

TO: EVERYTOWN FOR GUN SAFETY ACTION FUND AND VICTORY FUND (“EVERYTOWN”) **FROM:** CARLY COOPERMAN

DATE: October 29, 2020

RE: **BATTLEGROUNDS STATES GUN SAFETY STUDY**

Overview

In the following memo, we summarize our findings from our 2020 Battleground States Gun Safety Study. We interviewed a total of 3,200 likely voters across the following eight states:

- Arizona
- Colorado
- Florida
- Iowa
- Minnesota
- North Carolina
- Pennsylvania
- Texas

The survey found that, headed into November 3, the vast majority of likely voters across battleground states support gun safety and view it as an important issue impacting their vote. Gun safety-themed messaging, which Everytown has deployed in its paid media, also has a statistically significant impact toward improving the horserace for Democratic candidates.

Table 1. 2020 Battleground States Gun Safety Study Key Findings

- **Messaging deployed by Everytown is highly persuasive and effectively improves the horserace for Democrats in races up and down the ballot**
- **Candidates’ position on gun policy is important in deciding who to vote for**
- **Voters believe the need for background checks on all gun sales is more important now than it was a year ago**
- **Voters overwhelmingly support stronger gun laws by more than a 4:1 margin**
- **An overwhelming majority of voters say that an endorsement by the NRA makes no difference to their vote or makes them less likely to vote for a candidate who is endorsed by the NRA.**

Importance of Gun Policies

Across all battleground states, we find that **candidates' positions on gun policy is important to an overwhelming majority of voters, as well as to suburban women.**

Further, the **need for laws requiring background checks on all gun sales** is **more important to voters now amid the pandemic than a year ago.**

Table 2. Importance of a Gun Policies		
Policy	All Likely Voters	Suburban Women
A candidate's position on gun policy is important in deciding who to vote for	84%	85%
The Need for Background Checks on All Gun Sales is More Important Now than One Year Ago	60%	65%

Positions on the Strength of Gun Policy

Voters in battleground states overwhelmingly support candidates who supports stronger gun safety laws over a candidate who opposes stronger gun laws, and by a more than 4:1 margin, battleground state voters believe gun laws in their home state should be made stronger compared to less strong.

Views on the Gun Lobby

Among battleground state voters, Everytown for Gun Safety has a very strong positive favorability rating, especially among Suburban Women, while the gun lobby's favorability rating is deeply negative.

Table 3. Favorability Ratings		
Group	All Likely Voters	Suburban Women
Everytown for Gun Safety	+21	+32
The Gun Lobby	-19	-25

A large majority of battleground state voters also say that an endorsement by the NRA makes them less likely to support a candidate or makes no difference in their vote.

Table 4. Impact of an NRA Endorsement		
Policy	All Likely Voters	Suburban Women
More likely to support the candidate who is endorsed by the NRA	27%	20%
Less likely to support the candidate who is endorsed by the NRA or makes no difference in their vote	59%	64%

Persuasiveness of Everytown Gun Messaging

Messaging deployed by Everytown was highly persuasive to majorities of voters, both among all likely voters and suburban women in battleground states. Gun safety messaging was on par with health care messaging and exceeded anti-Trump messaging.

Table 5. Persuasiveness of Everytown Messaging		
Top Messages Tested	% Convincing	
	All Likely Voters	Suburban Women
[GUN LOBBY] After taking millions of dollars from the gun lobby, Republicans have consistently sided with their gun lobby donors over the health and safety of American families, by blocking common-sense gun safety laws like background checks on all gun sales, and laws that keep guns out of the hands of domestic abusers and those who pose a danger to themselves and others.	53%	57%
[SPECIAL INTEREST GUN LOBBY + HEALTH CARE] Republicans are putting their corporate special interest donors ahead of our health and safety. They have taken millions of dollars from the insurance industry, while voting to eliminate protections for people with pre-existing conditions, and they've received millions of dollars from the gun lobby, while voting to block common-sense gun safety laws like background checks on all gun sales.	52%	51%
[TWO PUBLIC HEALTH CRISES] It's been four deadly years in America: More than 215,000 Americans have died from COVID-19, and more than 120,000 Americans have died from gun violence. Republicans failed to respond to the pandemic, and they've failed to keep us safe from gun violence by blocking common-sense gun safety laws like background checks on all gun sales.	51%	56%

Table 6. Persuasiveness of Everytown Messaging

Additional Messages Tested	% Convincing	
	All Likely Voters	Suburban Women
<p>[SPECIAL INTEREST HEALTH CARE] Republicans have taken millions of dollars from the insurance industry and supported a plan that would eliminate protections for people with pre-existing conditions, increase premiums, and would allow insurance companies to charge an "age tax" on older Americans.</p>	50%	54%
<p>[TRUMP CONNECTION] Republicans are standing by President Trump — even though Trump's failure to address covid-19 has led to more 215,000 deaths from the virus, and more than 57 million Americans have lost their jobs. And Republicans continue to stand with Trump as he works to repeal the Affordable Care Act during the pandemic, which would take away health care from millions of Americans and eliminate protections for people with pre-existing conditions.</p>	49%	50%

Positive Horserace Movement for Democrats

In fact, the generic vote improved substantially for Democrats after Everytown messaging.

Table 7. Impact of Everytown Messaging on Vote for Democrats	
Voter Group	Net Positive Generic Ballot Movement
Battleground State Voters	+3
Suburban Women	+6