

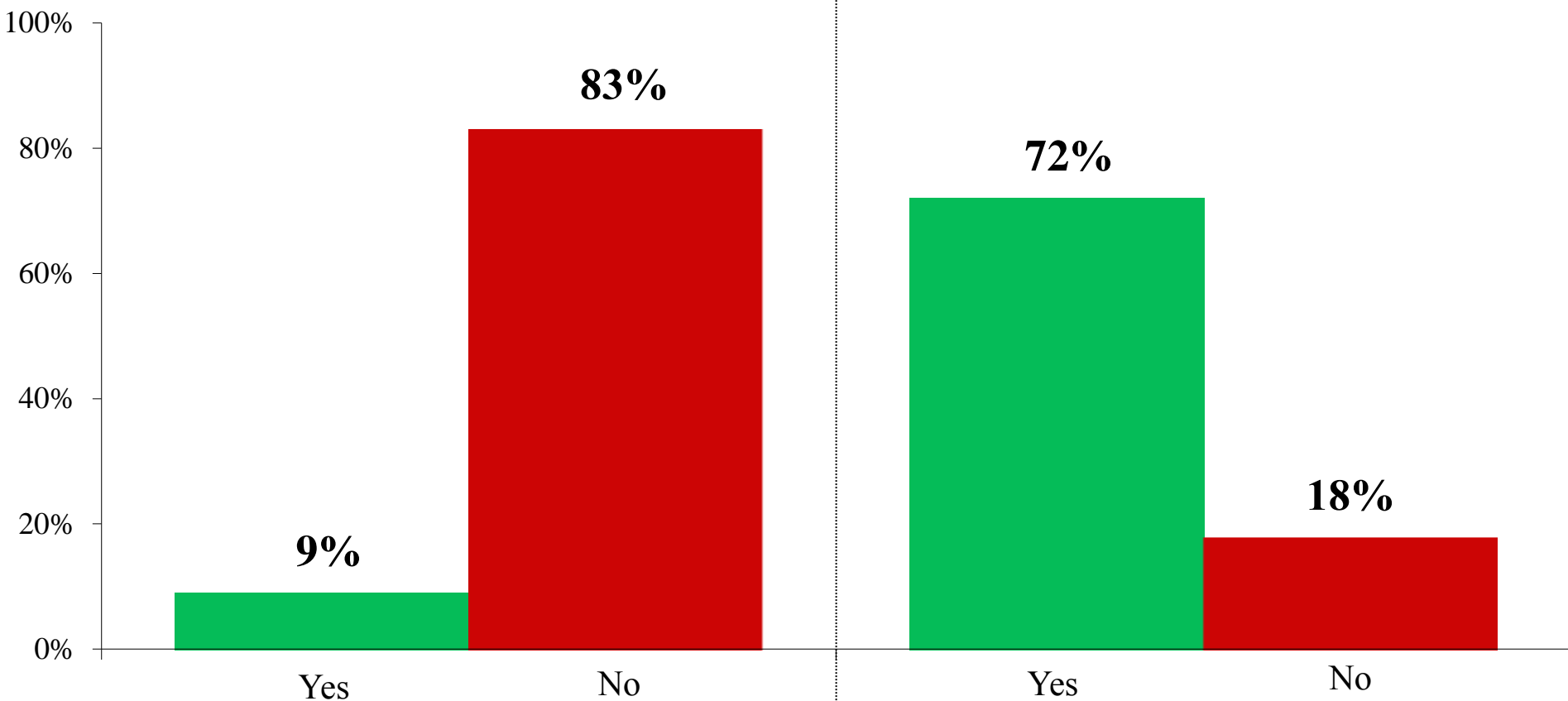
# The CAC Approach Is Much More Effective In Winning Public Support For Gun Safety Regulations

*National survey of 1,000 registered voters, Sept 19-24, 2017. Margin of error +/- 3.1%.*

# Overwhelmingly And Across Partisanship, Voters Believe The Constitution Allows Gun Safety Laws, But Not A Ban

Do you believe the Constitution allows the government to ban the private ownership of all guns in America?

Do you believe the Constitution allows the government to make and apply strict laws that prevent dangerous people from buying or possessing guns in America?



# Everyone Heard This Argument Against Gun Safety Laws

**CONSERVATIVE ARGUMENT:** The Second Amendment says, quote, “the right to bear arms shall not be infringed” unquote. Gun laws are a slippery slope to the government taking our guns away, and only denying that constitutional right to law-abiding American citizens. The only thing that can stop a bad guy with a gun is a good guy with a gun. The Founding Fathers did not want the government telling us what kinds of guns we can have, how many we can buy, or where we can carry them.

## And Heard One Of These Two Arguments In Favor Of Gun Safety Laws

*CAC ARGUMENT: The Constitution protects the right to own a gun for self-defense. But the Constitution does not grant every person the right to have any gun they want, any time they want, anywhere they want. The drafters of the 2nd Amendment understood that this right could be regulated. Government must respect our constitutional rights, but it must also pass and enforce sensible regulations that keep guns out of the hands of dangerous people, including felons, domestic abusers, and the dangerously mentally ill.*

*OUTDATED AMENDMENT: The Second Amendment was written when people carried muskets that fired one bullet at a time. It protects a collective right of states to form militias. It does not say an individual has the personal right to carry whichever guns they want. The Founding Fathers never intended for us to be able to have weapons of mass murder. It is 2017, not 1791. Government must be able to pass and enforce laws to protect the public from guns.*

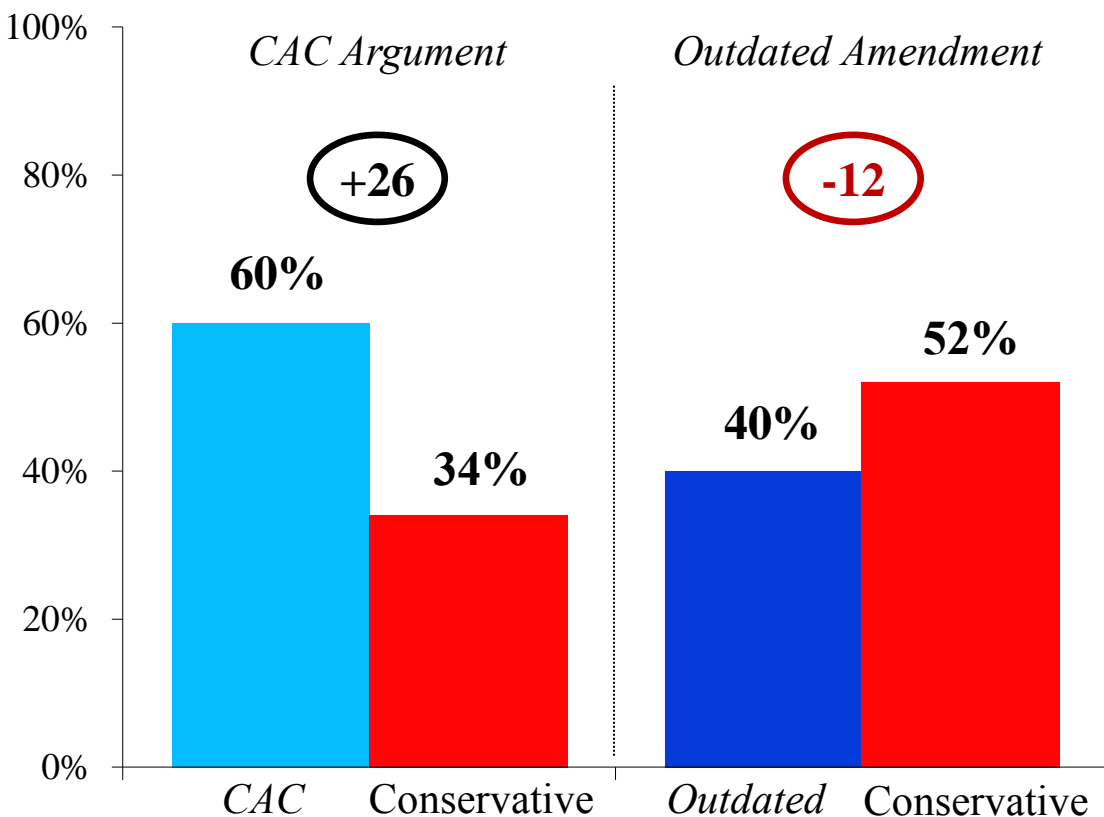


# The CAC Approach Wins The Argument On Guns Convincingly, While The Outdated Message Loses

## CAC's Message Neutralizes GOP Opposition And Wins Over The Middle

Which of the following statements comes closer to your point of view? [2<sup>ND</sup> AMENDMENT:]

- **Conservative Argument**
- **CAC Argument**
- **Outdated Amendment**



|                   | Net CAC | Net Outdated |
|-------------------|---------|--------------|
| Liberal Democrat  | +64     | +44          |
| Mod/Cons Democrat | +43     | +6           |
| Independent       | +13     | -7           |
| Republican        | -2      | -65          |
| Male              | +10     | -17          |
| Female            | +39     | -7           |
| 18-39             | +25     | +4           |
| 40-59             | +30     | -19          |
| 60+               | +21     | -18          |
| HS or less        | +13     | -43          |
| Some College      | +29     | -11          |
| Coll Grad +       | +28     | +1           |
| White Coll        | +24     | -7           |
| White Non-Coll    | +16     | -35          |
| Black             | +52     | +21          |
| Hispanic          | +42     | +24          |

