



To: Interested Parties

From: Global Strategy Group, Everytown for Gun Safety Victory Fund, and BOLD America PAC

Date: September 2024

Re: Gun Violence Prevention is a Top Voting Priority for Hispanic/Latino Voters

Global Strategy Group conducted a survey of 800 Hispanic/Latino registered voters nationwide on behalf of Everytown for Gun Safety Victory Fund and BOLD America PAC to understand the political landscape among Hispanic/Latino voters and the issues they’re prioritizing heading into the November elections. Hispanic/Latino voters are looking for candidates who prioritize common-sense gun safety reforms, and messages highlighting a candidate’s support for gun violence prevention are clearly motivating. Key findings from the poll are outlined in the memo that follows.

Key Findings

Reducing gun violence, particularly reducing mass shootings and school shootings, is a top priority for Hispanic/Latino voters. Gun violence is the leading cause of death among kids under the age of 18 in the U.S., and Hispanic/Latino voters want their elected officials in Washington to prioritize solutions.¹ Reducing school shootings and reducing mass shootings are among the top two priorities for Hispanic/Latino voters (79% and 71% respectively)— on par with reducing the cost of everyday expenses like gas, groceries, and housing (78%), and even ahead of keeping criminals off the streets (71%) and making health care more affordable (68%).

How much of a priority should each be for elected officials in the federal government?

	Priority				% Top Priority							
	Top/Major priority	DK	Not a priority		Swing	Dem	Ind	GOP	Men	Wom	<45	45+
Reducing school shootings	79	10	11		79	83	69	77	77	80	77	81
Making everyday things like gas, groceries, and housing more affordable	78	13	10		79	73	70	88	75	80	78	77
Keeping criminals off our streets	71	11	17		61	63	61	88	74	70	68	76
Reducing mass shootings	71	12	17		76	83	62	58	66	75	70	71
Making health care more affordable	68	16	16		67	76	67	57	62	72	62	75
Ensuring law enforcement has proper training and equipment	64	18	17		62	62	60	70	68	61	60	71
Cutting taxes for families like mine	64	20	16		63	62	60	68	63	65	64	64
Reducing crime in my community	62	18	20		63	51	61	78	64	61	65	59
Reducing gun violence in my community	56	15	29		57	68	52	42	52	59	54	60
Reforming the immigration system	56	19	24		50	52	48	64	56	56	48	66

¹ Source: <https://publichealth.jhu.edu/2024/guns-remain-leading-cause-of-death-for-children-and-teens>

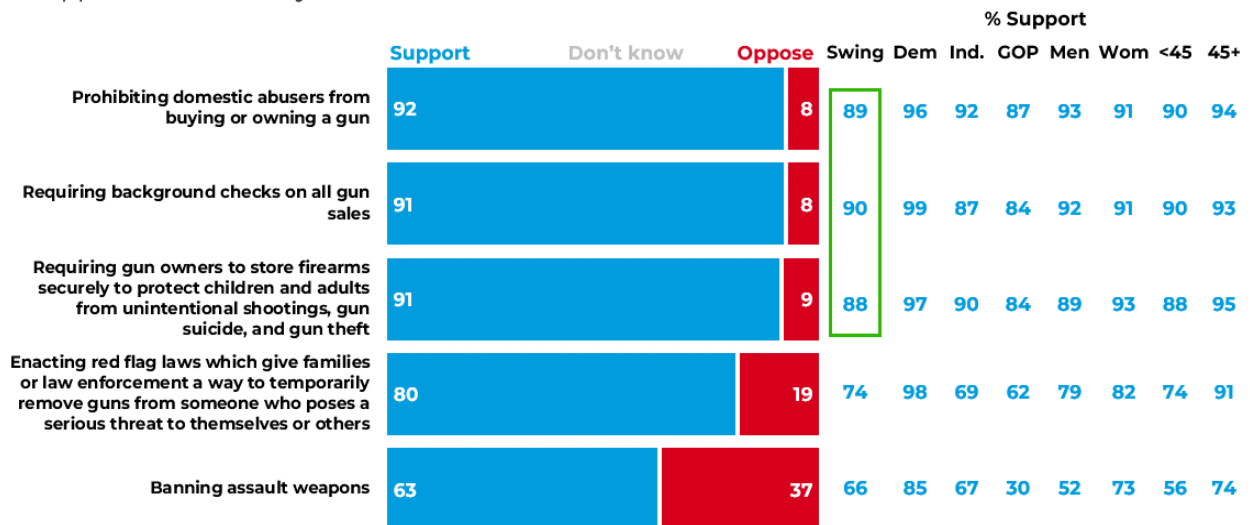
Hispanics/Latinos are ready to vote for a candidate who prioritizes strengthening gun laws.

Hispanic/Latino voters are calling for stronger gun laws by a six-to-one margin (65% stronger/11% weaker/24% should stay the same). And they are 14-points more likely to support a Democrat who will strengthen gun laws over a Republican who will oppose more gun restrictions — a four-point swing in favor of a Democratic candidate compared to the generic vote for Congress (+10D). Gun violence prevention isn't just a priority for Hispanic/Latino voters: It's a major factor in their voting decisions.

Vote	Overall	Men	Women	18-44	45-64	65+	Dems	GOP
	NET Dem (Dem – GOP)							
Democrat vs. Republican	+10	-3	+19	+1	+20	+23	+83	-87
Democrat who will strengthen gun laws vs. Republican who will oppose more gun restrictions	+14	+1	+25	+5	+23	+30	+86	-77
NET Shift	+4	+4	+6	+4	+3	+7	+3	+10

Support for a host of common-sense gun safety reforms is broad and intense. Hispanic/Latino voters overwhelmingly support policies that would help reduce gun violence, especially requiring background checks on all gun sales (91% support), prohibiting domestic abusers from owning guns (92% support), and requiring gun owners to store their firearms securely (91% support). This key voting bloc isn't picky when it comes to protecting their communities: They simply want to see common-sense action taken by their elected officials to put an end to the violence.

Support for Gun Safety Policies



Highlighting the real-life impact of gun violence and tying Republicans' extreme abortion views to their extremism on gun safety is effective. Messaging that highlights Republican opposition to common-sense gun violence prevention measures gives a Democrat a 16-point advantage over a Republican — that's nine points better than a Democrat who doesn't talk about gun violence prevention (+7D). Reminding voters who gun violence affects most — domestic violence victims, children, and law enforcement — and framing Republicans' failures as another part of their extreme agenda, which includes completely banning abortion, is a strong path forward for Democrats.

ABOUT THE POLL

Global Strategy Group conducted a survey of 800 registered Hispanic/Latino voters nationwide between August 28 and September 10, 2024. The survey has a margin of error of +/- 3.5%. Of the 800 interviews, 530 were conducted by telephone and 270 via text invitation to online survey. An oversample of an additional 200 interviews were conducted among Arizona voters by telephone and text-to-web for a total of 226 interviews among Arizona voters and a total of 1,000 interviews overall. Care has been taken to ensure the geographic, political, and demographic divisions of the population of registered voters are properly represented. Additionally, the oversample of Arizona voters has been weighted to its appropriate proportion of registered voters overall.