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MEMORANDUM

To: Interested Parties

From: Bob Meadow

Subject: Proposal 3 in Michigan

Date: October 24, 2006

The following is a summary of key findings from our recently completed statewide survey in Michigan. These findings are based on 600 completed interviews with likely November 2006 voters. Interviews were conducted from October 21-23, 2006. Sampling error is +/- 4 percentage points.

Key Findings

- By nearly a two-to-one margin (30.4% yes, 54.2% no, and 15.4% undecided), a majority of voters statewide is against Proposal 3, the proposal to allow a mourning dove hunting season in Michigan. Opposition has increased and support for the proposal has decreased since the Detroit Free-Press/Local 4 Michigan Poll in September, which showed 40% voting yes and 50% voting no, with 10% undecided.
- Although there is some variation in the level of opposition to Proposal 3, voters across all regions and virtually all demographic groups lean toward voting “No” on Proposal 3. There is majority opposition among all age groups, and majority or plurality opposition among both men and women. Support for instituting a dove hunting season fails to reach even the one-third level throughout the state, including only 22% supporting it in Wayne County, 33% in the outer Metro area, 27% in Central Michigan, 37% in Western Michigan, and 27% in Northern Michigan.
- Data suggest that the absence of any broad base of dove shooting proponents, effective advertising and statewide editorial opposition to Proposal 3 have resulted in an almost insurmountable opposition to introducing dove shooting.