

# Giffords Democratic Presidential Primary Survey Research Findings



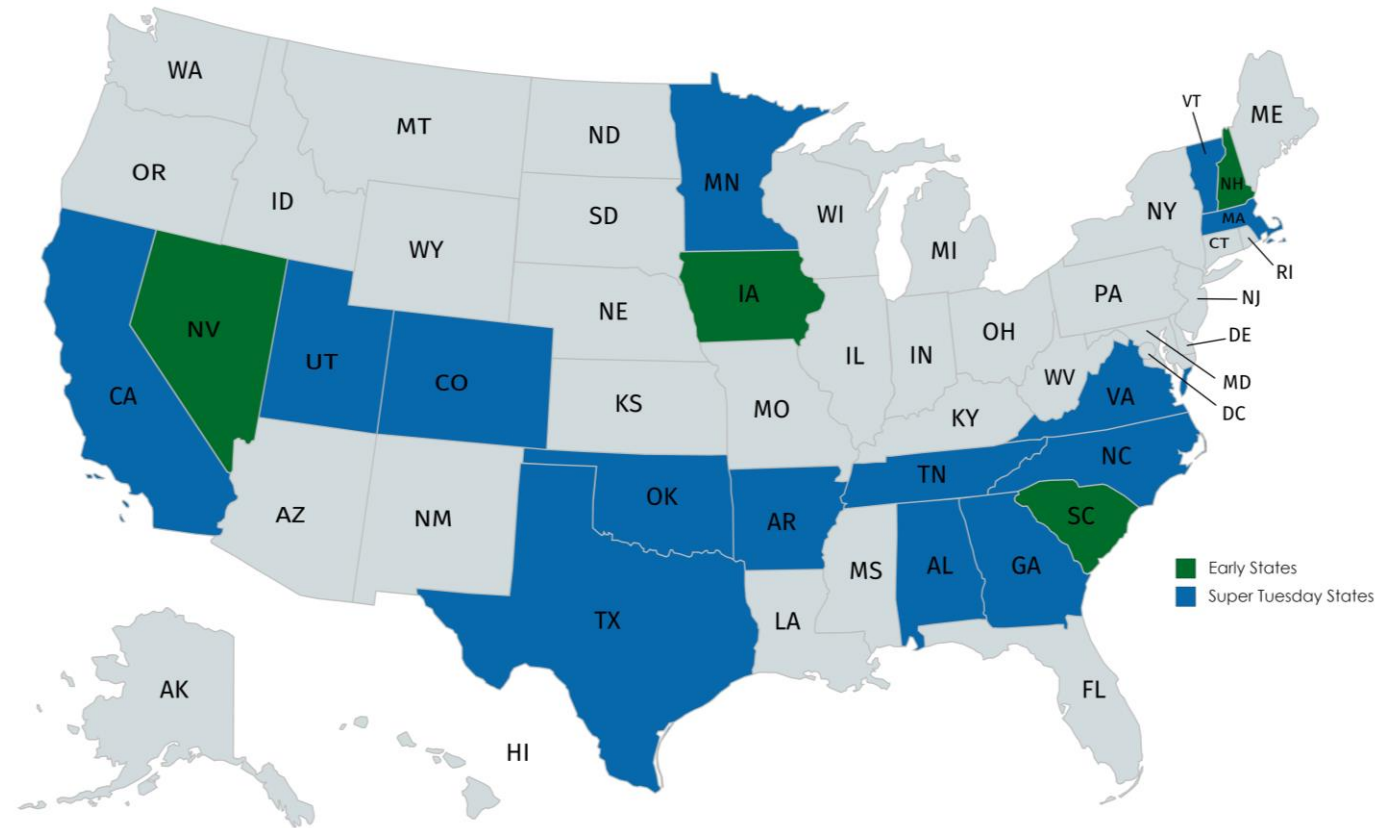
**GIFFORDS**  
COURAGE TO FIGHT GUN VIOLENCE

Audiences

# Methodology

Global Strategy Group conducted an online survey of **1,191 likely 2020 Democratic presidential primary election voters** between May 31<sup>st</sup> and June 11<sup>th</sup>, 2019, including 586 in Early States and 605 in Super Tuesday States. Respondents were recruited via a voter file-matched online panel.

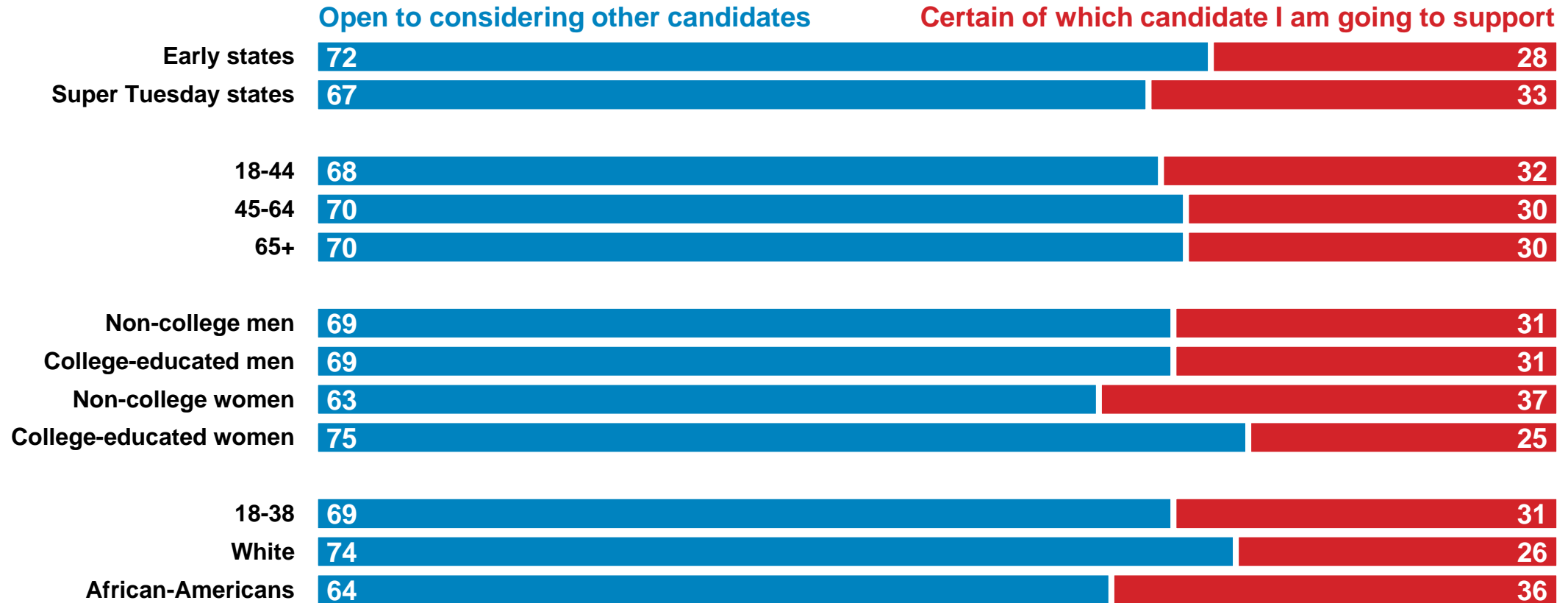
States were weighted proportional to their number of assigned convention delegates.



Subgroups referenced in this analysis are among voters overall – Early States and Super Tuesday States combined.

# No candidate for president has consolidated support – voters are overwhelmingly still considering their options in the primary

Are you certain of which candidate you are going to support or are you open to considering other candidates?



# The Changing Gun Landscape

# A candidate's position on guns is increasing in salience with voters, making it more important than ever to speak up on the issue

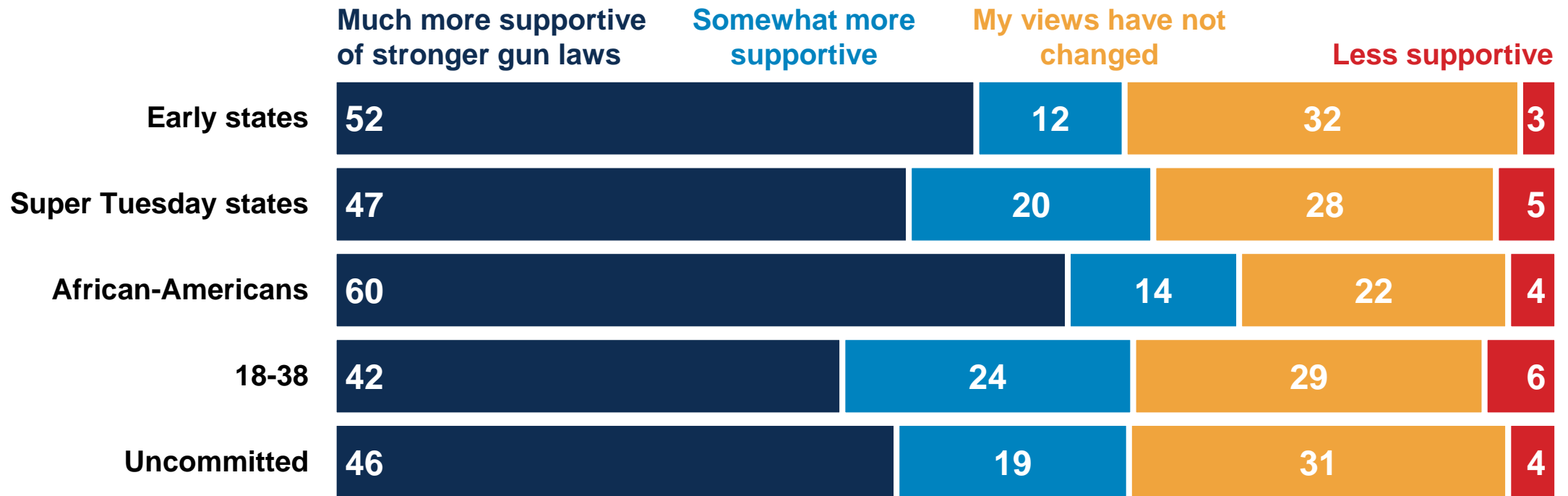
Has a candidate's position on gun laws become more or less important to you over the last couple years?



Uncommitted voters are those not absolutely certain of their choice in the Democratic primary for president

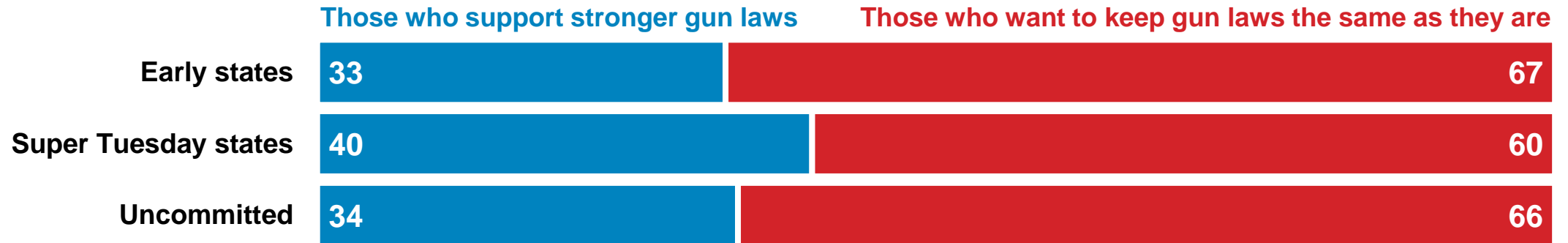
# And for these voters – more than ever before – being on the right side means supporting stronger gun laws

How have your opinions on gun laws changed, or have they not changed, over the past few years?

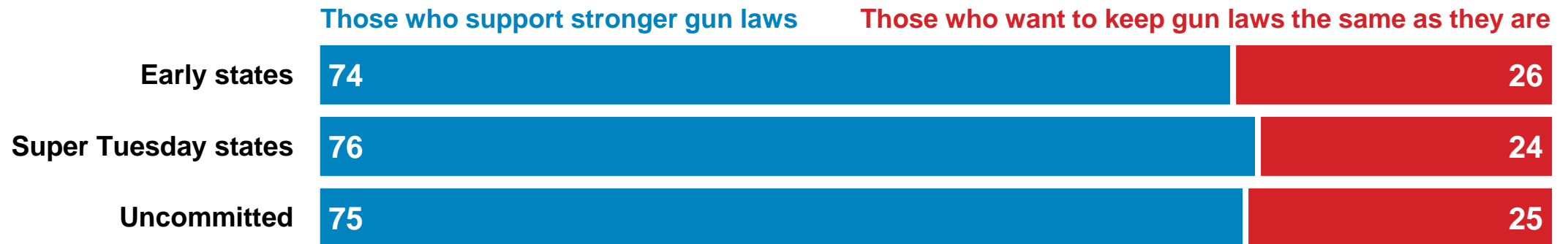


# Voters' own changing feelings on gun laws are reflected in a perceived shift in momentum toward stronger gun laws

## Who do you think had more momentum on the issue of gun laws five years ago?



## Who do you think has more momentum on the issue of gun laws today?





# How Gun Violence Prevention Impacts Campaigns



# We tested four hypothetical candidates to determine how effective including guns as an issue is for a Democratic candidate in the primary

Read  
to ½

**[Moderate – No Guns]** Candidate X is running for president because they believe that, by bringing all Americans together, we can take action to address our greatest challenges and work to rebuild the middle class. Candidate X will focus on making sure that every person has the skills they need to get ahead, will protect and build on the Affordable Care Act so that all Americans have access to high-quality, affordable health care, and take steps to tackle climate change. None of these are easy tasks, but Candidate X knows that it's possible if Democrats and Republicans work together.

**[Progressive – With Guns]** Candidate Y is running for president because they believe that, for too long, the richest 1% and corporate special interests have dominated our politics, and regular Americans haven't gotten a fair shake. Candidate Y will fight to build an America that works for everyone, starting with implementing Medicare-For-All because health care is a right and no one should have to worry about being able to afford high-quality health care, ending tax giveaways for corporations, taking on climate change with an ambitious Green New Deal, and **taking on the NRA to protect kids and communities from gun violence.**

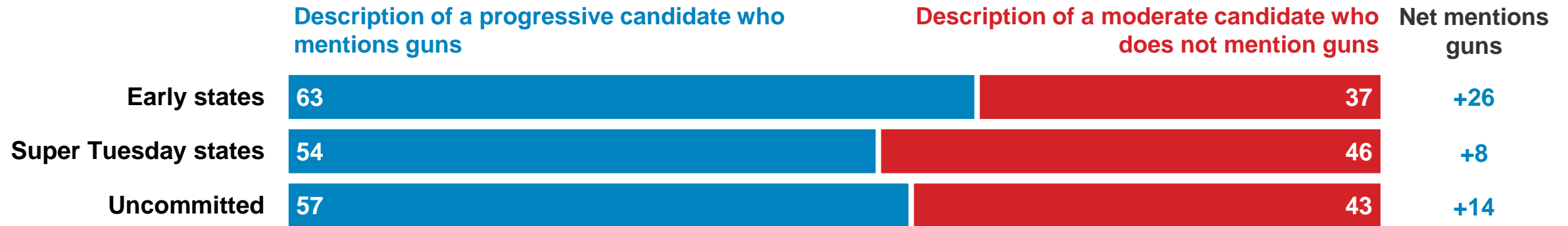
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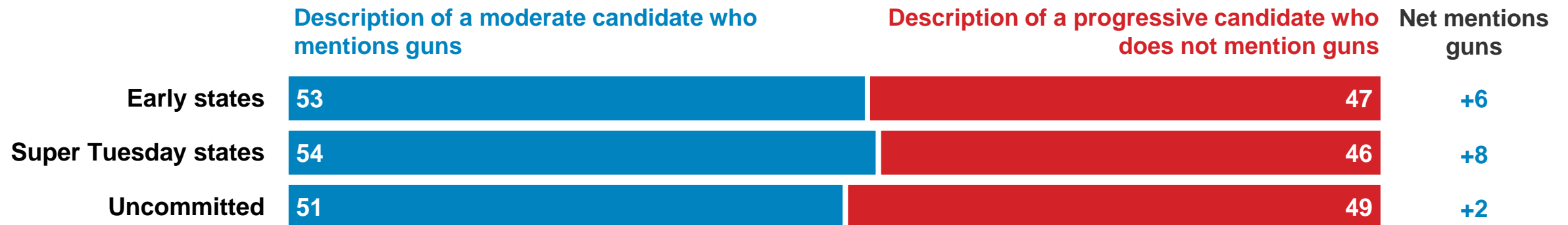
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# Voters always prefer a candidate who speaks to their concerns about gun violence to one who doesn't – whether a moderate or progressive

If those profiles were all you knew about those two candidates for president, which would you support?

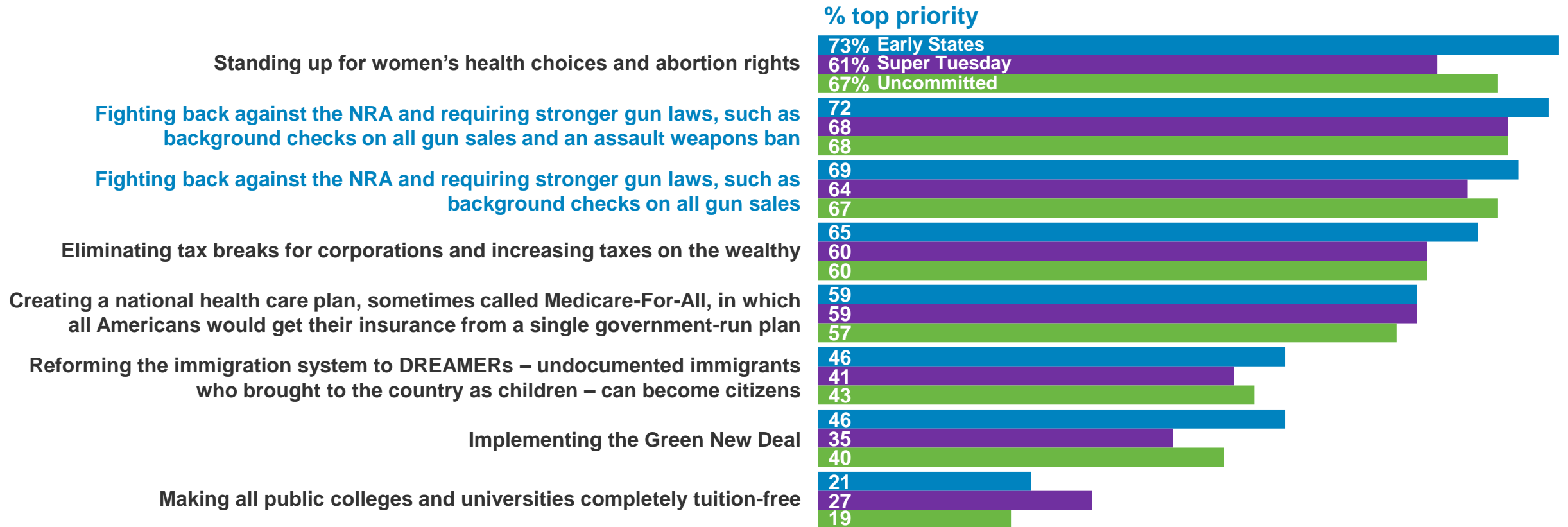


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# Only abortion rights rises as high as guns among Democratic primary issues as key priorities for a candidate

How important of a priority should each of the following be for a candidate for president?



# In fact, gun violence prevention is the key litmus test for uncommitted voters

Select the statement you agree with more.

*[ISSUE] is very important to me, and I would never vote to nominate a candidate for president who doesn't support it.*

	Uncommitted	Early States	Super Tuesday	African-Americans	18-38
Background checks on all gun sales	84	76	86	81	82
Supporting stronger gun laws	75	73	72	79	63
Pro-choice	75	77	71	74	80
Standing up to the NRA	72	72	72	73	67
Eliminating tax breaks and raising taxes on the wealthy	63	64	64	61	49
Medicare-For-All	55	53	50	47	43
DACA	54	57	55	59	61
Green New Deal	40	45	41	45	50
Tuition-free college	18	20	25	37	30

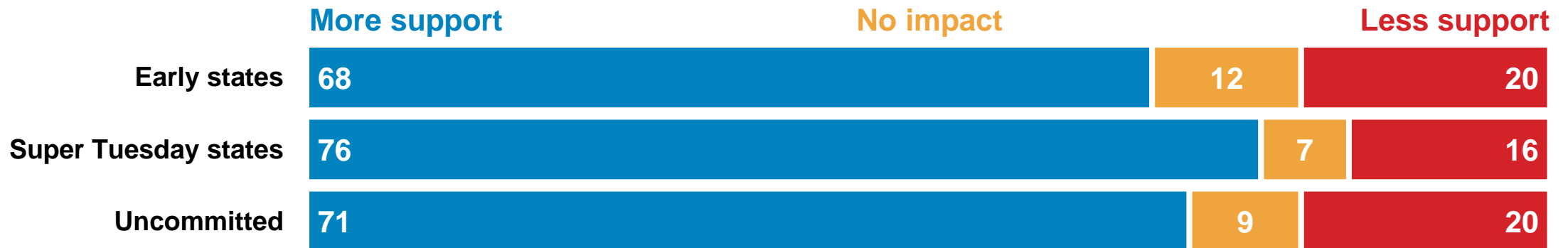
# Voters see support for stronger gun laws as an asset that will win the Democratic nominee more support in the general election

Will taking this position result in more support in a general election, less support, or have no impact?

[Guns – Background Checks] Requiring universal background checks on all gun sales, including those sold online and at gun shows.



[Guns – Laws] Supporting stronger gun laws.

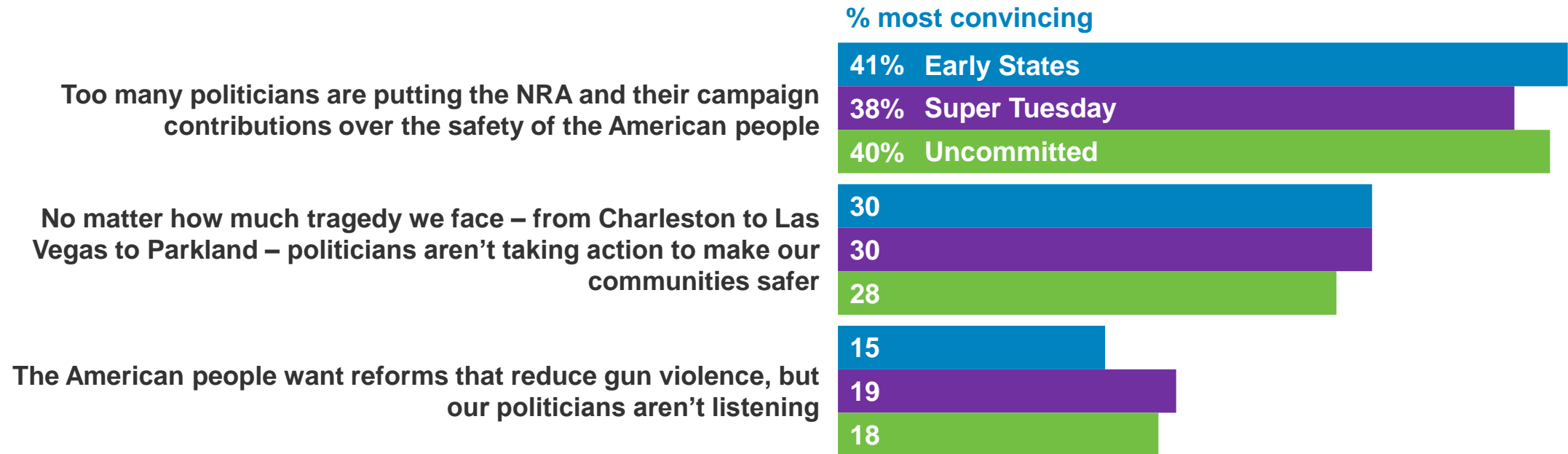


# How to Campaign on Guns



# Frames emphasizing politicians' fealty to the NRA and lack of action in the face of tragedy are the most effective themes to emphasize

Please select the most convincing statement a Democratic candidate for president could make about gun violence.





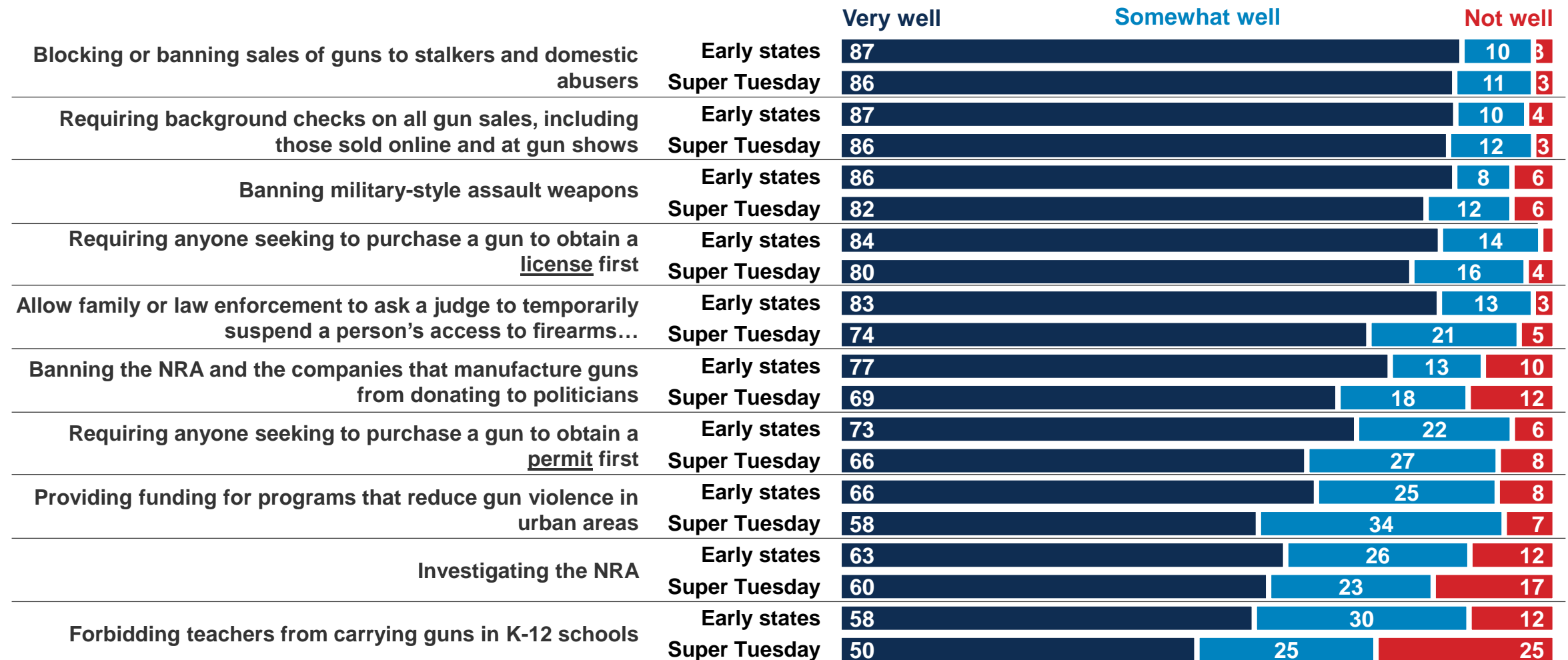
# Statements that highlight the impact on kids and the lack of action by politicians rise to the top of reasons this problem is urgent

## Statements of the Problem (Top 5 of 19)

Uncommitted	Early States	Super Tuesday States	African-Americans	18-38	
					<i>% extremely compelling</i>
66	69	65	71	64	Each year, more school-age children in the U.S. die from gun violence than on-duty police officers or U.S. military members.
60	61	61	61	56	To legally drive a car, you have to pass a driving test and get a license that demonstrates you can safely and responsibly operate a vehicle. Having a gun should be no different.
55	60	59	69	47	We as adults are failing when students are rushing to disarm shooters by throwing their bodies in front of bullets, but politicians are too scared of the NRA to do anything.
53	55	55	62	51	During lockdown drills, kids today are taught the same protocol as those who work for the Department of Homeland Security: Run, Hide, Fight. Run if you can, Hide if you can't run, Fight if you can't hide so at least some of your friends live. The adults in Washington need to do something rather than expect our kids to fight a shooter.
52	55	55	61	52	Politicians are banning abortion faster than they're banning assault weapons.

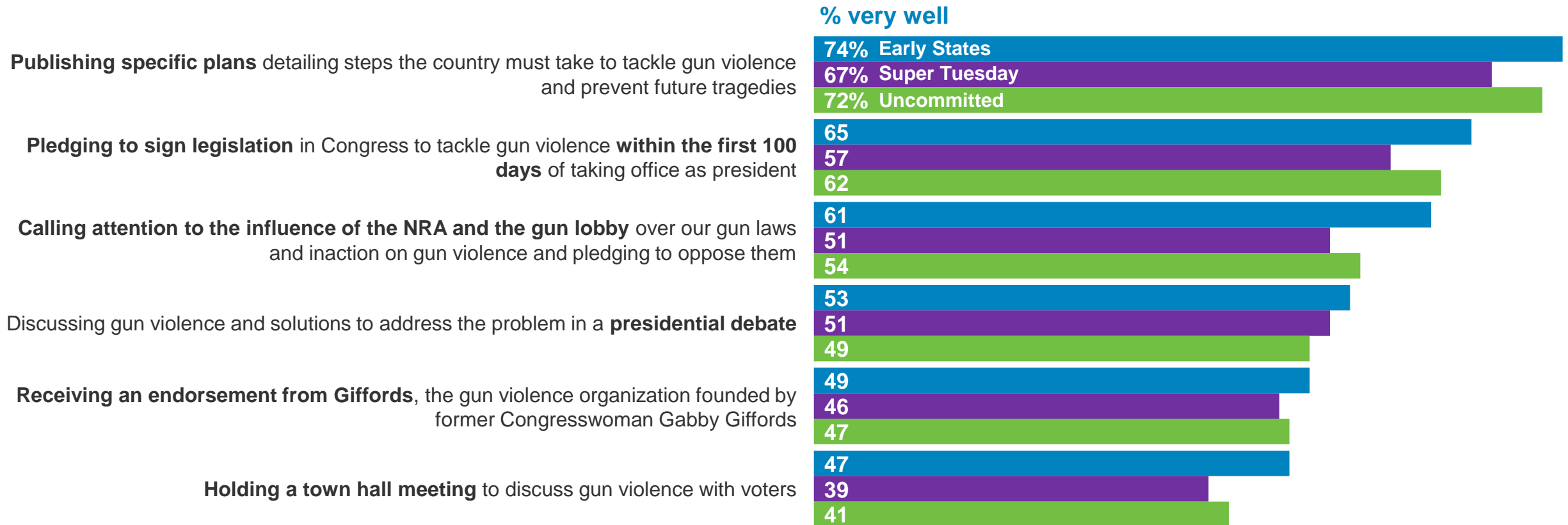
# A wide variety of policies demonstrate a candidate is serious about guns

Please indicate, if a candidate were to support this proposal, how serious it would demonstrate they are about taking on gun violence.



# Coming up with specific plans and timelines, and sharing them in debates and town halls, rise to the top of actions to take to demonstrate seriousness

Please indicate how well each of the following demonstrate to you that a candidate would make gun violence a top priority. (Top 6 of 12)



# Conclusions & Recommendations

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- As Democratic primary voters support stronger gun laws more than ever and believe momentum is shifting in their favor, now is the time for Democratic candidates to speak up about gun violence and improving our gun laws.
- Uncommitted voters prefer a candidate who speaks up on gun violence, regardless of whether the candidate positions themselves as more moderate or more progressive.
- Supporting stronger gun laws is the key litmus test for Democratic primary voters.
- Voters believe supporting stronger gun laws makes candidates more electable in the general election.
- Connect with voters by highlighting the impact gun violence has on our children and the need for politicians to take action.
- Show gun violence prevention is a priority by building and communicating about a detailed plan to pass legislation.

# Thank You

## New York

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