

# Guns and the Battleground: Landscape and Messaging in 2024

July 2024



# Methodology

## Online Journals

Global Strategy Group conducted **online journals with 60 House battleground swing voters** – including **20 white swing participants, 20 Black swing participants, and 20 Latino swing participants** – between May 8 and May 10, 2024.

See appendix for full list of battleground districts participants were recruited from.

Care was taken to ensure the geographic, political, and demographic divisions of the population of battleground voters were properly represented.



## Battleground Survey

Global Strategy Group conducted an online survey of **1,028 likely 2024 voters across House battleground districts, with oversamples to reach 214 Black voters, 215 Latino voters, and 201 AAPI voters.**

The survey has a confidence interval of +/-3.1%. The confidence interval on sub-samples is greater.

Care has been taken to ensure the geographic, political, and demographic divisions of the population of likely battleground voters were properly represented.

# Segmenting the electorate: a third of voters don't have strong partisan preferences

## Vote Targets



**Base**  
Self-ID Democrats who always vote for Democrats

**Swing**  
Do not always vote with the party they self-ID with, or self-ID independents

**Oppo**  
Self-ID Republicans who always vote for Republicans

## Breaking Down the Base

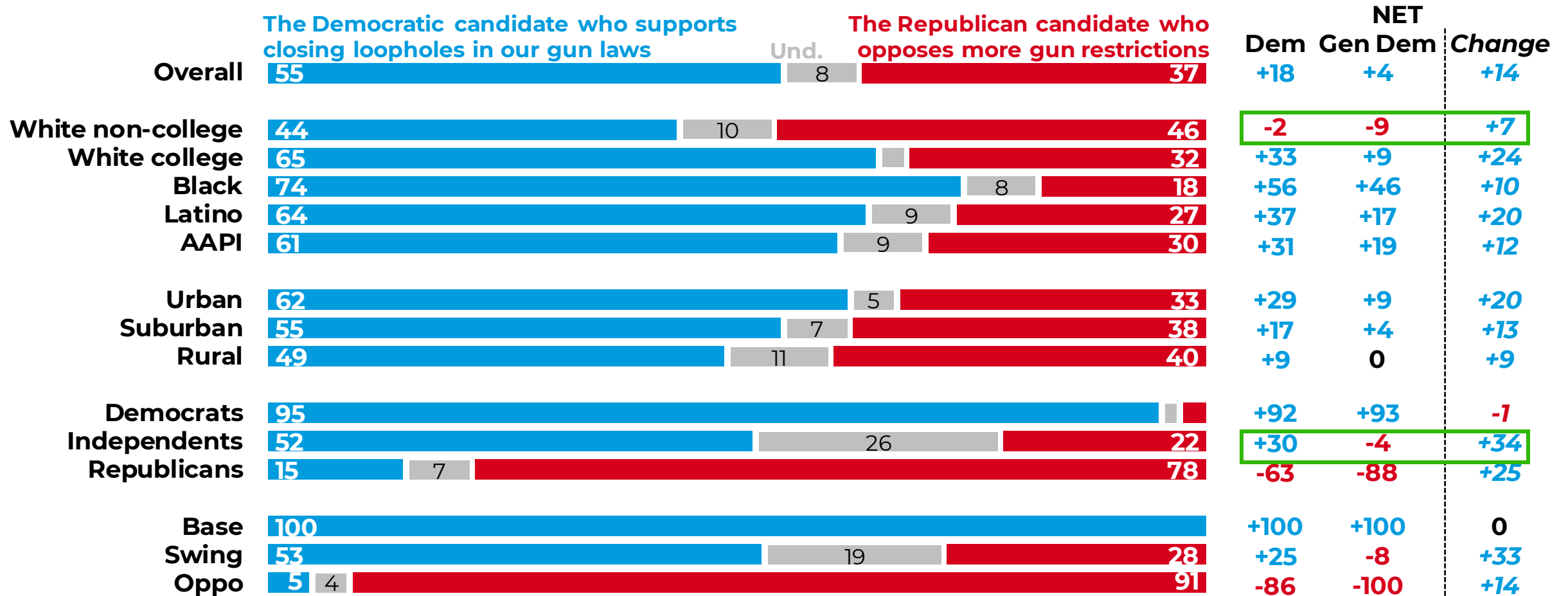


**Activation**  
Base voters who support stronger gun laws and voted in both 2020 and 2022

**Turnout Risks**  
Base voters who support stronger gun laws but didn't vote in either 2020 or 2022, or are not definitely voting in 2024

# A Democrat who wants to close loopholes has a sizable advantage over a Republican who opposes more restrictions

If the next election for U.S. Congress were today, which candidate would you be more likely to support, even if neither is perfect?





# **The Gun Violence Prevention Landscape**

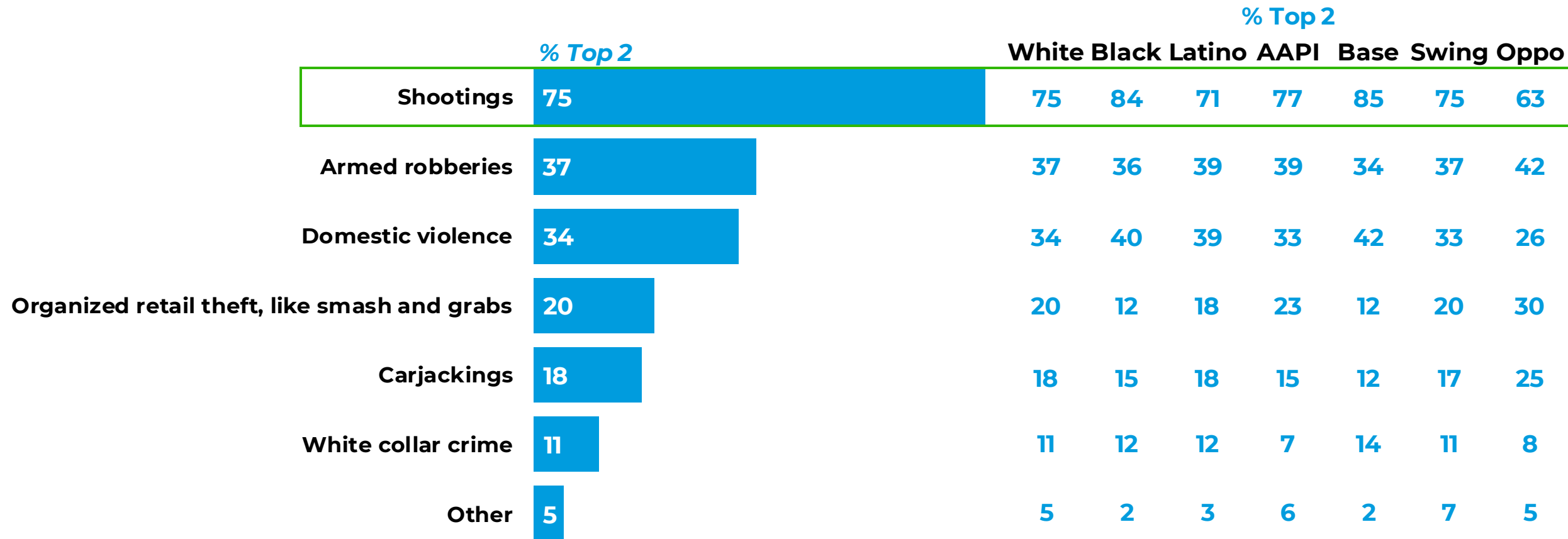
# Gun violence is a top-two issue. Concern is more macro than personal, though more balanced among Black and Latino voters

Please indicate how concerned you are about each of the following.

	Extremely/Very concerned			% Extremely Concerned						
	Extremely concerned	Very concerned	Not concerned	White	Black	Latino	AAPI	Swing	Act. Turnout	
The amount I pay for everyday expenses like gas and groceries	56	25	19	55	51	62	57	57	35	49
The prevalence of gun violence in the country	44	26	30	41	56	49	56	35	69	64
The cost of healthcare	43	33	24	41	51	47	52	41	39	55
The safety of children at school	43	30	27	40	60	52	48	43	45	46
The lack of affordable housing	41	27	32	38	56	52	42	42	38	51
The amount I pay in taxes	36	26	38	35	43	41	41	40	20	27
The crisis at the border	35	19	46	36	25	38	27	31	9	15
My family's physical safety	29	24	47	26	42	42	36	33	20	30
The prevalence of gun violence in my community	24	24	52	19	50	41	31	22	32	38

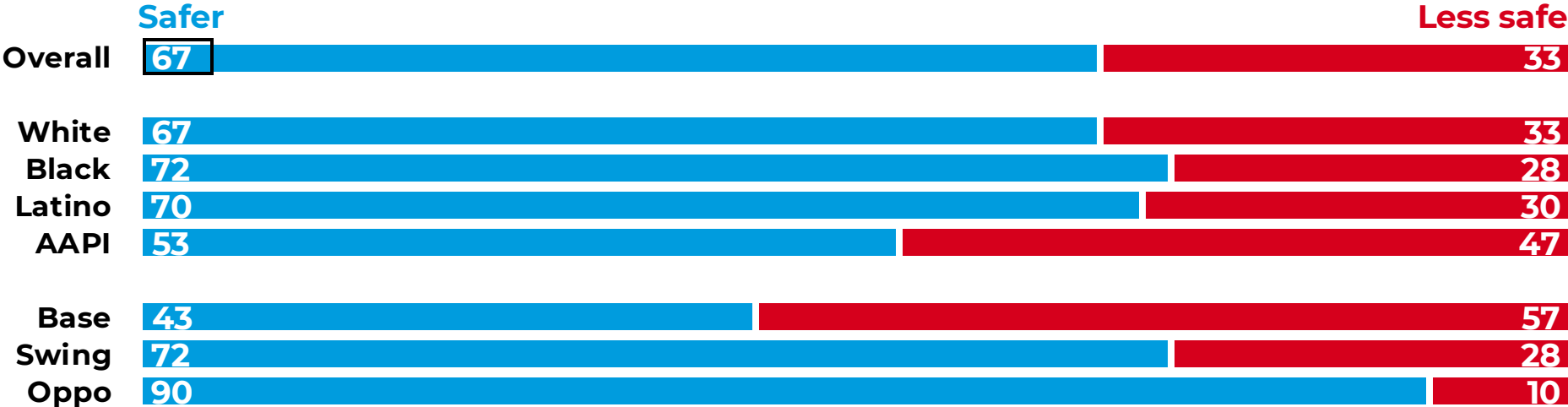
# When voters think about safety, they overwhelmingly think of shootings

Regardless of how you feel about your personal and family safety, when you think of safety, what comes to mind for you?

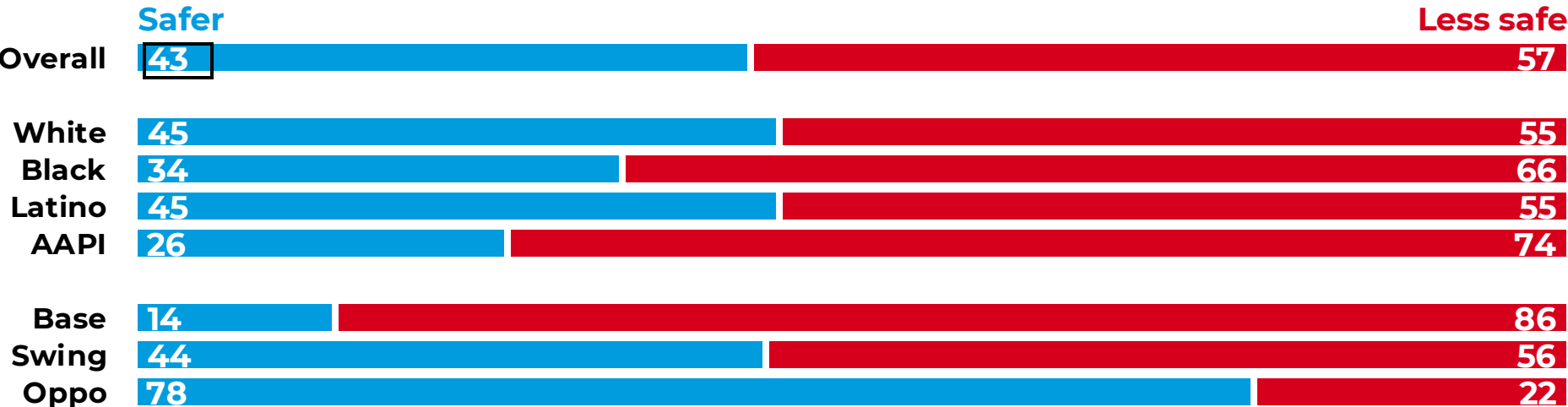


# Despite concerns around gun violence, voters still feel safer with a gun at home, though they feel less safe with a gun in public

In general, do you think having a gun at home makes you safer or less safe?



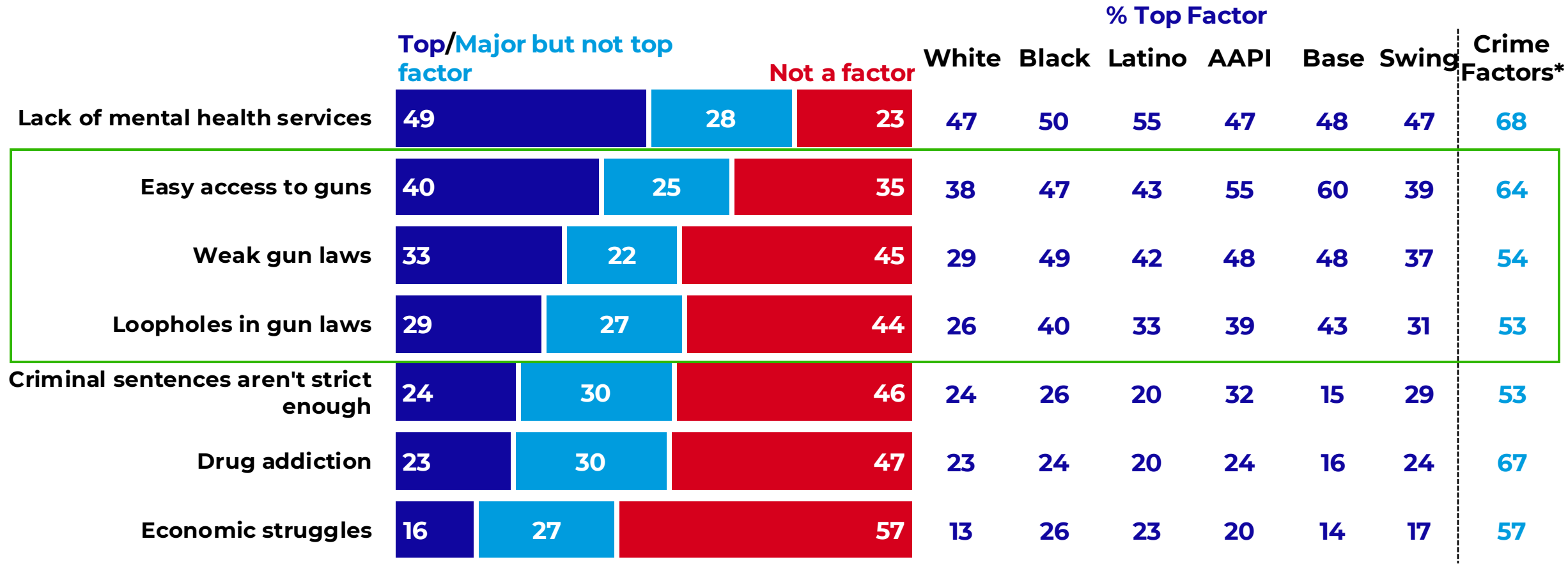
In general, do you think private citizens carrying guns in public makes you safer or less safe?





# Voters blame mental health crisis first, but are very concerned by “easy access to guns” (more than loopholes/weak laws)

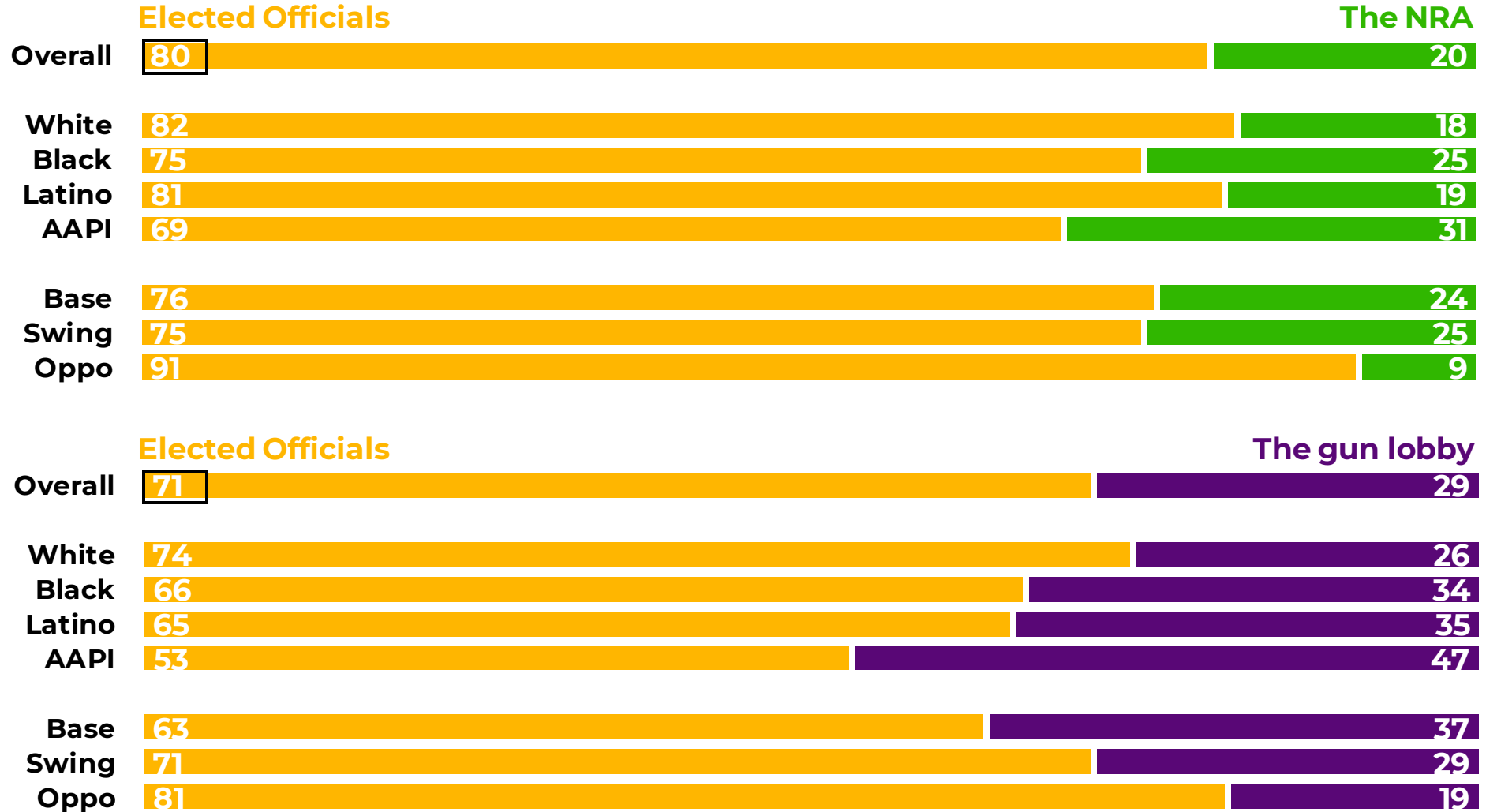
Please indicate how much of a factor you think each is in causing mass shootings.



\*Indicates the % that say each of these items is a factor contributing to crime

# Voters blame elected officials for lack of progress first and foremost (though gun lobby more so than NRA)

Who bears the MOST responsibility for the lack of progress addressing gun violence?





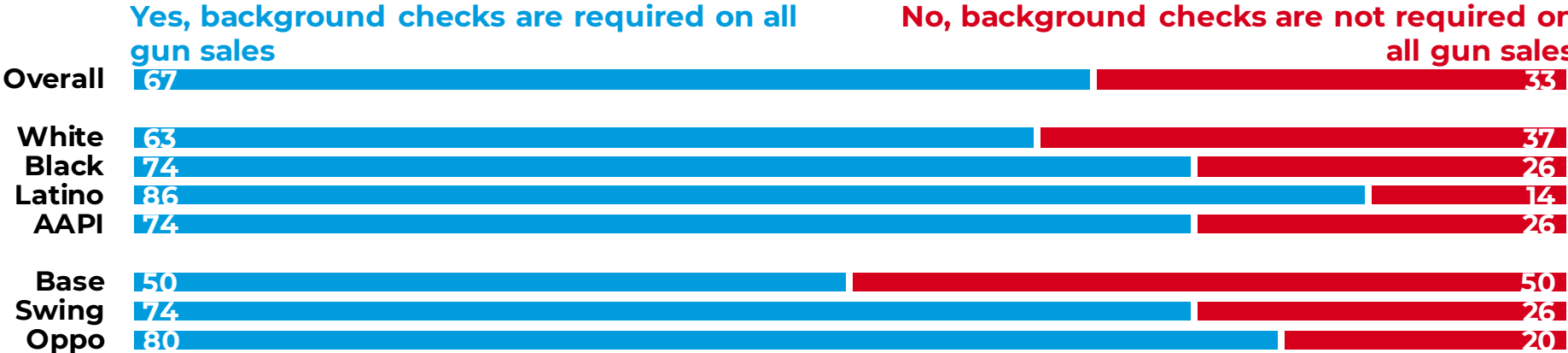
# Solutions

# Most voters want stronger gun laws and mistakenly believe we already have background checks

In your opinion, should gun laws in the United States be stronger, less strong, or kept the same as they are now?



As far as you know, are background checks required on all gun sales in the U.S.?

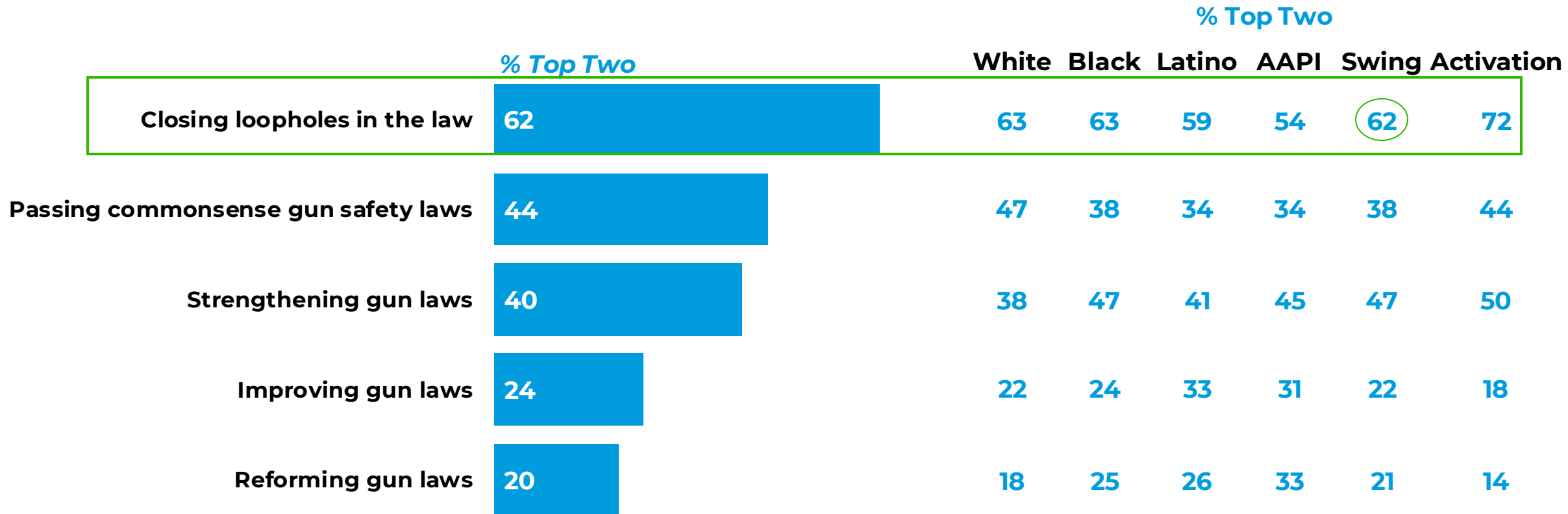


Stronger Gun Laws  
Not Stronger Gun Laws



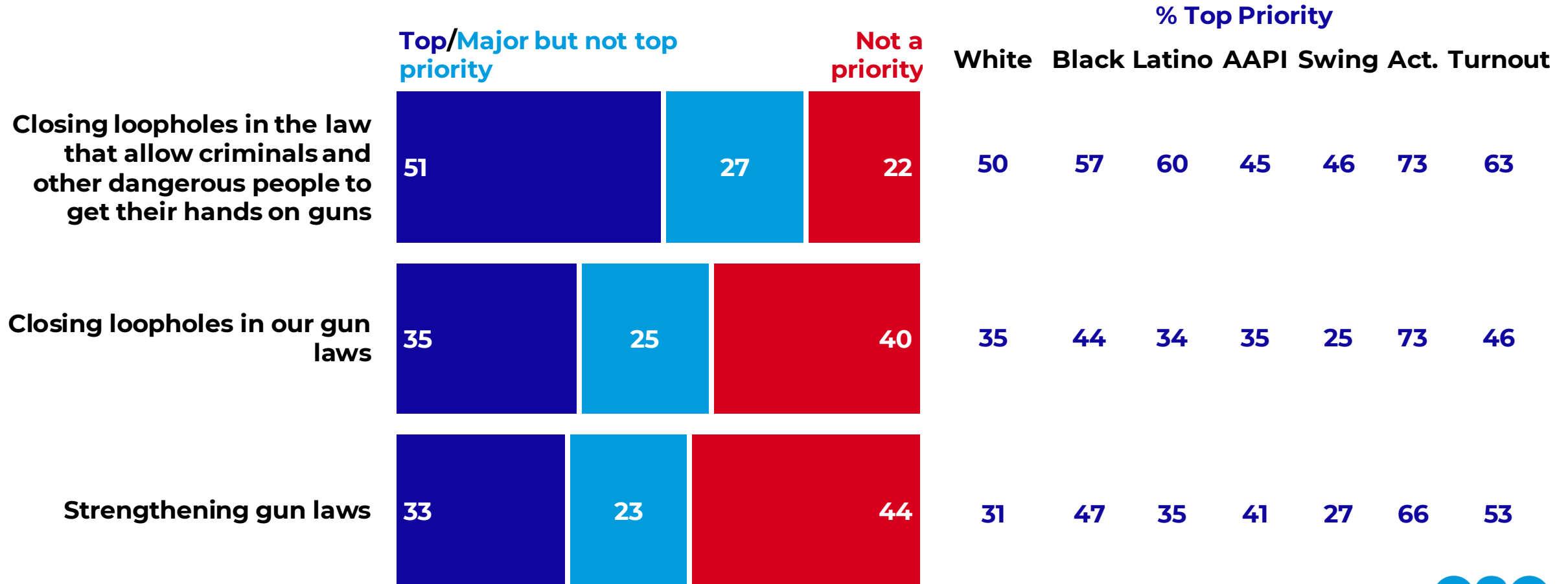
# We garner more support though, by framing these laws as “closing loopholes”

When it comes to addressing gun violence, which of the following would you most like to see done?



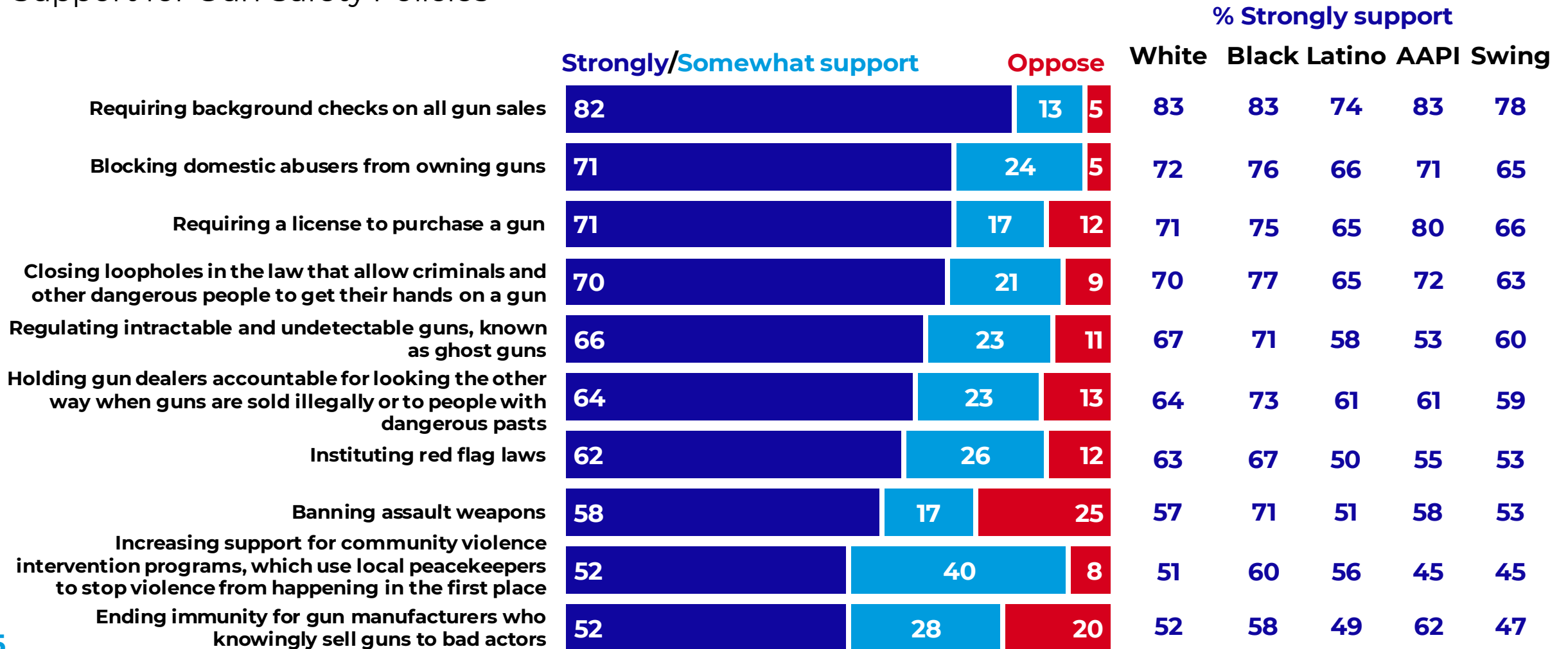
# Specifically call out the people who can get guns thanks to these loopholes

Please indicate how much of a priority you think each should be for your representative in Congress.



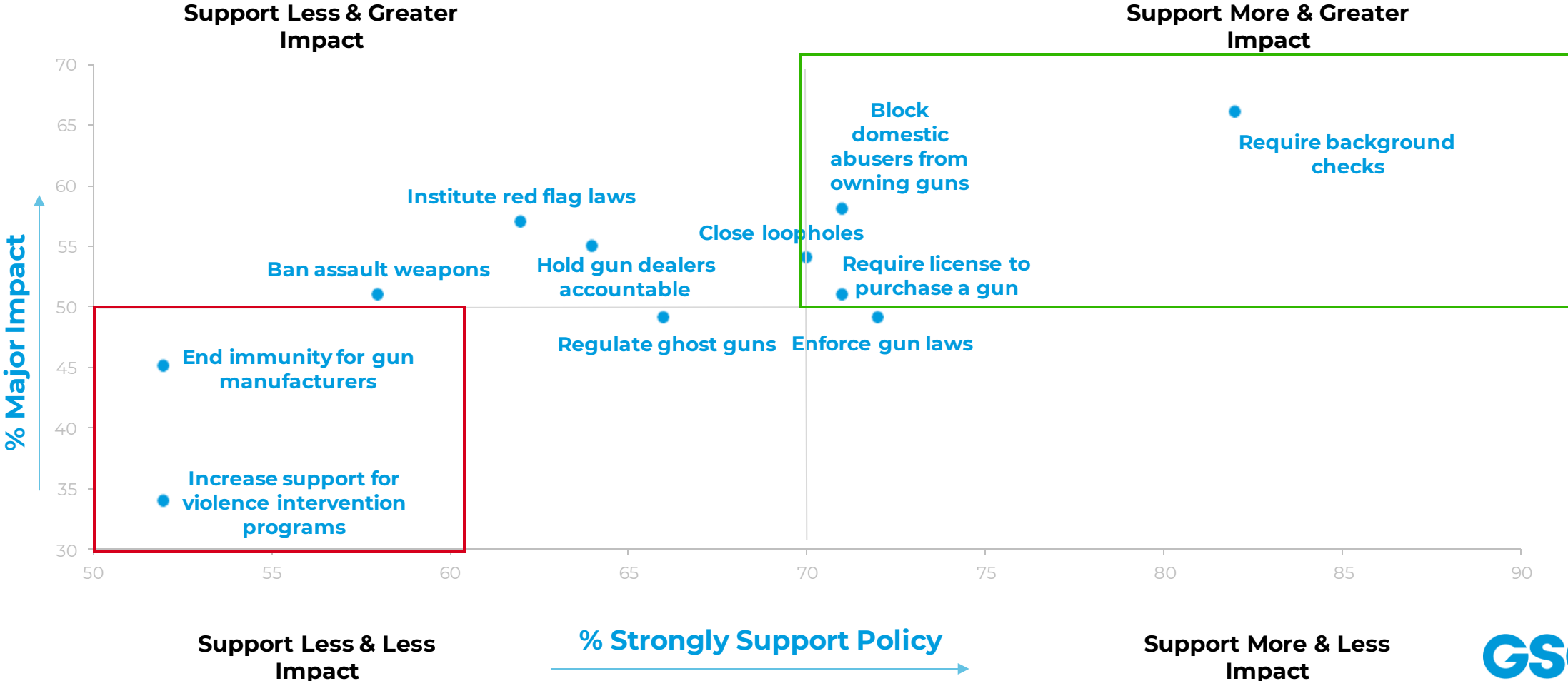
# Support for gun safety policies is broad and intense among key swing voters

## Support for Gun Safety Policies



# Blocking domestic abusers from owning guns, licensing requirements, background checks, and closing loopholes are among the most supported and viewed as most impactful

Gun Policies – Support vs. Impact



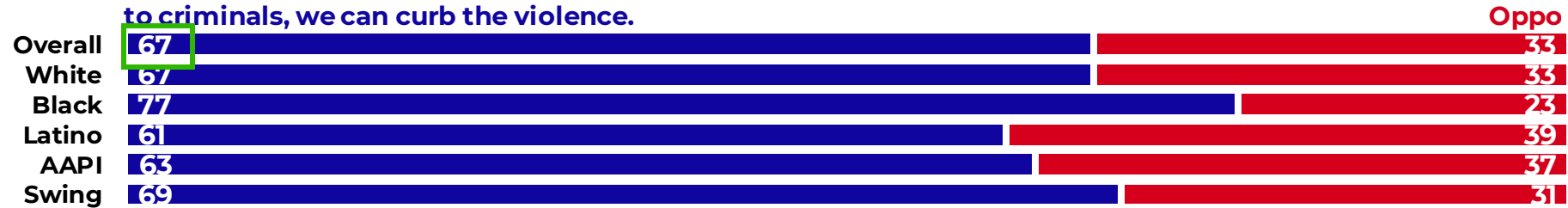


# Specifically highlighting those loopholes and the bad apple gun sellers overpowers the other side's arguments about criminals

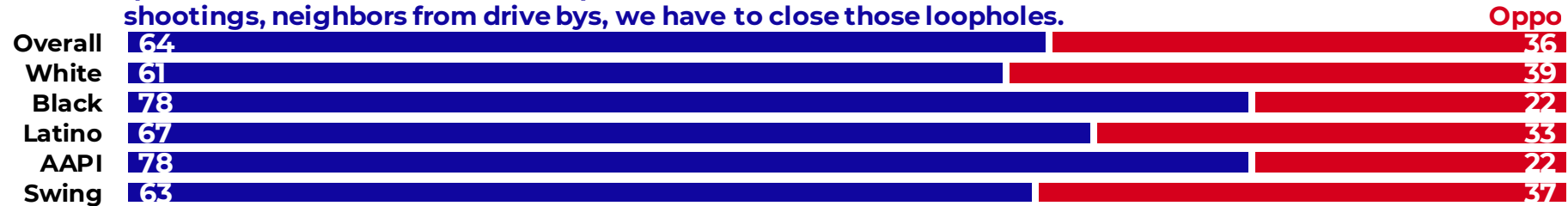
Who do you agree with more, even if neither is exactly right in your opinion?

**[OPPO]** Those who say we shouldn't pass more laws because criminals will always find a way to get a gun.

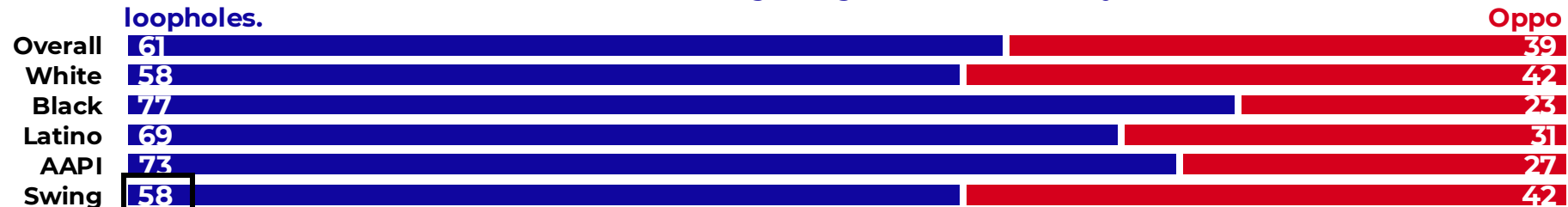
Those who say **our laws are riddled with loopholes that allow criminals to easily and legally access guns. If we close those loopholes and punish the bad apples who would illegally sell to criminals, we can curb the violence.**



Those who say **our laws are riddled with loopholes that allow anyone to get a gun no questions asked. If we want to protect women from domestic abuse, kids from school shootings, neighbors from drive bys, we have to close those loopholes.**



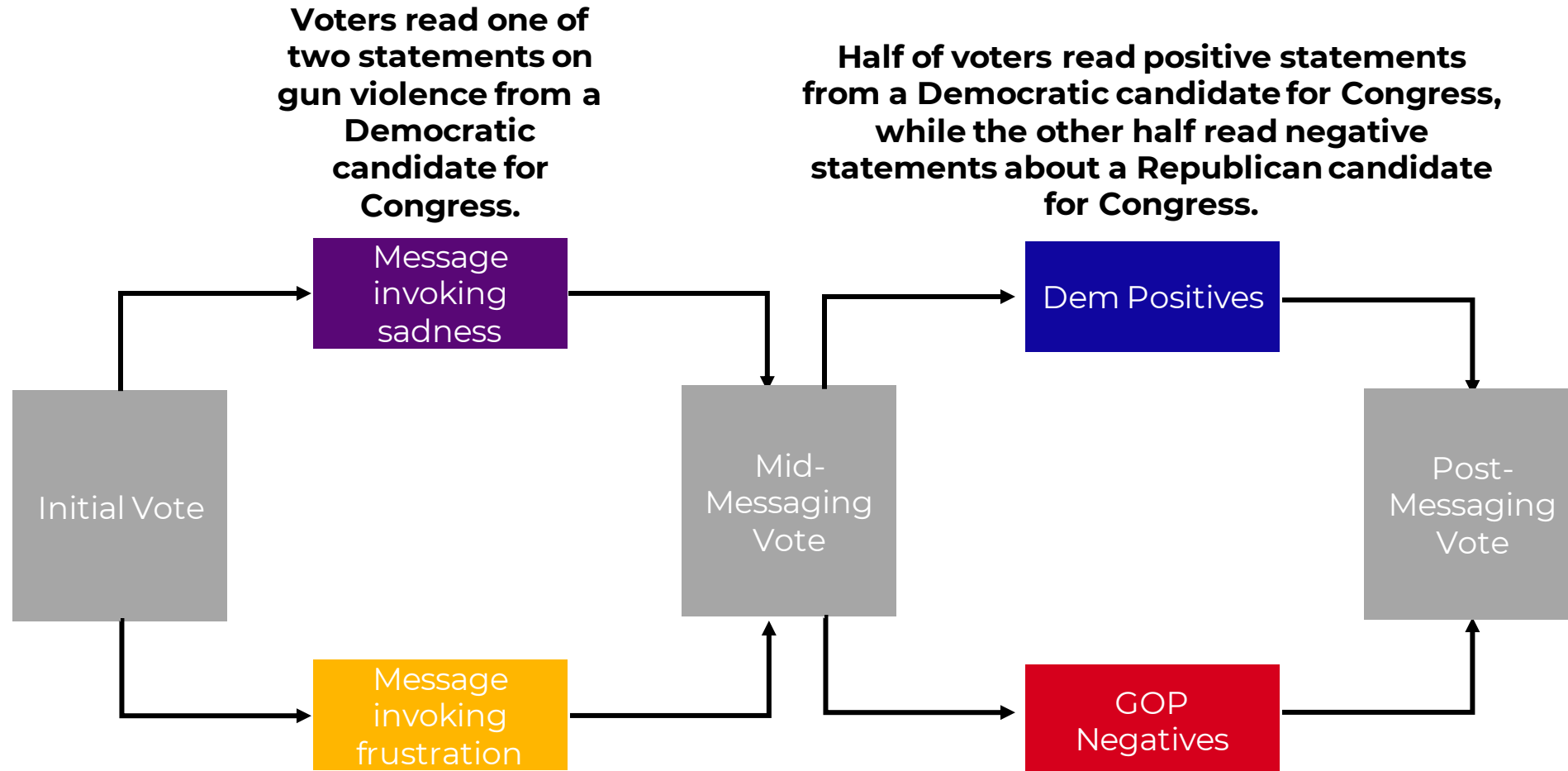
Those who say **that's a gun-lobby-funded talking point meant to distract us. Our laws are riddled with loopholes that allow anyone to get a gun no questions asked. If we want to protect women from domestic abuse, kids from school shootings, neighbors from drive-bys, we have to close those loopholes.**





# Messaging and Movement

# Survey Structure



# Tone matters in messaging: Democrats gain more among the voters we need to win when we sound frustrated about guns, rather than sitting in sadness

## Tone Test

Read to half

**[DEM – SADNESS]** It's heartbreaking sending your kid off to school each day not knowing if they'll make it home. And it's devastating coming home each night only to hear about gun violence on the news. Whether it's a carjacking, a shooting in a nearby neighborhood, or worse, a school shooting, you can't help but feel sad. No one should have to feel that sadness of having a loved one taken from them by gun violence. That's why I am focused on strengthening gun laws: to keep guns out of the hands of criminals and other dangerous people who cause this kind of heartbreak.

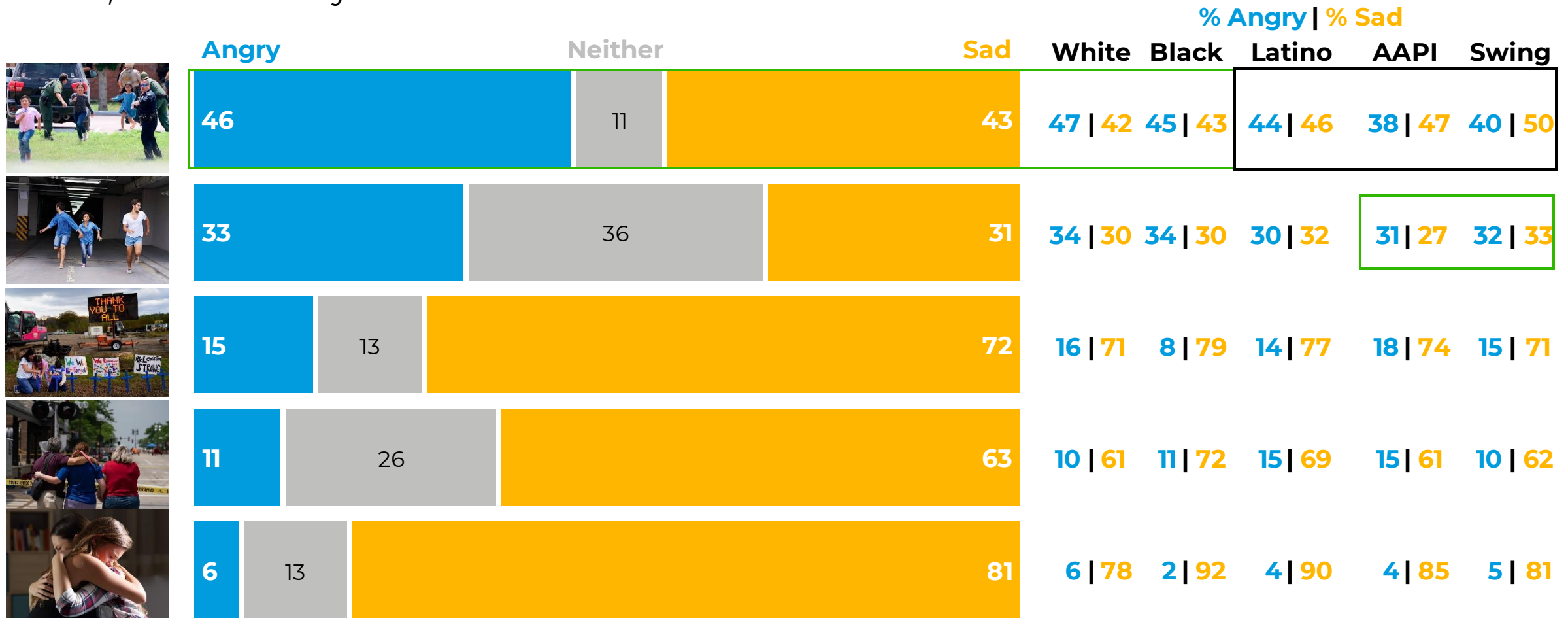
Read to half

**[DEM – FRUSTRATION]** Every day, we send our kids off to school not knowing if they'll make it home. And then we come home each night only to hear about gun violence on the news. It feels like we're shouting into the void, as each day brings another story of a carjacking or even worse, a school shooting, and no one is doing anything about it. It's frustrating knowing there's more we can do to prevent these tragedies and yet, no one does it. Well I'm ready to turn words into action. In Congress, I'll actually strengthen gun laws: to keep guns out of the hands of criminals and other dangerous people.

	SADNESS: Net Dem			FRUSTRATION: Net Dem			
	Initial	Mid-Messaging	Change	Initial	Mid-Messaging	Change	
Overall	+4	+9	+5	Overall	+4	+11	+7
Swing	-12	+1	+13	Swing	-3	+18	+21
White	0	+5	+5	White	-5	+4	+9
Black	+44	+49	+5	Black	+37	+51	+14
Latino	-2	-2	0	Latino	+36	+36	0
AAPI	+21	+26	+5	AAPI	+17	+21	+4
Democrats	+90	+85	-5	Democrats	+95	+94	-1
Republicans	-88	-76	+12	Republicans	-87	-75	+12
Non-con Ind/GOP	-47	-28	+19	Non-con Ind/GOP	-31	-13	+18
Con Ind/GOP	-89	-82	+7	Con Ind/GOP	-92	-83	+9

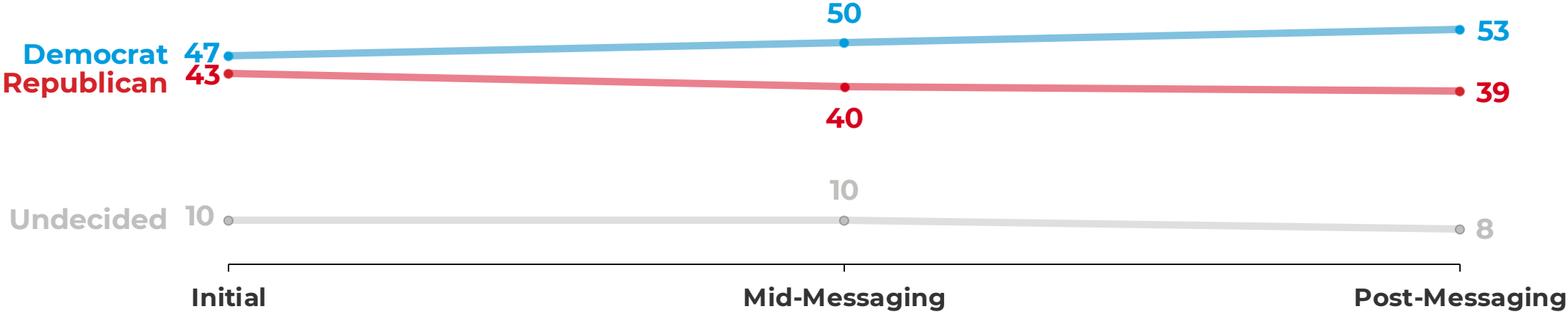
# Visuals of kids mid-shooting do more to drive frustration than photos of grieving families

Please indicate if each image makes you sad or angry about the lack of action to address gun violence, or if it makes you feel neither emotion.

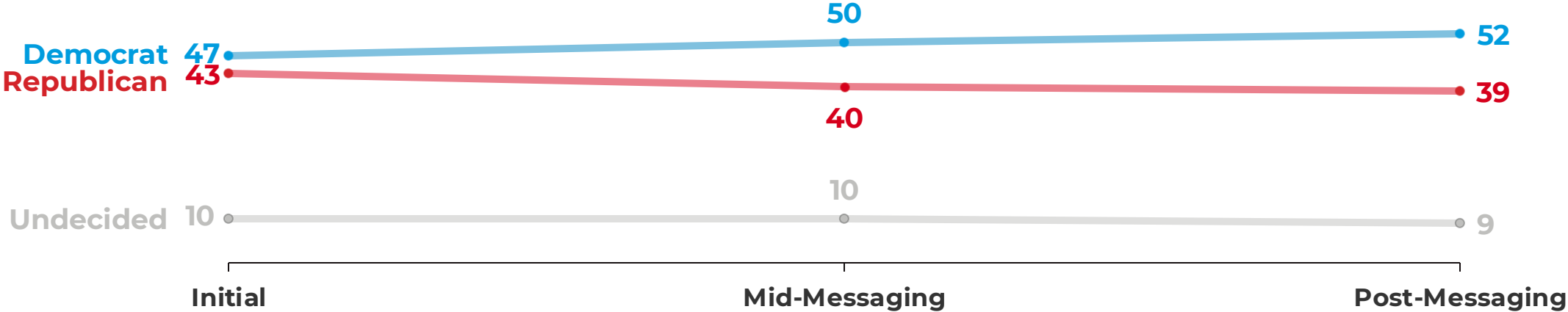


# Positive and negative messaging alike can drive the vote; campaigns should do what works best for their race

Vote Movement – Democratic Positives



Vote Movement – Republican Negatives



# We tested a series of positive messaging options

**[MENTAL HEALTH]** Americans are in the midst of a mental health crisis. We need better access to mental health care. But that alone won't stop these shootings. We need to put basic gun safety protections in place so those who are experiencing mental illness can't harm themselves or others.

**[CORRUPTION]** For too long, politicians have put profits over people, prioritizing their corporate gun lobby donors who spend millions lobbying members of Congress to oppose commonsense solutions that would reduce gun violence and save lives. I will take on the gun lobby and work to keep guns out of the hands of criminals and other dangerous people, because public safety is most important.

**[TRAGEDIES - MILITARY]** We appreciate our service men and women for keeping us safe. As trained military, it makes sense they have guns. But there's no reason we need weapons of war on our streets. I'm working to keep guns out of the hands of criminals and other dangerous people who would use them to hurt Americans rather than defend America.

**[LOCKDOWN DRILL PUSHOFF]** I know many of us have gotten used to the idea of lockdown drills. But I can't believe that with all of the school shootings, we're still acting as though ducking under your desk is going to save you from a weapon shooting 10 bullets per second. If we want to keep our kids safe, we have to do more, and that includes keeping guns out of the hands of dangerous people who put them at risk in the first place.

**[KIDS]** The leading cause of death among kids under 18 in the U.S.? Most people assume car accidents or cancer, but it's guns. Between kids accidentally getting their hands on their parents' guns, school shootings, and teen-on-teen violence, our kids are facing the brunt of the gun violence epidemic. I will work to keep guns out of the hands of criminals and yes, kids, to protect our children's futures.

**[MASS SHOOTINGS]** We used to go to the movies, church, and concerts without thinking twice. But after all these mass shootings, it's normal to keep your eye on the nearest exit and look over your shoulder. That is no way to live. That's why I'll work to keep guns out of the hands of criminals and other dangerous people, so we can go out and enjoy life without having to think about being the next headline.

**[TRAGEDIES - RECREATION]** Whether you're hunting or sport shooting, guns can be used for fun and a way to bond. But thousands of American lives are lost each year because those same guns end up in the wrong hands. I'm working to keep guns out of the hands of criminals and other dangerous people who use them to harm others, so the rest of us can keep using them for sport.

**[PRIORITIES]** People are worried about their safety - about their kids playing outside or going to school. But politicians have the wrong priorities. They spend their time banning abortion and cutting taxes for their corporate donors rather than working to keep us safe. I'll keep guns out of the hands of criminals and other dangerous people so we can once again feel safe.

**[CRIME]** We all deserve to feel safe, but crime feels unavoidable these days. It's so bad you can't help but wonder if you or someone you know will be next. That's no way to live, and it's why I am committed to keeping guns out of the hands of criminals and other dangerous people - to reduce crime and keep our communities safe.

**[FREEDOM]** As Americans, we value our freedom. The freedom to do what we want with our time, to decide what's best for our family, to live free from gun violence. But politicians today don't see it that way. They spend more time restricting our freedoms than defending them. I'll keep guns out of the hands of criminals and other dangerous people so we can live free from gun violence.

**[COMMUNITY]** While mass shootings get a lot of attention, most gun homicides come from the daily gun violence on our streets. The victims of this community violence are overwhelmingly young people of color. We have policies that are proven to save lives, and I will support these policies that would reduce violence and make it harder for young people to access a gun.

# Connect gun violence to the mental health crisis and corruption; with activation, bring it back to kids

Positive Messaging

Overall	Swing	Activation	White	Black	Latino	AAPI	
<i>% extremely convincing (ranked by swing)</i>							
26	25	35	22	33	38	47	[MENTAL HEALTH]
26	24	46	24	34	24	31	[CORRUPTION]
22	20	39	19	30	24	38	[TRAGEDIES - MILITARY]
26	18	43	23	34	31	35	[LOCKDOWN DRILL PUSHOFF]
21	16	49	17	35	29	39	[KIDS]
19	16	32	15	30	32	32	[MASS SHOOTINGS]
15	15	19	14	18	20	20	[TRAGEDIES - RECREATION]
21	15	36	19	31	25	31	[PRIORITIES]
17	14	26	15	27	23	34	[CRIME]
17	14	26	15	23	23	34	[FREEDOM]
18	13	29	16	22	27	32	[COMMUNITY]



# The other half sample heard the same messages framed as GOP negatives

**[MENTAL HEALTH]** Americans are in the midst of a mental health crisis. We need better access to mental health care. But that alone won't stop these shootings. We need to put basic gun safety protections in place so those who are experiencing mental illness can't harm themselves or others. But the Republican candidate for Congress opposes closing loopholes in the law that would do just that.

**[PRIORITIES]** People are worried about their safety - about their kids playing outside or going to school. But the Republican candidate for Congress has spent their time pushing to fully ban abortion and cut taxes for their corporate donors rather than closing loopholes in our gun laws that would keep us safe.

**[LOCKDOWN DRILL PUSHOFF]** I know many of us have gotten used to the idea of lockdown drills. But it's ridiculous that with all of the school shootings, we're still acting as though ducking under your desk is going to save you from a weapon shooting 10 bullets every second. The Republican candidate for Congress opposes closing loopholes in gun laws that would keep guns out of the hands of dangerous people who put our kids at risk in the first place.

**[TRAGEDIES - MILITARY]** We appreciate our service men and women for keeping us safe. As trained military, it makes sense they have guns. But there's no reason we need weapons of war on our streets. And the Republican candidate for Congress opposes closing loopholes in our gun laws that allow dangerous people to hurt Americans rather than defend America.

**[KIDS]** The leading cause of death among kids and teens in the U.S.? Most people assume car accidents or cancer, but it's guns. Between kids accidentally getting their hands on their parents' guns, school shootings, and teen-on-teen violence, our kids are facing the brunt of the gun violence epidemic. But the Republican candidate for Congress opposes closing loopholes in our gun laws - policies that would protect our children's future.

**[CRIME]** We all deserve to feel safe, but crime feels unavoidable these days. It's so bad you can't help but wonder if you or someone you know will be next. That's no way to live, but the Republican candidate for Congress opposes closing loopholes in the gun laws - policies that would reduce crime and keep our communities safe.

**[FREEDOM]** As Americans, we value our freedom. The freedom to do what we want with our time, to decide what's best for our family, to live free from gun violence. But the Republican candidate for Congress doesn't see it that way. They spend more time restricting our freedoms than defending them. They oppose closing loopholes in our gun laws that would take guns out of the hands of criminals and other dangerous people - policies that would allow us to live free from gun violence.

**[CORRUPTION]** For too long, the Republican candidate for Congress has put profits over people, prioritizing their corporate gun lobby donors who spend millions electing them to Congress. And now, they're doing their gun lobby donors' bidding, opposing solutions that would close loopholes in our gun laws and keep us safe, because they are more loyal to their corporate gun lobby donors than to us.

**[MASS SHOOTINGS]** We used to go to the movies, church, and concerts without thinking twice. But after all these mass shootings, it's normal to keep your eye on the nearest exit and look over your shoulder. That is no way to live. But the Republican candidate for Congress opposes closing loopholes in our gun laws - policies that reduce the chance your family becomes the next headline.

**[TRAGEDIES - RECREATION]** Whether you're hunting or sport shooting, guns can be used for fun and a way to bond. But thousands of American lives are lost each year because those same guns end up in the wrong hands. And the Republican candidate for Congress opposes closing loopholes in our gun laws that would keep guns out of the hands of people who use them to harm others, and would allow the rest of us to keep using them for sport.

**[COMMUNITY]** While mass shootings get a lot of attention, most gun homicides come from the daily gun violence on our streets. The victims of this community violence are overwhelmingly young people of color. We have policies that are proven to save lives, but this Republican opposes policies that would reduce violence and make it harder for young people to access a gun.

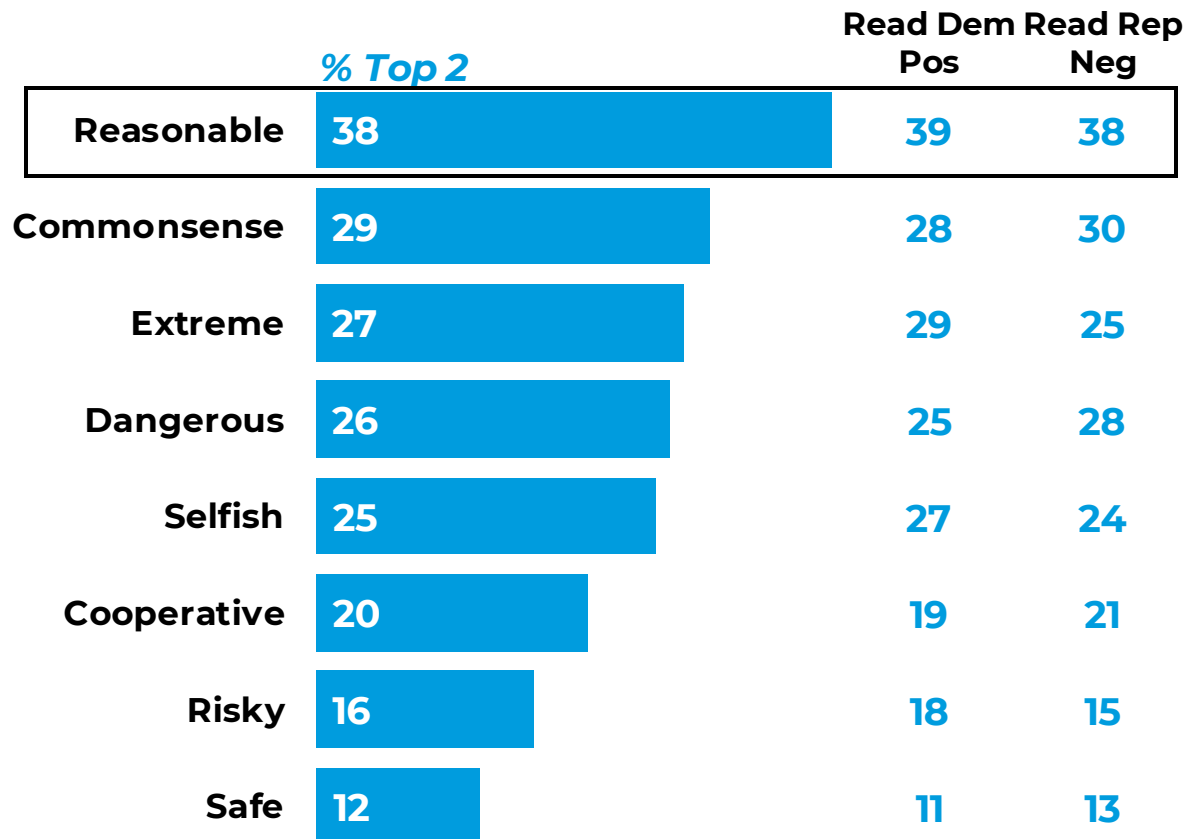
# For IE purposes, we can link gun violence to the other list of GOP extreme priorities on their agenda, using the mental health crisis to amp up urgency

Negative Messaging

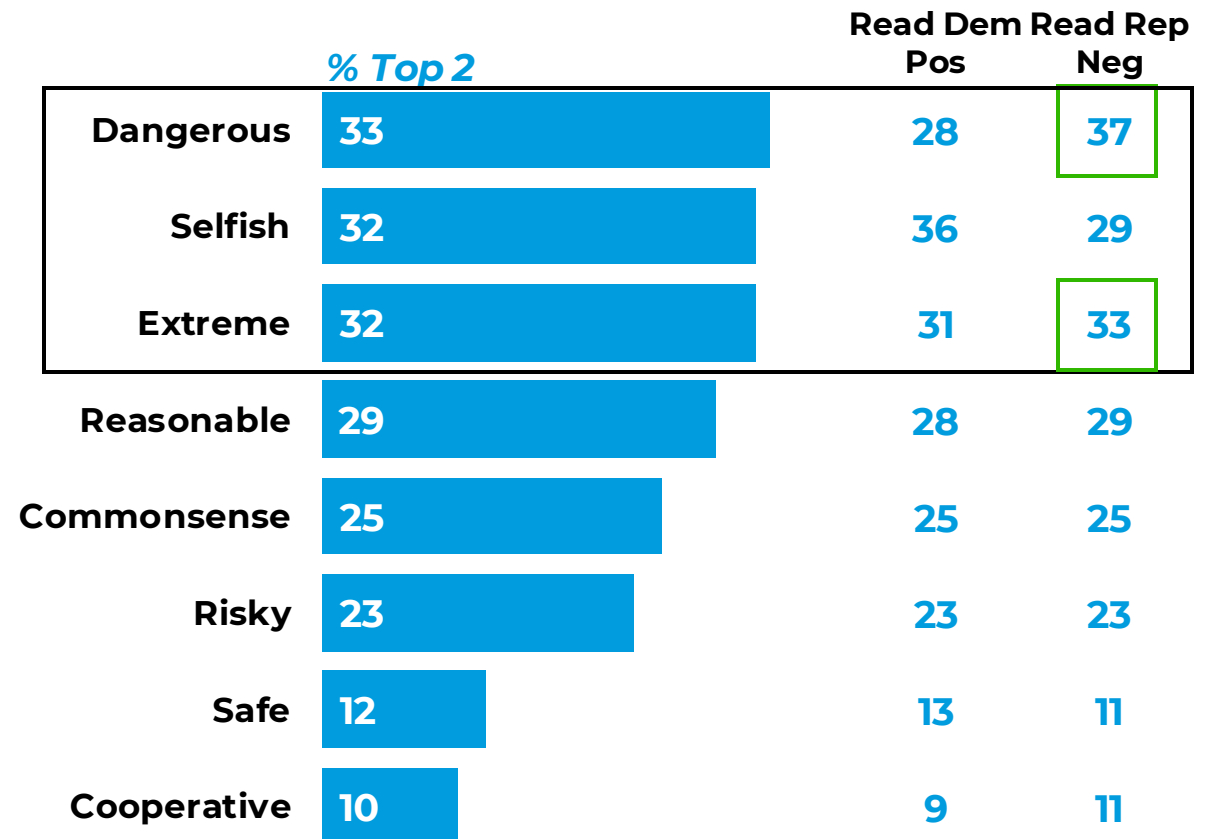
Overall	Swing	Activation	White	Black	Latino	AAPI		
		<i>% extremely concerning (ranked by swing)</i>						
37	36	62	36	41	47	25	[MENTAL HEALTH]	
40	34	72	38	55	45	30	[PRIORITIES]	
37	31	67	35	51	40	30	[LOCKDOWN DRILL PUSHOFF]	
33	31	61	33	38	36	22	[TRAGEDIES - MILITARY]	
38	30	69	36	50	47	28	[KIDS]	
32	29	57	30	44	41	27	[CRIME]	
33	29	60	31	53	37	23	[FREEDOM]	
34	28	66	33	39	39	26	[CORRUPTION]	
34	27	64	32	47	41	33	[MASS SHOOTINGS]	
29	27	51	29	35	39	19	[TRAGEDIES - RECREATION]	
33	26	63	32	43	39	19	[COMMUNITY]	

# Voters describe Dems as more reasonable after messaging; attacks on the Rep candidate are more effective at making voters see Reps as dangerous and extreme

Thinking about Democrats in Congress, what two words would you use to describe them?



Thinking about Republicans in Congress, what two words would you use to describe them?





# Messaging Guidance

# How to Attack the Opposition on Guns: Option 1

## What to Say

*Every day, we send our kids off to school, and each night we come home to hear about **another shooting on the news**.*

*People are rightfully **worried about their kids' safety at school** – especially since we're in the midst of a **mental health crisis** – but it feels like we're shouting into the void. **It's frustrating knowing we don't have to live like this, and yet, no one is doing anything.***

*In fact, Republicans like [GOP candidate] have repeatedly **failed to close loopholes in our gun laws that would keep guns out of the hands of criminals and other dangerous people** – which would make sure **those experiencing mental illness can't harm themselves or others.***

*Instead, they're **focused on banning abortion even in cases of rape, incest, or when the mother's life is at risk.***

*They're **more loyal to the corporate gun lobby donors who have donated thousands to their campaign** – and our kids are the ones who suffer.*

## Why it Works

- Centers this on kids' safety
- Makes the threat real, but less that it's on their doorsteps (which reflects how voters feel)
- Reflects how voters don't think we need to accept mass shootings as a part of our lives
- Acknowledges the mental health crisis
- Strikes a frustrated tone
- Focuses on Republican failures
- Positions this as the need to close loopholes in the law (rather than create new laws)
- Connects the mental health crisis to closing loopholes to help keep everyone safer
- Ties this to Republican extremism on abortion
- Demonstrates they have the wrong priorities
- Calls out Republican loyalty to corporate gun lobby donors

# How to Attack the Opposition on Guns: Option 2 (Freedom Lane)

## What to Say

*As Americans, we **value our freedoms**, but these days they are **under attack**.*

*We **deserve to make the decisions that keep our families safe on our own**, but government is making them for us. Between **abortion bans** and a **mental health crisis** that is going unaddressed, which contributes to **more shootings**, it's hard to keep our families and kids safe, even when they're at school.*

*It's **frustrating**, and it feels like **no one is doing anything** about it. Republicans like [GOP candidate] have repeatedly **failed to close loopholes in our gun laws that would keep guns out of the hands of criminals and other dangerous people** – which would make sure **those experiencing mental illness can't harm themselves or others**.*

*Instead, they're **focused on restricting our freedoms – banning abortion even in cases of rape, incest, or when the mother's life is at risk** – and our kids are the ones who suffer.*

## Why it Works

- Focuses on freedoms, acknowledges they're under attack
- Freedom from government interference
- Connects to abortion
- Acknowledges the mental health crisis
- Strikes a frustrated tone
- Positions this as the need to close loopholes in the law (rather than create new laws)
- Connects the mental health crisis to closing loopholes to help keep everyone safer
- Ties this to Republican extremism on abortion
- Highlights impact on kids

# Our Positive Message on Gun Violence Prevention

## What to Say

Americans, particularly our children, are in the midst of a **mental health crisis**. We need **better access to mental health care, but that alone won't stop the mass and school shootings we hear about on the news**.

We need to focus on **addressing the problem at the root: ensuring folks can access mental health care AND making guns harder to access**.

Right now, there are **loopholes in the law that make it easy for criminals and people who are experiencing mental illness to get their hands on a gun**.

Democrats are working to close these loopholes by requiring **background checks on all gun sales, blocking domestic abusers from owning guns, and requiring a license to purchase a gun**.

This will go a long way in **addressing gun violence before it happens**, so our **kids can feel safer** in schools and in the community.

## Why it Works

- Ties this to the mental health crisis
- Mentions kids
- Acknowledges mental health care alone can't solve the problem
- Makes easy access to guns part of the problem
- Calls out loopholes that make it easy for people to get a gun
- Calls for policies that close loopholes and make it harder for dangerous people to get a gun
- Reflects addressing gun violence before it happens, and re-centers this on kids

# Our Message with Black voters

- **When speaking to Black voters, messaging that focuses on the impact that gun violence has on children and lockdown drills resonates most deeply.** Messages centered around mental health and corrupt politicians/gun lobby recommended for a broader audience are also effective with them.
  - *I know many of us have gotten used to the idea of lockdown drills. But I can't believe that with all of the school shootings, we're still acting as though ducking under your desk is going to save you from a weapon shooting 10 bullets per second. If we want to keep our kids safe, we have to do more, and that includes keeping guns out of the hands of dangerous people who put them at risk in the first place.*
  - *The leading cause of death among kids under 18 in the U.S.? Most people assume car accidents or cancer, but it's guns. Between kids accidentally getting their hands on their parents' guns, school shootings, and teen-on-teen violence, our kids are facing the brunt of the gun violence epidemic. I will work to keep guns out of the hands of criminals and yes, kids, to protect our children's futures.*
  - When attacking Republicans, the Wrong Priorities framing in the previous slides works well, and Black Voters are particularly compelled by the Freedom Lane (see slide 30)



# Our Message with Latino voters

- **When speaking to Latino voters, mental health is by far the most effective message and can be emphasized even more.** Messages centered around corruption or the military – the second and third-highest ranking messages with our swing voters, largely fall flat with this group.
  - *Americans are in the midst of a mental health crisis. We need better access to mental health care. But that alone won't stop these shootings. We need to put basic gun safety protections in place so those who are experiencing mental illness can't harm themselves or others.*
- **However, when attacking Republicans, emphasizing the dangerous impact on kids is especially effective.**
  - *The leading cause of death among kids and teens in the U.S.? Most people assume car accidents or cancer, but it's guns. Between kids accidentally getting their hands on their parents' guns, school shootings, and teen-on-teen violence, our kids are facing the brunt of the gun violence epidemic. But the Republican candidate for Congress opposes closing loopholes in our gun laws - policies that would protect our children's future.*

# Thank You

New York

Washington, DC

Hartford

Chicago

Denver

Seattle



# Appendix

# Full List of Battleground Districts

AK-01, AZ-01, AZ-06, CA-13, CA-22, CA-27, CA-40, CA-41, CA-45, CA-47, CA-49, CO-03, CO-08, CT-05, FL-07, FL-13, FL-27, IA-01, IA-02, IA-03, IL-13, IL-14, IL-17, IN-01, KS-03, ME-02, MI-03, MI-07, MI-08, MI-10, MN-02, MT-01, NC-01, NE-02, NH-01, NH-02, NJ-07, NM-02, NV-03, NV-04, NY-01, NY-02, NY-03, NY-04, NY-17, NY-18, NY-19, NY-22, OH-01, OH-09, OH-13, OR-05, OR-06, PA-01, PA-07, PA-08, PA-17, TX-15, TX-34, VA-02, VA-07, WA-03, WA-08, WI-01, WI-03

# Pre Presidential Switch: Younger, non-college Independent voters are our key targets for persuasion. Voters of color disproportionately turnout risks.

% of Electorate	Total Overall	Total Base	Activation	Turnout Risk	Swing	Oppo
	100	37	23	11	34	30
<b>Gender</b>						
Men	47	42	42	37	47	55
Women	52	57	57	62	53	45
<b>Age</b>						
18-44	35	31	22	46	45	30
45-64	34	34	32	38	33	37
65+	30	36	46	16	22	34
<b>Race</b>						
White	76	73	80	61	72	85
White non-college	48	39	38	42	50	57
White college	28	33	42	19	22	27
Black	8	11	7	16	10	2
Hispanic	10	11	9	14	12	8
AAPI	7	7	4	10	8	5
<b>Parent</b>						
Parent	52	48	49	44	53	58
Non-parent	48	52	51	56	47	42

Density	Total Overall	Total Base	Activation	Turnout Risk	Swing	Oppo
Urban	29	32	32	33	31	24
Suburban	43	43	44	41	39	48
Rural	27	25	24	26	30	28
<b>Party ID</b>						
Democrat	44	100	100	100	23	-
Independent/Other	15	-	-	-	44	-
Republican	41	-	-	-	33	100
<b>Ideology</b>						
Liberal	30	64	65	61	18	3
Moderate	38	33	33	30	61	20
Conservative	32	4	2	8	22	78
<b>Region</b>						
Northeast	27	27	30	23	27	26
Midwest	30	30	28	35	29	31
South	12	12	11	11	12	12
West	31	30	31	31	33	31
<b>Gun Household</b>						
Gun HH	35	22	22	21	34	52
Non-gun HH	65	78	78	79	66	48