

Qualitative participants agree that the **responsibility of gun safety lies with gun owners**—such as basic gun safety practices, adequate training and responsible storage—particularly when minors are present. A few differences could be seen among gun owners and non-owners both on defining “responsible storage” and what education looks like. On the former, gun owners didn’t agree on what would be considered responsible for storage (such as, if ammo needs to be stored separately from firearms). On the topic of education, gun owners believe in holistic exposure to guns and discussing safe gun practices with their children, while non-gun owners said their discussions around firearms are about avoidance and staying alert.

How much of an impact do you think each will have on reducing gun violence?

	Impact		No Impact			Net	
	Major	Some	Minor	Not much	Not at all	Impact	No impact
[If is a parent, grandparent, or guardian with child under 18 living at home] Educating your kids about gun safety	62%	27%	6%	3%	2%	89%	11%
[If is a gun household] Practicing safe gun storage, which means keeping guns unloaded and locked in a case separate from ammunition	50%	30%	11%	5%	4%	80%	20%
[If is a parent, grandparent, or guardian with child under 18 living at home] Talking about safe gun storage with other parents to ensure they store their guns unloaded and locked in a case separate from ammunition	43%	35%	13%	6%	3%	78%	22%
Reporting concerning behavior to legal authorities to keep guns out of the hands of someone who may pose a risk to themselves or someone else	44%	32%	13%	6%	5%	76%	24%
[If is a parent, grandparent, or guardian with child under 18 living at home] Talking with other parents about guns in the home prior to your kids visiting	40%	34%	14%	5%	6%	74%	26%
[If is not a gun household] Spreading awareness about safe gun ownership, which means keeping guns unloaded and locked in a case separate from ammunition	39%	35%	16%	7%	4%	74%	26%
Contacting elected officials to advocate for policies aimed at preventing gun violence	26%	32%	19%	13%	10%	58%	42%
Organizing and volunteering at gun violence prevention events in your community	23%	34%	22%	13%	8%	58%	42%
Donating to gun violence prevention efforts	20%	30%	24%	15%	11%	50%	50%