CONFIDENTIAL MEMORANDUM

TO: INTERESTED PARTIES

FROM: TONY FABRIZIO, DAVID LEE & TRAVIS TUNIS

RE: POWERED BY VOTERS DESIRE FOR AN OUTSIDER, SHEEHY LEADS ROSENDALE IN MONTANA GOP PRIMARY

DATE: NOVEMBER 7, 2023

Fabrizio, Lee & Associates recently completed a statewide survey among 600 likely 2024 Montana Republican Primary Voters (RPV) (See methodology statements and key demographics on last page). We found that despite being known to significantly fewer RPV than Matt Rosendale, Tim Sheehy edges Rosendale in the GOP Primary for U.S. Senate. However, among RPV who have heard of both men and view both men favorably, it is no contest, with Sheehy up by wide margins. As Sheehy becomes more well-known to the Republican electorate of Montana as a conservative Outsider Businessman, his lead over Rosendale is likely to grow.

Montana Remains Trump Country, Crushing Competition in Presidential Primary:

The political environment among RPV in Montana is clear. They love President Trump, and against the other candidates in the Republican primary for President, he beats his next closest opponent by more than 5-to-1. Trump wins 64% of the vote, compared to 12% for DeSantis, 7% for Haley, and 3% or less for all the other candidates.

If the Republican Presidential Primary were held today, for which of the following candidates would you vote for?	
Donald Trump	64%
Ron DeSantis	12
Nikki Haley	7
Vivek Ramaswamy	3
Mike Pence	3
Chris Christie	2
Doug Burgum	1
Tim Scott	1
Asa Hutchinson	1
Larry Elder	0
Undecided	6

Rosendale is Universally Known, while Sheehy is Very Popular with those Aware of Him:

Tim Sheehy has a 5-to-1 favorable image among those with an opinion of him, though 21% have never heard of him and another 24% have no opinion of him. Conversely, Matt Rosendale is basically universally known, with 9-in-10 voters having a hard opinion of him. Among these voters, 66% have a favorable opinion and 24% have an unfavorable opinion of Rosendale.

	TOTAL FAVORABLE	TOTAL UNFAVORABLE	Very Fav	Smwt Fav	Smwt Unfav	Very Unfav	No Opin	Never Heard Of
Now I am going to read you a list of names of people in the news. Please tell me if you have a favorable or unfavorable opinion of each person. If you have no opinion or have never heard of the person, just say so. (RANDOMIZE LIST)								
Tim Sheehy	45	9	20	24	6	3	24	21
Matt Rosendale	66	24	28	37	14	10	9	1

Montana RPV want to Elect an Outsider instead of a Long-Time Politician:

By a huge margin, Montana RPV prefer a successful businessperson who is a political outsider over an elected official who has been a political insider for more than a dozen years, 76% - 8%. Given this desire, it is not surprising that those who know enough about Tim Sheehy to have an opinion are so favorable toward him. He embodies that type of candidate they want to send to the U.S. Senate.

All things being equal, which would you be MORE likely to vote for U.S. Senator -- a candidate who was… (READ AND ROTATE 1-2)	
A successful businessperson who is a political outsider	76
An elected official who has been a political insider for more than a dozen years	8
Both (DO NOT READ)	1
Neither (DO NOT READ)	6
DK/Refused (DO NOT READ)	10

Sheehy Leads Despite Name ID Disadvantage; Wins Big with Those Aware of Both Candidates:

Among all Montana RPV, Tim Sheehy leads Matt Rosendale by 3-points both on the full ballot, 38% - 35%, and on the head-to-head ballot, 44% - 41%. However, when we "level the playing field" and look at RPV who are aware of both candidates, Sheehy leads Rosendale by 19 on the full ballot, 47% - 28%, and by 18 on the head-to-head ballot, 52% - 34%. Furthermore, among those with a favorable opinion of both candidates, Sheehy wins overwhelmingly, getting two-thirds of the vote, compared to less than 30% for Rosendale on both ballots. If voters like both candidates, Sheehy wins in a runaway.

If the Republican Primary election for U.S. Senator were held today, which of the following candidates would you vote for?			
	All RPV	Heard Both	Fav Both
Tim Sheehy	38%	47%	67%
Matt Rosendale	35	28	22
Brad Johnson	6	6	1
Jeremy Mygland*	1	1	-
Undecided	20	18	10

And more specifically, if the Republican Primary election for U.S. Senate were held today and the candidates were Tim Sheehy and Matt Rosendale, for whom would you vote?			
	All RPV	Heard Both	Fav Both
TIM SHEEHY	**44%**	**52%**	**66%**
MATT ROSENDALE	**41**	**34**	**27**
Definitely Sheehy	23	29	36
Probably Sheehy	21	23	30
Probably Rosendale	19	17	16
Definitely Rosendale	21	17	11
Undecided	15	13	7

Bottom Line: Sheehy appears to have taken command of this race despite Rosendale having superior name ID. As Sheehy continues to increase his name ID and become positively known as a successful businessman and political outsider to the Montana RPV electorate, his lead should continue to increase.

(= Mygland dropped out of race on first night of interviewing and was removed from ballot question for subsequent nights)*

KEY DEMOGRAPHICS

Party Affiliation

Republican	80%
Independent	17
Democrat	1
Other (VOLUNTEERED)	2
Refused (DO NOT READ)	<1

Race/Ethnicity

White	91%
Native American	2
Latino/Hispanic	2
African American/Black	<1
Asian American	<1
Other (SPECIFY)	1
Refused (DO NOT READ)	3

Age

18-44	20%
45-54	14
55-64	25
65-74	24
75+	15
Refused (DO NOT READ)	2

Education

High School or less	19%
Some College	40
4-Year College degree+	41
DK/Refused (DO NOT READ)	<1

Gender

Male	55%
Female	45

DMA

Missoula	29%
Billings	25
Butte-Bozeman	16
Great Falls	15
Helena	8
Minot-Bismarck-Dickinson	3
Spokane	3
Glendive	1
Rapid City	<1