TO: The Joyce Foundation
FROM: Benenson Strategy Group
RE: Polling Results
DATE: December 1, 2014

**Methodology**

In April 2014, the Joyce Foundation commissioned voter research in Pennsylvania and North Carolina to explore views on gun laws.

Benenson Strategy Group conducted 1600 interviews with registered voters in Pennsylvania and North Carolina who were likely to vote in the November 2014 general election:
- 800 likely 2014 voters in Pennsylvania
- 800 likely 2014 voters in North Carolina

The margins of error for the data sets are:
- Pennsylvania likely 2014 voters: ±3.39% at the 95% confidence level
- North Carolina likely 2014 voters: ±3.39% at the 95% confidence level
- The margin of error is higher among subgroups.

**Key Findings**

- There is strong support in Pennsylvania and North Carolina for specific changes to our gun laws. Voters strongly support…
  - Requiring individuals to notify the police if their gun is lost or stolen (86% in PA and 78% in NC)
  - Requiring background checks on all gun purchases (81% in PA and 69% in NC).
  - Banning those on the terrorist watch list from buying a gun (71% in PA and 70% in NC).
  - Requiring gun training for first time gun purchases (67% in PA and 67% in NC).

- Voters realize that they can’t stop all gun crimes from happening but they’re willing to strengthen certain laws to try to make a difference.
  - 74% of PA voters and 72% of NC voters agree that small changes to our gun laws might not stop all criminals from getting a gun, it will prevent many and that’s worth it.