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The University of Montana

NEWS RELEASE

University Communications
Missoula, MT 59812
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This release is available electronically on INN (News Net).

July 28, 1995

BAUCUS LEADS REHBERG IN SENATE RACE, ACCORDING TO MONTANA POLL

MISSOULA --

Sen. Max Baucus, D-Montana, has yet to announce that he is running for re-election, but he still holds a small lead in public opinion over Republican Lt. Gov. Dennis Rehberg (R), who has already announced his candidacy for the U.S. Senate seat, according to the latest Montana Poll -- the first 1996 election outlook poll in the state.

For this edition of the Montana Poll, conducted by The University of Montana Bureau of Business and Economic Research, 402 adult Montanans were polled statewide June 22-27 by bureau interviewers.

Thirty-six percent of those polled said they would vote for Baucus if the choice were between him and Rehberg, according to Susan Selig Wallwork, director of survey research at the bureau. Twenty-four percent said they would most likely vote for Rehberg. More Montanans, however (40 percent) were undecided, and the undecideds reflect significant portions of various subgroups as well.

There is less indecision (34 percent) among just those who claimed to be registered to vote at the time of the poll, Wallwork said, but the 12-point margin between the two remains -- 39 percent said they would probably vote for Baucus, 27 percent for Rehberg.

Not surprisingly, Baucus garnered his highest support from the Democrats polled, Wallwork said. Almost six Democrats in 10 (57 percent) said they would probably vote for

-more-

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Baucus over Rehberg, but about one in 10 preferred Rehberg.

Among Republicans, on the other hand, four in 10 (41 percent) said they would probably vote for Rehberg, but two in 10 (21 percent) preferred Baucus. For both, though, the undecideds remain high -- 32 percent and 38 percent, respectively.

The Montana Poll's statewide sample was drawn using the bureau's two-stage random sampling process that generates a representative cross-section of Montana's adult population. Its random digit telephone sampling program generates a statewide sample of telephone numbers, proportionate with the distribution of households in the state. A second random sampling procedure is then used to select one adult respondent in each household, taking into account the number and gender of adults in the household. The total sample (all respondents) has a potential maximum error margin of plus or minus 5 percentage points. The error margin for any subgroups would be larger depending on the size of the group.

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Contact: Susan Wallwork, (406) 243-5113.

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MONTANA POLL

Bureau of Business and Economic Research, The University of Montana (Missoula, Montana 59812)

Sample: Adult Montanans, statewide (n=402)

Interview dates: June 22-28, 1995

Topic: Montana Election Outlook 1996, U.S. Senate -- Lt. Governor Dennis Rehberg (R) vs Senator Max Baucus (D/Incumbent)

	<u>Max Baucus</u>	<u>Dennis Rehberg</u>	<u>Undecided</u>
Adult Montanans (all respondents) (n=402)	36%	24%	40%
Registered to vote as of interview date (n=333)	39%	27%	34%
Democrats (n=100) ^a	57%	11%	32%
Republicans (n=120) ^a	21%	41%	38%
Males (n=174)	34%	31%	34%
Females (n=228)	37%	18%	44%
Western Montana ^b (n=142)	34%	18%	48%
Eastern Montana ^b (n=260)	37%	27%	36%
Seven most populous counties (n=239)	34%	27%	39%
Balance of state (n=163)	39%	19%	42%

NOTE: Percentages may not add to 100 because of rounding.

^aSelf-described.

^bWest and east of Continental Divide.

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