

MEMORANDUM

TO: Interested Parties
FROM: Global Strategy Group
RE: Gun violence prevention in AZ-02
DATE: August 28, 2014

Gun Violence Prevention a Winning Issue for Ron Barber in Arizona's 2nd District *Voters broadly support common-sense policies to prevent gun violence*

Voters in Arizona's 2nd Congressional District strongly support common-sense gun safety reforms, according to a recent survey of midterm voters in Arizona's 2nd Congressional District conducted by Global Strategy Group.¹ Voters are overwhelmingly positive about requiring expanded background checks and preventing the sale of guns to domestic abusers. They also believe that gun violence prevention is a pressing issue for Congress, and a broad majority say that a candidate's views on gun violence prevention is a factor in their vote. Congressman Ron Barber's strong record on the issue is in line with voters' views, and can strengthen his position in the race against Martha McSally.

- **Voters overwhelmingly support common-sense reforms to reduce gun violence.** Voters in Arizona's 2nd Congressional District strongly support gun violence prevention policies, including: 87% who say that preventing the sale of guns to domestic abusers is an excellent or good idea; 86% who say that requiring background checks for all gun sales is an excellent or good idea; and 69% who say that background checks would have an impact on reducing gun violence in Southern Arizona. A wide majority of voters (89%) also say that laws covering gun sales should be made stronger or kept as they are now; just 6% say they should be made less strong.
- **Voters think gun violence prevention is an important issue for Congress to address, and consider gun violence prevention when casting their vote.** More than three-quarters of voters (77%) see gun violence prevention as an important issue for Congress to focus on, including 52% who say it is 'very important.' And 82% of voters say that a candidate's views on gun violence prevention are a factor when they are deciding who to vote for in this year's election.
- **Barber leads McSally in the race for Congress.** Barber holds a 6-point lead over McSally in the race – 47% to 41%. Barber is personally popular with voters (+12 net favorable), and is viewed favorably by voters across the district, including key groups like Independents (+5) and moderates (+39). Barber is especially popular in the city of Tucson (+23) and in Cochise County (+21). In contrast, a plurality of voters have a negative view of McSally (-12 net favorable), and she is broadly unpopular with Independents (-11) and moderates (-17).

The bottom line is this: Ron Barber supports the same common-sense policies to prevent gun violence that voters in Arizona's 2nd Congressional District do. Barber's advocacy for gun safety and McSally's opposition to broadly popular reforms is yet another example of how Barber is in touch with the people of Southern Arizona and McSally is not.

¹ This survey was conducted among 405 likely November 2014 voters in Arizona's 2nd Congressional District between July 12th and July 15th, 2014. The margin of error at the 95% confidence level is +/- 4.9 percentage points on the overall sample.