

To: Interested Parties

From: Joshua Ulibarri, Lake Research Partners, Latino Victory Project, and Everytown for Gun Safety

Re: Recent Polling on Gun Safety Laws Among Latino Voters in Arizona, Colorado, and Nevada¹

Date: October 2022

A poll recently conducted by LRP on behalf of Everytown for Gun Safety and the Latino Victory Project shows that Democratic candidates in Arizona, Colorado, and Nevada hold leads among Latino voters, but as seen in other publicly available data, there is room for growth. The data demonstrate that messaging around gun safety laws could be a good entry point to help win more Latino voters and intensify support. Latino voters see a real need for reforming gun legislation, prefer candidates who support strengthening gun safety laws, and find positions on gun issues to be very important when considering who to vote for in an election. In short, to consolidate the Latino vote further, Democratic candidates and allied groups across these key states should seriously consider messaging around reforming gun laws to prevent gun violence.

The following discusses trends seen across all three states.

Overall Trends

1. **Latino voters are concerned about being a victim of gun violence.** In each state, 60% of respondents or more stated that they were concerned that they or someone they cared about might be a victim of gun violence. Moreover, over 30% of Latino voters in each state were *very* concerned about gun violence. Concerns about gun violence in Arizona and Colorado are highest among older Latinos and Latina women – and in Nevada, too, Latina women show some of the greatest concern.

Across the three states surveyed, it is evident, too, that concerns around access to abortion when tested on its own rank below those around gun violence for Latino voters. However, the messaging shows that the most effective frames combine concerns about both abortion and gun violence and the risk to voters' health and safety.

2. **Latino voters in these states want to support candidates who support gun safety laws.** Again, across all three states, Latino voters are much more likely to vote for a candidate who supports common-sense gun safety laws and the safe storage of firearms. And a plurality of Latino voters in each state are much more likely to support a candidate who is in favor of red-flag laws. Gun safety is clearly a motivating issue among these voters across Arizona, Colorado, and Nevada. While the subgroups of Latino voters who most favor these positions vary state-by-state, they most prominently tend to be Latina women, younger Latina women, Latino voters ages 50 and over, and registered Democrats.

¹ Lake Research Partners designed and administered this survey. It was conducted by telephone using professional interviewers as well as text-to-online from September 19 – 26, 2022. The survey reached a total of 900 likely 2022 general election Latino voters across Arizona, Colorado, and Nevada (300 voters in each state). Sampling error is +/- 5.7% for state-by-state data, with a greater sampling error for sub-groups.

Within each state, a strong majority of Latino voters state that they prefer a Democratic candidate who wants to strengthen gun laws over a Republican candidate who opposes more gun restrictions. When the race is framed this way, Latino voters support the Democratic candidate by significant double-digit margins in all three states surveyed.

And examples of gun safety legislation are widely popular among Latino voters in these states. In all three states, a majority of Latino voters strongly favor the federal bipartisan gun safety law. While positions among subgroups vary between states and among those who hear the informed version of the question versus the uninformed version, it is clear that bipartisan legislation to address gun violence and promote gun safety is popular among these voters.

- 3. There are effective attacks against Republican candidates that can help align more Latino voters – especially Latina women – to vote for Democratic candidates.** Messaging on Senate candidates pushing a dangerous agenda creates serious doubts among Latino voters within all three states, helped by combining both abortion and gun violence prevention. In Arizona and Colorado, messaging around domestic abusers rises to the top when it comes to creating doubts about these candidates. Some candidate-specific hits – Lake’s position on rocket launchers in Arizona, Ganahl’s position on concealed carry in Colorado, and Lombardo’s track record as Sheriff in Nevada – create substantial doubts among Latino voters. In Arizona and Colorado, these messages tend to have the greatest impact among Latina women and older Latino voters. However, in Nevada, there are less clear divisions – agenda messaging does well among younger Latina women, older Latino men, and unaffiliated voters; the sheriff message elicits the most doubts from Latino men, especially older Latino men, and unaffiliated voters.

Recommendations:

- 1. Target Latina women with messaging around gun safety laws.** Generally, Latina women are more concerned about gun violence, more compelled to vote for candidates who support gun safety laws, and are most impacted by the negative messaging tested against the Republican candidates. And, specifically in Colorado and Nevada, Democratic candidates on the ballot need to be doing better among younger women.
- 2. Target older Latino men with messaging on gun safety laws.** Democratic candidates have room to improve their standing with Latino men, and older Latino men respond well to messaging and tend to prioritize gun safety laws when it comes to candidates they support. The data show that gun safety laws are an important issue to older Latino men and one they are particularly influenced by. Messaging towards older Latino men could be a good opportunity to increase vote share among men overall.
- 3. When engaging in Senate races, messaging needs to be centered on gun safety.** Messaging centered on the Republican Senate candidates’ extreme agendas when it comes to guns combined with abortion, creates the most doubts among Latino voters.
- 4. Messaging in gubernatorial races should be focused on the candidates’ specific extreme stances on gun issues.** These candidates have flawed positions, and these proof points create significant doubts among voters when it comes to the gubernatorial races. Whether it’s Lake on rocket launchers, Ganahl on concealed carry, or Lombardo’s past failures as

Sheriff, Republican candidates vying for the Governor's office are vulnerable on their very specific positions or actions taken when it comes to gun issues.

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In short, Democratic candidates across Arizona, Colorado, and Nevada are in good standing among Latino voters. However, a large portion of Latino voters are particularly concerned about gun violence and favor candidates who support increasing gun safety laws – and Republican candidates throughout these states are extremely vulnerable due to their poor track records around gun issues. If Democratic candidates were to take up messaging on gun issues among Latino voters, it could help to consolidate their vote even further, helping secure a strong lead in November.