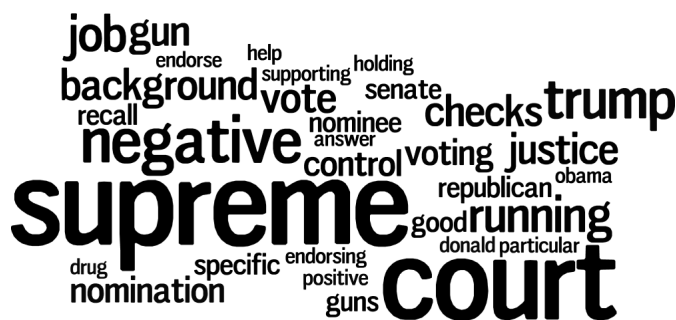


TO: Interested Parties
FROM: Global Strategy Group
DATE: June 20, 2016
RE: New Research on Gun Violence Prevention in the New Hampshire Senate Race

As the Senate prepares to vote on gun violence prevention measures on Monday, Senator Kelly Ayotte finds her standing slipping and her opponent, Governor Maggie Hassan, growing her lead. Prior to the current revived debate among lawmakers, Americans for Responsible Solutions PAC (ARS PAC) released an ad in New Hampshire reminding voters of Ayotte's 2013 vote against closing loopholes in our background check laws for gun sales. Global Strategy Group conducted two surveys: one before the launch of the ad and one three weeks later. Key findings from Global Strategy Group's two recent surveys of 400 likely 2016 General Election voters in New Hampshire are as follows:

KEY SURVEY FINDINGS:

- **New Hampshire voters overwhelmingly support closing loopholes so that terror suspects cannot legally purchase weapons.** In an often divided electorate, 89 percent of New Hampshire voters support prohibiting any known or suspected terrorists from buying guns; 80 percent strongly support the ban.
- **Hassan leads Ayotte by four points:** Consistent with other public polls, Ayotte and Hassan remain locked in a close race. But while most surveys show the two women trading the lead by a point or two, Hassan now leads Ayotte 49-45 percent. In a survey conducted in May prior to significant advertising by ARS, Hassan led 45-43 percent.
- **Ayotte's standing has slipped:** At the end of May, more voters had positive impressions of Senator Ayotte than negative ones (48-41 percent favorable/unfavorable). Three weeks later, her standing has diminished as voters split with 45 percent favorable and 46 percent unfavorable.
- **Guns dominate the debate about Ayotte:** In late May, when voters described what they had seen or heard about Ayotte recently, the Supreme Court and her failure to support a vote for the nominee rose to the top of the conversation.



But now that the debate over guns has intensified and communications reminding voters about Ayotte's opposition to background checks have hit the airwaves, the conversation has shifted dramatically.



Specifically, elements of the ad released by ARS PAC have broken through with voters in the three short weeks the ad has aired: The number of voters who know that 9 out of 10 people in New Hampshire support background checks has increased from 9 percent to 21 percent; those who correctly remember Ayotte's vote against background checks in 2013 has grown from 25 percent to 33 percent (with much more room to grow); and more than half (52 percent) now know about Ayotte's significant contributions from the gun lobby, a 7 point gain.

METHODOLOGY

Global Strategy Group conducted two surveys of 400 likely 2016 voters in New Hampshire. The first ran May 25-26, 2016; the second ran June 15-16, 2016. Both surveys have a margin of error of +/-4.9%, and care has been taken to ensure the geographic and demographic divisions of the expected electorate are properly represented based on past voter turnout statistics.