

TO: EVERYTOWN FOR GUN SAFETY ACTION FUND AND VICTORY FUND (“EVERYTOWN”) **FROM:** CARLY COOPERMAN

DATE: October 30, 2020

RE: **BATTLEGROUNDS STATES GUN SAFETY STUDY—COLORADO**

Overview of Colorado Gun Safety Polling

Schoen Cooperman Research has completed 400 interviews with likely voters in Colorado to assess the state of the 2020 race and the impact of gun policy on the election.

The survey found that, headed into November 3, the vast majority of likely voters across battleground states support gun safety and view it as an important issue impacting their vote. Gun safety-themed messaging, which Everytown has deployed in its paid media, also has a statistically significant impact toward improving the horserace for Democratic candidates.

Table 1. 2020 Battleground States Gun Safety Study Key Findings

- **Messaging deployed by Everytown is highly persuasive and effectively improves the horserace for Democrats in races up and down the ballot**
- **Candidates’ position on gun policy is important in deciding who to vote for**
- **Colorado voters believe the need for background checks on all gun sales is more important now than it was a year ago**
- **Colorado voters overwhelmingly support stronger gun laws by a nearly 4:1 margin**
- **An overwhelming majority of Colorado voters say that an endorsement by the NRA makes no difference to their vote or makes them less likely to vote for a candidate who is endorsed by the NRA.**

Importance of Gun Policies

In Colorado, we find that **candidates' positions on gun policy is important to an overwhelming majority of voters, as well as to suburban women.**

Further, the **need for laws requiring background checks on all gun sales is more important to voters now amid the pandemic than a year ago.**

Table 2. Importance of a Gun Policies		
Policy	All Likely Voters	Suburban Women
A candidate's position on gun policy is important in deciding who to vote for	81%	84%
The Need for Background Checks on All Gun Sales is More Important Now than One Year Ago	54%	59%

Positions on the Strength of Gun Policy

Voters in battleground states overwhelmingly support candidates who supports stronger gun safety laws over a candidate who opposes stronger gun laws, and by nearly a 4:1 margin, battleground state voters believe gun laws in their home state should be made stronger compared to less strong.

Views on the Gun Lobby

Among battleground state voters, Everytown for Gun Safety has a very strong positive favorability rating, especially among Suburban Women, while the gun lobby's favorability rating is deeply negative.

Table 3. Favorability Ratings		
Group	All Likely Voters	Suburban Women
Everytown for Gun Safety	+17	+20
The Gun Lobby	-26	-34

A large majority of battleground state voters also say that **an endorsement by the NRA makes them less likely to support a candidate or makes no difference in their vote.**

Table 4. Impact of an NRA Endorsement		
Policy	All Likely Voters	Suburban Women
More likely to support the candidate who is endorsed by the NRA	28%	24%
Less likely to support the candidate who is endorsed by the NRA or makes no difference in their vote	64%	65%

Persuasiveness of Everytown Gun Messaging

Messaging deployed by Everytown was highly persuasive to majorities of voters, both among all likely voters and suburban women in battleground states. Gun safety messaging was on par with health care messaging and anti-Trump messaging.

Table 5. Persuasiveness of Everytown Messaging		
Top Messages Tested	% Convincing	
	All Likely Voters	Suburban Women
[GUN LOBBY] After taking millions of dollars from the gun lobby, Republicans have consistently sided with their gun lobby donors over the health and safety of American families, by blocking common-sense gun safety laws like background checks on all gun sales, and laws that keep guns out of the hands of domestic abusers and those who pose a danger to themselves and others.	61%	63%
[TRUMP CONNECTION] Republicans are standing by President Trump — even though Trump's failure to address covid-19 has led to more 215,000 deaths from the virus, and more than 57 million Americans have lost their jobs. And Republicans continue to stand with Trump as he works to repeal the Affordable Care Act during the pandemic, which would take away health care from millions of Americans and eliminate protections for people with pre-existing conditions.	58%	62%
[SPECIAL INTEREST HEALTH CARE] Republicans have taken millions from the insurance industry and supported a plan that would eliminate protections for people with pre-existing conditions, increase premiums, and would allow insurance companies to charge an "age tax" on older Americans.	52%	54%
[TWO PUBLIC HEALTH CRISES] It's been four deadly years in America: More than 215,000 Americans have died from COVID-19, and more than 120,000 Americans have died from gun violence. Republicans failed to respond to the pandemic, and they've failed to keep us safe from gun violence by blocking common-sense gun safety laws like background checks on all gun sales.	52%	55%

Positive Horserace Movement for Democrats

In fact, the generic vote improved substantially for Democrats after Everytown messaging.

Table 6. Impact of Everytown Messaging on Vote for Democrats	
Voter Group	Net Positive Generic Ballot Movement
All Colorado Likely Voters	+3
Suburban Women	+4