

The Gun Violence Prevention Landscape Among Hispanic/Latino Voters

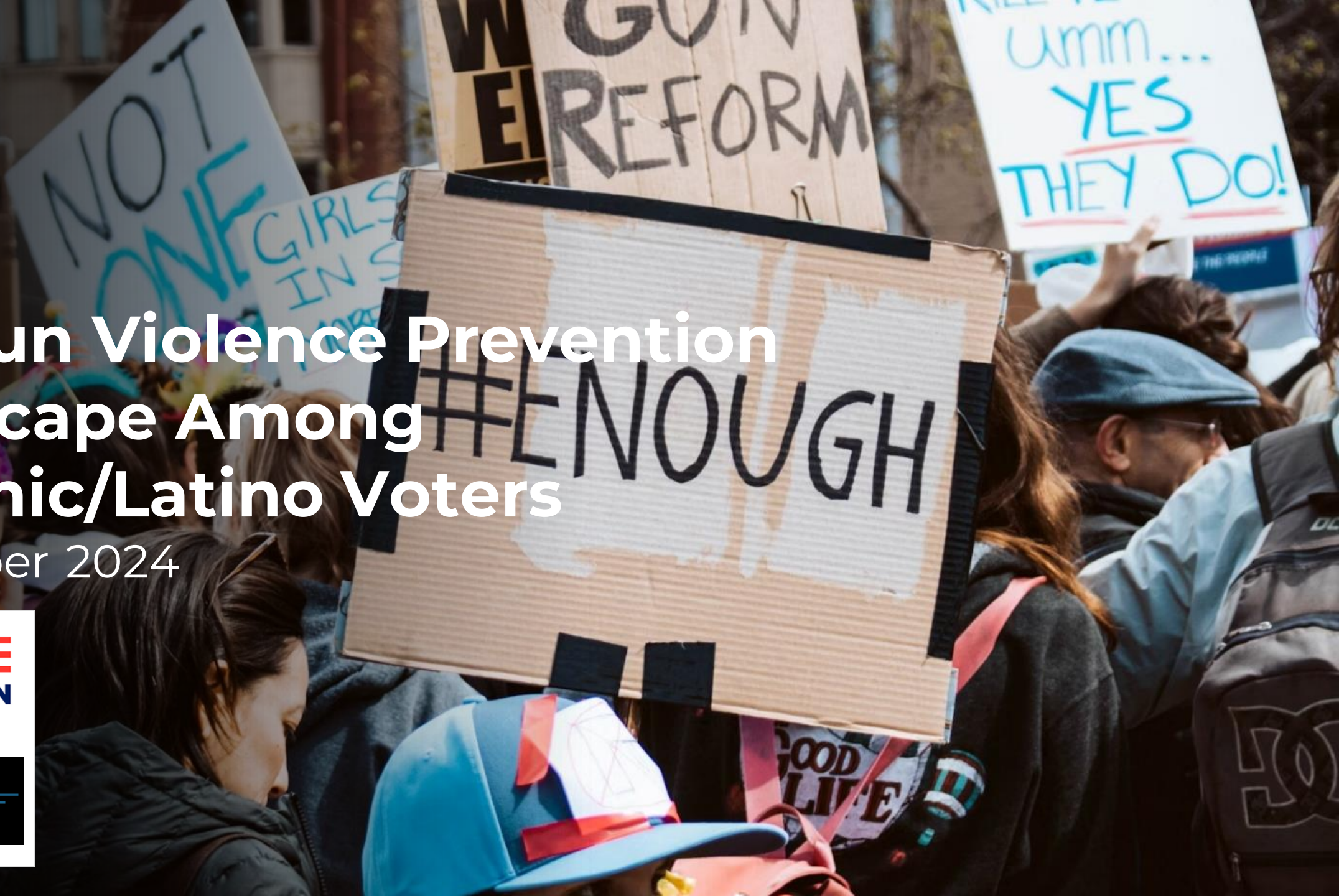
September 2024



EVERYTOWN

FOR GUN SAFETY

VICTORY FUND



Methodology

Voters

Global Strategy Group conducted a phone/T2W survey between August 28 and September 10 of **800 Hispanic/Latino registered voters, with an oversample to reach a total of 226 registered Hispanic/Latino voters in Arizona.**

Respondents could choose to take the survey in either English or Spanish.

Care has been taken to ensure the geographic, political, and demographic divisions of the population of likely voters were properly represented.

Margin of error

The survey has a margin of error of +/- 3.5%.

The margin of error on sub-samples is greater.

Survey Objectives

- Assess the political landscape among Hispanic/Latino voters nationwide.
- Understand how Hispanic/Latino voters feel about a host of issues, including how they feel about guns and gun violence prevention, and where that falls in relation to other issues.
- Determine the strongest message for communicating with and persuading Hispanic/Latino voters to vote for Democrats.
 - Specifically, determine if and how to effectively infuse guns into the conversation with Hispanic/Latino voters this upcoming election.

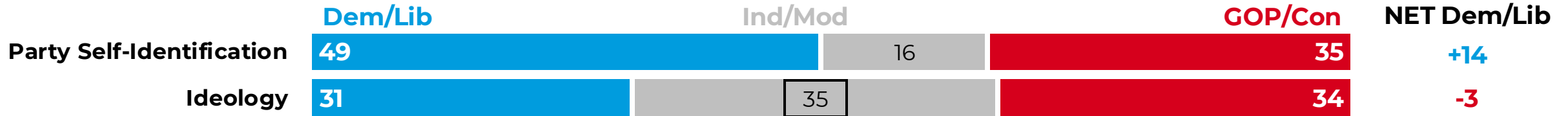
Ultimately, we'll use this poll to help advance the narrative that gun violence prevention is a top voting issue for Hispanic/Latino voters to guide Party orgs and groups on how to best communicate with these voters



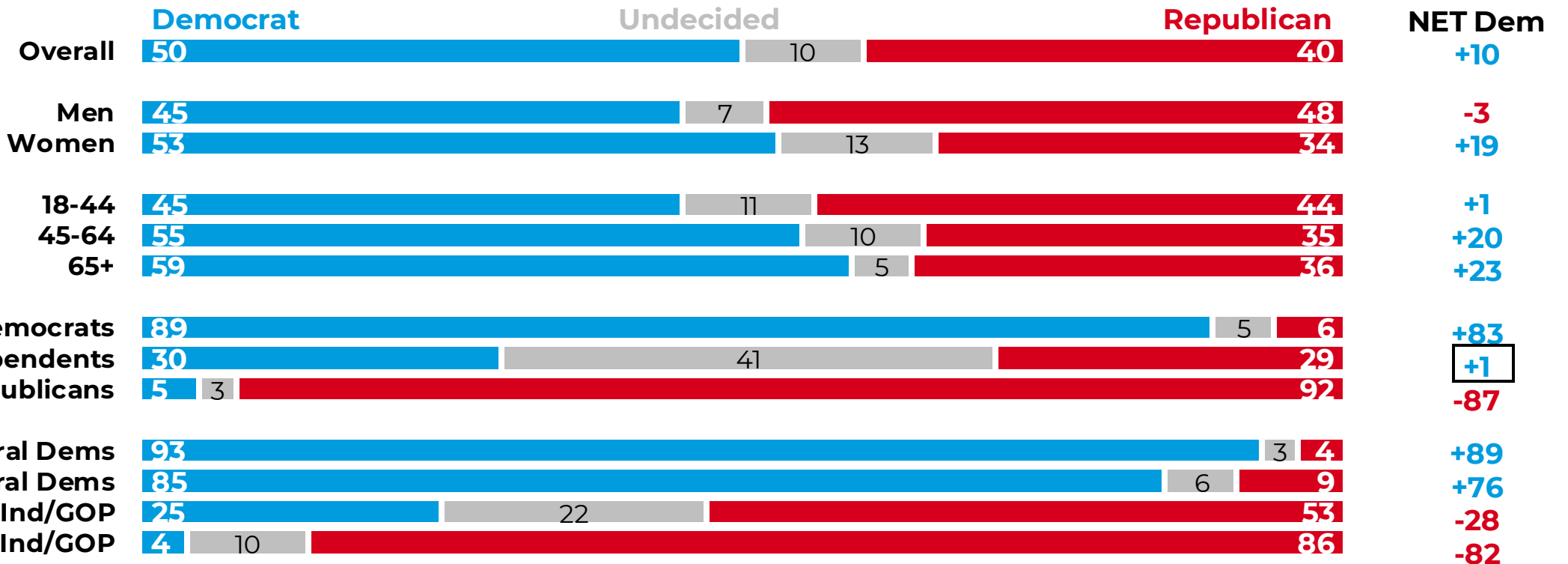
Political Landscape

Though Hispanic/Latino voters favor Democrats, they don't necessarily identify as liberal. And many moderates are torn on their Congressional support

Partisan Metrics

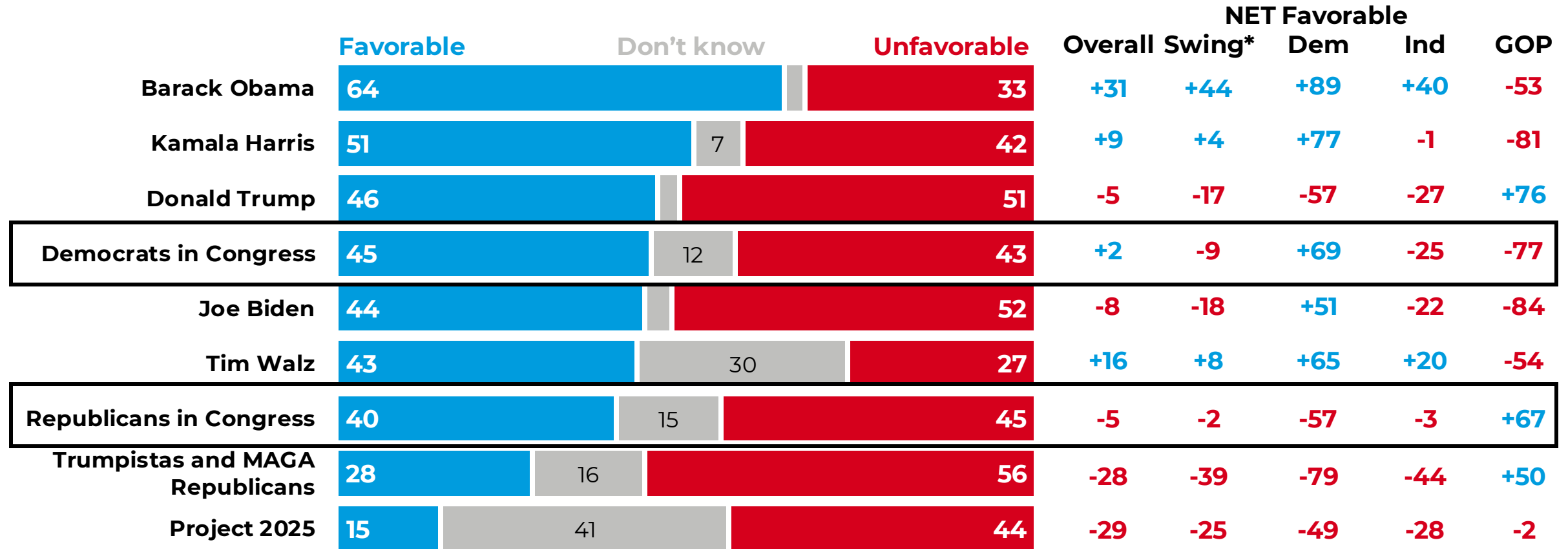


Generic Vote for Congress



Democrats, with the exception of Biden, are generally in better standing than Republicans, though they are torn on both parties in Congress

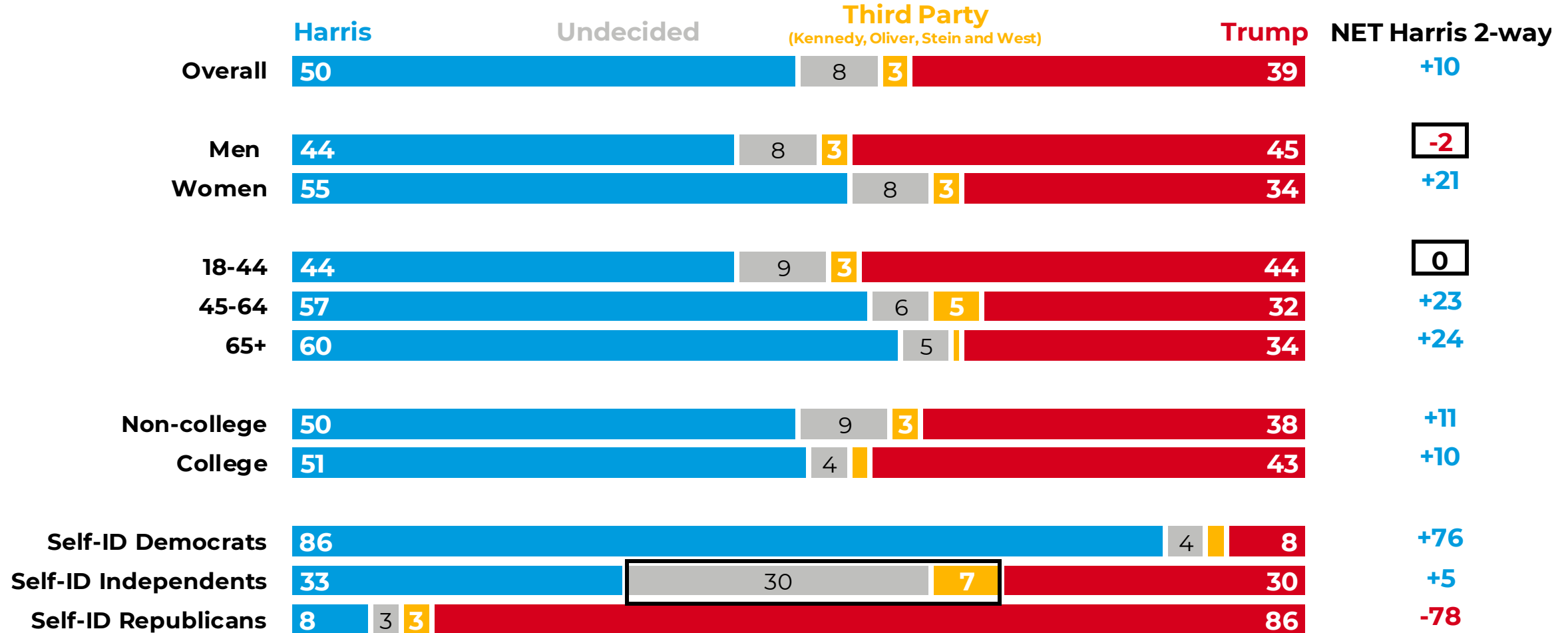
Favorability of People, Groups, and Entities



*Swing voters: voters who don't always vote for the Democrat or Republican (20% of registered voters).

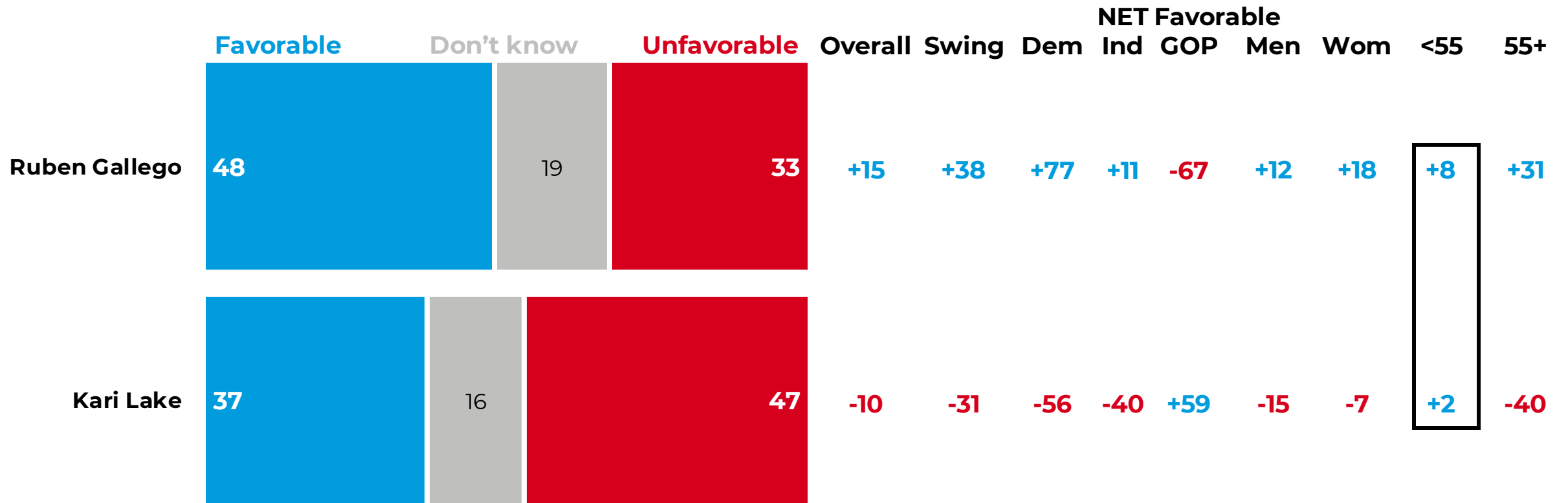
Harris leads Trump among Hispanic/Latino voters, though younger voters, men, and independents are torn

Presidential Vote



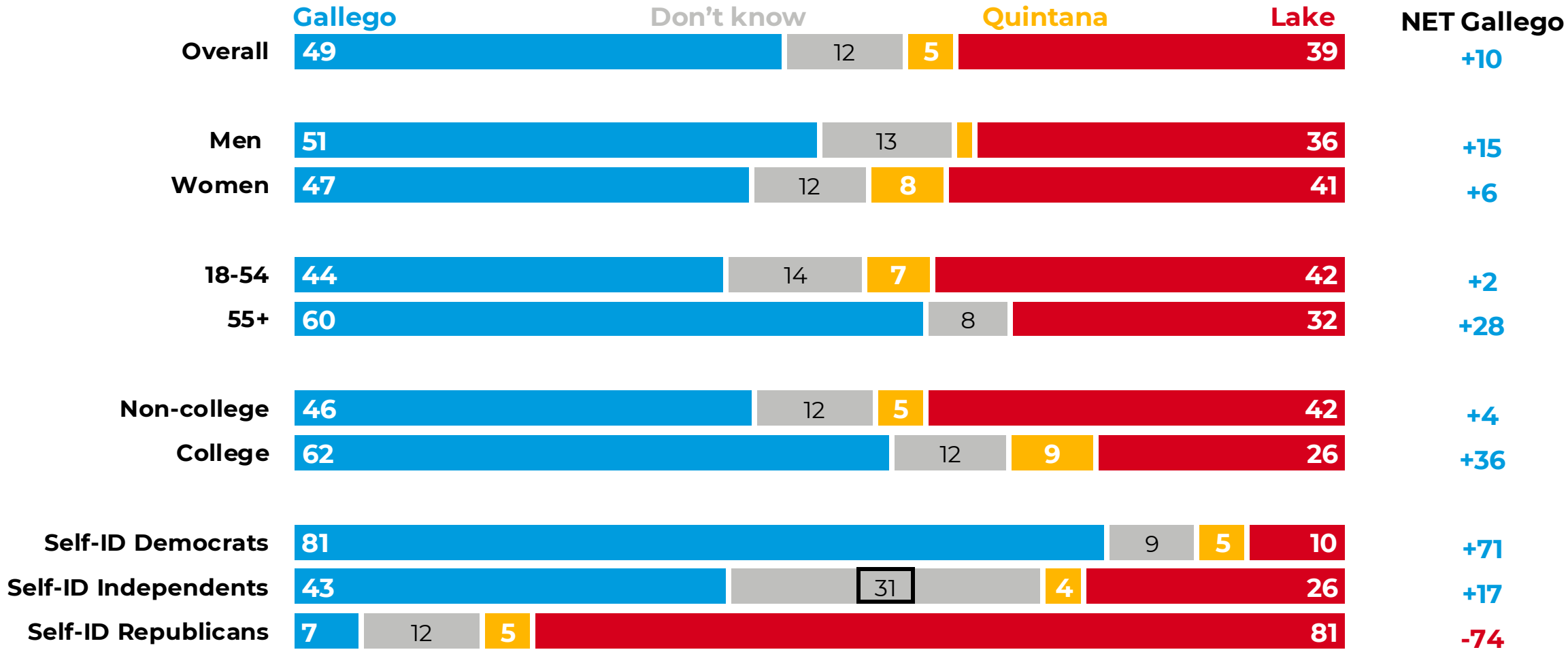
In Arizona, Lake is underwater with nearly all Hispanic/Latino voters, except younger voters

Favorability of Candidates for AZ Senate



Gallego leads Lake among Hispanic/Latino voters, though many women, younger voters, and independents haven't made up their minds yet

Vote for Senate in Arizona

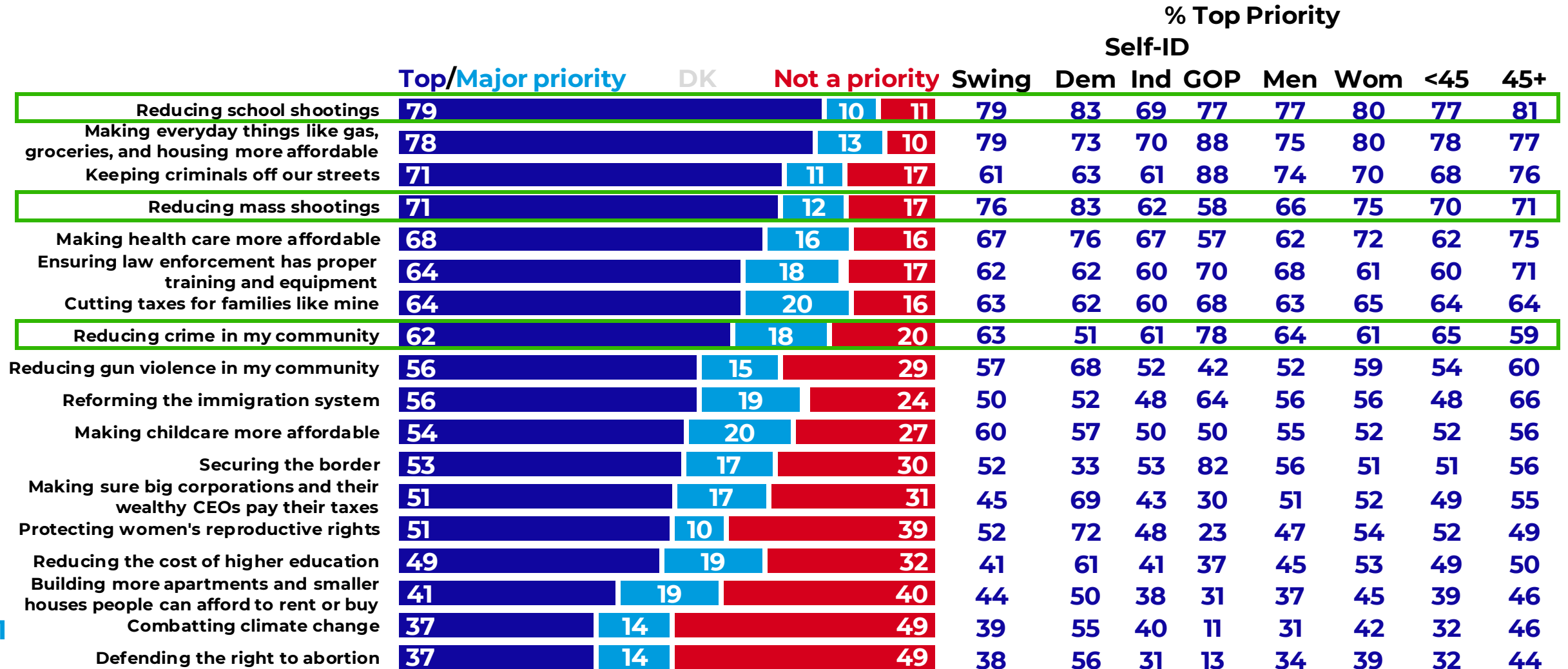




The Gun Violence Prevention Landscape

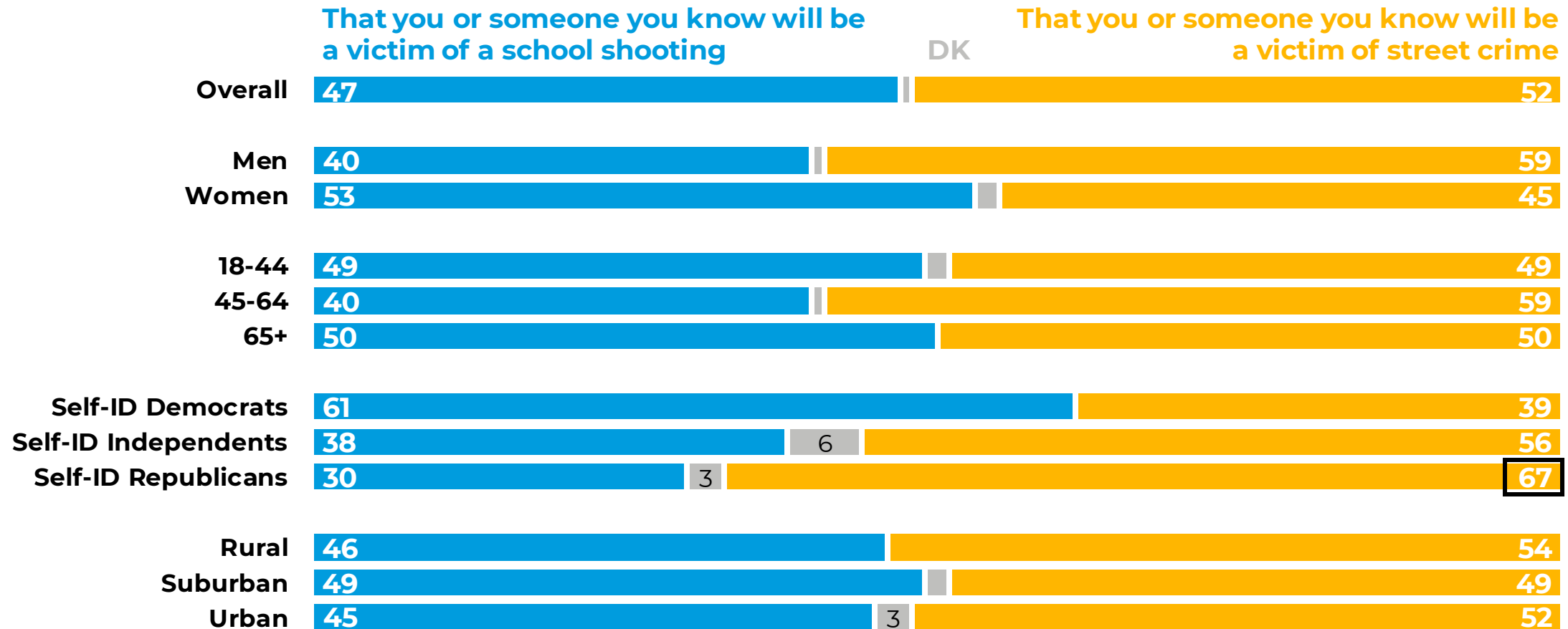
Reducing school shootings and mass shootings are top priorities for Hispanic/Latino voters – even among a majority of Republicans

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



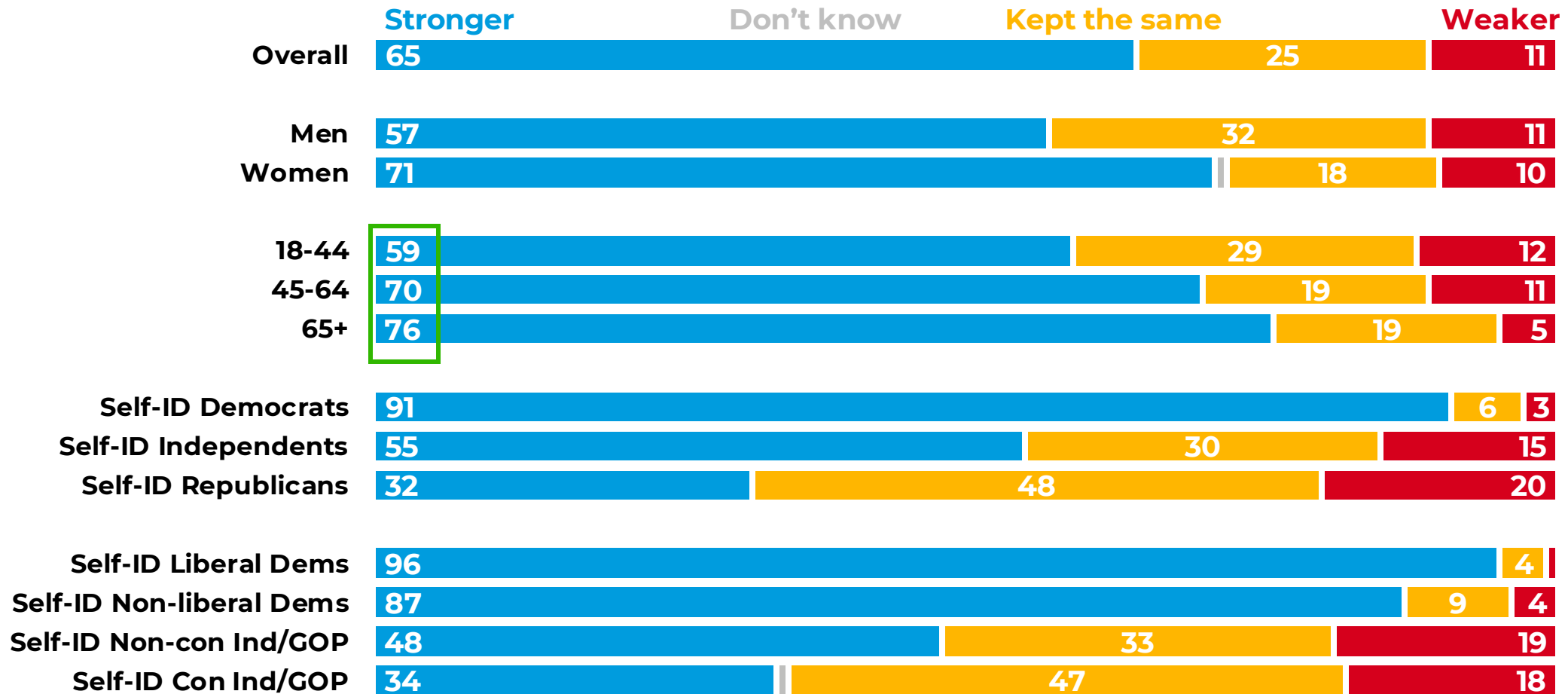
This issue is personal for Hispanic/Latino voters. They're nearly equally concerned about a loved one being the victim of a school shooting as they are about street crime

Thinking about you personally, which of the following are you more concerned about?



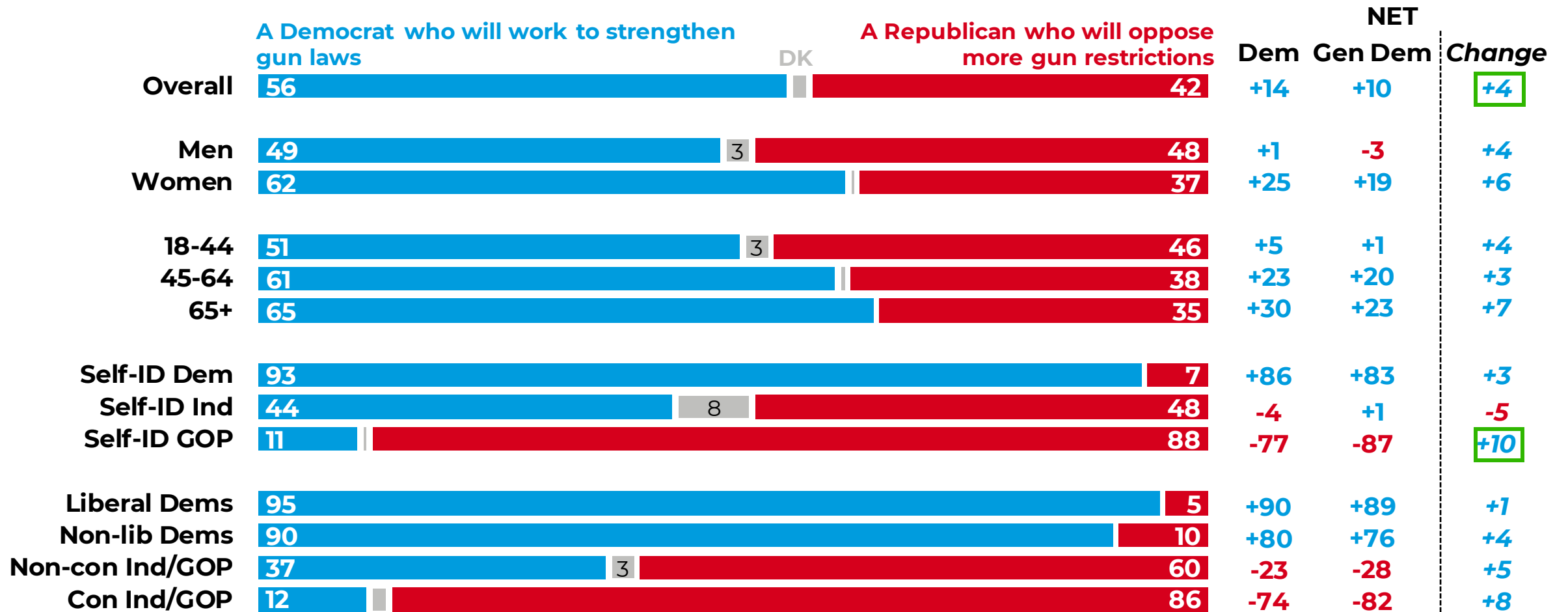
Strong majorities of Hispanic/Latino voters believe the country needs stronger gun laws

In terms of gun laws in the U.S. today, do you think that gun laws should be...



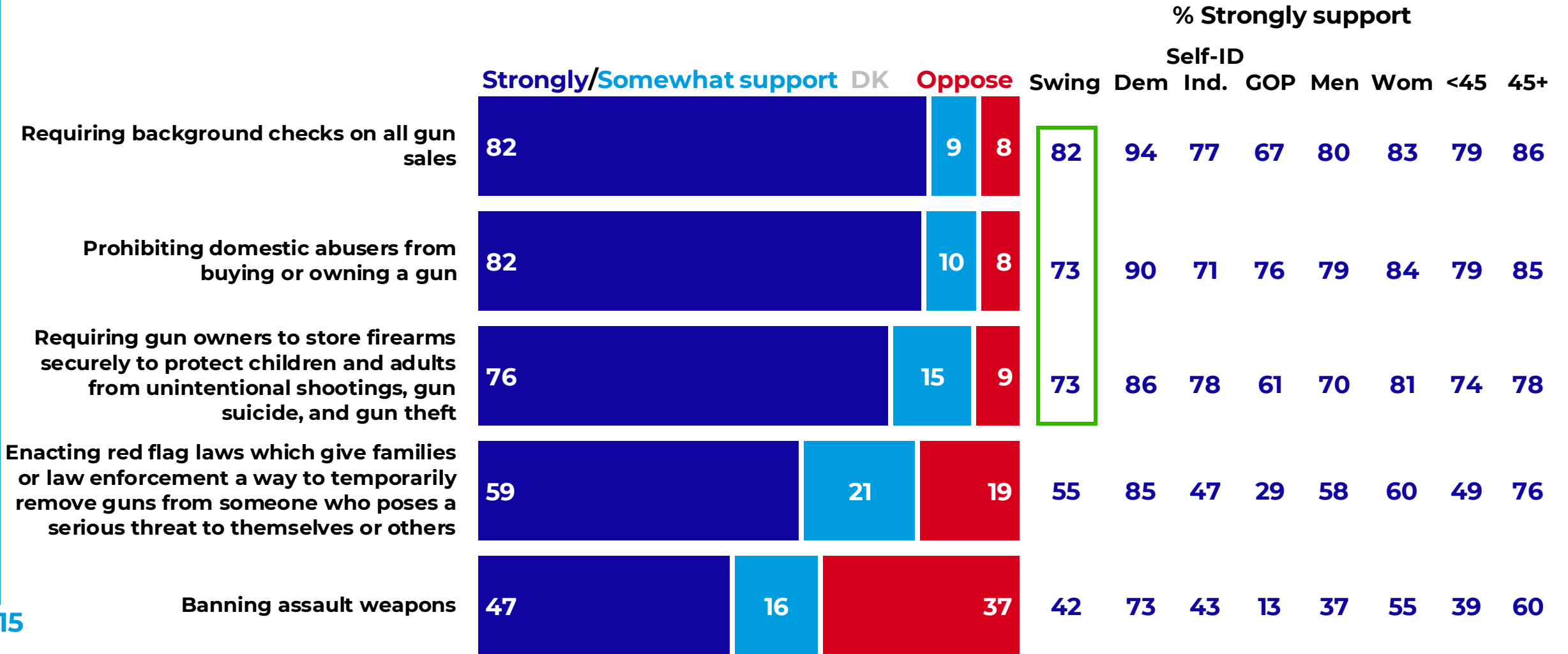
And they are ready to vote on the issue: Hispanic/Latino voters are more likely to support a Democrat that will strengthen gun laws

Thinking about the election for Congress, which candidate would you be more likely to support, even if neither is perfect?



Support for a host of gun safety policies is broad and intense, especially for background checks on all gun sales, keeping guns out of domestic abusers' hands, and secure storage

Support for Gun Safety Policies

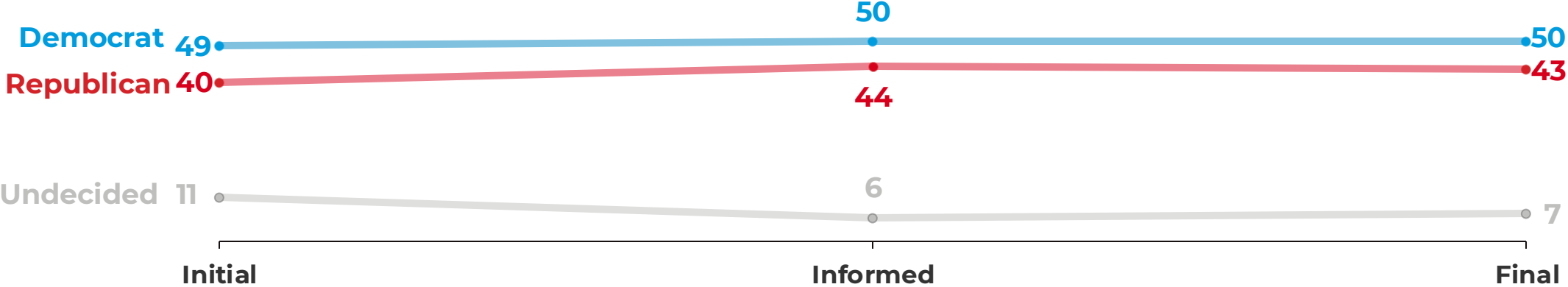




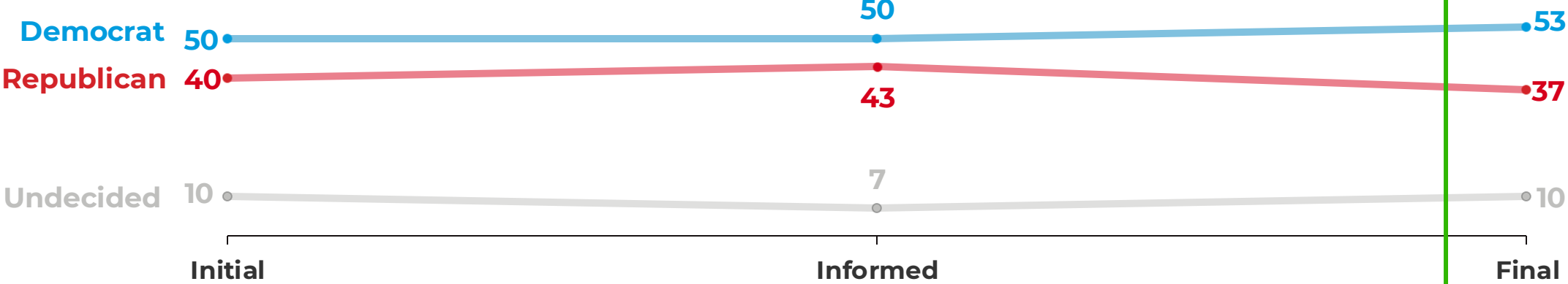
Movement & Messaging

Making gun violence prevention a priority helps Democratic candidates

Vote Movement – No Guns



Vote Movement – With Guns



NOTE: Voters either heard messaging without any mention of gun violence prevention, or they heard messaging that included gun violence prevention

Women, younger voters, and even many Democrats and independents comprise the most persuadable Hispanic/Latino voters

% of Electorate	Overall	Base	Swing	Oppo
	100	45	20	35
Gender				
Men	46	43	35	57
Women	53	57	65	43
Age				
18-29	26	24	31	26
30-44	32	26	33	39
45-54	14	16	16	11
55-64	12	15	11	11
65+	15	19	10	14
Region				
Mid-Mountain West	11	10	18	10
Northeast	18	18	22	16
South	17	16	13	20
Southwest	27	31	23	24
West	27	25	24	30
Gun Household				
Gun HH	37	28	39	47
Non-gun HH	63	72	61	52

Party Score	Overall	Base	Swing	Oppo
Democrats (80-100)	52	68	52	31
Independents (25-79)	27	23	33	29
Republicans (0-24)	21	9	16	40
Ideology				
Liberal	31	50	26	9
Moderate	34	43	39	19
Conservative	34	7	31	71
Density				
Rural	14	15	13	13
Suburban	33	31	27	39
Urban	53	55	60	48
Education				
Non-college	76	76	81	73
College	24	24	19	27
Immigration Gen.				
Immigrant	14	14	14	13
Parents	41	48	26	40
Second Gen+	25	19	35	26
First Language				
English	62	58	66	65
Spanish	37	41	32	34

Base voters always vote for the Democratic candidate
Swing voters don't always vote for the Democratic or Republican candidates, or always undecided
Oppo voters always votes for the Republican candidate

We tested a series of messages both with and without guns. The guns split group heard 3 additional messages

[ABORTION] Extreme Republicans like the Republican candidate are pushing an extreme agenda, including banning abortion, no exceptions - even in cases of rape, incest, or when the mother's life is at risk. They support allowing the government to monitor people's pregnancies to potentially prosecute them if they miscarry. This is a decision that should be up to the woman, her doctor, and her family - not the government.

[ABORTION - GUNS] Extreme Republicans like the Republican candidate are pushing an extreme agenda that puts our lives at risk. They want to ban abortion, no exceptions - even in cases of rape, incest, or when the mother's life is at risk - and allow the government to monitor people's pregnancies to potentially prosecute them if they miscarry. They even oppose commonsense gun safety laws that keep guns out of the hands of criminals and other dangerous people.

[COSTS] Corporate greed is driving up costs, and rather than giving Americans more economic freedom, the Republican candidate is focused on power rather than fighting for us. Extreme Republicans take millions in contributions from big corporations and CEOs that keep them in power in exchange for letting them off the hook for price gouging which protects their profits.

[SAFETY] Everyone has a right to feel safe where they live. But the Republican candidate opposes policies that would increase law enforcement presences in our communities and enhance police training and equipment to keep us safe, get violent criminals off our streets, and prevent crime from happening in the first place.

[SAFETY - GUNS] Everyone has a right to feel safe where they live. But the Republican candidate opposes policies that would get violent criminals off our streets and prevent crime from happening in the first place, like increasing law enforcement presence, enhancing police training and equipment, getting assault weapons out of our communities, and keeping guns out of the hands of criminals and other dangerous people to help keep our families and law enforcement safe.

[IMMIGRATION] The situation at the border is a crisis, but the Republican candidate opposed the strongest border security bill in three decades - a bipartisan plan to re-establish order at the border by adding over 1,500 patrol agents, create a path to citizenship for those who work hard and play by our rules, and keep illegal drugs off our streets.

[IMMIGRATION - GUNS] The situation at the border is a crisis, but the Republican candidate opposed the strongest border security bill in three decades - a bipartisan plan to re-establish order at the border by adding over 1,500 patrol agents, create a path to citizenship for those who work hard and play by our rules, and keep illegal drugs and guns off our streets, just like they oppose commonsense gun safety laws that keep guns out of the hands of criminals and other dangerous people.

[DOMESTIC VIOLENCE - 911 CALLS] When an abuser's armed, women are five times more likely to be killed. Yet, extreme Republicans like the Republican candidate want to roll back gun safety laws, making it easier for domestic abusers to get guns - no questions asked. 911 calls for domestic violence are already among the most dangerous - for women and police - and extreme Republicans would make them even deadlier.

[KIDS - GUNS] Guns are now the leading cause of death among children and teens in the U.S., whether it's being gunned down in their classrooms or fatal accidents with unsecured firearms, yet extreme Republicans like the Republican candidate are doing nothing to stop it. They oppose commonsense gun safety laws that keep guns out of the hands of criminals and other dangerous people.

[TWO AMERICAS] In Donald Trump's America, kids are gunned down in their classrooms, cancer patients are denied life-saving care, and women lose the freedom to make their own medical decisions. The Republican candidate shares his vision and opposes commonsense gun safety laws that keep our kids safe from gun violence, opposes capping the price of prescription drugs, and supports banning abortion nationwide.

Demonstrating the human impact of gun violence is important, especially for our most persuadable voters. When connecting to other top issues, tie extremism on abortion to guns

Message Performance

Overall	Self-ID					
	Swing+**	Dems	Ind/GOP	18-44	45+	
<i>% extremely concerning (ranked by swing+)</i>						
53	47	76	31	49	58	DOMESTIC VIOLENCE - 911 CALLS*
51	42	75	30	47	58	KIDS – GUNS*
50	42	74	26	44	57	ABORTION
47	38	72	22	41	56	TWO AMERICAS*
42	33	59	23	34	53	SAFETY
40	35	54	25	33	50	IMMIGRATION
45	37	66	25	38	56	COSTS

*Messages asked only of the half-sample that heard gun messaging. The rest of the messages show derived performance for each issue regardless of whether or not guns was mentioned.

**Swing+ voters (33% of registered voters) are either swing voters or non-conservative independents/Republicans



Conclusions & Recommendations

Conclusions and Recommendations

- **Addressing gun violence is a top priority for Hispanic/Latino voters.** Reducing school shootings and mass shootings are top priorities for Hispanic/Latino voters — on par with economic concerns, including reducing the cost of everyday expenses and health care. This is a salient issue that is personal for Hispanic/Latino voters who are disproportionately affected by gun violence.
- **Advise campaigns and Democratic organizations to make guns a part of their Hispanic/Latino communications.** Prioritizing gun violence prevention gives Democrats an advantage because it's a top priority for Hispanic/Latino voters. In fact, a Democrat who communicates about gun violence prevention expands their lead compared to a standard generic Democrat.
- **Focus on the human impact of gun violence.** The strongest messaging frames with Hispanic/Latino voters emphasize who gun violence impacts most: domestic violence victims and children. When communicating with these voters, it's important to highlight the impact with these groups to convey the urgency behind the need for change.

Conclusions and Recommendations

- **When attacking Republicans, connect their extremism on gun violence to their extremism on abortion.** Attacking Republicans for their extreme abortion views is effective with Hispanic/Latino voters, and tying their view to their opposition to common sense gun safety reforms is even more effective. It continues to thread the needle that these Republicans are too extreme.
- **Prioritize background checks, prohibiting domestic abusers from buying guns, and secure storage in communications.** These gun safety reforms have the strongest and broadest support. They also fit nicely in with our top-testing messages that focus on the communities most impacted by gun violence with the goals of keeping guns out the people who shouldn't have them (namely domestic abusers) and keeping kids safe.
- **To the extent targeted communications are on the table, direct communications toward women, younger voters, and urban voters.** These groups of Hispanic/Latino voters are disproportionately likely to be persuadable, and communicating with them on the issue of gun violence prevention can help bring them into the Democratic coalition.

Thank You

New York

Washington, DC

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Chicago

Denver

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