

YOUTH AND GUN CULTURE SUMMARY OF KEY INSIGHTS

In 2019, with support from the Joyce Foundation, INFLUENCE|SG undertook a research and development project to address the culture around guns among America's youth. Using our expertise and understanding of best practices in youth engagement, behavior change and social issue marketing, the project set out to better understand youth knowledge, attitudes and behaviors toward guns. The following summarizes key findings from the research.

OWNERSHIP



More Than a Third Said They are Sure to Own a Gun; a Majority are Interested in Ownership

42% of males ages 13-21 reported they are sure to or stand a good chance of owning a gun in the future

37% of females ages 18-27 reported they are sure to or stand a good chance of owning a gun in the future

23% of all respondents said future gun ownership is possible

- Younger males of color were about half as likely as their white counterparts to express ownership interest.
- Younger female cohorts were less likely than older females to express ownership interest

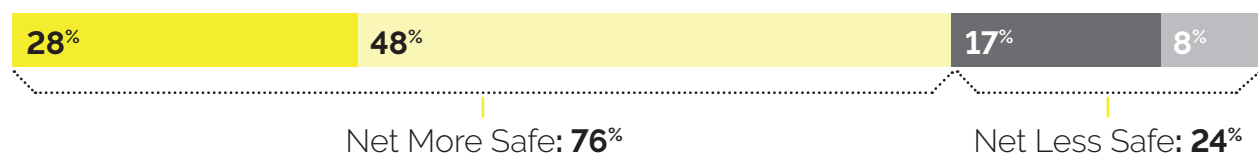
Quantitative online survey research conducted by SocialSphere, September - October 2019.

Protection and Safety are Reasons to Own a Gun

The main reason given to get a gun was for personal protection and to feel safe.

Do you believe having a gun in the home makes it more safe or less safe?

- Much More Safe
- Somewhat More Safe
- Somewhat Less Safe
- Much Less Safe



Quantitative online survey research conducted by SocialSphere, September - October 2019.

VIEWPOINTS

Pro-Gun Talking Points Have Seeped Into Current Narratives

- Pro-gun narrative and talking points influenced views and positions on guns, but deeper probing revealed that little real knowledge about facts exists to support these views.

Ethnographic research conducted by C+R Research, summer 2019.

Neither Side is Right/Wrong

- Except for those staunchly opposed to guns, many felt that neither side of the gun control debate is completely right or wrong.
- For some, the debate may have pushed them more toward one side or another; for others, the debate reinforced their neutral stance (or made them look for an "out," such as deferment to the law vs. personal opinion).

Ethnographic research conducted by C+R Research, summer 2019.

INFLUENCES

Most are Unaware of Large Social Movements

- Awareness of social movements related to guns and their objectives and activities was very limited.

Quantitative online survey research conducted by SocialSphere, September - October 2019; Quantitative benchmarking surveys conducted by Cause and Social Influence 2020, 2021.

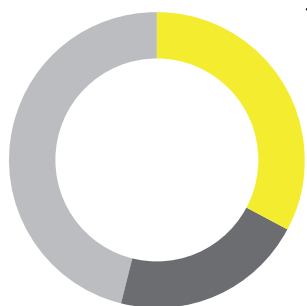
CONVERSATIONS

Conversations About Guns Already Occur

- 68% have had conversations with their peers about firearms.

Ethnographic research conducted by C+R Research, summer 2019.

Willing to or Interested in Seeking Out More Information About the Risk of Guns



- A third of individuals were open to learning more about the benefits and risks of gun ownership.

- **33%** likely to seek out more information
- **21%** likely not to seek out more information
- **46%** neutral

Quantitative online survey research conducted by SocialSphere, September - October 2019.



- **49%** said they would benefit from knowing more about the benefits and risks of having a gun
- **36%** said their knowledge was sufficient
- **15%** not interested in knowing more

Quantitative online survey research conducted by SocialSphere, September - October 2019.