**GUN SAFETY**

**DEMOGRAPHIC BREAK DOWN**

- Of people are concerned about gun safety when compared to other issues
  - **15%**

**GENERATIONAL BREAKDOWN OF INTEREST IN ISSUE AREA**

- Gen Z: 15%
- Millennials: 15%
- Gen X: 13%
- Baby Boomers: 16%

**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.