



# BUSINESS LEADERSHIP + ANTI-GUN VIOLENCE IN AMERICA

SEPTEMBER 2019 · EDELMAN + EDELMAN INTELLIGENCE



## METHODOLOGY

10-minute online survey in the U.S.

Total sample of n=1,000 nationally representative U.S. adults ages 18+

All fieldwork was conducted between August 22 - 26, 2019

Margin of error  
U.S. General Population: +/- 3.1% (n=1,000)





# PUBLIC ATTITUDES TOWARD GUN VIOLENCE

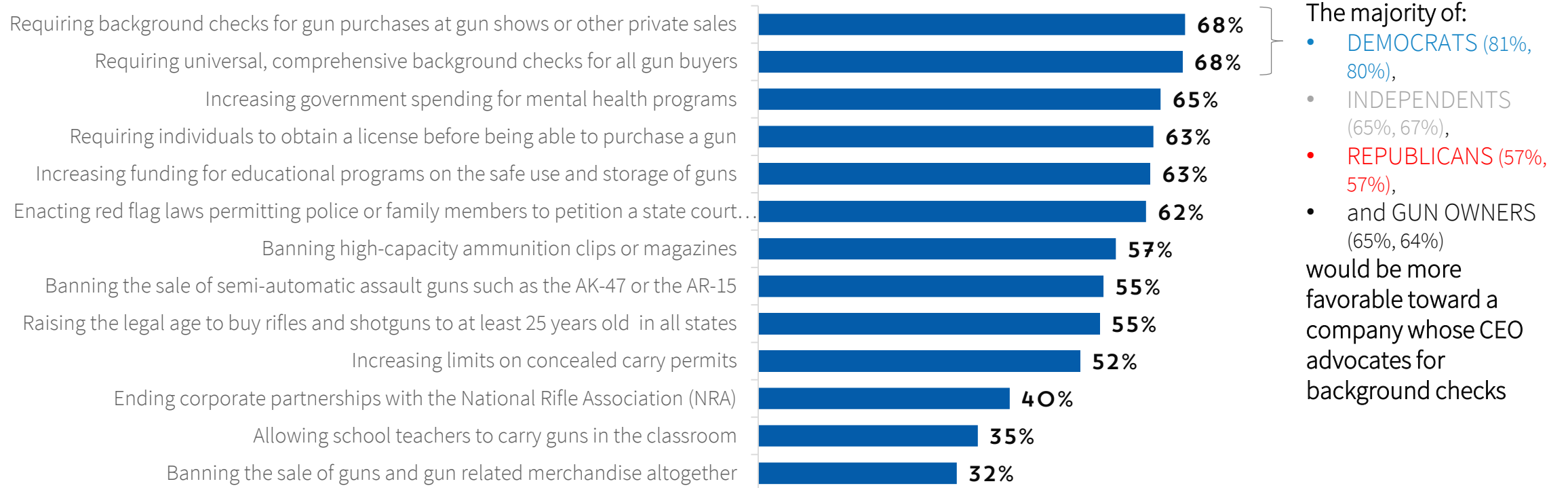


# THE MAJORITY OF AMERICANS WOULD FEEL MORE FAVORABLE TOWARD A COMPANY WHOSE CEO ADVOCATES FOR A VARIETY OF ANTI-GUN VIOLENCE INITIATIVES

Nearly seven in ten would feel more favorable toward a company whose CEO advocates for background checks for all gun buyers.

## FAVORABILITY TOWARD COMPANIES WHERE THE CEO ADVOCATES FOR GUN INITIATIVES

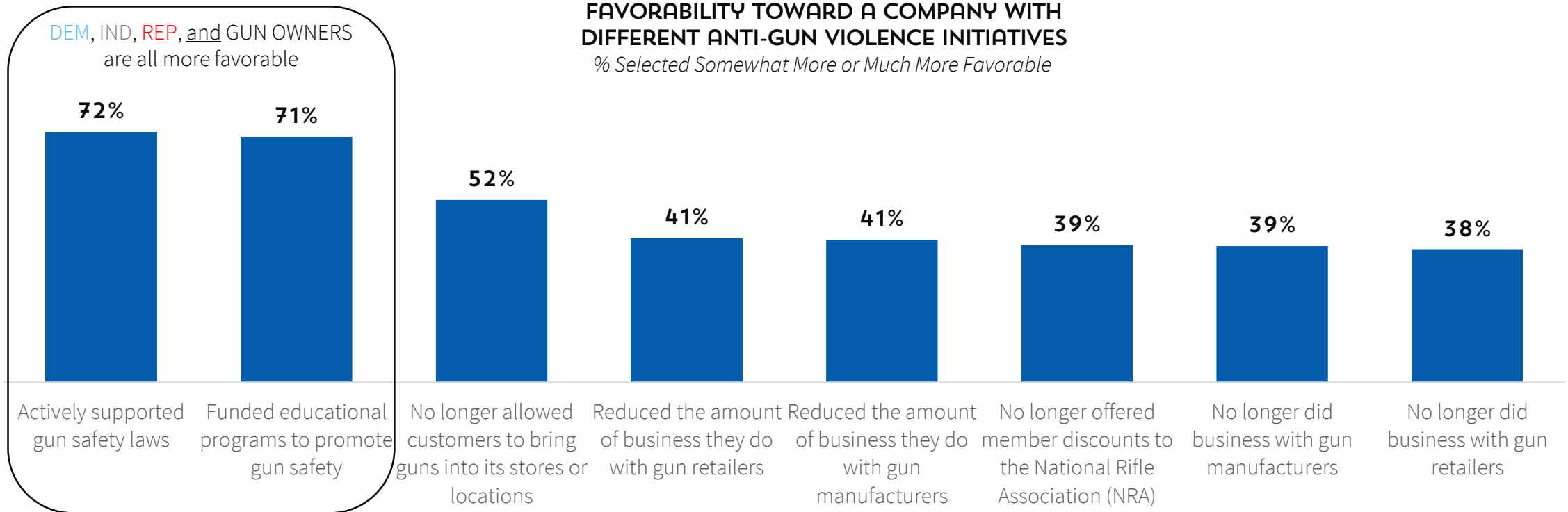
*% Selected Somewhat More or Much More Favorable*





# THE AMERICAN PUBLIC WOULD FEEL MORE FAVORABLE TOWARD A COMPANY THAT ACTIVELY SUPPORTED GUN SAFETY LAWS, FUNDED GUN SAFETY EDUCATION, AND/OR PROHIBITED CUSTOMERS BRINGING GUNS INTO ITS STORES

Respondents are less favorable toward the idea of companies reducing or eliminating the business they do with gun manufacturers and retailers.



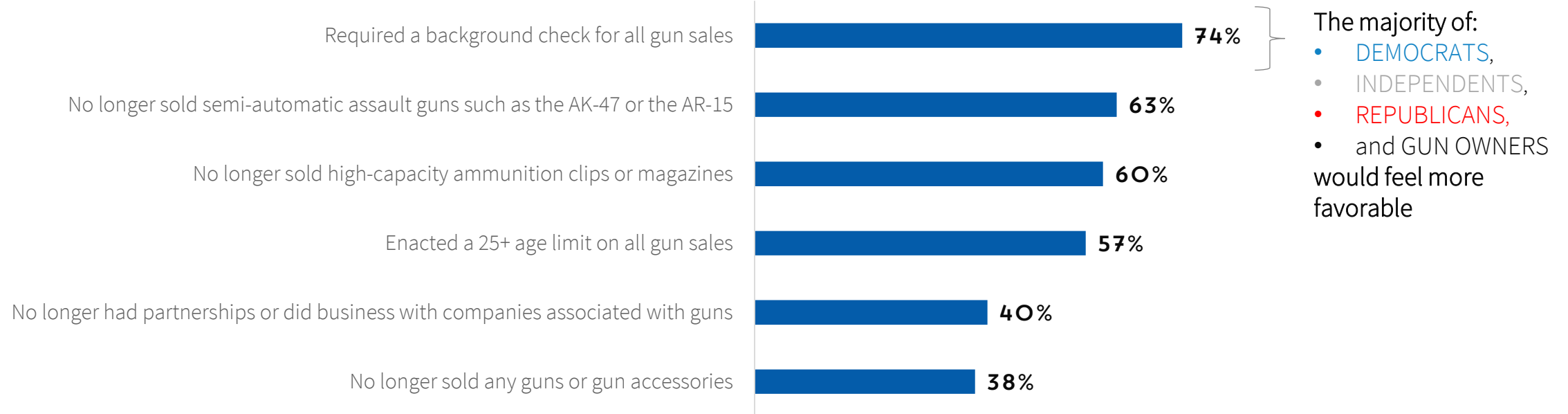


# A SUPERMAJORITY OF AMERICANS FEEL MORE FAVORABLE TOWARD A RETAIL COMPANY THAT REQUIRED BACKGROUND CHECKS AND NO LONGER SOLD SEMI-AUTOMATIC ASSAULT WEAPONS

Majorities would also feel more favorable toward a retail company that no longer sold high-capacity ammunition clips/magazines and implemented a 25+ age limit on all gun sales.

## FAVORABILITY TOWARD A RETAIL COMPANY WITH DIFFERENT ANTI-GUN VIOLENCE INITIATIVES

*% Selected Somewhat More or Much More Favorable*





# NEARLY HALF (45%) OF AMERICANS WOULD BE MORE LIKELY – AND ONLY 11% WOULD BE LESS LIKELY – TO PURCHASE FROM A COMPANY IF ITS CEO HAS TAKEN ACTION TO ADDRESS GUN VIOLENCE

# 45%

ARE MORE LIKELY TO PURCHASE A COMPANY'S PRODUCTS/SERVICES IF THE CEO HAS ADDRESSED GUN VIOLENCE

**AND ONLY 11%**

ARE LESS LIKELY TO PURCHASE A COMPANY'S PRODUCTS/SERVICES

Republicans	<ul style="list-style-type: none"> <li>• 29% more likely to purchase</li> <li>• 53% no impact</li> <li>• 19% less likely to purchase</li> </ul>
Democrats	<ul style="list-style-type: none"> <li>• 62% more likely to purchase</li> <li>• 32% no impact</li> <li>• 6% less likely to purchase</li> </ul>
Independents	<ul style="list-style-type: none"> <li>• 46% more likely to purchase</li> <li>• 37% no impact</li> <li>• 17% less likely to purchase</li> </ul>
Gun Owners	<ul style="list-style-type: none"> <li>• 38% more likely to purchase</li> <li>• 45% no impact</li> <li>• 17% less likely to purchase</li> </ul>

# IMPLICATIONS FOR BUSINESS LEADERSHIP

1

**BUSINESS LEADERS  
HAVE LICENSE TO  
TAKE ACTION ON  
GUN SAFETY**

EXECUTIVES HAVE THE PUBLIC'S PERMISSION TO USE THEIR PLATFORMS TO DRAW VISIBILITY TO THE ISSUE AND SUPPORT GUN SAFETY LAWS.

2

**THERE IS BROAD  
SUPPORT FOR A  
RANGE OF CEO AND  
COMPANY ACTIONS**

BUSINESSES CAN CHOOSE FROM A VARIETY OF UNIFYING INITIATIVES - LIKE BACKGROUND CHECKS, RED FLAG LAWS AND EDUCATIONAL PROGRAM FUNDING - BASED ON ORGANIZATIONAL FIT.

3

**BUSINESSES HAVE  
MORE TO GAIN THAN  
THEY PUT AT RISK BY  
TAKING A STAND**

CONSUMERS ARE 3X MORE LIKELY TO RESPOND POSITIVELY THAN NEGATIVELY TO A CEO OR COMPANY THAT TAKES ACTION TO ADDRESS GUN VIOLENCE.





# APPENDIX



# DEMOGRAPHICS

## GENDER

Male	49%
Female	51%

## AGE

18-24	12%
25-34	18%
35-44	16%
45-54	17%
55-64	17%
65+	19%

## REGION

Northeast	17%
Midwest	21%
South	38%
West	24%

## ETHNICITY

Hispanic / Latino	8%
Not / Prefer not to answer	91%

## RACE

White	80%
African or African descent	8%
Asian-American/ Asian	6%
Native Hawaiian/ Pacific Islander	1%
American Indian or Alaska Native	1%

## REGISTERED PARTY IDENTIFICATION

Democratic	35%
Republican	35%
Independent	23%
Libertarian	1%
Other/Unsure	5%

## ANNUAL HOUSEHOLD INCOME

Less than \$25,000	27%
\$25,000- \$49,999	25%
\$50,000- \$74,999	20%
\$75,000- \$99,999	10%
\$100,000- \$124,999	5%
\$125,000- \$149,999	3%
\$150,000+	5%

## EDUCATION LEVEL

Grade school	1%
Some high school	5%
Graduated high school	35%
Vocational school/ Technical school	5%
Some college	25%
Graduated College	18%
Post-graduate degree	11%

## EMPLOYMENT STATUS

Employed full time	28%
Employed part time	12%
Unemployed	12%
Retired	26%
Student	5%
Homemaker	13%

## GUN OWNERSHIP

Yes, I own a gun	21%
Yes, someone in my household owns a gun	13%
No	65%

THANK YOU

