

TO: Interested Parties
 FROM: Global Strategy Group
 DATE: June 26th, 2023
 RE: New Battleground Survey Demonstrates the Bipartisan Safer Communities Act Is Popular and Boosts Perceptions of Democrats

With just over a year to go before the 2024 election, crime and gun violence remain top concerns for voters. A new survey of battleground voters in Arizona, Florida, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Texas, and Wisconsin shows Democrats have an answer: the Bipartisan Safer Communities Act. Communicating on this historic legislation – the first step to address gun violence in 30 years – not only deepens support for the law itself but strengthens perceptions of Biden and helps Democrats get on the right side of the crime debate.

Gun violence ranks among voters’ top concerns and needs to be addressed head on.

Battleground voters are extremely concerned about crime involving guns. [Poll](#) after [poll](#) shows voters are concerned about gun violence and crime. This new research shows voters in these right-leaning battleground states’ (+4 Republican on PID) concerns center first and foremost around shootings (65% concerned) and mass shootings (65%), more than shoplifting (35%) or white-collar crime (39%). This is especially true of Black and Hispanic voters – key constituencies Democrats need to win over to keep the Presidency and Senate and regain the House.

Voters believe stronger gun safety measures are the answer. Democrats (88%), independents (66%), and even many Republicans (42%) want to see stronger gun laws. And voters in these battleground states are 25 points more likely to strongly support strengthening background checks (74% strongly support, 91% total support) than increasing funding for law enforcement (49% strongly, 82% total), with independents – who will help decide the results in 2024 – 34 points more likely to strongly support increased background checks than increased funding for law enforcement. And they think that expanding background checks is more likely to reduce crime (46% major impact, 76% total impact) than increased funding for law enforcement (37% major, 72% total).

Policy Item	% Total Support (% strongly support)		% Impact on Crime (% major impact)	
	Overall	Independents	Overall	Independents
Requiring background checks on all gun sales	91 (74)	92 (71)	76 (46)	84 (54)
Requiring training and a license to purchase a gun	87 (65)	87 (61)	72 (43)	79 (47)
Increasing funding for law enforcement	82 (49)	82 (37)	72 (37)	71 (32)

But voters have heard very little about Democratic solutions to crime. While the Bipartisan Safer Communities Act (76% support) is just as supported as the Infrastructure Investment and Jobs Act (77%) and the Inflation Reduction Act (70%), less than half of battleground voters have heard anything about it (44%, including only 14% who have heard a lot).

Messaging on the Bipartisan Safer Communities Act flips the script on crime and improves Democrats' standing on the issue.

Leading with messaging on the Bipartisan Safer Communities Act gets Democrats on the right side of crime. After introducing the Bipartisan Safer Communities Act, key metrics associated with voting for Biden in 2024 shift strongly in his favor, especially among Black, Hispanic, and independent voters. Because of this, the number of voters who believe that Biden is working to reduce crime and gun violence increases by 22-points.

Trait	Net Shift (Final Net Well - Initial Net Well)			
	Overall	Independents	Black Voters	Hispanic Voters
<i>Is working to reduce gun violence</i>	+22	+36	+20	+14
<i>Is working to reduce crime</i>	+22	+28	+28	+26
<i>Is working to keep us safe</i>	+8	+20	+16	+6

Hearing about the Bipartisan Safer Communities Act improves the standing of this already popular law. Despite the fact that the law is already extremely popular, voters increasingly support the act after hearing more about it (85% support, +9 from initial). And voters strongly back crucial components of the law, like making gun trafficking a federal crime (62% strongly support), strengthening background checks on gun purchasers under the age of 21 (57%), and making straw purchasing a federal crime (54%).

Component of the Bipartisan Safer Communities Act	% Total Support (% strongly support)	
	Overall	Independents
<i>Making gun trafficking a federal crime</i>	90 (62)	84 (52)
<i>Strengthening background checks on gun purchasers under the age of 21</i>	86 (57)	75 (44)
<i>Making straw purchasing a federal crime</i>	86 (54)	81 (47)

ABOUT THE POLL

Global Strategy Group conducted an online survey of 1,405 likely 2024 voters, including 322 Black voters and 314 Hispanic voters, in the battleground states of Arizona, Florida, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, Texas, and Wisconsin between May 24 and June 1, 2023. The survey had a confidence interval of +/- 2.6%. Care has been taken to ensure the geographic, demographic, and political divisions among registered voters are properly represented.