

To: Interested parties
From: Global Strategy Group
Date: January 30, 2020
Re: New Survey Shows Gun Violence Prevention Key to Winning North Carolina

A recent poll of North Carolina voters conducted by Global Strategy Group, together with Everytown for Gun Safety, demonstrates that North Carolina voters are united in support of stronger gun laws and ready to vote on this issue come 2020. Key findings from the poll include:

North Carolinians support gun violence prevention

North Carolina voters agree: We must pass stronger gun laws. In recent years, voters across party lines have increasingly demanded common-sense solutions to reduce gun violence. And even in this traditionally conservative state (27% liberal/37% conservative), where a plurality of voters identify as conservative and are divided on party identification (41% Democrat/40% Republican), voters:

- support stronger gun laws by a 6:1 margin (54% stronger/9% less strong). Even in battleground districts, where Democrats only narrowly outnumber Republicans (42% Democrat/39% Republican), voters support stronger gun laws by a 5:1 margin (50% stronger/10% less strong).
- broadly agree that it is possible to keep guns out of the hands of criminals and other dangerous people while also protecting the rights of gun owners (64% possible/36% not possible statewide; 57% possible/43% not possible in battleground districts).

Support for specific gun violence prevention policies is even broader. Critical swing groups all overwhelmingly want their elected officials to pass gun safety legislation. This includes independents, suburban women, and those unsure about who they will vote for in state legislative elections.

Total support (strong support) for...	Total	Independents	Suburban women	Undecided voters	Battleground legislative districts
Blocking domestic abusers from owning guns	93 (73)	93 (66)	95 (79)	93 (73)	93 (73)
Requiring background checks on all gun sales	91 (73)	94 (70)	95 (76)	93 (80)	92 (75)
Enacting red flag laws, which give family or law enforcement a way to remove guns from someone who is exhibiting violent or unstable behavior	84 (54)	78 (51)	91 (60)	84 (63)	85 (55)

Gun violence prevention will play a key role in North Carolina

Gun violence is a key issue in 2020 and, importantly, there is significant intensity on the side of gun violence prevention advocates. Over three-quarters of North Carolina voters (79%), including 86% of voters who support stronger gun laws, consider a candidate’s position on guns “very important” to their vote in 2020.

Background checks will be a key litmus test in 2020. Sixty-four percent of voters would never vote for a candidate who doesn't support background checks, putting the issue on par with health care and national security in voters' minds. In fact, it is the TOP issue among independents by a two-point margin.

% who say "I agree with _____ and would never vote for a candidate with whom I disagreed on this position"	Total	Independents	Suburban women	Undecided voters	Battleground legislative districts
Protecting America's national security interests	69	67	75	74	69
Requiring background checks on all gun sales	64	69	70	68	63
Reducing health care costs	61	49	63	61	59
Creating new jobs	58	56	65	70	60
Protecting borders from illegal immigration	56	57	55	59	54
Investing in our education system	55	51	65	57	56
Reducing taxes	52	58	57	60	50
Protecting the environment	51	47	62	51	52
Making the criminal justice system fairer	50	44	54	52	46
Lowering our national debt and budget deficit	48	49	50	53	52
Protecting children at the border	47	46	50	52	39
Taking money out of politics	47	45	47	44	42
Protecting access to abortion	41	36	47	37	40

Voters are ready and willing to hold candidates accountable who don't prioritize gun violence prevention. Three-quarters of North Carolinians (75%) are less likely to vote for a candidate who supports allowing those convicted of domestic violence to own guns. Further, nearly 60 percent of voters are less likely to vote for a candidate who opposes a red flag law (56%); nearly 70 percent (68%) are less likely to support someone who stands in the way of background checks for all gun sales.

% more/less likely to vote for a candidate who...	Total		Independents		Suburban women		Undecided voters		Battleground legislative districts	
	Less likely	More likely	Less likely	More likely	Less likely	More likely	Less likely	More likely	Less likely	More likely
Supports allowing those convicted of domestic violence to own guns	75	14	77	11	75	9	80	9	73	12
Opposes requiring background checks on all gun sales, including those sold online and at gun shows	68	22	71	18	70	21	77	17	69	19
Opposes enacting red flag laws, which give family or law enforcement a way to temporarily remove guns from someone who is exhibiting violent or unstable behavior	56	32	56	29	59	29	53	31	50	33

ABOUT THIS POLL

Global Strategy Group conducted an online survey of 602 likely voters in North Carolina from January 2nd to 12th, 2020, including 230 voters from battleground districts. The survey had a confidence interval of +/- 4.0%.