



Voters, Guns, & Potential Gun Reforms

Verified Voter Omnibus Survey

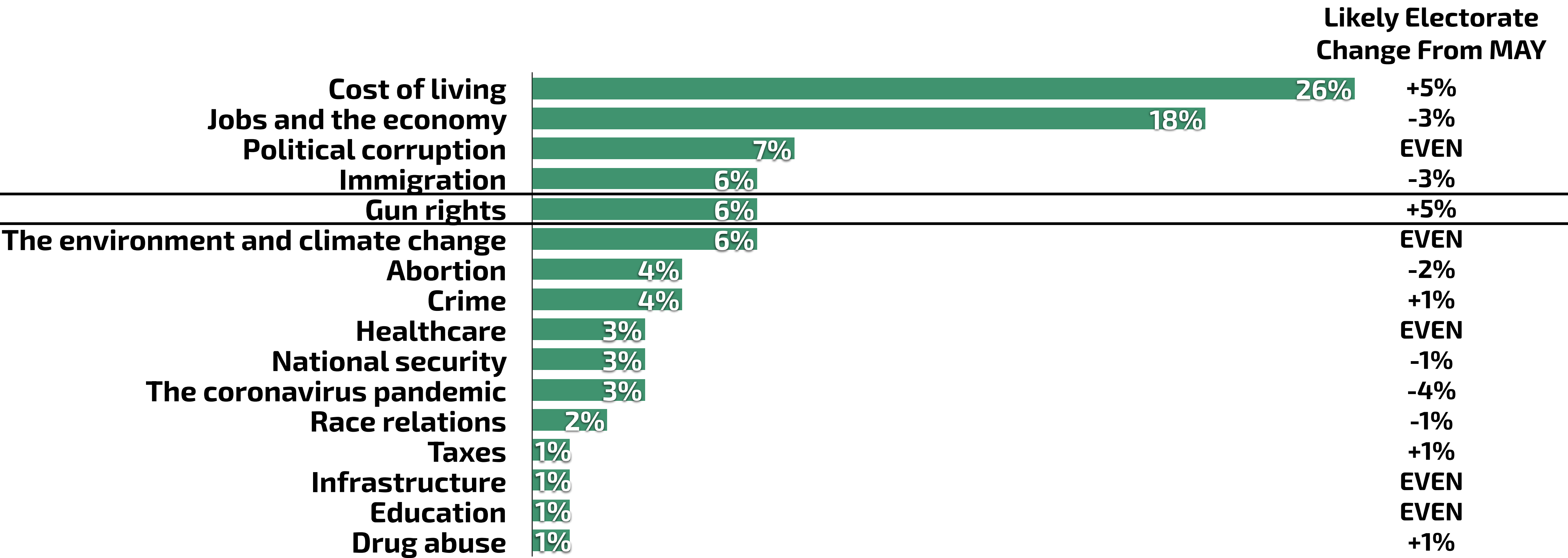
N = 1,030 Voters in the Likely Electorate (LV), Nationwide

Field Dates: June 17-20, 2022



Share Saying Gun Rights Is Top Issue Up 5% Since May

Q. If you had to choose just one, which would you say is the biggest issue facing the country today?

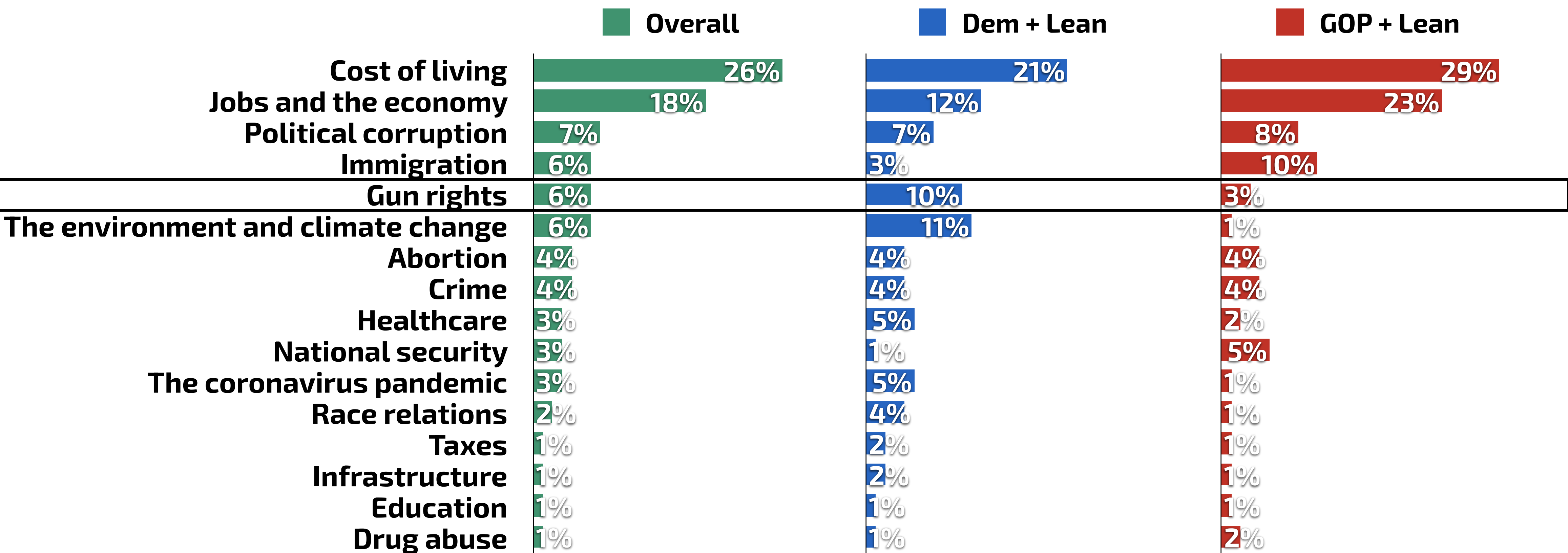


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Note: Something else and Unsure not shown

More Democrats List Guns As Top Issue

Q. If you had to choose just one, which would you say is the biggest issue facing the country today?

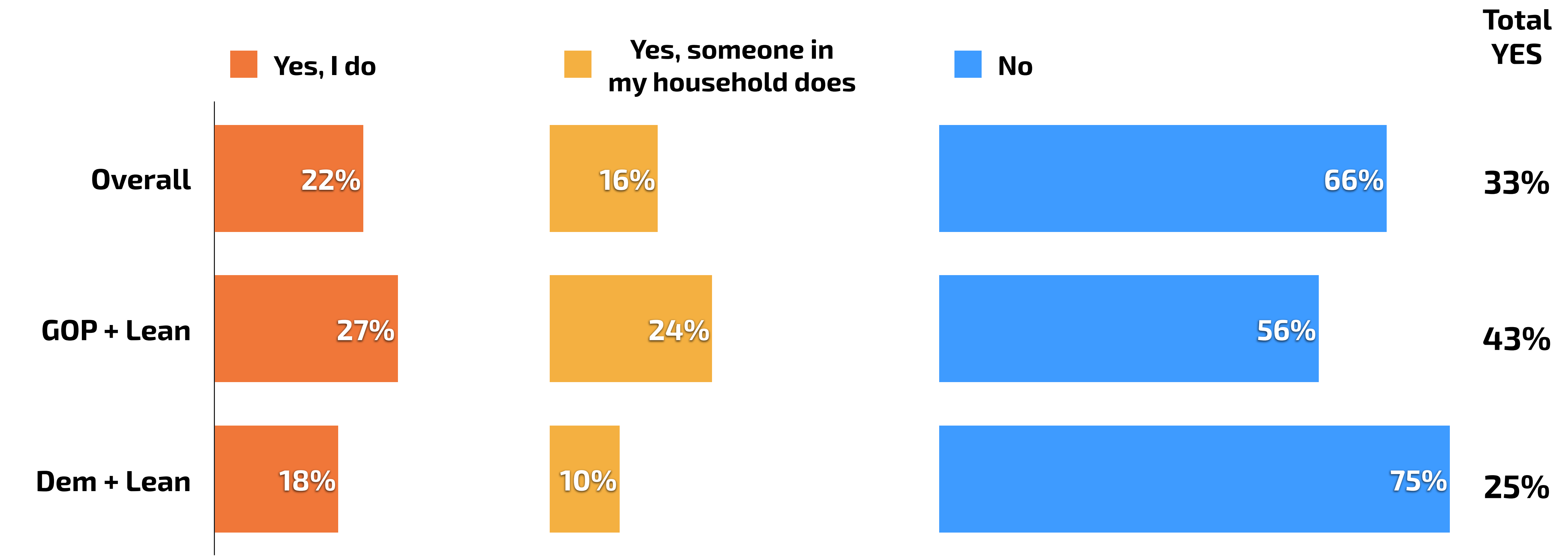


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One-Third Of Electorate Lives In Gun-Ownng Household

Q. Do you or does anyone in your household own a firearm?

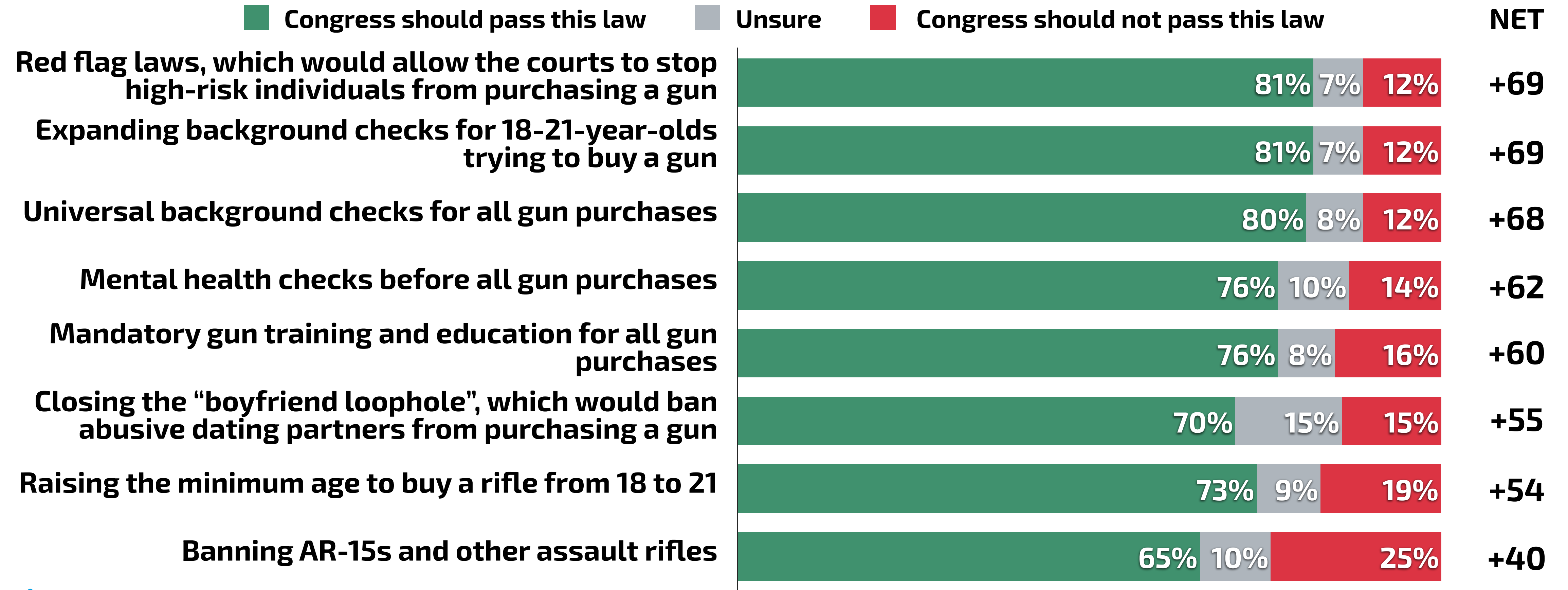


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Most Gun Reform Policies In The Survey Garner Over 50% Net Support; Banning AR-15s At 40% Net Support

Q. Do you think Congress should or should not pass the following gun-related laws?



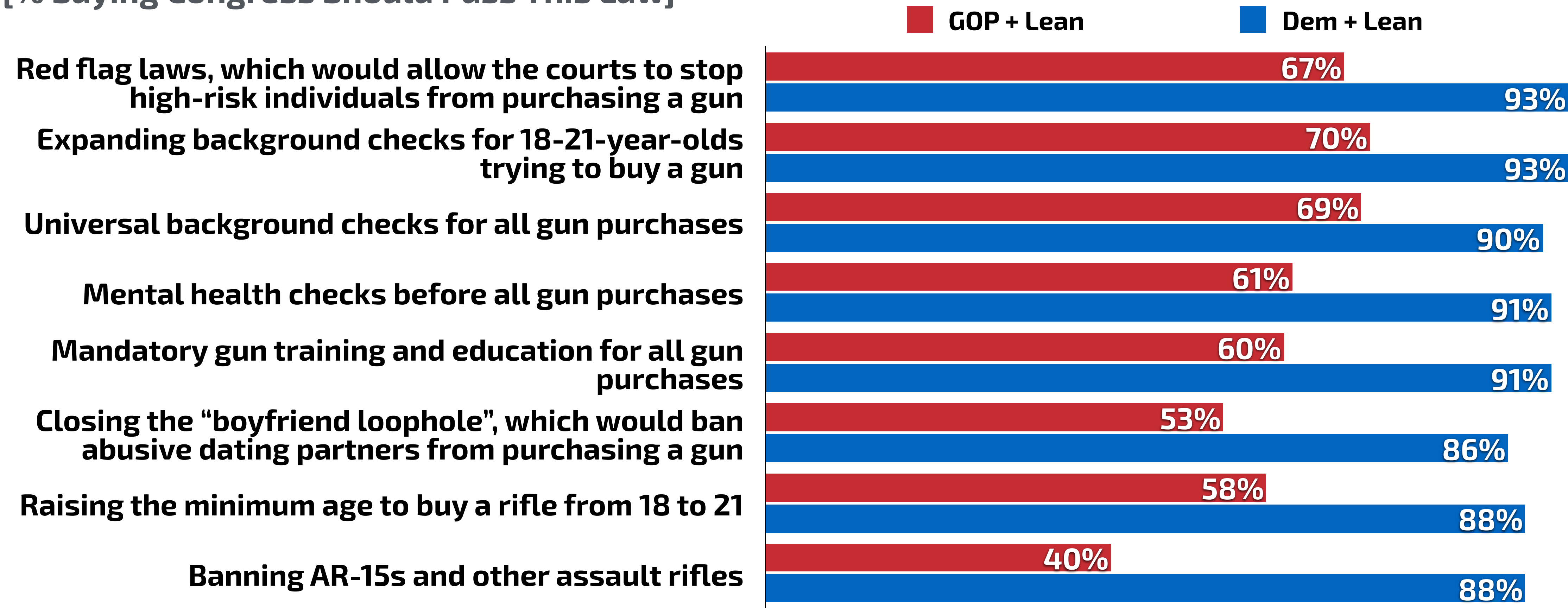
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Majority Of Republicans Support Most Potential Gun Reforms

Q. Do you think Congress should or should not pass the following gun-related laws?

[% Saying Congress Should Pass This Law]

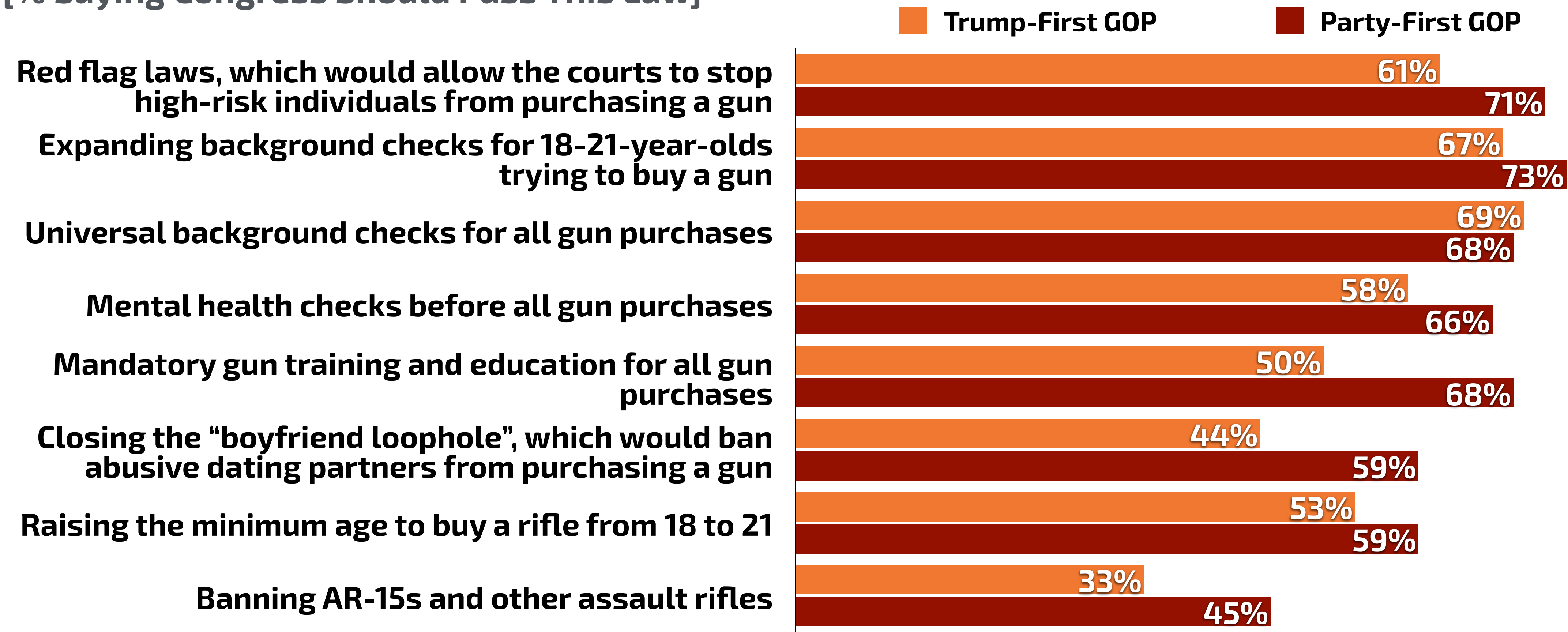


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“Trump-First” GOP Less Supportive Of Potential Gun Reforms

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[% Saying Congress Should Pass This Law]

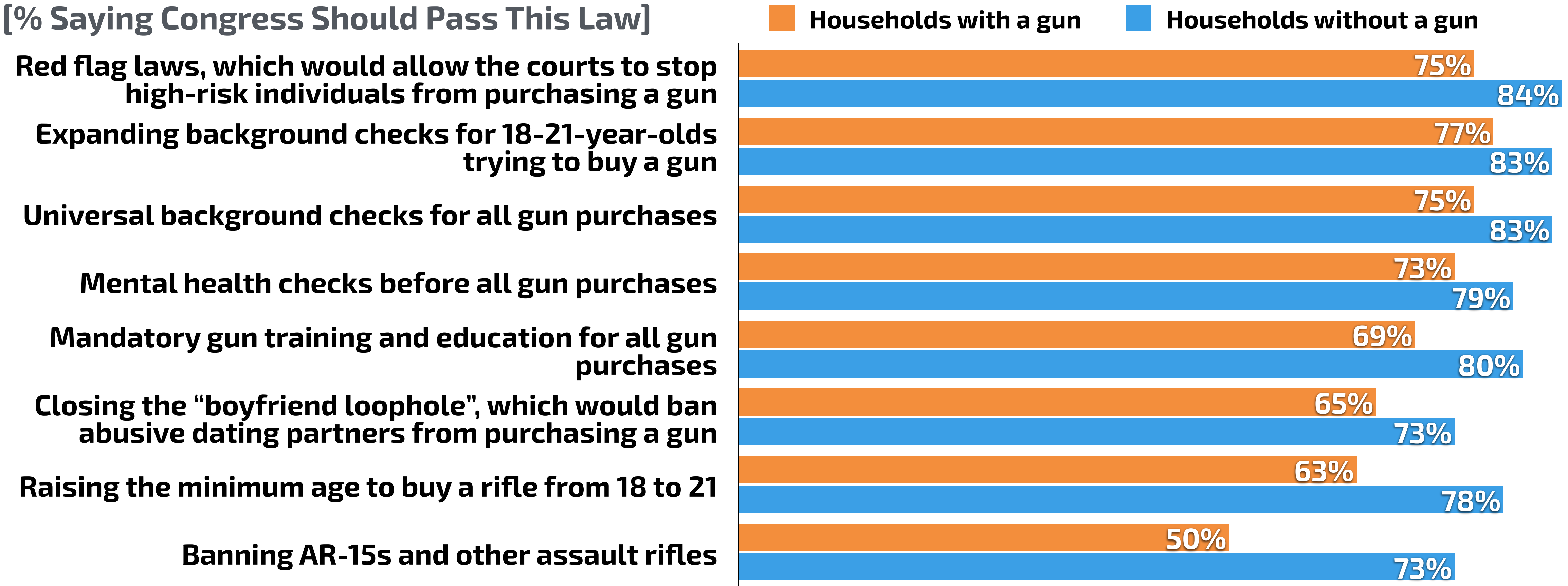


N = 1,030 Voters in Likely Electorate nationwide, fielded June 17-20, 2022

Majority Of Those In Gun-Ownning Households Support Most Gun Reform Policies Mentioned; Half Support Banning AR-15s

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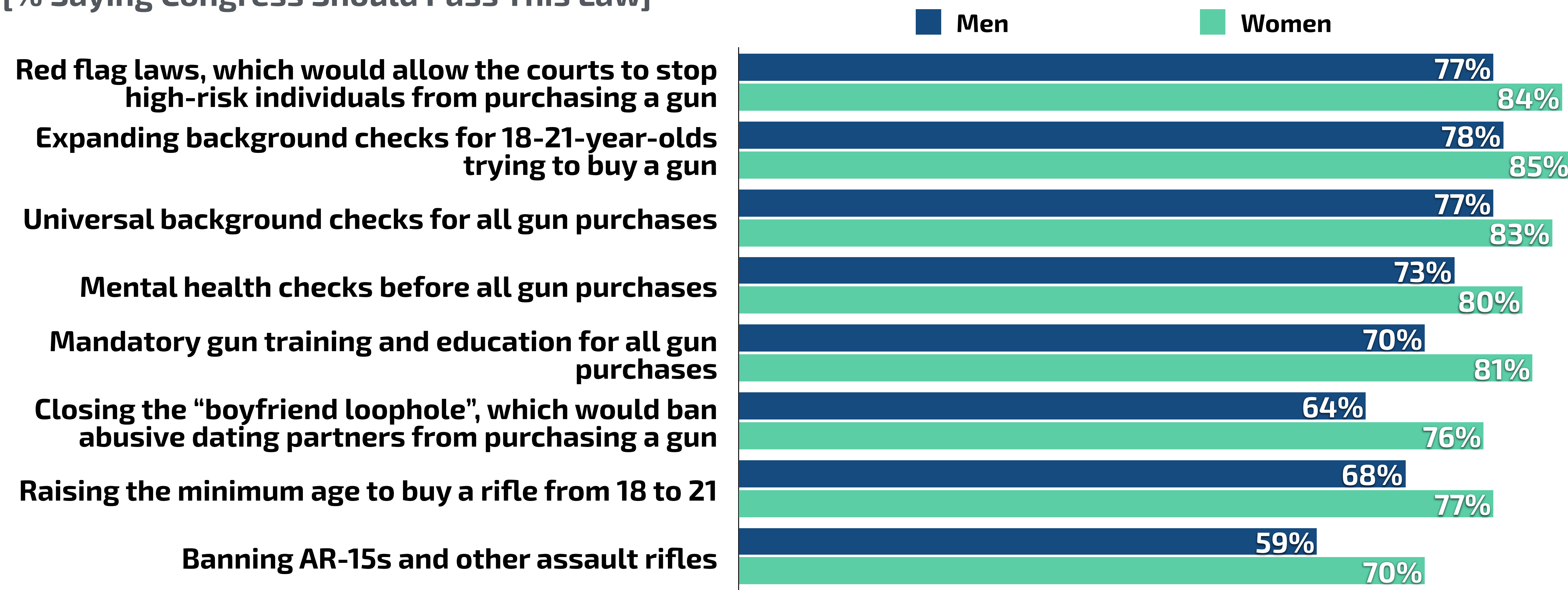


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Women More Supportive Of Potential Gun Reforms

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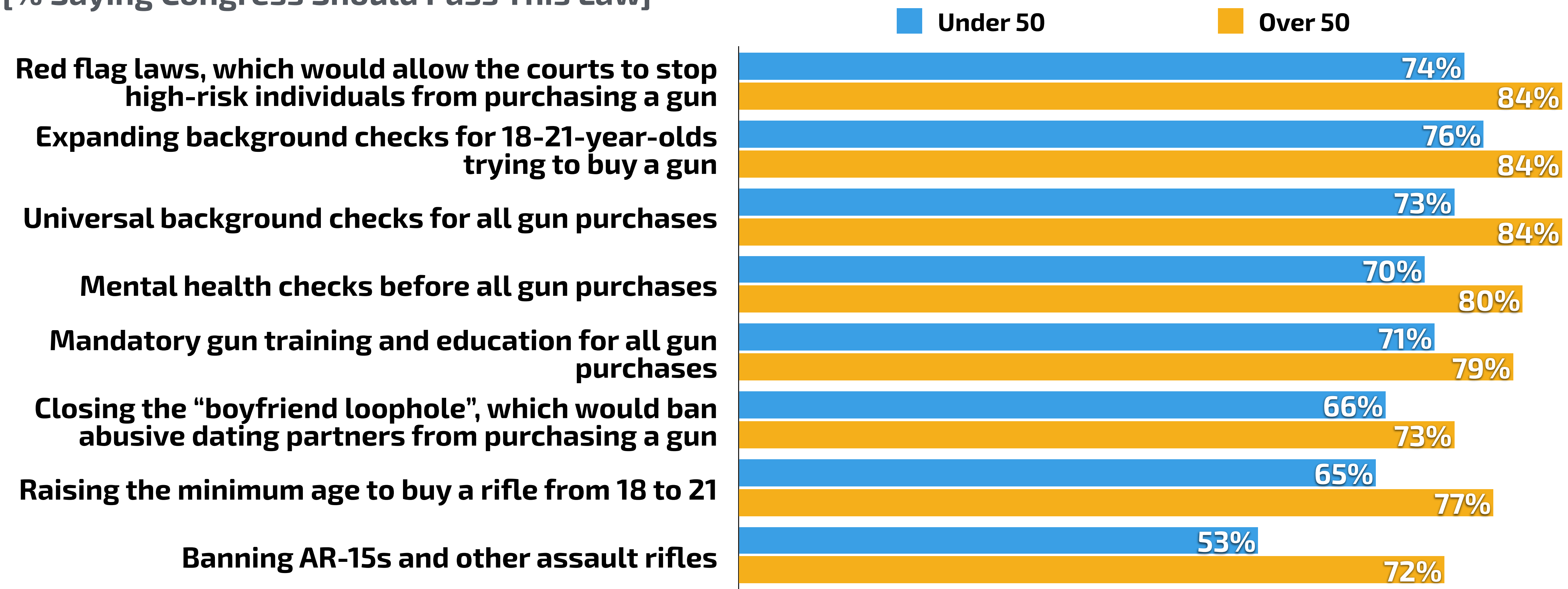


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Older Voters More Supportive Of Potential Gun Reforms

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[% Saying Congress Should Pass This Law]

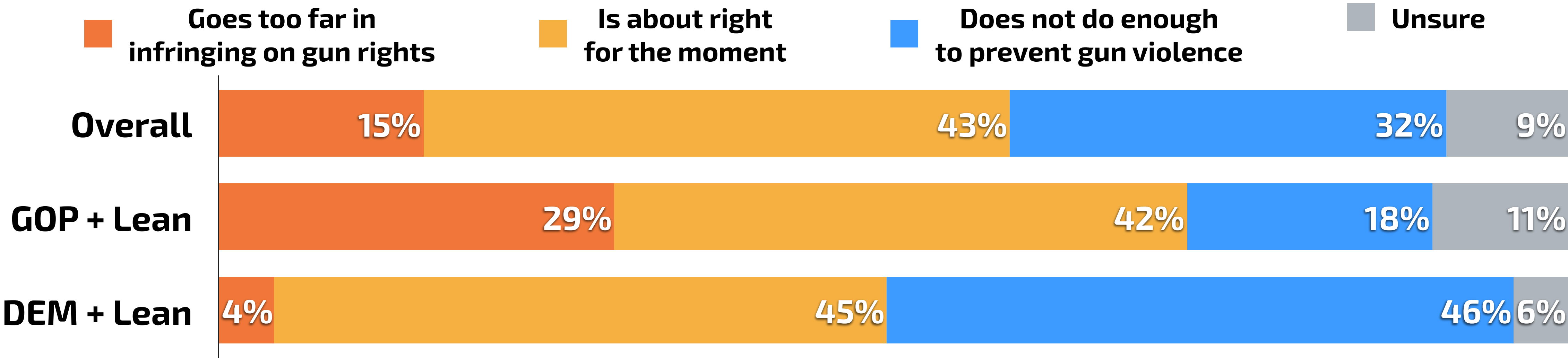


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Republicans, Democrats About Equally Likely To Say Proposed Framework For Gun Control Is Right For The Moment

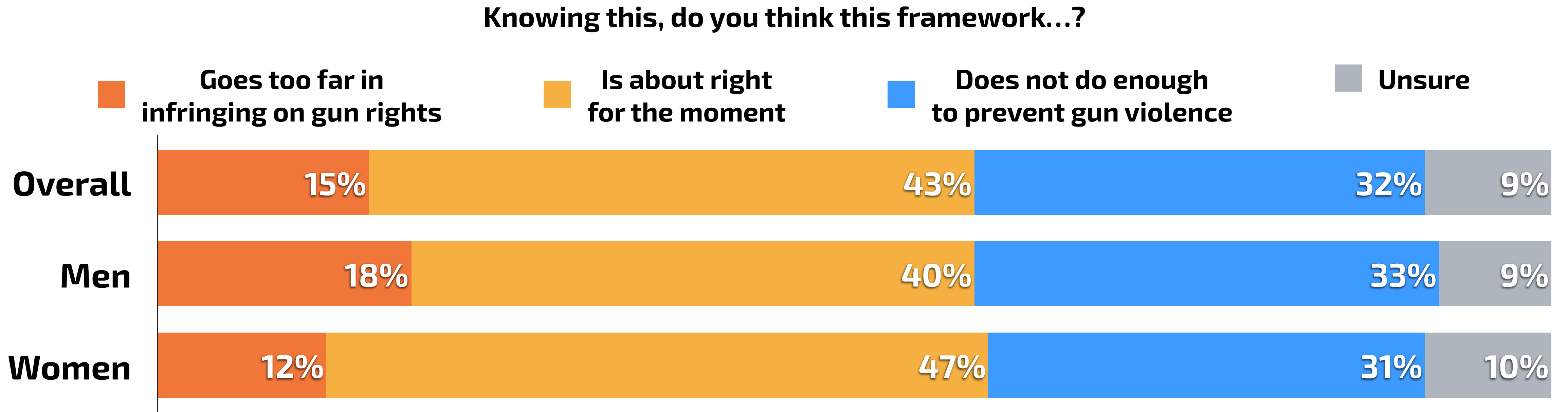
Q. In response to recent mass shootings, a bipartisan group of senators has agreed on a legislative framework to combat gun violence. The framework includes incentivizing states to implement red flag laws, investing in mental health and telehealth, closing the “boyfriend loophole”, expanding background checks for 18-21-year-olds, clarifying the definition of Federally Licensed Firearm Dealers, and increasing school security resources.

Knowing this, do you think this framework...?



Women 7 Points More Likely To Say Legislative Framework Is “About Right For The Moment”

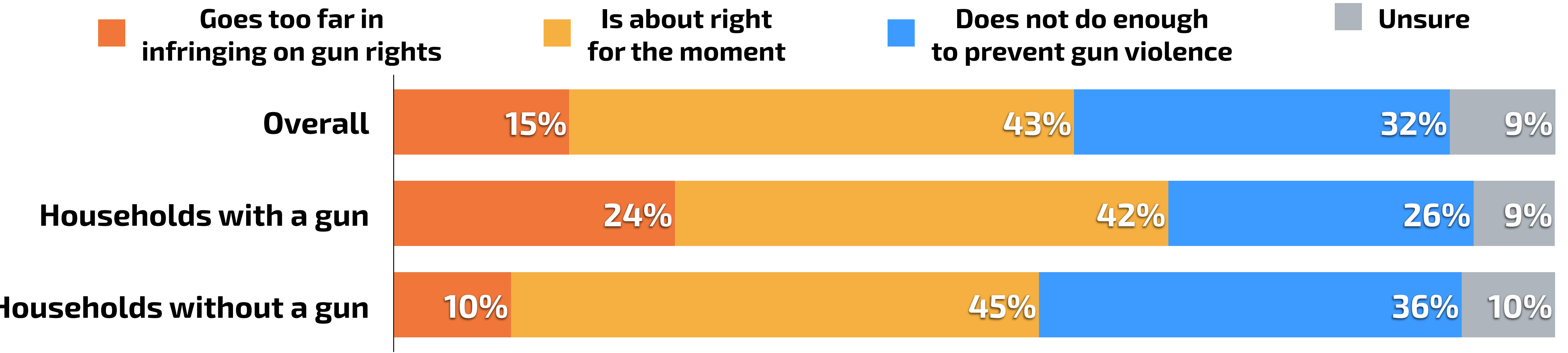
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Plurality Of Voters In Gun-Ownning Households And Non-Gun-Ownning-Households Say Legislative Framework “About Right For The Moment”

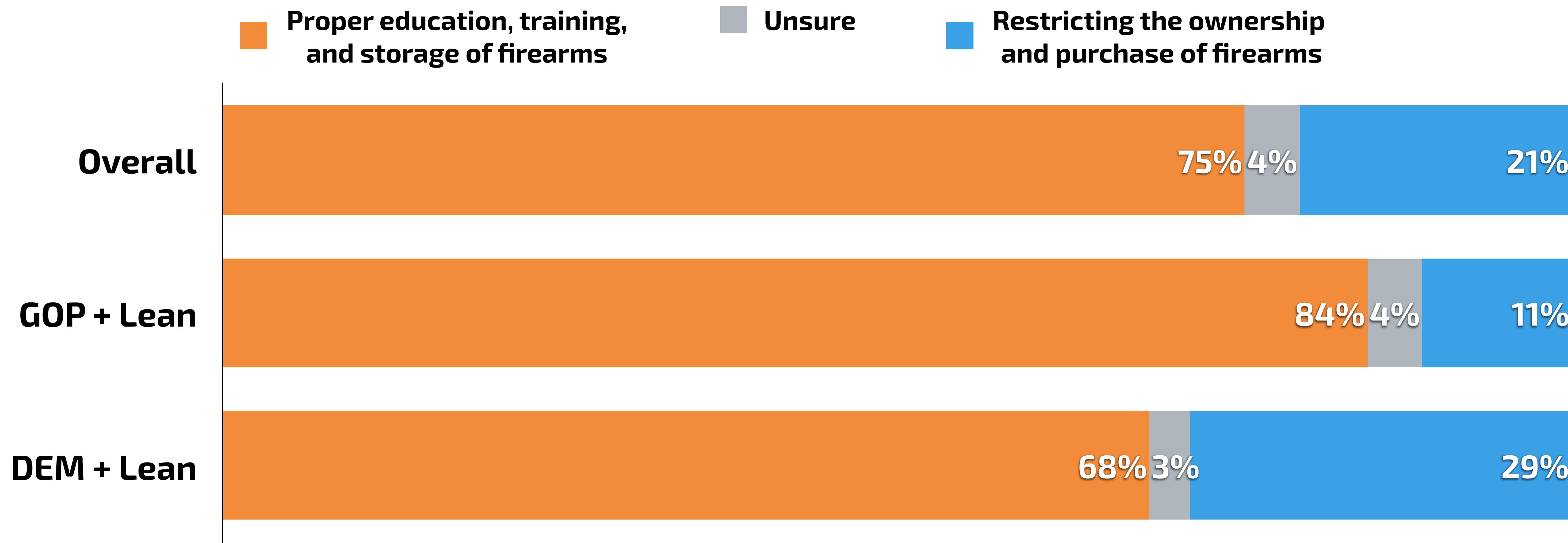
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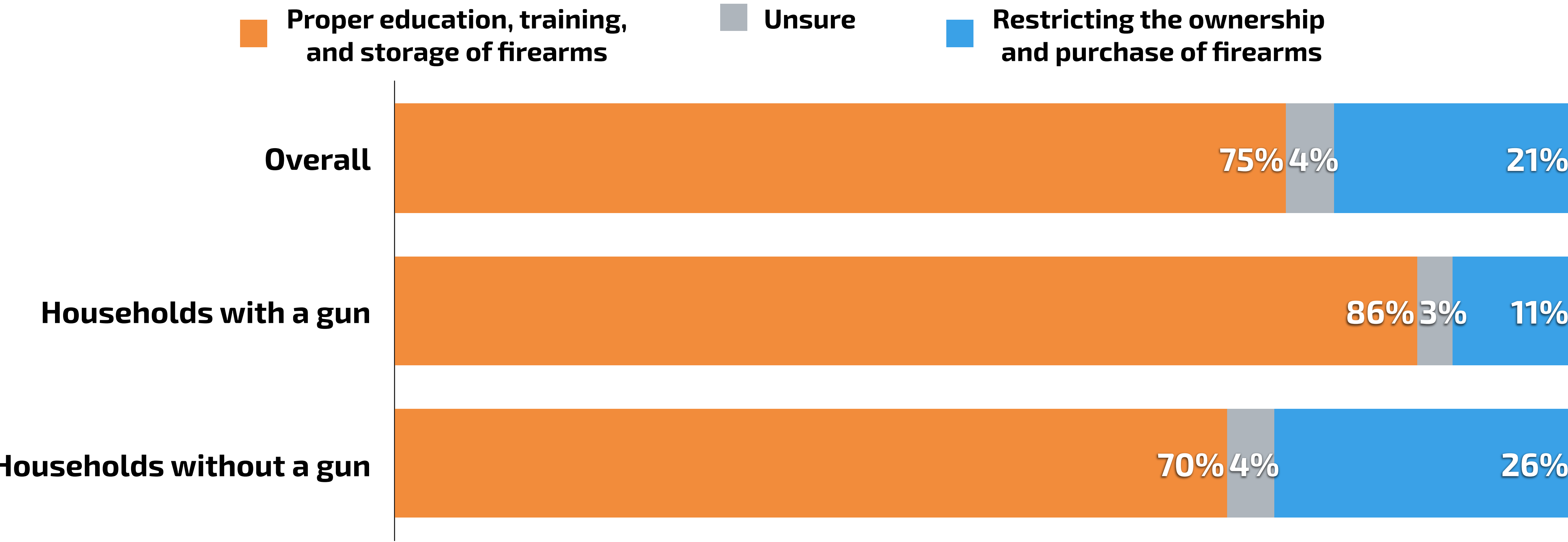
3 In 4 Say “Gun Safety” Means Education, Training, Safe Storage

Q. What does the phrase “gun safety” mean to you?



Majority Of Those In Gun-Ownning And Non-Gun-Ownning Households Agree “Gun Safety” Means Proper Education, Training, Storage

Q. What does the phrase “gun safety” mean to you?



Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

That's why, in the months leading up to a national election, we at Echelon Insights switch not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.



Methodology

The June 2022 Echelon Insights Verified Voter Omnibus was fielded online from June 17-20, 2022 in English among a sample of N=1,030 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.7 percentage points.





**Verified Voter
Omnibus**

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





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