

To: Interested Parties

From: GBAO

Date: September 27, 2024

Everytown For Gun Safety Arizona Legislative Battleground Survey

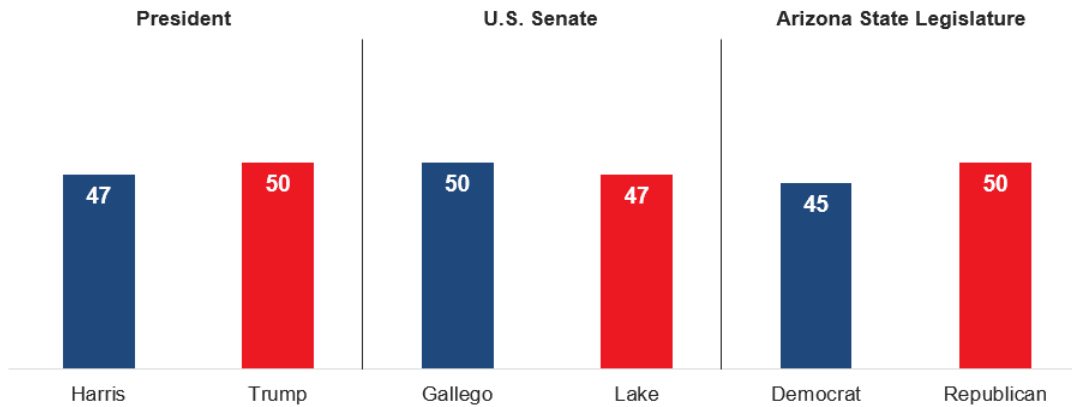
On guns, like a wide range of other issues, Arizona's MAGA Republican legislative candidates are out of step with public opinion. While it is naturally a partisan topic, when party cues are removed from the discussion—and the debate is centered on policies alone—there is far more agreement. Extremist views on guns, notably regarding domestic and intimate partner violence, also help move the needle when amplifying other Democratic messaging.

This memo is based on a survey conducted by GBAO among n=1,100 likely November 2024 voters across five battleground districts: LD-2, LD-4, LD-13, LD-17, and LD-27. The survey was conducted September 5-11, 2024 with live dialers to both landlines and cell phones, as well as text-to-web interviews. The margin of error is +/- 3.1 percentage points at the 95 percent confidence level.

Key Findings

- **The battleground remains highly competitive.** Across these five Legislative Districts, Republicans hold a 5-point advantage over Democrats on party identification, and Trump has a narrow 2-point edge over Biden in 2020 vote recall. In this tight environment, both Harris and generic Democratic candidates trail in the Presidential and State Legislature races (Harris behind Trump 47-50 percent, and Democrats behind Republicans 45-50 percent for State Legislature). However, Gallego holds a small edge over Lake (50-47 percent) in the U.S. Senate race, with six percent of voters overall supporting Gallego but not a Generic Democrat for State Legislature. Lower motivation voters, Independents, and Hispanics are among the groups more likely to support Gallego but not generic Democrats for State Legislature.

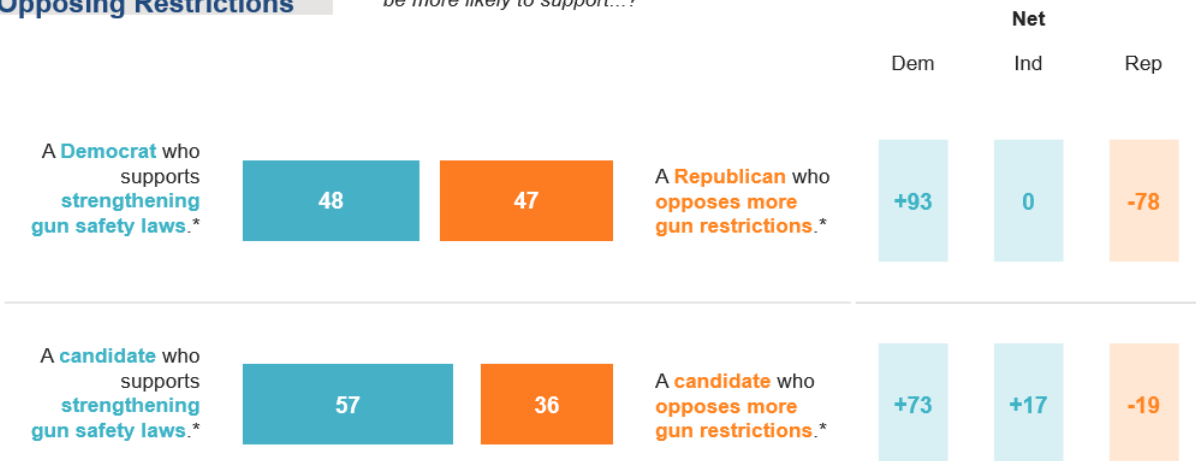
Vote



- **When voters are given balanced examples or explanations, more support stronger gun laws.** When questions around support for stronger gun laws are framed around “protecting people from gun violence” or safer schools, a majority are in support of stronger laws (51 percent favor protecting people from gun violence over protecting the rights of gun owners, and 50 percent support stronger gun laws to make it safer for children over the rights of gun owners).
- **Non-partisan messaging bolsters a candidate who supports stronger gun laws.** While voters are nearly evenly split between supporting a Democrat who favors stronger gun laws or a Republican who opposes more restrictions (48-47 percent), a solid majority of 57 percent sides with a candidate supporting stronger gun laws when party affiliations are removed. Republicans switch sides by a large margin when no partisan cue is given.

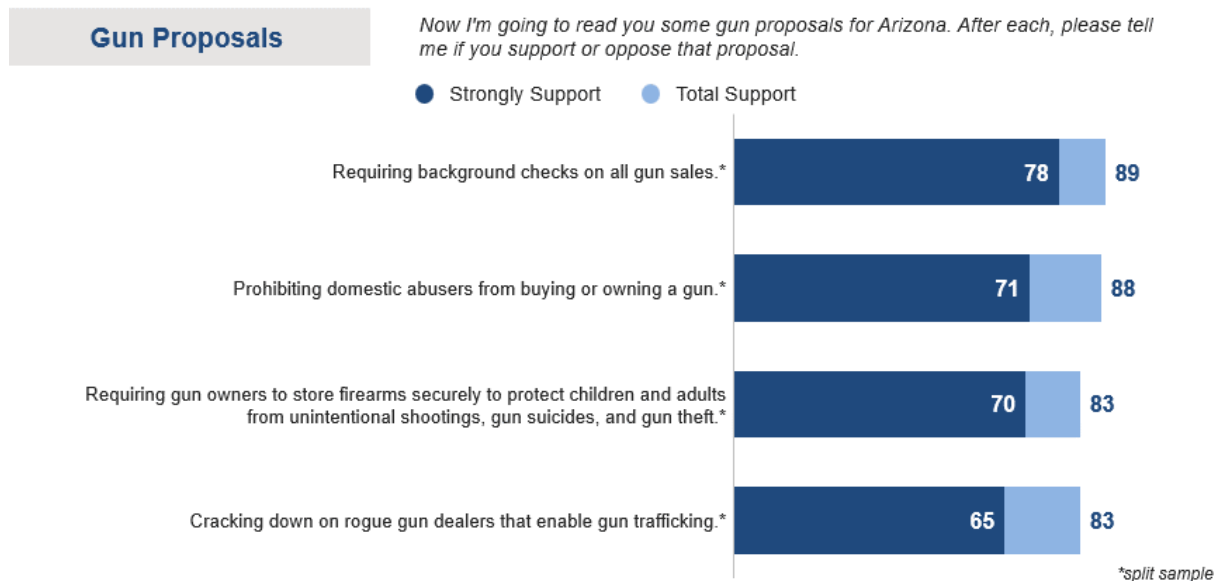
Stronger Gun Laws vs Opposing Restrictions

Thinking about the election for Arizona State Legislature in your district, would you be more likely to support...?



*split sample

- **Relatedly, specific gun violence prevention policies enjoy widespread majority support.** Polling on gun issues has long shown clear support for specific gun policies that transcends party lines, and the battleground here is no exception. In this current poll, the most popular gun safety proposals are background checks (78 percent strong support), prohibiting domestic abusers from owning guns (71 percent), and safe storage measures (70 percent). Notably, these proposals also gain support among solid majorities of Republicans (68 percent strongly support background checks, 63 percent preventing domestic abusers from owning guns and 56 percent safe storage measures).



- **Despite this partisan backdrop, GVP messages can be persuasive.** Beyond abortion and a general critique of the GOP's extreme agenda, domestic violence prevention (38 percent very convincing) and a forward-looking vision for gun safety (37 percent) are among the top-performing messages.

| Top Tier GOP Negative Messages (* denotes split sampled message) | Total % Very Convincing | Und/Leaners % Very Convincing |
|--|----------------------------|----------------------------------|
| (ABORTION)* Republicans in the State Legislature repeatedly voted to ban abortion in Arizona – even in cases of rape and incest. They even voted for an abortion ban from the year 1864, before Arizona was even a state. | 43 | 36 |
| (DOMESTIC VIOLENCE) When an abuser is armed, women are five times more likely to be killed. Yet, Arizona Republican politicians want to make 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 Arizona Republicans would make them even deadlier | 38 | 35 |

| | | |
|---|-----------|-----------|
| <p>(EXTREME AGENDA)* Arizona Republican politicians are pushing an extreme and dangerous agenda. They support millions in tax breaks for big corporations and the ultra-rich, while hurting hard-working Arizonan families. They'd undercut access to quality, affordable health care by gutting protections for people with preexisting conditions. And they'd ban abortion in Arizona and end a woman's right to make her own medical decisions about her body.</p> | <p>38</p> | <p>24</p> |
|---|-----------|-----------|

- **Gun messaging can help move the needle.** Despite the partisan climate around guns, after exposure to a broad range of messages, most mentioning GVP, Democrats gain ground, bringing the State Legislature race to a tie (from 45-50 percent to 48-48 percent).