

**To:** Interested Parties

**From:** Global Strategy Group

**Date:** January 16, 2020

**Re:** New Survey Shows Gun Violence Prevention is Path to Victory in 2020 Suburbs

In [2018](#), Democratic candidates prioritized gun violence prevention like never before. In [2019](#), Virginians made clear they would vote out candidates who stood in the way of gun safety. In 2020, the map of gun safety voters is expanding even further as suburban women – who for the past couple of elections have been abandoning Republicans – increasingly prioritize candidates who support stronger gun laws.

A recent poll of suburban women in five battleground states (Colorado, Minnesota, North Carolina, Pennsylvania, Texas), conducted by Global Strategy Group on behalf of Giffords, demonstrates that gun violence prevention has not only become more important to key voters in recent years, it has also become the issue that will define 2020 in key swing states.

## Times Have Changed

Mere years ago, the conventional narrative said gun violence prevention was a losing cause – one that would sink Democratic candidates. This poll makes clear times have changed.

**Suburban women say gun violence prevention has become a bigger factor in their voting decisions over the last few years.** A clear majority of suburban women in these five states say a candidate's position on guns has become more important (59%, including 33% much more important) to their vote over the last couple years. Only 7% say it has become less important.

**Intensity is on the side of gun violence prevention advocates.** Suburban women who support stronger gun laws are nearly twice as likely to say the issue has become more important to them (69% more important, including 40% much more important) than those who don't support stronger gun laws (38% more important including only 18% much more important).

**Voters from all walks of life have become more supportive of stronger gun laws.** Even suburban women supporting Trump's reelection (37% more supportive/18% less supportive) and regular Fox News viewers (44% more/16% less) say they have become more supportive of stronger gun laws over the past couple years, not less.

## Gun Violence Prevention is a Top Issue in 2020

**A clear majority of women support stronger gun laws and prioritize this issue.** Fifty-nine percent of suburban women in these traditionally tough battleground states both support stronger gun laws and say this issue is "very important" to their vote. That's more than three times the number of suburban women who don't support stronger gun laws and consider the issue very important (17%).

**Gun violence prevention is having more of an impact on voting than Trump.** Much has been made of the divisive tone of President Trump and his role in driving suburban women away from Republicans. But, the overwhelming majority of suburban women, and independent suburban women, in these states say a candidate’s position on guns is more important to their vote than a candidate’s stance on Trump (82% guns/18% Trump among suburban women; 82% guns/18% Trump among independent suburban women).

**In fact, for suburban women, gun violence prevention is the litmus test of 2020.** Sixty-four percent of suburban women in these states would never vote for a candidate who didn’t support requiring background checks on all gun sales. That’s more than any of the 14 other issues tested, including reducing health care costs (62%), protecting children at the border (55%), and even protecting access to abortion (49%).

% who say “I agree with _____ and would never vote for a candidate with whom I disagreed on this position”	
Requiring background checks on all gun sales	64
Reducing health care costs	62
Protecting America’s national security interests	57
Protecting children at the border	55
Protecting the environment	52
Protecting access to abortion	49
Improving education	47
Reducing taxes	46
Creating new jobs	46
Making our criminal justice system more fair	45
Protecting our borders from illegal immigration	44
Lowering our national debt and budget deficit	40
Taking money out of politics	39

## Democrats Have Not Hit a Ceiling with Suburban Women Voters

**While many suburban women have turned against Republicans recently, the gun debate is not yet played out and could lead to more Democratic gains.** Thus far, Democrats have benefitted from women increasingly prioritizing gun violence prevention when voting. But there are even more suburban women votes up for grabs when guns are the center of the debate: suburban women in these battleground states vote for an unnamed Democrat for Congress over an unnamed Republican by a 15-point margin (51% to 36%). When the candidates’ stances on guns is added, that shifts to a 24-point lead (56% to 32%).

Vote	Overall	Independents
	<i>Net Democrat advantage (Dem – GOP)</i>	
Generic ballot (Democrat v. Republican)	<b>+15</b>	<b>+14</b>
Gun law generic ballot (Democrat who supports stronger gun laws v. Republican who opposes more gun restrictions)	<b>+24</b>	<b>+21</b>

Even Republican women (30-point shift), Trump-supporting women (22-point shift), and independent women (7-point shift) shift to the Democrat when guns are part of the debate. This shift occurred across all states tested, including Texas (4-point shift).

**President Trump is vulnerable on guns.** Very few of these suburban women voters, for now, are aware that President Trump has tried to weaken current gun laws (rolling back regulations on access for the mentally ill; supporting allowing concealed carry permit holders in one state carry their gun in another state — even if they don’t meet the requirements to carry in that state). Only 20% know that he has supports weakening gun laws.

Further, despite the clear precedence these women place on candidates who support background checks, only 31% are aware that the President does not support the widely popular policy. President Trump and other candidates who oppose stronger gun laws like background checks are falling behind on an issue that increasingly grows in importance among this important bloc of voters.

**ABOUT THIS POLL**

*Global Strategy Group conducted a survey of 1,500 likely 2020 suburban women voters in five states (Colorado, Minnesota, North Carolina, Pennsylvania, Texas) from December 13<sup>th</sup> to 23<sup>rd</sup>, 2019.*