



MEMORANDUM

TO INTERESTED PARTIES
FROM GIFFORDS
DATE November 9, 2022
RE Giffords Efforts in the 2022 Election

Despite the headwinds faced by an incumbent party in a midterm election, the red wave predicted by many did not materialize. Voters largely rejected extreme MAGA Republicans who put the gun lobby ahead of voters in their communities. Numerous exit polls indicated that gun safety was a key issue in this election, with [MSNBC](#) and [CBS](#) both listing gun safety as a top five issue for voters in key battleground states. An [NBC exit poll](#) found that 56% of 2022 voters supported strengthening gun laws—and among these proponents of gun safety laws, 76% backed Democratic candidates while only 22% favored Republicans.

Key early victories in races across the country showed the power of gun safety, from [John Fetterman's Senate victory](#) in Pennsylvania—where Giffords spent \$2.5 million in ads and hosted a gun safety forum this spring—to the [passage of Measure 114 in Oregon](#), one of the strongest packages of gun laws ever enacted at the state level. As Giffords Executive Director Peter Ambler wrote in a [Newsweek op-ed](#) and as reported by [Politico](#), gun safety is no longer an issue that Democrats need to run from: it's an issue they can run, and win, on.

We also learned last night that Democratic losses in Florida indicate that the Democratic Party needs to invest more, not less, to reach Hispanic and Latino voters in the state—many of whom view gun safety as a key issue.

Even with control of the Senate and House still up for grabs, it's clear that in this midterm election, voters resoundingly rejected the extremism of Republican candidates, choosing Democrats in key races in states across the country. Gun safety is an important part of this story.

Gun control is now a winning issue for Dems

Fifty-six percent of 2022 voters support stricter gun control measures, while 40% oppose them, the NBC News exit poll found.

Among the proponents of stricter measures, 76% backed Democratic candidates while 22% favored Republicans, illustrating the salience of the cause of tougher gun laws. It's a far cry from a decade ago, when Democrats tended to fear single-issue pro-gun voters would overwhelm gun control proponents and punish them at the ballot box for pursuing tougher firearm laws. 🗳️



Sahil Kapur

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Key stats:

- **\$10 million** invested in support of gun safety candidates across the country, including:
 - **\$5 million** in ad buys in the Colorado and Pennsylvania Senate races
 - **\$1 million** in the Giffords Florida program
 - **Over \$350,000** in direct donations to campaigns and state parties
 - **Six-figure investment** in the successful passage of Oregon Ballot Initiative 114
- **288** candidates endorsed in races across the country, with an over **70% win rate** as of November 9th
- **67** events held virtually and in-person across the US
- **Six-day gun safety bus tour** across Florida with **21 events**

Here's how Giffords backed gun safety candidates in the 2022 cycle:

Rallied for Gun Safety in Pennsylvania, Including Millions in TV Ads to Support Fetterman and a Senate Forum

This year, with key gubernatorial and Senate races up for grabs, Giffords took our message to the airwaves with a [\\$2.5 million ad buy online and in the Philadelphia media market](#) to hold Republican Senate nominee Mehmet Oz accountable for his backwards stances on gun safety issues. Take a look: [We've Watched](#). It worked: key exit polling from [CBS](#) showed that gun violence and violent crime were top of mind for voters on Election Day.

In April, Giffords held a [gun violence prevention forum in Philadelphia](#) aimed at educating voters on the three leading Democratic US Senate candidates at the time. Giffords also hosted a [press conference](#) focused on community violence intervention in Chester, with Reps. Madeleine Dean and Mary Gay Scanlon and other state and local candidates.

Got Out the Gun Safety Vote in Colorado By Engaging Key Stakeholders

For multiple cycles, Giffords has been deeply engaged in Colorado—a state that has seen some of the worst instances of gun violence in American history. This fall, Giffords took our message to the airwaves with a \$2.5 million ad buy to support gun safety champion, Senator Michael Bennet. Three TV ads targeting radical Republican Senate candidate Joe O'Dea. Watch: [Keeps Happening](#); [Terrifying](#); and [Weapons of War](#).

In January, Sen. Michael Bennet joined Giffords Senior Advisor [Ryan Busse](#) and members of [Giffords Gun Owners for Safety](#) for a [roundtable](#) on gun safety priorities. Giffords Senior Advisor and former Rep. Debbie Mucarsel-Powell moderated a [CVI-focused roundtable](#) in Denver in August, featuring Sen. Bennet. That same day, Giffords hosted a candidate roundtable, featuring Rep. [Jason Crow](#), as well as two of the DCCC's Red to Blue candidates, State Sen. [Brittney Pettersen](#) (CO-07) and State Rep. Yadira Carveo (CO-08).

Conducted Polling in Swing States

Gun violence has become a kitchen table issue, ranking among the economy and abortion as top concerns for voters in this election. In April, Giffords [conducted a poll with Global Strategy Group](#), which found that majorities of battleground voters blame criminals having easy access to guns (59% major factor) and an increase in illegal guns (58% major factor) for the increase in crime they believe is occurring. Deadly mass shootings and everyday incidents of gun violence have been constant reminders to voters that this issue must be addressed with commonsense solutions. According to an [Axios-Ipsos poll](#), gun violence is a top concern for Latino voters, surpassing even inflation and the economy.

Stumped for Candidates in States across the Country

In addition to events in Colorado and Pennsylvania with Gabby, former Rep. Mucarsel-Powell, and Ryan Busse, Giffords also stumped for candidates in key states and prevailed, such as in [Washington](#), [Massachusetts](#), [Wisconsin](#), and [New Mexico](#).

More information on Giffords 2022 Political Program available [here](#).

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[Giffords](#) is a nonprofit organization dedicated to saving lives from gun violence. Led by former Congresswoman Gabrielle Giffords, Giffords shifts culture, changes policies, and challenges injustice, inspiring Americans across the country to fight gun violence.