

**97 PERCENT**

# A NEW APPROACH TO GUN SAFETY

Executive Summary- 2020

# THE 97 PERCENT FOUNDATION

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The 97 Percent Foundation is an organization whose mission is to reduce gun deaths in the United States.

The Foundation work is led in partnership with SS+K and original research was led by Quadrant Strategies.



# FINDING A WHITESPACE

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While polls show broad support for gun safety initiatives, the country is in legislative stalemate.

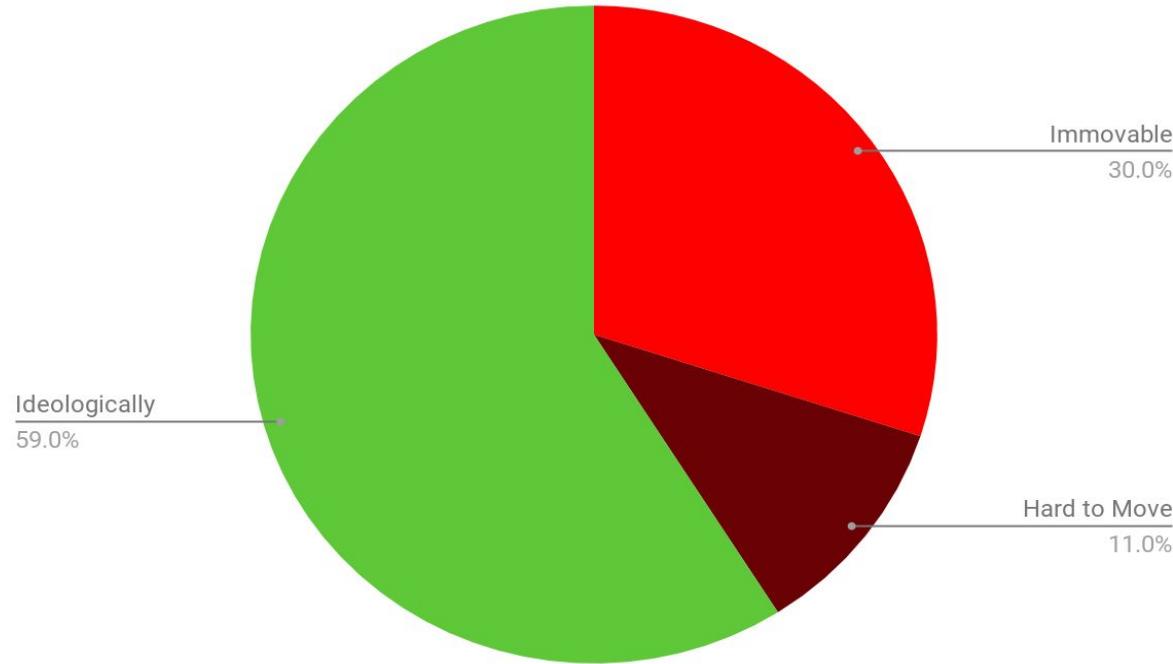
The 97 Percent Foundation is guided by the belief that to reduce preventable gun violence we must engage responsible gun owners to support gun safety measures and invest in innovative technology.

Respecting these gun owners and creating new technology can be the key to finding solutions.



# 59% OF GUN OWNERS ARE ALIGNED WITH THE GUN SAFETY MOVEMENT

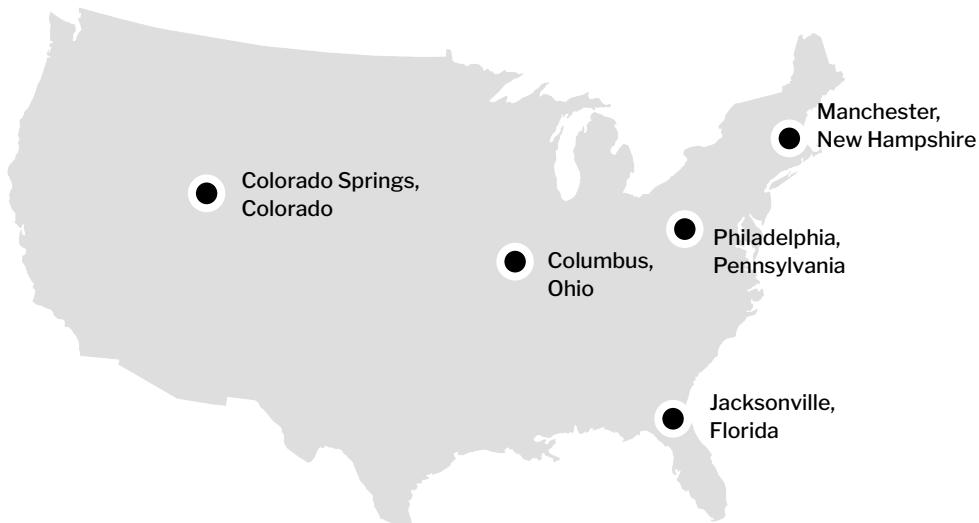
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# RESEARCH METHODOLOGY

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## Research Locations



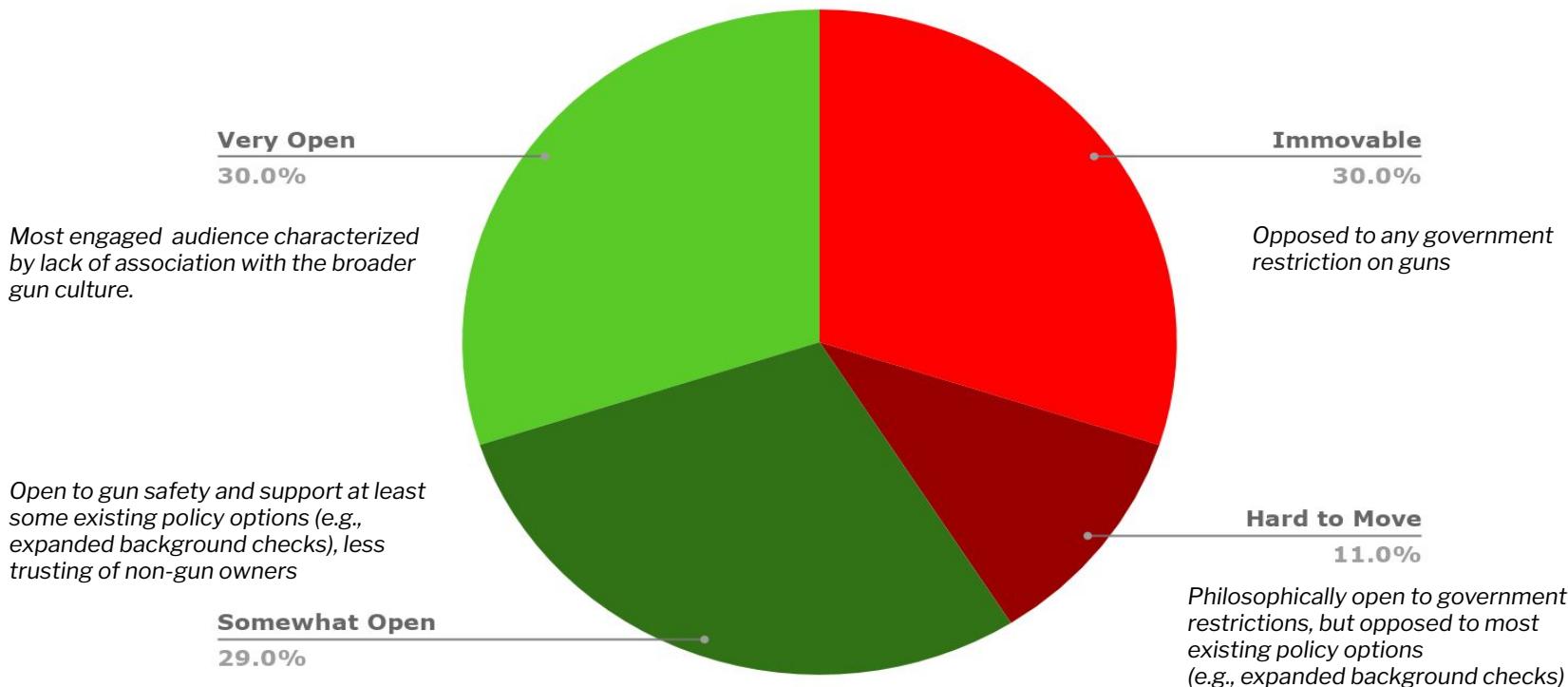
## Research Inputs

- Landscape audit
- Expert interviews
- Gun owner ethnographies (n=12)
- Focus Groups (n=48)
- National Survey (n=1000)

# OUR AUDIENCE

# 59% OF GUN OWNERS ARE AVAILABLE FOR THIS CONVERSATION

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**84%**  
**believe there is a  
problem with gun  
violence in America**

I think it should be harder to get a gun or people should have to take more classes. I think it's insane that you don't have to take a single class and you can walk in and buy a gun and not know anything about it.

- Colorado Springs, Female Gun Owner

# GUN OWNERS AGREE THERE'S COMMON GROUND

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- Though gun owners generally lack faith in institutions, they do believe average Americans are reasonable and can come together on an issue like guns.
- They believe there is common ground among those who do and don't own guns – and they wish there was a way to hear these viewpoints.

**The extremes are in the minority.  
It's just not how we live.**

– Columbus, Male Gun Owner

**Having that open conversation, that's why the struggle is so big. No one can say “I disagree with you, but you have a point.” It's so much about the fight.**

– Jacksonville, Female Gun Owner

# GUNS MAKE THEM SAFER

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- **For gun owners, guns keep them safe.** On an emotional level people believe that their guns keep their families safe. We must always respect this.
- **And, concerns over safety and societal fears aren't going away.** As faith in institutions drops around the country for everyone and crisis situations seem to pop up more often than in the past - guns are not going anywhere.

**It ties into the exact reason why people who don't have guns think no one should: the negative stuff you hear. It's only once in awhile someone has it on a shelf and not in the safe.**

- Colorado Springs, Reluctant Female Gun Owner

**I live alone in a bad neighborhood. Having that gun makes me feel safer.**

- Jacksonville, Female Gun Owner

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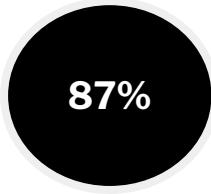
**My mom has worked in a school since I was probably six years old. They go into lockdown constantly. And just from a strictly selfish point of view, I would like my mom to be able to protect herself. And I understand why guns aren't allowed at schools, but I would rather her be able to protect herself than not.**

– Colorado Springs, Female Gun Owner

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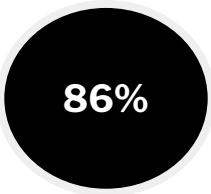
# THEY ARE READY TO SUPPORT GUN SAFETY POLICIES

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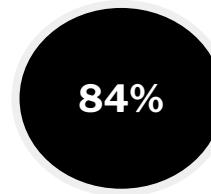
**87%**

Support universal  
background checks



**86%**

Support keeping guns out  
of the hands of violent  
criminals



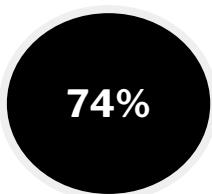
**84%**

Restricting access for  
domestic abusers



**84%**

Required training and gun  
safety education with  
purchase of a gun



**74%**

Temporary removal of  
guns if people pose risk  
to themselves or others



# BUT GUN OWNERS FEEL ALIENATED

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- Don't feel respected
  - Don't trust pro-gun control politicians or gun control groups
  - Turned off by the current conversation

**BIG SHIFTS NEED TO  
HAPPEN TO ENGAGE  
GUN OWNERS**

# FIRST, EMBRACE GUN OWNERS

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We need to embrace responsible gun owners.

We need to demonstrate that we respect and support their right to own firearms.

We need to make clear that we believe the majority of gun owners are responsible.



# BE CLEAR WHAT WE DO/DON'T SUPPORT

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We want to keep guns out of the wrong hands.

We don't want to infringe on the rights of responsible gun owners.



# REDUCE FOCUS ON THE GUN

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Gun owners see a gun as a tool that can be used for good or evil.

They are turned off by conversation that makes the gun the issue as opposed to those who access guns. Let's respect their viewpoint.



# **97 PERCENT FOUNDATION ACTION PLAN**

# USE LANGUAGE WITH BROAD SUPPORT

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<b>Goal</b>	Gun control	→	Gun Safety
<b>Message</b>	Reduce the number of guns	→	Keep guns out of the wrong hands
<b>Messenger</b>	Gun control groups Activists Victim Organizations	→	Fellow gun owners Law enforcement Active duty/veterans
<b>Steps to Take</b>	Push for removal of guns generally/limit types of guns & magazines*	→	Support measures to keep guns out of the wrong hands
<b>Language Specifics</b>	Red Flag Laws  [NO FRAMING TODAY]	→	Temporarily removing guns from those who are a threat  We share common ground

# USE CREDIBLE MESSENGERS

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A credible messenger must have direct experience with guns or gun ownership: fellow gun owners, police, or veterans/military.



# ASK FOR THE RIGHT TYPE OF ACTION

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Focus on common ground to move the conversation from division to action.

Invite conversation and inspire action outside of the traditional language used by gun control advocates or calls for tried and failed political advocacy.

*The political debate around guns isn't working. It is dominated by the most extreme voices. It isn't helpful and it is not constructive.*

*But there is something we can do.*

*The reality is the majority of Americans share **common ground**: we all want to to **keep our families safe and stop preventable gun violence**.*

*It starts with respecting the rights of **responsible gun owners**. It includes **keeping guns out of the wrong hands**. It's possible through better **background checks** or temporarily removing guns from dangerous people.*

*To make this a reality - and act on beliefs they share - gun owners and non-gun owners should **come together** to find solutions that make us all safer.*

# WHEN WE GET THIS RIGHT

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We can motivate responsible gun owners to join the conversation on gun safety. We can start a movement of people who are united in common beliefs - whether they own a gun or not.

We can start to focus on solutions and common ground.

We can reduce the number of gun deaths in this country.

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