

# Gauging The Relationship Between Female Gun-Owners' Attitudes and Their Demographic Backgrounds

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## ABSTRACT

The purpose of this research is to explore what internal differences there are, if any, between the attitudes of women gun-owners towards gun ownership in America. Two variables were identified as potential influences on women gun-owners' attitudes: their political party affiliation, and the age group of their children (if applicable). To determine if these variables impact the way women gun-owners view gun ownership in America, respondents were asked a series of questions using the Attitudes Towards Gun Scale (ATGS), which detected attitudes towards the right to own a gun, the protective power of a gun, and the extent to which guns stimulate crime.

## INTRODUCTION

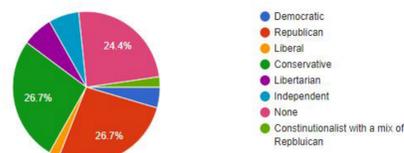
In the late 1980s, gun companies started to refocus their marketing strategies on a large, previously ignored segment of the market: women. Over the past 25 years, the gun industry, joined by other traditionally masculine industries, battled for the attention of female consumers with innovative—but not always successful—marketing strategies. Women control over 70 percent of global spending, and masculine industries during this time started to realize the potential of these uncharted female segments. With the number of female gunowners rising, it is increasingly important to invest time and money into research so that businesses and consumers alike can understand this expanding portion of the population.

## MATERIALS AND METHODS

A 17-question anonymous survey was administered using Google Forms and was shared with self-identifying female gun-owners through Facebook. The data that was collected pertained to two main concepts: the respondents' firearm purchase intentions and their attitudes towards gun ownership in America. Ultimately, the survey collected responses from 49 women who either own a firearm or are a regular user of one. The variables that were tested included respondents' attitude towards gun ownership, their political party affiliation (see Figure A below), and the age group of their child (if a parent).

Figure A

14) What political party, if any, do your beliefs most coincide with?  
45 responses



## RESULTS

The most notable results from this research stem from the questions pertaining to the second amendment, the protective power of guns—in context of the safety of women and families—and the extent to which guns stimulate mass shootings.

- By using the ATGS, the box plot data from Question 6 in Analysis 1 and 4 show that **despite differences in political beliefs or the age group of their child, almost all gun-owning women strongly believe that the 2nd amendment is an important right to maintain** (see Figures B and C to the right).
- Regardless of their political affiliation or the age of their child, nearly all respondents strongly agreed that guns enhance the safety of both single women and families (see Figures D and E below). **This information suggests that respondents believe firearms can enhance the safety of women and families more so than the average person.**
- Although school-aged mothers and mothers with younger children had milder responses to the mass shooting question, these groups strongly disagreed when asked if arming teachers had more potential to harm students than to protect them. It can be interpreted that, **despite gun-owning mothers' feelings towards the extent to which gun laws stimulate mass shootings, mothers with school aged children do not believe that arming teachers will stimulate crime in schools** (see Figures F and G below).

Figure B

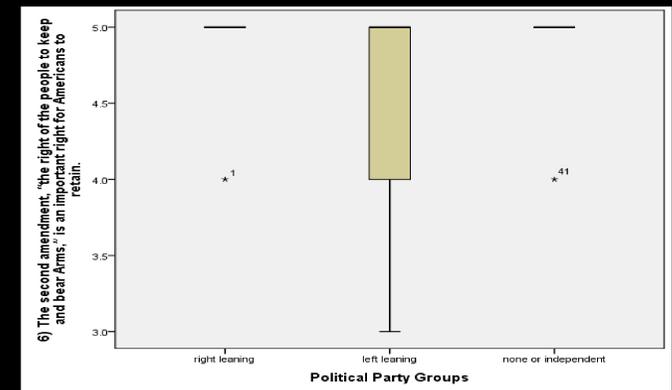


Figure C



Figure D

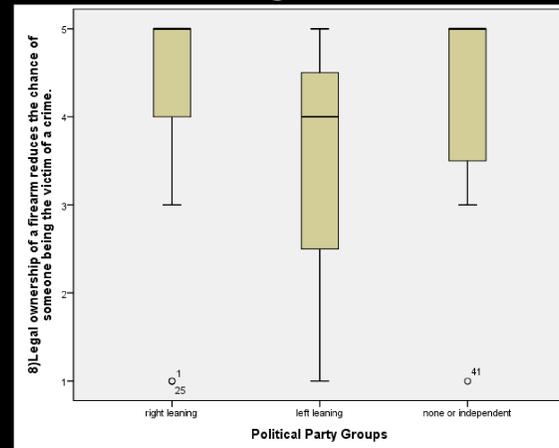


Figure E

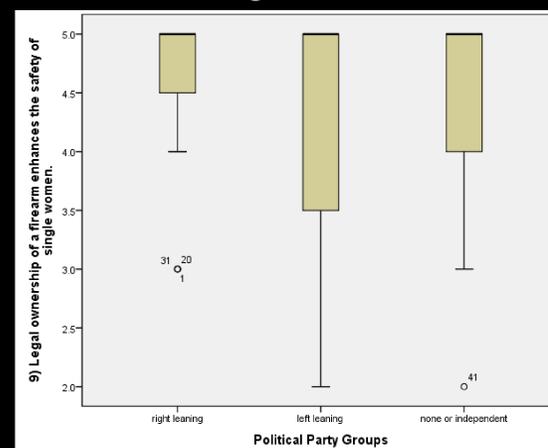


Figure F

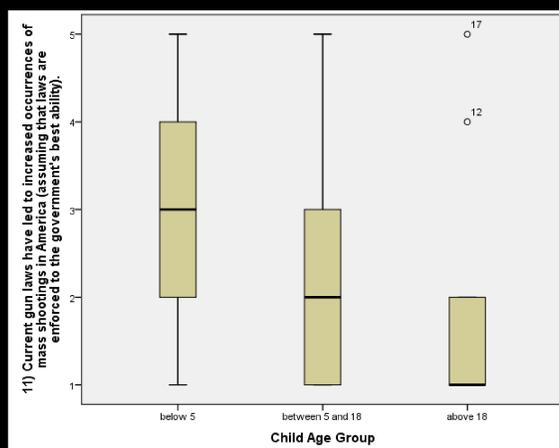
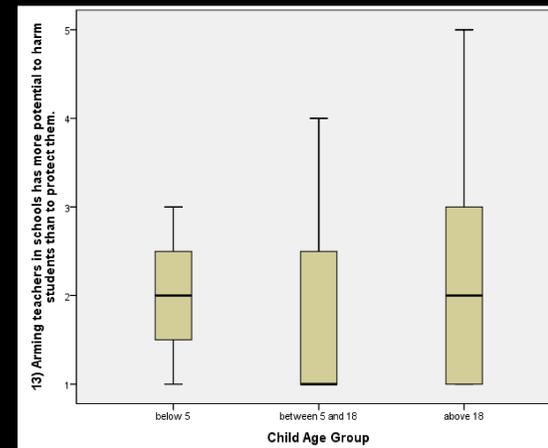


Figure G



## IMPLICATIONS

As 22% of women in America claim they are the owner of at least one firearm, this data is relevant to a wider audience than consumers and businesses within the gun industry. The topic of gun control is one of the most highly debated issues in modern-day America, especially with the flood of mass shooting headlines that have dominated the media during 2018. This research provides valuable insight into a large group of consumers that prior research has ignored. Understanding the attitudes of women gun owners provides researchers, politicians, and consumers alike with information about a quickly growing segment of the population—which encompasses nearly 1/8 of the U.S. population.

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