



## ASSESSING GUN CONTROL IN THE UNITED STATES

### EXECUTIVE SUMMARY

RIWI is seeking feedback and expressions of interest in partnering on an innovative program of research concerning attitudes toward gun control and related experiences in the United States. Leveraging RIWI's Random Domain Intercept Technology, RIWI and its partners will be well-positioned to uncover trends in gun-related attitudes and experiences, opposition to/support for gun control legislation, and extended implications.

### THE CHALLENGE

Americans remain deeply polarized on whether gun control laws should be more strict and if gun violence is even a problem to begin with. However, certain proposed gun control measures receive majority support from Americans; for example, 81% of poll respondents favored required background checks for private and gun show sales in 2021. Despite agreement on some gun-related matters, these polls often get it wrong and voting outcomes still reflect the same polarization that is characteristic of more contentious gun control legislation.

Some gun legislation proposals receive large majority support, yet voting outcomes reflect polarization

The true extent of Americans' opposition to/support for gun control legislation is presently unknown due to conflicting accounts of individuals' attitudes ascertained through traditional polls and the actual outcomes of proposed legislation. These inconsistencies may be especially puzzling for political officials who wish to voice the attitudes and experiences of their constituents yet lack the accurate data.

Comprehensive, integrated research efforts are needed to understand the dynamic attitudes, experiences, and support for gun ownership and gun control legislation across the United States. This initiative offers a method to measure and address such issues in real-time and continuously, enabling more accurate sentiment assessments, trend tracking, and regional comparison where traditional polling methods have failed.

We are eager to hear your feedback and interest in supporting the development, scope, and implementation of this innovation.  
Contact RIWI at [ask@riwi.com](mailto:ask@riwi.com).



### TOGETHER, WE'LL CONFRONT THE CHALLENGE

RIWI's patented and proven Random Domain Intercept Technology (RDIT) can confront the challenge. RDIT rapidly and continuously captures randomized, global human sentiment and experience data. The unique technology allows for inclusive data collection, access to hard-to-reach populations, and deeper insights beyond traditional metrics and survey data. RDIT is fully anonymous, which encourages honest responses to questions assessing sensitive topics, such as gun ownership and opposition to/support for gun control.

Seeking strategic partners to support, steer, and champion this innovation

RIWI's RDIT could be rapidly harnessed to address various challenges pertaining to gun control and gun-related attitudes, such as those listed below.

#### Behaviors and attitudes:

- How many and what types of guns do individuals own? What are their reasons for gun ownership? How often do individuals use their guns? How do these metrics differ by subpopulation (e.g., region, political orientation, age)?
- How do individuals react in real-time to instances of gun violence? Do accounts of gun violence produce immediate or long-term changes in attitudes toward gun control legislation? How do these trends differ across those who voice opposition to/support for gun control legislation?

#### Legislation and awareness:

- What are the real-time current and ongoing trends in opposition to/support for gun control legislation? What forms of gun control do individuals support or oppose? Are individuals willing to advocate for their preferred legislation (e.g., donate money and time)?
- Are Americans aware of existing and proposed gun control legislation at the state- and/or federal-level? Do perceptions of change and personal experiences reflect the legislative reality of the region?
- How do individuals view political figures who voice support for or opposition to gun control legislation? Do perceptions differ by political orientation and party support?