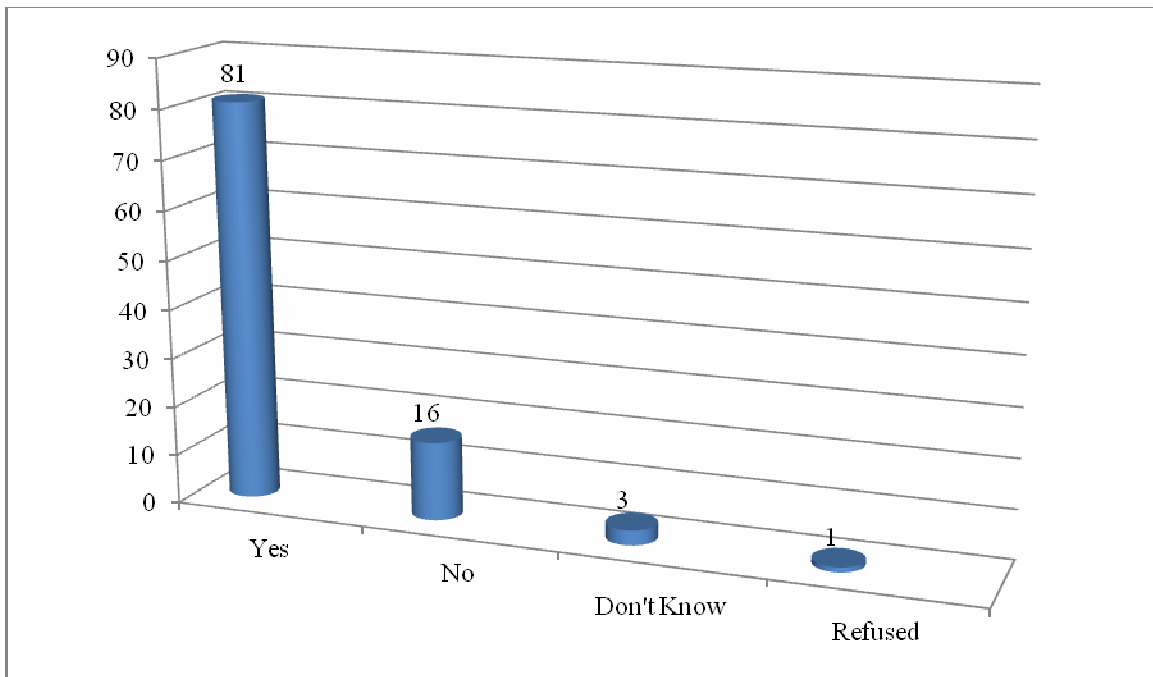


**LIKELY VOTERS IN MICHIGAN EXPRESS OPINION  
ON LIFESAVING MOTORCYCLE HELMET LAW  
(March 2011)**

**Q. In your opinion, should motorcycle riders be required to wear helmets?**



A recent survey of likely Michigan voters found an overwhelming 81 percent believe that motorcycle riders should be required to wear helmets. These results are consistent with previous national and state findings that indicate the general public believes an all-rider motorcycle helmet law is a good thing.

The survey is random sample of 600 likely Michigan voters stratified by voter turnout in past statewide elections and has a statistical margin of error of plus or minus 4.1 percent or less within a 95 percent degree of confidence. The 2011 Spring Marketing Resource Group Michigan Poll was conducted the week of March 14, 2011. Marketing Resource Group is a Lansing, MI-based communications firm.