

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

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

Iowans support gun violence prevention

Iowa 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 (31% liberal/38% conservative), where a plurality of voters identify as conservative and Democrats have a narrow three-point party identification advantage (44% Democrat/41% Republican), voters:

- support stronger gun laws by a 3:1 margin (46% stronger/15% 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 (61% possible/39% not possible statewide).

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 critical swing voters such as 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
Blocking domestic abusers from owning guns	90 (66)	89 (61)	98 (70)	94 (60)
Requiring private citizens to obtain a permit to carry a concealed gun in public places	85 (67)	89 (65)	99 (69)	97 (80)
Requiring background checks on all gun sales	81 (65)	82 (60)	92 (78)	88 (71)
Enacting red flag laws, which give family or law enforcement a way to remove guns from someone who is exhibiting violent or unstable behavior	75 (55)	78 (49)	93 (69)	91 (55)
Changing the state constitution to include language which would make it easier to overturn Iowa's gun laws in court	32 (10)	24 (11)	15 (1)	25 (11)

Gun violence prevention will play a key role in Iowa

Gun violence is a key issue in 2020 and, importantly, there is significant intensity on the side of gun violence prevention advocates. Three-quarters of Iowa voters (75%), including 81% 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. Fifty-one percent of voters, including a majority of Republican women (70%), 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 suburban women by a six-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
Reducing health care costs	62	53	46	57
Protecting America’s national security interests	58	45	45	48
Requiring background checks on all gun sales	51	47	63	56
Creating new jobs	47	34	38	42
Taking money out of politics	46	41	28	42
Protecting borders from illegal immigration	45	36	34	36
Investing in our education system	44	34	43	48
Protecting children at the border	44	42	57	47
Protecting the environment	43	39	46	34
Reducing taxes	41	36	27	30
Lowering our national debt and budget deficit	41	35	26	37
Making the criminal justice system fairer	40	34	37	40
Protecting access to abortion	34	29	44	25

Voters are ready and willing to hold candidates accountable who don’t prioritize gun violence prevention. Over half of Iowa voters are less likely to vote for a candidate who opposes a red flag law (53%); nearly 70 percent (65%) 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	
	Less likely	More likely	Less likely	More likely	Less likely	More likely	Less likely	More likely
Opposes requiring background checks on all gun sales, including those sold online and at gun shows	65	20	64	15	79	13	73	12
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	53	30	49	25	75	17	60	18

ABOUT THIS POLL

Global Strategy Group conducted an online survey of 617 likely voters in Iowa from January 2nd to 12th, 2020. The survey had a confidence interval of +/- 3.9%.