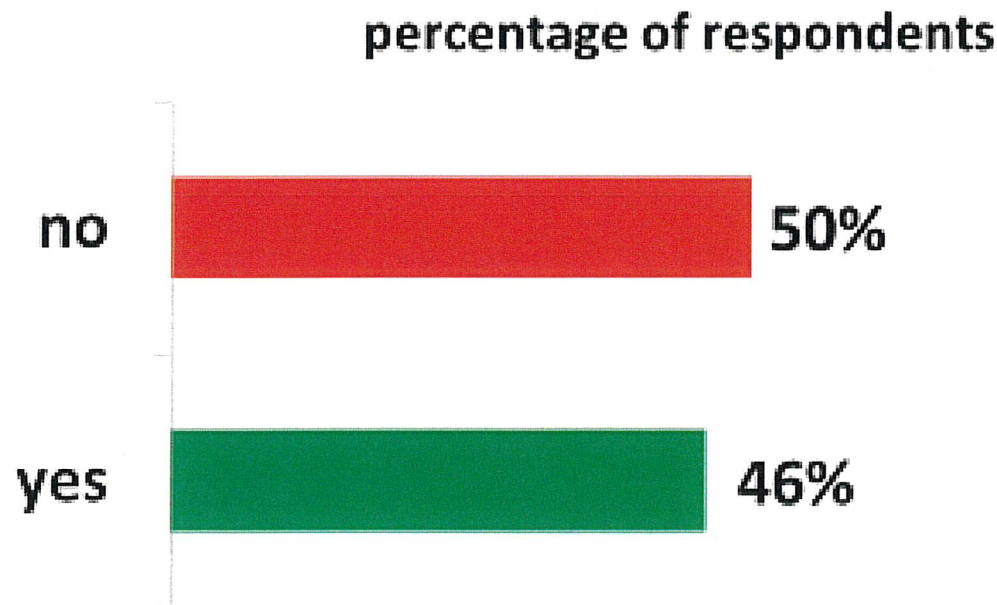


Sample Size and Error

| Sample size | Sampling error |
|-------------|----------------|
| 200 | $\pm 7\%$ |
| 400 | $\pm 5\%$ |
| 700 | $\pm 4\%$ |
| 1200 | $\pm 3\%$ |

Opinion DIRECTION

Should undocumented immigrants be allowed to stay in the United States?

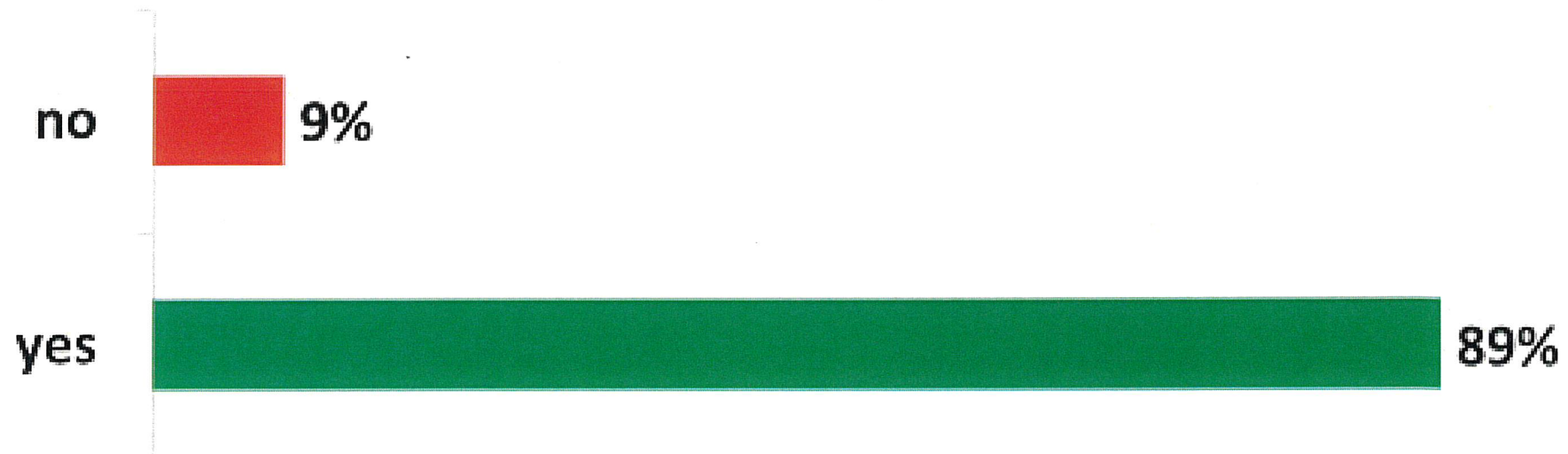


Source: Washington Post/ABC News poll, 2014

Opinion DIRECTION

Should the United States
have invaded Afghanistan?

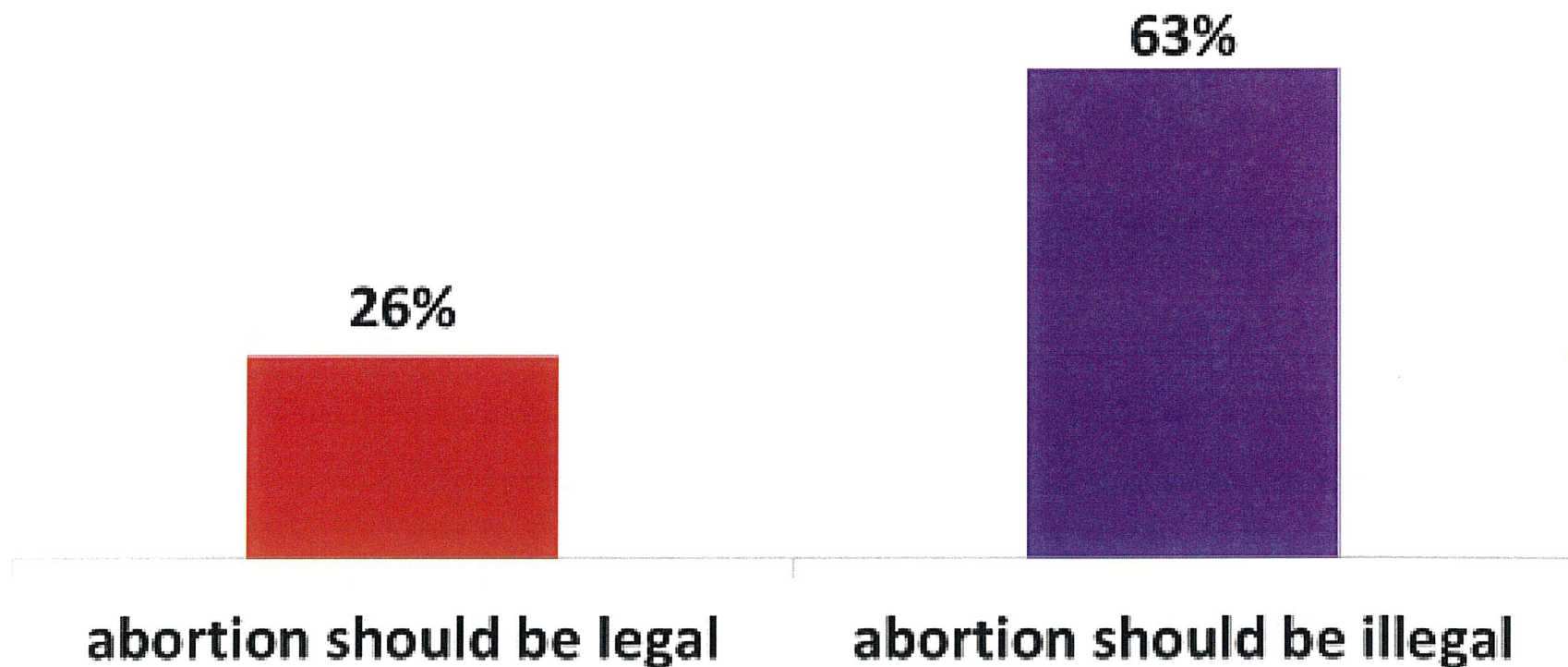
percentage of respondents



Source: Gallup poll, November 2001

Opinion INTENSITY

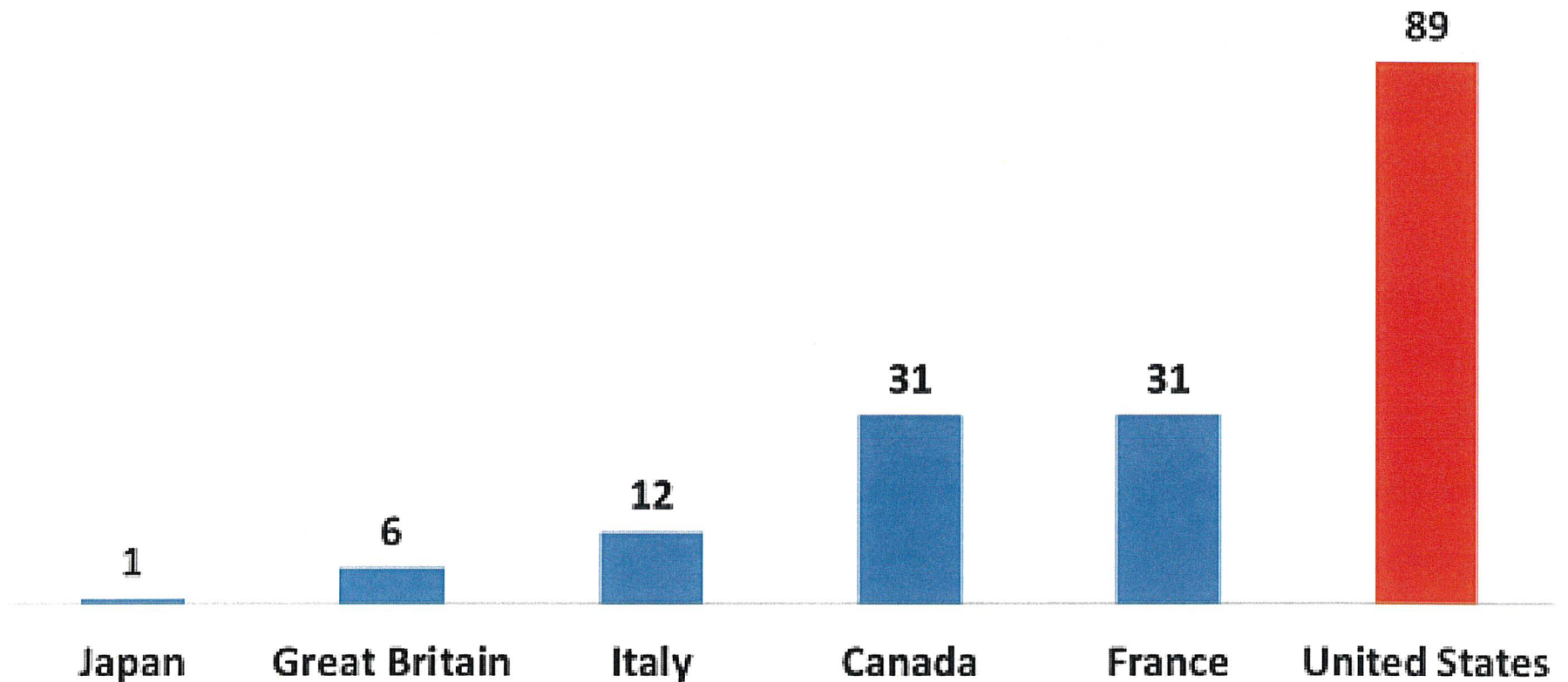
Percentage saying abortion issue "very important" to their vote choice



Source: Pew Research Center poll, 2012

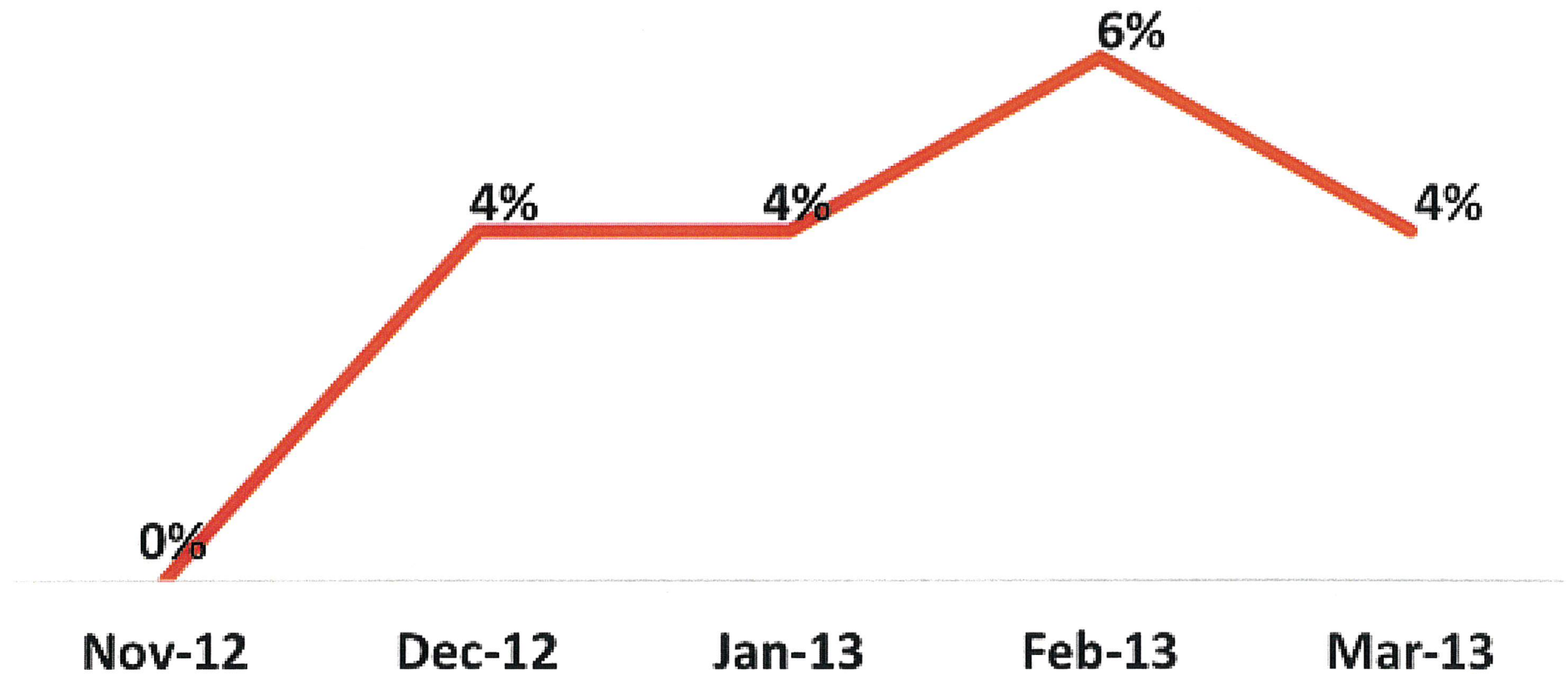
Gun Ownership

guns per 100 people



Salience of Gun Issue

percentage citing gun violence as nation's main problem



Source: Gallup polls

Assault Weapons Ban

percentage of respondents favoring ban on assault weapons

68%

Democrats

39%

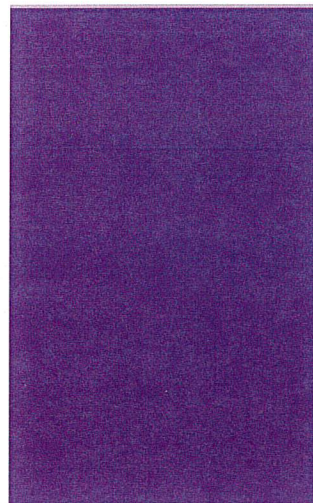
Republicans

Source: Pew Research Center poll, May 2013

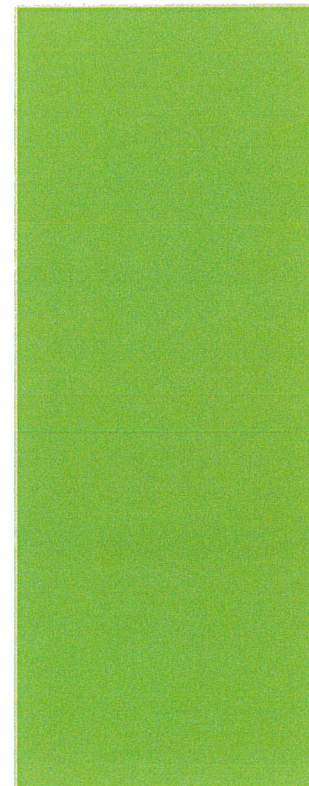
What 's more important – gun owners rights or gun control ?

percentage who say gun owners' rights more important
61%

39%



Urban



Rural

Source: Pew Research Center poll, 2013

“Political” costs and benefits—where does gun control fit?

| | |
|---|--|
| <p>Diffuse cost, Diffuse benefits</p> <p><u>Nobody activated</u></p> | <p>Concentrated costs. Diffuse benefits</p> <p><u>Those bearing the cost are activated</u></p> |
| <p>Diffuse costs, Concentrated benefits</p> <p><u>Those getting the benefit are activated</u></p> | <p>Concentrated costs, Concentrated benefits</p> <p><u>Both sides activated</u></p> |