



TO: INTERESTED PARTIES

FROM: CARLY COOPERMAN
KEN O'BRIEN

DATE: October 1, 2024

RE: EVERYTOWN 2024 STATE LEGISLATURE POLLING SUMMARY—PENNSYLVANIA

Pennsylvania Target District Poll Findings

Schoen Cooperman Research conducted 1,300 total interviews across battleground Pennsylvania House districts in the areas of Southeastern PA and Allegheny/Western PA, as well as a set of Outer Market swing districts with likely November 2024 voters between August 12 to 18, 2024.

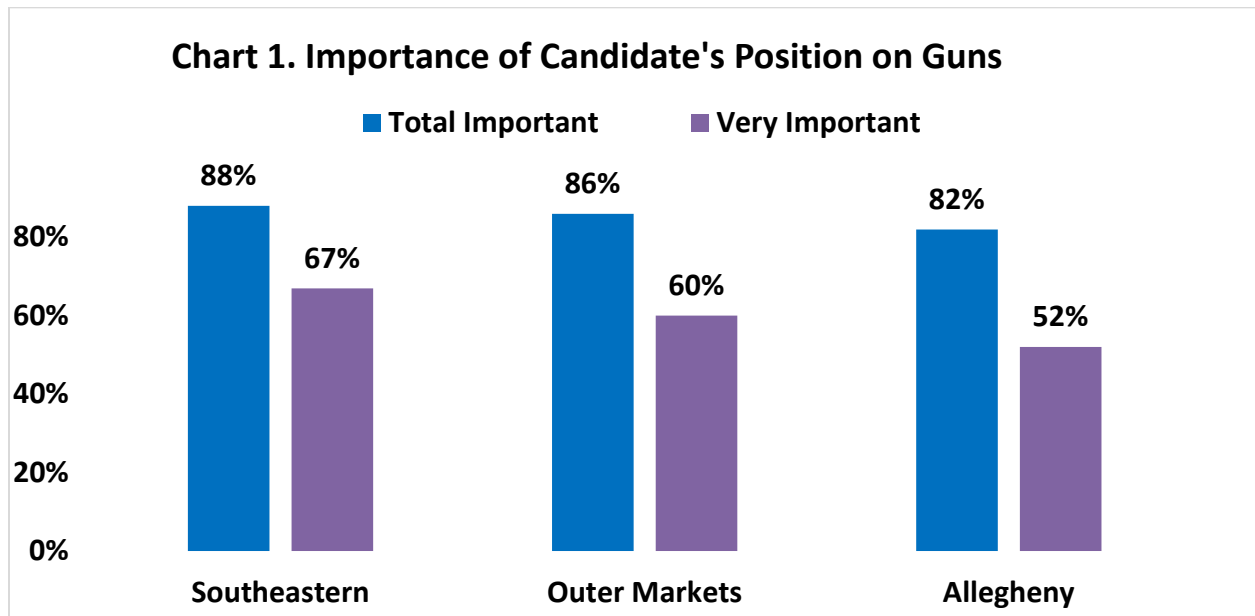
The poll assessed multiple issues that have been debated in advance of the November 2024 election, especially gun violence prevention. To summarize, our poll found that:

Table 1. Executive Summary

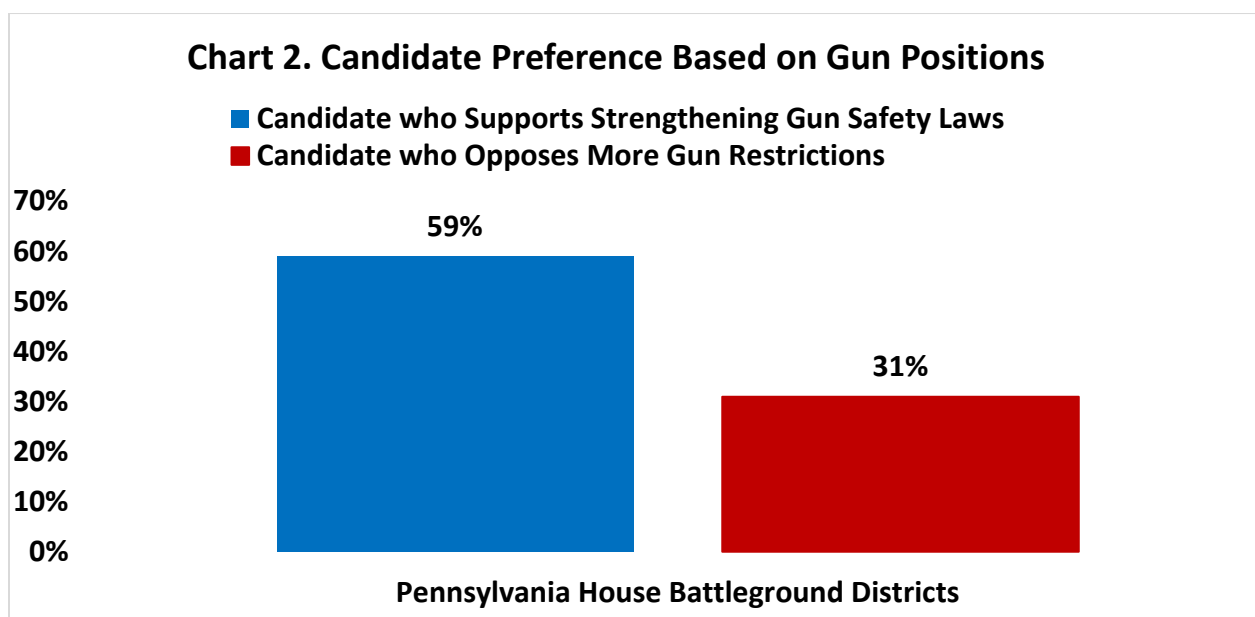
1)	➤ In terms of top issues overall, we find that <u>gun violence among the top issues of the election</u> , alongside the economy/inflation, immigration, and health care.
2)	➤ <u>A candidate's position on guns is also overwhelmingly important to their vote</u> and majorities of voters in each battleground region indicate it is very important in deciding who to vote for in the election for Pennsylvania House. <ul style="list-style-type: none">○ <u>Voters are also more likely to vote for a candidate for Pennsylvania 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 safe storage requirements, universal background checks, and prohibiting domestic abusers from possessing gun.
4)	➤ Across all regions, the most effective gun safety messages emphasize how <u>MAGA Republicans' extreme agenda on gun policies threaten public safety, putting communities, women, police, and children at risk.</u>

Importance of Gun Safety to Voters

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



By nearly 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.

Table 2. Support for Gun Safety Policies			
Summary of Policy	Southeastern	Outer Markets	Allegheny
Requiring owners to store guns securely	94%	89%	90%
Background checks on all gun sales	93%	90%	93%
Prohibiting domestic abusers from buying or owning a gun	87%	82%	91%
Red Flag laws	84%	81%	83%
Banning ghost guns	81%	76%	75%
Banning assault weapons	67%	67%	71%

Top Testing Messages & Frames

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

Table 3. Top Messages in Battleground Regions			
Message Tested	S.E.	O.M.	ALLE.
[DOMESTIC VIOLENCE] When an abuser's armed, women are five times more likely to be killed. Yet, Pennsylvania 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 Pennsylvania Republicans would make them even deadlier.	64%	59%	58%
[SCHOOL SAFETY] Mass shootings and school shootings are on the rise, and guns are now the leading cause of death among children and teens in Pennsylvania. Yet, 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.	61%	59%	55%
[FORWARD LOOKING FREEDOM MESSAGE] Pennsylvania Republicans want to take our state backwards – rolling back gun safety laws, banning abortion, and giving tax breaks to big corporations and the ultra-rich. Democrats have a different vision for Pennsylvanians - where freedoms are protected. Freedom from gun violence, freedom to make your own medical decisions about your body, freedom for our kids to get a proper education, freedom to retire with dignity and access to quality, affordable health care, and the freedom to not just—get by, but to get ahead.	60%	58%	55%
[RED FLAG LAWS] After too many deadly tragedies, Pennsylvania 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.	60%	58%	61%