

To: Interested Parties
From: Joshua Ulibarri and Kelsey Bullis, Lake Research Partners
Re: Polling on Gun Violence Among African American and Latinx Adultsⁱ
Date: September 5, 2019

A first-of-its-kind survey, focusing solely on the voices of African American and Latinx adults, presents solid evidence that gun-violence prevention advocates must do more to include the voices of people of color. This poll, conducted by LRP for Community Justice Action Fund, found that Latinx and African Americans feel their voices are ignored in this discussion, and perhaps more importantly, that there are solutions to the violence in their communities, but leaders just don't care enough to pursue them. This survey, conducted in key cities across the country, follows focus group research from earlier this year demonstrating that the gun violence epidemic won't be solved until black and brown voices are heard and until every day shootings become a priority.

Here are the key findings:

- **African American and Latinx adults feel that their voices are ignored when it comes to reducing gun violence.** Though the facts show their communities are disproportionately affected by gun violence, more than six in ten African American (64%) and Latinx (61%) adults feel “when it comes to reducing gun violence, voices like mine are ignored.” Only a quarter believe “voices like mine are heard” (23% among African Americans and 27% among Latinx).
- **If their voices are being ignored it should not come as a surprise that Latinx and African Americans also believe that elected officials do not care enough to help solve the gun violence in their communities.** Seventy (70) percent of Latinx adults and 63% of African American adults agree that “we know how to end gun violence in communities like mine, the elected leaders just don't care enough to help do it.” That is a stunning indictment against elected leaders and a real sign that to solve this crisis in these communities, black and brown voices need to be acknowledged and their ideas for solving this problem need to be heard and taken seriously.
- **African American and Latinx adults support many ideas for combatting gun violence in their communities and a leader among that list is prioritizing gun violence as a health crisis.** Seventy-four (74) percent of both African American and Latinx adults think “Treating gun violence as a health crisis, making sure our communities and people vulnerable to committing gun crimes have access to support services including trainings, counseling, and other programs that will

deter violence” would help their communities. While African American and Latinx adults believe this solution would help, they also indicate that it is something they do not hear about (21% say it is the solution they hear about the LEAST, topping the list of tested solutions).

- **While mass shootings dominate the headlines, Latinx and African American adults believe “regular”ⁱⁱ shootings” must also be given priority.** Fifty-one percent of African Americans believe “regular everyday shootings where people are injured or killed” is the bigger problem in their community, compared to 38% of African Americans who believe “reducing mass shootings where multiple people are injured or killed at once” is the bigger problem (+13 for regular shootings). Latinx adults are split (47% mass shootings, 45% regular shootings). Certainly the focus on reducing mass shootings is justified, but Latinx and African American adults believe regular everyday shooting plaguing their communities deserve equal attention.

This robust gun-violence prevention survey to focus on Latinx and African American voices gives leaders a lot to think about. These communities believe their voices are being ignored, they believe elected leaders do not care enough to implement policies that will work in their communities, and they do not hear enough about policies they do believe would help combat gun violence. All of this reinforces the focus group findings from earlier this year and strongly indicates that ending gun violence in communities across America, especially in communities of color disproportionately affected by gun violence, requires a broader discussion that includes all voices. African American and Latinx communities demand to be heard.

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ⁱ **Survey:** Lake Research Partners designed and administered this survey. It was conducted online from August 28 – September 4, 2019. The survey reached a total of 800 African American and Latinx adults (400 African Americans; 400 Latinx adults) in targeted metropolitan areas. The online panels were provided by Decipher. The data were weighted slightly by gender, age, region, race ask, party ID, education. The margin for error is +/- 3.5% and larger for subgroups.

ⁱⁱ “Regular shootings” is the language adults used during our focus group discussions earlier this year and this question was designed using the language participants used.