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Friday, April 14th

Gun Violence Prevention: A Guide for Advocates



*Note: This survey was conducted entirely after the mass shooting that occurred at The Covenant School in Nashville, Tennessee, but entirely prior to the mass shooting that occurred at the Old National Bank in Louisville, Kentucky.

Key Takeaways:

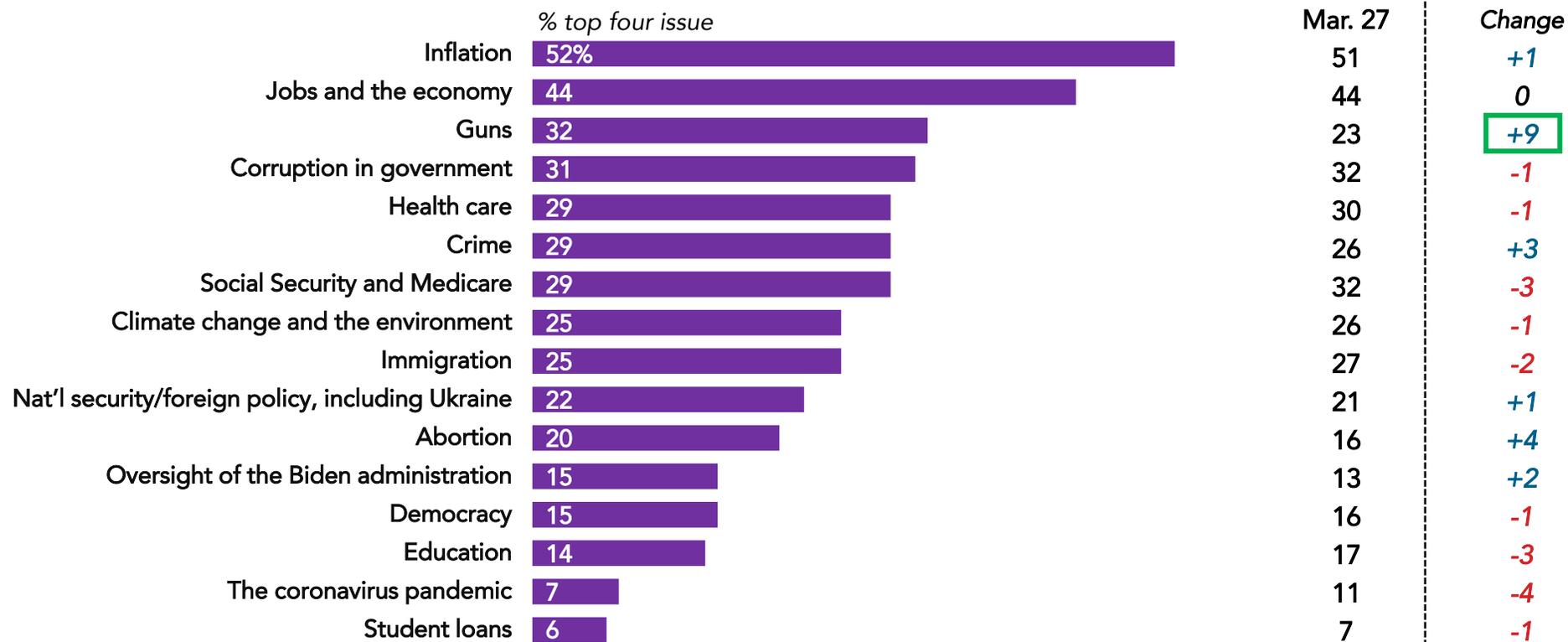
- Nearly one in three Americans now say the issue of guns should be a top priority for Congress – behind only inflation and the economy – as majorities say gun violence and mass shootings are “crises.”
- More than three in five say gun laws should be stronger, as overwhelming majorities support a range of gun violence prevention reforms.
- Messaging emphasizing the magnitude of the gun violence crisis is most compelling against a pro-2nd Amendment argument, and Americans express the most concerns about Republican inaction and obstruction on the issue.

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In the Wake of Recent Mass Shootings, a Growing Share of Americans View Guns As a Priority for Congress to Focus On

The share who rate guns as a top four issue increased by 9 points since late March (from 23% to 32%); only inflation (52%) and jobs and the economy (44%) rate higher. Among those who want stronger gun laws, guns are a more salient issue: 45% say it is a top four issue, compared to just 10% among those who do not want stronger gun laws.

Which do you feel are most important for Congress to focus on?



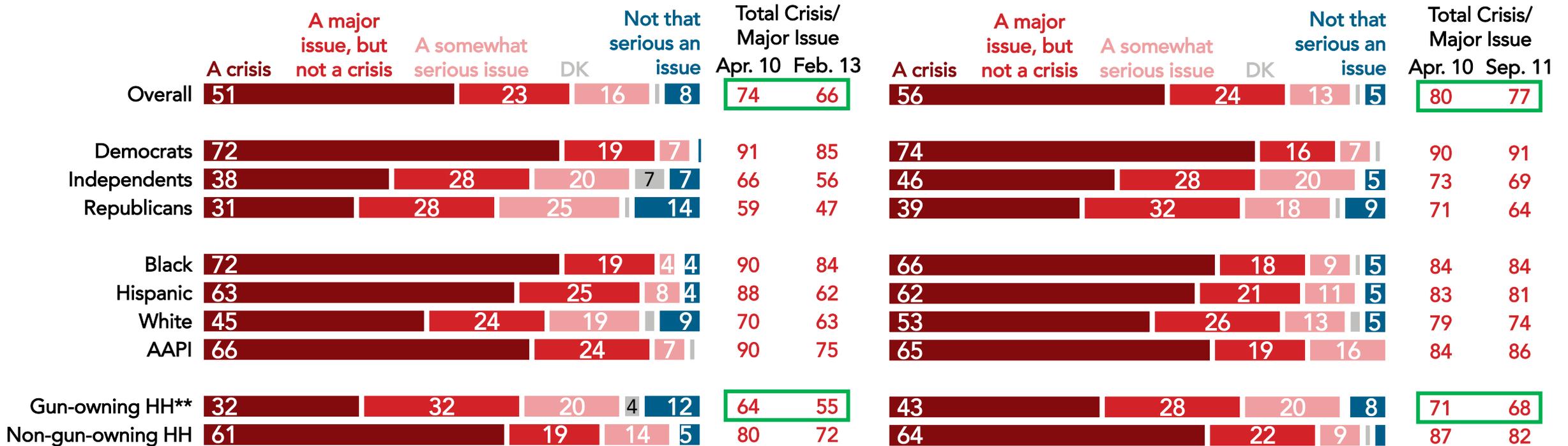
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted April 6-April 10, 2023. For more info, visit navigatorresearch.org

Gun Violence and Mass Shootings Are Seen As Major Crises in the United States

Since mid-February, the share who say gun violence in the U.S. is “a crisis” or “a major issue” has increased by 8 points (from 66% to 74%), while the share who say the same of mass shootings has also slightly increased from last September (from 77% to 80%).

(Split sample) How big of an issue do you think gun violence is in the United States?*

(Split sample) How big of an issue do you think mass shootings are in the United States?*



*These questions were previously asked to the full sample but were split in the most recent survey.

**“Gun-owning households” are respondents who indicate they own a gun, someone in their household owns a gun, or both.

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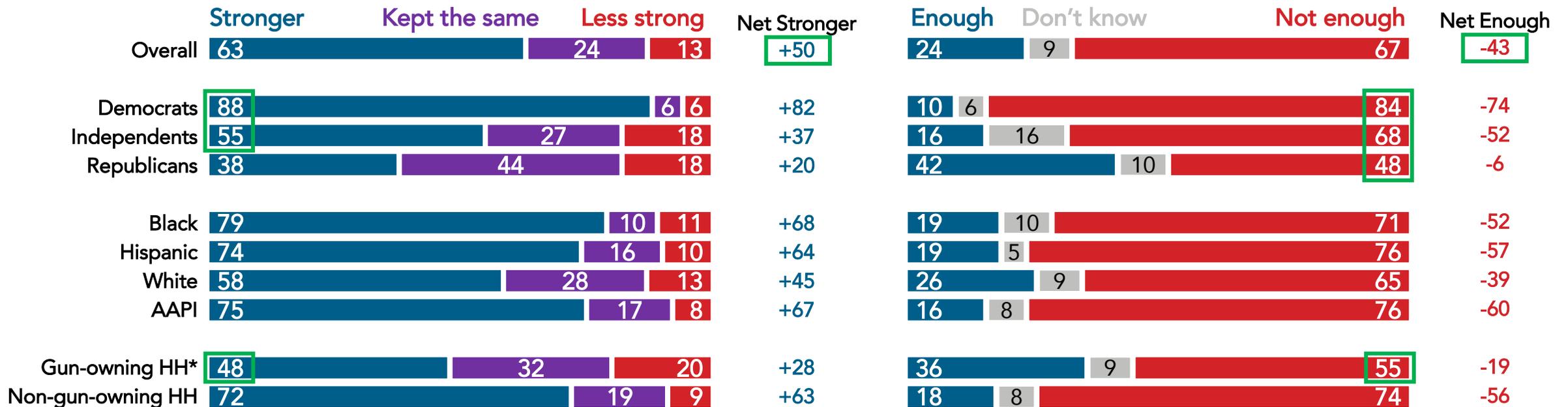
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Americans Don't Think Gun Laws Are Strong Enough Nor That Washington Has Done Enough

Majorities of Democrats (88%) and independents (55%) say gun laws in the U.S. should be stronger, along with nearly two in five Republicans (38%) and half of those in gun-owning households (48%); two in three Americans (67%) also say that leaders in D.C. "have not done enough" to prevent gun violence, including nearly half of Republicans (48%) and 55% of those in gun-owning households.

Do you think gun laws in the United States should be stronger, less strong, or kept the same as they are now?

Do you think our leaders in Washington have done enough to prevent gun violence in the United States?



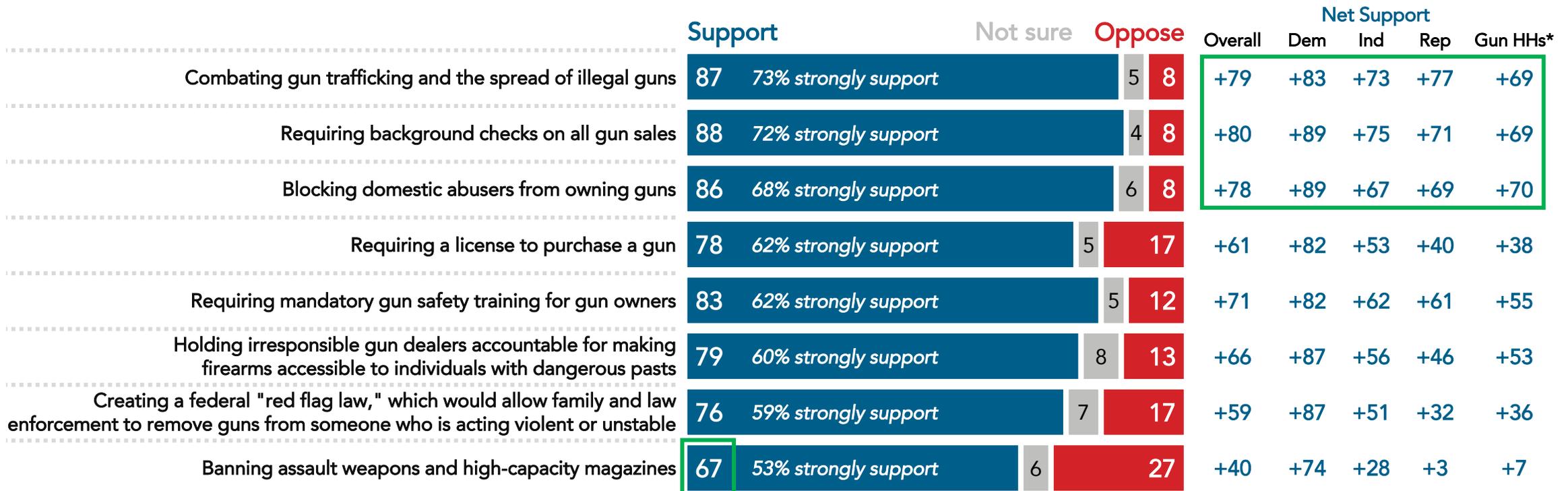
*"Gun-owning households" are respondents who indicate they own a gun, someone in their household owns a gun, or both. Nationwide survey of 1,003 registered voters conducted April 6-April 10, 2023. For more info, visit navigatorresearch.org.

Bipartisan Coalitions and Those in Gun-Owning Households Support a Range of Gun Violence Prevention Reforms

Requiring background checks on all gun sales (net +80 support), combating gun trafficking and the spread of illegal guns (net +79), and blocking domestic abusers from owning guns (net +78) are the most popular gun reforms tested.

- Two in three Americans (67%) also support banning assault weapons and high-capacity magazines, including a majority of those in gun-owning households (51% support) and a plurality of Republicans (48%).

Below is a list of policies some have proposed to combat gun violence in the United States. Please indicate whether you support or oppose each one.



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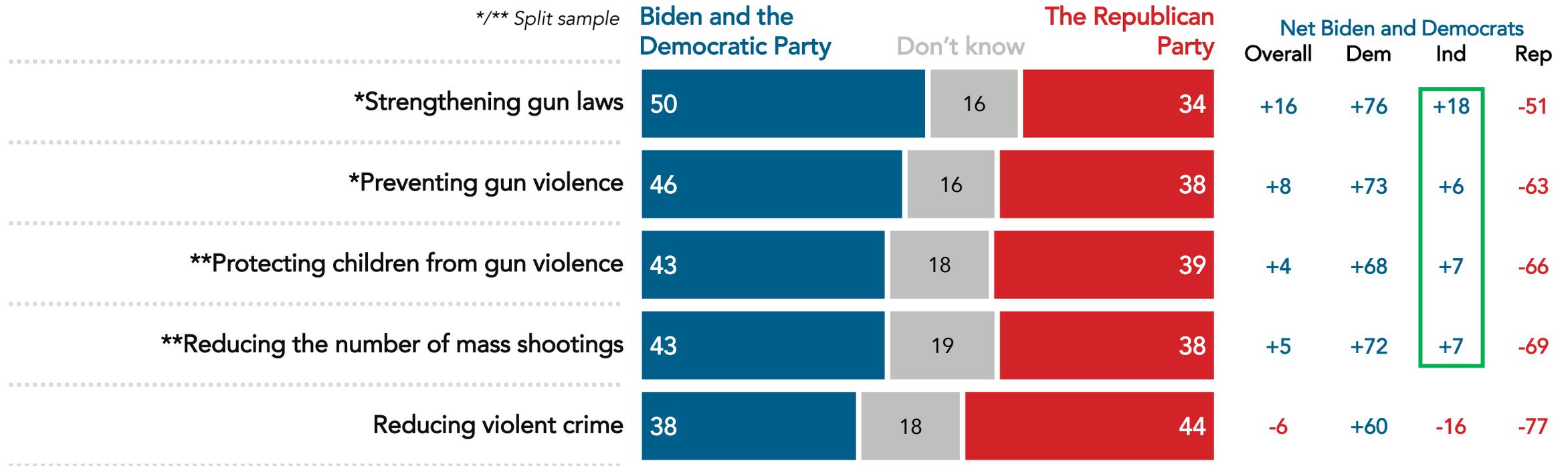
Biden and Democrats Are More Trusted on Issues Related to Gun Violence Prevention, Though Less So on Reducing Crime

Independents trust Biden and the Democratic Party much more than the Republican Party on “strengthening gun laws” (net +18 Biden and Democrats), and also trust Democrats more on “preventing gun violence” (net +6), “protecting children from gun violence” (net +7), and “reducing the number of mass shootings” (net +7).

- Republicans hold an advantage on “reducing violent crime” (net -6 Democrats overall, net -16 Democrats among independents).

Below is a list of issues. Please indicate who you trust more to handle each one.

/ Split sample*



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Emphasizing the Magnitude of the Gun Violence Crisis in the U.S. Is the Strongest Message Tested

A message that “we need stronger gun laws in this country because there have already been 125 mass shootings in the U.S. in the first three months of 2023 [and] over 10,000 gun deaths” is most effective (net +18 agree more) against a message that “we cannot let our government take guns away from law-abiding citizens [and] overturn the 2nd Amendment.”

Which side do you agree with more?

Statement 1: Those who say we cannot let our government take guns away from law-abiding citizens, overturn the 2nd Amendment, and make Americans unable to defend themselves.

Statement 2: Those who say **we need stronger gun laws in this country because there have already been 125 mass shootings in the United States in the first three months of 2023, as well as over 10,000 gun deaths from homicide, murder, and suicide.**

Statement 1: 41%
Statement 2: 59%
Net Statement 2: +18

Statement 3: Those who say **other countries don't experience mass shootings like America does because their gun laws are stronger: after the assault weapons ban expired, mass shooting deaths increased by almost 600%.**

Statement 1: 45%
Statement 3: 55%
Net Statement 3: +10

Statement 4: Those who say **more guns in our communities and in our country puts police officers who risk their lives to defend us every day in greater danger because it means some criminals are better-armed than the police.**

Statement 1: 46%
Statement 4: 54%
Net Statement 4: +8

Statement 5: Those who say **more guns in our communities and in our country leads to more accidental shootings, more fatal suicides, and more school shootings.**

Statement 1: 48%
Statement 5: 52%
Net Statement 5: +4

GOP Obstructionism/Inaction Most Concerning on Gun Violence

Messaging focused on Republicans trying to ban books instead of making sure parents can send their children to school without fear of them being killed in their classrooms also performs strongly among independents (68% concerned) and gun-owning households (50%).

Below are criticisms of positions many Republican politicians have on guns. Please indicate how concerning you find each one.

Republican politicians...

/ Split sample
Top 6 of 8 messages shown*

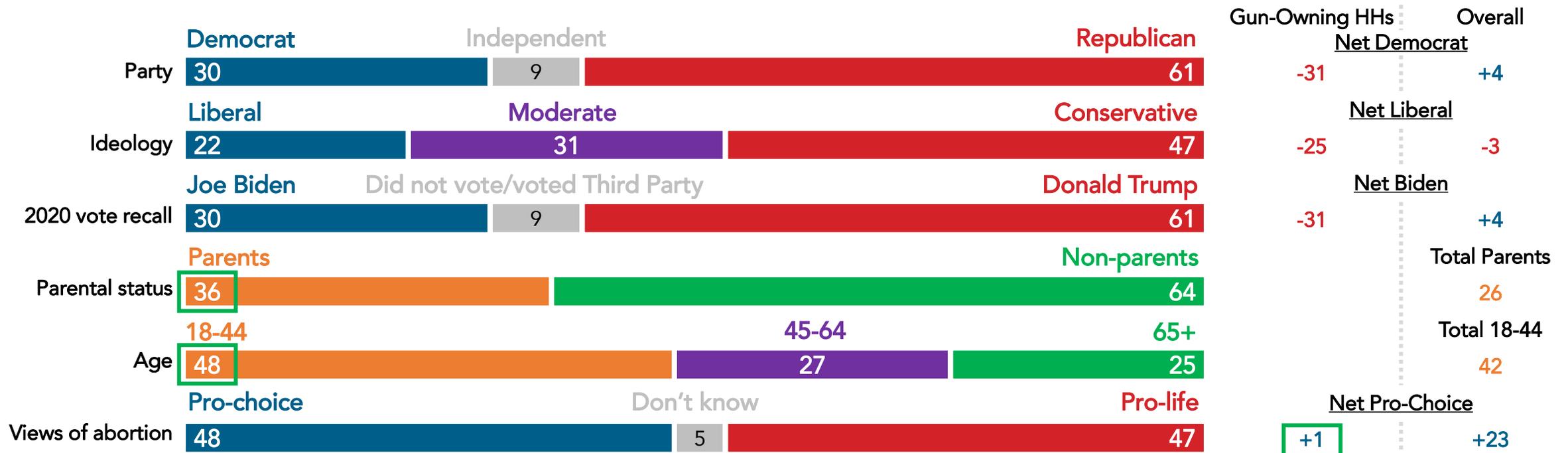
	Very concerning	Somewhat concerning	Don't believe	Not concerning	Overall	Dem	Ind	Rep	Gun HHs*
*...don't have a plan to reduce gun violence: one Republican Congressman even said, "We're not going to fix it, criminals are going to be criminals." Republicans have proposed putting more guns in schools but are avoiding real solutions, like universal background checks and red flag laws to keep guns out of the hands of dangerous people	46	17	19	18	63	88	67	34	49
...say that mental health is the true problem, and not guns, but Republican lawmakers and legislatures across the country have slashed funding for mental health services and blocked legislation that would keep guns out of the hands of the mentally ill	45	22	17	16	67	87	67	45	55
*...are in the pocket of the National Rifle Association, which contributes millions of dollars to their campaigns every year. It's clear that Republican politicians care more about protecting their gun lobby donors' profits and holding onto their own power than saving lives of victims of gun violence, including young children	45	17	23	15	62	90	61	32	48
...act like they care about what goes on in America's schools, but they don't have the right priorities: they are obsessed with trying to ban books or topics like Martin Luther King, Jr. or Anne Frank, instead of making sure parents can send their children to school without fear of them being killed in their classrooms	44	18	24	14	62	88	68	32	50
**...have for decades blocked even the most common sense gun violence prevention laws, such as closing loopholes in the law that allow criminals to get their hands on a gun, no questions asked, and now we're seeing the horrific consequences of their inaction	44	20	21	15	64	87	63	38	51
...used to support common sense gun laws, but they've changed. Even President Reagan supported the assault weapons ban which passed with bipartisan support. Now, Republicans oppose any common sense gun laws like universal background checks on all gun sales, limits on high-capacity weapons, and bans on military-style assault weapons	43	20	19	18	62	87	56	37	53

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Those in Gun-Ownning Households Lean Republican, Conservative, Tend to Be Parents, Younger; But More Pro-Choice Than Not

The 37% who live in gun-owning households tend to identify as Republicans (61%) and conservatives (47%). Demographically, they are more likely to be parents (36%) and 18-44 years old (48%) than Americans overall. Roughly half (48%) identify as pro-choice.

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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,003 registered voters from April 6-April 10, 2023. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 101 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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