



To: Interested Parties

From: Global Strategy Group, EquisResearch & Everytown for Gun Safety

Date: July 29, 2020

Re: New Poll Shows Latino Voters Are Prioritizing Gun Violence Prevention in the November Election

Latino voter turnout has been on the rise in recent years, making it an increasingly essential voting bloc to win in November. We watched in 2018 as Latino voter turnout increased by [13 percentage points](#) – a 50% increase since 2014. And in key battleground states including Arizona, Florida, and Texas, Latino voters comprised a larger share of the 2018 electorate than 2014, while the share of white voters decreased. Latino Americans are therefore the fastest growing portion of the electorate heading into the November election. As such a critical voting bloc, Latino voters – from every age and background – need to hear where candidates stand on the issues that matter most to them.

A recent poll of Latino voters nationwide, with particular focus on key 2020 battleground states (Arizona, Florida, and Texas), conducted by Global Strategy Group together with Everytown for Gun Safety and EquisResearch, demonstrates that Latino voters are united in support of stronger gun laws and are and say they want to vote for candidates that share their positions in November. In recent years, some of the nation’s deadliest mass shootings have occurred in the heart of Latino communities, in places like El Paso, Texas; Las Vegas, Nevada; Orlando, Florida; and Parkland, Florida. Now, as the year mark of the mass shooting in El Paso, Texas approaches, a shooting in which a white supremacist who was targeting the Latino community killed 23 innocent people, Latino voters are calling for stronger gun laws to prevent such tragedy from happening again. Latino voters are the key to winning in November, and candidates need to show that they stand for common-sense gun safety reforms to gain their support.

Support for gun violence prevention is broad and intense among Latino voters

Latino voters have become more supportive of stronger gun laws since the El Paso shooting. Nearly half of Latino voters say they have become more supportive of stronger gun laws since the tragic event (47%), calling for stronger gun laws by a 6:1 margin (69% stronger/11% less strong). And even as there is a host of issues on the forefront of Latino voters’ minds right now, gun violence remains a top priority. Unsurprisingly, concerns about coronavirus are top of mind as Latino Americans comprise just [19% of the U.S. population](#) but make up [34% of the country’s coronavirus cases](#). Still, as Latino voters reflect on the year mark of the El Paso shooting, gun violence – namely mass shootings – remains a top concern for Latino voters across the country (91% concerned, including 65% very concerned).

Support for specific gun violence prevention policies is even broader. Key voting blocs within the Latino community all overwhelmingly want their elected officials to pass gun safety legislation. In fact, those who report a lower motivation to turn out in November (26%) show an intense support for specific gun violence prevention policies like background checks, red flag laws, and blocking domestic abusers from owning guns. Women, independents, and gun owners are also strongly supportive of these core gun violence prevention policies.

% total support (strong support) for...	Overall	AZ	FL	TX	Women	Ind.	Gun Owners	Low Motivation to Vote
Blocking domestic abusers from owning guns	95 (78)	94 (78)	95 (83)	93 (74)	97 (84)	95 (71)	90 (66)	95 (71)
Requiring background checks on all gun sales	94 (78)	94 (81)	96 (82)	93 (76)	96 (84)	88 (73)	88 (68)	94 (74)
Enacting red flag laws, which give family or law enforcement a way to temporarily remove guns from someone who poses a threat to themselves or others	88 (67)	79 (59)	91 (74)	88 (68)	92 (71)	85 (57)	76 (51)	89 (59)

Latino voters are ready and willing to hold politicians accountable for their inaction on GVP

Latino voters want to know politicians are looking out for them. In the wake of the El Paso shooting, most Latino voters think discrimination against the Latino community is a problem (79% problem, including 44% major problem), and nearly two-thirds think the situation has gotten worse during the Trump administration (65%). In Texas alone, the state where the shooting occurred, over three quarters of Latino voters think discrimination against Latinos is a problem (76%), which is consistent with the sentiment immediately following the El Paso shooting. Following the shooting, President Trump said he supported “[strong, meaningful background checks,](#)” yet after a conversation with NRA lobbyists, [Trump flipped his position](#). Now, Latino voters are frustrated and ready for change. Latino voters overwhelmingly believe that politicians are not doing enough to protect their communities from gun violence (79%), and a plurality doesn’t think gun violence is getting enough attention in the media (46%). El Paso is clearly a day Latino Americans will carry with them, and they are using it to ignite change with politicians in Washington.

Gun violence is a top voting issue for Latino voters, and importantly, intensity is on the side of gun violence prevention advocates. Over two-thirds (70%) of Latino voters, including three-quarters (75%) of those who support stronger gun laws, consider a candidate’s position on guns as “very important” to their vote.

Candidates need to frame themselves around key gun violence prevention policies

Voters want to know where candidates stand on gun violence prevention. It’s not enough for candidates to frame themselves as anti-Trump: Latino voters care about where voters stand on gun violence prevention (80% say a candidate’s position on guns is more important than their position on Trump). Infusing guns into races gives a generic candidate who prioritizes gun violence prevention a solid lead, overperforming a candidate who opposes stronger gun laws by a 44-point margin.

% would vote for this candidate	Overall	AZ	FL	TX	Women	Ind.	Gun Owners	Low Motivation to Vote
Candidate who supports stronger gun laws	66	70	70	65	69	55	57	51
Candidate who opposes new gun restrictions	22	17	27	27	21	18	37	23
Supports stronger gun laws margin	+44	+53	+43	+38	+48	+37	+20	+28

Specifically, background checks on all gun sales will be a key litmus test in November. Most Latino voters say they would never vote for a candidate who doesn’t support background checks on all gun sales (66%), putting it on par with racial equality, health care, job creation, and protecting children at the border. In fact, opposing background checks is the most disqualifying position a candidate could take in Florida, and is second only to promoting racial equality among women nationwide.

% I agree with this position, and I would never vote for a candidate with whom I disagreed on this position	Overall	AZ	FL	TX	Women	Ind.	Gun Owners	Low Motivation to Vote
Promoting racial equality	67	71	66	68	73	61	63	64
Requiring background checks on all gun sales	66	66	70	64	70	60	58	58
Reducing health care costs	66	68	67	65	67	65	66	64
Protecting children at the border	66	62	62	71	70	61	61	64
Creating new jobs	65	58	68	66	66	63	64	63
Making our criminal justice system fairer	64	58	69	61	67	63	60	64
Making our immigration laws fairer	61	58	62	58	64	58	53	62
Investing in our education system	61	63	68	61	64	57	57	58
Making higher education more affordable	60	61	59	61	62	62	57	62
Protecting the environment	60	61	59	57	63	59	51	62
Standing up to Donald Trump	58	57	53	53	62	50	50	55
Reducing taxes	56	59	54	51	56	59	58	56
Taking money out of politics	55	56	53	50	53	51	55	50
Protecting access to abortion	53	49	55	49	56	45	54	49
Protecting borders from illegal immigration	47	48	53	50	44	49	52	42

Messaging around COVID and El Paso has the power to motivate Latino voters

Latino voters can be motivated to vote for a candidate in November by focusing on the issues that hit closest to home: COVID and the El Paso mass shooting. Young adults, independents, moderates, and those who live in suburban or rural areas are less motivated to turn out in November. But messages from a candidate that frame gun violence as a public health crisis (58% much more likely to support this candidate, including 49% who are not very motivated to vote) rise to the top and make Latino voters say they are more likely to turn out and vote for a gun sense candidate in November (see [appendix](#) for full message text). And as Latino voters continue to confront racism and discrimination in light of the El Paso shooting, using the event to frame messaging about the importance of turning out in favor of a candidate can also be very effective (56% much more likely to support this candidate, including 51% who are not very motivated to vote).

ABOUT THIS POLL

Global Strategy Group conducted an online survey of 800 registered Latino voters nationwide, plus an additional 195 interviews in AZ, 288 interviews in FL, and 326 interviews in TX between July 15th – 23rd, 2020. The survey had a confidence interval of +/- 3.5%.

Appendix

Top Testing Message:

The coronavirus pandemic is not the only public health crisis facing Latino families, many of whom are essential workers who are at higher risk of contracting the virus. Nearly 40,000 Americans are shot and killed each year, and Latinos are disproportionately the victims of gun violence in the United States, whether it's mass shootings like the shooting in El Paso, Texas in which a gunman targeted the Latino community and killed 23 people, or everyday violence that doesn't make national news. But still, politicians refuse to pass common-sense gun safety laws that would protect Latino communities from gun violence. We need a change, beginning with passing legislation to require background checks on all gun sales.

Second Best Testing Message:

For many Hispanics across the country, the mass shooting in El Paso, Texas shined a national spotlight on the racism we face every day. The gunman that killed 23 people at a Walmart in El Paso targeted the Latino community specifically, and his easy access to an assault rifle was what made it possible. Common-sense gun safety laws that keep guns out of the hands of dangerous people could have prevented this tragic event.