

**To:** Interested parties  
**From:** Global Strategy Group  
**Date:** October 24, 2018  
**Re:** New Survey Shows Guns a Top Issue Influencing Race in MN-02

A new poll from Giffords PAC indicates that **guns are a top issue in Minnesota's 2<sup>nd</sup> congressional district** and that after Giffords PAC's \$1.2 million-dollar in-district ad campaign on guns, **voters are not only better-informed about incumbent Jason Lewis' position on guns but also less likely to support him.** Lewis now trails Craig by nine points (52% Craig/43% Lewis) after beating her by two points in 2016 (45% Craig/47% Lewis) – an 11-point swing.

### Key Findings:

**Guns are a top issue for MN-02 voters, second only to health care, and the intensity is on our side.** Nearly two-thirds of voters (65%) consider “guns” a major issue when deciding whom to support this November, trailing only health care in importance. Gun issues are more important to voters than a candidate's position on Trump, taxes, women's rights, or the environment.

- Those who historically favor stronger gun laws are putting more of an emphasis on the issue. More Democrats (71%) and Craig voters (69%) consider guns a major issue to consider this November than Republicans (59%) or Lewis voters (61%).
- Further, gun issues could help drive Craig voters to the polls. It is the second-most important issue for voters least likely to turn out on Election Day (“low turnout-voters”) (64% major issue) behind health care, and a plurality of low-turnout voters give Lewis negative marks on the issue (46%).
- 84% of MN-02 voters, including 88% of low-propensity voters, support “government background checks on all gun sales and private transfers, including those sold online and at gun shows.”

### **Voters' awareness of Lewis' specific positions on guns featured in Giffords PAC's advertising grew during the ad campaign.**

- Voters are 14 points more likely to report seeing or hearing about Lewis' position on guns after the ad campaign. Women (+18) and independents (+21) were more likely than the rest of voters to see or hear something.
- After Giffords PAC's ad campaign, voters are 11 points more likely to say it is “true” that Lewis has voted to weaken gun laws (32% say this is “true”), eight points more likely to say he “voted to let untrained out-of-staters carry concealed guns in Minnesota” (31% true), and six points more likely to say he “opposes criminal background checks on all guns” (32% true).
  - Women accounted for a lot of the movement. Women ages 18-54 were 15 points more likely to say Lewis voted to weaken gun laws.

**As they learned the facts about Lewis' record on guns, voters are now less favorable toward Lewis.** In August, 42 percent were unfavorable of Lewis. Now, 47 percent are unfavorable of Lewis (+5 unfav).

- Women are now eight points more unfavorable of Lewis than they were in September.
- And a majority of low-turnout voters are now unfavorable toward Lewis (32% favorable/50% unfavorable, from 33/36 in September).

**Craig has improved her vote share with key groups since Giffords PAC's ad campaign began.** Craig has expanded her lead with women (+9 in vote share since September), particularly non-college women (+16), independents (+9), and moderates (+17) – all of which were Giffords PAC ad campaign targets.

- And those who reported seeing or hearing about Lewis' positions on guns support Craig by a 15-point margin (57% Craig/42% Lewis). Before the ad campaign, those who had heard about Lewis' position on guns supported Lewis by a four-point margin (47% Craig/51% Lewis).

## Background:

Giffords PAC ran two ads about Congressman Lewis' position on guns.

- **The two ads - [Sharpshooter](#) and [Who's On Your Side?](#)** – ran between September 21st and October 11th. The \$1.2 million TV ad buy included both broadcast and significant cable penetration **focused on women-focused networks and programming that over-indexes with women.**
- The digital ad buy, which had nearly 6 million unique impressions, targeted independent and millennial voters.
- The Sharpshooter ad features Burnsville, Minnesota resident Bob Mokos, a former Air Force pilot, NRA sharpshooter, and gun owner making the case that Lewis sided with the special interest gun lobby to weaken laws, putting his community's safety at risk. Who's On Your Side? contrasted Washington politician Jason Lewis' record of opposing background checks with Angie Craig's support for the Second Amendment and commonsense gun laws.

Giffords PAC also ran two surveys – one before the ads went on air and one after – to measure the impact of their investment while recognizing that guns-related advertising hasn't been the only advertising on the airwaves.

### **ABOUT THESE POLLS**

*Global Strategy Group conducted two live telephone surveys of 400 likely midterm voters each in Minnesota's 2nd congressional district. The first poll fielded from September 13-17, 2018 before advertising; the second fielded from October 9-14, 2018, after advertising. The margins of error for the overall electorates at the 95% confidence level are +/- 4.9%. Care has been taken to ensure the geographic and demographic divisions of the expected electorate are properly represented based on historical turnout in each poll.*