

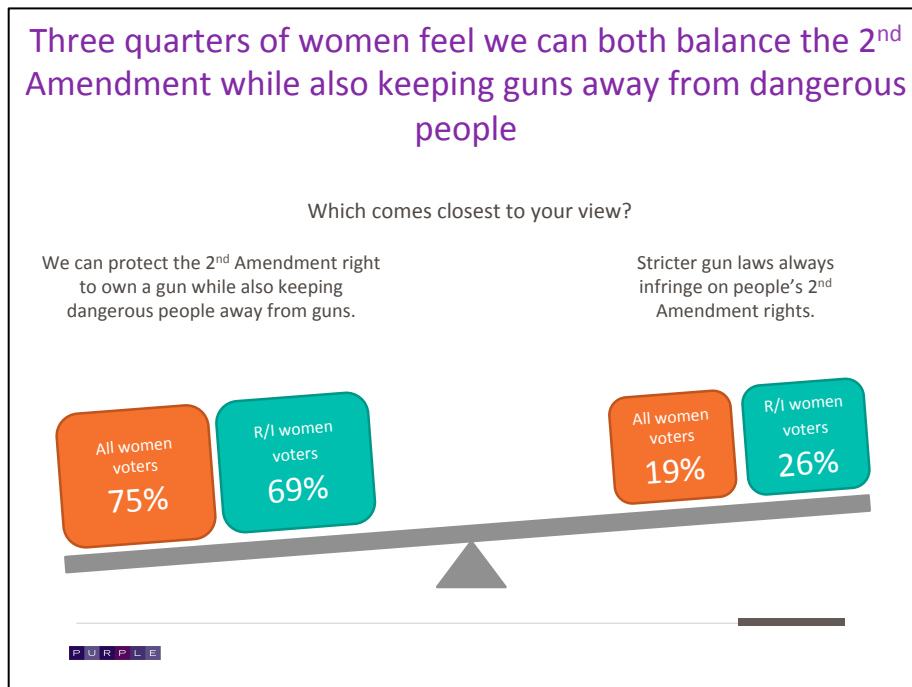


TO: Everytown for Gun Safety
FROM: Margie Omero, Purple Insights
DATE: July 30, 2014
SUBJECT: Results of a National Survey of Women Voters

MEMORANDUM

Our recent national survey of women voters shows clear, unambiguous support for expanding protections for victims of domestic violence. The results show:

- Women believe 2nd Amendment rights can be balanced with keeping guns out of dangerous hands.
- There is overwhelming support among nearly all women voters for background checks.
- There is also clear support for an expansion of the definition of abuser to include dating partners, and majorities believe it will help keep women safe.
- Candidates for office will be rewarded—not punished—for their support.



For women, the 2nd Amendment isn't at odds with keeping guns away from dangerous people. Three-fourths (75%) of women believe it is possible to both protect 2nd Amendment rights and keep guns away from dangerous people. Nearly as many Republican and Independent women (69%) agree the two priorities can be accomplished simultaneously, along with almost two-thirds (65%) of gun owners.

Women assume (incorrectly) all abusers are prevented

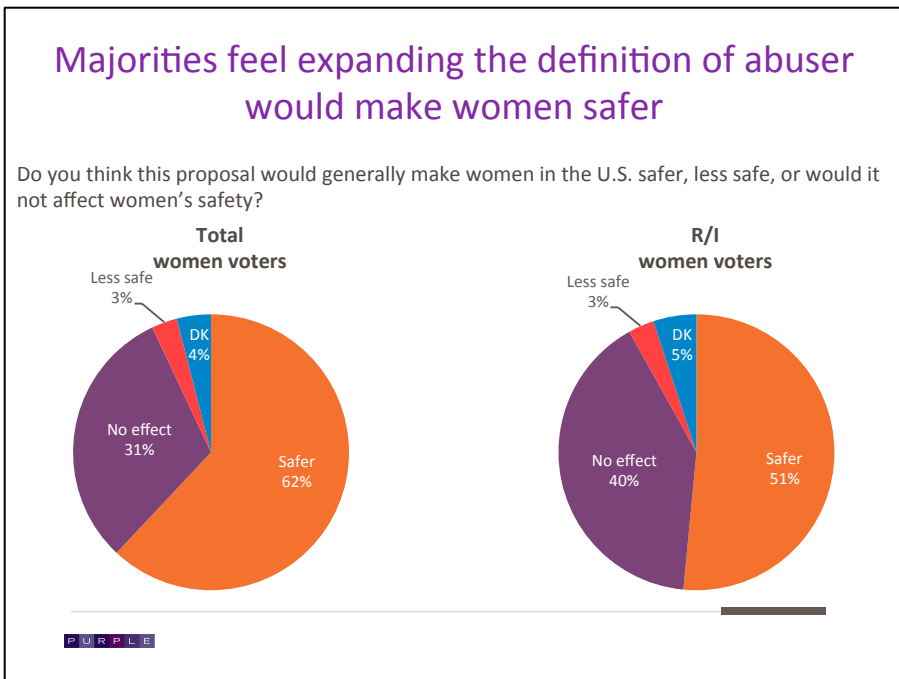
from having guns. A majority of women (61%) correctly know that convicted spousal abusers cannot own guns under current federal law. But similar numbers believe convicted stalkers, those with restraining orders, and convicted abusers of dating partners also cannot own guns (56%, 53%, 55%, respectively). Republican and Independent women have similar assumptions about current gun laws (59%, 58%, 51%, and 54%, respectively).

There continues to be overwhelming support for background checks. Almost all (93%) women support background checks for all gun purchases, with eight in ten (81%) strongly supporting the measure. Republican and Independent women agree, as 89% favor universal background checks, including three-fourths (74%) who strongly favor.

Under current federal law, people convicted of domestically abusing their spouses are not allowed to have guns. There is a new proposal to expand this definition of abuser so convicted stalkers and people convicted of – and restrained from – abusing a dating partner also can't have guns. Do you favor or oppose this proposal?

Expanding the definition of abuser is incredibly popular, and most feel it will help keep women safe. Overall, 81% of women say they favor a proposal to extend the definition of an abuser. Republican and Independent women are about as likely to support the proposal (77%).

A majority (62%) of women think it would make women safer, and more than half (51%) of Republican and Independent women agree.



Women will reward—not punish—a candidate who supports expanding the definition of abuser. By 3-to-1, women are more likely to vote for a candidate supporting this proposal than one who opposes it. Among Republican and Independent women, a plurality (44%) says a candidate's position wouldn't change their vote, but more would reward a candidate (33%) than punish one (19%).

Conclusion

Women clearly support stronger gun laws, both in theory and in practice. Background checks continue to be popular—as they've been for years. But this poll also shows widespread support for expanding the definition of abusers to include convicted stalkers, those with restraining orders, and convicted abusers of dating partners. Further, majorities of women feel this measure would make women safer.

As an election issue, this proposal only helps candidates reach women voters. More say they would reward, not punish, a candidate who supports expanding the definition of abuser.

Methodology

Purple Insights—the in-house opinion research group at Purple Strategies—conducted this survey on behalf of Everytown for Gun Safety. In 2012, Purple Insights created the PurplePoll to provide a bipartisan look at the critical electorate that would determine the election outcome; it was named one of most accurate polls of the year, ahead of most major news organizations.

This memo includes results of 800 phone interviews with likely 2014 women voters nationwide and an additional oversample of 200 Republican or Independent female voters. Live interviews were conducted July 22 – July 27, 2014. Thirty percent of the interviews were conducted on respondents' cell phones, and 70 percent on landline phones. The margin of error is +/- 3.5% for all women and +/-3.9% for the Republican and Independent subgroup.