

To: Interested parties

From: Global Strategy Group

Date: June 18, 2018

Re: New House Battleground Survey Shows GOP In Danger On Gun Violence Prevention

A recent poll of 38, largely Republican-held House battleground districts, conducted by Global Strategy Group on behalf of Giffords PAC, demonstrates that coming out strong on gun violence prevention could be the difference maker for many Democratic candidates in crucial swing districts. Key findings from the poll include:

Making a race about gun violence increases Democrats' advantage. In these Republican-leaning districts, Democrats hold only a narrow, three-point lead in the generic ballot that pits a generic Democrat against a generic Republican for Congress (45% Democrat/42% Republican/13% completely undecided). **However, when the race is a generic contest infused with the debate on gun violence prevention, the Democratic lead grows to 10.**

Vote	Overall	Independents
	Net Democrat advantage (Dem – GOP)	
Generic ballot (Democrat v. Republican)	+3	+7
Gun law generic ballot (Democrat who supports stronger gun laws v. Republican who opposes more gun restrictions)	+10	+27

Gun violence prevention is a winning issue with the most must-win voters.

- Among independents: Democrats' lead grows by 20 points (+7 to +27) when the race is between a Democrat who supports stronger gun laws and a Republican who opposes more gun restrictions.
- Among women: Democrats' lead grows by 14 points when we make the race about guns (+6 to +20).
- Among college-educated white voters: Democrats' lead grows by 21 points (+3 to +24) when the race is framed as being about gun laws.

Why? Because voters increasingly support stronger gun laws. Voters across the ideological spectrum support stronger gun laws (65% stronger gun laws/7% less strong/28% kept the same as they are now). And consistent with public data released in the wake of the Parkland shooting, these numbers are on the rise: A plurality of voters say they have become more supportive of stronger gun laws in recent years (48% more supportive of stronger gun laws over past few years/9% less supportive/43% haven't changed their views).

- Like voters overall, generic undecideds – voters who are not solidly in the Democratic or Republican camp on the generic ballot – and independents support stronger gun laws and have become more likely to do so.

Moreover, critical voting blocs dislike the NRA. Consistent with public national likely voter data that shows the NRA's approval ratings on a downward trend, the NRA is 19-points underwater with voters overall (37% favorable/56% unfavorable), -40 with independents (25%/65%), and -15 with generic undecideds (35%/50%), demonstrating that even voters in these largely Republican districts increasingly see the organization as another special interest against which candidates should take a stand.

In this environment, a candidate's stances on gun laws are likely to come into play.

Voters overall, generic undecideds, and independents have all become more likely, in recent years, to consider a candidate's stance on gun laws when deciding whom to support (62% more likely to consider/2% less likely/36% no change among voters overall).

- This trend is more pronounced among the two-thirds of voters who support stronger gun laws (70% more likely/1% less likely/29% no change) than the third who don't support stronger gun laws (46% more likely/4% less likely/50% no change), suggesting the presumed "enthusiasm gap" is rapidly closing if not already closed.

Furthermore, attacking Republicans for failing to do anything is potent. A gun message connecting a generic Republican's inaction with their NRA allegiance is more potent with voters overall (raises major doubts about voting for the generic Republican with 52% of voters), generic undecideds (39%), and independents (54%) than any other message tested, including messages on taxes, Social Security, health care, and being a Trump ally.

Because once someone is elected, voters clearly want action. Voters are more concerned about Congress not doing anything to address gun violence (63%) than about Congress going too far in restricting access to guns (37%).

- The results are even starker among independents (70% more worried about doing nothing/30% more worried about going too far) and generic undecideds (65%/35%).

ABOUT THIS POLL

Global Strategy Group conducted a survey of 1,500 likely 2018 voters in 38 districts from May 3rd to 8th, 2018. The 38 districts include 34 Republican-held districts (AZ-02, CA-45, CA-49, CO-06, FL-18, FL-26, FL-27, GA-06, IA-01, IL-06, IL-13, MI-08, MI-11, MN-02, MN-03, NC-13, NE-02, NJ-03, NJ-07, NJ-11, NM-02, NY-01, NY-19, NY-22, OH-01, PA-07, PA-17, TX-07, TX-32, VA-07, VA-10, WA-05, WA-08, WI-01) and four Democratic-held districts (AZ-01, MN-01, NH-01, NV-03).