

From: Jerod Broadfoot [REDACTED]  
Sent: Tuesday, October 04, 2011 2:30 PM  
To: Wayne Endicott; Steve Chapman  
Subject: Fwd: Oregon Voter Survey Results: Topline and Cross-tabs

Do not share. We need to discuss this tonight. Numbers are not good overall but it does provide us with good information to move forward with.

Jerod Broadfoot  
President  
Broadfoot Media Group  
[REDACTED] Mobile  
[REDACTED]

Begin forwarded message:

From: "Kelly Middendorff" [REDACTED]  
Date: October 4, 2011 4:51:54 PM EDT  
To: "Jerod Broadfoot" [REDACTED]  
Cc: "Bob Moore" [REDACTED], "Projects" [REDACTED]  
Subject: Oregon Voter Survey Results: Topline and Cross-tabs

Jerod:

The crosstabs and topline for your survey are attached. We will be sending you a PowerPoint presentation on Friday, October 7th. In the meantime here is an overview of the findings.

A ballot measure that allowed the Oregon Department of Fish and Wildlife (ODFW) to authorize hunters to use dogs for hunting cougars and bears and bait to hunt bears is supported by 40% and opposed by 51%. The remaining 9% have no opinion. When the three components of the proposed measure were tested individually, we found majority opposition to all three. Specifically, 58% were opposed to allowing the ODFW to authorize use of bait to hunt bears, 55% were opposed to allowing the ODFW to authorize the use of dogs to hunt bears, and 51% were opposed to allowing ODFW to authorize use of dogs to hunt cougars.

After hearing several messages about the problems posed by increasing cougar and bear populations, the margin of opposition on the ballot measure narrowed to 44% yes, 48% no, 7% undecided. Finally, after hearing a draft ballot title and result of a "yes" and "no" vote, 36% would vote yes, 56% would vote no and 8% were undecided.

The data indicate that Oregon voters would be more receptive to a ballot measure that allowed the ODFW to control cougar and bear populations rather than allowing the ODFW "to authorize hunters" to use dogs and bait to control those populations. For example, when it comes to managing cougar and bear populations in Oregon, a wide majority (64%) of voters say that local wildlife biologists working for the ODFW should have the most influence in managing cougar and bear populations. Further, more than half of the state's voters (51%) would return all management tools, including dogs and bait, to the ODFW and allow the agency to do its job and six-in-ten (60%) believe if the ODFW is not allowed to manage cougar and bear populations, someone could get attacked or killed.

On other issues explored in the survey:

- A plurality of Oregon voters believes habitat should be the State Legislature's highest priority on issues involving wildlife.
- More than eight-in-ten voters (82%) believe hunting is an important part of managing wildlife populations in the state.
- More than six-in-ten voters (61%) have heard, read, or seen something about cougars and bears recently.

The survey was conducted October 2-3, 2011 by Moore Information, Inc. among a representative sample of 500 likely voters statewide. The potential sampling error is plus or minus 4% at the 95% confidence level.

Please let me know if you have any questions.

Bob Moore

Bob Moore, Moore Information, Inc.



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