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Smart Gun Poll

Presented by Mark Burles, Vice President
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WINNING KNOWLEDGE™

PSB Pulse

Method

- Online poll
- 800 respondents; representative of US General Population
- Covers business issues ranging from business news to public policy issues affecting business to new product categories and business trends
- Fielded on the first Monday of each month
- Margin of error is ± 3.46 overall and larger for subgroups

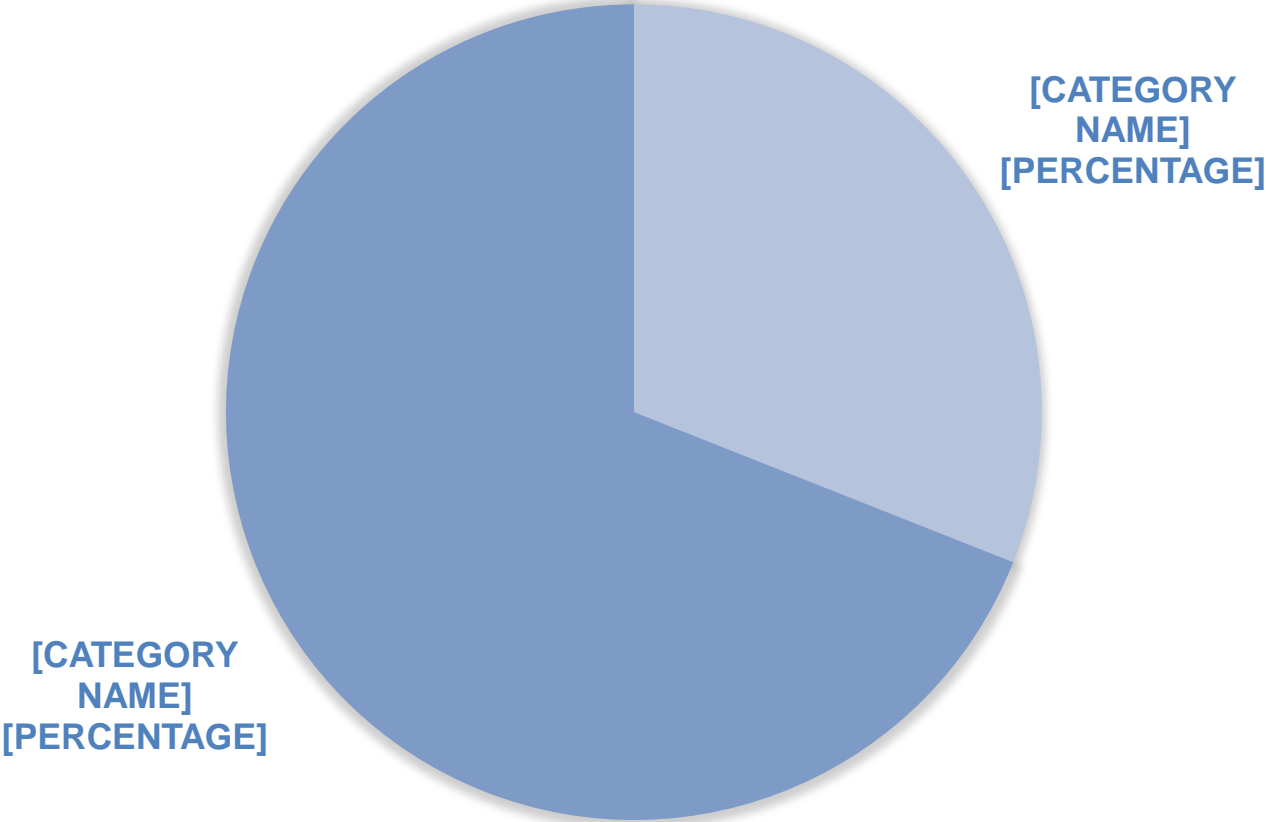
Questions

1. Is there currently a gun in your house (either owned by you or by someone else who lives with you)?

Definition: Smart guns are guns that can only be operated/fired by the owner or per designated individual due to technology or other constraints.

2. Would you consider swapping the guns currently in your home for new, safer "smart guns" when they come on the market?
3. How strongly do you agree or disagree that gun dealers should be allowed to sell "smart guns"?
4. How strongly do you agree or disagree with the following statement? Once the technology is commercially available, there should be a law saying that all firearms sold must be so-called "smart guns".

Slightly less than a third of Americans claim to have a gun in their household

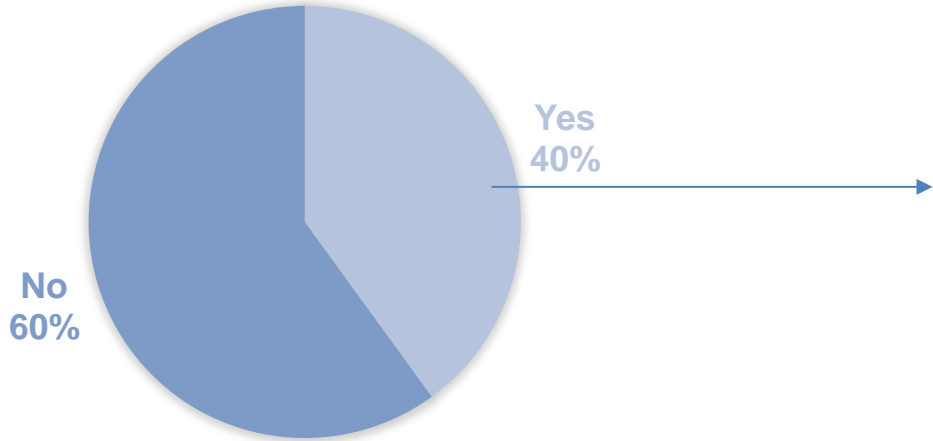


Q1. Is there currently a gun in your house (either owned by you or by someone else who lives with you)?

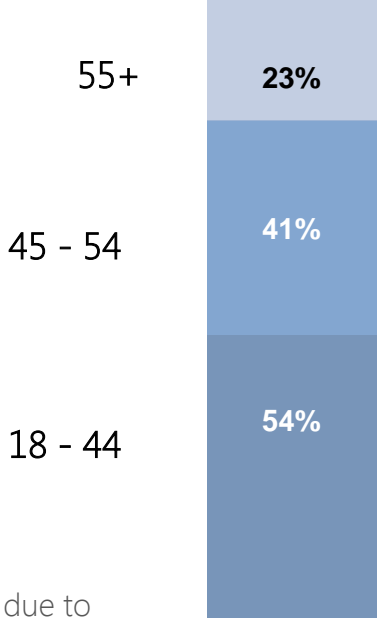
40 percent of gun owners would consider swapping their current gun for a smart gun

For those ages 18-44, more than half would trade their gun for smart gun

Trade Current Gun for a Smart Gun?



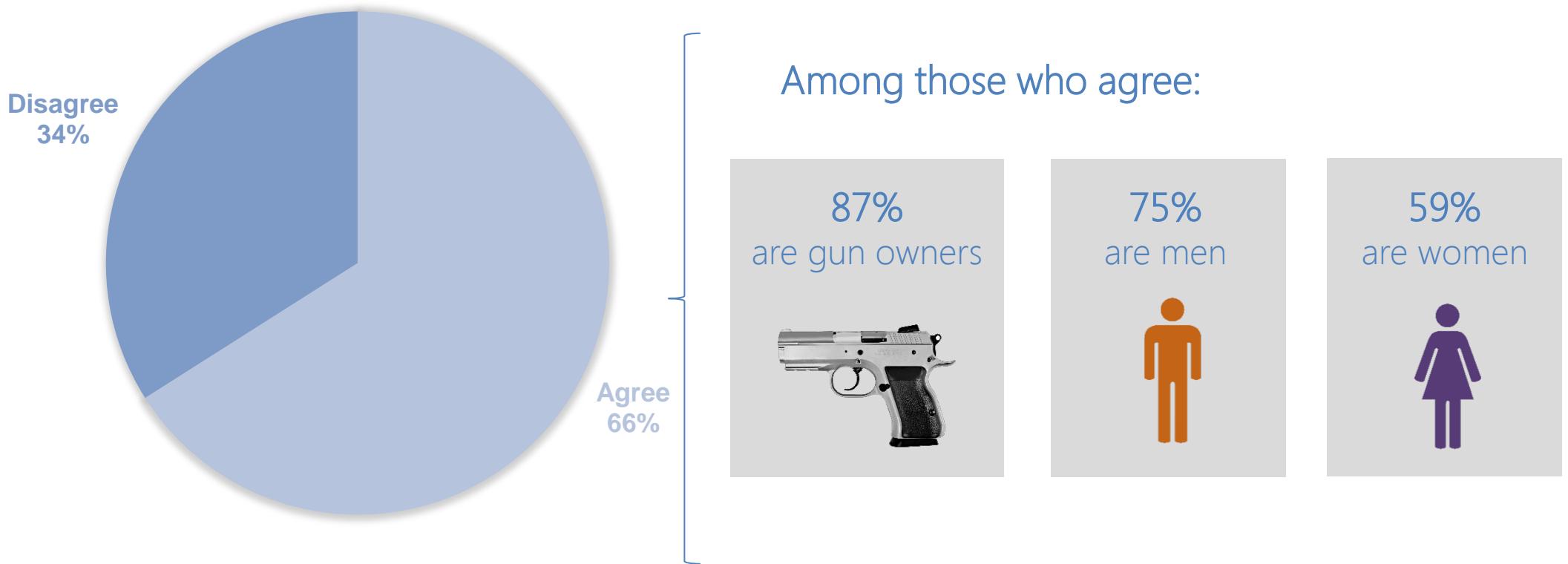
Age Distribution



Smart guns are guns that can only be operated/fired by the owner or per designated individual due to technology or other constraints.

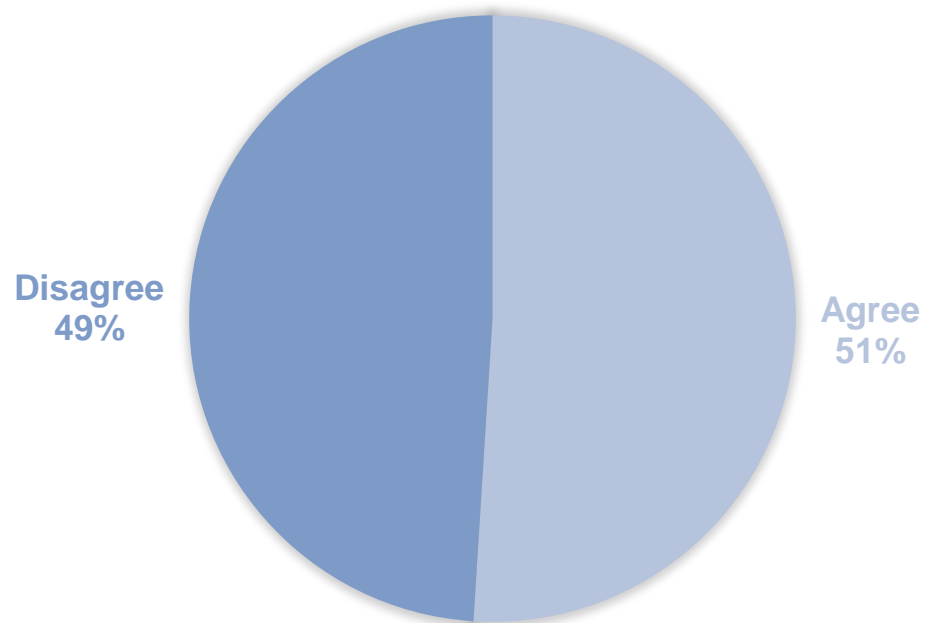
Q2. Would you consider swapping the guns currently in your home for new, safer "smart guns" when they come on the market?

A strong majority of the US public believes that gun dealers should be allowed to sell smart guns



The public is split on whether all firearms sold should be required to be smart guns

Should There be a Law?



Only over a third of gun owners support requiring all guns sold to be smart guns

	Gun Owner	Non gun owners
Agree	38	58
Disagree	62	43

Penn Schoen Berland

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The PSB approach is built on extensive experience in the political world, where we have personally advised over 30 Presidents and Prime Ministers around the world and helped lead numerous other national political campaigns.

We employ 200 people around the world, with offices in Seattle, New York, Washington DC, Los Angeles, San Francisco, Denver, London, Hong Kong, Dubai and Beijing.

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