



## The University of Montana Big Sky Poll Background Memo

The University of Montana Big Sky Poll collects and reports information about Montanans' perceptions of local, state, and federal issues. The Poll is directed by Dr. Sara Rinfret, Associate Professor and Director of the Master of Public Administration Program, and Dr. Justin Angle, Associate Professor of Marketing and Warren and Betsy Wilcox Faculty Fellow. The UM Big Sky Poll telephone survey was conducted from October 10-18, 2018 with 607 registered Montana voters, of which 533 were classified as likely voters. The margin of error (MOR) is +/- 4.33 at a 95 percent confidence level. Survey results were weighted by geography and gender to more accurately reflect demographics of the registered voter population in Montana. For more information about the Big Sky Poll, visit: <http://www.umt.edu/bigskypoll/default.php>.

**Table 1: If the Election Were Held Today, Who Would You Vote For?  
U.S. Senate Candidates**

<b>Jon Tester</b>	48.9%	Sure about my vote	97.2%
		Might change my vote	2.4%
		Don't know/Unsure	0.4%
<b>Matt Rosendale</b>	38.8%	Sure about my vote	94%
		Might change my vote	5%
		Don't know/Unsure	1%
<b>Rick Breckenridge</b>	1.9%	Sure about my vote	70%
		Might change my vote	30%
		Don't know/Unsure	-
<b>Undecided</b>	10.4%	Which candidate are you leaning towards?	Rosendale: 20.6% Tester: 10.2% Breckenridge: 5.5% Don't know: 63.7%

**Table 2: If the Election Were Held Today, Who Would You Vote For?**  
**U.S. Senate Candidates by Demographic**

	<b>Female</b>	<b>Male</b>	<b>Urban</b>	<b>Rural</b>	<b>Dem.</b>	<b>Repub.</b>	<b>Indep.</b>
<b>Jon Tester</b>	54%	45%	58%	36%	99%	9%	49%
<b>Matt Rosendale</b>	33%	45%	30%	51%	0%	81%	33%
<b>Rick Breckenridge</b>	1%	3%	2%	2%	0%	1%	4%
<b>Unsure</b>	12%	8%	10%	11%	1%	9%	15%

**Table 2 Cont'd., Education Level**

	<b>Some high-school</b>	<b>High school/GED</b>	<b>Some college</b>	<b>Associate Degree</b>	<b>Bachelor Degree</b>	<b>Post Bacc.</b>	<b>Other</b>
<b>Jon Tester</b>	40%	44%	42%	26%	53%	66%	0%
<b>Matt Rosendale</b>	40%	46%	47%	54%	37%	24%	33%
<b>Rick Breckenridge</b>	0%	1%	4%	4%	2%	1%	0%
<b>Unsure</b>	20%	9%	8%	15%	9%	9%	67%

**Table 2 Cont'd., Age**

	<b>18-26</b>	<b>27-46</b>	<b>47-66</b>	<b>67 or older</b>
<b>Jon Tester</b>	47%	57%	46%	48%
<b>Matt Rosendale</b>	47%	30%	44%	38%
<b>Rick Breckenridge</b>	0%	2%	2%	2%
<b>Unsure</b>	5%	11%	9%	12%

**Table 3: If the Election Were Held Today, Who Would You Vote For?**  
**U.S. House of Representatives**

<b>Kathleen Williams</b>	45.8%	Sure about my vote	94%
		Might change my vote	5.1%
		Don't know/Unsure	0.9%
<b>Greg Gianforte</b>	45.3%	Sure about my vote	92.7%
		Might change my vote	6.5%
		Don't know/Unsure	0.9%
<b>Elinor Swanson</b>	1.8%	Sure about my vote	55.6%
		Might change my vote	44.4%
		Don't know/Unsure	-
<b>Undecided</b>	7.1%	Which candidate are you leaning towards?	Williams: 16.6% Gianforte: 2.5% Swanson: 2.4% Don't know: 78.4%

**Table 4: If the Election Were Held Today, Who Would You Vote For?**  
**U.S. House of Representatives by Demographic**

	Female	Male	Urban	Rural	Dem.	Repub.	Indep.
<b>Kathleen Williams</b>	51%	42%	54%	34%	97%	7%	44%
<b>Greg Gianforte</b>	38%	53%	36%	59%	1%	90%	41%
<b>Elinor Swanson</b>	2%	2%	3%	1%	1%	0%	5%
<b>Unsure</b>	9%	3%	7%	7%	1%	3%	10%

**Table 4 Cont'd., Education Level**

	Some high-school	High school/GED	Some college	Associate Degree	Bachelor Degree	Post Bacc.	Other
<b>Kathleen Williams</b>	40%	44%	33%	22%	52%	62%	0%
<b>Greg Gianforte</b>	40%	51%	54%	62%	41%	32%	67%

<b>Elinor Swanson</b>	0%	1%	3%	2%	3%	1%	0%
<b>Unsure</b>	20%	5%	10%	13%	5%	5%	33%

**Table 4 Cont'd., Age**

	<b>18-26</b>	<b>27-46</b>	<b>47-66</b>	<b>67 or older</b>
<b>Kathleen Williams</b>	42%	53%	43%	45%
<b>Greg Gianforte</b>	53%	37%	49%	45%
<b>Elinor Swanson</b>	0%	6%	1%	1%
<b>Unsure</b>	5%	5%	7%	8%