



**July 27, 2011**  
**MEMORANDUM**

**TO: INTERESTED PARTIES**  
**FR: DAVID FLAHERTY**  
**MAGELLAN DATA AND MAPPING STRATEGIES**  
**RE: MONTANA 2012 GOP GOVERNOR PRIMARY SURVEY TOPLINE RESULTS**

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Magellan Data and Mapping Strategies are pleased to present the topline results of a 676N autodial survey of likely Republican primary election voters in the state of Montana. The interviews were conducted July 25<sup>th</sup> and July 26<sup>th</sup>, 2011. This survey has a margin of error of +/- 3.77% at the 95 percent confidence interval. This survey was weighted based upon voter turnout demographics from the 2010, 2008, 2006, and 2004 primary election cycles.

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T1. Are you registered to vote?

Yes.....100%

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T2. How likely are you to vote in the 2012 June primary election to choose a candidate for Governor?

Extremely Likely..... 90%  
Very Likely ..... 7%  
Somewhat Likely ..... 3%

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T3. If the primary election to choose a candidate for Governor was being held today, would you choose to vote in the Republican primary or the Democrat primary?

Republican primary .....100%

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Thinking now about people active in Montana politics.....

T4. Do you have a favorable or unfavorable opinion of Ken Miller?

Favorable ..... 22%  
Unfavorable ..... 8%  
No Opinion ..... 29%

Name ID ..... 59%  
Hard Name ID ..... 30%  
Never Heard Of..... 41%

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T5. Do you have a favorable or unfavorable opinion of Neil Livingstone?

Favorable ..... 6%  
Unfavorable ..... 12%  
No Opinion ..... 30%

Name ID ..... 48%  
Hard Name ID ..... 18%  
Never Heard Of..... 52%

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T6. Do you have a favorable or unfavorable opinion of Rick Hill?

Favorable ..... 29%  
Unfavorable ..... 13%  
No Opinion ..... 32%

Name ID ..... 74%  
Hard Name ID ..... 42%  
Never Heard Of..... 26%

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T7. If the Republican primary for Governor was being held today, for whom would you vote if the candidates were Ken Miller, Corey Stapleton, Neil Livingstone, Rick Hill, or Jim O'Hara?

Rick Hill ..... 24%  
Ken Miller ..... 13%  
Corey Stapleton..... 5%  
Neil Livingstone ..... 3%  
Jim O'Hara..... 3%  
Undecided..... 52%

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Thinking now about the Republican candidates for Governor.....

T8. Are you more likely to vote for a candidate that is a former State Senator who served in Helena, or a candidate that is a former Congressman who served in Washington?

Former State Senator ..... 50%  
Former Congressman ..... 14%  
Unsure/No Opinion..... 36%

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T9. Are you more likely to vote for a candidate that is a farmer and small businessman or a candidate that is an insurance company executive?

Farmer and small businessman..... 72%  
Insurance company executive ..... 6%  
Unsure/No Opinion..... 22%

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T10. Are you more likely to vote for a candidate who has been endorsed by individuals involved in pro-life organizations, or a candidate who will not commit to conservative positions on social issues?

Individuals involved in pro-life organizations ..... 60%  
No commitment to conservative positions..... 17%  
Unsure/No Opinion..... 23%

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T11. Are you more likely to vote for a candidate who is an establishment moderate or a candidate who is a grassroots conservative?

Grassroots conservative..... 69%  
Establishment moderate..... 15%  
Unsure/No Opinion..... 16%

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T12. Are you more likely to vote for a candidate who has lived and worked in Montana for more than 35 years or a candidate who recently moved back to Montana to run for Governor?

Lived and worked in Montana..... 75%  
Recently moved back to Montana..... 5%  
Unsure/No Opinion..... 20%

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T13. Knowing Ken Miller is a family farmer, a small businessman and a grassroots conservative, and Rick Hill is an insurance company executive, former Congressman, and an establishment moderate, are you more likely to vote for Ken Miller or Rick Hill?

Ken Miller ..... 61%  
Rick Hill ..... 14%  
Undecided..... 25%

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T14. Do you agree with the philosophy of the Tea Party?

Yes..... 81%  
No..... 19%

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T15. For statistical purposes, are you a man or a woman?

Female..... 54%  
Male..... 46%

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T16. Which of the following age groups applies to you?

18-34..... 8%  
35-44..... 9%  
45-54..... 19%  
55-64..... 27%  
65+..... 37%

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