



NATIONAL SHOOTING SPORTS FOUNDATION – SURVEY MEMORANDUM

DATE: Monday, May 10, 2021
TO: Salam Fatohi, National Shooting Sports Foundation
FROM: Brock McCleary – VP, Polling
Victoria Waddail – Sr. Director, Research & Analysis
RE: Survey of Likely General Election Voters

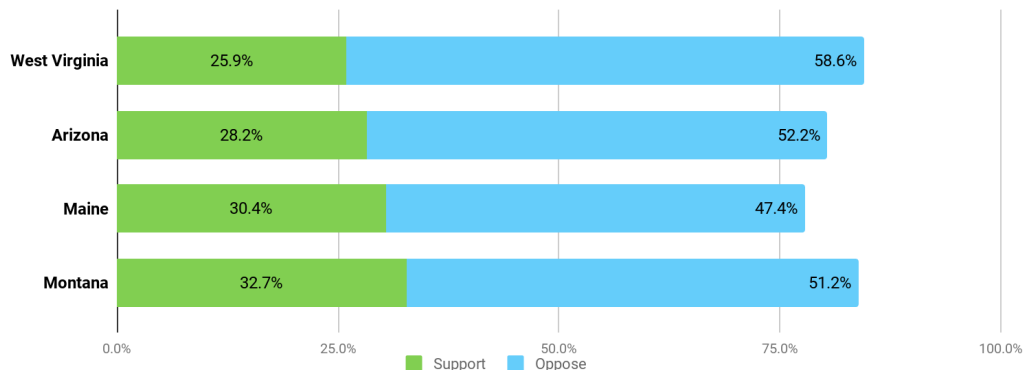
The information below was gathered by [CygnaL](#) through advanced multi-mode (Live Calls + SMS + Email) surveys of likely general election voters in West Virginia, Arizona, Maine, and Montana conducted May 4, 2021 – May 6, 2021. The surveys have sample sizes of n530, n530, n500, n500 and a MoE of ±4.25%-4.38% at a 95% confidence interval.

Voters in each state oppose the nomination of David Chipman to be Director of ATF.

After hearing that “President Biden has nominated David Chipman for Director of the Bureau of Alcohol, Tobacco, Firearms and Explosives, also known as ATF. Chipman has been a registered lobbyist for the two largest gun control groups in the nation—Everytown for Gun Safety and his current employer the Giffords Organization,” most likely voters oppose the nomination of David Chipman. Opposition peaks in West Virginia.

In each state, Republicans, conservatives, and voters who strongly support the Second Amendment are especially concerned about Chipman’s nomination. Pluralities of voters in each state tested *strongly* oppose Chipman’s nomination from the outset.

Chipman Nomination Initial Opinion:



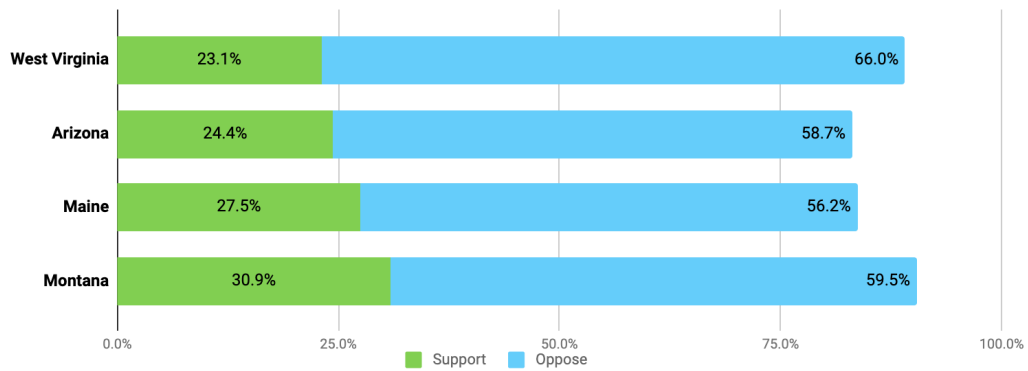
The details of Chipman’s record further damage his standing.

Chipman’s false claims about the ATF raid at Waco, support for the government forcibly closing firearms retailers during the pandemic, and mocking words about first-time gun buyers all garner a very negative response from voters. Majorities of voters in West Virginia, Arizona, Maine, and Montana are less likely to support Chipman’s nomination after hearing each of these statements. The retailer shutdown message is particularly impactful among strong supporters of the Second Amendment in each state.

After hearing these facts about Chipman’s record, opposition to his nomination increases by 7-10% in each state. Majorities of voters in West Virginia (60%), Arizona (54%), and Montana (52%) *strongly* oppose his nomination, as do 48% of Maine voters (56% total oppose).



Chipman Nomination Informed Opinion:



ABOUT CYGNAL: [Cygnal](#) is an award-winning national public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygnal is named the #1 Republican private pollster by Nate Silver's [FiveThirtyEight](#) two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by [The New York Times](#). Its team members have worked in 47 states and countries on more than 2,100 corporate, public affairs, and political campaigns.

METHODOLOGY: These probabilistic surveys were conducted May 4 – 6, 2021 in West Virginia, Arizona, Maine, and Montana. The West Virginia survey had a sample size of 530 likely general election voters and a margin of error of $\pm 4.25\%$. The Arizona survey had a sample size of 530 likely general election voters and a margin of error of $\pm 4.26\%$. The Maine survey had a sample size of 530 likely general election voters and a margin of error of $\pm 4.38\%$. The Montana survey had a sample size of 500 likely general election voters and a margin of error of $\pm 4.38\%$. Each margin of error is at a 95% confidence interval, meaning that if the survey were repeated, results would not vary from the population by more than 4.25/4.26/4.38 percentage points 19 times out of 20. Known registered voters were interviewed via live agents calling cell phones and landlines, and voters received invitations to participate in the survey via SMS and email with a secure link tied to their voter record. This survey was weighted to a likely general election voter universe.

