



TO: INTERESTED PARTIES

FROM: CARLY COOPERMAN  
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DATE: October 1, 2024

RE: EVERYTOWN 2024 STATE LEGISLATURE POLLING SUMMARY—MINNESOTA

## Minnesota Target District Poll Findings

Schoen Cooperman Research conducted 800 total interviews across battleground Minnesota State House districts in the Twin Cities, as well as a set of Outer Market swing districts with likely November 2024 voters between August 12 to 18, 2024.

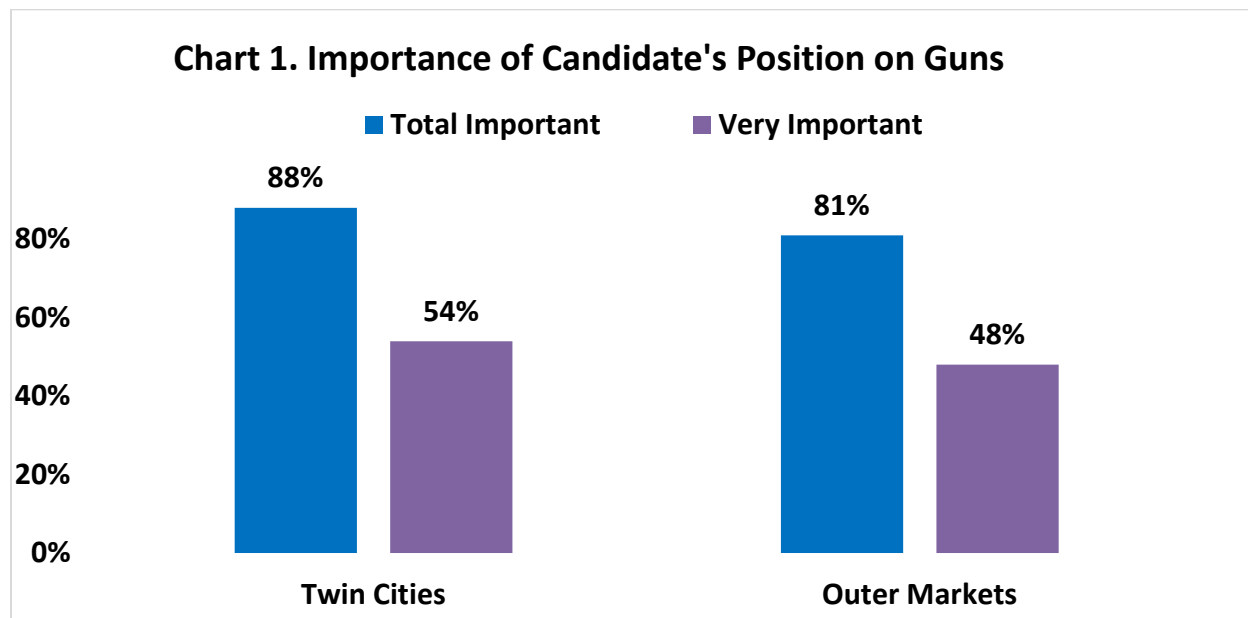
The poll assessed multiple issues that have been debated in advance of the November 2024 election, especially gun violence prevention. To summarize, our poll found that:

**Table 1. Executive Summary**

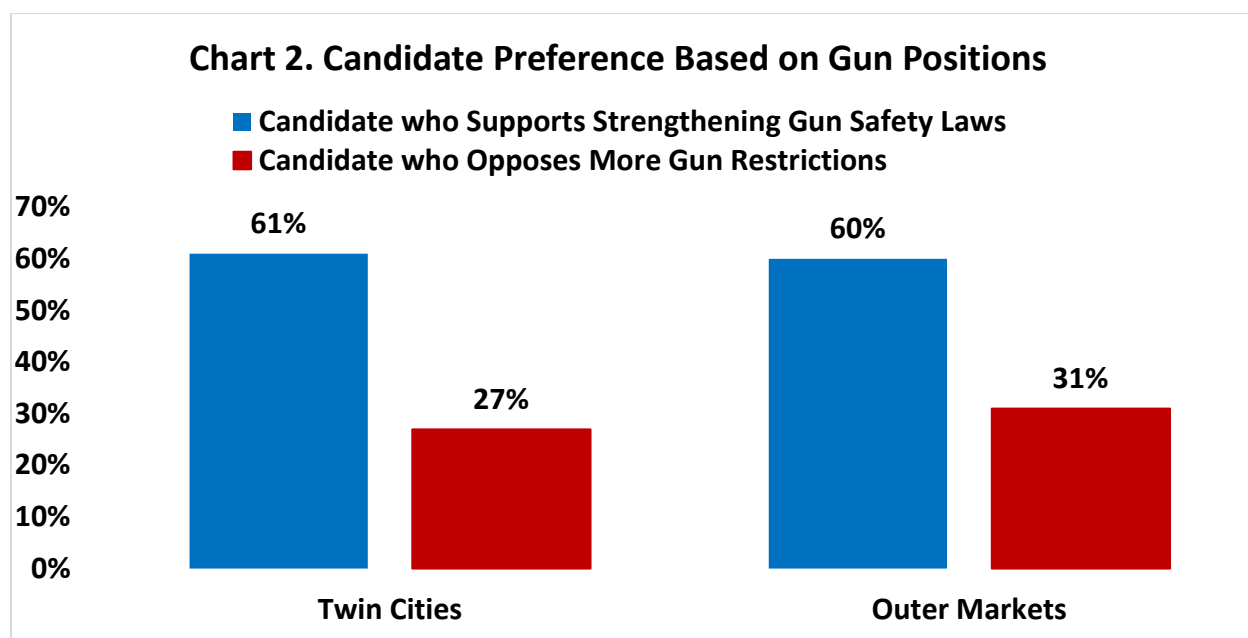
1)	➤ In terms of top issues overall, we find that <u>gun violence is among the top issues of the election</u> , alongside the economy/inflation, immigration, and housing.
2)	➤ <u>A candidate's position on guns is also overwhelmingly important to their vote</u> and approx. one-half of voters in both regions indicate it is very important in deciding who to vote for in the election for Minnesota State House. ○ <u>Voters are also more likely to vote for a candidate for Minnesota State House who supports strengthening gun safety laws</u> as opposed to a candidate who opposes more gun restrictions.
3)	➤ <u>There is broad-based, near-universal support for a range of gun safety policies</u> , especially universal background checks, safe storage requirements, and prohibiting domestic abusers from possessing gun.
4)	➤ Across both regions, the most effective messages emphasize gun safety and how <u>MAGA Republicans' extreme agenda on gun policies threaten public safety, putting communities, women, police, and children at risk</u> , as well as their efforts to roll back Red Flag laws.

## Importance of Gun Safety to Voters

A candidate's position on guns is also overwhelmingly important to their vote and approx. one-half of voters in each battleground region indicate it is *very important* in deciding who to vote for in the election for the Minnesota State House.



By margins of 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.



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## Top Testing Policies

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

Table 2. Support for Gun Safety Policies		
Summary of Policy	Twin Cities	Outer Markets
Background checks on all gun sales	93%	89%
Requiring owners to store guns securely	93%	89%
Prohibiting domestic abusers from buying or owning a gun	89%	87%
Red Flag laws	82%	82%
Banning ghost guns	78%	77%
Banning assault weapons	64%	67%

## 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 across the regions include:

Table 3. Top Messages in Battleground Regions by % Convincing		
Message Tested	Twin Cities	Outer Markets
<b>[DOMESTIC VIOLENCE]</b> When an abuser's armed, women are five times more likely to be killed. Yet, Minnesota Republican politicians want to roll back gun safety laws, making it easier for domestic abusers to get guns - no questions asked. 9-1-1 calls for domestic violence are already among the most dangerous - for women and police - and Minnesota Republicans would make them even deadlier.	62%	64%
<b>[RED FLAG LAWS]</b> After too many deadly tragedies, Minnesota Republican politicians want to roll back common-sense gun safety policies that could stop mass shootings before they happen. Republicans sided against law enforcement and opposed Red Flag laws that give family members or law enforcement a way to disarm people who pose a serious threat to police officers and people in our community.	59%	59%
<b>[SCHOOL SAFETY]</b> Mass shootings and school shootings are on the rise, and guns are now the leading cause of death among children and teens in America. Yet, Minnesota Republican politicians are doing nothing to stop it. They oppose background checks on all gun sales - and oppose a ban on assault weapons - making it easier for violent criminals to get guns.	58%	56%
<b>[GUNS &amp; ABORTION]</b> Minnesota Republican 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 - with almost no exceptions. And they oppose common-sense gun safety laws that help save lives. Even siding against law enforcement and making it easier for dangerous people to carry guns in public, no questions asked.	55%	57%