

Pharos Research Group

Montana Polling Report

10/12/12-10/14/12



Analysis

Pharos Research Group did a live call poll of 760 likely voters in Montana from October 12, 2012 through October 14, 2012. The breakdown was 370 men, 390 women, representing a 48.68%/51.32% split. There were 257 self-identified Democrats, 330 self-identified Republicans and 173 Independents representing a 34/43/23 split.

The numbers read like this: in the general election for President, 41.05% of respondents indicated an intention to vote for President Barack Obama, while 47.11% indicated a preference for Republican nominee Willard "Mitt" Romney. In the United States Senate race, 46.71% prefer the incumbent Democratic Jon Tester, while 45.79% chose Republican nominee, Congressman Dennis Rehberg. In the state's open house race, Republican businessman Steven Daines leads Democratic State Senator Kim Gillen 48%-41%, while in the open Governor's race, incumbent Attorney General Steve Bullock leads former Republican congressman Rick Hill, 47%-44%.

Compared to the 10/5-10/7 poll, we see a widening lead for the challenger in the Presidential race. While the widening lead is incremental and remains inside of the margin of error, barring an unforeseen development, Romney should carry the state comfortably in three weeks.

In the Senate race, the race remains very close, and inside of the margin of error. We see a persistent small lead for the Democrat, Tester, but the nature of the electorate and Tester's narrow win in a very Democratic year (2006), and the nature of the race against a well known and reasonably well liked seven term incumbent Congressman, suggest that the race, which has tightened since our first survey three weeks ago, will remain tight right up to election day, and bears further watching.

In the House race, we are hesitant to label the race, in that neither candidate is particularly well known, and the margin is just outside the margin of error, but it seems as though maybe Gillen does not have quite the right profile to win a state-wide race, while Daines has been running a relatively error-free campaign. While the polling bears watching, given the slightly Republican tint to the state, and the large gains Republicans made legislatively, combined with the personal

unpopularity of the President in a Presidential year, we would suggest the race leans Republican.

In the Governor's race, Bullock's lead, while inside of the margin of error, remains persistent and has grown slightly since the last survey. Again, given the slightly Republican flavor of the state, it is difficult to call this other than a toss-up, with a slight lean to the Democrats, and the race remains worth watching.

REPORT

S3) CODE SEX 1= Female 2=Male

1= 390 51.32%

2= 370 48.68%

S4) Thinking of the last four general elections (the Presidential Elections in 2004 and 2008 and the Congressional Elections in 2006 and 2010), how many of those elections did you vote in?

CODE: ENTER NUMBER

2= 137 18.03%

3= 272 35.79%

4= 351 48.18%

S5) Are you registered as a Democrat or a Republican or are you an Independent?

CODE 1= Democrat, 2= Republican, 3= Independent

1= 257 33.82%

2= 330 43.42%

3= 173 22.76%

P1) Thinking about the election for President, if the election were held today would you vote for (rotate) Barack Obama or Mitt Romney? (Probe for undecided, ask lean)

CODE 1= Obama, 2= Romney, 3=Undecided

1= 312 41.05%

2= 358 47.11%

3= 90 11.84%

P2) Thinking about the election for the US Senate, if the election were held today would you vote for (rotate) Jon Tester or Dennis Rehberg? (Probe once for undecided, ask lean)

CODE 1= Tester, 2= Rehberg, 3=Undecided/other

1= 355 46.71%

2= 348 45.79%

3= 57 7.50%

P3) Thinking about the Democratic nominee for President, Barack Obama, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 331 43.55%

2= 405 53.29%

P4) Thinking about the Republican nominee for President, Mitt Romney, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1= 396 52.11%

2= 349 45.92%

P5) Thinking about the Republican nominee for the US Senate, Dennis Rehberg, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1=	403	53.03%
2=	274	36.05%

P6) Thinking about the Democratic nominee for the US Senate, Jon Tester, do you have a generally favorable or unfavorable opinion of him?

CODE 1= Favorable, 2= Unfavorable

1=	438	57.63%
2=	274	36.05%

P7) Thinking about the economy, which of the Presidential candidates do you feel would be best equipped to deal with the prolonged economic downturn?

CODE 1= Obama 2= Romney 3=Neither

1=	342	45.00%
2=	385	50.66%
3=	33	4.34%

P8) Thinking about the many reasons people might vote for or against someone, earlier you indicated a preference for President and the US Senate, thinking about the condition of the economy, using a scale of very important, somewhat important, not very important or not at all important, how much is the candidates plan to fix the economy important in who you prefer?

CODE 1= Very important, 2= Somewhat important, 3= not very important, 4= not at all important

1=	377	49.61%
2=	161	21.18%
3=	127	16.71%
4=	95	12.50%

P9) Thinking about the public debt, using the same scale, how important is the candidates' plan to fix the budget on who you prefer?

CODE 1= Very important, 2= Somewhat important, 3= not very important, 4= not at all important

1=	327	43.03%
2=	173	22.76%
3=	171	22.50%
4=	89	11.71%

P10) In the election for the US House of Representatives, do you intend to vote for (rotate) Steven Daines or Kim Gillen?

CODE 1= Gillen, 2= Daines

1=	315	41.45%
2=	364	47.89%

P11) In the election for Governor, do you intend to vote for (rotate) Steve Bullock or Rick Hill?

CODE 1= Bullock, 2= Hill

1= 358 47.11%

2= 335 44.08%

3= 67 8.82%

Margin of Error of plus or minus 3.5%.