



To: Interested parties
From: Global Strategy Group
Date: January 28, 2020
Re: New Battleground Survey Shows Gun Violence Prevention Key to 2020 Wins

A recent poll of voters in five 2020 battleground states (Arizona, Iowa, Minnesota, North Carolina, Pennsylvania), conducted by Global Strategy Group together with Everytown for Gun Safety demonstrates that voters are united in support of stronger gun laws and ready to vote on this issue come 2020. Key findings from the poll include:

Voters in battleground states support gun violence prevention

Voters agree: We must pass stronger gun laws. In recent years, voters across party lines have increasingly demanded common-sense solutions to reduce gun violence. And even in these traditionally conservative states (29% liberal/39% conservative) where a plurality of voters identify as conservative and Democrats have only a two-point party identification advantage (45% Democrat/43% Republican), voters:

- support stronger gun laws by a 5:1 margin (53% stronger/10% less strong); and
- broadly agree that it is possible to keep guns out of the hands of criminals and other dangerous people while also protecting the rights of gun owners (65% possible/35% not possible).

Support for specific gun violence prevention policies is even broader. Critical swing groups all overwhelmingly want their elected officials to pass gun safety legislation. This includes critical swing voters such as independents, suburban women, and those unsure about who they will vote for in state legislature elections.

Total support (strong support) for...	Total	Independents	Suburban women	Undecided voters
Blocking domestic abusers from owning guns	91 (69)	90 (65)	97 (77)	92 (67)
Requiring background checks on all gun sales	86 (70)	86 (66)	95 (82)	89 (69)
Enacting red flag laws, which give family or law enforcement a way to remove guns from someone who is exhibiting violent or unstable behavior	80 (56)	77 (51)	92 (68)	84 (53)

Gun violence prevention will play a key role in 2020 elections

Gun violence is a key issue in 2020 and, importantly, there is significant intensity on the side of gun violence prevention advocates. More than three-quarters of voters (76%), including 82% of voters who support stronger gun laws, consider a candidate’s position on guns “very important” to their vote in 2020.

Background checks will be a key litmus test in 2020. Fifty-seven percent of voters, including a majority of Republican women (54%), would never vote for a candidate who doesn't support background checks, putting the issue on par with health care and national security in voters' minds. In fact, it is the TOP issue with suburban women and voters who are undecided in state elections.

% who say "I agree with _____ and would never vote for a candidate with whom I disagreed on this position"	Total	Independents	Suburban women	Undecided voters
Protecting America's national security interests	61	59	60	56
Reducing health care costs	61	53	60	53
Requiring background checks on all gun sales	57	55	68	61
Creating new jobs	49	45	46	45
Protecting borders from illegal immigration	49	48	43	41
Investing in our education system	48	43	49	44
Protecting children at the border	47	47	55	48
Protecting the environment	47	46	49	45
Taking money out of politics	45	47	40	41
Reducing taxes	45	48	41	42
Making the criminal justice system fairer	45	41	44	40
Lowering our national debt and budget deficit	42	44	37	38
Protecting access to abortion	41	35	47	35

Voters are ready and willing to hold candidates accountable who don't prioritize gun violence prevention. Nearly 60 percent of voters are less likely to vote for a candidate who opposes a red flag law; nearly 70 percent are less likely to support someone who stands in the way of background checks for all gun sales.

% more/less likely to vote for a candidate who...	Total		Independents		Suburban women		Undecided voters	
	Less likely	More likely	Less likely	More likely	Less likely	More likely	Less likely	More likely
Opposes requiring background checks on all gun sales, including those sold online and at gun shows	67	21	65	20	76	14	70	18
Opposes enacting red flag laws, which give family or law enforcement a way to temporarily remove guns from someone who is exhibiting violent or unstable behavior	57	30	49	29	68	22	55	29

ABOUT THIS POLL

Global Strategy Group conducted an online survey of at least 600 likely voters in five states (Arizona, Iowa, Minnesota, North Carolina, Pennsylvania) for a total of 3,185 interviews from January 2nd to 12th, 2020. The survey had a confidence interval of +/- 1.7%.