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# Montana Senate Video Test

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July 2024

# Methodology

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Dates	Jul. 22 - Aug. 1
Respondents	1,975
Geography	Montana
Universe	Likely Voters
Outcome Metrics	Vote Motivation Senate Vote Choice Favorability



# 4 Videos Tested



Social Security Works



Fighting Back



Family Life



Shady Way\*\*

\*\*Shady Way is a publicly available ad sponsored by the Tester campaign.



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# Outcome Metrics

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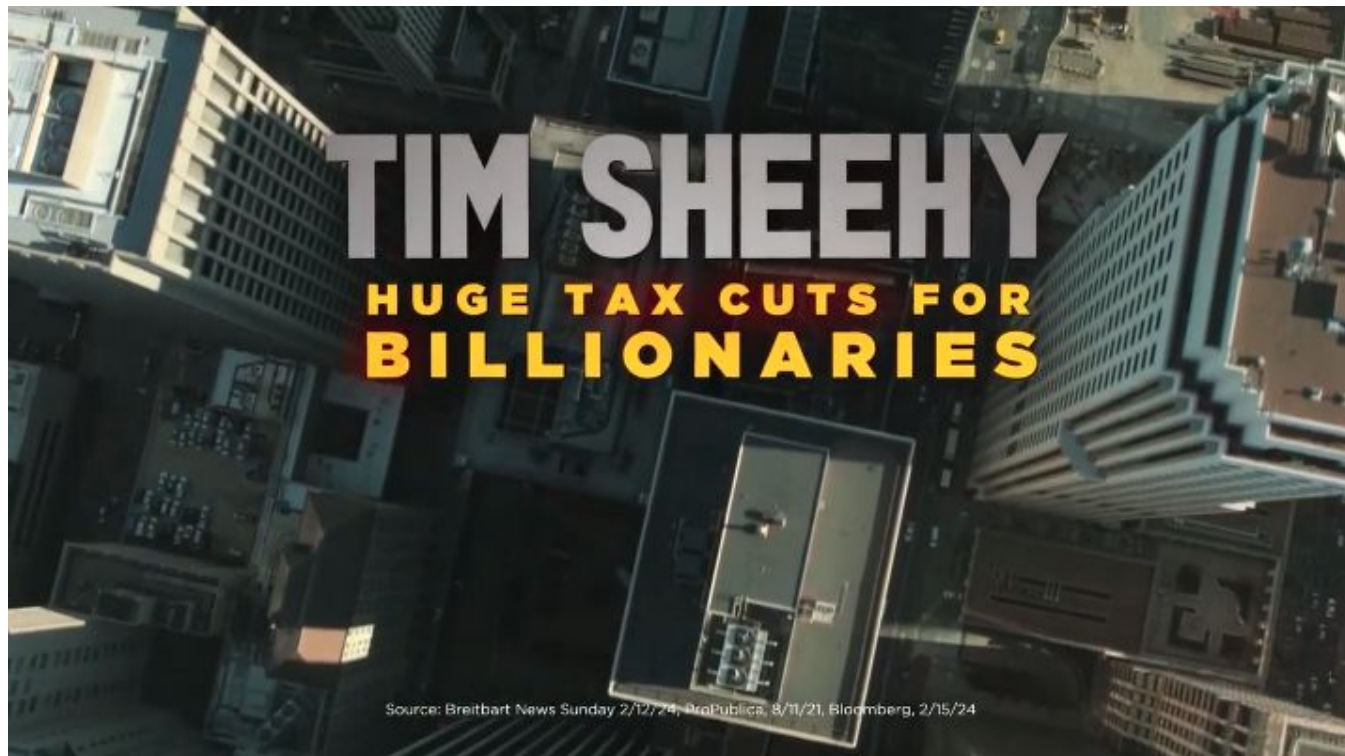
- **Vote Motivation:** How motivated are you to vote in the general election in November 2024 for state and local offices in Montana?
- **Senate Vote Choice:** In 2024, there will be an election for U.S. Senate in Montana. If the candidates were Democrat Jon Tester and Republican Tim Sheehy, who would you vote for?
- **Favorability:** Do you have a favorable or unfavorable opinion of Democrat Jon Tester / Republican Tim Sheehy?



# Videos Tested: Social Security Works



Maybe today, or maybe not for a while. You deserve a secure retirement. With your social security protected. But Tim Sheehy's backers want to gut social security - some even want to privatize it meaning fewer benefits and an older retirement age, all so Sheehy and his billionaire friends get huge tax cuts. Jon Tester's plan makes the rich and corporations pay their fair share, to protect and strengthen social security. Because Jon Tester knows when hard-working families thrive, Montana thrives.



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# Videos Tested: Family Life

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Our parents and grandparents worked hard and could afford a house and to raise a family on what they earned. But today, wealthy out-of-state developers are buying up homes, driving up housing costs, and increasing property taxes by 21%. Tim Sheehy, he's one of those rich out-of-staters pricing us out. But Jon Tester is working to bring down housing costs so we can keep calling Montana home. Jon Tester knows when hardworking families thrive, Montana thrives.



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# Videos Tested: Fighting Back



Your family paying more isn't an accident, it's a plan. With corporations making record profits from raising prices on us. Tim Sheehy, he'll keep the plan going by giving huge tax cuts to those same companies. But Jon Tester made drug companies cut insulin costs from hundreds to \$35. And Tester's cutting red tape to lower energy costs for rural America. Jon Tester knows when hard-working families thrive, Montana thrives.



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# Videos Tested: Shady Way



How did rich out of stater Tim Sheehy make his millions? The shady way. Sheehy started a lobbying group pressuring government officials, steering lucrative government contracts to his business, and paying himself millions with our tax dollars. If Sheehy goes to the Senate, he'll be in an even better position for more contracts to his company without checks and balances at all. It's more of shady Sheehy just looking out for himself.



*Note: This video is a publicly available ad sponsored by the Tester campaign.*



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# Average Treatment Effects

	Senate Vote Choice	All Senate Percentile	MT Senate Percentile		Vote Motivation	Percentile
<b>Treatment</b>	<i>Baseline = 52.9%</i>				<i>Baseline = 83.0%</i>	
<a href="#"><u>Social Security Works</u></a>	5.3%	40%	54%		0.3%	14%
<a href="#"><u>Family Life</u></a>	4.9%	32%	50%		0.4%	18%
<a href="#"><u>Shady Way</u></a>	4.3%	22%	39%		0.3%	12%
<a href="#"><u>Fighting Back</u></a>	3.7%	16%	31%		-0.2%	3%



# Average Treatment Effects

	Democratic Senate Candidate Favorability	Percentile	Republican Senate Candidate <u>U</u> nfavorability	Percentile
<b>Treatment</b>	<i>Baseline = 55.4%</i>		<i>Baseline = 55.2%</i>	
<a href="#"><u>Social Security Works</u></a>	3.2%	38%	3.6%	20%
<a href="#"><u>Family Life</u></a>	3.0%	34%	4.5%	34%
<a href="#"><u>Shady Way</u></a>	0.0%	13%	5.3%	49%
<a href="#"><u>Fighting Back</u></a>	1.8%	23%	0.6%	3%



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# Key Takeaways

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- All ads moved the Senate vote choice by over 3.5%, but none increased motivation to vote significantly. Two of the three contrast videos performed better than the negative spot. All three CFFE videos end with the same line: *“Jon Tester knows when hardworking families thrive, Montana thrives.”*
- Social Security Works is the most successful. It ties the promise of a secure retirement to the contrast between Sheehy’s plans for tax cuts for billionaires and Tester’s plans to protect social security.
- Family Life is second most successful. It contrasts Montana family values with rich out-of-staters driving up housing costs.
- Fighting Back is the least successful despite the focus on lowering pocketbook costs, including the insulin price cap.



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