

SCHOEN CONSULTING

TO: EVERYTOWN FOR GUN SAFETY
ACTION FUND

FROM: DOUGLAS E. SCHOEN
CARLY COOPERMAN

DATE: JULY 22, 2020

RE: 2020 TEXAS STATE HOUSE BATTLEGROUND DISTRICT POLLING

Texas State House Battleground District Polling Overview

Schoen Consulting conducted 800 interviews with likely November 2020 Texas State House voters in swing districts across two regions of Texas between July 15 and July 19, 2020. The sample was drawn from registered voter files in each region.

We conducted 400 interviews in each area and the margin of error in each region is listed below.

Table 1. Regions of Texas Polled		
Region	Number of Interviews	Margin of Error
Dallas-Fort Worth Area	n=400	+/- 5
Houston Area	n=400	+/- 5

The research sought to analyze a series of statements made against the Republicans running for State House across a wide range of topics, including gun violence prevention, and measure the impact of Republicans' positions and records on their support in the 2020 election.

Importance of Gun Violence Prevention

Gun safety is a top priority for battleground voters in Texas this year

- Overall, a candidate’s position on gun violence prevention is highly important to voters’ decision on who to vote for in the upcoming election for Texas State House election, as 79% of Dallas area Battleground Voters and 76% of Houston area Battleground Voters say it is important to their vote. Approximately one-half of voters in each area say gun violence prevention is “very important.”

Table 2. Importance of Gun Violence Prevention on 2020 Vote for State House		
Issue	% <u>IMPORTANT</u> to Battleground Voters	
	DALLAS	HOUSTON
Gun Violence Prevention <u>TOTAL IMPORTANT</u>	79%	76%
Gun Violence Prevention <u>Very Important</u>	51%	44%

- Further, in terms of a candidate’s specific policy positions, requiring background checks on all gun sales and ensuring domestic abusers can’t own guns are among the highest priorities for battleground voters.

Table 3. Importance of a Candidate’s Specific Policy Positions on 2020 Vote for State House		
Policy Position	% <u>Very Important</u> to Battleground Voters	
	DALLAS	HOUSTON
Creating Jobs	83%	75%
Improving Public Education	79%	78%
Requiring Background Checks on All Gun Sales	77%	66%
Ensuring Domestic Abusers Can’t Own Guns	73%	69%
Addressing the Coronavirus	71%	69%
Promoting Racial Justice and Equality	68%	71%
Making healthcare more affordable	64%	53%

Support for Stronger Gun Laws

Texans in battleground districts overwhelmingly support gun violence prevention policies, especially requiring background checks on all gun sales and blocking domestic abusers from owning guns

- We find that there is broad support for a range of gun violence prevention measures among Battleground Voters in both the Dallas and Houston areas.

Table 4. Support for Stronger Gun Laws		
Gun Violence Prevention Measure	% <u>FAVOR</u> among Battleground Voters	
	DALLAS	HOUSTON
Blocking domestic abusers from owning guns	93%	84%
Requiring Background Checks on All Gun Sales	85%	90%
Enacting Red Flag Laws	84%	67%

- Further, a majority of Dallas Battleground Voters agree that gun violence in Texas is a public health crisis, and a majority of Houston Battleground Voters agree that Republicans have failed to protect Texas communities from gun violence. **Voters in both areas agree that Republicans have put the gun lobby before the people.**

Table 5. Statement Agreement		
Statement	% Battleground Voters <u>AGREE</u>	
	DALLAS	HOUSTON
Gun violence in Texas is a public health crisis	58%	49%
Republicans in the State House put the interests of the gun lobby ahead of the safety and well-being of Texans	55%	52%
Republicans in the State House have failed to protect Texas communities from gun violence	47%	55%

Persuasiveness of Gun Safety Messaging

Battleground Voters are highly receptive to messaging on gun violence prevention

- We find that gun violence prevention messages are among the most persuasive attacks on Republicans to battleground voters.

Table 6. Most Persuasive Attacks on Republicans in Battleground Districts		
Message	% <u>CONVINCING REASON TO OPPOSE REPUBLICAN</u> Among Battleground Voters	
	DALLAS	HOUSTON
[EDUCATION] Republicans in the State House have cut billions of dollars from Texas public schools.	60%	61%
[SCHOOLS-OPPOSITION TO GVP] Despite recent school shootings in Texas, Republicans in the State House OPPOSE gun safety laws like background checks on all gun sales.	60%	50%
[WOMEN'S HEALTH] Republicans in the State House oppose a woman's right to choose and have repeatedly denied women access to care.	58%	52%
[HAVE TO DO SOMETHING] Gun deaths have been increasing over the past decade, yet the Republicans have blocked gun safety laws and made it easier to carry guns in public places.	58%	49%
[PRE-EXISTING CONDITIONS] Republicans in the State House have supported letting insurance companies refuse to cover Texans with pre-existing conditions.	58%	64%

Table 7. Additional Persuasive Attacks on Republicans in Battleground Districts

Message	% <u>CONVINCING REASON TO OPPOSE REPUBLICAN</u> Among Battleground Voters	
	DALLAS	HOUSTON
[RED FLAG LAWS] Republicans in the Texas State House oppose red flag laws that can stop mass shootings and firearm suicides.	57%	54%
[POLICE REFORM/RACIAL JUSTICE] Despite deaths at the hands of police, the Republicans in the State House have repeatedly blocked police reform efforts, including attempts to require investigations into racial profiling and limit arrests for low-level offenses.	57%	60%