

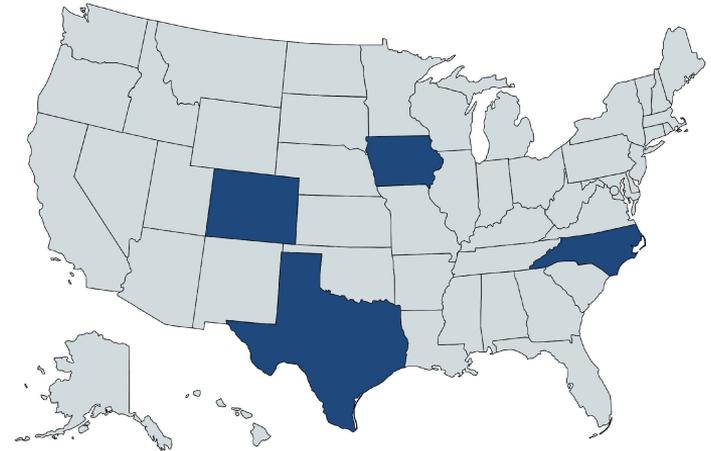
G B A O

Brady PAC
Statewide Surveys
Colorado, North Carolina, Iowa, Texas

August 2020

- Conducted July 6-12, 2020 via live phone calls and text-to-web surveys
- Likely voters in four senate battleground states:
 - 539 interviews in Colorado
 - Margin of error: +/-4.2%
 - 508 interviews in North Carolina
 - Margin of error: +/-4.4%
 - 534 interviews in Iowa
 - Margin of error: +/-4.2%
 - 1,021 interviews in Texas
 - Margin of error: +/-3.1%

Senate Battleground



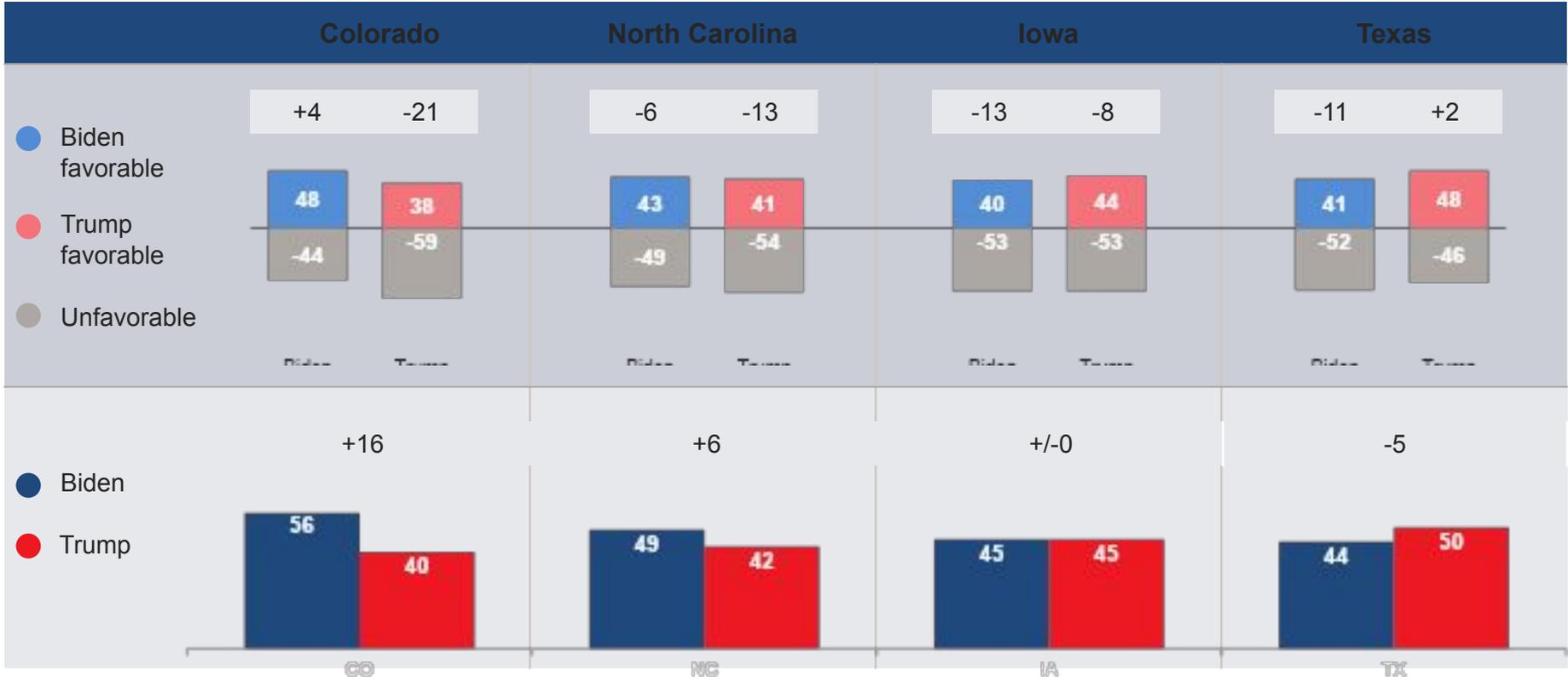
- Trump is weak, and Democratic Senate candidates have some advantages.
- But even in states where the top of the ticket races are evolving, views on guns are quite consistent.
- More support stronger gun laws, both in theory and in practice.
- Safe storage and trigger locks are top-tier, but all proposals garner majority support.
- Other proposals make for powerful messages, particularly on AWB & ERPO.
- There is a gender gap transcending party lines. Gun households and other groups are with us.
- As a watchout: those who prioritize gun policy more likely to be Republican. But the disparity is not as dramatic as conventional wisdom.

Trump's Position Weak In All Four Battleground States

Figure 4

Political Environment

*Margins may differ due to rounding



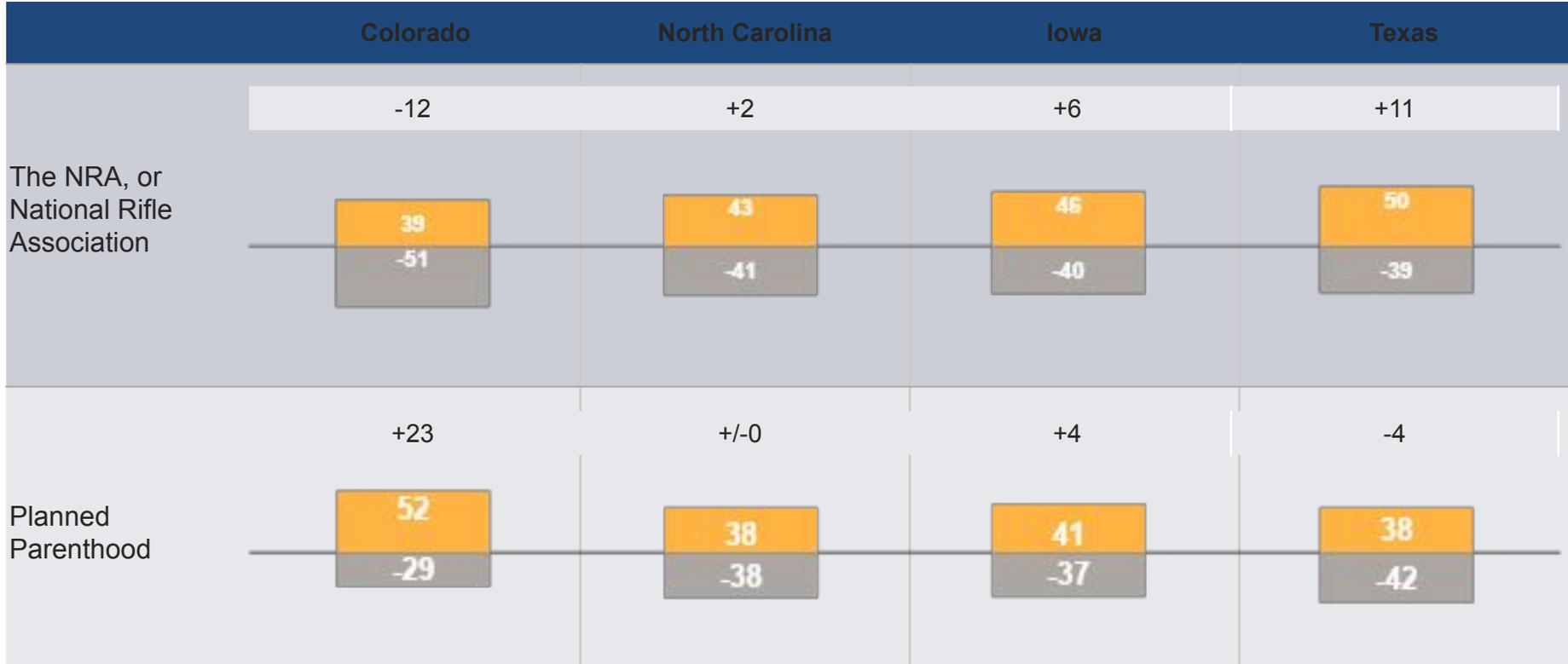
Voters In North Carolina, Iowa More Mixed On NRA And Planned Parenthood Than Colorado, Texas

Figure 5

Favorability

● Favorable ● Unfavorable

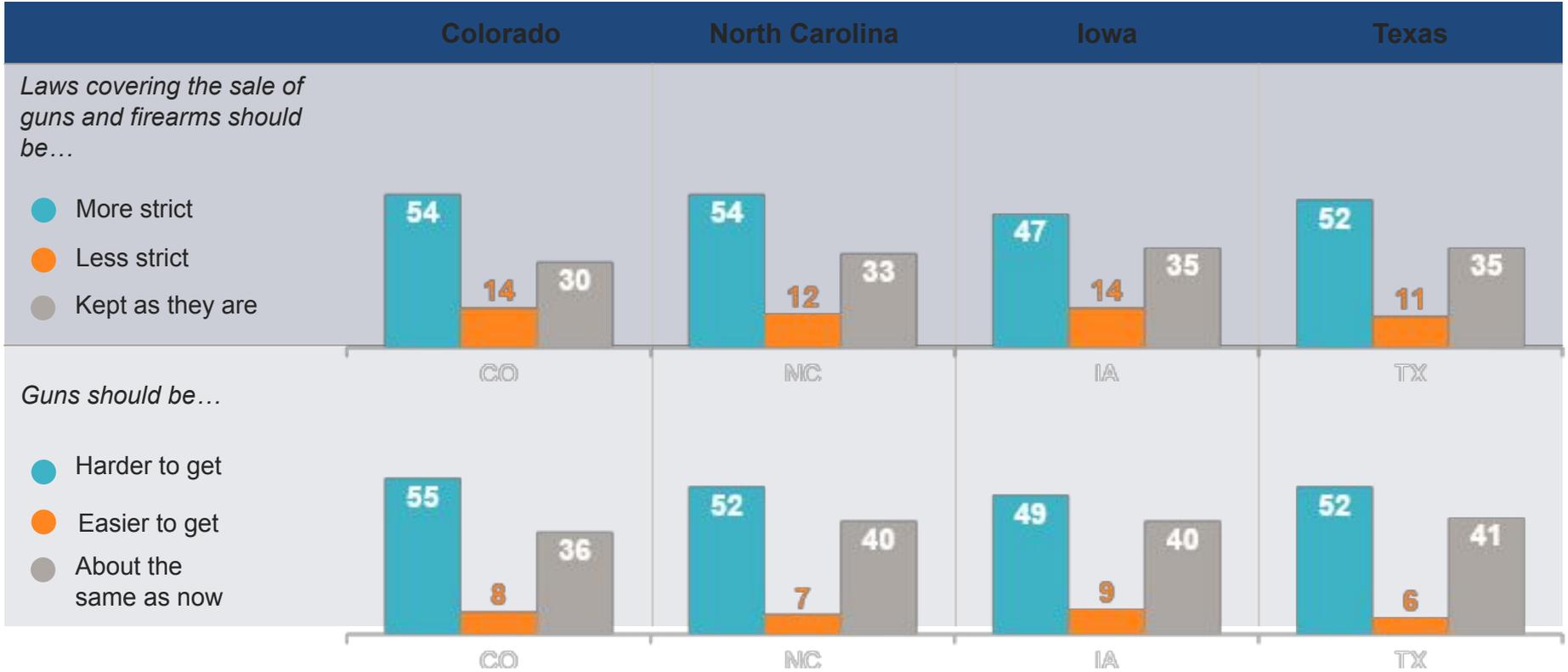
*Margins may differ due to rounding



In All States, More Support Stronger Gun Laws Than The Status Quo

Figure 6

Gun Laws And Access

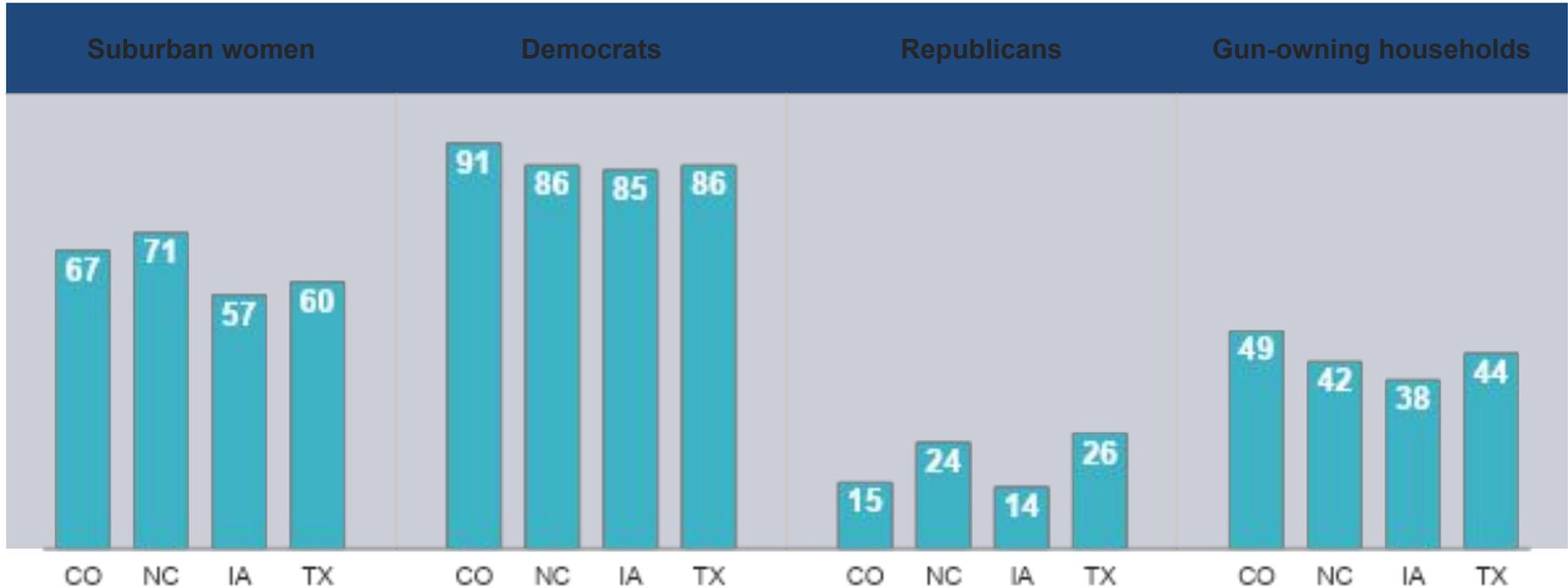


Support For The Value Of Stronger Gun Laws Transcends Demographics

Figure 7

Stricter Gun Laws

● Gun laws should be more strict



Voters Prioritize Reducing Gun Violence Across States

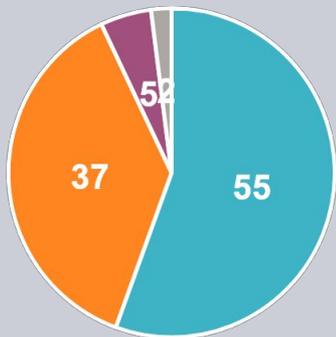
Figure 8

Gun Laws And Access

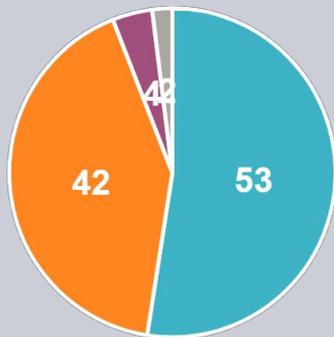
Do you think it is more important to protect the rights of gun owners or to reduce gun violence?

● More important to reduce gun violence ● More important to protect rights of gun owners ● Both ● DK/Refused

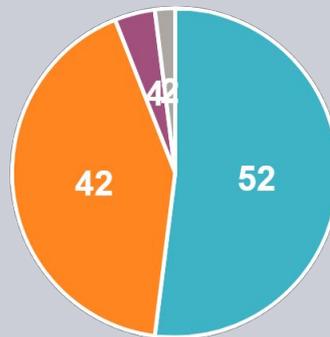
Colorado



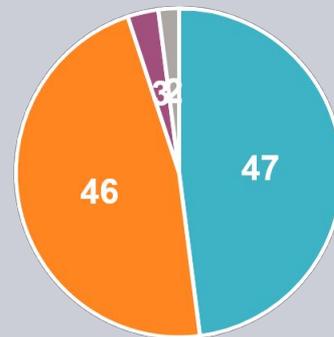
North Carolina



Iowa



Texas



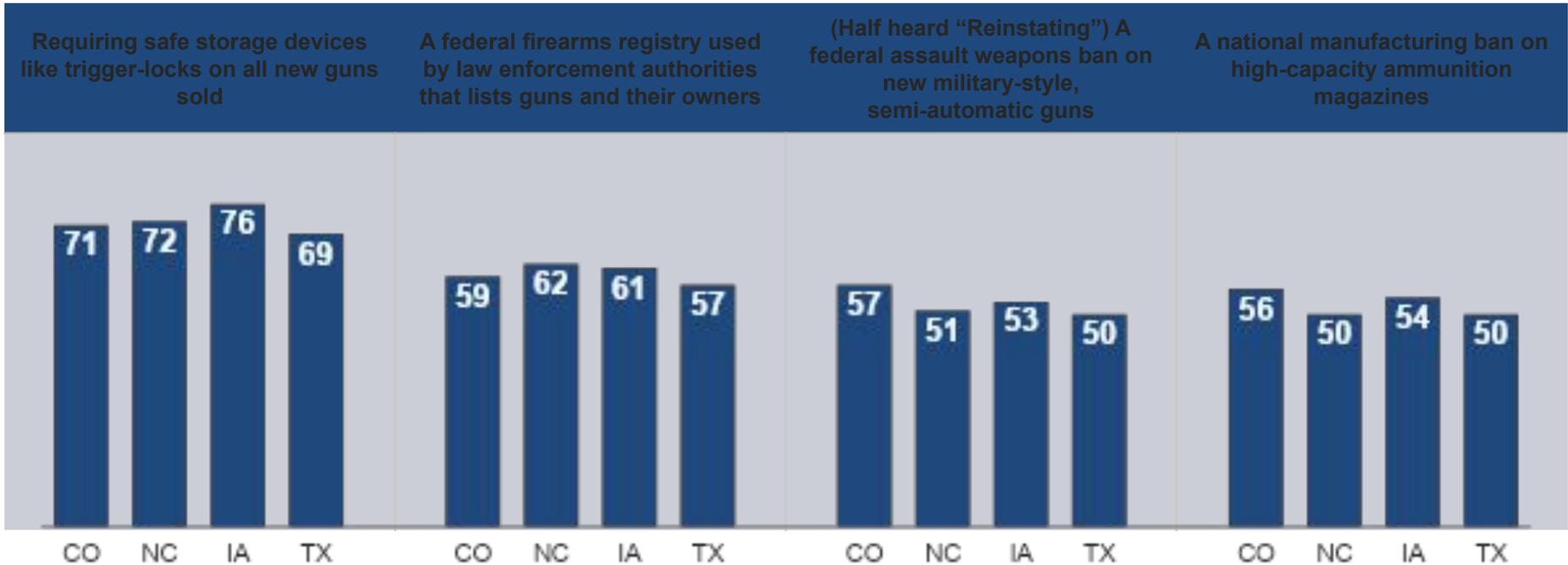
Majorities Support Each Proposal We Tested

Figure 9

Gun Laws And Access

For each one, please indicate whether you favor or oppose this proposal.

● Total favor



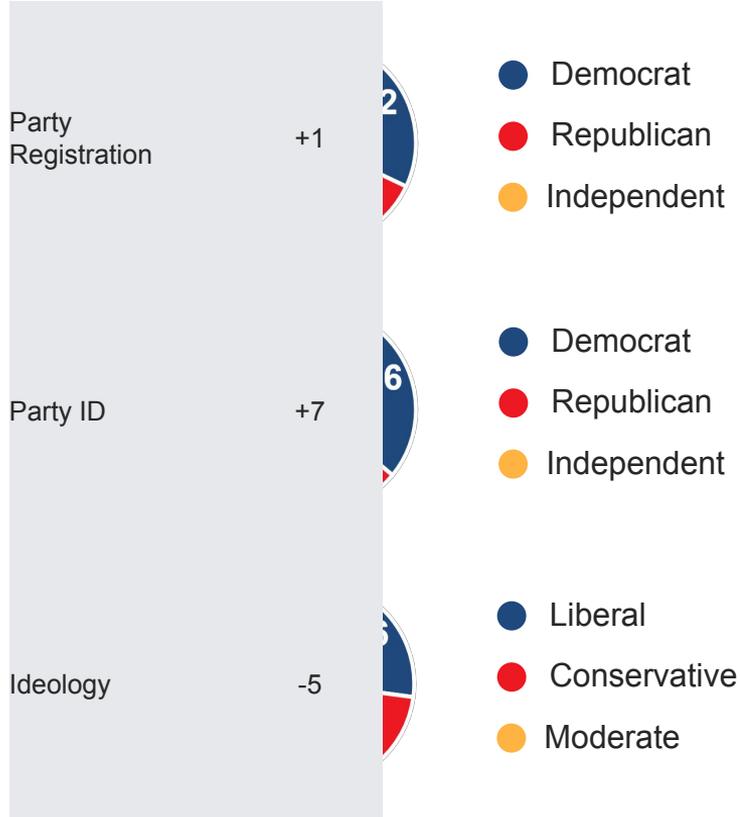


Colorado

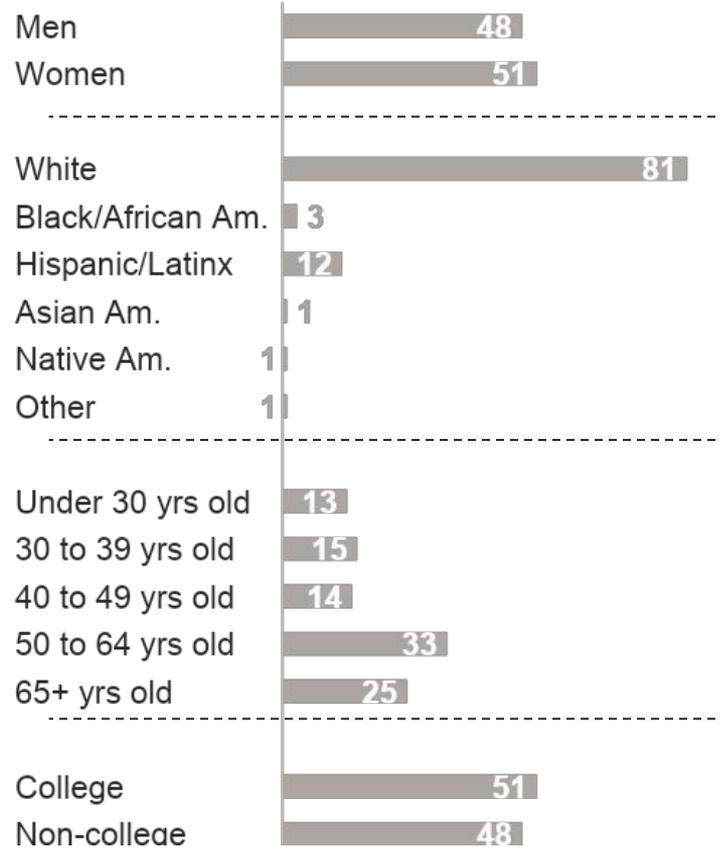
Colorado Demographics

Figure 11

Electorate



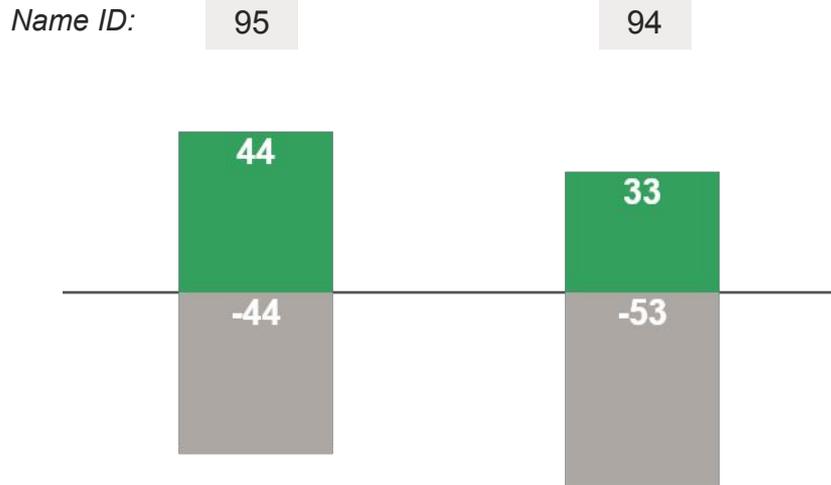
Gunowners
Self: 25
Household: 43



Hickenlooper Strong In The Senate Race

Candidate Favorability

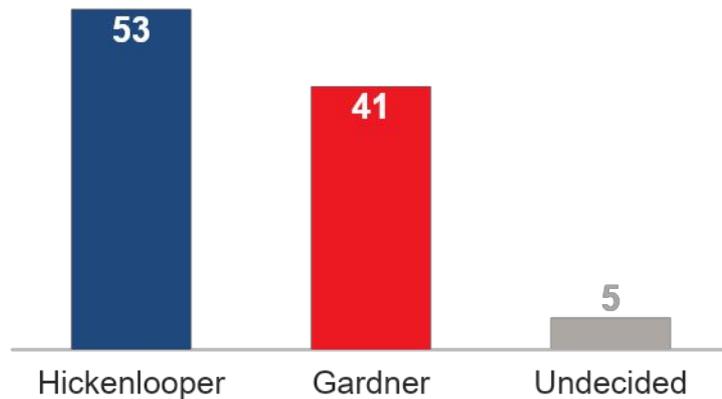
- Favorable
- Unfavorable



Senate Vote

Dem – Rep: +12

Biden – Trump: +16

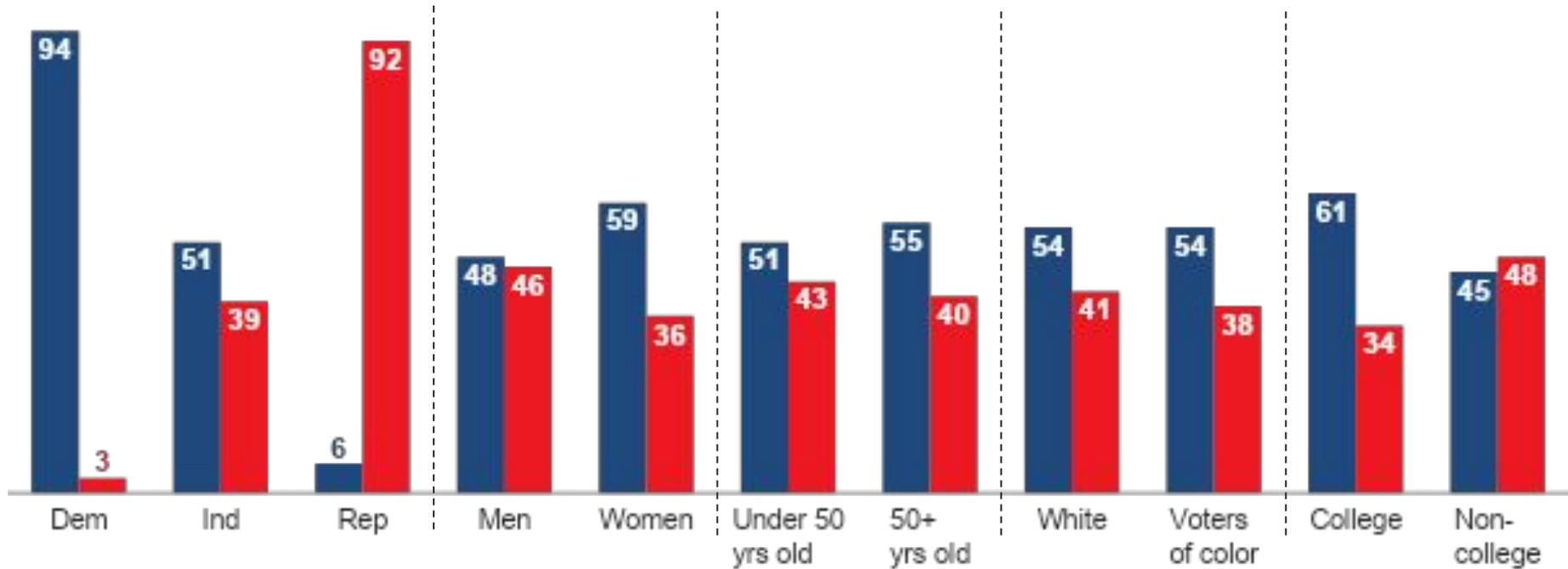


Hickenlooper Leads Independents With Gaps By Gender, Education

Figure 13

Senate Vote

● Hickenlooper ● Gardner



Top Issues Include Government Dysfunction, Education, Healthcare, With Partisan Differences

Figure 14

Voter Priorities

% extremely important

Now I am going to read a list of some of the issues that might be discussed during this year's U.S. Senate election campaign. As I read each one, please tell me how important the candidates' position on that issue will be in influencing your vote for U.S. Senate.

		Dem	Ind	Rep
Government dysfunction	49	49	56	43
Education	47	53	51	35
Health care	46	66	46	22
Coronavirus	42	61	41	19
Gun policy	37	39	33	40
Race relations	37	58	35	15
Jobs	36	32	36	43
Immigration	36	34	34	43
Climate change	36	61	37	7
Abortion	34	33	31	39
Taxes	28	22	26	39

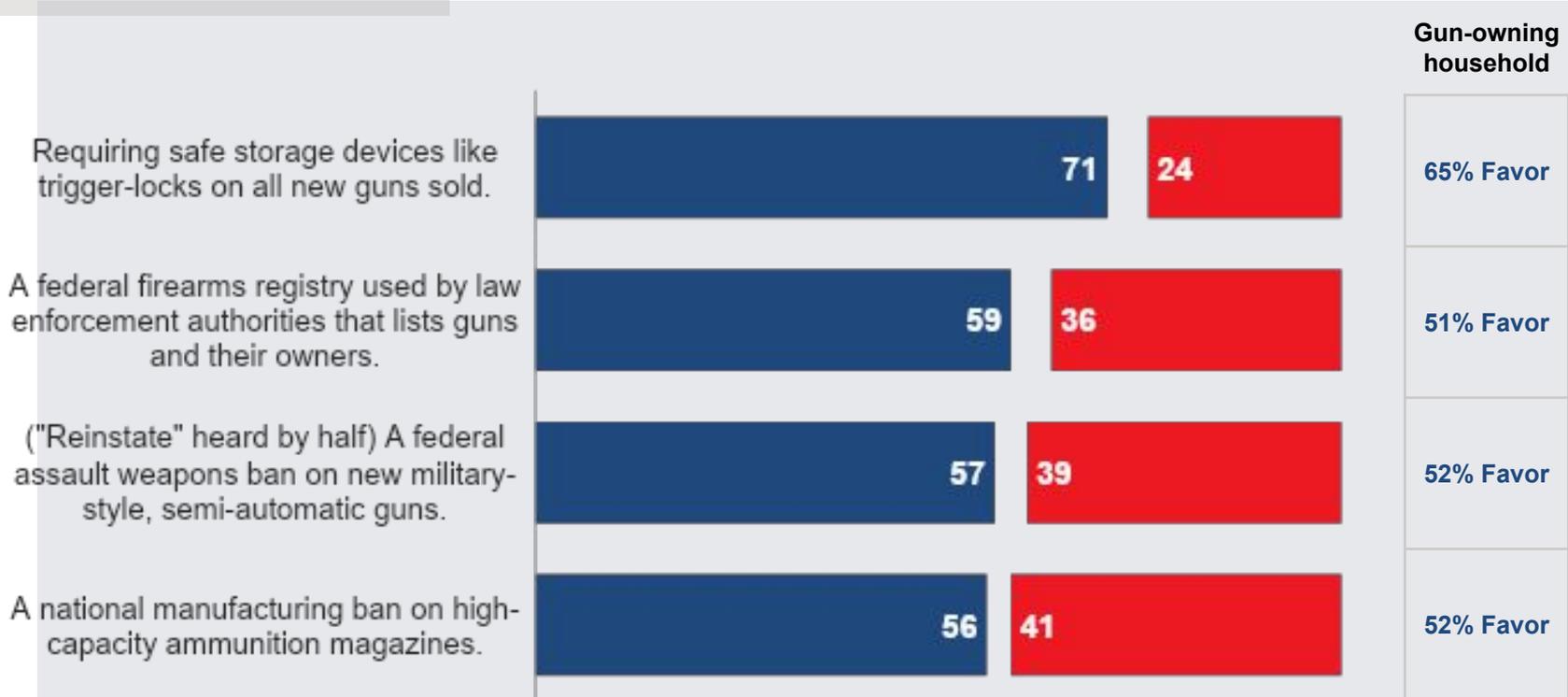
Gun policy voters who think laws should be...
 More strict: 19%
 Less strict: 18%
 (Percent out of total voters)

Safe Storage Devices Extremely Popular, All Proposals Have Majority Support From Gun Owning Households

Figure 15

Gun Safety Proposals

● Favor ● Oppose



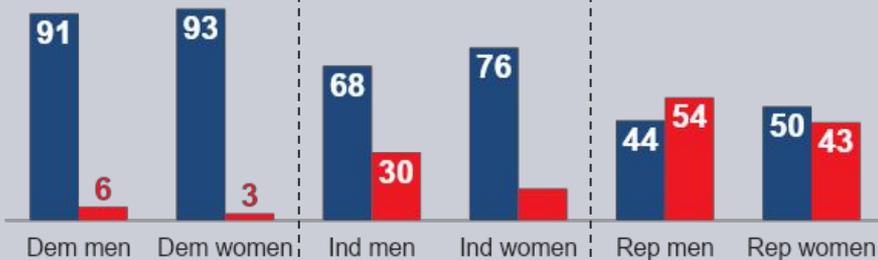
Big Gender Gap Among Independents On Registry And Both Bans

Figure 16

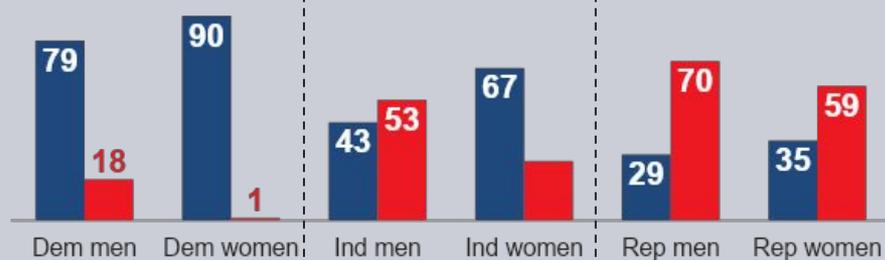
Gun Laws And Access

● Total favor ● Total oppose

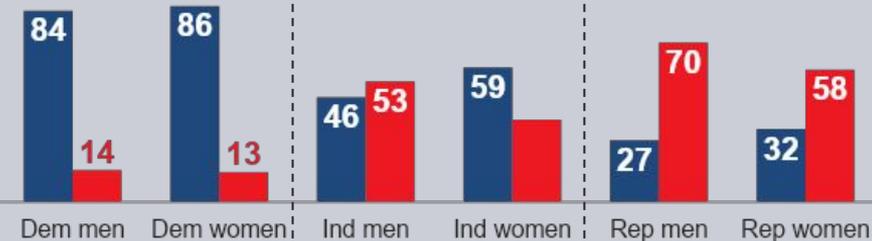
Requiring safe storage devices like trigger-locks on all new guns sold



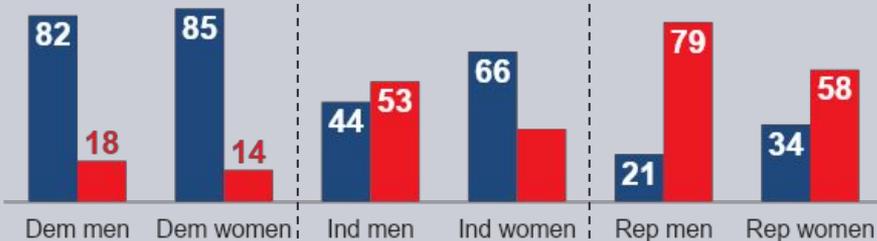
A federal firearms registry used by law enforcement authorities that lists guns and their owners



(Half heard "Reinstating") A federal assault weapons ban on new military-style, semi-automatic guns



A national manufacturing ban on high-capacity ammunition magazines



Though Not The Most Popular Proposal, Assault Weapon Ban Messages Are Convincing To Majority Of Colorado Voters

Figure 17

Candidate Statements

Now, I am going to read you some statements about candidates running for U.S. Senate. After I read each statement, please tell me whether it is a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to support that candidate for U.S. Senate.

● Very convincing ● Very/somewhat convincing

(SAFE STORAGE) The candidate wants to keep kids safe from guns and accidental shootings at home, and so the candidate supports requiring safe storage like trigger-locks on all guns sold.

42

(AWB)* The candidate wants to make it harder for people to get dangerous guns, not easier, with a federal assault weapons ban, and a ban on bump stocks and high-capacity magazines.

42

(AWB/REINSTATE*) The candidate wants to make it harder for people to get dangerous guns, not easier, by reinstating the federal assault weapons ban, and banning bump stocks and high-capacity magazines.

39

(NRA) The candidate says the NRA used to be about safety, but they've lost their way and now they are just a political organization. In 2016, they were the biggest campaign donor on behalf of Trump, they've admitted to taking money from Russian nationals, and continue to lobby against basic laws like background checks for every gun purchase.

38

*Split sample message

ERPO In The Context Of COVID And Registries In The Context Of Race Not Very Effective

Figure 18

Candidate Statements

● Very convincing ● Very/somewhat convincing

(POLICE/BLM) The candidate says excessive police violence is gun violence, which affects Black lives even more. And this candidate says just like we should be reducing the number of guns in dangerous hands, we should be demilitarizing the police, and reinvesting that money into things like mental health and education.

30

(ERPO)* The candidate says too much gun violence comes from domestic abuse and suicides. That's why the candidate wants to give judges and police the power to temporarily take guns away from people they deem dangerous to themselves or others.

28

(REGISTRY)* The candidate says with hundreds of millions of guns in circulation, arguments can more easily lead to shootings. That's why this candidate supports a national firearms registry so law enforcement can keep better track of guns and their owners.

26

(ERPO/COVID)* The candidate says the coronavirus has led to more gun violence from domestic abuse and suicides. That's why the candidate wants to give judges and police the power to temporarily take guns away from people they deem dangerous to themselves or others.

22

(REGISTRY/RACE)* The candidate says with hundreds of millions of guns in circulation, arguments can more easily lead to shootings, which more often affect people of color. That's why this candidate supports a national firearms registry so law enforcement can keep better track of guns and their owners.

20

**Split sample message*

Nearly All Democrats Moved By AWB Message, Safety Message Is Top For Independents, Republicans, Gun Households

Figure 19

Candidate Statements

● Topmost ● High performing

% Total convincing	Dem	Ind	Rep	Gun household
Safe storage and trigger locks	89	62	43	60
Assault weapons ban	92	48	33	55
Assault weapons ban/reinstate	88	59	26	52
NRA	85	52	18	48
Police/Black lives	81	49	19	44
ERPO*	81	54	34	49
Registry*	82	44	26	52
ERPO/COVID*	76	33	24	44
Registry/race*	70	43	19	37

*Split sample message

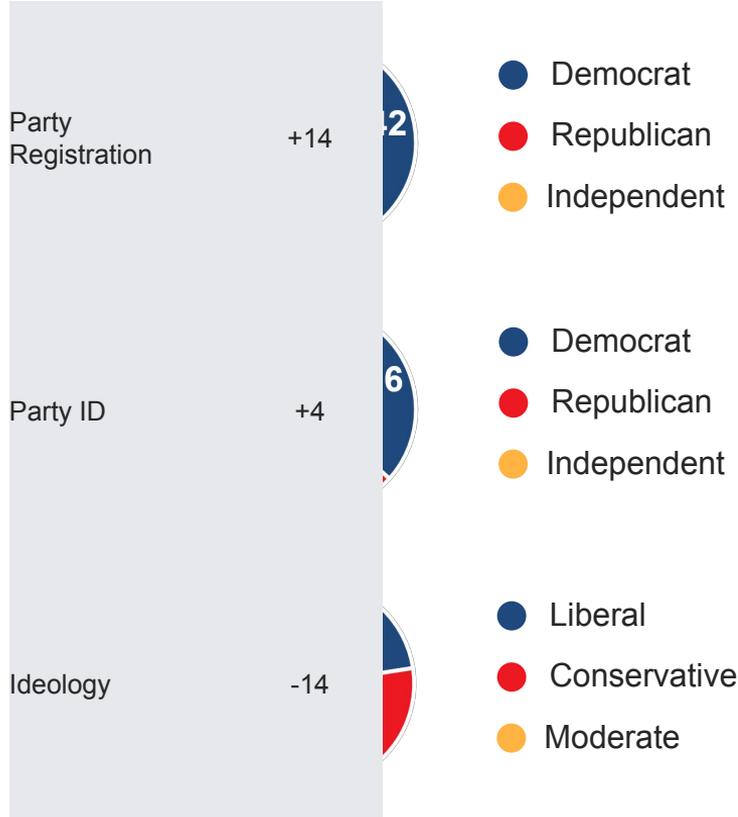


North Carolina

North Carolina Demographics

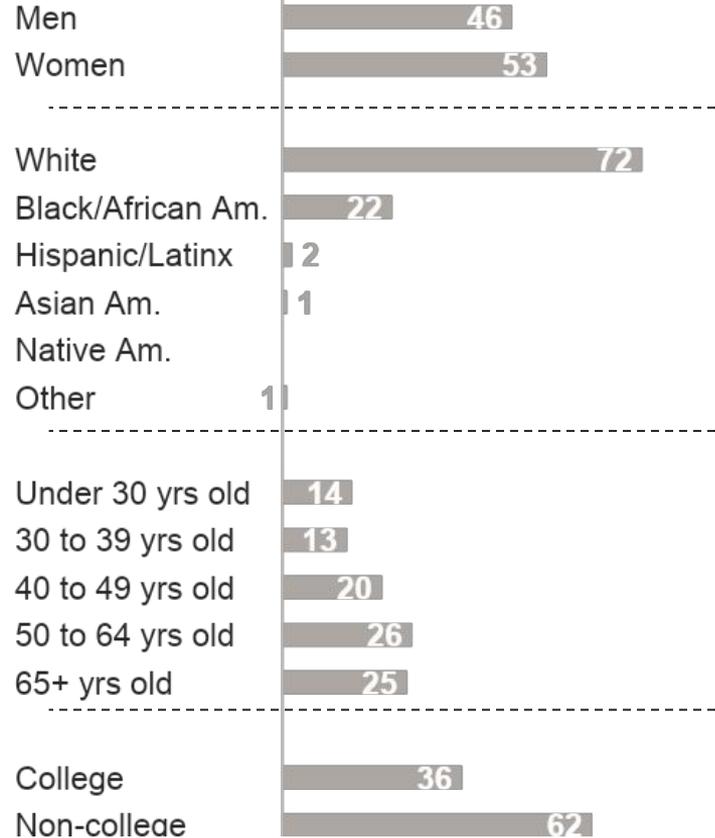
Figure 21

Electorate



Gunowners

Self: 27
Household: 49



Cunningham Less Well Known But Tracks With Biden In The Vote

Candidate Favorability

- Favorable
- Unfavorable

Name ID: 56

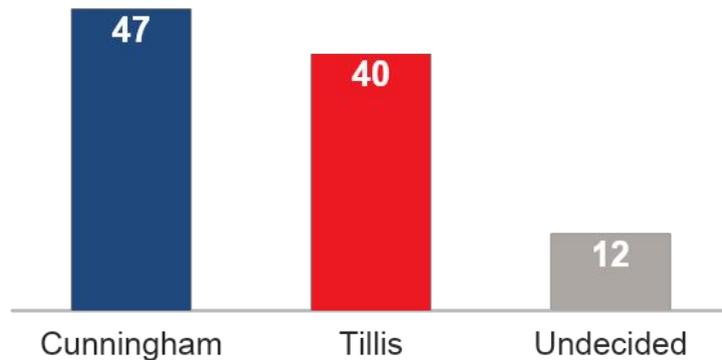
83



Senate Vote

Dem – Rep: +7

Biden – Trump: +6

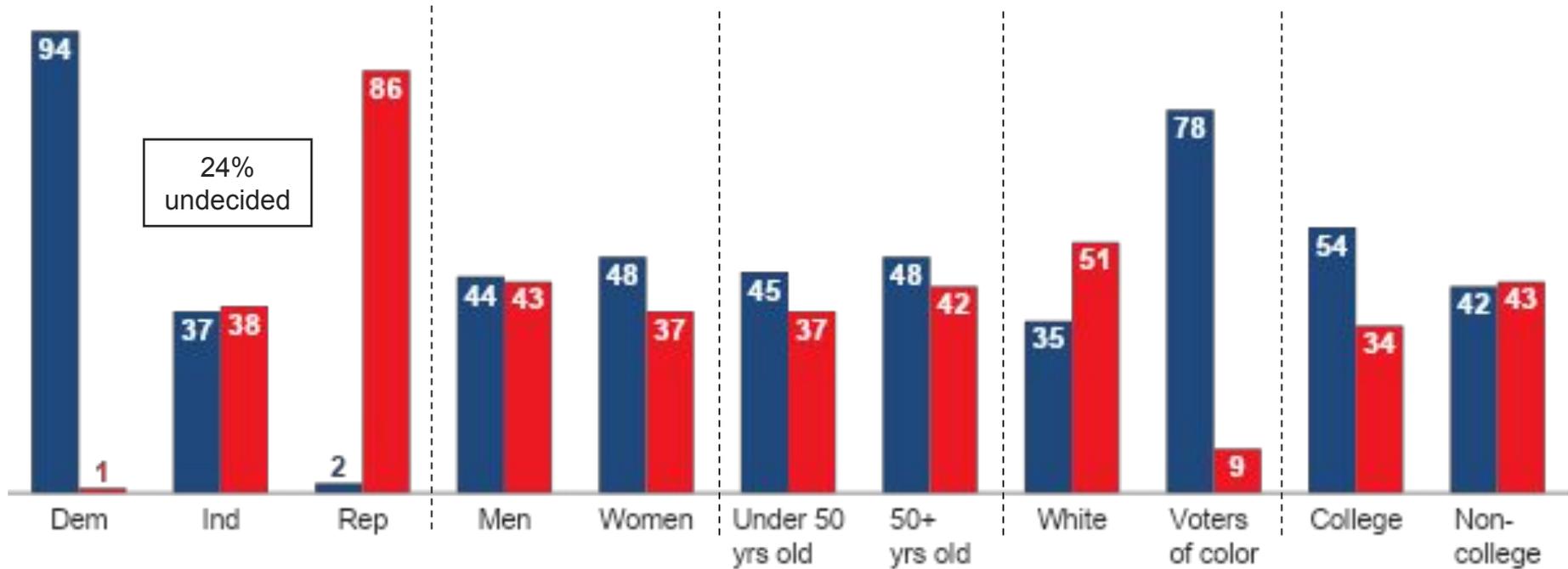


Independents Divided, Huge Racial Gap And Smaller Education, Gender Gaps In Vote

Figure 23

Senate Vote

● Cunningham ● Tillis



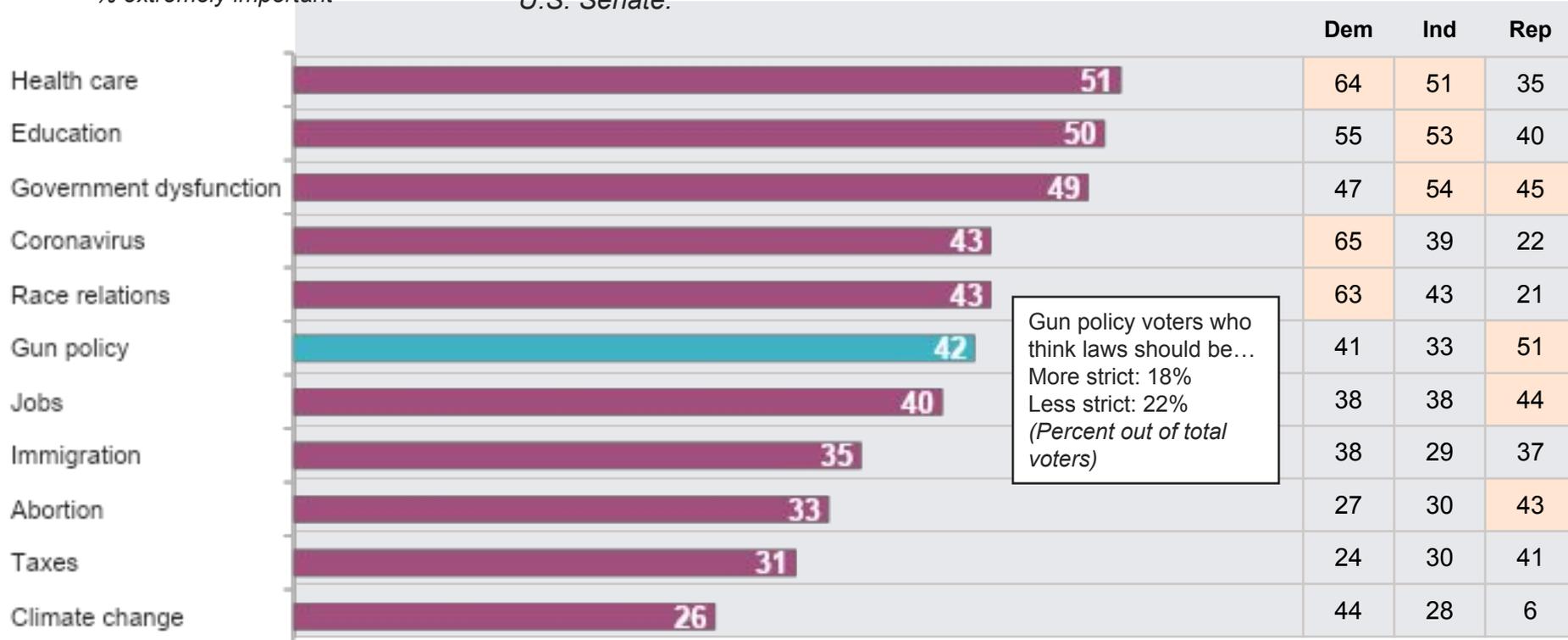
Gun Policy Republicans' Top Candidate Issue

Figure 24

Voter Priorities

% extremely important

Now I am going to read a list of some of the issues that might be discussed during this year's U.S. Senate election campaign. As I read each one, please tell me how important the candidates' position on that issue will be in influencing your vote for U.S. Senate.

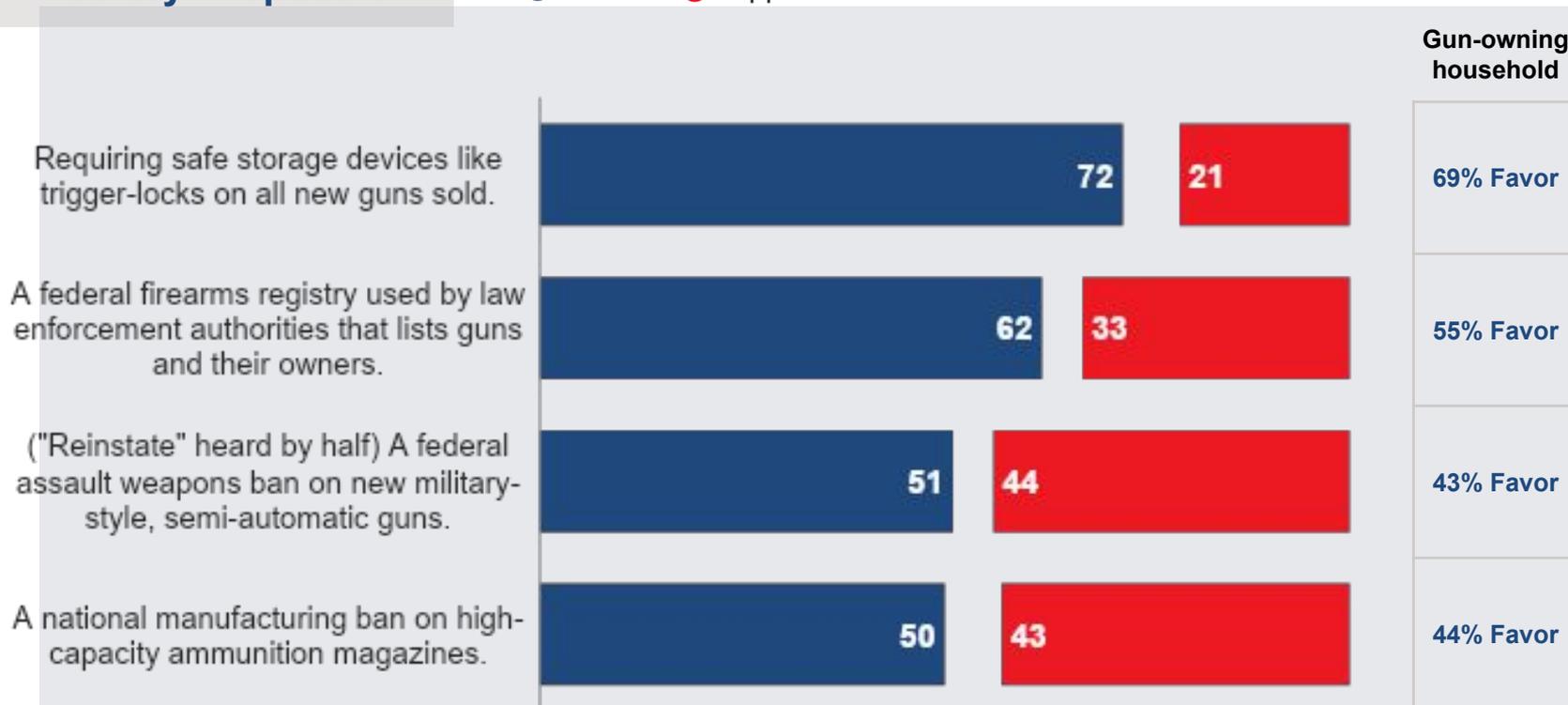


A Majority Favor All Proposals With Very High Support For Safe Storage And Registry, Including Among Gun-Owning Households

Figure 25

Gun Safety Proposals

● Favor ● Oppose

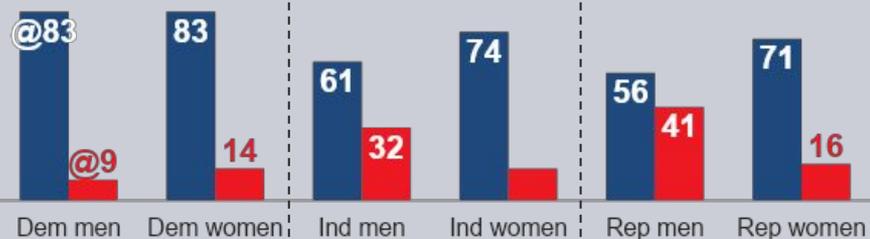


Big Gender Gap Among Independents On Registry And AWB Ban, Differences Among Republicans Especially On Registry

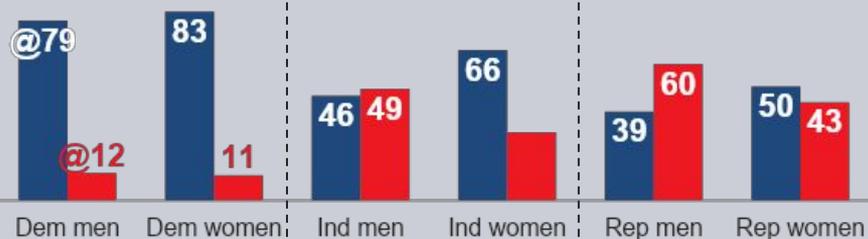
Gun Laws And Access

● Total favor ● Total oppose

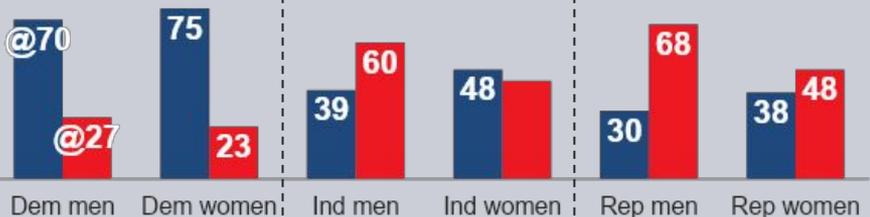
Requiring safe storage devices like trigger-locks on all new guns sold



A federal firearms registry used by law enforcement authorities that lists guns and their owners



(Half heard “Reinstating”) A federal assault weapons ban on new military-style, semi-automatic guns



A national manufacturing ban on high-capacity ammunition magazines



Safety Is Compelling While Assault Weapons Ban Messages Also Convincing

Figure 27

Candidate Statements

Now, I am going to read you some statements about candidates running for U.S. Senate. After I read each statement, please tell me whether it is a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to support that candidate for U.S. Senate.

● Very convincing ● Very/somewhat convincing

(SAFE STORAGE) The candidate wants to keep kids safe from guns and accidental shootings at home, and so the candidate supports requiring safe storage like trigger-locks on all guns sold.

46

(AWB)* The candidate wants to make it harder for people to get dangerous guns, not easier, with a federal assault weapons ban, and a ban on bump stocks and high-capacity magazines.

39

(AWB/REINSTATE*) The candidate wants to make it harder for people to get dangerous guns, not easier, by reinstating the federal assault weapons ban, and banning bump stocks and high-capacity magazines.

36

(NRA) The candidate says the NRA used to be about safety, but they've lost their way and now they are just a political organization. In 2016, they were the biggest campaign donor on behalf of Trump, they've admitted to taking money from Russian nationals, and continue to lobby against basic laws like background checks for every gun purchase.

32

(POLICE/BLM) The candidate says excessive police violence is gun violence, which affects Black lives even more. And this candidate says just like we should be reducing the number of guns in dangerous hands, we should be demilitarizing the police, and reinvesting that money into things like mental health and education.

32

*Split sample message

ERPO Has Broad Impact But Low Intensity

Figure 28

Candidate Statements

● Very convincing ● Very/somewhat convincing

(REGISTRY)* The candidate says with hundreds of millions of guns in circulation, arguments can more easily lead to shootings. That's why this candidate supports a national firearms registry so law enforcement can keep better track of guns and their owners.



(ERPO)* The candidate says too much gun violence comes from domestic abuse and suicides. That's why the candidate wants to give judges and police the power to temporarily take guns away from people they deem dangerous to themselves or others.



(REGISTRY/RACE)* The candidate says with hundreds of millions of guns in circulation, arguments can more easily lead to shootings, which more often affect people of color. That's why this candidate supports a national firearms registry so law enforcement can keep better track of guns and their owners.



(ERPO/COVID)* The candidate says the coronavirus has led to more gun violence from domestic abuse and suicides. That's why the candidate wants to give judges and police the power to temporarily take guns away from people they deem dangerous to themselves or others.



*Split sample message

ERPO Law Message Convincing For Independents, Republicans, Gun Households, Safe Storage Powerful Across The Board

Figure 29

Candidate Statements

● Topmost
 ● High performing

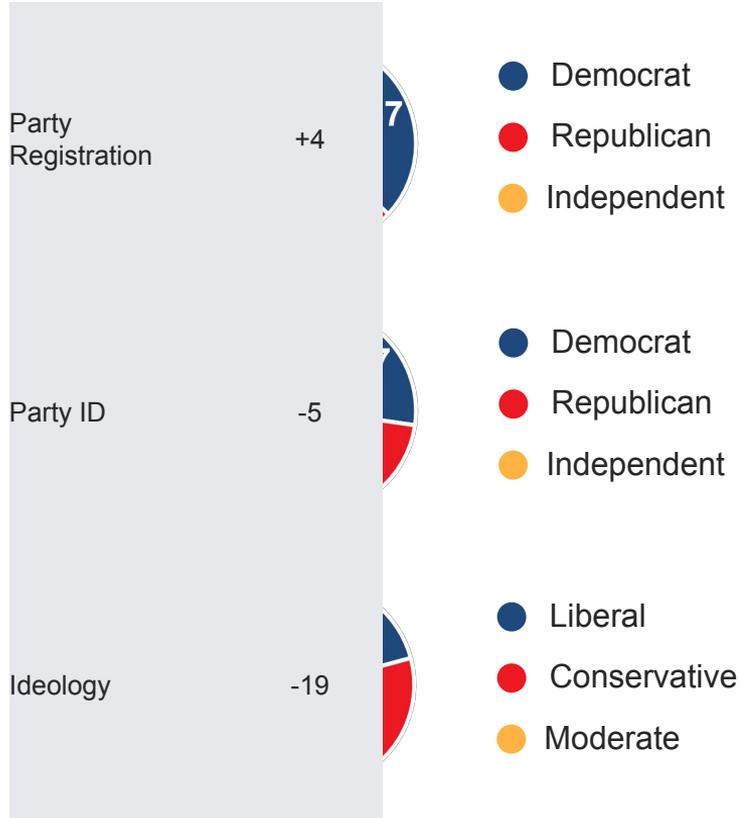
% Total convincing	Dem	Ind	Rep	Gun household
Safe storage	83	67	59	68
Assault weapons ban*	91	50	30	46
Assault weapons ban/reinstate*	80	49	34	52
NRA	79	52	17	43
Police/Black lives	82	48	12	39
Registry*	83	38	24	43
ERPO*	74	61	43	52
Registry/race*	63	61	28	46
ERPO/COVID-19*	55	21	16	24

*Split sample message



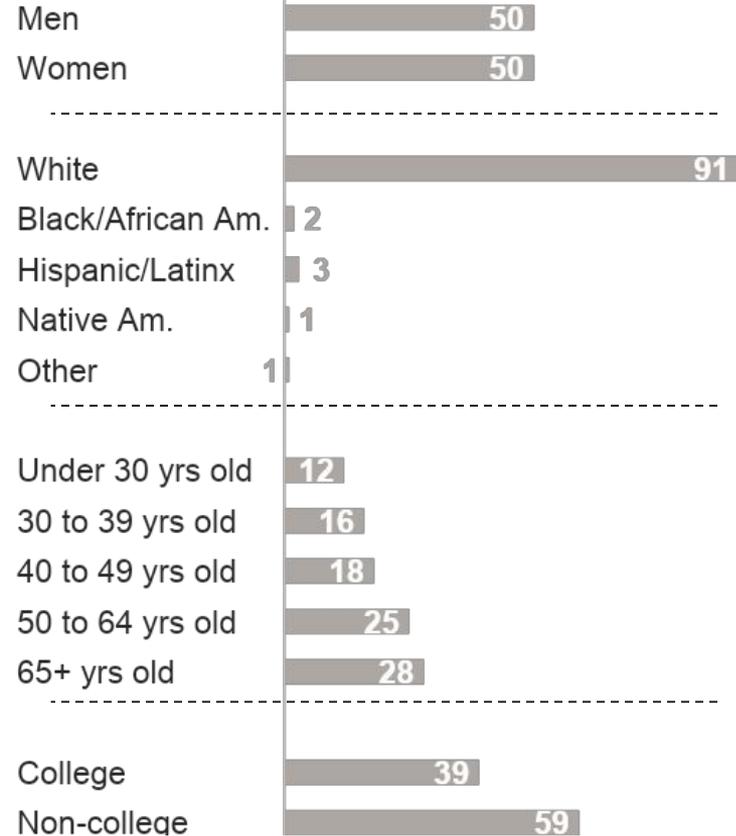
Iowa

Electorate



Gunowners

Self: 27
Household: 46



Senate Vote Nearly Tied

Candidate Favorability

- Favorable
- Unfavorable

Name ID:

75

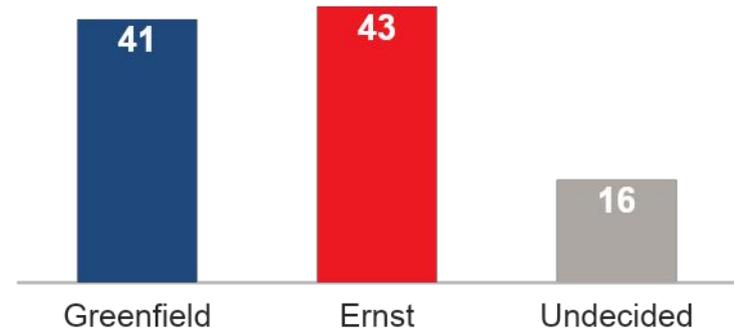
92



Senate Vote

Dem – Rep: **-2**

Biden – Trump: **+/-0**

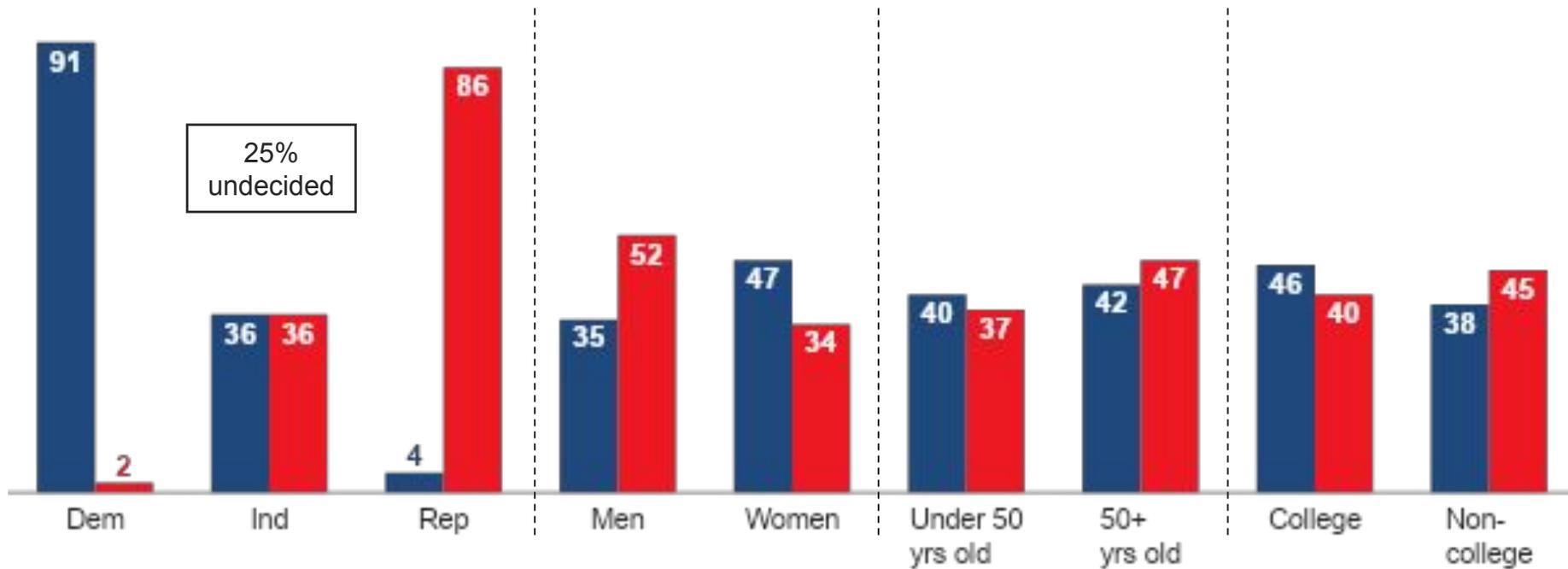


Independents Unsure Of Vote, Big Differences By Gender, Age, Education

Figure 33

Senate Vote

● Greenfield ● Ernst



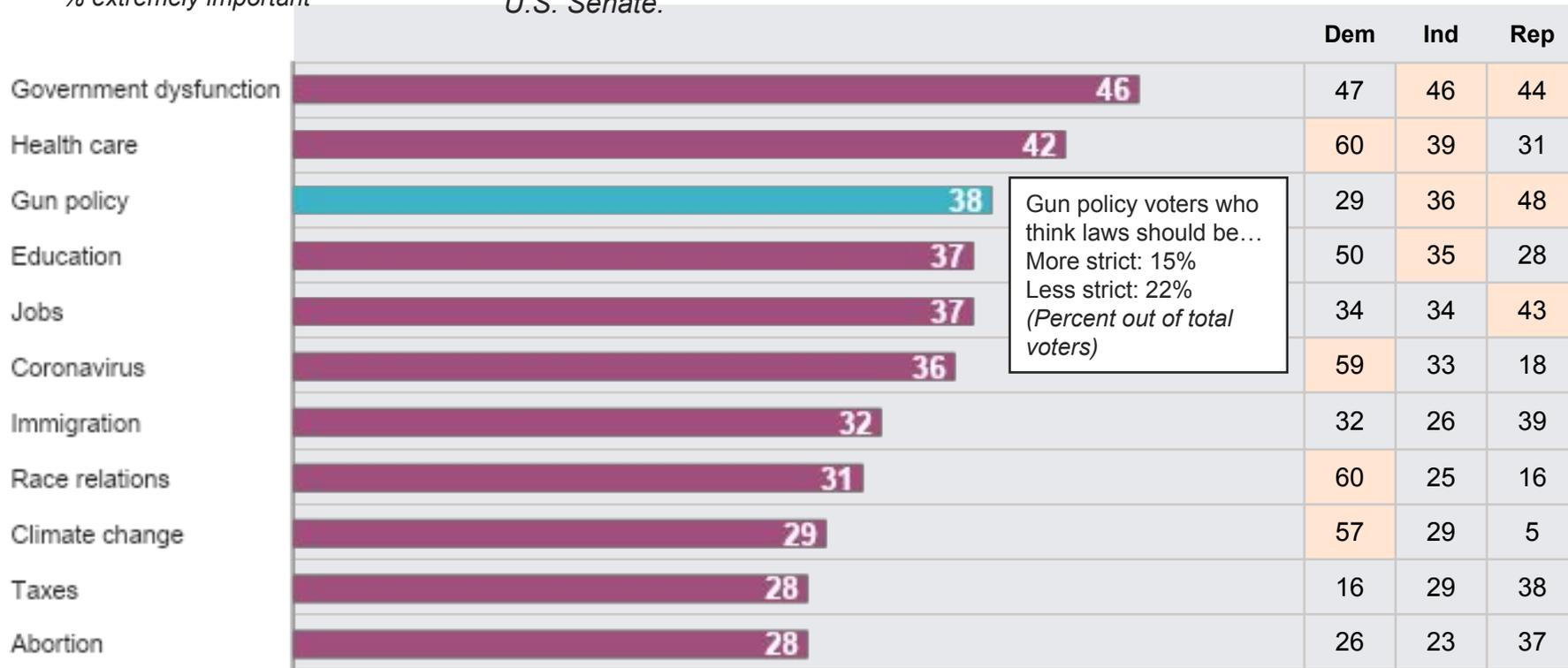
Gun Policy A Top Candidate Issue, Government Dysfunction Matters To Same Shares Of All Parties

Figure 34

Voter Priorities

% extremely important

Now I am going to read a list of some of the issues that might be discussed during this year's U.S. Senate election campaign. As I read each one, please tell me how important the candidates' position on that issue will be in influencing your vote for U.S. Senate.

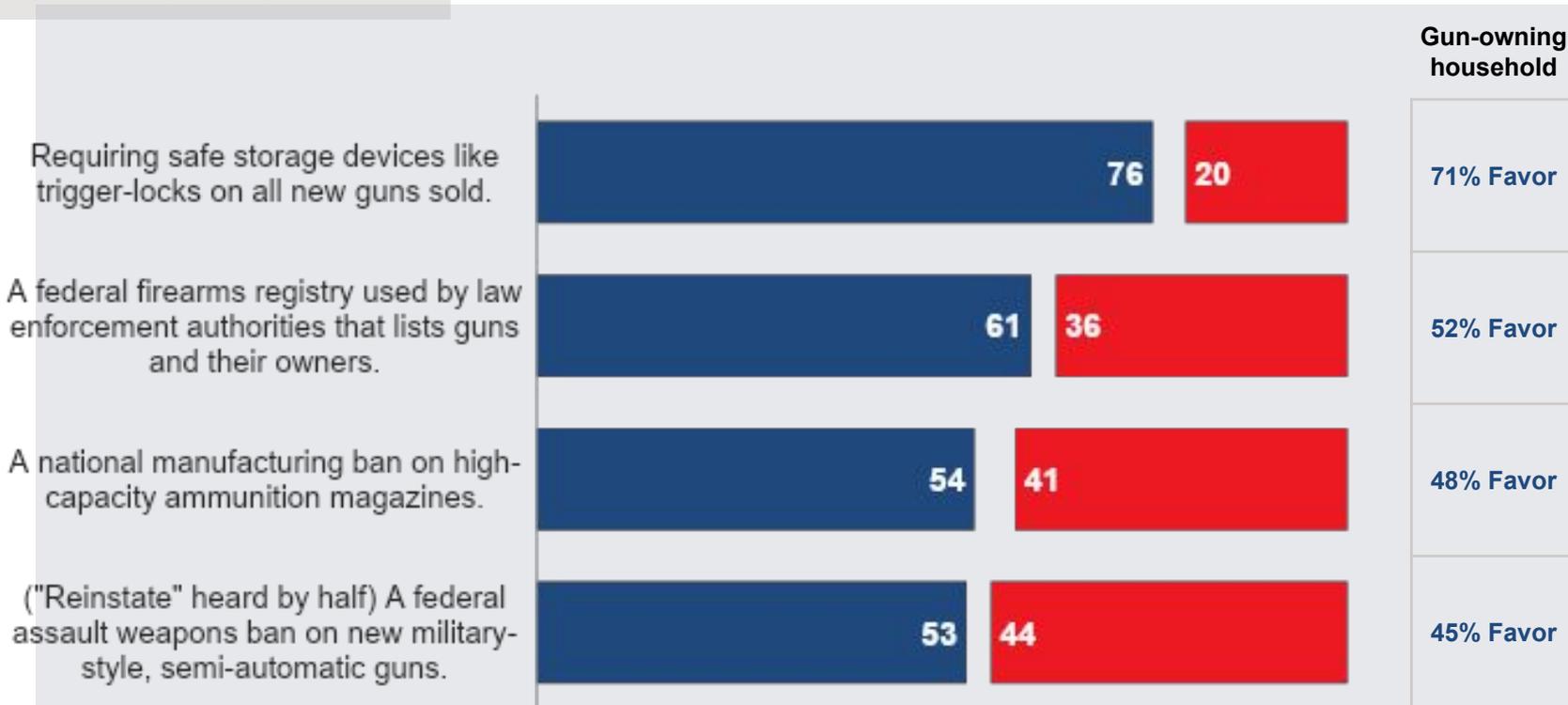


Huge Support For Gun Safety Proposal, Including Among Gun Households, And Majority Support For Rest

Figure 35

Gun Safety Proposals

● Favor ● Oppose



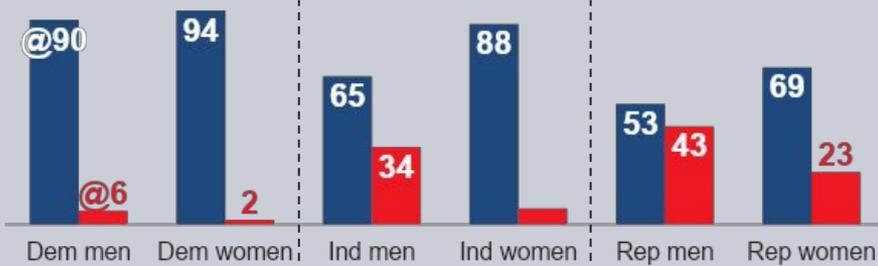
Big Divides By Gender Among Independents, Republicans On Registry And AWB, Independents On High Capacity Ban

Figure 36

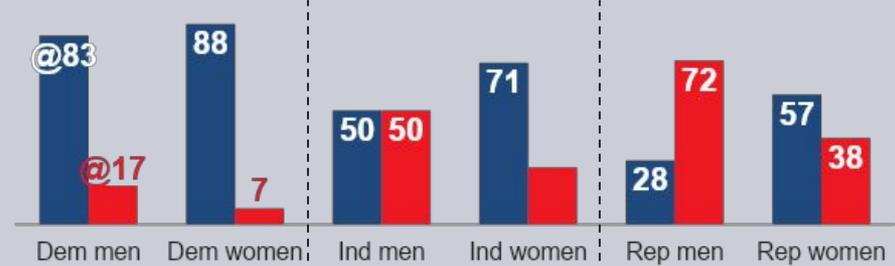
Gun Laws And Access

● Total favor ● Total oppose

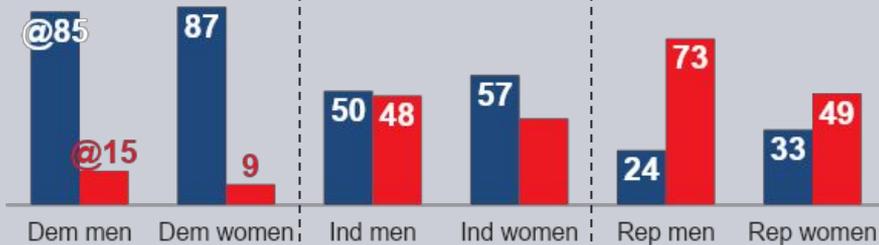
Requiring safe storage devices like trigger-locks on all new guns sold



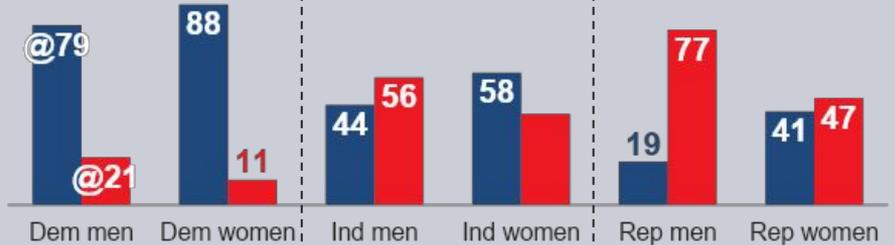
A federal firearms registry used by law enforcement authorities that lists guns and their owners



A national manufacturing ban on high-capacity ammunition magazines



(Half heard “Reinstating”) A federal assault weapons ban on new military-style, semi-automatic guns



Safety, Making It Harder To Get Dangerous Weapons, And NRA Are Compelling Messages

Figure 37

Candidate Statements

Now, I am going to read you some statements about candidates running for U.S. Senate. After I read each statement, please tell me whether it is a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to support that candidate for U.S. Senate.

● Very convincing ● Very/somewhat convincing

(SAFE STORAGE) The candidate wants to keep kids safe from guns and accidental shootings at home, and so the candidate supports requiring safe storage like trigger-locks on all guns sold.

43

(AWB/REINSTATE*) The candidate wants to make it harder for people to get dangerous guns, not easier, by reinstating the federal assault weapons ban, and banning bump stocks and high-capacity magazines.

37

(AWB)* The candidate wants to make it harder for people to get dangerous guns, not easier, with a federal assault weapons ban, and a ban on bump stocks and high-capacity magazines.

36

(NRA) The candidate says the NRA used to be about safety, but they've lost their way and now they are just a political organization. In 2016, they were the biggest campaign donor on behalf of Trump, they've admitted to taking money from Russian nationals, and continue to lobby against basic laws like background checks for every gun purchase.

35

(ERPO)* The candidate says too much gun violence comes from domestic abuse and suicides. That's why the candidate wants to give judges and police the power to temporarily take guns away from people they deem dangerous to themselves or others.

31

*Split sample message

Candidate Statements

● Very convincing ● Very/somewhat convincing

(REGISTRY)* The candidate says with hundreds of millions of guns in circulation, arguments can more easily lead to shootings. That's why this candidate supports a national firearms registry so law enforcement can keep better track of guns and their owners.



(POLICE/BLM) The candidate says excessive police violence is gun violence, which affects Black lives even more. And this candidate says just like we should be reducing the number of guns in dangerous hands, we should be demilitarizing the police, and reinvesting that money into things like mental health and education.



(REGISTRY/RACE)* The candidate says with hundreds of millions of guns in circulation, arguments can more easily lead to shootings, which more often affect people of color. That's why this candidate supports a national firearms registry so law enforcement can keep better track of guns and their owners.



(ERPO/COVID)* The candidate says the coronavirus has led to more gun violence from domestic abuse and suicides. That's why the candidate wants to give judges and police the power to temporarily take guns away from people they deem dangerous to themselves or others.



**Split sample message*

Assault Weapons Ban A Strong Message Across Parties

Figure 39

Candidate Statements

● Topmost ● High performing

% Total convincing	Dem	Ind	Rep	Gun household
Safe storage	89	69	54	65
Assault weapons ban/reinstate*	84	55	28	47
Assault weapons ban*	90	62	40	54
NRA	86	53	15	40
ERPO*	81	55	34	43
Registry*	75	44	39	45
Police/Black lives	79	44	11	33
Registry/race*	84	52	15	34
ERPO/COVID-19*	58	39	28	39

*Split sample message



Texas

Electorate

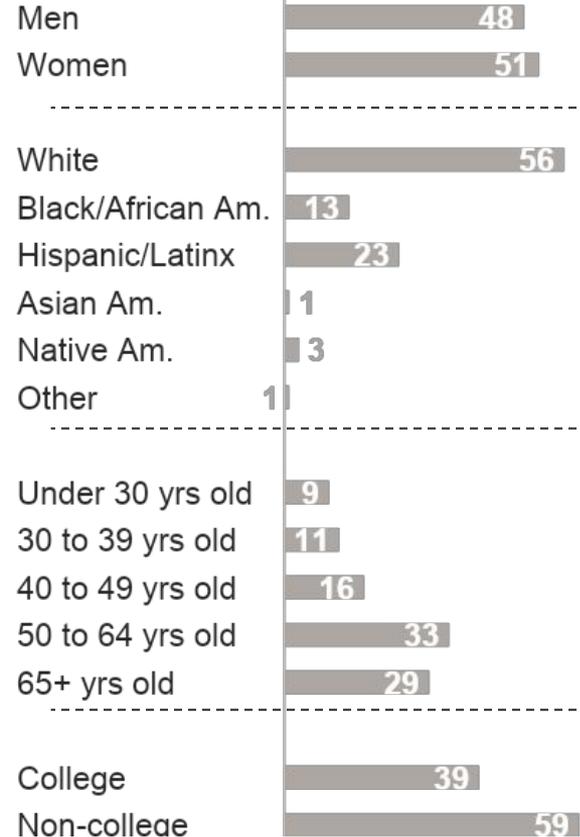


- Democrat
- Republican
- Independent

- Liberal
- Conservative
- Moderate

Gunowners

Self: 28
Household: 49



Cornyn Has Considerable Lead Over Hegar

Figure 42

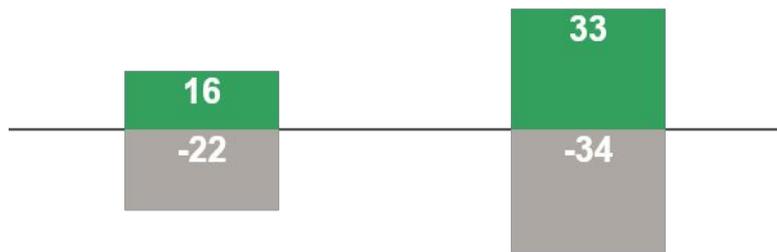
Candidate Favorability

- Favorable
- Unfavorable

Name ID:

45

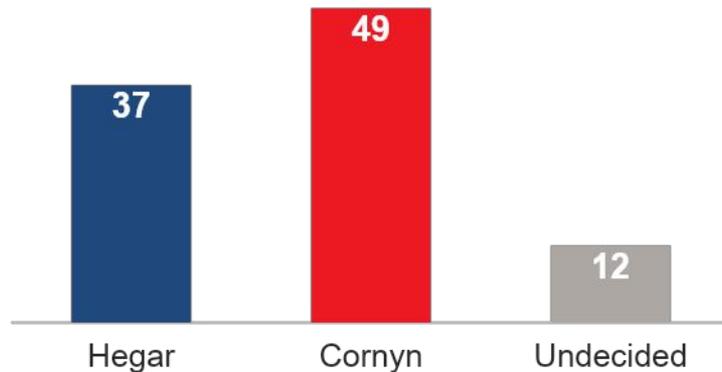
75



Senate Vote

Dem – Rep: **-12**

Biden – Trump: **-5**

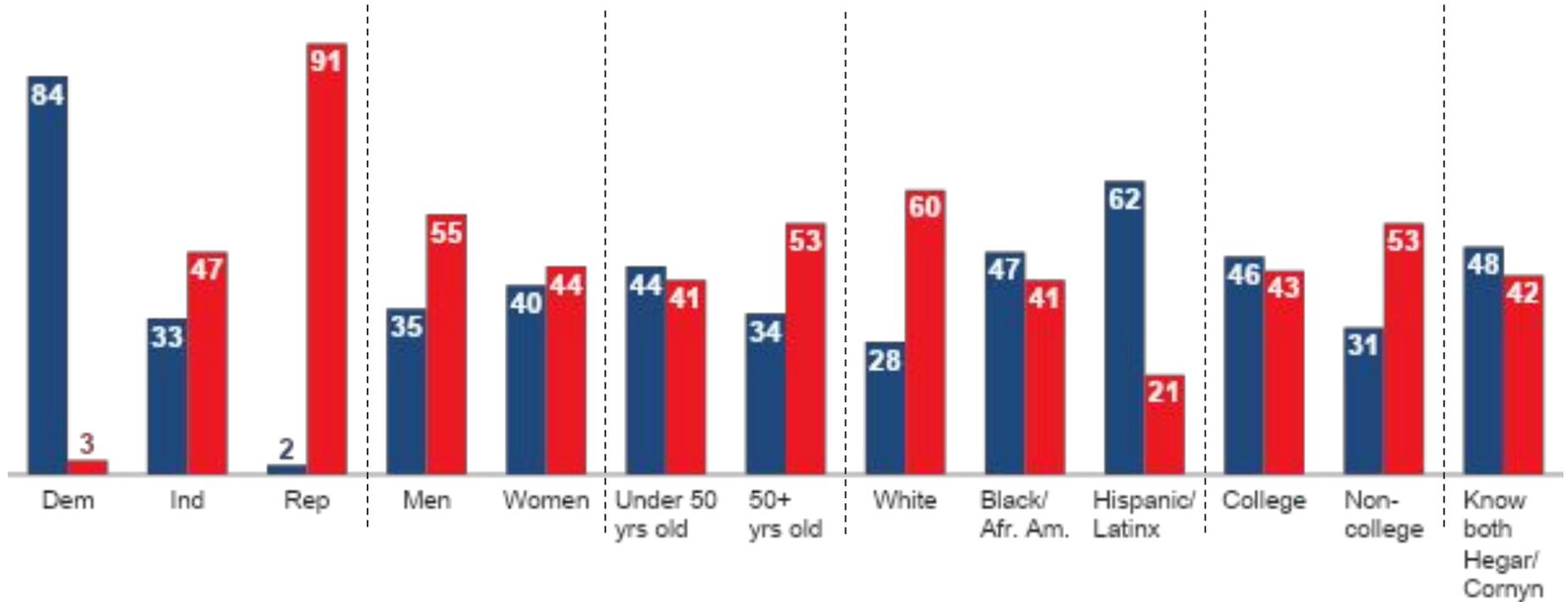


Cornyn Winning Independents, Losing Younger, BIPOC, College Voters

Figure 43

Senate Vote

● Hegar ● Cornyn



Candidate Position On Government Dysfunction, Jobs, Education Important To Voters, COVID-19 Most Important To Democrats

Figure 44

Voter Priorities

% extremely important

Now I am going to read a list of some of the issues that might be discussed during this year's U.S. Senate election campaign. As I read each one, please tell me how important the candidates' position on that issue will be in influencing your vote for U.S. Senate.

	Dem	Ind	Rep
Jobs	46	49	59
Government dysfunction	53	54	51
Education	58	46	47
Health care	61	48	31
Immigration	40	41	53
Coronavirus	67	47	25
Gun policy	37	40	51
Abortion	35	38	51
Taxes	31	39	47
Race relations	58	37	24
Climate change	49	27	9

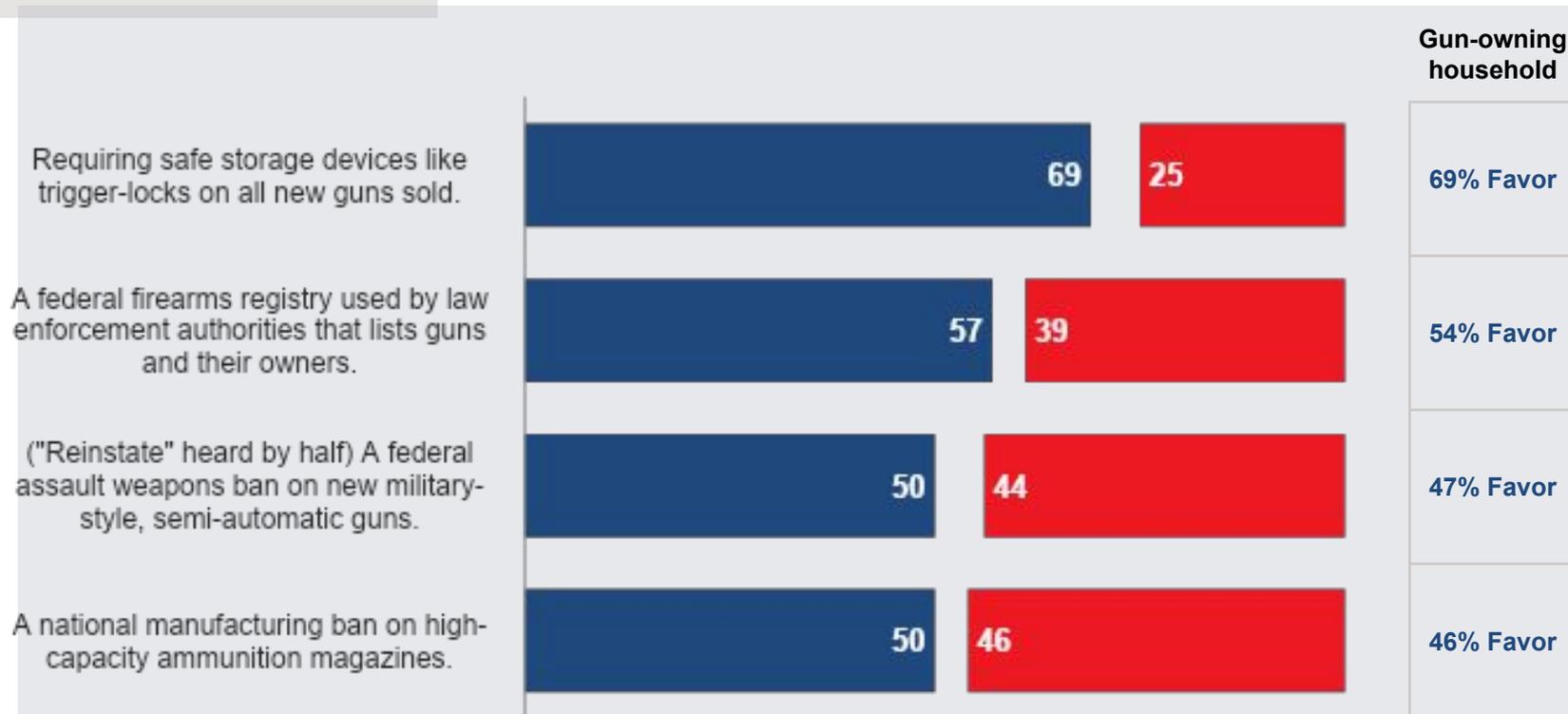
Gun policy voters who think laws should be...
 More strict: 20%
 Less strict: 23%
 (Percent out of total voters)

Majority Texans Support All Proposals, With High Numbers Among Gun Households

Figure 45

Gun Safety Proposals

● Favor ● Oppose



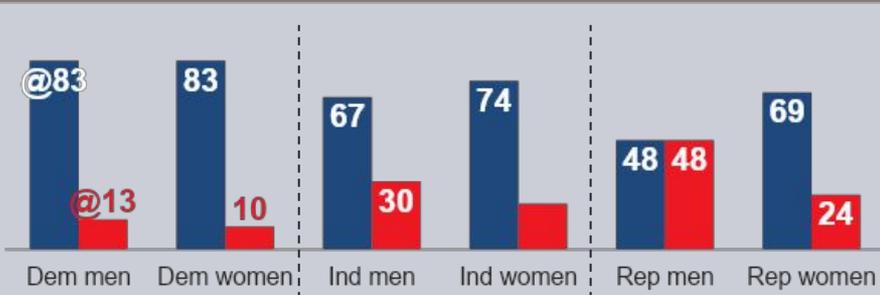
Wide Gender Gap Between Republican Men, Women On All Proposals, Independents On Both Bans

Figure 46

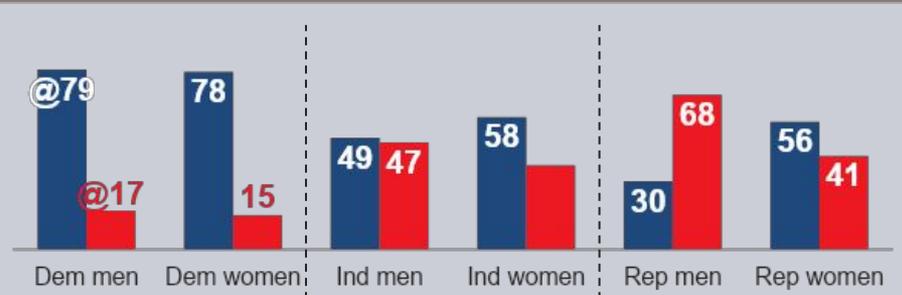
Gun Laws And Access

● Total favor ● Total oppose

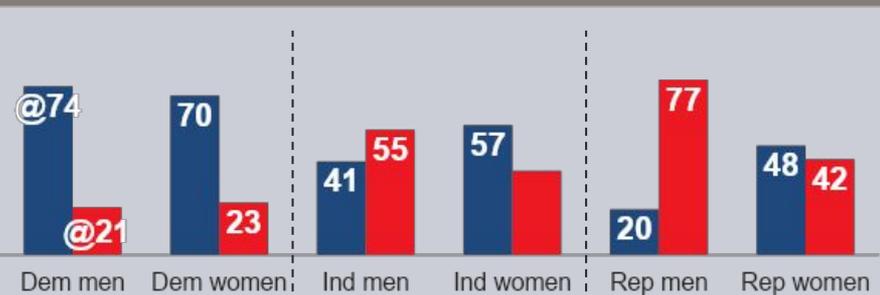
Requiring safe storage devices like trigger-locks on all new guns sold



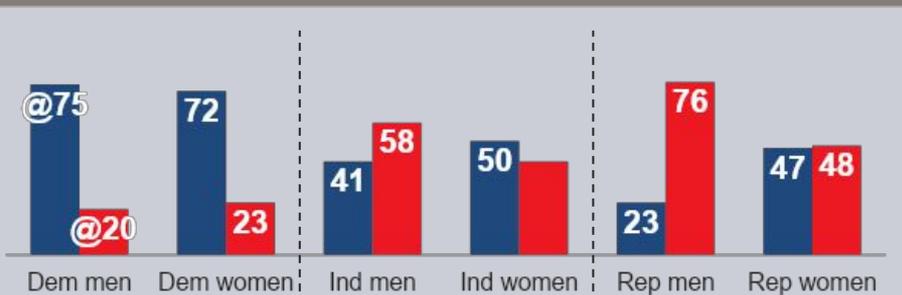
A federal firearms registry used by law enforcement authorities that lists guns and their owners



(Half heard “Reinstating”) A federal assault weapons ban on new military-style, semi-automatic guns



A national manufacturing ban on high-capacity ammunition magazines



Safety, Weapons Ban Have Strongest Impact, Majority Also Convinced By Registry, ERPO Messages

Figure 47

Candidate Statements

Now, I am going to read you some statements about candidates running for U.S. Senate. After I read each statement, please tell me whether it is a very convincing, somewhat convincing, a little convincing, or not at all convincing reason to support that candidate for U.S. Senate.

● Very convincing ● Very/somewhat convincing

(SAFE STORAGE) The candidate wants to keep kids safe from guns and accidental shootings at home, and so the candidate supports requiring safe storage like trigger-locks on all guns sold.

44

(AWB)* The candidate wants to make it harder for people to get dangerous guns, not easier, with a federal assault weapons ban, and a ban on bump stocks and high-capacity magazines.

38

(AWB/REINSTATE*) The candidate wants to make it harder for people to get dangerous guns, not easier, by reinstating the federal assault weapons ban, and banning bump stocks and high-capacity magazines.

34

(REGISTRY)* The candidate says with hundreds of millions of guns in circulation, arguments can more easily lead to shootings. That's why this candidate supports a national firearms registry so law enforcement can keep better track of guns and their owners.

30

(ERPO)* The candidate says too much gun violence comes from domestic abuse and suicides. That's why the candidate wants to give judges and police the power to temporarily take guns away from people they deem dangerous to themselves or others.

27

*Split sample message

Candidate Statements

● Very convincing ● Very/somewhat convincing

(NRA) The candidate says the NRA used to be about safety, but they've lost their way and now they are just a political organization. In 2016, they were the biggest campaign donor on behalf of Trump, they've admitted to taking money from Russian nationals, and continue to lobby against basic laws like background checks for every gun purchase.



(REGISTRY/RACE)* The candidate says with hundreds of millions of guns in circulation, arguments can more easily lead to shootings, which more often affect people of color. That's why this candidate supports a national firearms registry so law enforcement can keep better track of guns and their owners.



(POLICE/BLM) The candidate says excessive police violence is gun violence, which affects Black lives even more. And this candidate says just like we should be reducing the number of guns in dangerous hands, we should be demilitarizing the police, and reinvesting that money into things like mental health and education.



(ERPO/COVID)* The candidate says the coronavirus has led to more gun violence from domestic abuse and suicides. That's why the candidate wants to give judges and police the power to temporarily take guns away from people they deem dangerous to themselves or others.



*Split sample message

Safe Storage Best Message Across Parties

Figure 49

Candidate Statements

● Topmost
 ● High performing

% Total convincing	Dem	Ind	Rep	Gun household
Safe storage	90	65	51	63
Assault weapons ban*	88	50	34	50
Assault weapons ban/reinstate*	79	54	31	45
Registry*	77	40	34	41
ERPO*	72	51	37	48
NRA	79	50	17	43
Registry/race*	74	44	28	39
Police/Black lives	80	41	14	35
ERPO/COVID-19*	63	37	26	32

*Split sample message

- Trump is weak, and Democratic Senate candidates have some advantages.
- But even in states where the top of the ticket races are evolving, views on guns are quite consistent.
- More support stronger gun laws, both in theory and in practice.
- Safe storage and trigger locks are top-tier, but all proposals garner majority support.
- Other proposals make for powerful messages, particularly on AWB & ERPO.
- There is a gender gap transcending party lines. Gun households and other groups are with us.
- As a watchout: those who prioritize gun policy more likely to be Republican. But the disparity is not as dramatic as conventional wisdom.

G B A O

RESEARCH + STRATEGY