

September 26, 2022

**To: Interested Parties**  
**From: Zac McCrary / Madeline Conway**  
**Re: Montana's 1<sup>st</sup> CD Poll Findings**

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Seven weeks out from Election Day in Montana's new 1<sup>st</sup> CD, Monica Tranel is well-known and well-liked, while Ryan Zinke remains deeply unpopular, especially among Independents. This allows Tranel to far outperform a generic Democrat and lead with independent voters in this otherwise Republican-leaning district. Additionally, Tranel's record as a consumer advocate and Zinke's unique record of corruption resonate with likely voters and give Tranel a path to grow her support and win.

**Ryan Zinke remains deeply unpopular and is still struggling to fully consolidate his Republican base, just seven weeks out from Election Day.**

- Since being badly bruised by the GOP primary this spring, Zinke failed to improve his image among likely voters over the summer and remains deeply unpopular (-15, 39% favorable / 54% unfavorable). There is strong intensity behind his negatives, with more than twice as many voters viewing him *very* unfavorably (44%) as very favorably (18%).
- Additionally, majorities of voters agree he is *out for himself* (55% say this describes Zinke well) and *corrupt* (50% well).
- He is even more toxic among Independents, with nearly 6-in-10 viewing him negatively (-25, 37% favorable / 58% unfavorable, including 44% *very* unfavorable). Majorities of Independents also say he is *out for himself* (58%) and *corrupt* (51%).
- And just seven weeks out from the election, he has yet to consolidate his base – nearly 1-in-4 Republicans view him unfavorably (23% unfavorable) and a full quarter agree he is *corrupt* (25%). This represents no improvement for Zinke since the summer, an issue for him given a Libertarian will appear on the ballot in November.
- Zinke has failed to improve his favorability, even among Republicans, despite airing positive ads on broadcast TV in recent weeks.

**Meanwhile, Monica Tranel has grown her name ID with the start of her fall advertising campaign and boasts a net +11 favorability rating – very impressive for a Democrat in an otherwise Republican-leaning district.**

- Tranel's name identification has grown by 9 points since June and she is now known by over two-thirds of likely voters (68% name ID). Among those who know her, her favorability rating is impressive (+11, 40% favorable / 29% unfavorable), especially among Independents (+13, 44% favorable / 31% unfavorable).
- This growth in name ID and favorability comes after the start of Tranel's General Election advertising campaign, demonstrating the more voters learn about her, the more they like her.
- Tranel's strong favorability and Zinke's weakness allows Tranel to overperform a generic Democratic candidate for Congress by a net-7 points, trailing in the initial ballot test within the margin-of-error by 2 points in a district Trump carried by 8 (43% Tranel / 45% Zinke / 3% Libertarian John Lamb / 9% undecided). Importantly, Tranel has a 7-point edge among Independent voters.
- After respondents heard messaging about Tranel's record as a consumer advocate lowering costs for Montana ratepayers and Zinke's record of corruption, Tranel leads Zinke in the vote (48% Tranel / 41% Zinke / 4% Lamb / 6% undecided).

Impact Research conducted n=400 interviews with likely 2022 General Election voters in MT CD-1 September 14-19, 2022 using a combination of live telephone interviews on mobile and landline phones and text-to-web on mobile (75% of interviews were completed on mobile). Expected margin of sampling error is +/- 4.9% for the full sample at the 95% level of confidence. The margin of error for subgroups varies and is higher.