

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

**DATE:** October 30, 2020

**RE:** **BATTLEGROUND STATES GUN SAFETY STUDY—NORTH CAROLINA**

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## Overview of North Carolina Gun Safety Polling

Schoen Cooperman Research has completed 475 interviews with likely voters in North Carolina to assess the state of the 2020 race and the impact of gun policy on the election.

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 North Carolina Gun Safety Study Key Findings

- **Messaging deployed by Everytown 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 to an overwhelming majority of voters**
- **North Carolina voters believe the need for background checks on all gun sales is more important now than it was a year ago**
- **North Carolina voters overwhelmingly support stronger gun laws by a 5:1 margin**
- **An overwhelming majority of North Carolina 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

In North Carolina, 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 a majority of voters now amid the pandemic than a year ago.**

<b>Table 2. Importance of a Gun Policies</b>		
<b>Policy</b>	<b>All Likely Voters</b>	<b>Suburban Women</b>
<b>A candidate's position on gun policy is important in deciding who to vote for</b>	<b>88%</b>	<b>88%</b>
<b>The Need for Background Checks on All Gun Sales is More Important Now than One Year Ago</b>	<b>61%</b>	<b>63%</b>

## Positions on the Strength of Gun Policy

Voters in North Carolina overwhelmingly support candidates who support stronger gun safety laws over a candidate who opposes stronger gun laws, and by a 5:1 margin, North Carolina voters believe gun laws in their home state should be made stronger compared to less strong.

## Views on the Gun Lobby

Among North Carolina 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	+20	+16
The Gun Lobby	-16	-38

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

<b>Table 4. Impact of an NRA Endorsement</b>		
<b>Policy</b>	<b>All Likely Voters</b>	<b>Suburban Women</b>
<b>More likely to support the candidate who is endorsed by the NRA</b>	<b>30%</b>	<b>20%</b>
<b>Less likely to support the candidate who is endorsed by the NRA or makes no difference in their vote</b>	<b>57%</b>	<b>61%</b>

## Persuasiveness of Everytown Gun Messaging

Gun safety messaging deployed by Everytown was highly persuasive to North Carolina voters, exceeding both health care messaging and anti-Trump messaging.

<b>Table 5. Persuasiveness of Everytown Messaging</b>	
<b>Top Messages Tested</b>	<b>% Convincing</b>
	<b>All Likely Voters</b>
<b>[GUN LOBBY]</b> 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.	<b>55%</b>
<b>[SPECIAL INTEREST GUN LOBBY + HEALTH CARE]</b> 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.	<b>52%</b>
<b>[SPECIAL INTEREST HEALTH CARE]</b> 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.	<b>51%</b>
<b>[TWO PUBLIC HEALTH CRISES]</b> 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.	<b>48%</b>
<b>[TRUMP CONNECTION]</b> 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.	<b>47%</b>

## Positive Horserace Movement for Democrats

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

<b>Table 6. Impact of Everytown Messaging on Vote for Democrats</b>	
<b>Voter Group</b>	<b>Net Positive Generic Ballot Movement</b>
<b>All Likely North Carolina Voters</b>	<b>+2</b>