

CALIFORNIA VOTER SUPPORT FOR REQUIRING NON-LEAD AMMUNITION FOR HUNTING

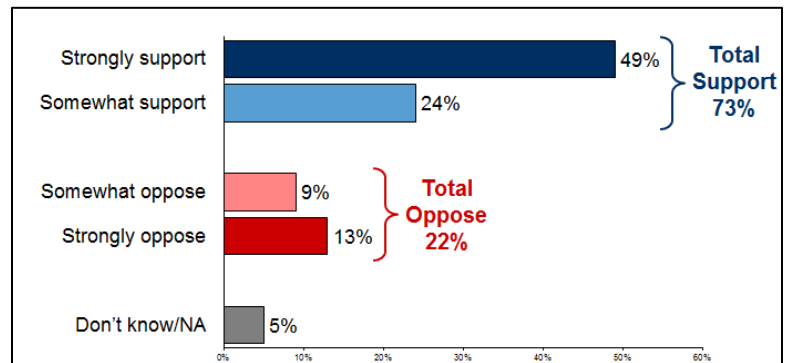
Key Findings from a Statewide Voter Survey

Survey Methodology

- ✓ 1,100 interviews with California voters:
 - 800 statewide
 - 100 oversample of Latinos statewide
 - 200 oversample of self-identified hunters statewide
- ✓ Interviews on both landlines and cell phones
- ✓ Margin of sampling error of +/- 3.5% at the 95% confidence interval
- ✓ Commissioned by The Humane Society of the United States, Audubon California and Defenders of Wildlife

Key Findings

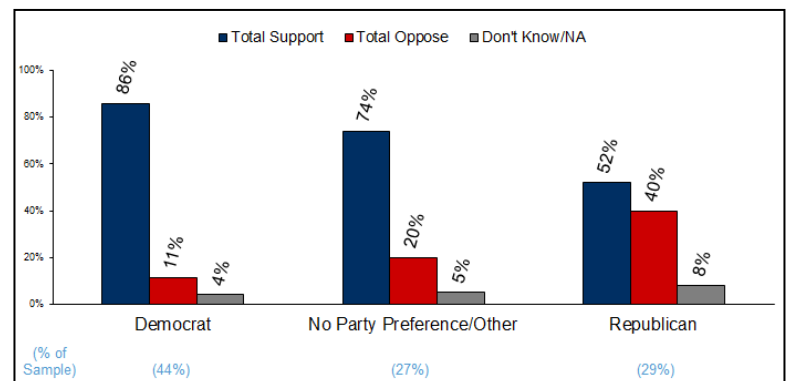
Voters believe limits on the use of lead will benefit human and wildlife health, as well as public safety. Lead is just as serious a concern for voters as other prominent toxic substances. Voters believe limits on the use of lead ammunition will benefit many aspects of life in California.



California voters offer consistent support for proposals to limit the use of lead ammunition for hunting, with roughly two-thirds consistently in favor.¹

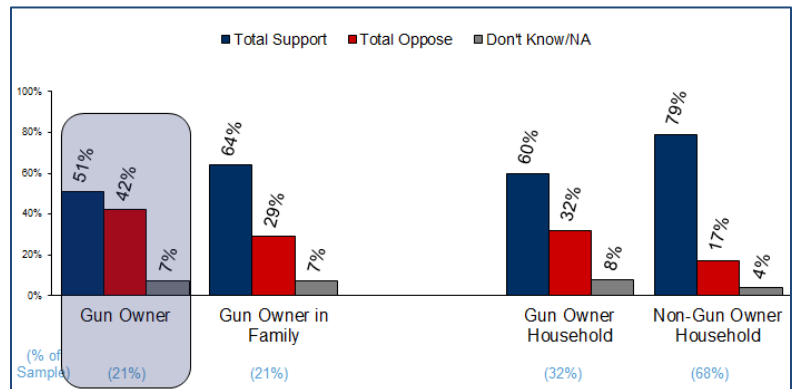
Demographics

As striking as the breadth of overall support for the idea is the degree to which it cuts across subgroups within the California electorate. **Sizable majorities of nearly every major demographic segment of California voters indicate support for the idea of limiting the use of lead ammunition for hunting.**



¹ Polling question: "Some people have proposed limiting the use of lead ammunition for hunting in California. Does this sound like something you would support or oppose?"

- ✓ The primary divisions in support are partisan, but ***a majority of Republicans back requiring non-lead ammunition in hunting. Even soft Tea Party supporters back the idea two-to-one.***
- ✓ More than four in five Latinos back the idea.
- ✓ Younger women offer overwhelming support, with nearly nine in ten in favor.
- ✓ More than three in five voters back limits on lead ammunition in every region of the state.
- ✓ There are no meaningful socioeconomic differences in support.
- ✓ ***Even a majority of gun owners back limits on hunters' use of lead ammunition.***



AB 711 is necessary because:

- ✓ Lead is a toxin that is bad for human health and the environment, and lead ammunition exposes humans and other animals to this life-threatening poison.
- ✓ Lead ammunition is a critical threat to endangered species like the California Condor.
- ✓ Eliminating lead ammunition is already a priority for national agencies like the U.S. Fish and Wildlife Service, and there are safer alternatives available and in use by hunters across the country.