

LIVEFREE

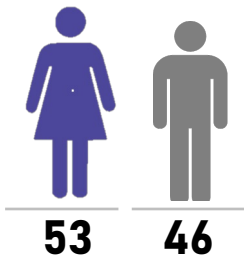
Live Free Nationwide Survey Analysis October 2022

Methodology

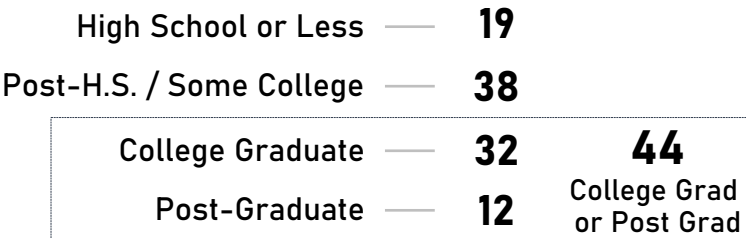
- Lake Research Partners designed and administered this survey online. The survey reached 1000 Likely 2022 General Election Voters with a 300 voter oversample in Senate Battlegrounds. The survey was conducted September 20-October 5, 2022. The margin of error for the base sample is +/-3.1% and larger for the oversample and subgroups.
- Respondents were recruited for the sample from a file of registered voters across the country. The data were weighted slightly by gender, age, race, region, education level, and party identification to reflect the profile of the likely electorate this November.
- In interpreting survey results, all sample surveys are subject to possible sampling error—that is, the results of a survey may differ from those that would be obtained if the entire population of likely voters were interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of responses to a question. For example, if a response to a given question which all base respondents answered was 50%, we could be sure that in 95% of all samples of 1300 drawn from the same universe of likely general election voters, the results would fall between plus or minus 2.7% of this percentage, or between 47.3% and 52.7%.

Demographics of Likely November 2022 General Election Voters

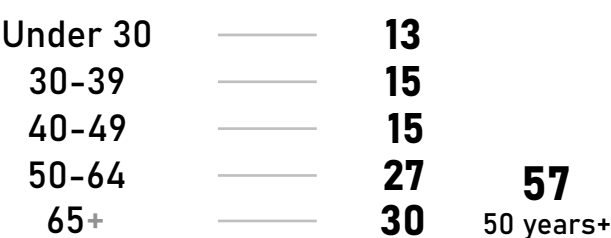
GENDER



EDUCATION



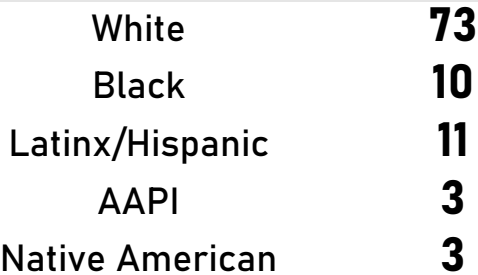
AGE



Party ID



Race



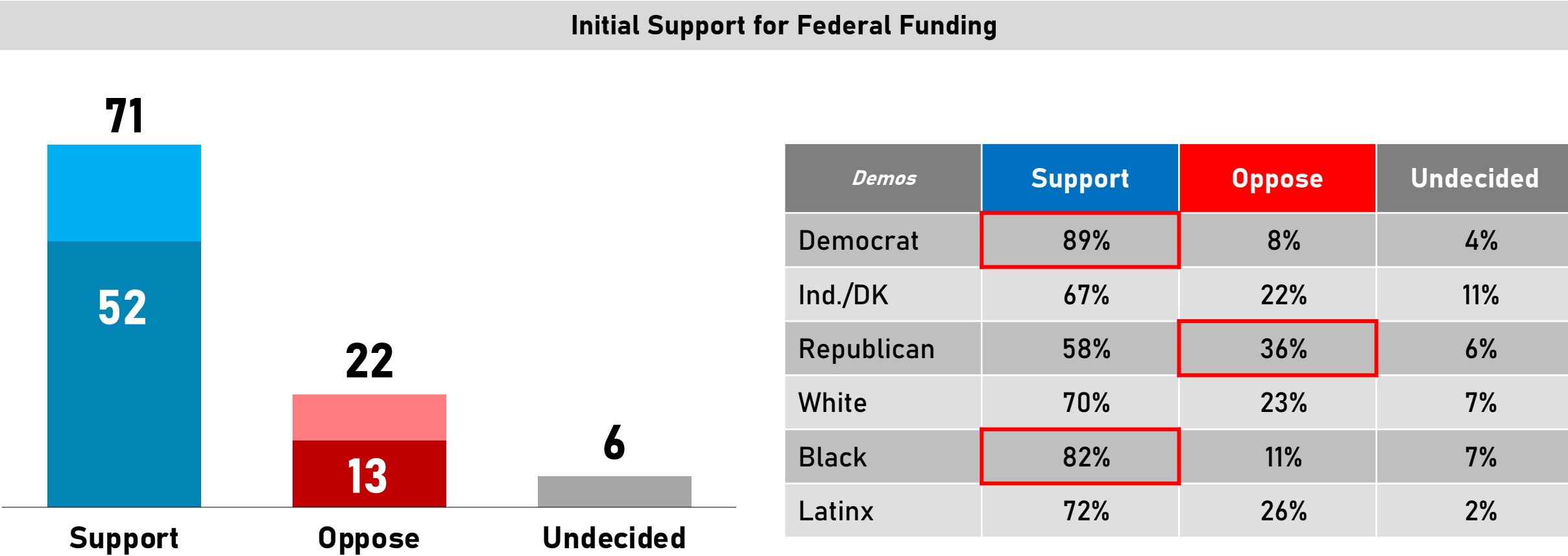
REGION





Support for Federal Funding
to Reduce Gun Violence

When first asked, support for the federal government providing funds to local and state governments to reduce gun violence is very high with seven in ten voters supporting and over half strong supporting. Democrats and Black voters are overwhelmingly on board and even almost 60% of Republicans support this proposal today.

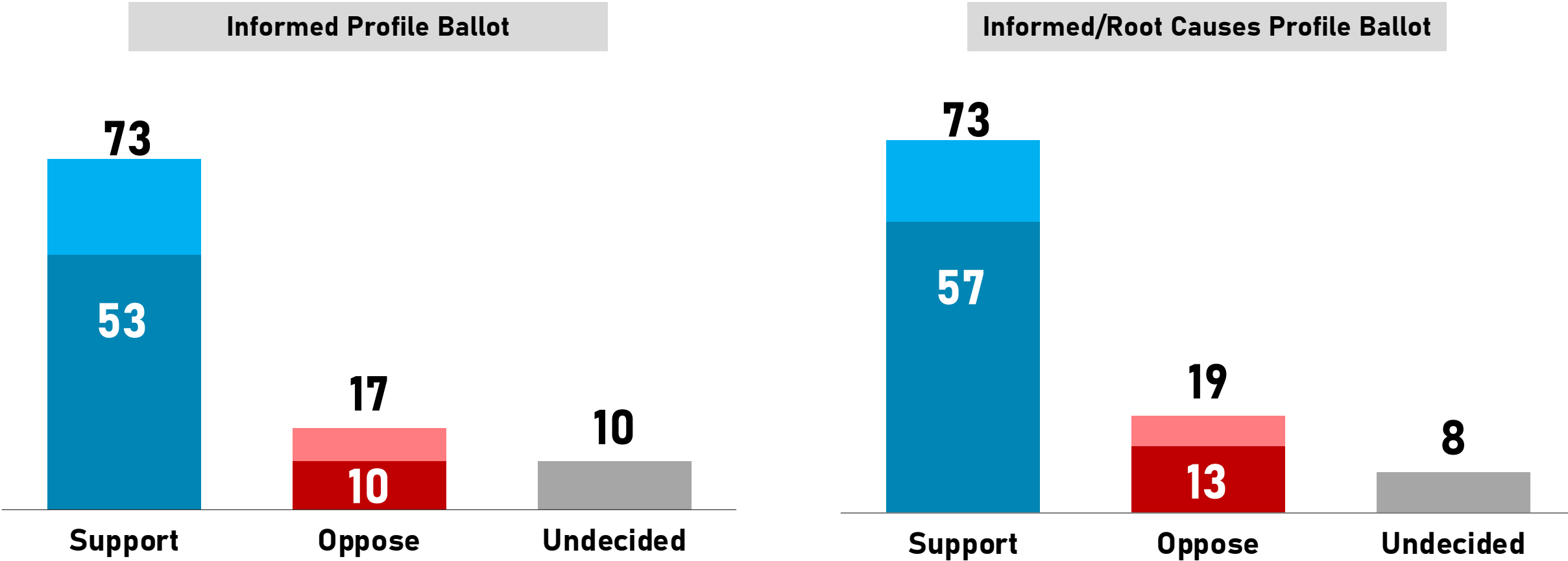


Q15. [T] Would you [ROTATE] _support OR _oppose the federal government providing funds for state and local governments to implement community-based intervention services aimed at reducing gun violence, or are you undecided?

Profile-Full Text

INFORMED	INFORMED/ROOT CAUSES
<p>To explain more about community-based intervention services aimed at reducing gun violence, when an individual is a victim of gun violence, it increases the likelihood that they will be victimized again and/or become a perpetrator of violence themselves. Community-based anti-violence interventions, also sometimes referred to as street outreach services, involve local social workers and mental health professionals meeting with victims, their friends and families, both in hospitals and on the streets, to prevent the cycle of deadly violence from continuing</p>	<p>To explain more about community-based intervention services aimed at reducing gun violence, when an individual is a victim of gun violence, it increases the likelihood that they will be victimized again and/or become a perpetrator of violence themselves. Community-based anti-violence interventions involve a combination of on-the-ground violence prevention specialists, victim support, and services that address the root causes of deadly violence, including improving mental health and reentry services, as well as good schools, affordable housing, and job training.</p>

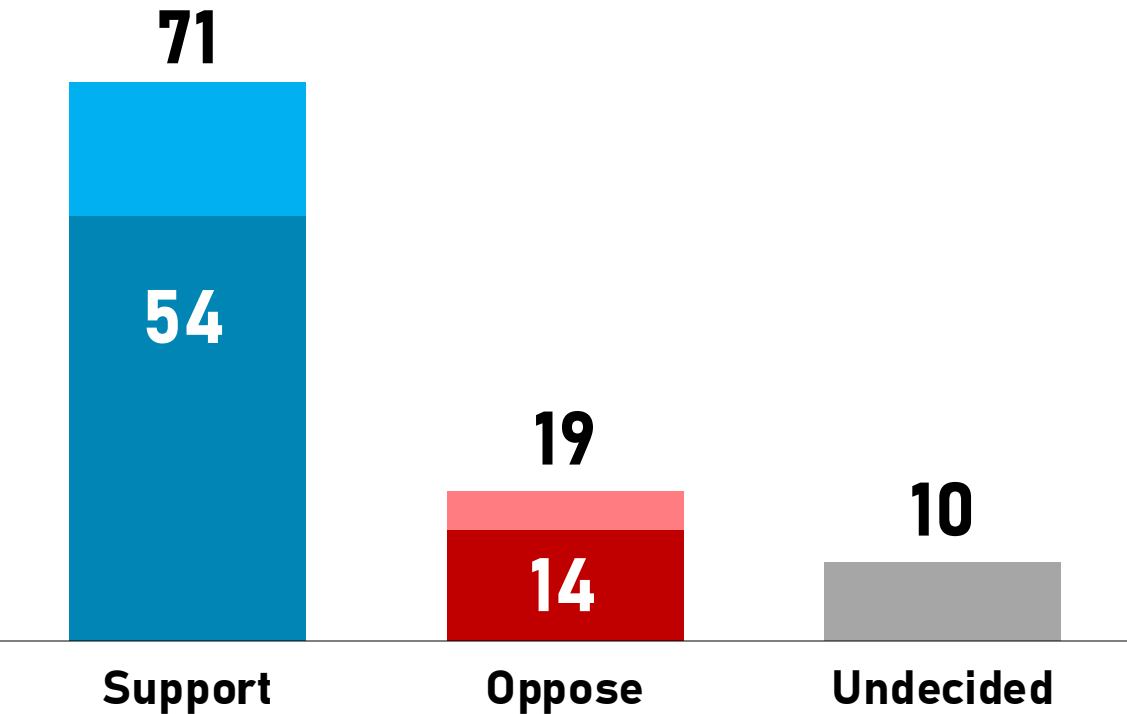
Both informed profiles slightly increase total support and the “Root Causes” version does better at increasing positive intensity. Opposition to this proposal also decreases in each profile. Reaching higher levels of support may be difficult due to a stubborn third of Republicans and about a fifth of independents, white, and Latinx voters who are opposed to the idea at outset.



Q21. Sometimes over the course of a survey like this, people change their mind. Having read this description, would you [ROTATE] _support OR _oppose the federal government providing funds for state and local governments to implement community-based intervention services aimed at reducing gun violence, or are you undecided?

After answering questions about gun violence, laws, and government involvement, the proposal stabilizes at 71% support with the majority of voters strongly supporting. Democrats and Black voters are still the most supportive groups. Republicans are the least supportive but still have a majority in favor of this proposal.

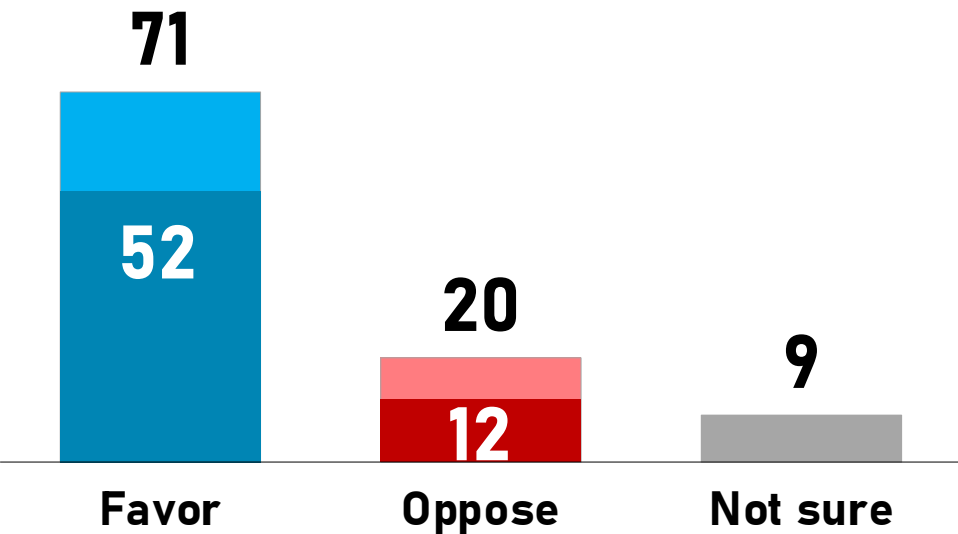
Post Concerns Support for Federal Funding



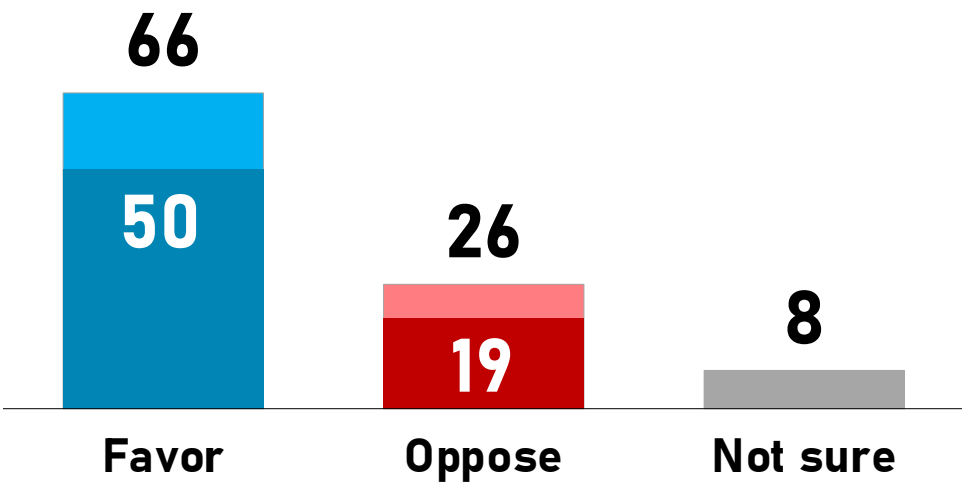
Demos	Support	Oppose	Undecided
Democrat	88%	7%	5%
Ind./DK	68%	15%	17%
Republican	58%	31%	11%
White	72%	18%	10%
Black	79%	12%	9%
Latinx	68%	24%	8%

Support for this proposal at the local level is slightly higher than statewide. Statewide funding also has higher opposition with a quarter opposing this proposal. Voters tend to think their local government knows better about effective spending in their immediate community than the state government.

Using Funds for Community-Based Services: Local vs. Statewide



Q45. As you may know, cities, towns, and counties across the country will be receiving billions of dollars in federal relief funds. Would you favor or oppose cities, towns, and counties using a portion of those funds to implement community-based intervention services aimed at reducing gun violence, or are you undecided?



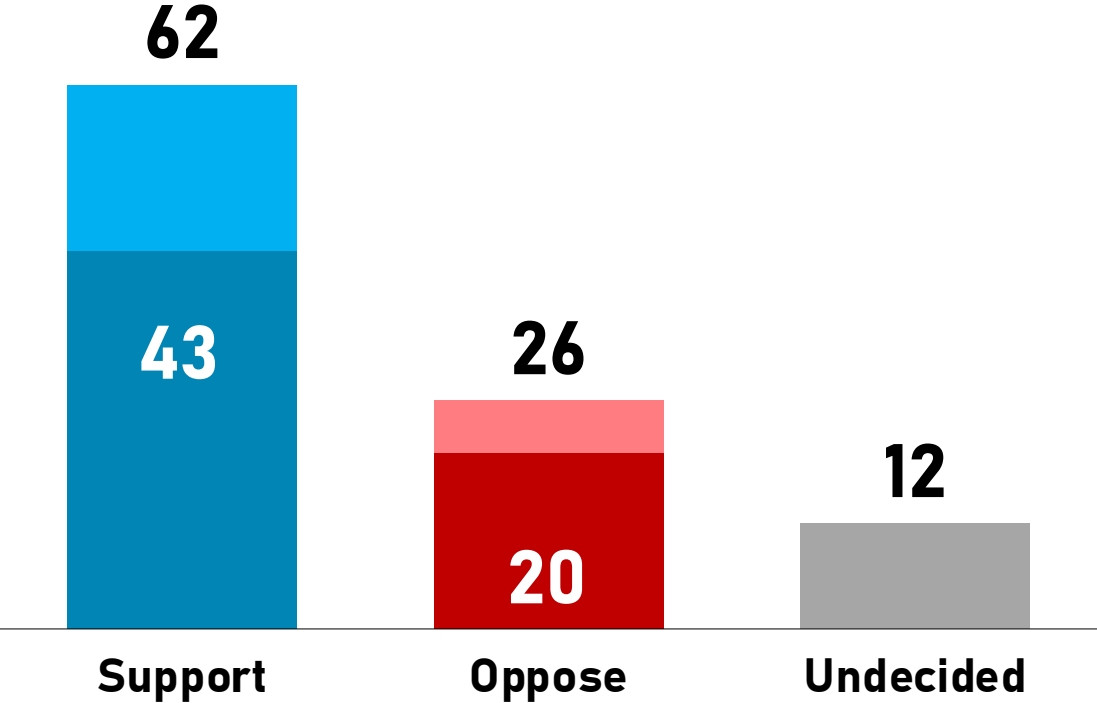
Q48. As you may know, states across the country will be receiving billions of dollars in federal relief funds. Would you favor or oppose states using a portion of those funds to implement community-based intervention services aimed at reducing gun violence, or are you undecided?

Profile-Full Text

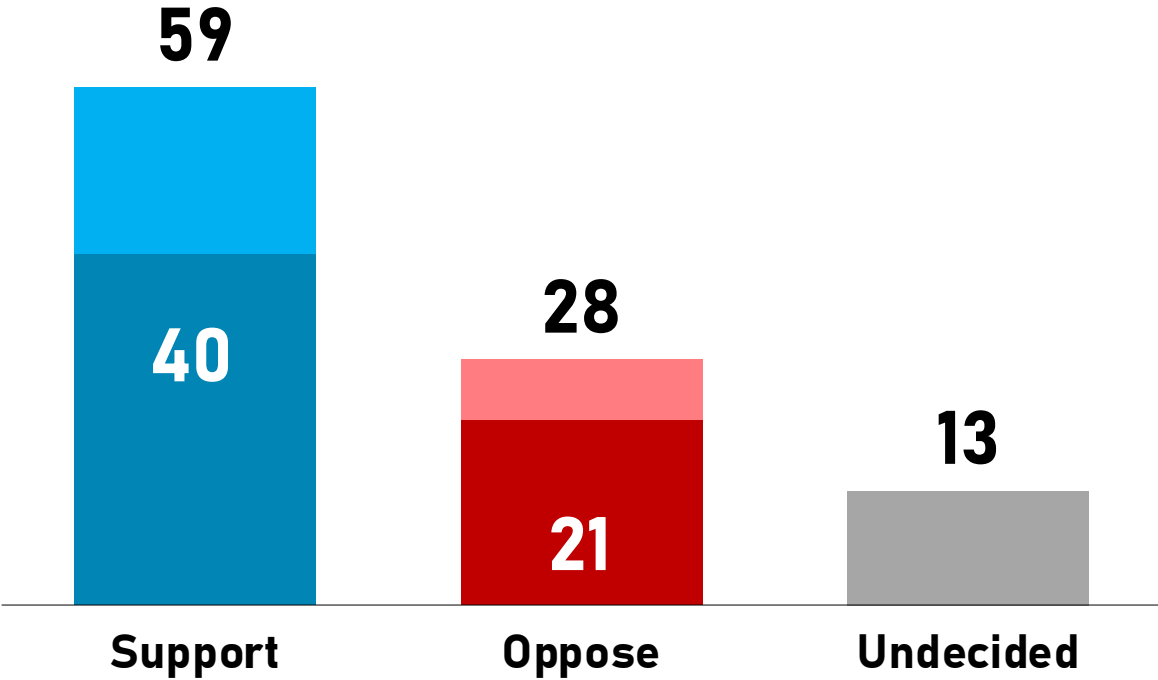
PUBLIC HEALTH & SAFETY FRAME	YOUTH FOCUSED
<p>[PRO-REFORM] (Some/Other) say we spend billions of dollars every single year to continue the same failed path of inaction in the face of our high rates of community violence. It's time we put Americans' health, safety, and lives first. We have the solutions to ensure that violence does not spiral out of control. Americans deserve a comprehensive, commonsense response to this crisis that includes increased services for victims of community violence to end vicious cycles, like focused deterrence, behavioral therapy, hospital-based intervention, and street outreach, to minimize justice system involvement for community members and reduce community violence in struggling neighborhoods.</p>	<p>[PRO-REFORM] (Some/Other) people say violence in some communities is spiraling out of control, costing us thousands of lives every year. America's youth are paying the greatest cost for our inaction, with their lives and their futures. We cannot continue to sacrifice the lives of young Americans to violence in our homes, schools and neighborhoods. For the sake of all our future, we need commonsense response to this crisis that includes increased services for victims of community violence, like focused deterrence, hospital-based intervention, and street outreach, to minimize justice system involvement for young people and ending cycles of violence in struggling neighborhoods.</p>
<p>[ANTI-REFORM] (Some/other) people say that these new social programs would do more harm than good. The way politicians want to pay for this—by running up the national debt—will merely make inflation worse, as well as kill jobs and hurt small businesses. The people supporting anti-police and anti-gun laws like these admit they are a step towards defunding the police. They are Democrats coming to take your guns and turn your neighborhood into Detroit or Baltimore, with rioting, murder and lawlessness. Ordinary citizens and communities will be left defenseless against violent criminals. This is the wrong approach to making our country safer.</p>	

Once voters read one of two additional positive profiles and an anti-reform profile, support decreases across the board, although majorities still favor the proposal and about four in ten voters are intensely supportive. The “Public Health and Safety Profile” does slightly better to inoculate voters from the anti-reform message.

Public Health and Safety Profile Ballot

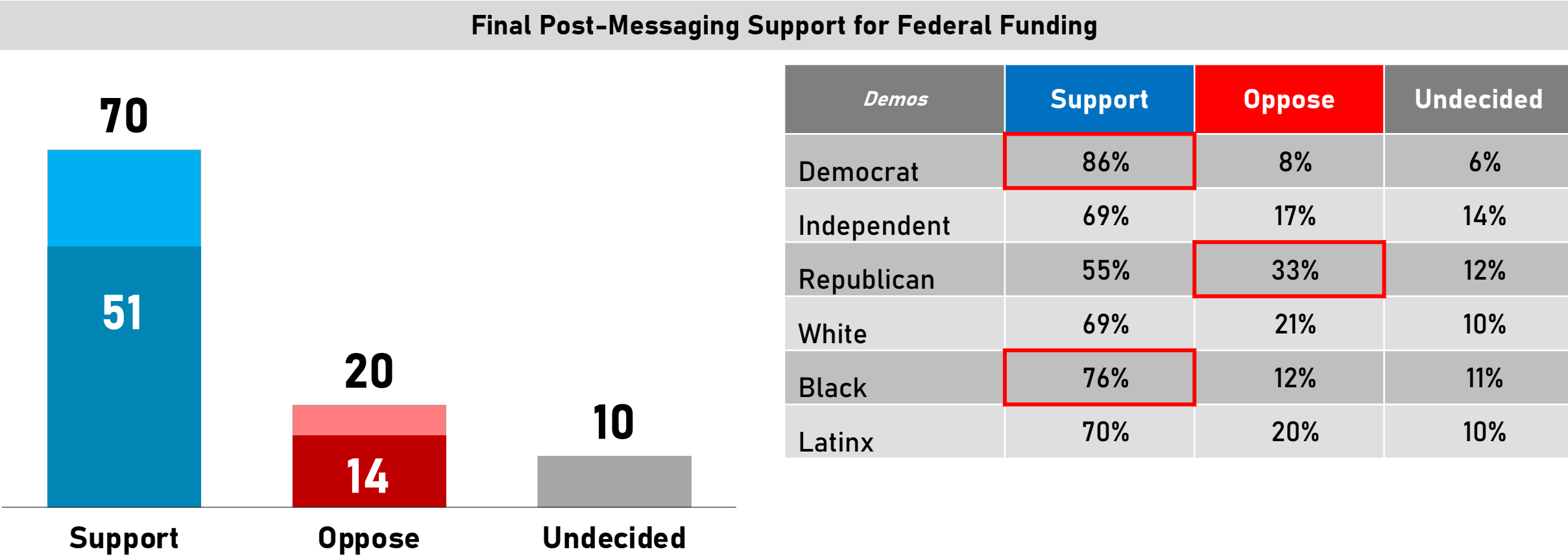


Youth Focused Profile Ballot



Q82/85. Sometimes over the course of a survey like this, people change their mind. Would you [ROTATE] _support OR _oppose federal funds going towards community-based intervention services to reduce violence, or are you undecided?

After voters read a battery of positive messaging in favor of community-based intervention investment, support returns to the initial levels. When anti-reform messaging circulates, we know that we have effective counter-messaging to bolster support.

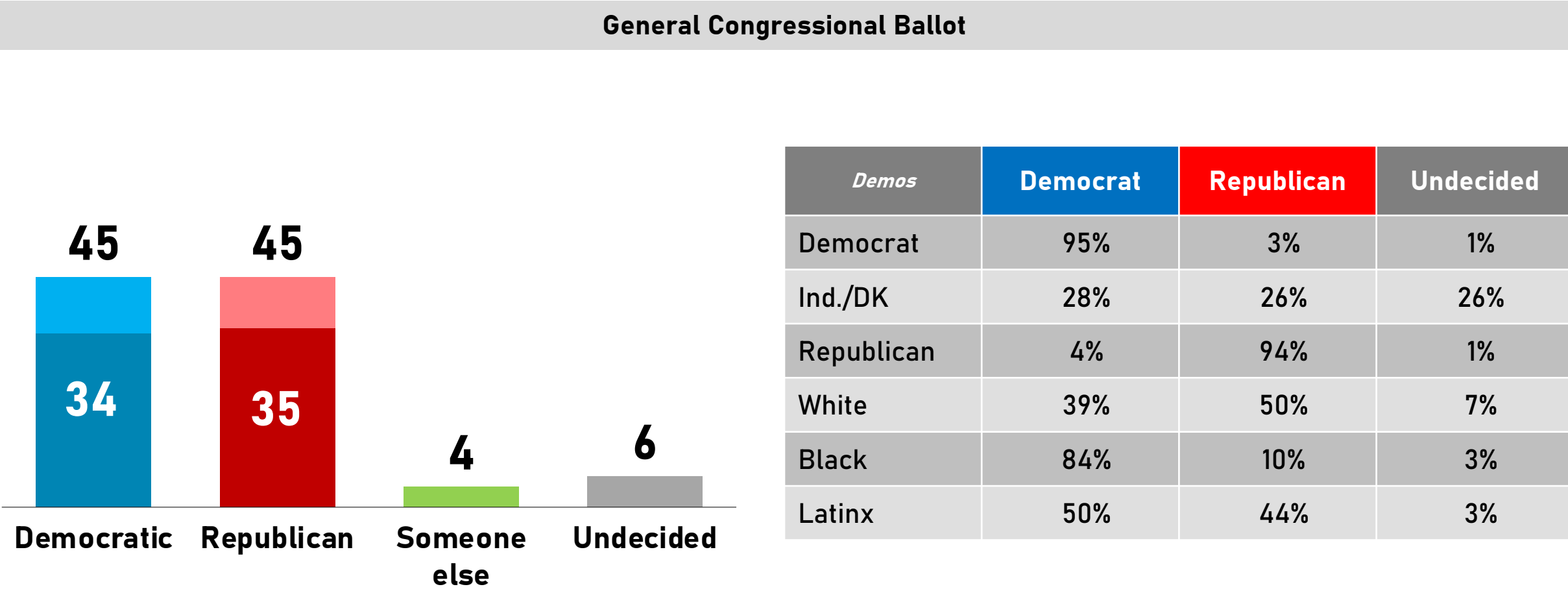


Q89. One last time: would you [ROTATE] _support OR _oppose the federal government providing funds for state and local governments to implement community-based intervention services aimed at reducing gun violence, or are you undecided?



Elected Officials and the Issues

The generic Congressional ballot is tied today, with partisans favoring their party and independents almost evenly split. White voters are leaning Republican while Black voters overwhelmingly choose the Democratic candidate. Latinx voters are very conflicted but side slightly more with the Democratic candidate.



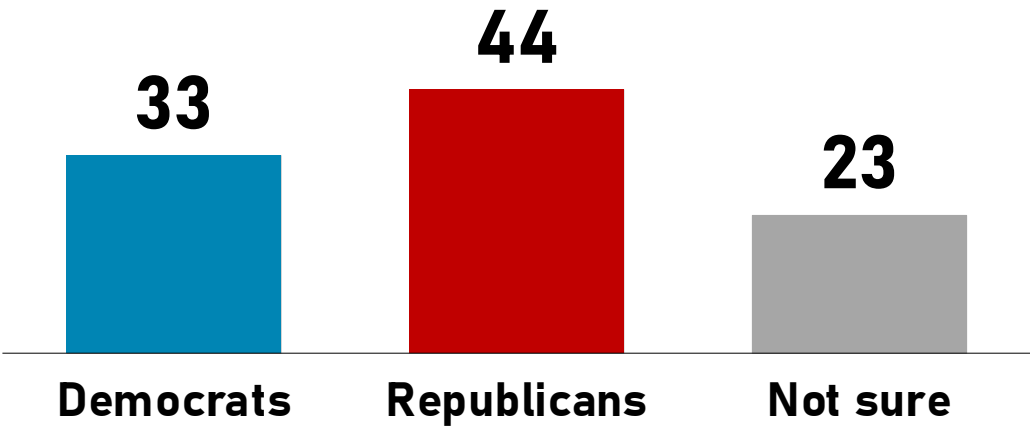
Q12. And if the election for Congress were held today, would you vote for [ROTATE] _the Democratic candidate in your district, _the Republican candidate in your district, or are you undecided?

Voters think that Republicans are better on crime, however Democrats do much better when we attach “and violence”. Partisans think their party does better on crime while independents are mostly not sure. Black voters give Democrats the advantage, but more so when we add “violence”. Similarly, Latinx voters think Republicans are better at handling crime but that Democrats are better at handling crime and violence.

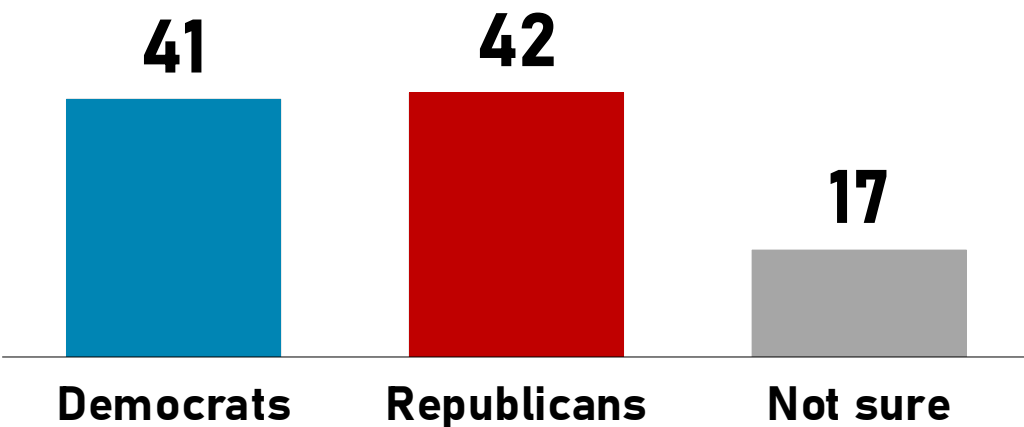
Crime Handling Rating

	Dem	Ind	Rep	White	Black	Latinx
Democrats	76%	8%	3%	28%	66%	40%
Republicans	7%	33%	84%	48%	14%	49%
Not sure	16%	59%	14%	24%	20%	10%

	Dem	Ind	Rep	White	Black	Latinx
Democrats	88%	29%	4%	37%	78%	52%
Republicans	3%	23%	88%	46%	7%	43%
Not sure	9%	48%	8%	17%	15%	5%



Q19. Which party do you think does a better job on crime: [ROTATE] _the Democrats OR _ the Republicans?



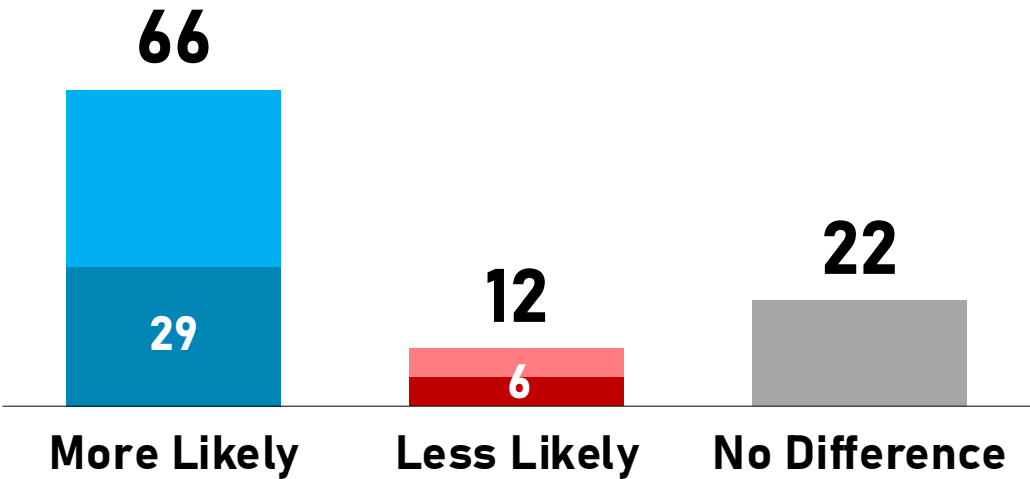
Q20. Which party do you think does a better job on crime and violence: [ROTATE] _the Democrats OR _ the Republicans?

When we take partisanship out of the equation and ask voters the likelihood of voting for either a Senator or Member of Congress if they supported implementing community-based intervention services, a majority of voters would be more likely to vote for this candidate.

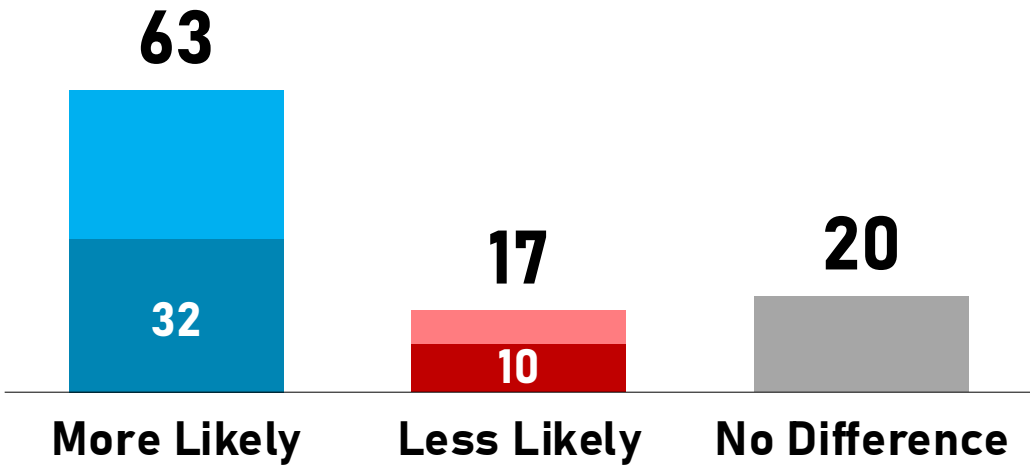
Likelihood to Vote for Supporting Elected Officials

	Dem	Ind	Rep	White	Black	Latinx
More Likely	86%	59%	52%	62%	87%	80%
Less Likely	5%	14%	16%	12%	3%	10%
No Diff.	10%	27%	32%	26%	10%	10%

	Dem	Ind	Rep	White	Black	Latinx
More Likely	84%	53%	50%	63%	79%	67%
Less Likely	4%	12%	30%	16%	11%	20%
No Diff.	12%	35%	20%	22%	10%	13%



Q33. Would you be more or less likely to vote for your U.S. Senators if they supported providing funds for state and local governments to implement community-based intervention services aimed at reducing gun violence?



Q34. Would you be more or less likely to vote for your Member of Congress if they supported providing funds for state and local governments to implement community-based intervention services aimed at reducing gun violence?

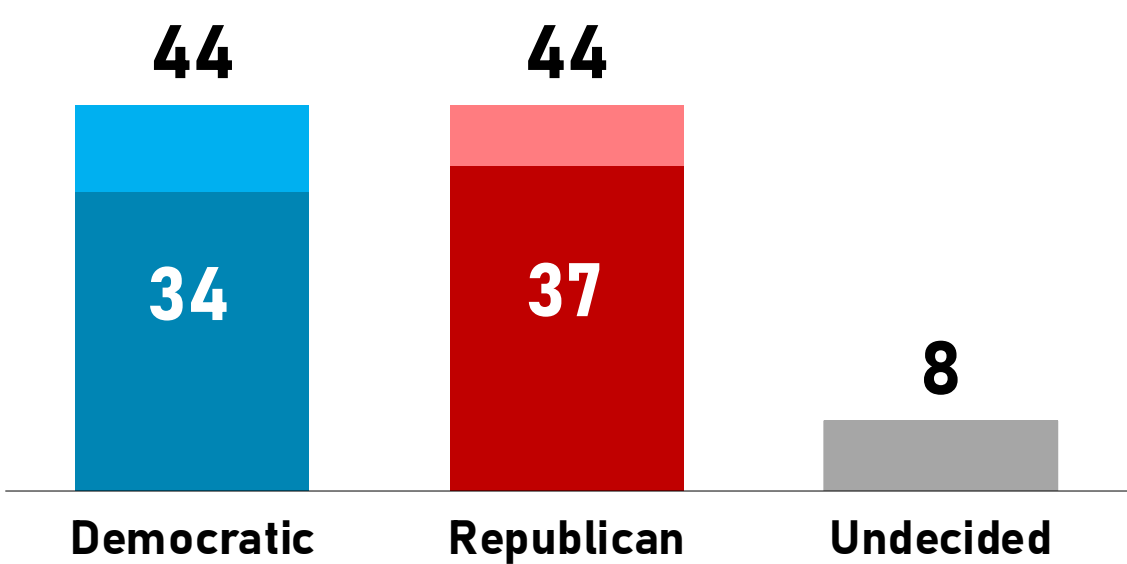
Profile-Full Text

INCREASE POLICE FUNDING PROFILE	INTERVENTION PROFILE
<p>[DEMOCRAT] The Democratic candidate says that over the last two years, they've heard from their constituents and are deeply concerned about the level of crime and are committed to reducing violence in their community. Police officers readily take on roles far outside their job descriptions. That's why they support bipartisan bills to support law enforcement officers, increase police pay and increase police funding by bringing more federal money for police departments. They also support holding the police accountable and reducing how often they use force. The Democrat says we must be stronger on crime and gun violence and ensure that criminals are punished for their crimes.</p>	<p>[DEMOCRAT] The Democratic candidate says we need to support community-based anti-violence interventions which involves a combination of on-the-ground violence prevention specialists, victim support, and services that address the root causes of deadly violence. The Democratic candidates supports community-based violence intervention to supplement the police by improving mental health and working with witnesses and victims of crime to stop cycles of violence. The Democrat says that they want to protect the police by reducing violence, while also saving money, because therapy is cheaper than locking someone up for years. The Democratic candidate also supports investing in good schools, affordable housing, and job training.</p>
<p>[REPUBLICAN] The Republican candidate says that the Democratic candidate supports Nancy Pelosi and defunding the police. They support sanctuary cities, open borders and illegal immigration. While small businesses were looted and fires set, the Democrat supported the riots in cities like Seattle, Portland and Minneapolis. And they constantly criticize the police, and constantly voice support for policies that stop the police from doing their job. They're opposed by police unions because they support letting criminals free and are supported by groups like Black Lives Matter that want to defund the police. Our cities are under siege because of anti-police Democratic politicians like my opponent.</p>	

The Democratic profile that centers community-based intervention methods for reducing violence performs better than the profile that supports increased police funding.

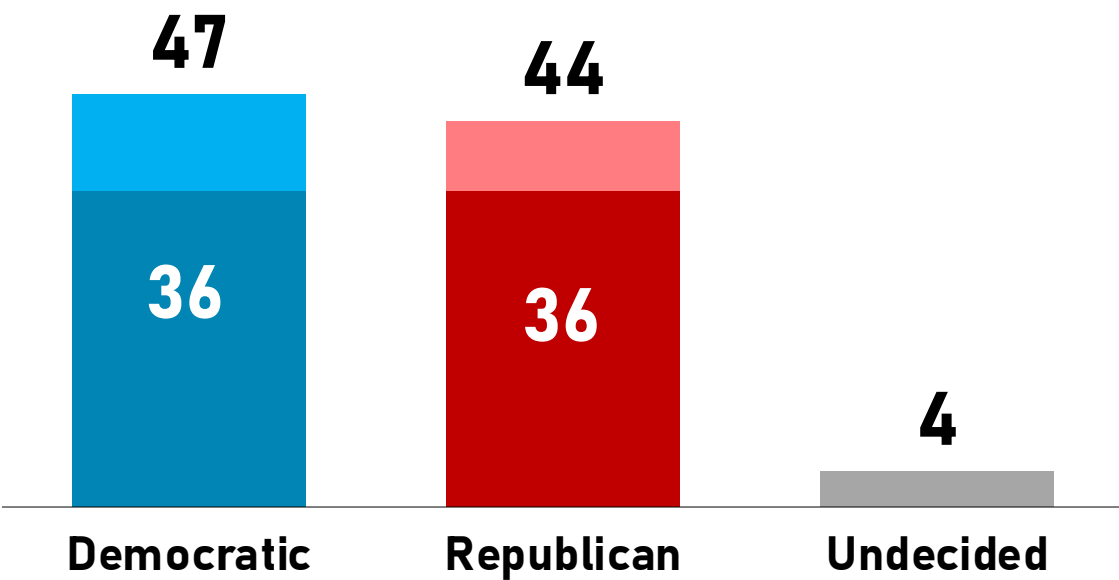
Police Funding Profile

	Dem	Ind	Rep	White	Black	Latinx
Dem	91%	26%	6%	38%	82%	44%
GOPer	6%	33%	86%	49%	9%	53%
Undec./Other	3%	41%	8%	13%	10%	3%



Intervention Profile

	Dem	Ind	Rep	White	Black	Latinx
Dem	92%	45%	6%	43%	81%	58%
GOPer	4%	22%	93%	47%	11%	38%
Undec./Other	4%	33%	2%	9%	8%	4%

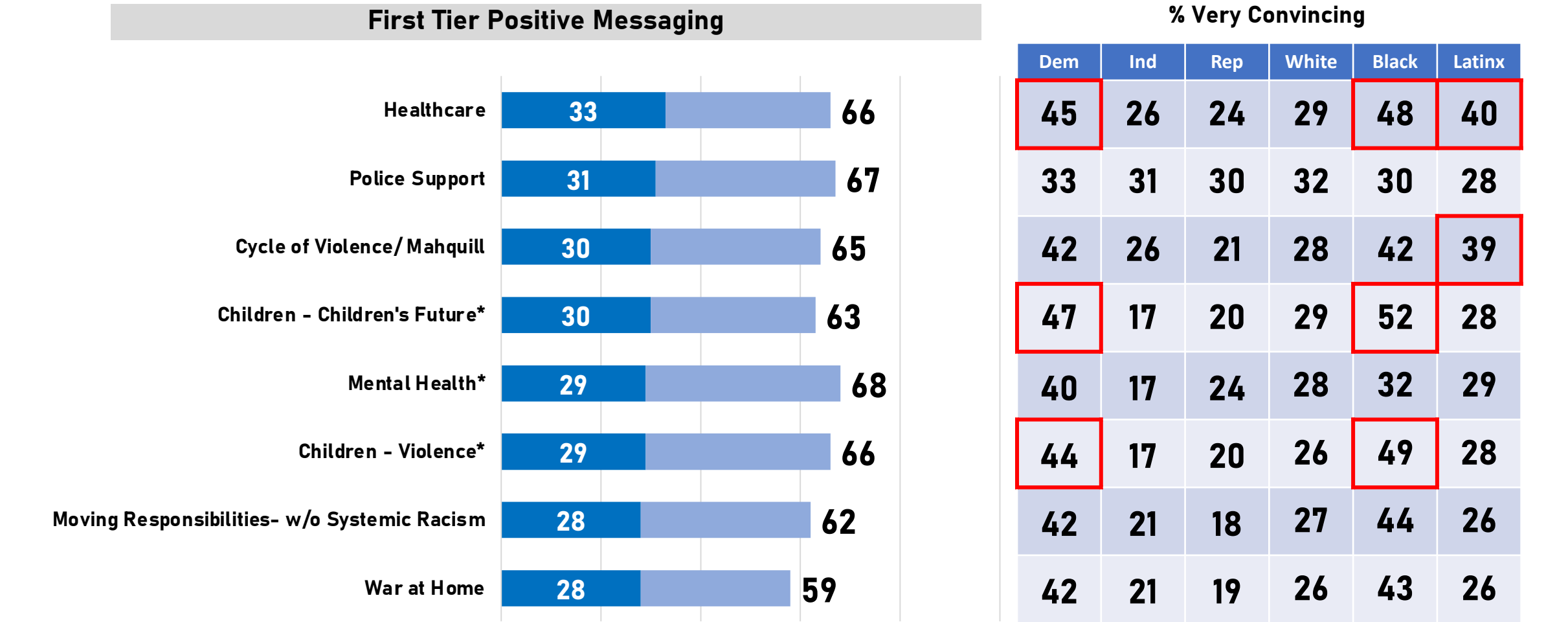


Q64/Q65. Would you vote for [ROTATE] _the Democratic candidate OR _the Republican candidate, or are you undecided?



Messaging

The message connecting healthcare and reducing violence through community investment is the most effective message overall with high-intensity ratings for Democrats, Black voters, and Latinx voters. “Police Support” is another strong message due to its compromise messaging, giving each bloc of voters something that they want. The personal narrative story in the “Cycle of Violence/Mahquill” message also tests well with Latinx voters.

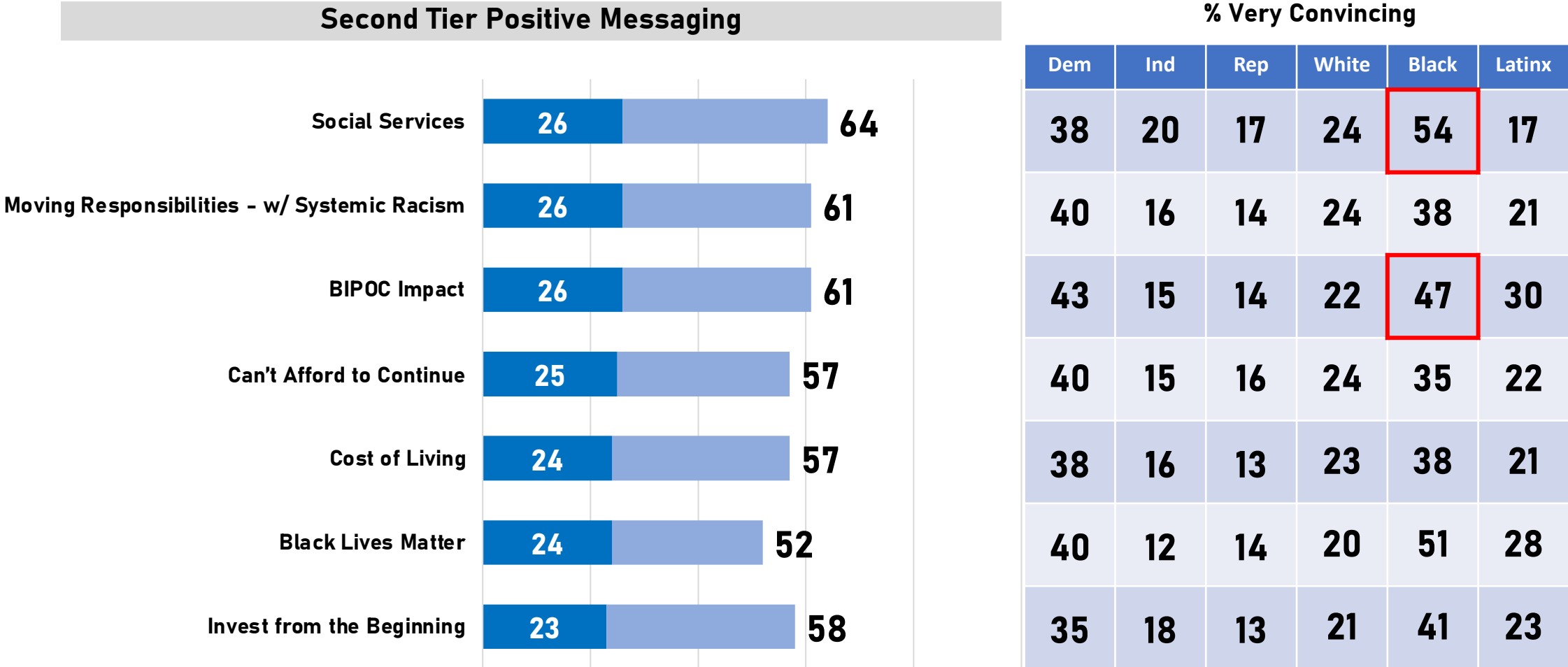


Somewhat Convincing

Very Convincing

Q88. Now you will read some statements people have made about federal funds going towards community-based intervention services aimed at reducing gun violence. Please select whether each statement, assuming it is true, is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support the federal government providing funds for these types of anti-violence intervention services. [RANDOMIZE LIST]

In the second tier are some less-effective messages, most falling short due to severely lacking intensity and reach among independents, Republicans, white voters, and Latinx voters. Democrats and Black voters are more invested in these messages, but also see less intensity than the top messages. That said, Black voters respond extraordinarily well to the “Social Services” message which has low levels of intensity for other voting groups.



Somewhat Convincing

Very Convincing

Q88. Now you will read some statements people have made about federal funds going towards community-based intervention services aimed at reducing gun violence. Please select whether each statement, assuming it is true, is a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to support the federal government providing funds for these types of anti-violence intervention services. [RANDOMIZE LIST]

Top Tier Arguments

STATEMENT- Full text	% very convincing (% total)
[HEALTHCARE] Every American deserves quality, affordable healthcare. Part of that is having good local hospitals, doctors and Emergency Rooms. Part of that is also having safe communities to live in. Preventing people from being injured, sick or killed is one of the greatest investments in healthcare we as Americans can make. We also need to keep our healthcare costs down for everyone, and a way to do that is root out violence before it happens. Funding community-based intervention to reduce violence is a necessary healthcare investment.	33% (66%)
[POLICE SUPPORT] Most police officers want to do the right thing, but we put them in unwinnable situations where they have to make split-second decisions. We ask them to handle mental health distress calls, violent communities and other situations where mental health experts and social workers are trained—and proven—to help de-escalate. All Americans should join the many police chiefs and officers who support anti-violence interventions because it makes our communities and their jobs safer.	31% (67%)
[CYCLE OF VIOLENCE/ MAHQUILL] Mahquill is a 30-year-old from Philadelphia who lost a brother to gun violence. Two years ago, while breaking up a fight, Mahquill was shot by a 15-year-old. When Mahquill started experiencing PTSD and became fixated on getting revenge, a social worker helped Mahquill understand that “getting even” would just continue the cycle. We must invest in proven intervention services, like focused deterrence, mental health services, hospital-based intervention, and youth outreach to reduce the cycle of gun violence.	30% (65%)
[CHILDREN- CHILDREN’S FUTURE] With gun violence against children and young people at record heights, investing in non-violence intervention would make a huge difference. The murders of parents, friends and siblings also take a huge emotional toll on America’s youth. We can make a change for the future of our children. We need commonsense policies like increased services for victims of gun violence, focused deterrence, cognitive behavioral therapy, hospital-based intervention, and street outreach, to reduce the cycle of violence for America’s children.	30% (63%)

Sorted by % Very Convincing

Middle Tier Arguments

STATEMENT- Full text	% very convincing (% total)
[MENTAL HEALTH] We all want families and neighbors that are healthy, both physically and mentally. But mental health services have long been underfunded and disinvested. With rates of depression, substance abuse, gun violence, and suicide at extremely high levels over the last year because of the pandemic, America will need to make significant investments in mental health. Community-based intervention services, including trained social workers and mental health professionals, are an investment that will help reduce violence and save countless American lives.	29% (68%)
[CHILDREN- VIOLENCE] From stray bullets to school shootings to shooting in homes, gun violence against children and young people at record heights. The murders of parents, friends and siblings are also taking a huge emotional toll on America's youth. We cannot continue to sacrifice young Americans' lives to violence. We need commonsense policies like increased services for victims of gun violence, focused deterrence, cognitive behavioral therapy, hospital-based intervention, and street outreach, to reduce the cycle of violence for America's children.	29% (66%)
[MOVING RESPONSIBILITIES- W/OUT SYSTEMIC RACISM] Reducing violence and improving public safety means moving responsibilities from police officers that they're not equipped to do. Police officers aren't trained to solve mental health crises, deescalate certain distress calls, and they shouldn't be the ones solving complex problems. This is especially true for communities that have suffered from long-term disinvestment. We must shift some responsibilities and resources from police departments and into community-based interventions that are proven to reduce violence and make neighborhoods safer.	28% (62%)
[WAR AT HOME] America's longest war is right here at home. More than twice as many Americans have already died from gun violence in 2022 than servicemembers died in Afghanistan in nearly twenty years. And too many Americans die of homicides every year. If it were another nation killing tens of thousands of Americans every year, our government would have responded decisively. We can't wait any longer. We need to invest in community-based interventions and root out the causes of violence.	28% (59%)

Sorted by % Very Convincing

Middle Tier Arguments

STATEMENT- Full text	% very convincing (% total)
[SOCIAL SERVICES] We all want families and neighbors that are healthy, both physically and mentally. But social services have long been underfunded and disinvested. With rates of depression, substance abuse, gun violence, and suicide at extremely high levels over the last year because of the pandemic, America will need to make significant investments. Community-based intervention services, including trained social workers, are an investment that will help reduce violence and save countless American lives.	26% (64%)
[MOVING RESPONSIBILITIES- W/ SYSTEMIC RACISM] Reducing violence and improving public safety means moving responsibilities from police officers that they're not equipped to do. Police officers aren't trained to solve mental health crises, deescalate certain distress calls, and they shouldn't be the ones solving complex problems. This is especially true for communities that have suffered from systemic racism and long-term disinvestment. We must shift some responsibilities and resources from police departments and into community-based interventions that are proven to reduce violence and make neighborhoods safer.	26% (61%)
[BIPOC IMPACT] Gun violence impacts people of all backgrounds, in communities across America—from office parks to grocery stores, churches to schools. But Black, Brown, and Indigenous communities suffer disproportionately from gun violence. The consequences of this ripple outward, impacting neighborhoods, exacerbating inequalities, and undermining prosperity. The good news is that there are proven intervention strategies that work to reduce gun violence. We just need the will to implement life-saving interventions and center the needs of Black and Brown communities.	26% (61%)
[CAN'T AFFORD TO CONTINUE] America literally cannot continue to afford the cost of gun violence. On average, gun violence costs the United States \$280 billion every year. Every day, American taxpayers pay nearly \$35 million for medical care and first responders, \$140 million in losses from missed work from injury or death, \$1 million to train replacement workers and hundreds of millions more from the suffering of gun violence victims and their families. Investing in community-based intervention saves money.	25% (57%)

Sorted by % Very Convincing

Lower Tier Arguments

STATEMENT- Full text	% very convincing (% total)
[COST OF LIVING] In addition to the toll gun violence takes on our public health and safety, it also greatly increases the cost of living of in our country. Incarceration, policing, court cases and repeatedly jailing perpetrators of gun violence costs America hundreds of billions every year. Spending our resources this way, not only isn't improving public safety, it's making inflation worse. Violence intervention programs get at the root of the problem, while reducing spending, because prevention is far cheaper than incarceration.	24% (57%)
[BLACK LIVES MATTER] Black lives matter as much as anyone else's. Yet African Americans are disproportionately likely to suffer from violence and crime, and to die at the hands of police. Black communities have long been subjected to historic disinvestment, mass incarceration, and systemic racism. Ensuring that Black Lives Matter is more than a slogan means finally taking a different approach, investing in things like anti-violence interventions, mental health services, healthcare and jobs—addressing the roots causes of violence and making all communities safe and thriving.	24% (52%)
[INVEST FROM THE BEGINNING] From the cost of policing to court costs to prison expenses, community violence costs America billions in tax dollars every year, as well as thousands of lives. We can cut the bill for hard-working American taxpayers if we invest in violence prevention measures from the beginning. This would pay for itself when the reduction in violence is accounted for. We need to invest in anti-violence measures and prevention from the beginning, not just in response to violence, for the sake of our communities and our taxpayers.	23% (58%)

Sorted by % Very Convincing



Washington, DC | Berkeley, CA | New York, NY
LakeResearch.com
202.776.9066

Celinda Lake
clake@lakeresearch.com

Daniel Gotoff
dgotoff@lakeresearch.com

Sandra Markowitz
smarkowtiz@lakeresearch.com

McCauley Pugh
mpugh@lakeresearch.com

Ronan Ferrentino
rferrentino@lakeresearch.com