



**FOR IMMEDIATE RELEASE  
INTERVIEWS AND QUESTIONS:**

**July 28, 2011  
DAVID FLAHERTY 303-861-8585**

**MONTANA 2012 REPUBLICAN GOVERNOR PRIMARY SURVEY RELEASE  
RICK HILL LEADS KEN MILLER BY 11 POINTS, 52% UNDECIDED  
HILL 24%, MILLER 13%, STAPLETON 5%, LIVINGSTONE 3%,  
O'HARA 3%, UNDECIDED 52%**

**Louisville, CO** – Magellan Data and Mapping Strategies today released the results of an autodial survey of 676 likely 2012 Montana Republican primary voters. The survey finds former two term Congressman Rick Hill with 24%, former State Senator Ken Miller with 13%, former State Senator Corey Stapleton with 5%, businessman Neil Livingstone with 3%, and Chouteau County Commissioner Jim O'Hara with 3%, and 52% undecided. Among senior voters (65 or older), which we project to be 37% of the total primary vote, Rick Hill leads Ken Miller by 11 points, 26% to 15%. It is no surprise that half, 52%, of respondents are undecided at this very early stage of the campaign. The following table shows the full ballot test results by voter subgroups.

**Republican Governor Primary Ballot Test by Voter Subgroup\***

<u>Candidate</u>	<u>All Voters</u>	<u>Male Voters</u>	<u>Female Voters</u>	<u>Voters 18-34</u>	<u>Voters 65+</u>
Hill Margin	+11	+15	+8	-4	+11
Hill	24%	28%	21%	13%	26%
Miller	13%	13%	13%	17%	15%
Stapleton	5%	5%	5%	10%	5%
Livingstone	3%	3%	3%	4%	4%
O'Hara	3%	4%	3%	5%	3%
Undecided	52%	47%	55%	51%	47%

*\*Survey results are rounded to a whole number from actual crosstab results.*

**Candidate Image Ratings**

The survey measured the image ratings of three candidates, Rick Hill, Ken Miller and Neil Livingstone. Rick Hill is the most well-known of the three, with 74% name recognition, followed by 59% for Ken Miller and 48% for Neil Livingstone. Both Rick Hill and Ken Miller have positive image ratings. Among respondents that have heard of Rick Hill, 29% have a favorable opinion, 13% have an unfavorable opinion, and 32% have no opinion. Among respondents that have heard of Ken Miller, 22% have a favorable opinion of him, 8% have an unfavorable opinion, and 29% do not

have an opinion of him. Neil Livingstone has an upside down image rating with 6% having a favorable opinion of him, 12% having an unfavorable opinion of him, and 30% who have heard of him, but have no opinion. Considering how early it is in the Montana primary election, the image rating for each of the tested candidates is not surprising. The following table shows the image ratings for the three tested candidates.

<u>Candidate</u>	<u>Favorable Opinion</u>	<u>Unfavorable Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Hill	29%	13%	32%	26%	74%
Miller	22%	8%	29%	41%	59%
Livingstone	6%	12%	30%	52%	48%

*\*Survey results are rounded to a whole number from actual crosstab results.*

### **Complete Survey Results**

The complete survey questions and responses are included in this release.

### **Survey Commissioned By**

This survey was commissioned by the Ken Miller for Governor Campaign.

### **Survey Methodology**

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a Montana voter file. The survey response data was weighted upon past voting demographics from Montana primary election cycles. The 676 interviews were conducted on July 25th and 26th. Three attempts were made to interview each household in the sample. This survey has a margin of error of 3.77% at the 95 percent confidence interval.

The survey topline and crosstab results are included in this document. The survey press release, toplines, crosstabs and presentation can be downloaded at [MagellanStrategies.com](http://MagellanStrategies.com) under the "Survey Archives" tab on the front page of our website. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585, or [dflaherty@magellanstrategies.com](mailto:dflaherty@magellanstrategies.com).

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### **About Magellan Data and Mapping Strategies**

*Magellan Data and Mapping Strategies offer a wide array of political data products and services to Republican political candidates and organizations. Our services include live, automated and online survey research, modeling, microtargeting and predictive analytics, enhanced voter registration databases, voter data analysis, demographic analysis, mapping, and redistricting data and technology consulting. Visit our website at [MagellanStrategies.com](http://MagellanStrategies.com) for more information about our firm.*





**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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Table 2-1

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

	GEND										AGE			MILLER IMG RATING			LIVINGSTONE IMG RATING			HILL IMG RATING			TEA PARTY								
	TOTAL		MEN		WOM		18-34		35-44		45-54		55-64		PLUS		UN		UN		UN		UN		UN		UN				
TOTAL	676	311	365	54	61	128	183	250	148	51	40	82	193	87	547	129	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
EXTREMELY LIKELY	609	285	324	44	54	116	170	226	138	42	40	79	183	77	500	109	90.1	88.7	80.9	88.2	90.2	93.0	90.3	93.2	83.3	100.0	95.6	94.7	88.5	91.4	84.4
VERY LIKELY	49	22	27	7	5	9	10	18	8	9		4	7	10	32	17	7.2	7.1	7.3	12.0	8.2	7.3	5.4	7.3	5.7	16.7	4.4	3.7	11.5	5.8	13.3
SOMEWHAT LIKELY	18	4	14	4	2	3	3	6	2	2		3	3	6	3	3	2.7	1.3	3.9	7.1	3.7	2.5	1.6	2.4	1.0	1.6	3	15	3	2.8	2.3

Table 2-2

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

	UNINFORMED BALLOT TEST										STATE SEN. VS. CONGRESS		SMALL BUS VS. INS.		PRO LIFE VS. NO COMMIT CON		ESTAB. MOD VS. GRASSROOT CON.		LIVED VS. MOVED		INFORMED BALLOT TEST	
	MIL LER	STAP LTON	LIVG STON	HILL	O'H ARA	ST. SEN	CONG	SMILL BUS	INS EXEC	PRO LIFE	NO COMM	ESTB MOD	GRSS CON	LIVE	MOVE	MIL LER	HILL	MIL LER	HILL	MIL LER	HILL	
TOTAL	676 100.0	87 100.0	34 100.0	22 100.0	165 100.0	22 100.0	338 100.0	95 100.0	489 100.0	41 100.0	405 100.0	117 100.0	104 100.0	469 100.0	504 100.0	35 100.0	412 100.0	95 100.0	95 100.0	374 100.0	86 100.0	
EXTREMELY LIKELY	609 90.1	83 95.7	29 87.9	19 84.0	152 92.2	21 96.2	305 90.1	86 90.4	442 90.5	40 97.9	371 91.5	106 91.2	95 91.0	427 90.9	457 90.5	33 95.8	374 90.9	86 90.2	374 90.9	86 90.2		
VERY LIKELY	49 7.2	4 4.3	4 12.1	1 5.8	10 5.9	1 3.8	27 8.0	5 5.7	32 6.6	32 6.6	26 6.3	9 8.1	7 6.9	32 6.9	34 6.7	1 4.2	25 6.1	9 9.8	25 6.1	9 9.8		
SOMEWHAT LIKELY	18 2.7			2 10.2	3 1.9		6 1.8	4 3.9	14 2.9	1 2.1	9 2.2	1 0.7	2 2.1	10 2.2	14 2.8		12 3.0		12 3.0			

Table 3-1

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?

	GEND		AGE					MILLER IMG RATING		LIVINGSTONE IMG RATING		HILL IMG RATING		TEA PARTY				
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	PLUS	65	UN	FAV	NO	UN	FAV	NO	UN	FAV	NO
TOTAL	676 100.0	311 100.0	365 100.0	54 100.0	61 100.0	128 100.0	183 100.0	250 100.0	250 100.0	51 100.0	40 100.0	82 100.0	82 100.0	193 100.0	87 100.0	87 100.0	129 100.0	129 100.0
REPUBLICAN	676 100.0	311 100.0	365 100.0	54 100.0	61 100.0	128 100.0	183 100.0	250 100.0	250 100.0	51 100.0	40 100.0	82 100.0	82 100.0	193 100.0	87 100.0	87 100.0	129 100.0	129 100.0



Table 4-1

T4. Thinking now about people active in Montana politics...Do you have a favorable or unfavorable opinion of Ken Miller?

	GEND										AGE			MILLER IMG RATING			LIVINGSTONE IMG RATING			HILL IMG RATING			TEA PARTY								
	TOTAL		MEN		WOM		18-34		35-44		45-54		55-64		PLUS		UN		UN		UN		UN		UN						
TOTAL	676	311	365	54	61	128	183	250	148	51	40	82	193	87	547	129	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
FAVORABLE	148	77	71	17	11	20	43	57	148		24	43	58	35	130	18	21.8	24.8	19.4	31.2	17.7	15.7	23.4	22.9	100.0	59.3	51.6	30.1	39.6	23.8	13.6
UNFAVORABLE	51	34	17	4	6	12	19	9		51	5	31	21	25	28	23	7.5	11.0	4.6	7.7	10.1	9.6	10.4	3.7	100.0	12.3	37.1	11.0	28.2	5.1	17.5
NO OPINION	199	88	111	15	9	32	52	92			8	6	63	15	157	42	29.5	28.3	30.5	27.7	15.0	24.8	28.3	36.6	20.5	7.6	32.7	17.5	28.8	32.4	
NAME ID	398	199	199	36	26	64	113	158	148	51	37	79	142	74	316	82	58.9	64.0	54.4	66.6	42.7	50.1	62.2	63.2	100.0	92.0	96.3	73.7	85.3	57.7	63.5
HARD NAME ID	199	111	87	21	17	32	62	66	148	51	29	73	79	59	158	40	29.4	35.8	23.9	38.9	27.7	25.2	33.9	26.6	100.0	71.6	88.6	41.0	67.8	28.9	31.2
NEVER HEARD OF	278	112	166	18	35	64	69	92			3	3	51	13	231	47	41.1	36.0	45.6	33.4	57.3	49.9	37.8	36.8	8.0	3.7	26.3	14.7	42.3	36.5	

Table 4-2

T4. Thinking now about people active in Montana politics...Do you have a favorable or unfavorable opinion of Ken Miller?

	UNINFORMED BALLOT TEST										STATE SEN. VS. CONGRESS		SMALL BUS VS. INS.		PRO LIFE VS. NO COMMIT CON		ESTAB. MOD VS. GRASSROOT CON.		LIVED VS. MOVED		INFORMED BALLOT TEST	
	MIL LER	STAP LTON	LIVG STON	HILL	O'H ARA	ST. SEN	CONG	SMLL BUS EXEC	INS EXEC	PRO LIFE COMM	NO COMM	ESTB MOD	GRSS CON	LIVE MOVE	MIL LER	HILL	INFORMED	BALLOT TEST				
TOTAL	676 100.0	87 100.0	34 100.0	22 100.0	165 100.0	22 100.0	338 100.0	95 100.0	489 100.0	41 100.0	405 100.0	117 100.0	104 100.0	469 100.0	504 100.0	35 100.0	412 100.0	95 100.0				
FAVORABLE	148 21.8	74 85.3	10 30.3	5 21.4	32 19.5	4 20.6	93 27.5	22 22.8	110 22.6	11 27.0	110 27.2	21 18.2	24 23.5	113 24.1	117 23.1	6 18.5	114 27.7	17 17.5				
UNFAVORABLE	51 7.5	1 1.6	2 6.5	3 3.8	1 12.5	6 25.7	22 6.5	9 9.5	33 6.8	4 10.8	22 5.3	19 16.1	18 17.3	25 5.3	37 7.4	4 12.2	15 3.7	20 21.0				
NO OPINION	199 29.5	8 9.6	14 41.3	10 44.3	51 31.1	7 31.0	95 28.1	29 30.4	146 29.8	15 36.1	116 28.5	30 25.6	25 24.1	140 29.9	145 28.8	9 26.1	121 29.3	32 33.5				
NAME ID	398 58.9	84 96.6	26 78.1	16 69.5	104 63.2	17 77.2	210 62.1	59 62.7	289 59.2	30 73.9	248 61.1	70 59.9	68 65.0	278 59.3	299 59.4	20 56.9	250 60.7	68 72.1				
HARD NAME ID	199 29.4	75 86.9	12 36.8	6 25.2	53 32.1	10 46.2	115 33.9	31 32.3	144 29.4	15 37.8	132 32.6	40 34.3	43 40.9	138 29.4	154 30.6	11 30.8	129 31.4	37 38.6				
NEVER HEARD OF	278 41.1	3 3.4	7 21.9	7 30.5	61 36.8	5 22.8	128 37.9	35 37.3	200 40.8	11 26.1	158 38.9	47 40.1	36 35.0	191 40.7	205 40.6	15 43.1	162 39.3	27 27.9				

Table 5-1

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

	GEND		AGE				MILLER IMG RATING		LIVINGSTONE IMG RATING		HILL IMG RATING		TEA PARTY	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	PLUS	UN		UN		UN	
									FAV	NO	FAV	NO	FAV	NO
TOTAL	676 100.0	311 100.0	365 100.0	54 100.0	61 100.0	128 100.0	183 100.0	250 100.0	40 100.0	82 100.0	193 100.0	87 100.0	547 100.0	129 100.0
FAVORABLE	40 6.0	29 9.3	12 3.2	5 9.1	3 5.1	5 3.9	14 7.5	14 5.5	24 16.2	5 9.8	25 12.8	7 7.8	32 5.9	8 6.4
UNFAVORABLE	82 12.2	43 13.7	40 10.9	8 15.5	10 16.2	12 9.5	21 11.6	31 12.3	43 28.8	31 60.1	33 17.2	42 48.2	53 9.7	29 22.7
NO OPINION	202 29.8	89 28.5	113 31.0	16 29.8	12 19.9	36 28.4	50 27.5	87 34.8	47 32.1	9 17.8	60 30.9	19 21.6	164 30.1	37 28.9
NAME ID	325 48.0	160 51.5	165 45.1	29 54.5	25 41.2	54 41.7	85 46.6	131 52.6	114 77.1	45 87.7	118 60.9	68 77.6	250 45.6	75 58.1
HARD NAME ID	123 18.2	71 23.0	51 14.1	13 24.7	13 21.3	17 13.4	35 19.1	45 17.8	66 45.0	36 69.9	58 30.0	49 56.0	85 15.6	38 29.1
NEVER HEARD OF	351 52.0	151 48.5	200 54.9	25 45.5	36 58.8	75 58.3	97 53.4	119 47.4	34 22.9	6 12.3	76 39.1	19 22.4	297 54.4	54 41.9

Table 5-2

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

	UNINFORMED BALLOT TEST										STATE SEN. VS. CONGRESS		SMALL BUS VS. INS.		PRO LIFE VS. NO COMMIT CON		ESTAB. MOD VS. GRASSROOT CON.		LIVED VS. MOVED		INFORMED BALLOT TEST	
	TOTAL	MIL LER	STAP LTON	LIVG STON	HILL	O'H ARA	ST. SEN CONG	SMLL BUS EXEC	INS EXEC	PRO LIFE COMM	NO COMM CON	ESTB MOD	GRSS CON	LIVE MOVE	MIL LER	HILL	LIVE MOVE	MIL LER	HILL			
TOTAL	676 100.0	87 100.0	34 100.0	22 100.0	165 100.0	22 100.0	338 100.0	95 100.0	489 100.0	41 100.0	405 100.0	117 100.0	104 100.0	469 100.0	504 100.0	35 100.0	412 100.0	95 100.0	100.0	100.0		
FAVORABLE	40 6.0	9 9.9	2 7.1	12 55.6	8 5.0	4 17.1	29 8.7	2 2.5	30 6.2	5 13.4	24 5.9	12 10.0	10 9.4	27 5.9	30 6.0	5 13.3	27 6.6	7 7.1				
UNFAVORABLE	82 12.2	24 27.7	8 23.5	1 3.8	27 16.5	2 11.6	45 13.4	14 14.9	64 13.1	8 19.2	44 10.9	24 21.0	27 25.8	47 10.0	67 13.2	6 18.1	40 9.6	27 28.5				
NO OPINION	202 29.8	30 34.2	12 36.5	4 19.2	57 34.2	6 28.0	102 30.3	31 32.3	142 29.0	13 32.1	118 29.2	34 29.2	27 26.2	140 29.9	142 28.2	7 19.0	124 30.2	29 30.3				
NAME ID	325 48.0	62 71.8	22 67.1	18 78.6	92 55.7	12 56.6	177 52.4	47 49.7	236 48.3	26 64.7	186 46.0	70 60.2	64 61.5	215 45.8	239 47.4	18 50.4	191 46.4	62 65.8				
HARD NAME ID	123 18.2	33 37.6	10 30.6	13 59.4	35 21.5	6 28.6	75 22.1	17 17.4	94 19.3	13 32.6	68 16.8	36 31.0	37 35.2	74 15.9	97 19.3	11 31.4	67 16.2	34 35.5				
NEVER HEARD OF	351 52.0	24 28.2	11 32.9	5 21.4	73 44.3	9 43.4	161 47.6	48 50.3	253 51.7	14 35.3	219 54.0	46 39.8	40 38.5	254 54.2	265 52.6	17 49.6	220 53.6	32 34.2				

Table 6-1

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

	GEND										AGE			MILLER IMG RATING		LIVINGSTONE IMG RATING		HILL IMG RATING		TEA PARTY	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	PLUS	65		UN		UN		UN		UN		YES	NO	
									FAV	NO	FAV	NO	FAV	NO	FAV	NO	FAV	NO			
TOTAL	676 100.0	311 100.0	365 100.0	54 100.0	61 100.0	128 100.0	183 100.0	250 100.0	148 100.0	51 100.0	40 100.0	82 100.0	193 100.0	87 100.0	547 100.0	129 100.0					
FAVORABLE	193 28.6	105 33.7	88 24.2	12 21.8	12 20.1	38 29.9	60 33.1	70 28.2	58 39.3	21 41.7	25 61.2	33 40.4	193 100.0		158 28.9	35 27.3					
UNFAVORABLE	87 12.9	50 16.0	37 10.2	16 29.9	10 16.3	17 12.9	24 13.2	20 8.1	35 23.4	25 48.3	7 16.8	42 50.9		87 100.0	59 10.7	28 22.0					
NO OPINION	217 32.1	80 25.8	137 37.5	19 34.3	15 24.8	41 31.7	53 29.2	89 35.7	37 24.8	5 10.1	7 17.8	5 6.5			187 34.2	30 23.2					
NAME ID	497 73.6	235 75.5	262 71.9	47 86.0	37 61.3	96 74.4	138 75.5	180 72.0	129 87.5	51 100.0	39 95.8	81 97.8	193 100.0	87 100.0	404 73.8	94 72.5					
HARD NAME ID	280 41.5	155 49.7	126 34.4	28 51.7	22 36.4	55 42.7	84 46.3	91 36.3	93 62.7	46 89.9	32 78.0	75 91.3	193 100.0	87 100.0	217 39.6	64 49.3					
NEVER HEARD OF	179 26.4	76 24.5	103 28.1	8 14.0	24 38.7	33 25.6	45 24.5	70 28.0	18 12.5		2 4.2	2 2.2			143 26.2	36 27.5					

Table 6-2

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

UNINFORMED BALLOT TEST

	MIL		STAP		LIVG		OH		STATE SEN.		SMALL BUS		PRO LIFE VS.		ESTAB. MOD		LIVED VS.		INFORMED																	
	TOTAL	LER	LTON	STON	HILL	ARA	ST.	SEN	CONG	VS.	CONGRESS	VS. INS.	INS	EXEC	PRO	NO	ESTB	MOD	CON	LIVE	MOVE	MIL	LER	HILL												
TOTAL	676	87	34	22	165	22	338	95	489	41	405	117	104	469	504	35	412	95	100.0	100.0	100.0	100.0	100.0	100.0	100.0											
FAVORABLE	193	22	4	7	128	2	82	44	135	19	121	33	30	143	132	17	84	64	28.6	25.9	11.9	29.8	77.5	11.0	24.2	46.0	27.7	45.9	28.5	28.8	30.6	26.2	49.0	20.3	67.1	
UNFAVORABLE	87	26	16	4	4	6	57	8	64	11	43	29	22	56	70	7	58	11	12.9	30.4	47.2	16.6	2.3	28.3	16.8	8.0	13.1	28.0	10.6	24.5	21.3	11.8	13.9	19.3	14.1	11.7
NO OPINION	217	24	7	9	29	5	114	18	165	5	139	24	25	154	172	3	149	9	32.1	27.7	21.6	38.3	17.3	24.7	33.6	18.5	33.7	12.3	34.2	20.8	23.6	32.8	34.1	7.6	36.3	10.0
NAME ID	497	73	27	19	160	14	252	69	364	35	303	86	77	353	374	26	291	84	73.6	84.0	80.7	84.7	97.1	64.0	74.6	72.5	74.5	86.2	74.7	73.8	73.7	75.2	74.1	76.0	70.7	88.8
HARD NAME ID	280	49	20	10	132	8	139	51	199	30	164	62	52	199	202	24	142	75	41.5	56.3	59.1	46.4	79.8	39.3	41.0	54.0	40.8	73.9	40.5	53.0	50.1	42.4	40.1	68.4	34.4	78.8
NEVER HEARD OF	179	14	6	3	5	8	86	26	124	6	103	31	27	116	131	8	120	11	26.4	16.0	19.3	15.3	2.9	36.0	25.4	27.5	25.5	13.8	25.3	26.2	26.3	24.8	25.9	24.0	29.3	11.2



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?  
 UNINFORMED BALLOT TEST

	STATE SEN.		VS. INS.		SMALL BUS		PRO LIFE VS.		ESTAB. MOD		LIVED VS.		MOVED		INFORMED	
	VS.	CONGRESS	VS. INS.	CON	NO COMMIT	VS.	GRASSROOT	CON.	MOD	CON	LIVE	MOVE	LER	HILL	MIL	HILL
TOTAL	676 100.0	338 100.0	95 100.0	41 100.0	405 100.0	117 100.0	104 100.0	469 100.0	504 100.0	35 100.0	412 100.0	95 100.0				
RICK HILL	165 24.4	63 18.6	41 43.3	115 23.6	14 35.8	31 26.3	26 24.6	121 25.8	118 23.4	14 40.5	66 16.2	62 65.7				
KEN MILLER	87 12.8	65 19.2	8 8.7	74 15.2	2 5.5	11 9.8	12 11.3	71 15.1	72 14.2	1 2.4	81 19.7	3 2.9				
COREY STAPLETON	34 5.0	22 6.5	6 5.9	18 3.7	9 23.1	8 6.6	8 8.1	25 5.3	28 5.6	1 4.0	24 5.7	8 8.8				
NEIL LIVINGSTONE	22 3.3	15 4.3	2 2.5	20 4.0	1 2.1	3 2.9	4 3.7	15 3.2	16 3.2	2 4.8	16 4.0					
JIM O'HARA	22 3.2	22 100.0	3 3.3	18 3.6	3 7.4	5 4.5	7 6.3	12 2.5	17 3.4	4 10.8	15 3.6	5 4.8				
UNDECIDED	347 51.3	161 47.7	34 36.3	243 49.8	11 26.1	58 49.9	48 45.9	226 48.2	253 50.2	13 37.5	209 50.9	17 17.8				



Montana 2012 Republican Governor Primary Survey, July 25th and July 26th, 2011, 676N, 3.77% MoE, Weighted Results, Magellan Strategies, 1685 Boxelder St. Suite 300, Louisville, CO 80027, 303-861-8585  
 Table 8-2  
 T8. Thinking now about the Republican candidates for Governor...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?

	UNINFORMED BALLOT TEST										STATE SEN. VS. CONGRESS		SMALL BUS VS. INS.		PRO LIFE VS. NO COMMIT CON		ESTAB. MOD VS. GRASSROOT CON.		LIVED VS. MOVED		INFORMED BALLOT TEST	
	MIL LER	STAP LTON	LIVG STON	HILL	OH ARA	ST. SEN	CONG	SMILL BUS	INS EXEC	PRO LIFE	NO COMM	ESTB MOD	GRSS CON	LIVE	MOVE	MIL LER	HILL	MIL LER	HILL			
TOTAL	676 100.0	87 100.0	34 100.0	22 100.0	165 100.0	22 100.0	338 100.0	95 100.0	489 100.0	41 100.0	405 100.0	117 100.0	104 100.0	469 100.0	504 100.0	35 100.0	412 100.0	95 100.0	30 100.0	31.1 100.0		
FORMER STATE SENATOR	338 50.0	65 75.1	22 65.6	15 65.2	63 38.0	13 58.5	338 100.0		282 57.8	17 41.8	218 53.7	72 61.9	63 60.5	247 52.6	290 57.4	15 44.4	253 61.4	30 61.4	31.1 31.1			
FORMER CONGRESSMAN	95 14.0	8 9.6	6 16.6	2 10.6	41 24.8	3 14.5		95 100.0	63 13.0	17 42.4	61 15.1	17 15.0	18 17.6	67 14.2	65 12.9	13 37.6	44 10.8	38 40.1				
UNSURE NO OPINION	243 35.9	13 15.3	6 17.7	5 24.2	61 37.1	6 27.0		143 29.3	6 15.8	126 31.2	27 23.2	23 21.9	156 33.2	150 29.7	6 18.0	115 27.9	27 28.8					

Table 9-1

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?

	GEND		AGE					MILLER IMG RATING		LIVINGSTONE IMG RATING		HILL IMG RATING		TEA PARTY					
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	PLUS	UN	FAV	UN	FAV	UN	FAV	UN	FAV	UN	FAV	UN
	676	311	365	54	61	128	183	250	51	148	51	40	82	193	87	547	129	100.0	100.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FARMER	489	226	263	36	37	79	143	194	33	110	33	30	64	135	64	399	89	72.3	72.7
SMALL BUSINESSMAN	72.3	72.7	71.9	67.3	60.2	61.5	78.3	77.5	74.7	74.7	65.2	74.4	77.7	69.9	73.8	73.1	68.9		
INSURANCE EXECUTIVE	41	26	14	6	6	11	7	12	4	11	4	5	8	19	11	25	15	6.0	8.4
	6.0	8.4	3.9	10.3	9.6	8.6	3.6	4.7	7.4	7.4	8.6	13.4	9.4	9.6	13.0	4.6	12.0		
UNSURE	147	59	88	12	18	39	33	45	26	26	13	5	11	39	12	122	25	21.7	18.9
NO OPINION	21.7	18.9	24.2	22.4	30.2	30.0	18.1	17.9	17.9	17.9	26.2	12.2	12.8	20.4	13.2	22.4	19.1		



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?

	GEND		AGE					MILLER IMG RATING		LIVINGSTONE IMG RATING		HILL IMG RATING		TEA PARTY		
	TOTAL	65 PLUS	18-34	35-44	45-54	55-64	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	YES	NO
TOTAL	676 100.0	311 100.0	54 100.0	61 100.0	128 100.0	183 100.0	148 100.0	51 100.0	40 100.0	82 100.0	193 100.0	87 100.0	547 100.0	129 100.0		
PRO-LIFE	405 60.0	180 58.0	225 61.6	27 49.3	73 56.7	123 67.3	110 74.8	22 42.6	24 59.4	44 53.6	121 62.8	43 49.1	366 66.9	39 30.4		
NOT COMMIT TO CONSERVATIVE POSITIONS	117 17.3	58 18.8	58 15.9	12 23.1	23 18.2	22 12.1	41 16.5	19 36.9	12 28.8	24 29.7	33 17.2	29 32.9	64 11.7	53 40.7		
UNSURE NO OPINION	154 22.8	72 23.2	82 22.4	15 27.7	32 25.1	38 20.6	56 22.2	10 20.5	5 11.8	14 16.7	39 20.0	16 18.0	117 21.3	37 28.9		

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?

	UNINFORMED BALLOT TEST				STATE SEN.				SMALL BUS				PRO LIFE VS.				ESTAB. MOD				LIVED VS.				INFORMED							
	MIL	STAP	LIVG	O'H	ST.	SEN	CONG	SMLL	BUS	EXEC	INS	PRO	NO	ESTB	GRSS	LIVE	MOVE	MIL	LER	HILL	CONGRESS	VS.	CON	NO COMMIT	VS.	MOD	CON	GRASSROOT	CON.	MIL	LER	HILL
TOTAL	676	34	22	165	22	338	95	489	41	405	117	104	469	504	35	412	95	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
PRO-LIFE	405	19	13	100	13	218	61	307	19	405	46	334	326	15	297	35	60.0	77.9	58.0	58.1	60.3	64.4	64.5	62.9	46.6	100.0	43.7	71.2	64.7	43.4	72.2	36.7
NOT COMMIT TO CONSERVATIVE POSITIONS	117	8	3	31	5	72	17	86	17	117	45	57	82	18	51	39	17.3	13.2	22.8	14.9	18.5	21.3	18.4	17.6	41.0	100.0	43.4	12.2	16.3	50.4	12.4	40.6
UNSURE NO OPINION	154	8	6	35	4	48	16	95	5	154	13	78	96	2	63	21	22.8	8.8	19.2	27.0	21.1	16.3	14.3	17.1	19.5	12.4	12.9	16.7	19.0	6.2	15.4	22.6



Table 11-2

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

	UNINFORMED BALLOT TEST										ESTAB. MOD VS. GRASSROOT CON.		LIVED VS. MOVED		INFORMED BALLOT TEST																			
	MIL LER		STAP LTON		LIVG STON		HILL		O'H ARA		ST. SEN CONG		SMALL BUS VS. INS.		PRO LIFE VS. NO COMMIT CON		ESTB MOD VS. GRASSROOT CON		LIVE MOVE		MIL LER													
TOTAL	676	87	34	22	165	22	338	95	489	41	405	117	104	469	504	35	412	95	100.0	100.0	100.0	100.0												
GRASSROOTS CONSERVATIVE	469	71	25	15	121	12	247	67	351	28	334	57	469	357	24	332	49	100.0	100.0	100.0	100.0													
ESTABLISHMENT MODERATE	104	12	8	4	26	7	63	18	78	12	46	45	104	84	8	45	33	15.4	13.6	25.2	17.4	15.5												
UNSURE NO OPINION	102	4	4	4	18	3	28	10	60	1	26	14	100.0	16.6	23.8	11.0	34.7	102	4	4	18	3	28	10	60	1	26	14						
	15.2	4.7	16.3	11.2	16.0	8.3	10.4	12.2	1.8	6.3	12.2	12.2	100.0	12.6	8.2	8.3	13.7	69.4	81.7	74.8	66.2	73.3	53.7	73.1	70.3	71.9	67.9	82.4	49.0	100.0	70.8	68.0	80.7	51.6



Table 12-2

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?

	UNINFORMED BALLOT TEST				STATE SEN.				SMALL BUS				PRO LIFE VS.				ESTAB. MOD				LIVED VS.				MOVED				BALLOT TEST			
	MIL LER	STAP LTON	LIVG STON	HILL	O'H ARA	ST. SEN	CONG	SMILL BUS	INS EXEC	PRO LIFE	NO COMM	CON	GRASSROOT CON.	ESTB MOD	GRSS CON	LIVE	MOVE	MIL LER	HILL													
TOTAL	676	87	34	22	165	100.0	100.0	100.0	41	405	117	104	469	504	35	412	95	100.0	100.0													
LIVED AND WORKED IN MONTANA	504	72	28	16	118	17	290	65	406	17	326	82	84	357	504	348	58	100.0	100.0													
	74.6	82.6	84.4	73.0	71.5	78.8	85.6	68.5	83.1	40.9	80.5	70.7	80.4	76.1	100.0	84.5	61.5															
Moved Back	35	1	1	2	14	4	15	13	14	18	15	18	8	24	35	11	16	100.0	100.0													
	5.1	1.0	4.2	7.4	8.5	17.5	4.6	13.8	3.0	44.7	3.7	15.0	8.0	5.0	100.0	2.7	17.3															
Unsure	137	14	4	4	33	1	33	17	68	6	64	17	12	89	52	20																
No Opinion	20.2	16.4	11.4	19.5	19.9	3.8	9.8	17.7	13.9	14.4	15.8	14.3	11.7	18.9	12.7	21.2																



Table 13-2

T13. Knowing that 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, who are you more likely to vote for? Ken Miller or Rick Hill?

	UNINFORMED BALLOT TEST										STATE SEN. VS. CONGRESS		SMALL BUS VS. INS.		PRO LIFE VS. NO COMMIT CON		ESTAB. MOD VS. GRASSROOT CON.		LIVED VS. MOVED		INFORMED BALLOT TEST	
	TOTAL	MIL LER	STAP LTON	LIVG STON	HILL	OH ARA	ST. SEN	CONG	SMILL BUS	INS EXEC	PRO LIFE	NO COMM	CON	ESTB MOD	GRSS CON	LIVE	MOVE	LIVED VS. MOVED	INFORMED BALLOT TEST			
TOTAL	676 100.0	87 100.0	34 100.0	22 100.0	165 100.0	22 100.0	338 100.0	95 100.0	489 100.0	41 100.0	405 100.0	117 100.0	104 100.0	469 100.0	504 100.0	35 100.0	504 100.0	95 100.0				
KEN MILLER	412 60.9	81 93.6	24 70.2	16 73.4	66 40.2	15 68.5	253 74.7	44 46.8	335 68.5	17 43.1	297 73.4	51 43.8	45 43.6	332 70.8	348 69.0	11 32.2	348 69.0	412 100.0				
RICK HILL	95 14.0	3 3.2	8 24.8	5 21.3	62 37.7	5 21.3	30 8.7	38 40.1	52 10.6	19 47.0	35 8.6	39 33.1	33 31.6	49 10.4	58 11.6	16 47.3	58 11.6	16 100.0				
UNDECIDED	169 25.1	3 3.2	2 5.0	6 26.6	36 22.0	2 10.3	56 16.6	12 13.0	102 20.8	4 9.8	73 18.0	27 23.1	26 24.7	88 18.8	98 19.4	7 20.5	98 19.4	7 20.5				

Table 14-1

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

	GEND		AGE				MILLER IMG RATING		LIVINGSTONE IMG RATING		HILL IMG RATING		TEA PARTY				
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	PLUS	UN	FAV	NO	UN	FAV	NO			
TOTAL	676 100.0	311 100.0	365 100.0	54 100.0	61 100.0	128 100.0	183 100.0	250 100.0	65 100.0	148 100.0	51 100.0	40 100.0	82 100.0	193 100.0	87 100.0	547 100.0	129 100.0
YES	547 80.9	254 81.8	292 80.1	44 81.8	46 75.5	101 78.6	149 81.5	207 82.6	28 100.0	130 88.1	28 55.4	32 79.5	53 64.4	158 81.7	59 67.4	547 100.0	
NO	129 19.1	57 18.2	73 19.9	10 18.2	15 24.5	27 21.4	34 18.5	43 17.4	43 100.0	18 11.9	23 44.6	8 20.5	29 35.6	35 18.3	28 32.6	129 100.0	

Table 14-2

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

	UNINFORMED BALLOT TEST																
	MIL LER	STAP LTON	LIVG STON	HILL	O'H ARA	ST. SEN CONG	SMALL BUS VS. INS.	PRO LIFE VS. NO COMMIT CON	ESTAB. MOD VS. GRASSROOT CON.	LIVED VS. MOVED	INFORMED BALLOT TEST						
TOTAL	676 100.0	87 100.0	34 100.0	22 100.0	165 100.0	338 100.0	95 100.0	489 100.0	41 100.0	405 100.0	117 100.0	104 100.0	469 100.0	504 100.0	35 100.0	412 100.0	95 100.0
YES	547 80.9	82 95.3	25 74.0	18 82.3	135 81.4	272 80.3	81 85.9	399 81.8	25 61.8	366 90.3	64 54.9	45 43.7	432 92.0	412 81.6	22 64.6	361 87.6	61 64.3
NO	129 19.1	4 4.7	9 26.0	4 17.7	31 18.6	66 19.7	13 14.1	89 18.2	15 38.2	39 9.7	53 45.1	59 56.3	38 8.0	93 18.4	12 35.4	51 12.4	34 35.7

	GEND		AGE				MILLER IMG RATING		LIVINGSTONE IMG RATING		HILL IMG RATING		TEA PARTY	
	TOTAL		18-34	35-44	45-54	55-64	PLUS	UN	UN	UN	UN	UN	UN	UN
TOTAL	676 100.0	311 100.0	54 100.0	61 100.0	128 100.0	183 100.0	250 100.0	51 100.0	40 100.0	82 100.0	193 100.0	87 100.0	547 100.0	129 100.0
FEMALE	365 54.0	365 100.0	32 59.8	30 48.6	67 52.3	96 52.6	140 56.0	71 47.9	12 28.5	40 48.4	88 45.7	37 42.9	292 53.5	73 56.2
MALE	311 46.0	311 100.0	22 40.2	31 51.4	61 47.7	87 47.4	110 44.0	77 52.1	29 71.5	43 51.6	105 54.3	50 57.1	254 46.5	57 43.8

Table 15-2

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

	UNINFORMED BALLOT TEST																																	
	MIL LER		STAP LTON		LIVG STON		HILL HILL		O'H ARA		ST. SEN CONG		STATE SEN. VS. CONGRESS		SMALL BUS VS. INS.		PRO LIFE VS. NO COMMIT CON		ESTAB. MOD VS. GRASSROOT CON.		LIVED VS. MOVED		INFORMED BALLOT TEST											
TOTAL	676	100.0	87	100.0	34	100.0	22	100.0	165	100.0	22	100.0	338	100.0	95	100.0	489	100.0	41	100.0	405	100.0	117	100.0	104	100.0	469	100.0	504	100.0	35	100.0	412	95
FEMALE	365	54.0	47	54.1	17	52.0	12	52.9	78	47.0	10	48.6	191	56.5	45	47.8	263	53.7	14	35.2	225	55.5	58	49.9	49	47.1	248	52.8	278	55.1	16	45.2	233	39
MALE	311	46.0	40	45.9	16	48.0	11	47.1	88	53.0	11	51.4	147	43.5	50	52.2	226	46.3	26	64.8	180	44.5	58	50.1	55	52.9	222	47.2	226	44.9	19	54.8	179	55



Table 16-2

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

	UNINFORMED BALLOT TEST										STATE SEN. VS. CONGRESS	SMALL BUS VS. INS.	PRO LIFE VS. NO COMMIT CON	ESTAB. MOD VS. GRASSROOT CON.	LIVED VS. MOVED	INFORMED BALLOT TEST					
	MIL LER	STAP LTON	LIVG STON	HILL	O'H ARA	ST. SEN	CONG	SMLL BUS	INS EXEC	PRO LIFE							NO COMM	ESTB MOD	GRSS CON	LIVE MOVE	MIL LER
TOTAL	676 100.0	87 100.0	34 100.0	22 100.0	165 100.0	22 100.0	338 100.0	95 100.0	41 100.0	489 100.0	36 100.0	6 100.0	27 100.0	12 100.0	11 100.0	30 100.0	469 100.0	504 100.0	35 100.0	412 100.0	95 100.0
18-34	54 8.0	9 10.7	6 16.5	2 10.3	7 4.1	3 12.3	32 9.3	5 5.7	6 7.5	36 7.5	6 13.7	6 13.7	27 6.6	12 10.7	11 10.5	30 6.5	6 13.7	40 7.8	4 12.0	32 7.7	8 8.8
35-44	61 9.0	8 9.1	4 10.9	2 9.1	12 7.0	25 7.5	10 10.4	6 7.3	37 7.5	14.4 10.4	7 14.4	6 7.3	30 7.3	17 14.8	10 9.2	39 8.3	8.3 7.3	45 8.9	6 18.0	36 8.7	7 7.3
45-54	128 19.0	6 6.7	5 15.0	3 11.4	35 21.1	7 31.1	54 15.9	18 19.1	79 16.2	11 27.1	11 27.1	11 27.1	73 18.0	23 20.0	18 17.0	90 19.3	9.0 18.4	94 18.6	6 18.4	76 18.5	16 16.5
55-64	183 27.0	26 30.3	7 19.5	7 29.4	47 28.4	5 24.4	94 27.8	27 28.0	143 29.2	7 16.1	7 16.1	7 16.1	123 30.3	22 19.0	29 28.1	131 28.0	28.0 25.7	130 25.7	10 28.3	113 27.4	29 30.3
65 PLUS	250 37.0	37 43.2	13 38.2	9 39.8	65 39.4	7 32.2	134 39.5	35 37.0	194 39.6	12 28.7	12 28.7	12 28.7	153 37.8	41 35.5	37 35.1	178 38.0	178 38.0	197 39.1	8 23.3	155 37.7	35 37.0