

To: Interested Parties

From: GBAO

Date: August 3, 2020

Montana Auditor Survey Results

Recent polling shows a clear path to victory for Shane Morigeau in Montana's race for Auditor. Despite Downing's initial six point lead (41-47), Morigeau is able to close the gap as voters learn about his independent voice, Montana roots, and accomplishments as a state legislator working with Republicans and Democrats to make healthcare more affordable, protect public lands, provide professional vocational career opportunities for students, and promote Montana small businesses.

The following are key findings from a survey of 600 likely voters in Montana. The survey was conducted with live interviewers reaching voters on cell phones and landlines from July 16 – 21, 2020 and contains a +/- 4.0% margin of error for the full sampled questions and +/- 5.7% for the split sampled questions.

- Downing is unpopular.** Downing and Morigeau start the race with a significant difference in name ID. Morigeau's name ID is at 27% while Downing is better known with 43% name ID. However, Downing is viewed unfavorably overall by an 11-point margin. Notably, independents view Downing unfavorably by a 12-point margin and men view him unfavorably by a 15-point margin.
- Downing is weak below the surface.** Initially Downing enjoys an overall six-point lead over his opponent, Morigeau. However, Morigeau leads by three points (48-45) with voters who know both candidates. Additionally, the general election starts out tied (45-45) with Montana's best voters who have voted in all four of the last four general elections.
- Morigeau takes the lead as voters learn more about him.** After voters hear profiles on both candidates for Auditor, Morigeau bests Downing by 3 points (47-44). Notably, Morigeau gains 12 points with independent voters and gains 7 points with men.

