

# CIVIC LIFE TODAY



## The State of Global Civic Engagement

Deep Dive On

### GUN SAFETY

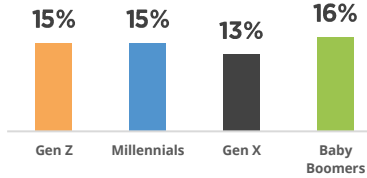
#### DEMOGRAPHIC BREAK DOWN



15%

Of people are concerned about gun safety when compared to other issues

#### GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA

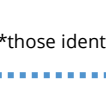


15%



Of **MEN** said gun safety is one of their top areas of concern

15%



Of **WOMEN** said gun safety is one of their top areas of concern

\*those identifying as non-binary or other <0%

#### WHY PEOPLE ARE TAKING ACTION



I believe the actions of one person can go a long way in making a difference (34%)

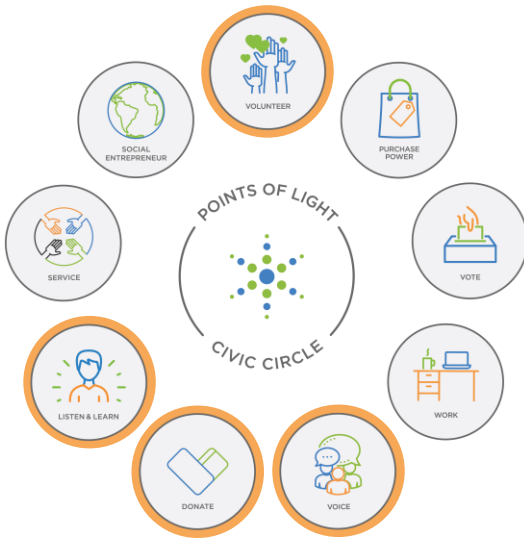


It makes me feel good to do something for others (29%)



I saw something on social media that informed me (29%)

#### HOW PEOPLE ARE TAKING ACTION



[Points of Light's Civic Circle](#)® represents a person's power to lead, lend support and take action for causes they care about, and to lead a civic life. People can engage through one or several elements of the Civic Circle®.

#### TOP ACTIONS TAKEN

Took time to learn about the cause or social issue (LISTEN & LEARN)

60%

Posted or shared content on social media platform (VOICE)

57%

Signed a petition (VOICE)

54%

#### MOST INFLUENTIAL ACTIONS

Volunteered in-person with a cause or organization (VOLUNTEER)

85%

Donated professional services (DONATE)

81%

Participated in marches and/or rallies (VOICE)

80%

#### DATA TO INSIGHTS

Gun violence impacts the four markets we surveyed very differently. More than this, fewer people have direct experience with gun violence, though certainly many feel its rippling effect in their communities. Given the nature of this issue area, the actions available to the average person are more limited, as reflected in the Top Actions Taken - Listen & Learn and Voice.

These actions are more about individual change. The next step is to drive people toward actions like Voting that can provide structural change.

#### IN THE NEXT 30 DAYS, PEOPLE ARE MOST LIKELY TO:



LISTEN & LEARN

55%



VOLUNTEER

51%



DONATE

50%