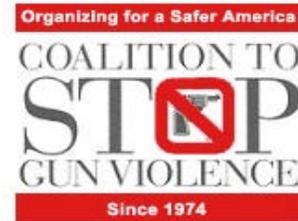




Consumer Federation of America



WISCONSINITES SUPPORT RENEWING, STRENGTHENING FEDERAL ASSAULT WEAPONS BAN

A new survey¹ commissioned by Consumer Federation of America (CFA) and the Coalition to Stop Gun Violence (CSGV) found that a substantial majority of *likely voters* in Wisconsin supports renewing and strengthening the federal assault weapons ban. Following are general findings, as well as support among key demographics.

General Findings

- ? 73% of likely voters in Wisconsin favor renewing the federal assault weapons ban, with 52% strongly favoring its renewal. Only one in five (20%) oppose renewal; 7% don't know or refused to answer.
- ? 69% of likely voters support strengthening the ban to prevent the gun industry from manufacturing commercial models of military-style assault weapons. Forty-seven percent strongly favor strengthening the ban. Twenty-one percent oppose it; 10% don't know or refused to answer.

Support among Key Demographics

- ? 66% of Wisconsin gun owners support renewing the assault weapons ban; 60% of gun owners support strengthening it.
- ? 78% of Wisconsin union households favor renewing the ban, with 61 percent strongly favoring its renewal. Nearly three-fourths of union households (72%) support strengthening the ban.
- ? 60% of Wisconsin NRA supporters favor renewing the ban, with slightly more than a third (36 percent) strongly favoring its renewal. More than half of NRA supporters (53%) favor strengthening the ban.
- ? 77% of current and former military and military families in Wisconsin support renewing the ban, with 55% strongly favoring its renewal.
- ? 76% of Wisconsin women support renewing the ban; 70% of men support the ban's renewal.

Consumer Federation of America (CFA) is a non-profit association of 300 pro-consumer groups, which was founded in 1968 to advance the consumer interest through research, advocacy and education. CFA Research Director Mark Cooper, Ph.D. and Firearms Project Director Susan Peschin, MHS authored this report. Call (202) 939-1017 with any questions.

The Coalition to Stop Gun Violence was founded in 1975 and is comprised of 45 civic, professional and religious organizations and 100,000 individual members working to reduce gun violence.

¹ Lake Snell Perry & Associates conducted the survey. Findings are derived from a statewide survey conducted in Wisconsin April 25-27, 2004. The survey has a margin of error of +/- 4.0% and reached a base sample of 600 registered likely voters. The base sample was supplemented by an over sample of 100 in La Crosse/Eau Claire and an over sample of 75 African Americans.