



**To:** Interested Parties  
**From:** Blue Rose Research, Everytown for Gun Safety Action Fund  
**Date:** September 8, 2022  
**Re:** New Survey Shows Power of Gun Violence Prevention Messaging for Midterm Persuasion

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A recent survey<sup>1</sup> from Blue Rose Research, conducted with Everytown for Gun Safety Action Fund, of nearly 18,000 likely voters across seven battleground states (n=2,572 per state) — Arizona, Colorado, Nevada, Pennsylvania, Georgia, North Carolina, and Wisconsin — shows that gun violence prevention messaging is uniquely powerful for both persuasion and turnout audiences for the 2022 midterm elections, especially among key subgroups that will prove to be pivotal to the outcome of the midterm elections.

Consistently, gun violence prevention messaging improved a candidate’s vote share by a statistically significant margin, especially among independents, persuadable and swing voters, as well as with younger voters, voters of color, and suburban women.

Top testing gun violence prevention messages include those focused on:

- Requiring background checks on all gun sales and opposing the carrying of concealed handguns in public with no permit, no firearms training, and no questions asked.
- Red flag laws, which give families or law enforcement a way to temporarily remove guns from someone when they pose a serious threat to themselves or others.
- Laws that prevent domestic abusers from possessing firearms, especially in the context of protecting our communities and law enforcement.
- Prohibiting assault weapons, and calling out candidates beholden to the gun lobby who want these weapons of war designed to kill as many people as possible, as quickly as possible, to remain on our streets.
- How gun violence puts responding law enforcement at risk, in addition to our communities as a whole — a frame that was strong across several issue areas.

**Background Checks and Permitless:**

One of the most foundational gun safety policies, backed by the vast majority of Americans<sup>2</sup>, is requiring background checks on all gun sales. But opponents of gun safety oppose background checks on all gun sales and support permitless carry, which allows people to carry concealed handguns with no permit, no firearms training, and no questions asked. Without background checks on all gun sales, violent criminals can buy a gun with no questions asked, and with permitless carry, these dangerous individuals can carry concealed guns in schools, grocery stores, and places of worship, putting law enforcement and our families at risk.

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<sup>1</sup> Results in this memo are broken out by a vote choice index that represents the estimated number of voters who were persuaded to support the pro-gun safety candidate after messaging per 1,000 voters surveyed.

<sup>2</sup> <https://apnews.com/article/gun-violence-covid-health-chicago-c912ecc5619e925c5ea7447d36808715>

When candidates for office support dangerous policies like permitless carry, gun sense candidates shouldn't shy away from calling them out on exactly how our communities are put in danger. Messaging on background checks and permitless carry is consistent across both persuasion and turnout audiences, moving women, Hispanic voters, and younger voters, as well as swing voters, gun owners, and older voters.

Vote Choice	Total	Women	18 to 34	65+	Swing Voters	Non-College	Hispanic	Gun owners
Permitless Carry	4.1	4.3	4.5	4.1	5.4	4.2	4.4	5.5

**Recommended Background Checks + Permitless Carry Message:** *[NAME] opposes background checks on all gun sales and supports permitless carry, which allows people to carry concealed handguns with no permit, no firearms training, and no questions asked. It is simple -- without background checks on all gun sales, violent criminals can buy a gun with no questions asked, and with permitless carry, these dangerous individuals can carry concealed guns in schools, grocery stores, and places of worship.*

**Red Flag Laws:**

Red flag laws allow family or law enforcement to temporarily remove guns from a person that poses a serious threat to themselves or others. These laws are proven to save lives by preventing mass shootings and firearm suicides before they happen, they have bipartisan support, and 19 states across the country have already passed these lifesaving measures. And the Bipartisan Safer Communities Act, the first major federal gun safety legislation passed in nearly 30 years, includes funding to help states implement these laws.

Messaging on red flag laws was especially powerful among persuadable audiences, including rural and suburban voters, gun owners, swing voters, as well as those who voted for Donald Trump in 2020— and were one of the strongest ways to increase support for gun safety candidates.

	Total	Rural	Suburban	Swing Voters	Trump Voter	Gun Owner
Red Flags	3.5	3.9	3.5	4.7	4.2	4.8

**Recommended Red Flags Message:** *[NAME] opposes red flag laws, which give families or law enforcement a way to temporarily remove guns from someone who poses a serious threat to themselves or others. Red flag laws are proven to save lives by preventing mass shootings and firearm suicides before they happen. Yet, [NAME] refuses to support common-sense gun safety laws that keep guns out of the hands of dangerous individuals and save lives.*

**Domestic Violence:**

One of the most dangerous situations for police officers is responding to domestic violence calls. Yet, candidates that are beholden to the gun lobby refuse to take action to keep guns out of the hands of domestic abusers, by requiring background checks on all gun sales and closing the boyfriend loophole, which would prevent anyone who has been convicted of domestic violence against their boyfriend, girlfriend, spouse, or significant other from owning firearms. By putting more guns in the hands of convicted domestic abusers, opponents of gun safety are refusing to protect our law enforcement officers whose job it is to keep our families and communities safe.

Messaging that combines the threat that domestic violence plays to our community at large with the threat it poses to law enforcement is consistently strong among persuasion audiences, including both women and men, as well as suburban voters, gun owners, Trump voters, and non-college educated voters.

	Total	Men	Rural	Suburban	Swing Voters	Gun Owners	Trump Voter	Non-College
<b>Domestic Violence</b>	<b>3.6</b>	3.5	3.8	3.6	4.7	5.0	3.7	3.7

**Recommended Domestic Violence Message:** *[NAME] opposes background checks on all gun sales that keep guns out of the hands of domestic abusers -- guns that could be used to kill their partners, spouses, and children. One of the most dangerous situations for police officers is responding to domestic violence calls. Yet, [NAME] opposes common-sense gun safety laws that protect law enforcement officers whose job it is to keep our families and communities safe.*

**Assault Weapons:**

Assault weapons are weapons of war that are designed to kill as many people as quickly as possible. Violent crime is on the rise while school shootings and mass shootings continue to destroy communities. Politicians who have taken millions of dollars in support from the gun lobby stand with the special interests that want to flood our streets with weapons of war rather than pass laws that protect our communities and save lives.

After one mass shooting after another, Americans have had enough, and messaging on assault weapons is a powerful motivator, especially for those who are supportive of gun safety already. The message is strong with women, younger voters, people of color, as well as college-educated white voters.

Vote Choice	Total	Women	18 to 34	Biden Voters	Black	Hispanic	College - White	Urban
<b>Assault Weapons</b>	<b>2.9</b>	3.5	3.4	3.5	2.1	3.5	3.1	2.9

**Recommended Assault Weapons Message:** *[NAME] opposes banning assault weapons. Violent crime is on the rise while school shootings and mass shootings continue to destroy communities across the United States. Republicans have taken millions of dollars in support from the gun lobby and stand with the special interests that want to flood our streets with weapons of war rather than pass laws that protect our communities and save lives.*

**Conclusion:**

Following the first major bipartisan federal gun violence prevention legislation passed in nearly 30 years, there is clear momentum on the side of gun safety and this poll is proof that candidates who emphasize gun safety are well positioned with key persuasion and mobilization targets to win elections.

Simply put, gun safety is a winning issue and will be an effective issue with the key voter subgroups that will help decide the 2022 midterm elections.