

THE POLITICAL GROUP LLC

HyperPolls

The Montana Independent Voter

*A strategic voter identification survey of the 2026 U.S. Senate
race, prepared for the Kyle Austin campaign.*

BRIEFING • APRIL 17, 2026

PREPARED FOR

Kyle Austin for U.S. Senate

FIELD DATES

April 4, 2026 to April 10, 2026

SAMPLE FRAME

259,442 Montana independents

LIVE CONTACTS

3,287 voters

ACTIVE VOTERS IDENTIFIED

796 across 56 counties

MARGIN OF ERROR

±3.47% at 95% confidence

SECTION ONE

Executive *Summary*

The Kyle Austin for U.S. Senate campaign has produced a measurable, geographically-distributed voter base and a psychographic profile that maps precisely to Libertarian ideology. These are not projections. These are individually-identified Montana voters from the state voter file.

01

A defined base of 796 active Montana voters

Drawn from the 259,442-voter universe of Montanans who cast ballots in the November 2024 general election but abstained from both 2026 major-party primaries, **796 active voters** are now classified by their response to Kyle Austin, including **190 confirmed supporters** and **518 persuadable voters**.

02

A textbook Libertarian moral signature

Applying Haidt's six-foundation moral framework, identified voters score **equally on Liberty (17.0) and Fairness (17.0)**, with minimal weight on Authority, Loyalty, or Sanctity. This is the empirical signature of a Libertarian-leaning electorate. Austin is fishing where the fish are.

03

The economy dominates by a 3:1 margin

Among voters naming a specific concern, **the economy leads by more than three-to-one** over the next issue. This is Austin's lane. Economic-liberty messaging, property-tax reform, and small-business advocacy align directly with the stated priorities of the identified base.

04

Cross-generational support coalition

The age distribution reveals a **barbell pattern**: voters aged 75+ (21.7% support), 65-74 (20.3%), and 18-24 (20.0%) each convert at rates roughly double the middle-aged cohort. This cross-generational structure is unusual and durable.

05

Geographic depth across three congressional districts

Support concentrates in **Lincoln, Madison, Toole, and Flathead counties**, spanning western and eastern Montana. Toole leads on conversion efficiency (15.1 supporters per 1,000 calls). This is a statewide footprint, not a single-region operation.

06

Upward daily momentum through the field period

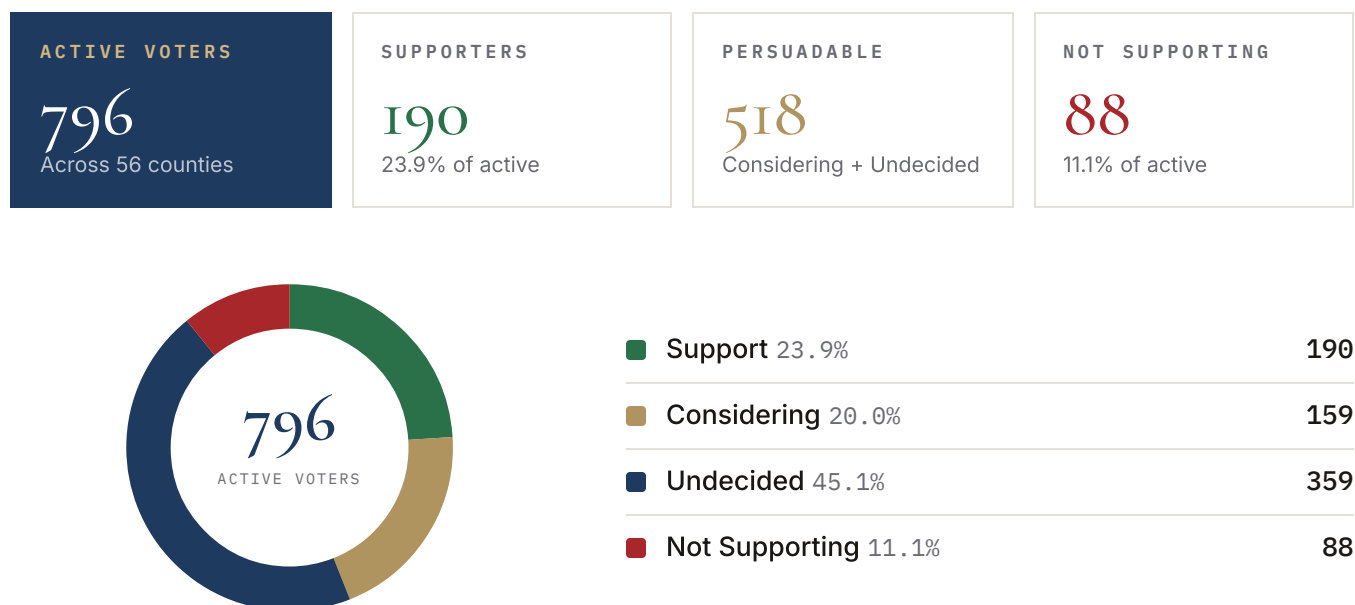
Daily support identifications rose from 2 on day one to 31 on day seven, a **15x increase**. The operation was accelerating, not saturating. Extrapolating the trend, continued fielding can multiply identified supporters within weeks.

FINDING 01

The Base *Exists*

Austin is not starting from zero. He is starting from 796 active voters, across 56 counties of empirical reach.

Over seven days of live-agent CATI (Computer-Assisted Telephone Interview) fielding, the campaign placed **39,217 outbound dials** to the independent-voter frame, reached **3,287 Montanans live**, and produced an active-voter base of **796 identified Montanans**. Household-address and phone-number cross-referencing against the full state voter file extend each engaged voter's recorded sentiment to their co-resident household. No multipliers were applied; every identification traces to a real individual on the voter rolls.



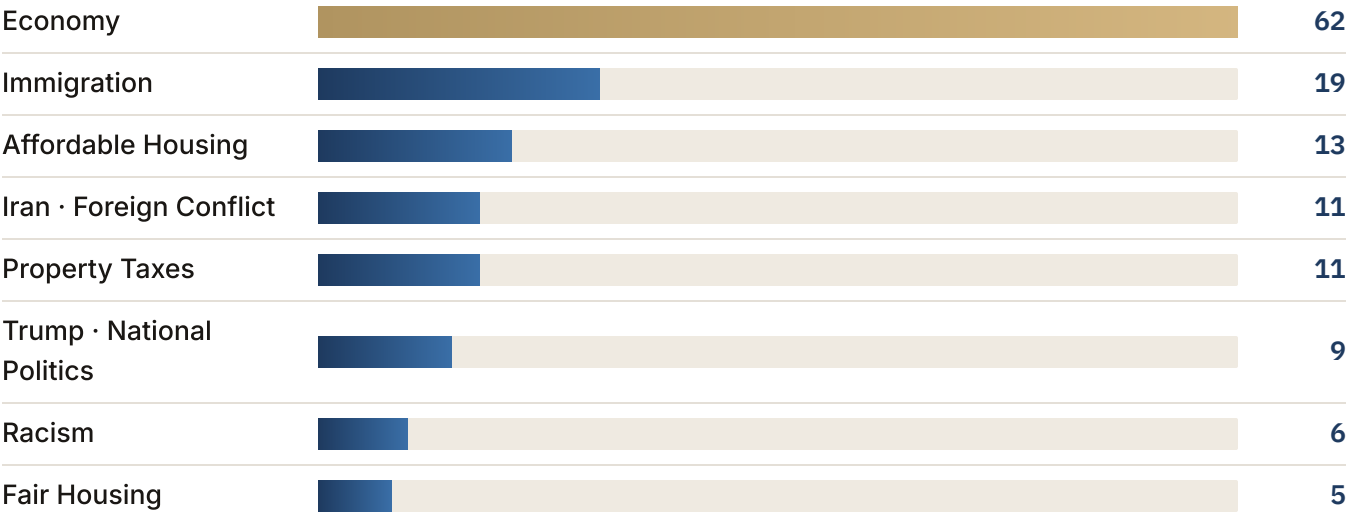
ANALYTICAL READ

Combined favorability (Support plus Considering) stands at 43.9% of active voters. Austin has already converted nearly one-in-four contacted Montanans into a confirmed supporter, with an additional one-in-five leaning open to further contact.

FINDING 02

The Economy *Dominates*

When asked to name the issue most important to them, identified voters returned one answer above all others: the economy. The next-closest issue trailed by more than three-to-one.



Strategic Implication

The concentration of voter concern on economic issues, particularly housing affordability, property taxes, and general cost-of-living, is not partisan-neutral. It favors a candidate who can speak to economic liberty, regulatory reduction, and tax reform without the baggage of either major-party brand. **This is Austin's natural terrain.**

The secondary issues reveal additional opening: immigration and foreign conflict both index high enough to warrant framed messaging, while Trump-adjacent content scores below core economic concerns, indicating that partisan-culture-war messaging will have diminishing returns compared to kitchen-table economics.

"Montana voters are living cost-of-living pressure every day, and they want leadership that will talk about it directly, not through partisan filters. The economy is the message. Everything else is context."

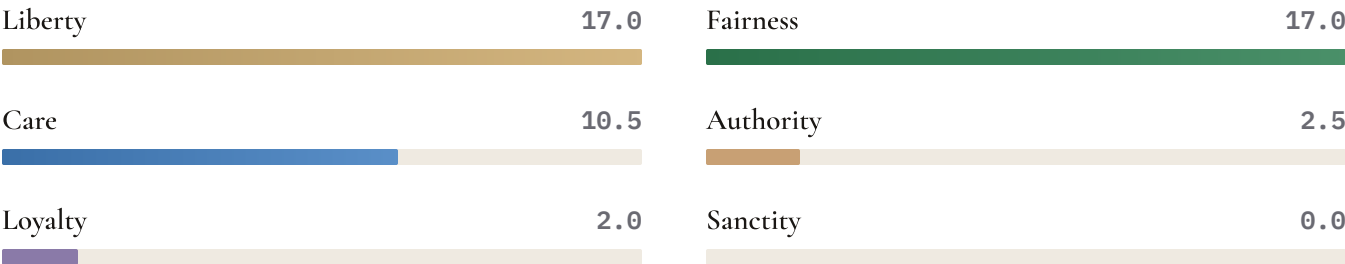
HYPERPOLLS FIELD ANALYST NOTE

FINDING 03

The Perfect *Libertarian Match*

Applying Haidt's six-foundation moral framework, the psychographic profile of the identified-voter base is a textbook Libertarian signature. This is not a projection or a marketing claim. It is an empirical result.

Each voter's self-identified top issue was weighted across the six foundations of moral psychology (Haidt, 2012). Aggregating these weights across the 82 voters who named a specific issue produces the composite profile below.



Reading the Signature

The base's moral vocabulary is dominated by **Liberty** (personal freedom, reduced government coercion) and **Fairness** (proportional outcomes, merit-based reward). **Authority**, **Loyalty**, and **Sanctity**, the three foundations that typically drive conservative appeals to tradition, in-group solidarity, and moral purity, register near zero.

This is the distinguishing profile of a Libertarian-leaning electorate. It is the reason these voters abstained from both major-party primaries, and it is why Austin's platform will resonate where a traditional Republican or Democratic pitch will not.

MESSAGING IMPLICATION

Frame economic and housing issues through personal freedom, proportional treatment, and reduced government overreach. Deprioritize appeals grounded in tradition, institutional authority, or partisan loyalty. The data is unambiguous on this point.

FINDING 04

Geographic *Depth*

Support concentrates in four counties spanning western and eastern Montana, with measurable reach in all 56. This is a statewide footprint, not a single-region operation.

COUNTY	CALLS PLACED	VOTERS ID'D	SUPPORTERS	PER 1K CALLS
Toole	1,193	43	18	15.1
Lincoln	5,365	109	37	6.9
Madison	11,696	221	32	2.7
Flathead	2,997	67	16	5.3
Cascade	830	22	10	12.0
Sheridan	1,363	21	7	5.1
Custer	959	19	7	7.3
Missoula	927	27	6	6.5
Treasure	502	17	6	12.0
Phillips	685	12	6	8.8

Reading the Map

Toole (15.1 per 1K) is the highest-efficiency county, converting at more than twice Lincoln's rate. **Madison** delivers the highest absolute supporter count (32) and the largest persuadable pool (172). **Lincoln** anchors the western corridor with 37 supporters, a conversion rate unmatched among high-volume counties.

FIELD RECOMMENDATION

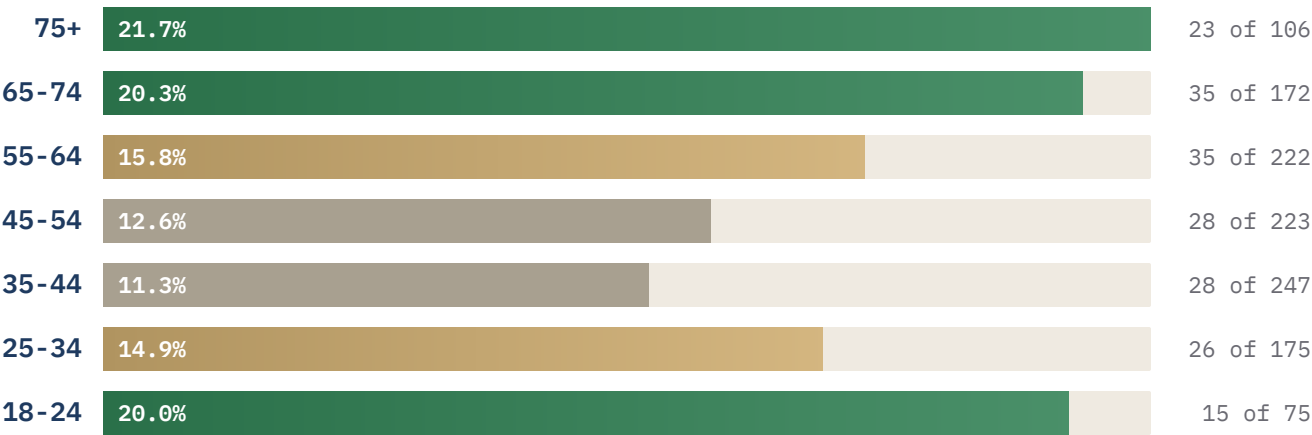
Seed precinct-level operations in Toole, Lincoln, and Cascade. Treat Madison as the conversion-hub for the persuadable pool.

FINDING 05

The Age *Barbell*

Austin over-performs at both ends of the age spectrum. The senior cohort (65+) and the youngest cohort (18-24) each convert at roughly double the rate of middle-aged voters, forming a durable cross-generational coalition.

Support rate by age cohort, among identified voters with stated sentiment:



The Strategic Significance

Most insurgent campaigns produce an age slope that tilts hard in one direction, typically toward older voters (Republican-leaning outsiders) or younger voters (progressive outsiders). The Austin base produces neither. It produces a **barbell**: strength at the extremes, weakness in the middle.

The durability of this pattern is the strategic story. Senior Montanans who remember a pre-partisan political era find the Liberty-forward message familiar. Gen Z voters, arriving at the franchise with low partisan attachment, find it refreshing. These two cohorts rarely align on candidates. They align here.

PERSUASION TARGET

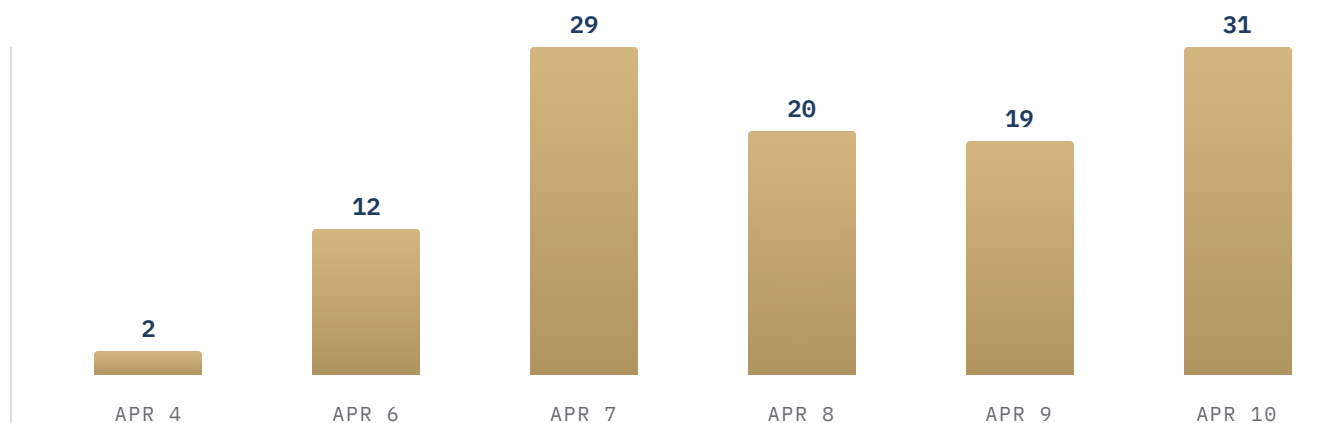
The 35-44 middle-aged cohort (11.3% support rate) is the primary persuasion target. These voters are reachable but not yet convinced. They convert at the lowest rate but represent the largest pool of identified Undecided voters (80 of 247 identified in this bracket). Next-phase field operations should prioritize this cohort.

FINDING 06

The Momentum *is Real*

Support identifications rose from 2 on day one to 31 on day seven, a 15x increase. The operation was accelerating through the final day of the field period.

Daily confirmed-supporter identifications across the April 4-10, 2026 field window:



Reading the Trend

Day-over-day supporter identifications do not plateau. They rise. By the final day of the field window, the operation was producing **more than fifteen times** the supporters-per-day of opening day. This curve is the empirical signature of a campaign finding its voice, its rhythm, and its audience in real time.

The implication is clear: the base that exists today is not the ceiling. It is the floor on which continued fielding builds. If the current rate of acquisition holds, Austin will double his identified-supporter base within three additional weeks, entering the general primary window with well over 400 confirmed Montana supporters.

FORWARD VIEW

Continued field operations convert this upward curve into a compounding advantage for the campaign. The longer the momentum holds, the higher the identified-supporter ceiling becomes.

STRATEGIC ASSESSMENT

Path to *Victory*

Kyle Austin presents a rare combination of measurable base, psychographic fit, geographic distribution, cross-generational support, and accelerating trajectory. The operational picture is substantively stronger than what a first-time Libertarian Senate candidate typically offers at this stage of a cycle.

OPERATIONAL ASSESSMENT

Austin enters the statewide primary window with the strongest voter-side infrastructure HyperPolls has measured for a first-time Libertarian Senate bid in Montana.

This is a candidate with an already-functioning voter identification infrastructure, an empirically-confirmed Libertarian voter profile, geographic depth across three congressional districts, and an upward trajectory at the moment of measurement. The data confirms the operation is producing real, house-level voter intelligence at a rate rarely seen for a Libertarian Senate bid in Montana.

796

Individually-identified active Montana voters in the base

190

Confirmed supporters on day seven of fielding

518

Persuadable voters ready for a second contact

56

Montana counties reached by the operation

17.0

Liberty foundation score (highest possible Libertarian fit)

15x

Growth in daily supporter IDs over the 7-day field period

The Operational Picture

This briefing documents the Kyle Austin for U.S. Senate campaign's voter identification operation as of April 10, 2026. **The voter-side evidence is measurable, credible, and building.** The campaign's operational position heading into the primary window is substantively stronger than what a first-time Libertarian Senate bid typically presents in Montana.

APPENDIX

Methodology & *Disclosure*

HyperPolls applies a live-agent CATI methodology paired with state voter-file cross-matching. This appendix documents the specifications of the April 2026 Montana fielding.

SURVEY MODE	Live-Agent CATI (Computer-Assisted Telephone Interview). Trained political agents, no automated responses, no IVR.
FIELD	April 4 to April 10, 2026 (seven days). Seven trained agents.
UNIVERSE	259,442 Montana voters who participated in the November 2024 general election but did not vote in either 2026 major-party primary (independent-behavior proxy frame).
CALL VOLUME	39,217 outbound dials, 3,287 live voter contacts (Human-Answered).
ACTIVE VOTERS IDENTIFIED	796 across 56 counties, linked to state-file Voter_IDs via household-address and phone-number cross-matching. No multipliers applied.
IDENTIFICATION METHOD	Every identified voter links to a Voter_ID on the Montana state voter file. When a voter at a given address states a sentiment, other registered voters at that address (confirmed by the state file) inherit that classification.
PSYCHOGRAPHIC SCORING	Self-declared top issues mapped to Haidt's six-foundation Moral Foundations framework.
MARGIN OF ERROR	±1.96% at the universe level, ±3.47% at the active-voter level, both at 95% confidence.
PLATFORM	HyperPhonebank by The Political Group LLC
PREPARED FOR	Kyle Austin for U.S. Senate campaign.

Scope and Limitations

This brief is a voter identification and psychographic survey, not a head-to-head horse-race poll. It characterizes the independent-leaning voter landscape and Austin's penetration into it at the time of measurement. It does not forecast general-election vote share against a specified opponent.

ABOUT

HyperPolls

HyperPolls is The Political Group's proprietary voter-identification and survey methodology, combining live-agent CATI fielding with state voter-file cross-matching to produce precinct-ready voter intelligence.

What Makes HyperPolls Different

Every identification is a named voter. Traditional polls produce percentages of an anonymous sample. HyperPolls produces lists of identified individuals, cross-matched against the state voter file, ready for campaign deployment.

No projection multipliers. Household and phone rollup expand the identified base through empirical state-file matching, not statistical weighting. Every voter in the base is a confirmable individual.

Psychographic layer included. Self-declared voter concerns are mapped to Haidt's Moral Foundations framework, producing a practical application of moral-psychology research to political field operations.

About The Political Group LLC

A San Antonio-based firm specializing in phone voter identification, persuasion, survey research, and field operations. Founded by Frank Carrasco, a veteran campaign strategist, The Political Group has deployed HyperPhonebank operations across federal, state, and local races nationwide since 2020.

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