

OCTOBER 2022

HOW DOES AMERICA FEEL ABOUT GUNS?

**A LOOK AT REGISTERED VOTERS, MILLENNIALS, AND
MALES 18-39 IN 2022.**



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I RESEARCH BACKGROUND & MOTIVATION

RESEARCH BACKGROUND & MOTIVATIONS: WHY DID WE ASK ABOUT GUN CONTROL?



ThinkNow is a privately owned, cultural insights agency. We enable companies and government agencies to discover the drivers that influence consumer decisions & perceptions. We provide insightful research solutions to help organizations thrive in the culturally evolving and dynamically shifting demographic environments of the U.S. consumer market.

TEAMFRIDAY

TEAMFRIDAY is a full-service creative marketing agency working at the intersection of communications, culture, and community. We focus on developing strategies that speak to cultural and localized nuances so that our clients form a deeper connection between themselves and the communities they engage.

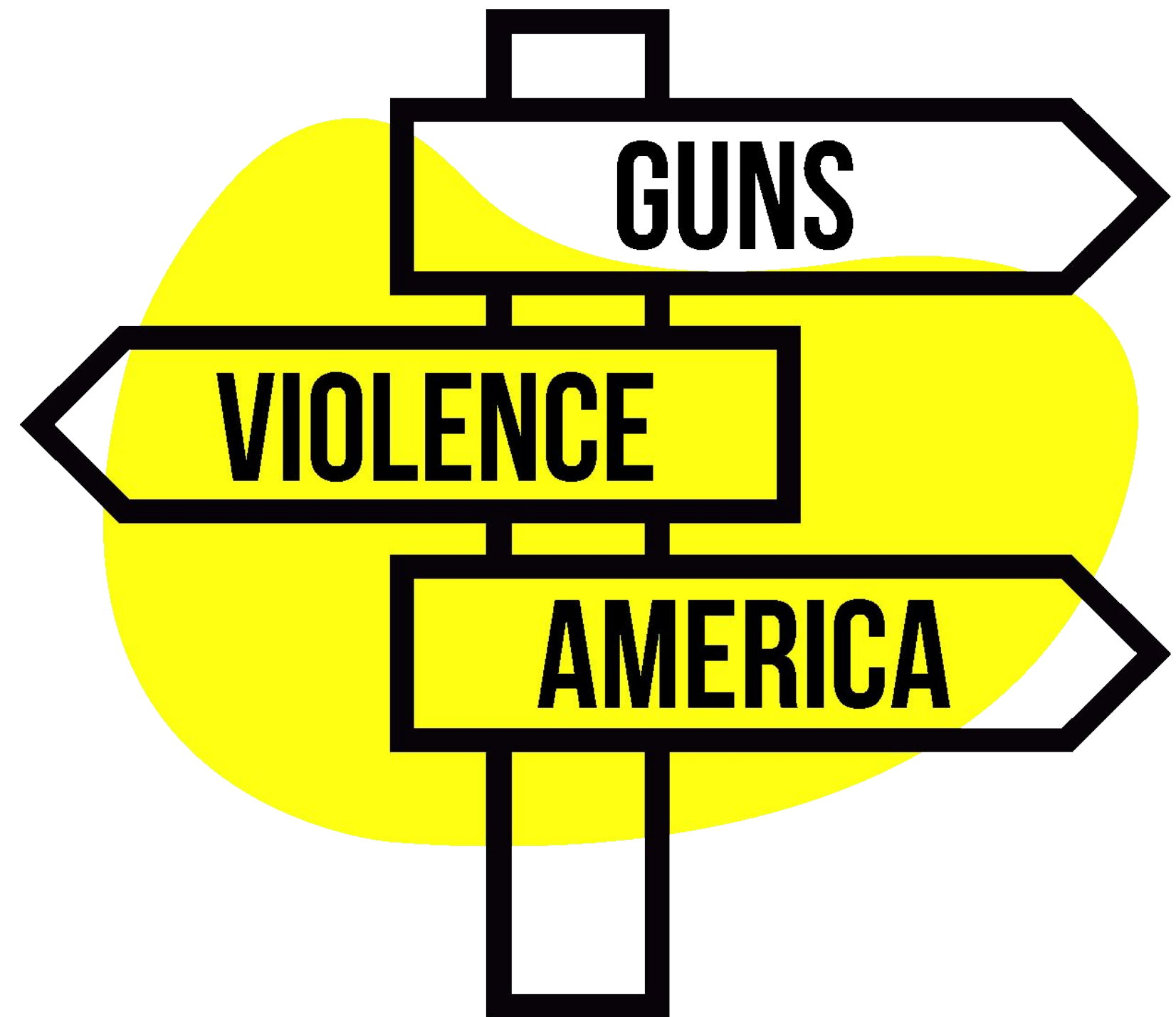
RESEARCH BACKGROUND & MOTIVATIONS: WHY DID WE ASK ABOUT GUN CONTROL?

America is at a critical crossroads regarding guns.

With growing gun violence being normalized in American culture, we felt as researchers and communicators that we needed to understand the hard facts.

It has been stated before that more guns do not make a safer society and evidence points that the [weaker gun legislation is linked to more gun deaths](#). Slowly, Americans, born in the US and abroad, are changing their sentiments about gun safety.

The following data spotlights critical insights and opportunities to persuade key groups – specifically within registered voters, millennials, and males 18–39 years old.

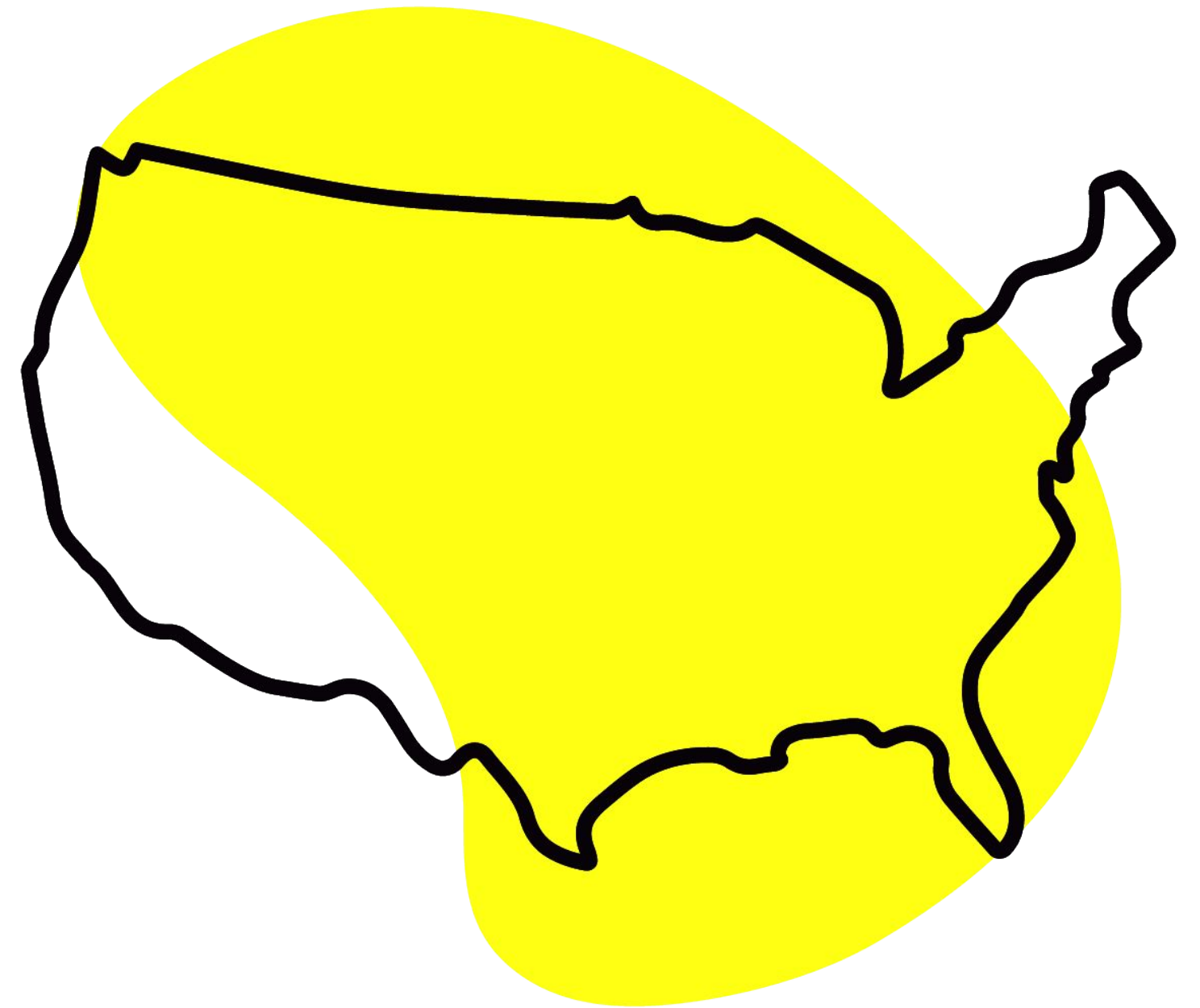


RESEARCH BACKGROUND & MOTIVATIONS: HOW WE GOT THE DATA?

Nationwide survey of n=1,500 American adults

ThinkNow conducted an online survey of **n=1,500 Americans 18+ years of age**, focusing on Hispanics, Black people, Asians and non-Hispanic White people.

The survey was conducted August 10-17, 2022.



II KEY DATA RESULTS



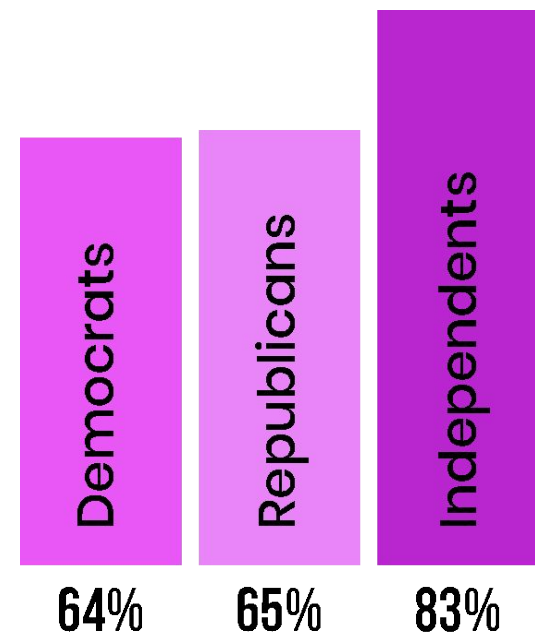
KEY DATA RESULTS: REGISTERED VOTERS

Most registered voters believe we need stronger gun control laws.

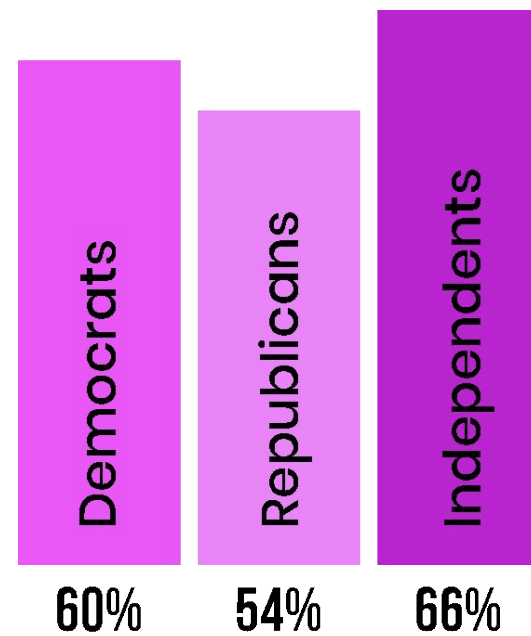
Majority of adults believe we need stricter gun control laws, with Hispanics, Asians, and African Americans leading that sentiment.

Of the **Republicans, Democrats, and Independents** who support stricter gun laws, most are in support of:

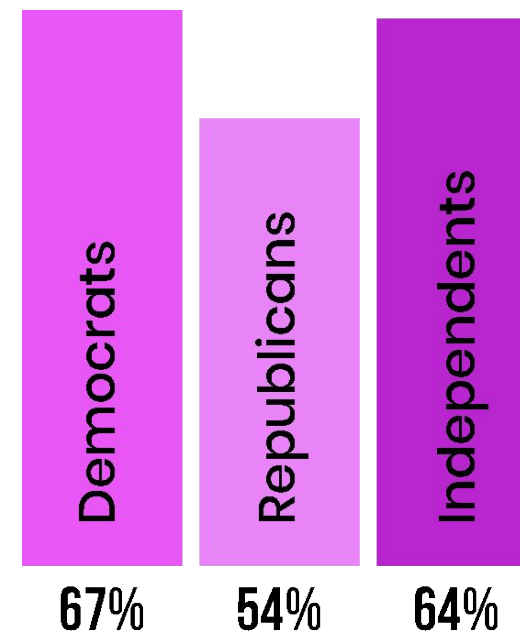
UNIVERSAL BACKGROUND CHECKS



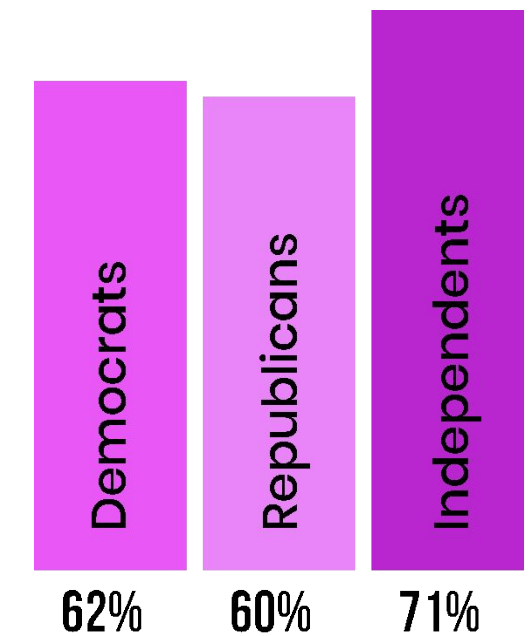
RED FLAG LAWS

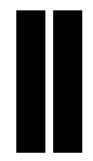


RAISING THE LEGAL AGE TO BUY A GUN TO 21



REQUIRING PERMITS FOR CONCEALED CARRY





KEY DATA RESULTS: REGISTERED VOTERS

At **47%, non-Hispanic White** registered voters are more likely than any other group to believe owning a gun makes us safer.

This is in comparison to **39% of Hispanics.**

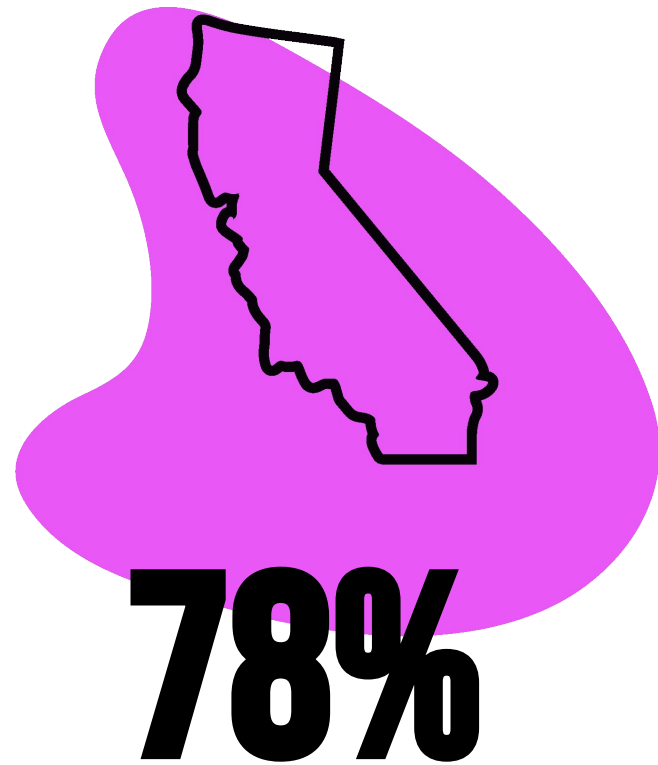




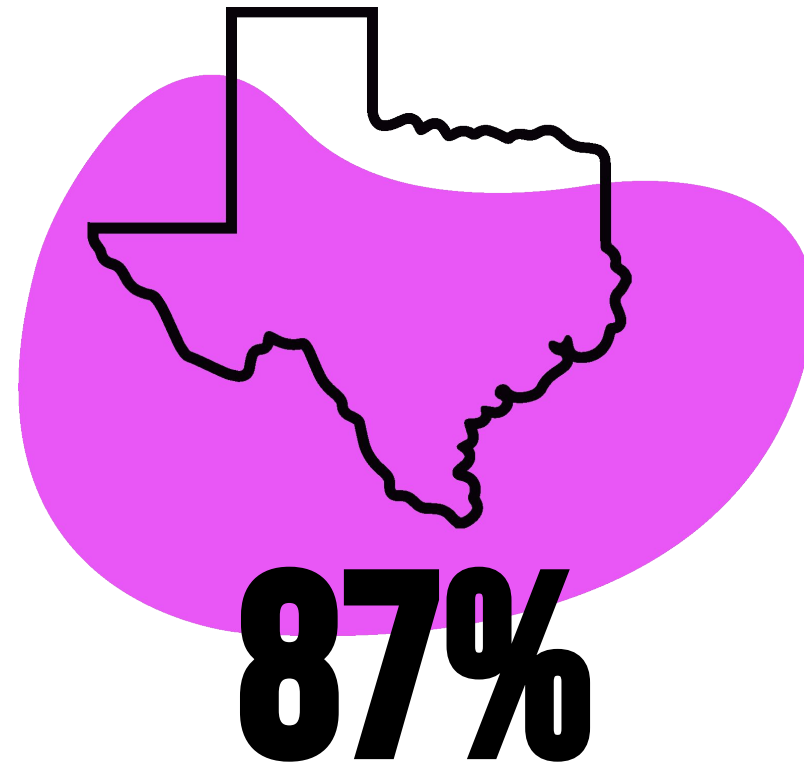
KEY DATA RESULTS: REGISTERED VOTERS

A majority of registered voters within some of the most populous states support stricter gun control.

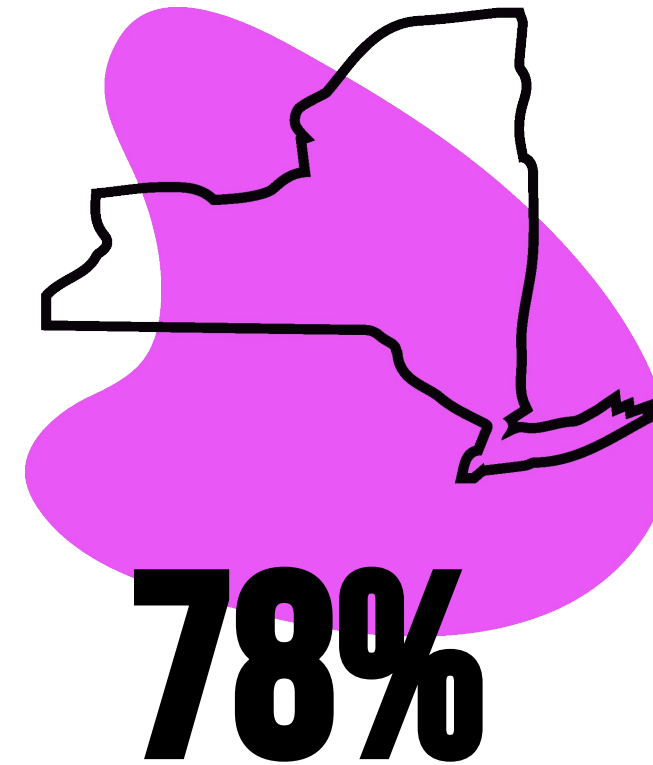
CALIFORNIA



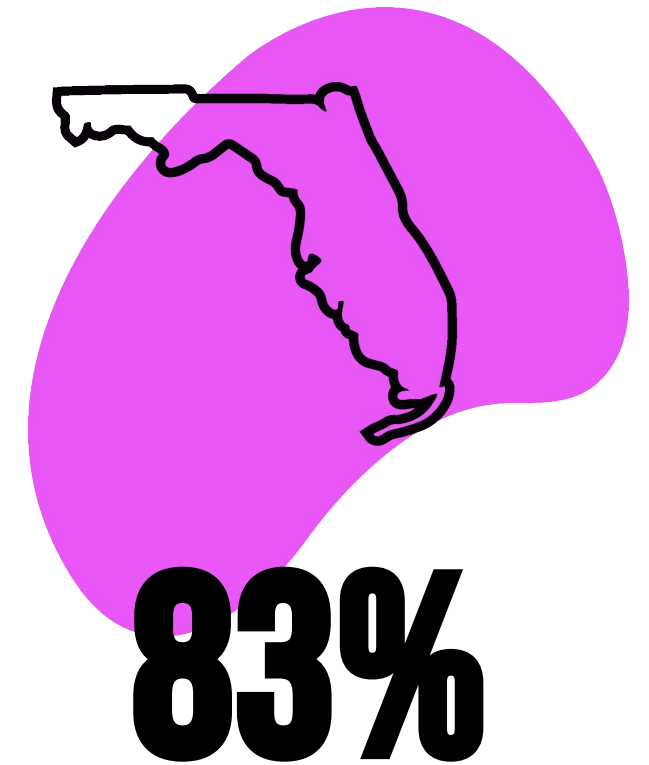
TEXAS



NEW YORK



FLORIDA





KEY DATA RESULTS: MILLENNIALS

Would you engage if witnessed an active shooter?

64% TOTAL
MILLENNIALS

71% MALE
MILLENNIALS

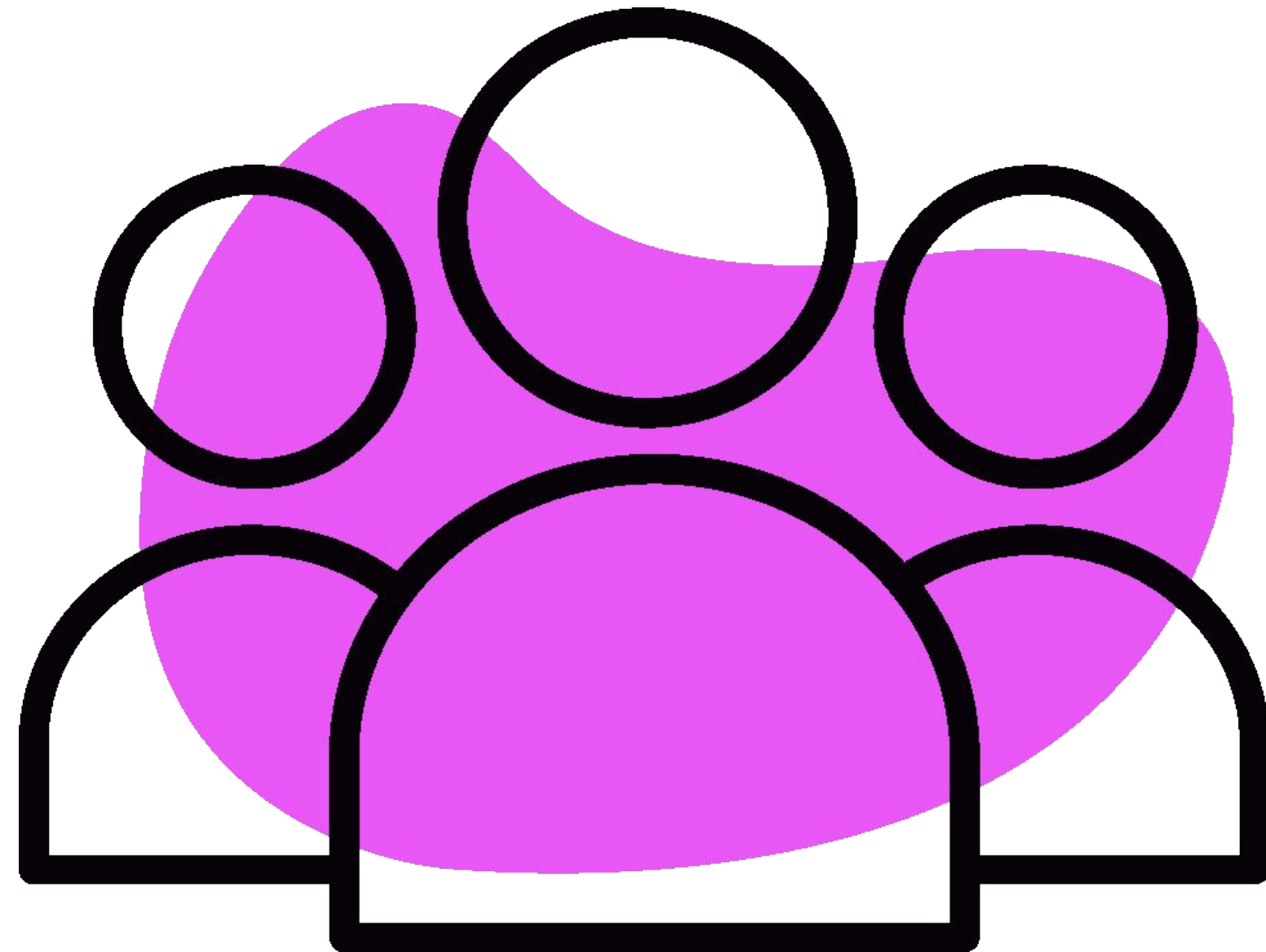
70% Hispanics and **71% of White** millennial males are driving this sentiment.

Foreign-born, millennial women and Asian respondents are the least likely to engage.



KEY DATA RESULTS: MILLENNIALS

Millennials who think guns make us safer:



54%
WHITE

54%
BLACK

36%
HISPANIC

35%
ASIANS



KEY DATA RESULTS: MILLENNIALS

Most millennials surveyed believed the US needs to have universal background checks and raise the legal age to buy a gun to 21.

52% of non-Hispanic white millennials believe we need stricter gun laws compared to over **70% of Hispanics, Asians, and African-Americans**.

42% of non-Hispanic white millennials say they own a gun, compared to only **17% of Asian millennials**.

This may be due to the foreign-born sentiments toward more gun control.

Millennials who believe the US needs stricter gun laws:

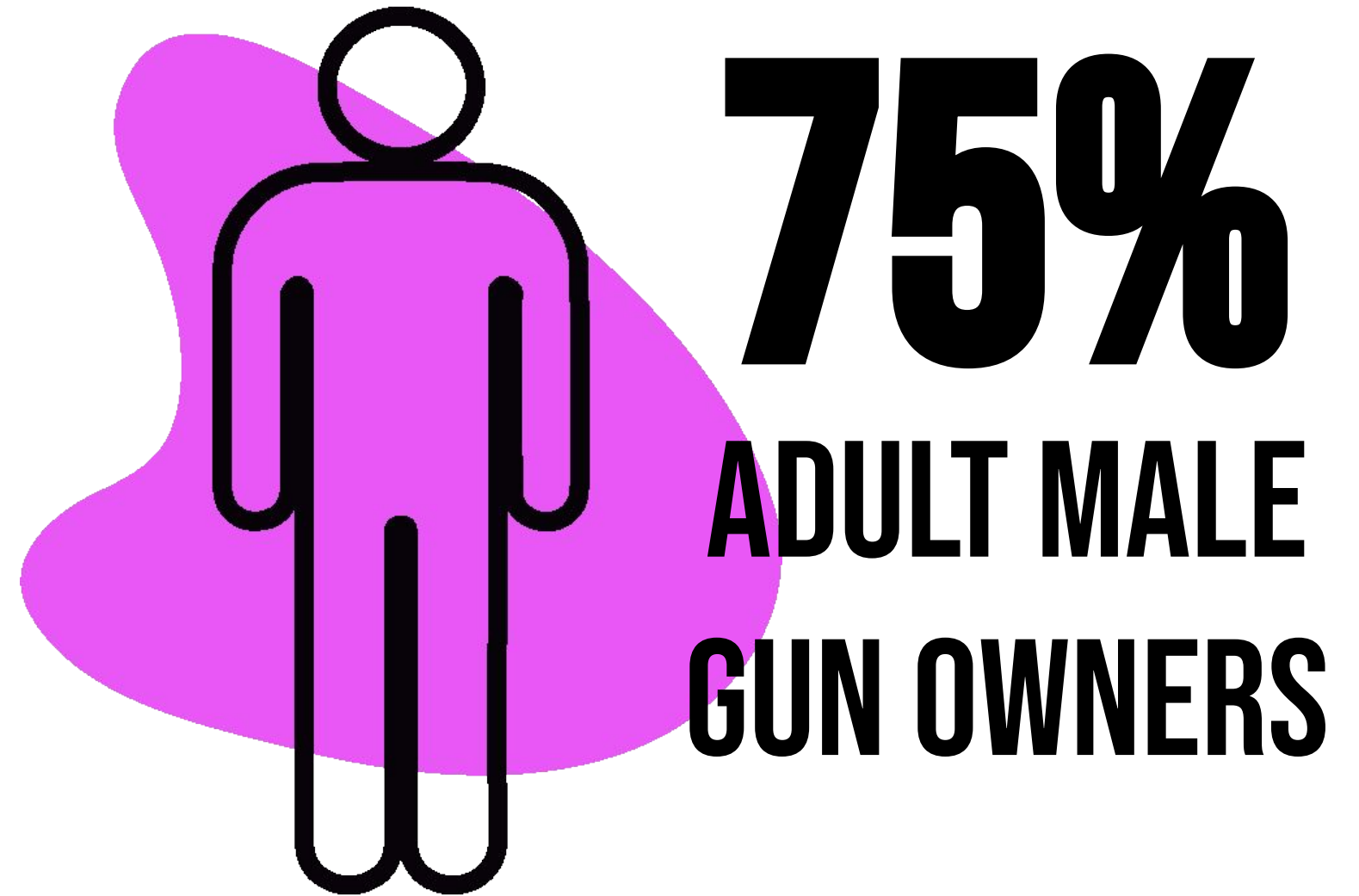




KEY DATA RESULTS: MALES 18-39

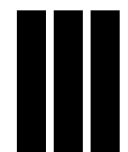
White males are 2x more likely to own a gun than **Asian males** 18-39.

White and **African-American** 18-39 males were less likely to think we need more stringent gun laws than **Hispanics** and **Asians**.



Believe they would engage in an active shooter if they had their guns available.

III DISCUSSION + OPPORTUNITIES



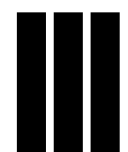
DISCUSSION + OPPORTUNITIES:

Communicating all gun control legislation possibilities as an entry point.

Most people support at least four types of gun control legislation. While the call for universal background checks and changing the legal limit has been critical in the national gun control conversation – expanding the narrative to options to include requiring permits and red flags laws.

Foreign born citizens can play a crucial role in the changing the gun debate conversation.

While acculturation can affect the desire to belong in American culture, storytelling from foreign-born community leaders could play a role in shifting sentiment early on.



DISCUSSION + OPPORTUNITIES:

Use Trusted Messengers

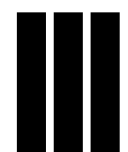
Modeling community health workers, those seeking to change behavioral sentiment can use the trusted messenger approach.

Employing everyday people to meet others where they are have proven highly effective at changing associations and personalizing reform efforts.

Engage Local Media and Scripted Opportunities

Most of the gun control conversation happens on national news, but localization of media advertising can have a lasting effect.

Scripted content via streaming could present an opportunity to reframe safety, as 63% of people engaged in our gun control research get their information via streaming service.



DISCUSSION + OPPORTUNITIES:

Work with Researchers focused on online radicalization

White males over-indexed on their favorable views of gun ownership. Monitoring the increase of male radicalization and trending locations can help identify where more concentrated efforts are needed.

Utilizing Partnerships to battle "Optimism Creep"

The overwhelming position that participants would engage with an active shooter suggests that optimism creep is a real issue.

Working with media figures representing superheroes can help demonstrate the fallacy that "heroism" exists as the exception, not the norm.

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