

Corporate Social Responsibility on Gun Violence Prevention

Research findings and recommendations prepared by Global Strategy Group for Giffords



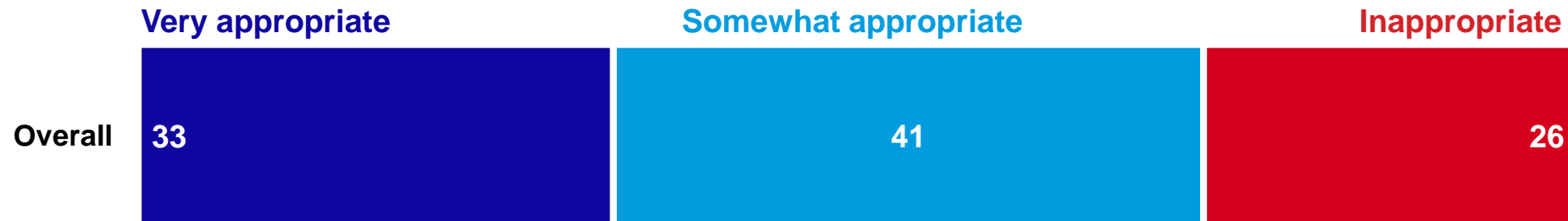
Existing Landscape

Americans think companies have the power to influence change and want to see them use that power for good

Please indicate if you agree or disagree with each statement.

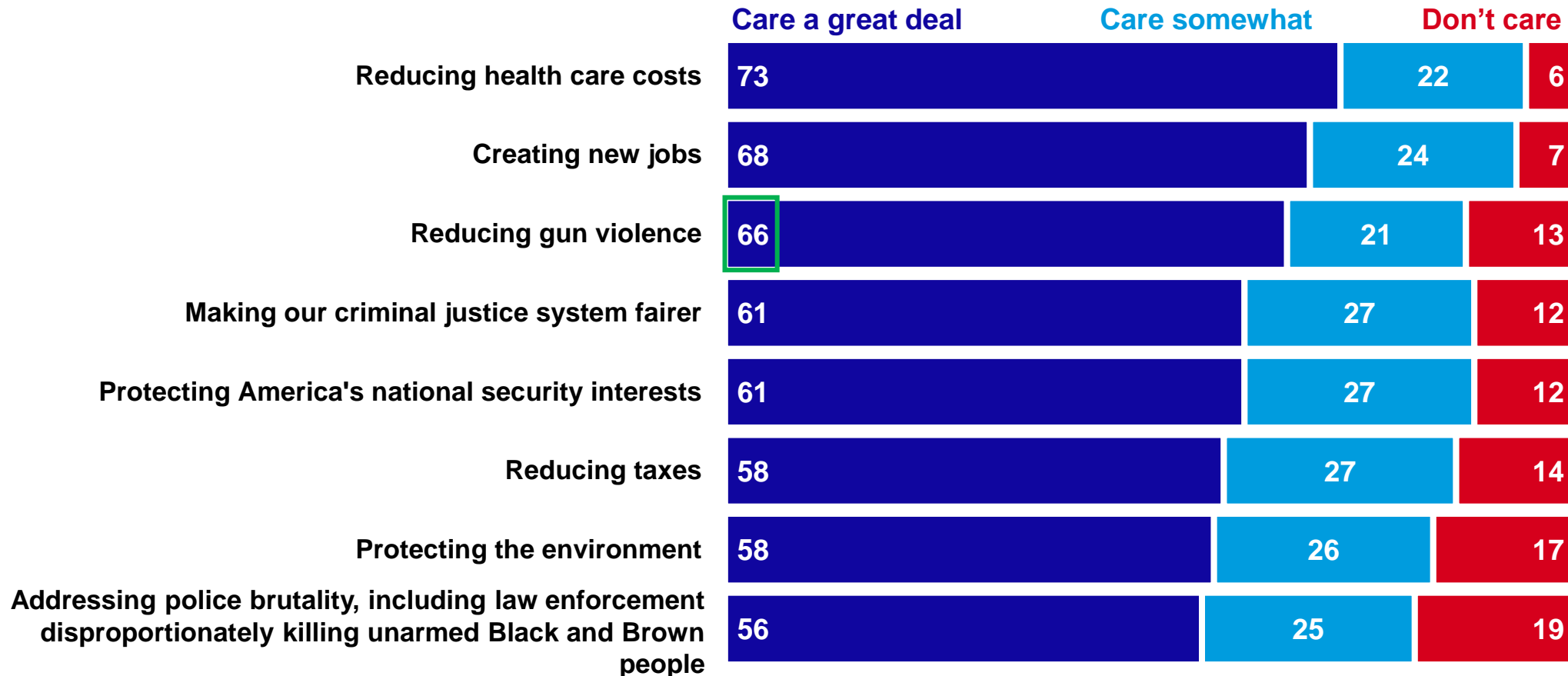


How appropriate is it, if at all, for companies to take a stance or act on political or social issues facing society?



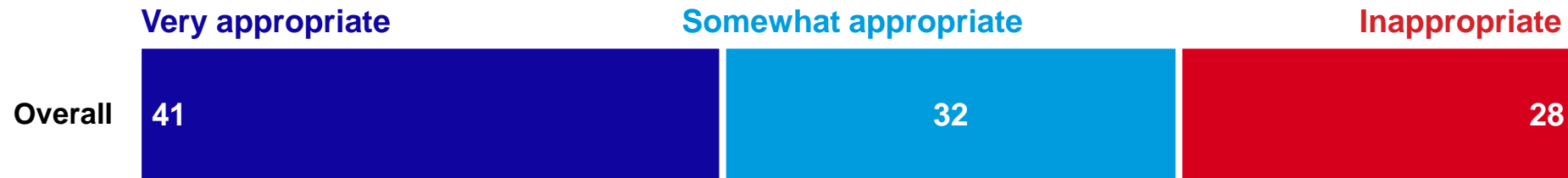
They care deeply about a range of issues but especially about reducing gun violence

Please indicate how much you personally care about each of the following issues and causes.

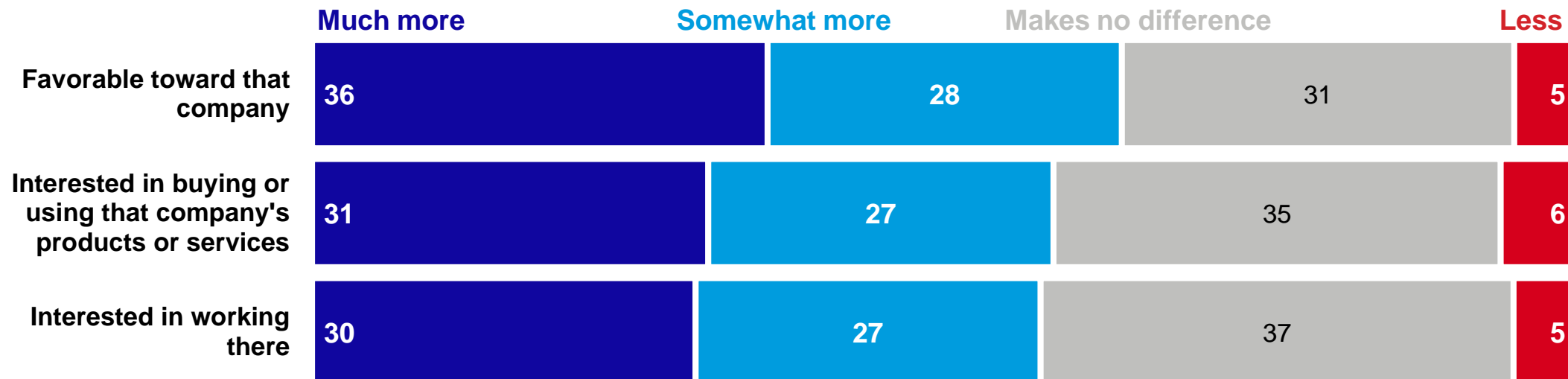


They are eager to see companies take action to reduce gun violence

How appropriate, if at all, is it for a company to take a stance or act on gun violence prevention?

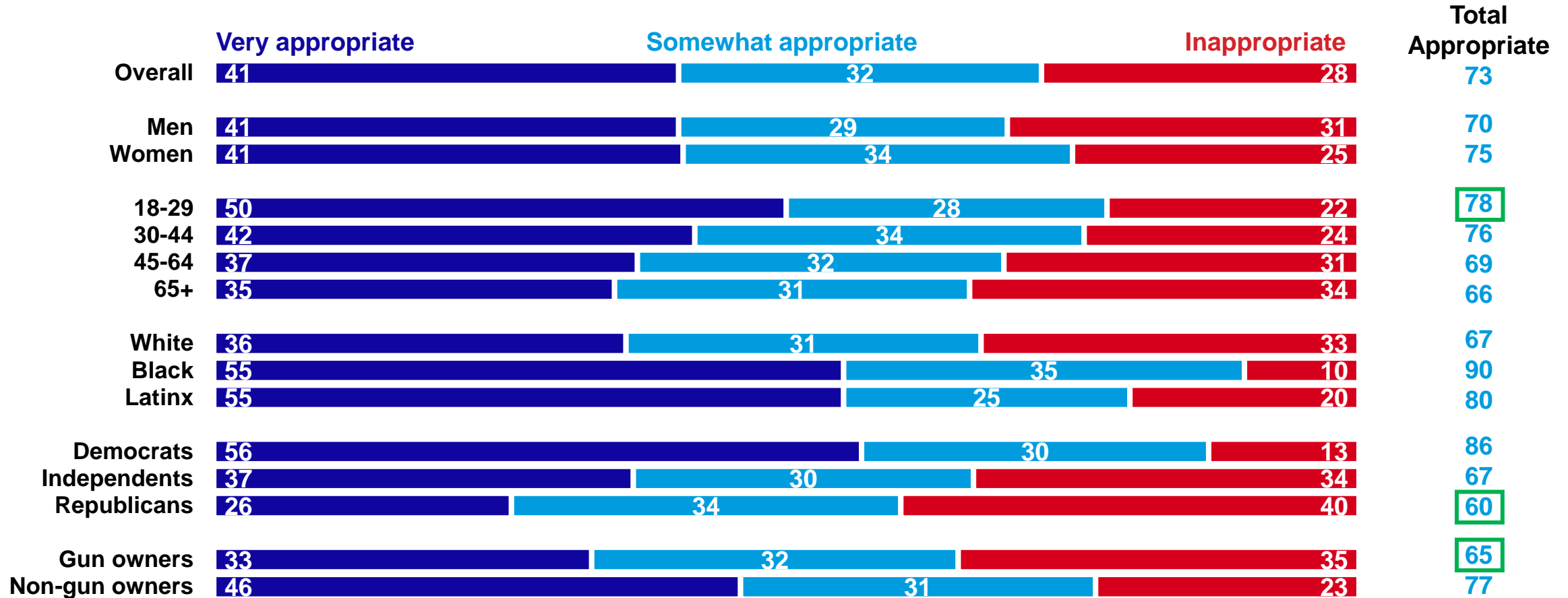


If a company committed to helping reduce gun violence, would you be more or less...



In fact, Americans from all walks of life believe it is appropriate for companies to take action on gun violence prevention

How appropriate, if at all, is it for a company to take a stance or act on gun violence prevention?



Americans are 10x more likely to buy because a company committed to reducing gun violence than they are to boycott because of it

Potential Buyers

35% of American population

More interested in buying from a company that is committed to reducing gun violence and have already bought products or services from a company because they took a stance in the past

Potential Employees

21% of American population

More interested in working for a company that is committed to reducing gun violence and are open to changing employers

Backlash Buyers

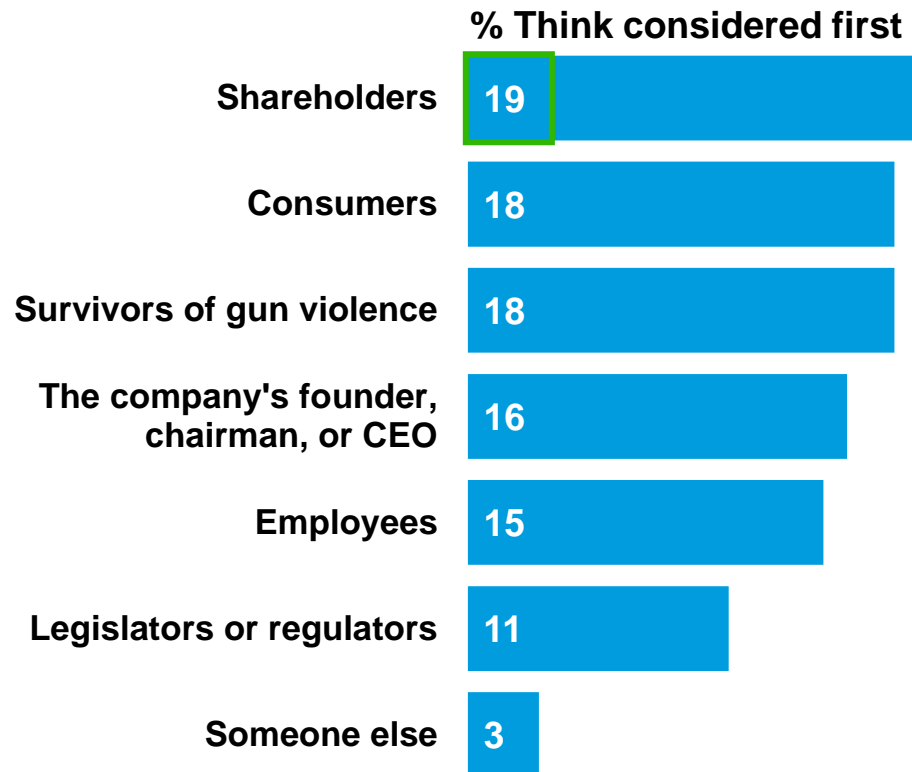
4% of American population

Less interested in buying from a company that is committed to reducing gun violence and have boycotted a company's products or services in the past because of a stance the company took

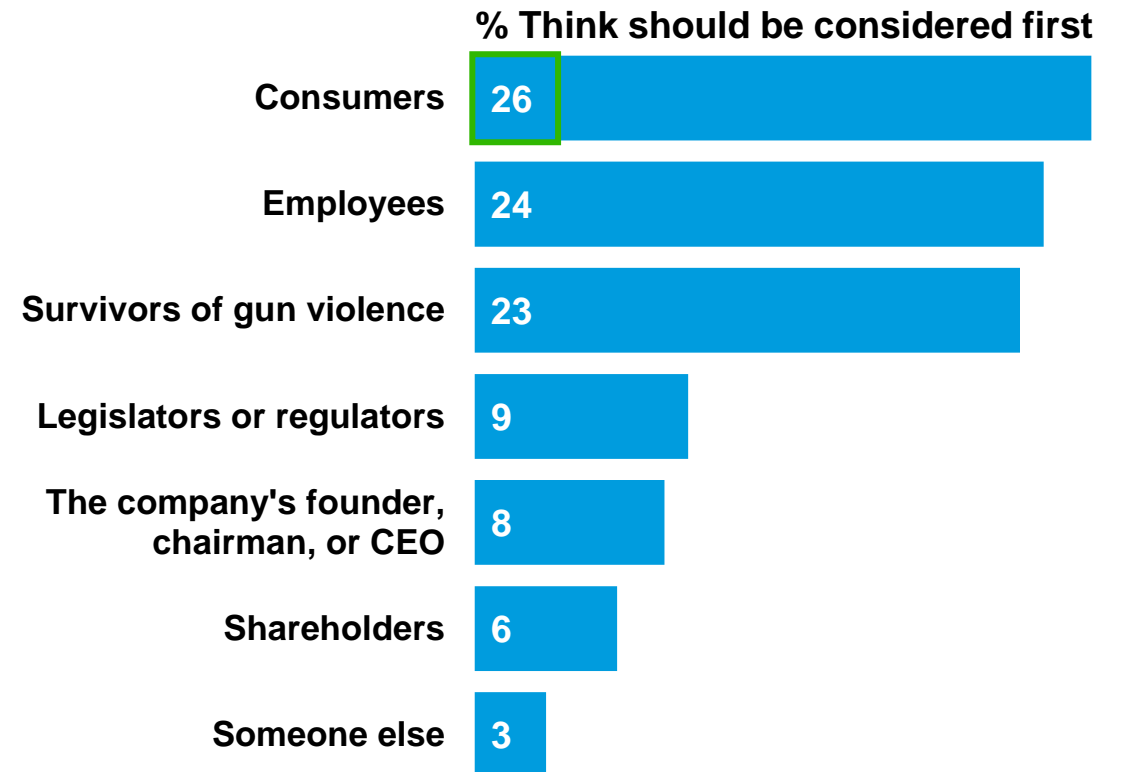
Moving Forward

Companies looking to act on this issue must make clear that they are doing this for the people, not for themselves

Some companies have already committed to helping reduce violence. Who do you think these companies considered first in their decision-making process?

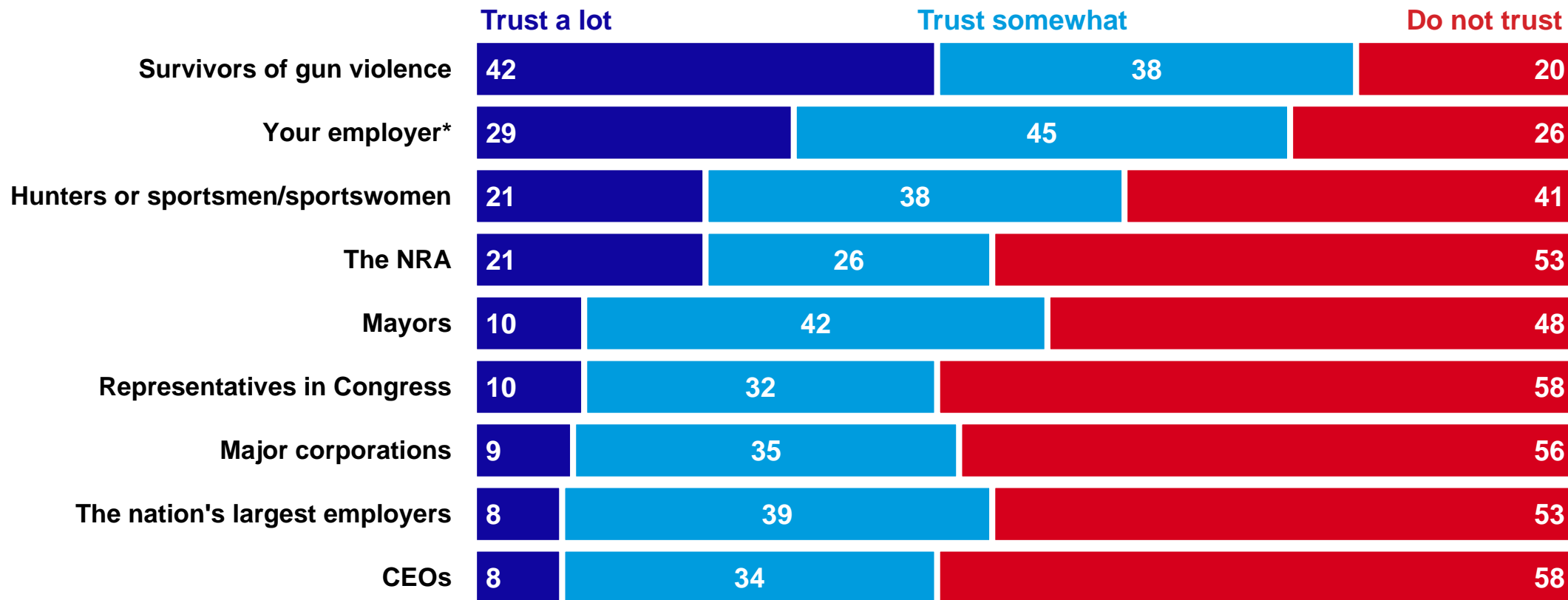


Who do you think companies that have already committed to helping reduce gun violence should have considered first in their decision-making process?



Americans trust survivors like Giffords to make that kind of meaningful change more than they trust legislators and corporate leaders

Please indicate if you trust each of the following people and groups to have a meaningful impact in the fight to prevent gun violence.



*Only asked of those employed, furloughed, or employed prior to COVID-19

Americans would rather see companies take direct action/partner with GVP organizations than establish their own initiatives

Please indicate if knowing a company took each action would make you more or less favorable toward that company, or if it would make no difference.



Participants saw a hypothetical statement a company might release: one reflecting what many say or one w/ Giffords' language guidance

Messages Tested in Survey

[STANDARD STATEMENT] This statement is from Johnstone's: As you've likely seen in the media, there has been a debate about whether customers in communities that permit "open carry" should be allowed to bring firearms into Johnstone stores. **Our approach has always been to follow local laws**, and of course, we will continue to do so. But starting today **we also respectfully request that customers not openly carry firearms in our stores**, unless they are authorized law enforcement officers.

This decision reflects Johnstone's neutral status in the current national debate over gun control amid recent school shootings. Out of respect for our customers and employees on both sides, we are not banning customers from carrying guns entirely – just from carrying openly.

[BETTER STATEMENT] This statement is from Johnstone's: **Johnstone's is a family company. From our greeters to the packers in our warehouses to the customers walking through the door, we aim to treat every person with the respect and dignity that we would a member of our own family.** And like many families, we sometimes face challenges.

In recent years, as gun violence has hurt more and more communities – communities where we live and operate – we've wondered what more we can do. **How can we both respect the rights of gun owners and ensure that our families are safe when our elected leaders have refused to pass even basic measures? And we've started talking as a team and with our customers to hear their voices at this critical time.**

We approached none of these conversations lightly. **I grew up around hunting** and I certainly understand how complicated this issue can be. But through these conversations, one thing became clear: **When a customer or employee openly carries a gun into one of our stores, many feel unsettled. And so today, after much deliberation, we are asking that our customers refrain from openly carrying firearms into any of our stores or offices.**

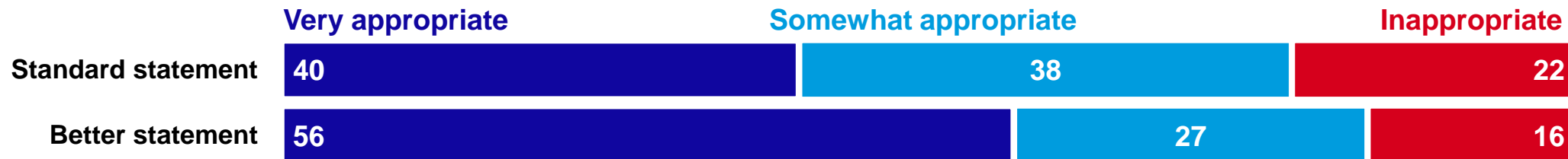
It is our sincere hope that someday soon, our elected leaders will find the kind of common ground that our Johnstone's family has and pass commonsense laws like background checks on all gun sales that make us all safer. But until that day, we hope you will respect our decision, as **we strive to make each member of our family safer.**

A statement that leans on Giffords' expertise yields better results across the board

Do you favor or oppose the action Johnstone's is taking?



How appropriate, if at all, is it for Johnstone's to take this action?



How dedicated do you think Johnstone's is to reducing gun violence?



Conclusions

Conclusions

- **Americans are eager to see companies take a stand.** For many years, data has shown that Americans are looking to companies for guidance. The data here are no different – Americans are eager to see companies take stances on political issues. Those that don't may be left behind.
- **Further, they want companies to commit themselves to reducing gun violence.** There are obviously a range of issues the company can speak on, but Americans care as deeply about few issues as they do about reducing gun violence. Committing to reducing gun violence can be a difference maker that helps bring in new employees/buyers and retain current ones, with very low risk of backlash.
- **Partnering with Giffords can strengthen these actions.** There is no one way for a company to commit itself to reducing gun violence. But there are ways to maximize benefit to the company. Companies that partner with Gabby Giffords and her team at Giffords: Courage to Fight Gun Violence not only show that they are taking this issue seriously and trying to make meaningful change, but also reap greater rewards. Americans say they are more favorable toward a company that relies on Giffords' language and expertise.

Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle

Appendix

Methodology

Adults nationwide

Global Strategy Group conducted a survey of **1,007 adults nationwide** between June 25 and July 1, 2020.

Confidence interval

The survey had a confidence interval of $\pm 3.1\%$.