



TO: INTERESTED PARTIES

FROM: CARLY COOPERMAN  
KEN O'BRIEN

DATE: October 1, 2024

RE: EVERYTOWN 2024 STATE LEGISLATURE POLLING SUMMARY—MICHIGAN

## Michigan Target District Poll Findings

Schoen Cooperman Research conducted 800 total interviews across battleground Michigan State House districts in Metro Detroit and Central/Northern Michigan with likely November 2024 voters between August 12 to 18, 2024.

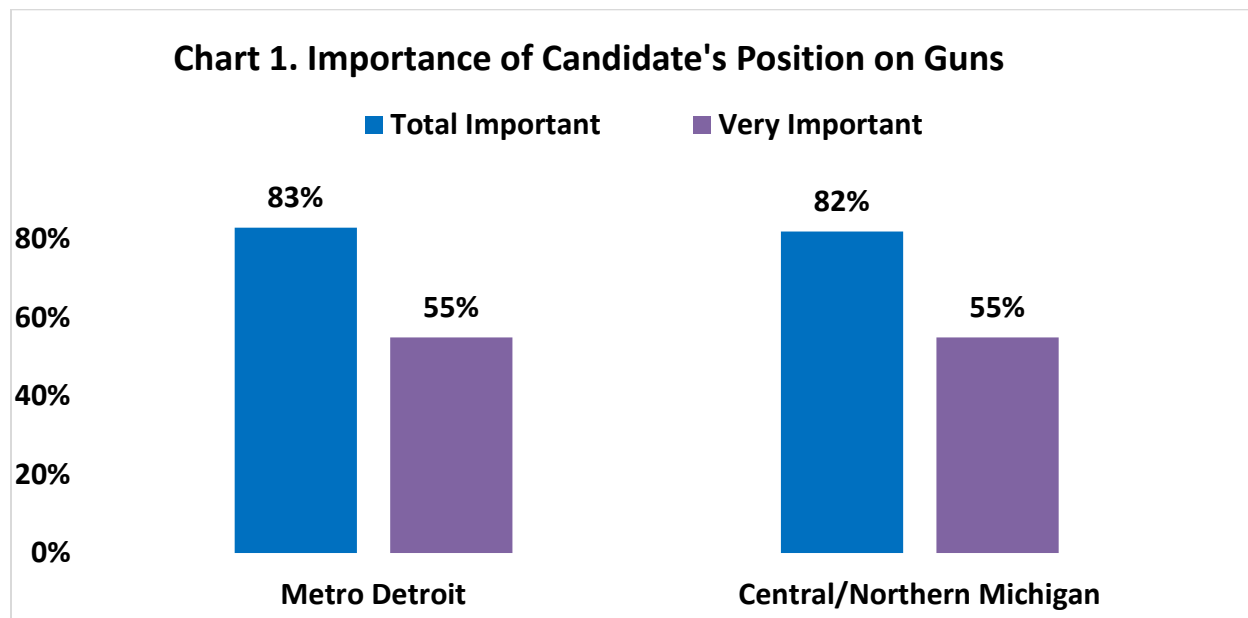
The poll assessed multiple issues that have been debated in advance of the November 2024 election, especially gun violence prevention. To summarize, our poll found that:

**Table 1. Executive Summary**

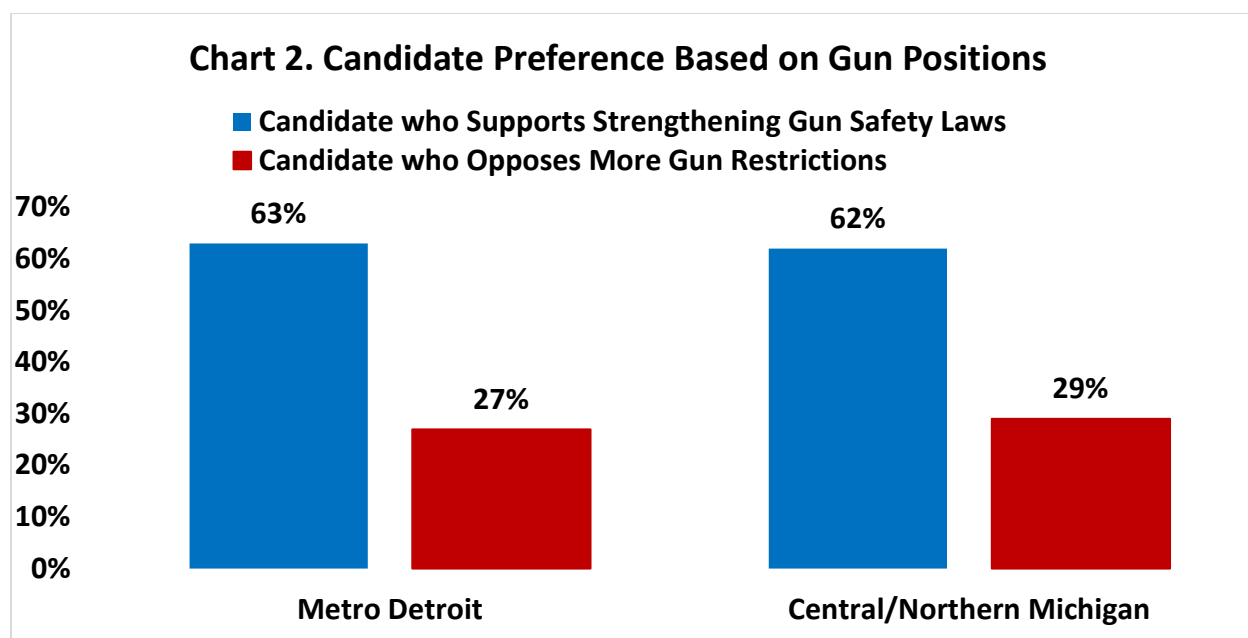
1)	➤ In terms of top issues overall, we find that <b>gun violence is among the top issues of the election</b> , alongside the economy/inflation, immigration, and health care.
2)	➤ <b>A candidate's position on guns is also overwhelmingly important to their vote</b> and majorities of voters in both battleground regions indicate it is very important in deciding who to vote for in the election for Michigan State House. ○ <b>Voters are also more likely to vote for a candidate for Michigan State House who supports strengthening gun safety laws</b> as opposed to a candidate who opposes more gun restrictions.
3)	➤ <b>There is broad-based, near-universal support for a range of gun safety policies</b> , especially safe storage requirements, universal background checks, and prohibiting domestic abusers from possessing gun.
4)	➤ Across both regions, the <b>most effective messages offer contrasts between MAGA Republicans' extreme agenda and Democrats' plans to make communities safer and protect freedoms</b> , as well as gun-specific messages focused on protecting kids, women, and law enforcement.

## Importance of Gun Safety to Voters

A candidate's position on guns is also overwhelmingly important to their vote and majorities of voters in both battleground regions indicate it is *very important* in deciding who to vote for in the election for the Michigan State House.



By more than two-to-one, voters are also more likely to vote for a candidate who supports strengthening gun safety laws as opposed to a candidate who opposes more gun restrictions.



## Top Testing Policies

There is broad-based, near-universal support for a range of gun safety policies, especially safe storage requirements, universal background checks, and prohibiting domestic abusers from possessing gun.

<b>Summary of Policy</b>	<b>Metro Detroit</b>	<b>Central/ Northern Michigan</b>
<b>Requiring owners to store guns securely</b>	<b>92%</b>	<b>88%</b>
<b>Background checks on all gun sales</b>	<b>86%</b>	<b>90%</b>
<b>Prohibiting domestic abusers from buying or owning a gun</b>	<b>84%</b>	<b>81%</b>
<b>Red Flag laws</b>	<b>80%</b>	<b>76%</b>
<b>Banning ghost guns</b>	<b>81%</b>	<b>76%</b>
<b>Banning assault weapons</b>	<b>71%</b>	<b>65%</b>

## Top Testing Messages & Frames

Likely voters also received a series of messages on MAGA Republicans related to both their public safety positions and other mainstream issues. The top testing messages include:

Table 3. Top Messages in Battleground Regions		
Summary of Message Tested	Metro Detroit	Central/Northern Michigan
<b>[TWO AMERICAS]</b> In Donald Trump’s America, kids are gunned down, patients are denied care, and women lose freedoms. Democrats have a different vision where the Legislature passes laws to protect kids, cap drugs, and protect abortion rights.	65%	56%
<b>[SCHOOL SAFETY]</b> School shootings are on the rise, and guns are now the leading cause of death among children and teens. Yet, MI GOP are doing nothing to stop it.	63%	57%
<b>[DOMESTIC VIOLENCE - RED FLAG LAWS]</b> When an abuser’s armed, women are five times more likely to be killed. MI GOP wants to roll back gun safety laws, making it easier for domestic abusers to get. They even oppose Red Flag laws - which help keep law enforcement and our communities safe.	63%	58%
<b>[DOMESTIC VIOLENCE]</b> When an abuser’s armed, women are five times more likely to be killed. MI GOP wants to roll back gun safety laws, making it easier for domestic abusers to get. MI GOP would make 9-1-1 calls even deadlier for police and women.	58%	61%
<b>[FORWARD LOOKING FREEDOM MESSAGE]</b> MI GOP wants to take us backwards. Democrats have a different vision - where freedoms are protected, like the freedom from gun violence, to make your own medical decisions about your body, and to not just get by, but to get ahead.	60%	60%
<b>[GUNS &amp; ABORTION]</b> MI GOP politicians are pushing an extreme agenda that threatens our health and safety. They oppose a woman’s right to make her own health decisions and want to ban abortion, and oppose common-sense gun safety laws that help save lives.	56%	58%