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**TO:** INTERESTED PARTIES  
**FROM:** CHRIS WILSON, ASHLEE RICH STEPHENSON  
**SUBJECT:** ROSENDALE ENJOYS SIGNIFICANT ADVANTAGE IN MONTANA SENATE GOP PRIMARY CONTEST  
**DATE:** FEBRUARY 8, 2018

The following memorandum, prepared on behalf of Rosendale for Senate, highlights key findings from a statewide survey conducted by WPA Intelligence. Interviews were collected from February 5-7, 2018 among n=401 likely Republican primary voters in Montana. The margin of error is  $\pm 4.4\%$ .

### Key Findings

This study finds that Matt Rosendale, the conservative in the race for United States Senate, has an advantage in the primary contest by way of name recognition, favorable measures and on the ballot test.

Rosendale enjoys early, strong name identification in the primary contest for U.S. Senate. Nearly eight out of ten (78%) likely Republican primary voters have heard of him, and among those who have an image of Rosendale, forty-three percent (43%) have a favorable impression. In contrast, fully fifty-five percent (55%) of voters have never heard of Russell Fagg, and forty-eight percent (48%) have never heard of Troy Downing.

Rosendale Image	
Favorable	43%
Unfavorable	14%
Name ID	78%

Matt Rosendale leads the horse race with more than a two-to-one advantage over his closest primary opponent. Indeed, nearly one-third of voters (28%) say they would vote for him if the election were today.

Ballot	
Rosendale	28%
Downing	12%
Fagg	11%
Oszewski	5%
Murray	1%

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## Research Design

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

WPAi selected a random sample of likely voters from the Montana voter file using Proportionate Probability Sampling (PPS). The sample for this survey was stratified based on geography, age, gender, and ethnicity and then post-survey weighted to a likely 2018 Republican primary turnout.

WPAi conducted a live-caller study among n=401 likely 2018 Republican Primary voters, with 32% of surveys collected via mobile phone to ensure a representative population. The study was conducted from February 5-6, 2018 and has a margin of error that is equal to  $\pm 4.4\%$  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.

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