

March 3, 2023

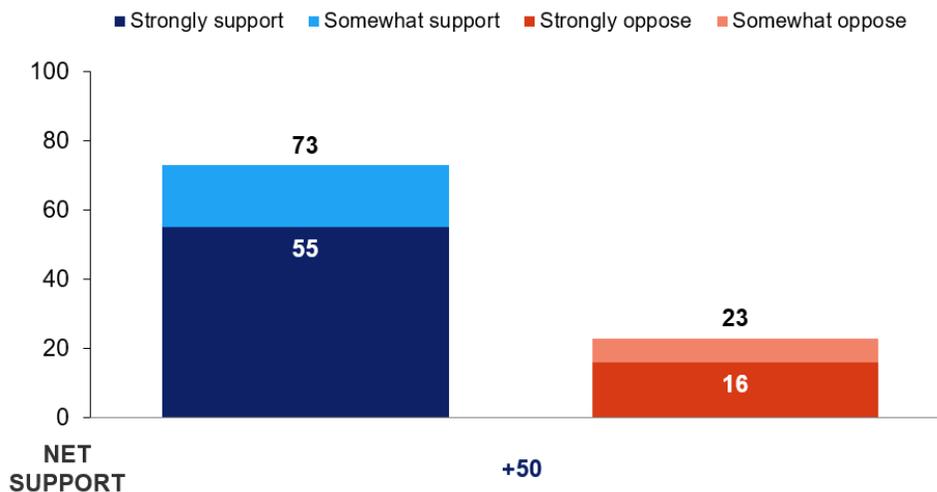
**To: Interested Parties**  
**Fr: Impact Research**  
**Re: Research Findings Among Likely Voters in Michigan**

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Impact Research partnered with Giffords to conduct a statewide survey among likely voters in Michigan to assess attitudes toward gun safety legislation, and found that voters are prioritizing gun reform and are overwhelmingly supportive of several policy proposals to address gun violence, including a package of legislation that contains safe storage laws, universal background checks, and red flag laws.

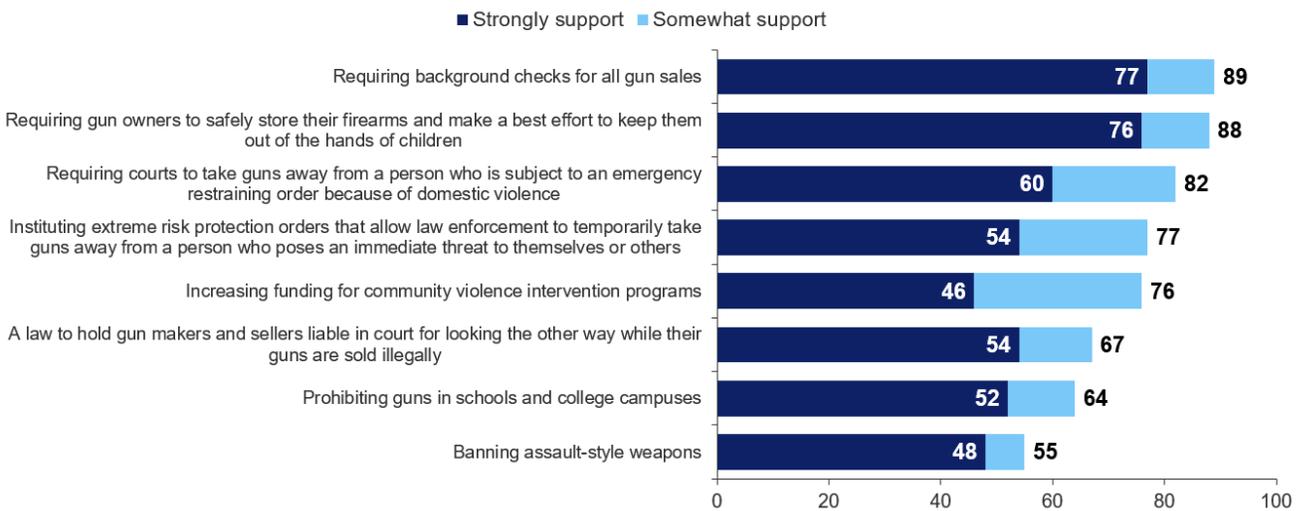
Below are key findings:

- **Gun laws are top of mind for Michigan voters.** When asked what they feel is the most important issue the Michigan legislature should make a *top priority*, 21% chose gun laws, coming in ahead of the economy (20%), and outpacing other issues like inflation (12%), crime and public safety (10%), and improving K-12 schools (10%).
- **Three-in-four Michiganders back a gun reform package that includes safe storage laws, universal background checks, and red flag laws.** By a 50-point margin, a broad majority of the electorate (73%) support a package that “*would require background checks on all gun sales, require gun owners to safely store their firearms and make a best effort to keep them out of the hands of children, and create a "red flag" law to temporarily take guns away from a person who poses an immediate threat to themselves or others.*”



These findings are based on the results of a multi-modal poll conducted by Impact Research among N=600 likely 2024 Michigan voters including an N=300 OVS of battleground voters. Responses were collected utilizing text-to-web and phone interviews between February 17-23, 2023. The margin of error for the sample is +/- 3.3 percentage points at the 95% level of confidence, and varies and is higher for subgroups.

- **Support for the gun reform package is demographically broad and is embraced across political and racial lines.** It's universally backed by Democrats (99% support / 1% oppose), majorities of both Independents (64% support / 30% oppose) and Republicans (54% support / 42% oppose), as well as white (73% support / 23% oppose) and Black voters (82% support / 18% oppose), and gun owners (71% support / 25% oppose).
- **In Michigan, common-sense gun safety legislation has strong overall appeal.** The policies tested are extremely popular with voters - with each generating majority support - and several garnering *strong* support from more than half of the electorate.



- **Michigan voters are much more likely to vote for a candidate who supports responsible gun policies than one who wants to make it easier to purchase a gun.** By a 61-point margin, Michiganders are more likely to support a *candidate who supports responsible gun policies (74%)* versus a *candidate who wants to make it easier to purchase a firearm (13%)*.