%
Great Falls	86%	65%	5%
Other Markets	93%	62%	17%

Rosendale Ballot

- **If the election were held today, Rosendale would win the primary by a substantial margin.**
 - Rosendale has the support of two-in-five likely primary voters.
 - The next highest “vote getter” is “undecided.”
 - No other candidate cleared 20% of the vote, with Fagg being at 17%.

	Total
Rosendale	40%
Fagg	17%
Downing	12%
Olszewski	8%
Undecided	23%

- **Rosendale is clearly seen as the conservative in the race and is winning nearly half of self-described “very conservative” voters, a group which makes up more than half of the primary electorate.**

	Very Conservative	Somewhat Conservative	Moderate
Rosendale	49%	31%	31%
Fagg	12%	24%	20%
Downing	11%	13%	16%
Olszewski	8%	9%	6%
Undecided	20%	23%	26%

Rosendale Positives

- Our survey also found that several points of Rosendale's bio resonate strongly with primary voters.
 - As voters continue to hear these things about Rosendale, we would expect his favorable and vote share to continue to grow.
 - Though our focus is on economic issues, Rosendale has a variety of strong positives.

Strongest Positives

Matt Rosendale is dedicated to protecting our Second Amendment rights. He is a lifetime NRA member and supported bills in the legislature to support the Montana Shooting Sports Association.

Matt Rosendale isn't a professional politician. In fact, he opposed and personally rejected the 2017 pay raise for state officers. Rosendale was the only statewide official to turn down the money.

Matt Rosendale led the fight against Obamacare in the Montana Senate and as State Auditor.

Research Design

WPA Intelligence conducted a study of Republican primary voters in Montana.

WPAi selected a random sample of likely voters from the Montana voter file using Proportionate Probability Sampling (PPS) based on our primary turnout probability scores for each Montana voter. The sample for this survey was stratified based on geography, age, and gender. This methodology allows us to avoid post-survey "weighting" which can reduce the reliability of survey results

WPAi conducted live telephone interviews from April 15-16, 2018. The study has a sample size of n=503 Republican primary voters with a margin of error $\pm 4.4\%$ in 95 out of 100 cases.

About WPAi

Since 1998, WPAi has been a leading provider of political polling for campaigns from President to Governor and U.S. Senate to Mayor and City Council in all 50 states and several foreign countries. In the 2015-2016 election cycle, 87% of WPAi clients won. WPAi clients' win ratio has exceeded the standard by double digits for four straight political cycles.

WPAi has been nationally recognized for providing cutting edge research to help our clients win. The American Association of Political Consultants (AAPC) awarded a "Pollie" to WPAi for our Predictive Analytics and Adaptive Sampling techniques. The award highlighted these advanced methodologies which allowed us to buck national polling trends and deliver industry-leading results.

In addition to our political and policy research, WPAi has conducted market research for more than 120 United States Fortune 500 corporations, donor research for more than 250 of the largest and most successful not-for-profit organizations around the country, and alumni research for dozens of colleges and universities.