

# ERPOs

## **Understanding Public Knowledge & Attitudes Toward Extreme Risk Protection Orders**

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In Partnership With:



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# Foreword

8/10/23

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The emergence of extreme risk laws is an important part of a growing set of solutions needed to reduce gun violence in our country. That's because evidence shows that when extreme risk laws are implemented, they can save lives.

According to a 2022 study conducted by the Violence Prevention Research Program at the University of California, Davis, California's extreme risk law was used to remove guns in 58 cases where mass shootings were threatened. These same researchers also uncovered 75 cases in which the extreme risk law was used to remove guns from individuals threatening self-harm, all of whom were still alive as of this writing.

In part because of this growing body of research, 21 states now have an extreme risk law on the books. Additionally, policymakers across the country, up to and including those in the Biden Administration, are working to expand and more effectively implement this policy.

However, the most significant barrier preventing extreme risk laws from saving even more people, is the lack of public awareness around this tool. Research from Washington State found that nearly three-quarters of clinicians were unfamiliar with extreme risk laws but would be willing to use them if they had greater understanding and circumstances were appropriate. Similar findings have also surfaced in other states, and among key stakeholders, like physicians in Maryland.

Simply put, if more people closest to those in crisis knew about this life-saving tool, and when and how to use it, more lives could be saved, and more tragedies prevented.

It's for these reasons that The Joyce Foundation was proud to support this research by the Ad Council Research Institute. We believe this report and accompanying toolkit provide policymakers, public health professionals, law enforcement and all of those tasked with implementing extreme risk laws, important insights on how best to communicate about this tool to the public.

By way of example, this research discovered that 65 percent of the general public and nearly 80 percent of law enforcement officials agreed that more information on the benefits of these laws was needed. People also wanted more information on what factors would lead to the law being initiated and whom to contact, should that become necessary—all important points that should be prioritized in state-based implementation and public awareness campaigns.

We hope that this research is of use to you, as we collectively work to improve the public's awareness and understanding of this critically important tool. Because if we are successful, lives will be saved.

## **TIM DALY**

Director, Gun Violence Prevention and Justice Reform  
The Joyce Foundation

# Introduction

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Prior to the February 2018 school shooting in Parkland, Florida, the shooter was banned from carrying a backpack on school grounds for fear that he might be carrying guns. Reports show the shooter “had been the subject of dozens of 911 calls to local law enforcement and two tips to the FBI.”

In the weeks leading up to the El Paso, Texas shooting in August 2019, the shooter’s mother [had called the police](#) about her concerns of her son and his assault rifle.

And before the May 2022 Uvalde, Texas elementary school shooting, the gunman, as one [report put it](#), “gave off so many warning signs that he was obsessed with violence and notoriety in the months leading up to the attack that teens who knew him began calling him ‘school shooter.’”

The problem in these and many other scenarios is that, in these states and at these times, local and state law enforcement had few effective means of preventing these shooters from accessing guns, even after such warning signs arose.

In many instances of gun violence, family members or friends noticed warning signs that people close to them were at significant risk of harming themselves or others. In fact, a 2018 [FBI study](#) of mass shooters found that the average shooter displayed four to five “observable and concerning” behaviors before their attacks—behaviors that are most likely to be noticed by friends, family members and others in their lives.

From these concerns, extreme risk protection orders (ERPOs)—enacted to date in 21 states and Washington, D.C., many of which occurred as a result of the Parkland shooting (Florida included)—have become a major opportunity to help mitigate gun violence before it starts.

ERPOs—also commonly known as “red flag laws”—provide a proactive way to stop gun-related tragedies by temporarily intervening to suspend a person’s access to firearms (and in some cases, ability to purchase firearms) if they are at a high and imminent risk of using one to hurt themselves or other people. Though the details differ by state, these laws typically empower family or household members and law enforcement officials to petition courts for a civil (non-criminal) order to temporarily suspend a person’s access to guns before they commit violence.

## Note:

As discussed later in this report, ERPOs are known by many different names across the country—extreme risk protection orders, extreme risk laws, red flag laws, gun violence protection orders and more. This report primarily uses “ERPOs” or “extreme risk protection orders” throughout, but any variances on the name all refer to the same general law.

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In the 21 states and Washington, D.C. where these laws exist, early signs show positive indicators, such as:

- [Indiana](#) saw a 7.5% reduction in its firearm suicide rate in the 10 years following the enactment of its extreme risk law.
- In [California](#), a study found that almost 30% (58 cases) of the ERPOs reviewed were used to disarm people who threatened mass shootings—including six cases involving minors, all of whom targeted schools.
- In just the first three months after [Maryland](#) enacted ERPOs, at least four people who made threats of violence against schools were disarmed.

In addition, a study by the University of Michigan Institute for Firearm Injury Prevention, in collaboration with the Johns Hopkins Bloomberg School of Public Health, reviewed more than [6,500 ERPO cases](#) across six states: California, Colorado, Connecticut, Florida, Maryland and Washington. Among the cases reviewed, researchers found that 10% of the petitions filed were in response to multiple victim or mass shooting threats, 20% against incidents at K-12 schools, 20% at businesses and 15% involving partners, their children and their families.

In June 2022, Congress passed and President Biden signed into law the [Bipartisan Safer Communities Act](#), which was the first major gun reform legislation in decades. Among provisions addressing mental health and school safety, the bill made a number of reforms to the current process for the purchase and access of a firearm. Within this area were [incentives for states](#) to develop and implement extreme risk protection order programs. Similarly, in March 2023, the Biden Administration issued a [new executive order](#) that among other things, directs federal agencies to similarly improve public awareness and increase appropriate use of ERPOs nationwide.

These actions and others have generated a new, national focus on extreme risk protection orders. However, though such laws exist in these 21 states and Washington, D.C., lack of public awareness of the laws and their use could be a barrier to wider implementation and success—and to their adoption in further states.

The Ad Council and The Joyce Foundation recognize this focus as an opportunity to raise awareness related to these laws: Among both gun owners and non-gun owners in the states and Washington, D.C. with existing ERPOs<sup>1</sup> about how the laws work and how they can be used to keep communities safe from gun-related tragedies; as well as among the frontline first responders who will be most involved in petitioning and/or enforcing them at the local level.

1. At the time of this study, 19 states and Washington, D.C. had existing ERPO laws. Since the study began, two additional states have adopted such laws, bringing the total to 21. Though the study did not include a sample from the two latter states, recommendations and the accompanying toolkit should still be used with the public in these states.

# Purpose

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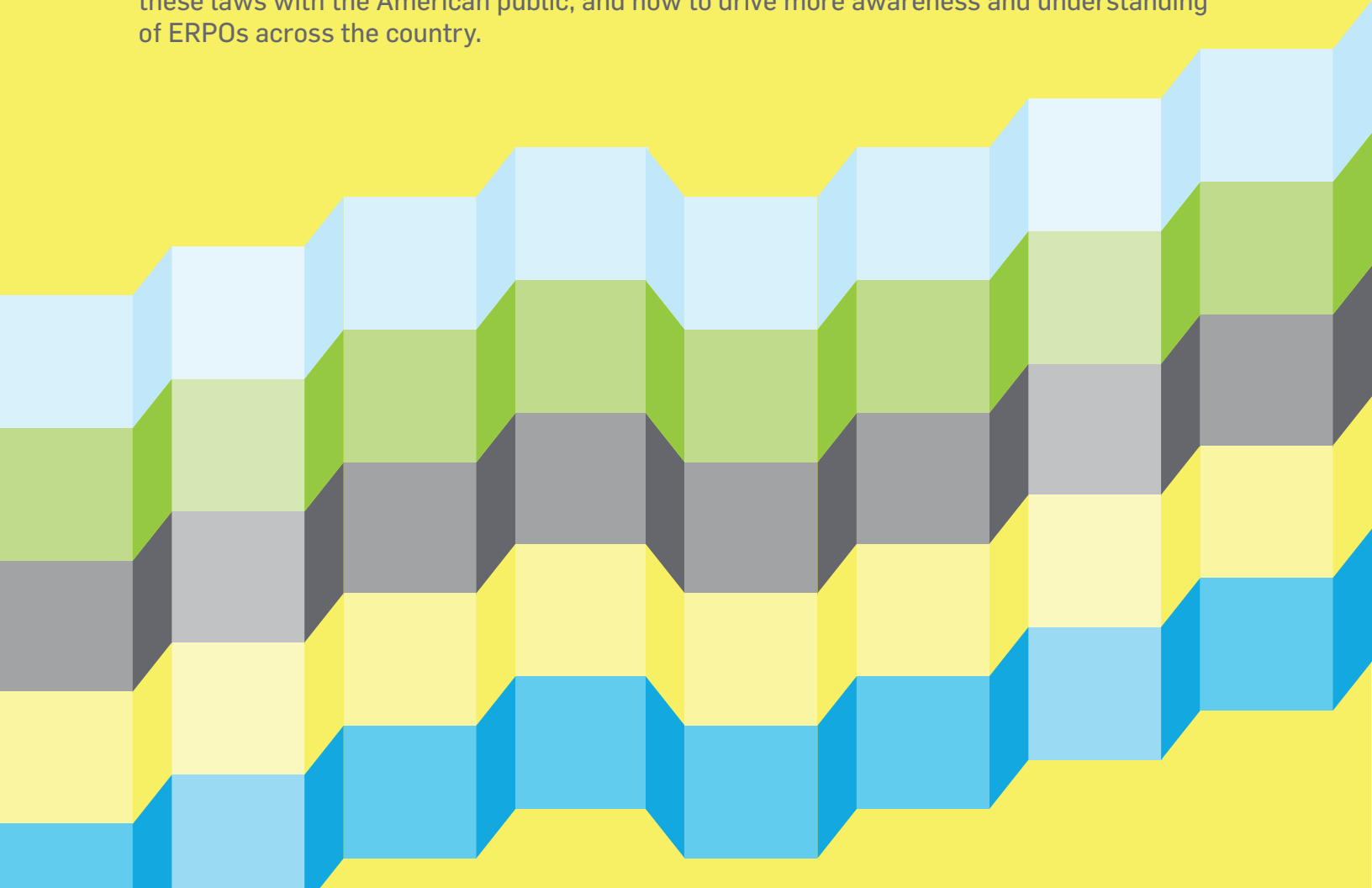
Commissioned by The Joyce Foundation, the Ad Council Research Institute (ACRI) is conducting a mixed-methods research study to understand current knowledge of and attitudes toward ERPOs, as well as identify the most effective way(s) to discuss these laws with the general public.

Through the testing of messaging concepts (referred to in this report as “message frames”), this research intends to determine the key narratives and phrasing that most resonate with and motivate the general public to learn more about ERPO laws and how they’re used, which organizations can (and should) use in their efforts to drive broader awareness and understanding within the states and D.C. where these laws are enacted.

Specifically, this research was designed to:

- Determine the public’s current level of awareness and understanding of ERPO laws.
- Understand the public’s attitudes towards ERPOs and the implementation of them, and if they change after learning more.
- Identify the best way(s) to educate and communicate about ERPOs to the general public.

The findings in this report provide a deeper look into ERPOs, how to effectively speak about these laws with the American public, and how to drive more awareness and understanding of ERPOs across the country.



# Methodology

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This study consists of multiple research methods and phases: a partner and expert convening in August 2022, an initial qualitative phase conducted in October 2022, an initial quantitative phase conducted in January 2023, a final qualitative phase in April 2023 and a final quantitative phase in June 2023.

Throughout the report, any differences by demographic categories (like generation or race/ethnicity) or key behavior groups (e.g., gun owners, veterans) above or below a 5% differential from the general population sample is reported. If there is no mention of such differences, any data points or findings did not meet that threshold.

## Research Phases and Purpose

### **Phase 1 Research (Qualitative/Quantitative)**

- Understand Knowledge, Attitudes/Perceptions and Behaviors of ERPO
- Message Test and Optimizations
- Key Behavior Group Analysis

### **Phase 2 Research (Qualitative/Quantitative)**

- Updated Message Tests and Optimization
  - Key Behavior Group Reaction/Response to Call to Actions (CTA)
  - Trusted Messengers for ERPO
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## Partner/Expert Convening & Research Working Group

Prior to the launch of qualitative and quantitative phases, around 25 key leaders in ERPO implementation and education (including representation from the mental health and disability space) gathered to lend diverse perspectives and issue-area expertise to guide development and message frames throughout the research project.

In addition, ACRI selected six field experts to advise the research team throughout the project on items like discussion guides, questionnaires, message frames and more.

This research working group was made up of:

*Christian Heyne, Brady*

*Shannon Frattaroli, Johns Hopkins University*

*Josh Horwitz, Johns Hopkins University*

*Jeff Swanson, Duke University*

*Rob Wilcox, Everytown for Gun Safety*

*Kimberly Wyatt, King County, Washington State Prosecutors Office*

## Initial Qualitative Phase (October 2022)

The initial qualitative phase, focused on understanding individual attitudes, knowledge and behaviors, consisted of 71 webcam interviews with participants from a mix of the 19 states and Washington, D.C. where extreme risk protection orders had been implemented at the time the study commenced. Respondents represented a cross-section of the U.S. Census on age, gender, race/ethnicity, political ideology and income.

- **30** 60-minute individual interviews with respondents from the general population
- **10** 90-minute sessions with small groups from the general population
- **31** 60-minute interviews interviews with professionals:
  - 16 law enforcement professionals
  - 15 clinicians (note: clinicians and medical professionals have ERPO petitioning authority in some but not all of the states where ERPOs are enacted)

Qualitative fieldwork was completed October 3-28, 2022.

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## Initial Quantitative Phase (January 2023)

A 20-minute online survey was conducted in January 2023 among U.S. adults ages 18+ to identify broader trends & approaches for campaign interventions & messaging. Respondents of the survey included both people from the general population and law enforcement officials, all within the 19 states and Washington, D.C. where ERPO laws are currently in place.

### General Population | n=5,065

General population respondents were representative to the U.S. Census on age, gender, race/ethnicity and income within the 19 states and D.C. that have current ERPO laws. The general population survey was offered in English, Spanish and Mandarin.

Key differences are noted throughout the report for the following subgroups:

#### Generation:

- Gen Z (age 18-25): **12%** of Gen Pop (n=595)
- Millennials (age 26-41): **27%** of Gen Pop (n=1,343)
- Gen X (age 42-57): **27%** of Gen Pop (n=1,363)
- Baby Boomers+ (age 58+): **35%** of Gen Pop (n=1,764)

#### Race/Ethnicity:

- White: **69%** of Gen Pop (n=3,509)
- Hispanic: **16%** of Gen Pop (n=818)
- Black: **12%** of Gen Pop (n=616)
- Asian: **11%** of Gen Pop (n=555)
- Mixed Race: **3%** of Gen Pop (n=173)

#### Key Behavior Groups:

- Gun Owner/Household Gun Owner: **32%** (n=1,625)
- Know Someone in Crisis: **33%** (n=1,675)
- Active Duty/Veteran (currently serving or a veteran): **11%** (n=557)

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In the survey, **“knowing someone in crisis”** was defined to respondents as having close family or friends who are currently experiencing or have experienced mental health struggles (emotional, psychological and social well-being) or who has reached a point of crisis (such as threatened harm to themselves or others).

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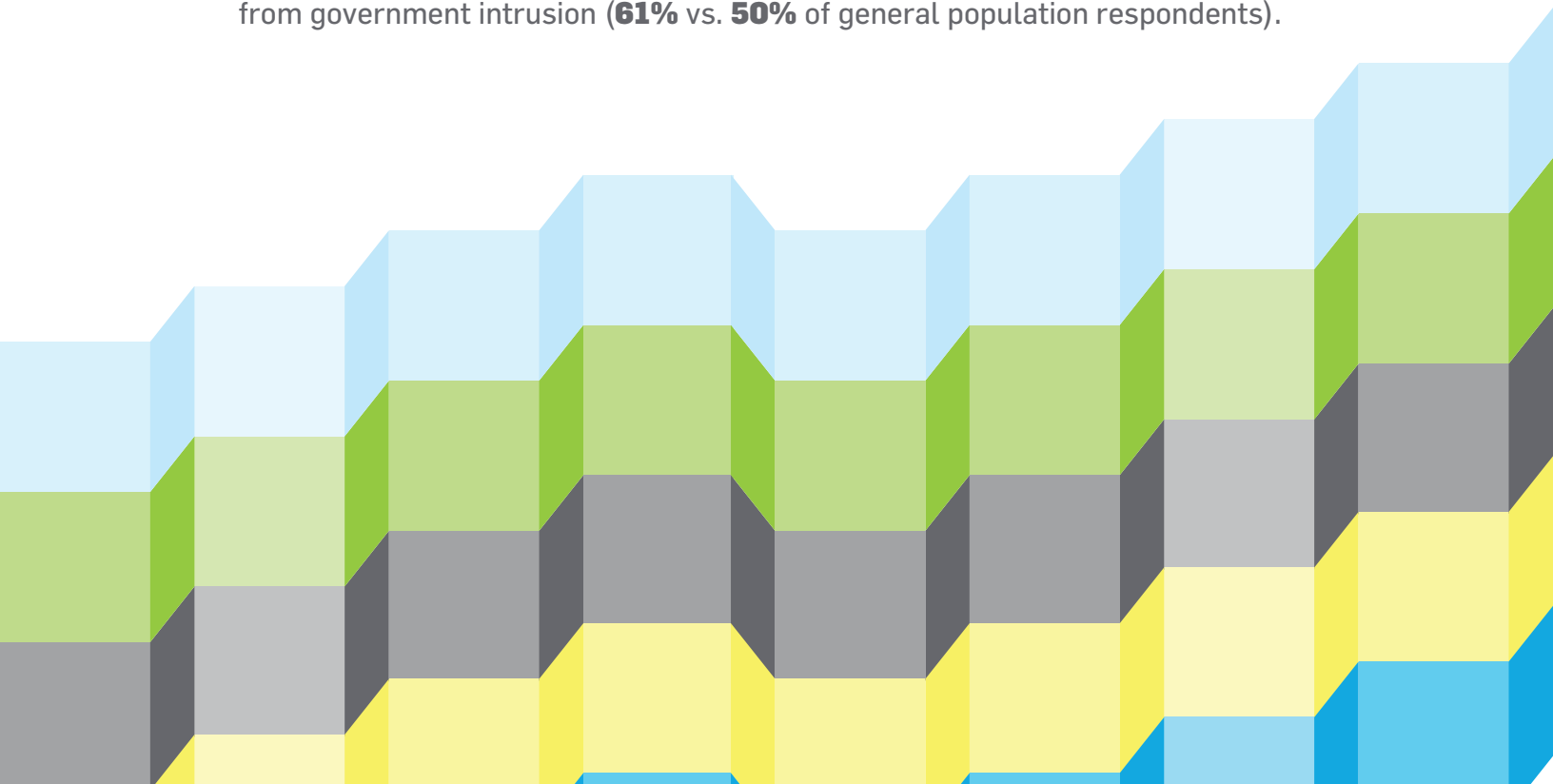
### **Demographic Differences:**

#### **Active Duty/Veteran vs. General Population Respondents**

*11% of the general population are either a veteran or currently on active duty*

Demographically, active duty/veterans tend to be male (**81%**), older (**51%** are Boomers+) and married (**62%**); more live in the South (**36%**) compared to general population respondents.

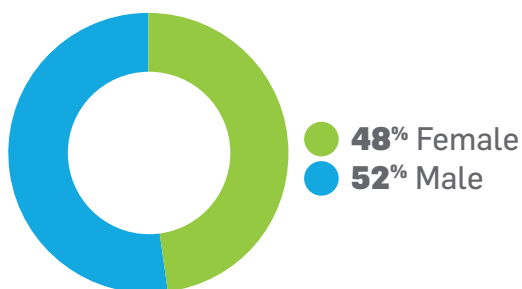
- Half (**48%**) live in a household with a gun (vs. **32%** of general population respondents)
- Skew slightly more Republican (fewer Democrats) than general population respondents; more believe that families/communities should be strong and free from government intrusion (**61%** vs. **50%** of general population respondents).



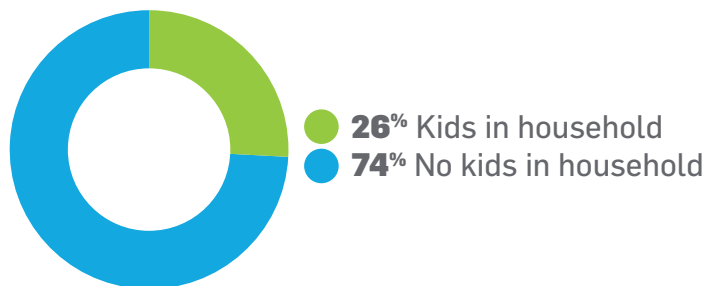
# Demographic Profile

## General Population n=5,065

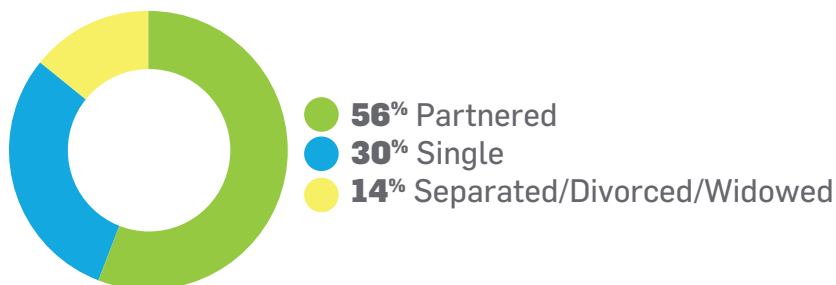
Gender



Household Size/Kids

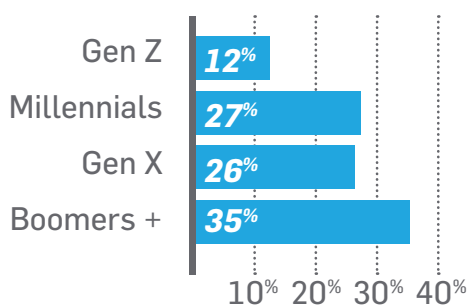


Marital Status

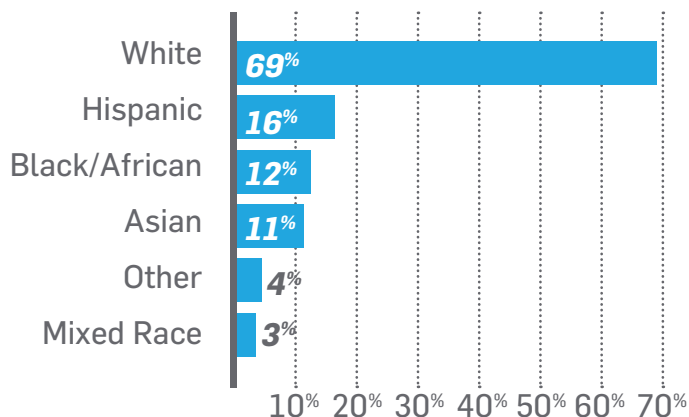


### Generation

Average is 48.5

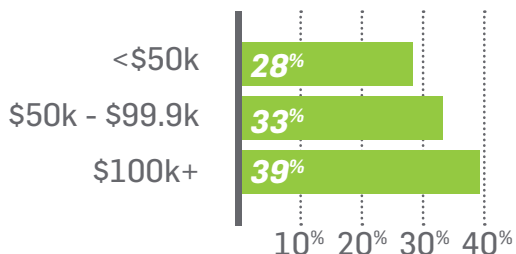


### Race/Ethnicity

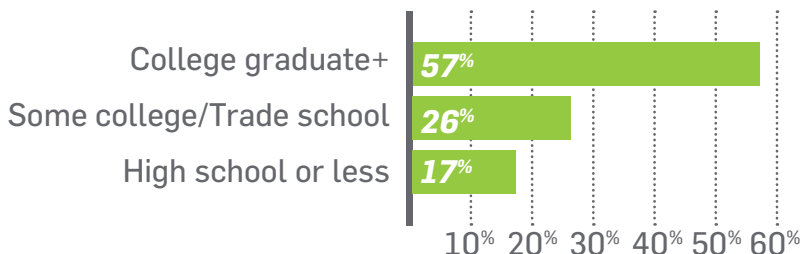


### Income

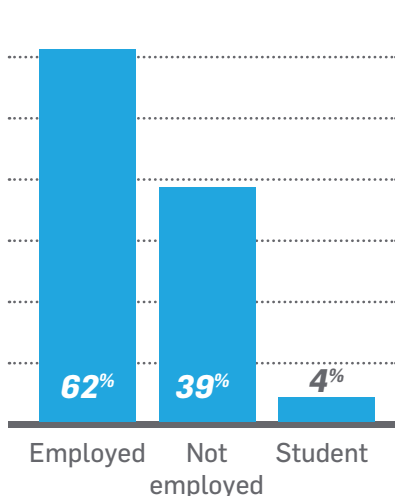
Average Income is \$88,900



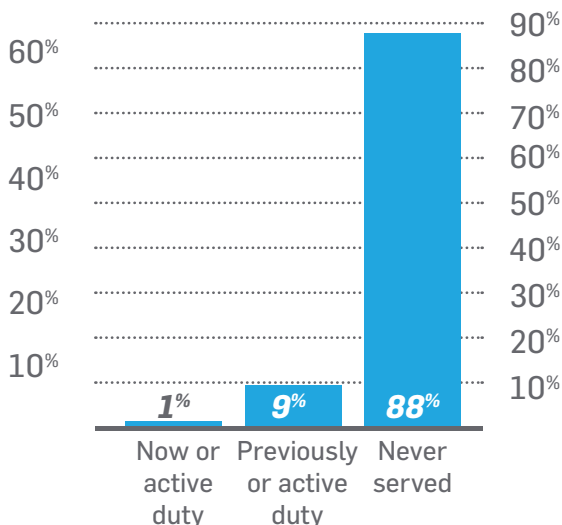
### Education



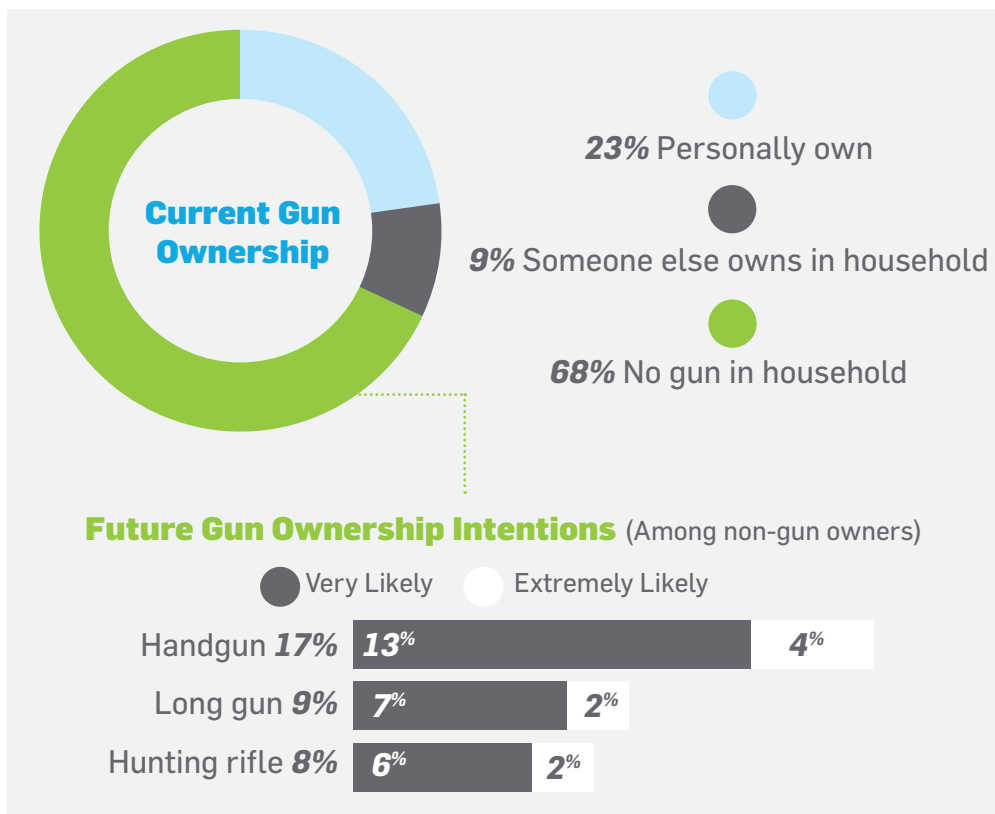
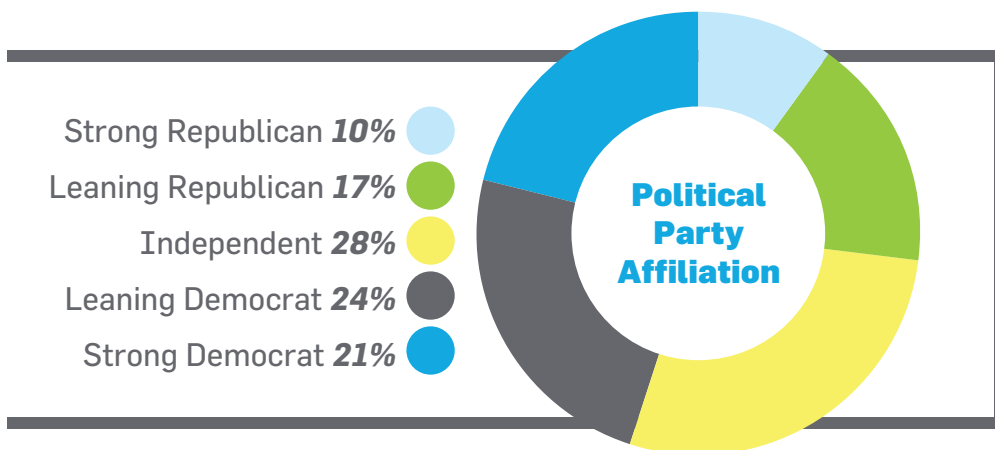
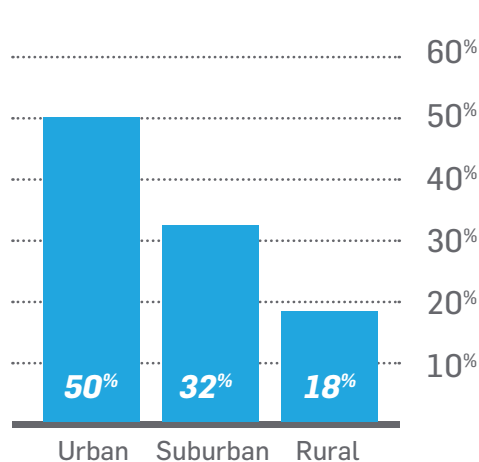
### Employment



### Veteran Status



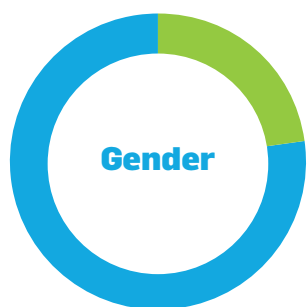
### Urbanicity



Gen Z (52%) & Millennials (42%) are much more likely to know someone in crisis; as well as Mixed Race (51%).

# Law Enforcement | n=200

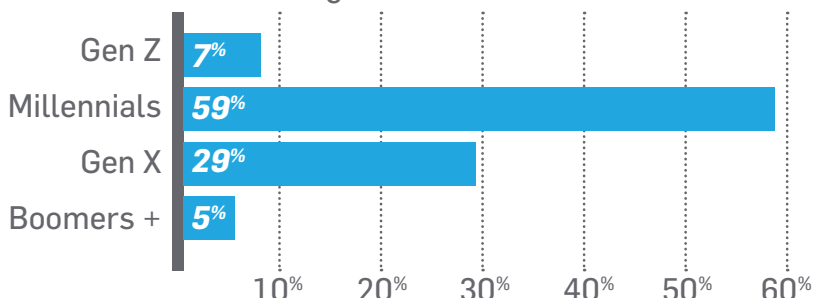
All law enforcement respondents currently hold a position in law enforcement, carry a gun and have arresting capabilities. All law enforcement currently work in one of the 19 states + D.C. with current ERPO laws.



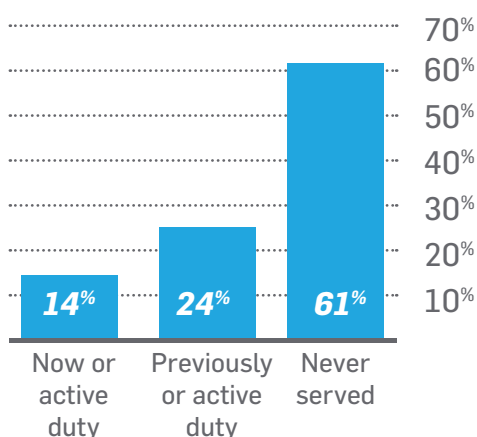
**23%** Female  
**77%** Male

## Generation

Average is 39.2



## Veteran Status



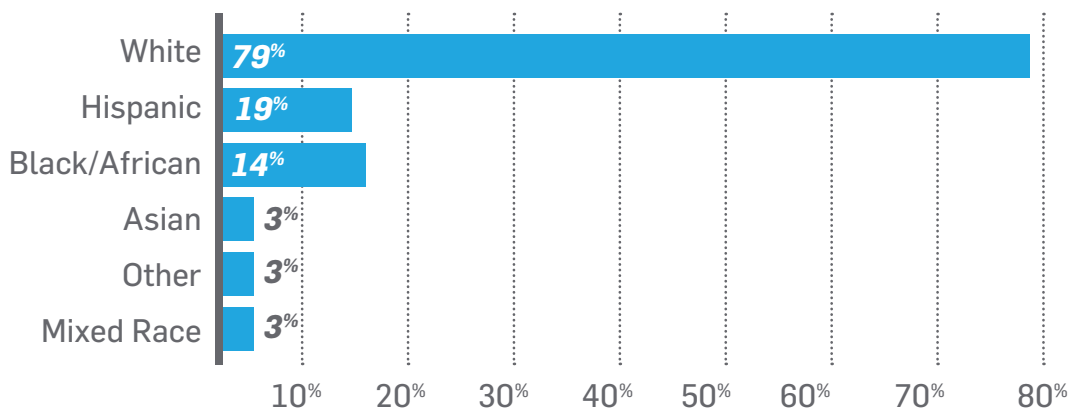
**22%** 5 years or less  
**25%** 6 - 9 years  
**25%** 10 - 15 years  
**13%** 16 - 20 years  
**15%** More than 20 years

**11.3** Average number of years in law enforcement

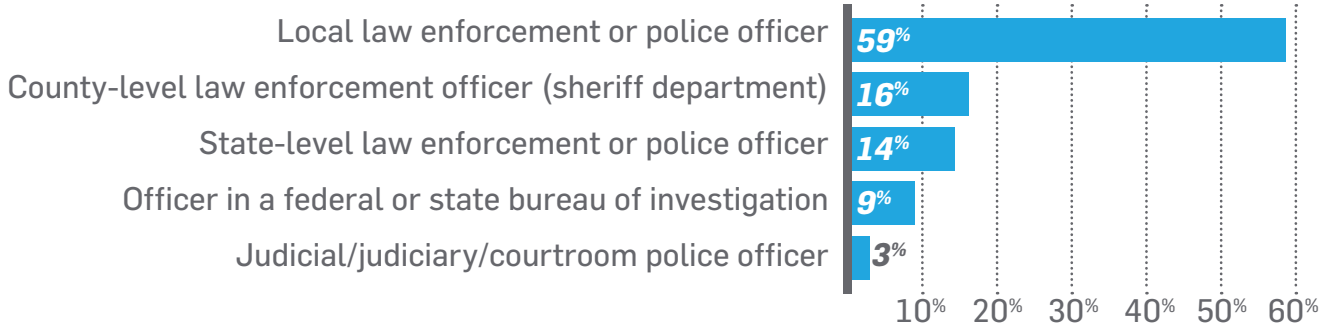
## State

California	18%
New York	18%
Florida	12%
Illinois	11%
Virginia	9%
Massachusetts	6%
New Jersey	6%
Washington	5%
Indiana	4%
Colorado	3%
Maryland	3%
Connecticut	2%
Nevada	2%
Oregon	2%
Delaware	1%
D.C.	1%
New Mexico	1%
Rhode Island	1%
Hawaii	0%
Vermont	0%

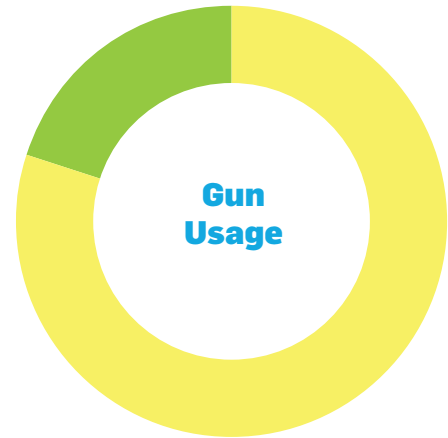
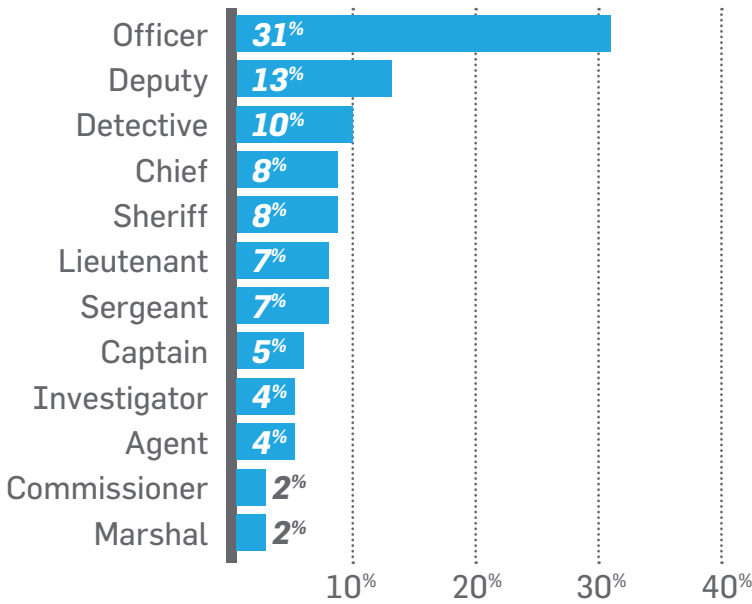
## Race/Ethnicity



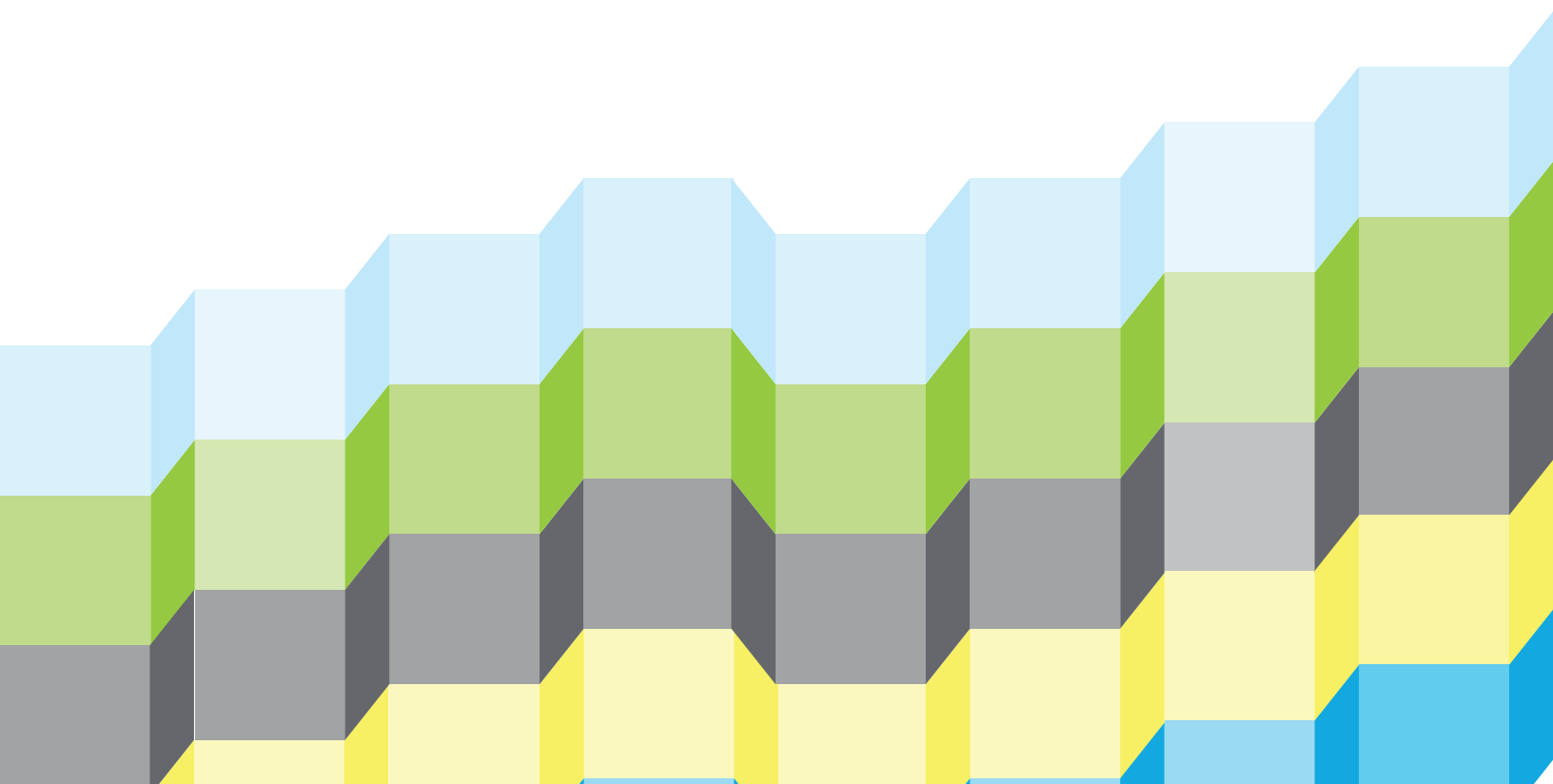
### Occupation



### Job Title



- 80% Use guns and firearms in both a professional and personal capacity
- 20% Use guns and firearms only in a professional capacity



## Final Qualitative Phase (April 2023)

The final qualitative phase was designed to dive deeper into the reactions, responses and themes that were determined in the initial qualitative and quantitative phases. This phase sought to further the research team's inquiry into awareness and understanding of ERPO laws and how they work; test additional message frames, and further identify specific elements of the ERPO description and message frames to help the American public understand what the law is, how it is intended to help, and how to make it effective in leading behavior change.

This phase consisted of 32 online interviews with general population and law enforcement participants from a mix of the 19 states and Washington, D.C. where extreme risk protection orders have been implemented.

### 22 General Population

**Generation:**

- 1 Gen Z
- 9 Millennials
- 9 Gen X
- 3 Boomers

**Key Behavior Groups:**

- 13 Gun Owners
- 3 Veterans
- 9 Know Someone in Crisis

### 10 Law Enforcement

**6 Know Someone in Crisis**

**Political Party:**

- Many were Republican; others were Independent or chose not to disclose.

*Qualitative fieldwork was completed April 25-28, 2023.*

## Final Quantitative Phase (June 2023)

Finally, ACRI conducted an additional quantitative phase to understand the most effective way(s) to discuss ERPO laws with the general public. In this phase, an 18-minute online survey was conducted in June 2023 among U.S. adults ages 18+ to understand current perceptions of ERPO laws and if perceptions shift after learning more; and to identify the best way(s) to communicate ERPO laws to the general public, including the top trusted messengers, trusted sources and an optimal name for the law. This phase was especially designed to further test the optimized frames from previous rounds.

In this phase of research, the research team recruited participants from states not based on a proportion of population as previously conducted in prior rounds of research. The team at this phase ensured an almost equal sample from all states to report findings in aggregate.

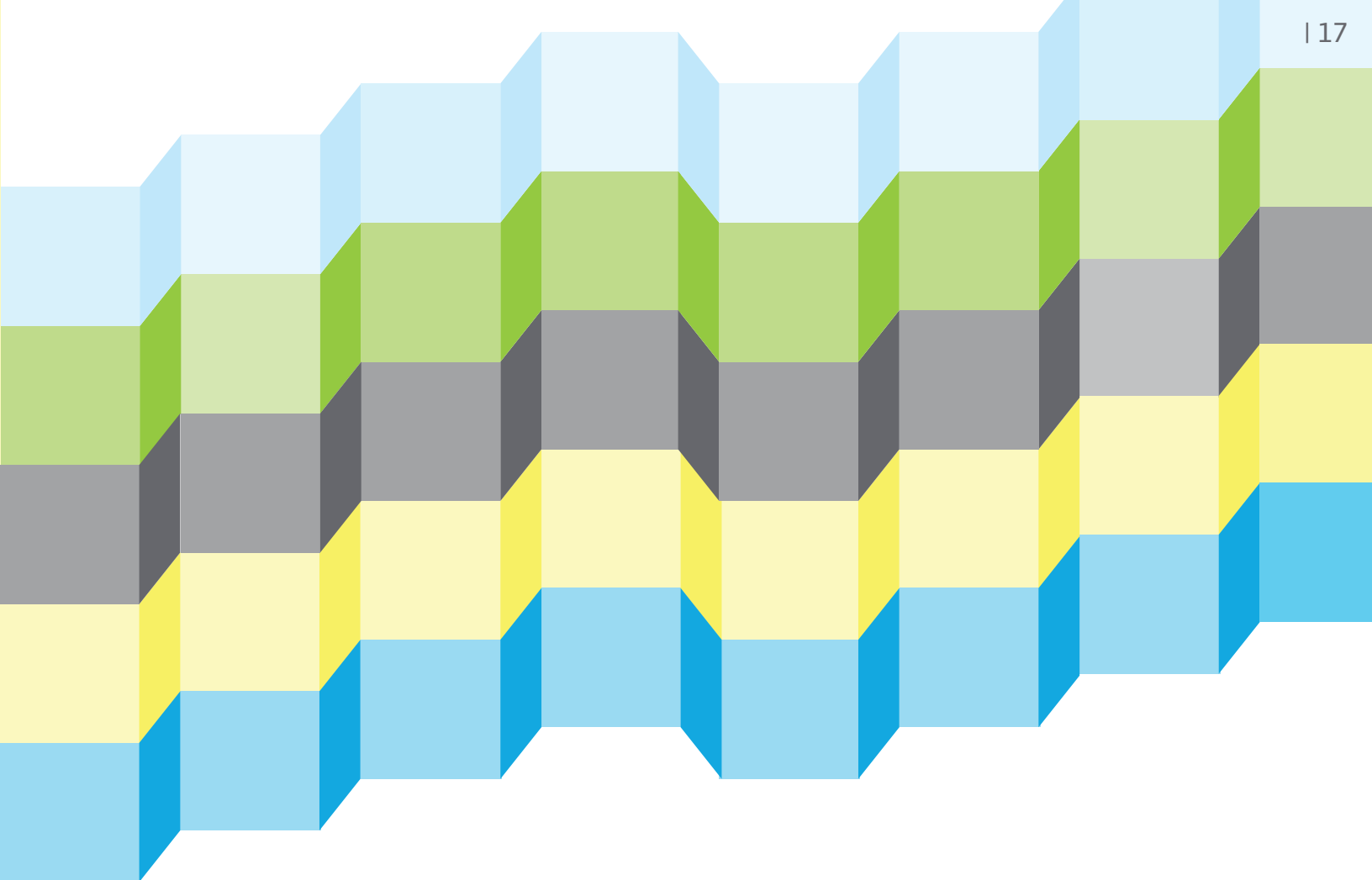
Results are reported by:

- **Total Aggregate: n=5,054**
- States with an ERPO enacted before 2018: n=1,065
- States with an ERPO enacted in 2018 or after: n=3,989
- States where family or others (beyond law enforcement) can petition: n=3,360
- States where only law enforcement can petition: n=1,444

### Key State Groupings

<b>States with ERPO before 2018</b>	<b>States with ERPO after 2018</b>	<b>Family/ Others Can Petition</b>	<b>Only Law Enforcement Can Petition</b>
<ul style="list-style-type: none"> <li>• California</li> <li>• Connecticut</li> <li>• Indiana</li> <li>• Washington</li> </ul>	<ul style="list-style-type: none"> <li>• Colorado</li> <li>• Delaware</li> <li>• Florida</li> <li>• Hawaii</li> <li>• Illinois</li> <li>• Maryland</li> <li>• Massachusetts</li> <li>• Nevada</li> <li>• New Jersey</li> <li>• New Mexico</li> <li>• New York</li> <li>• Oregon</li> <li>• Rhode Island</li> <li>• Vermont</li> <li>• Virginia</li> <li>• Washington DC</li> </ul>	<ul style="list-style-type: none"> <li>• California</li> <li>• Colorado</li> <li>• Connecticut</li> <li>• Delaware</li> <li>• Hawaii</li> <li>• Illinois</li> <li>• Maryland</li> <li>• Massachusetts</li> <li>• Nevada</li> <li>• New Jersey</li> <li>• New York</li> <li>• Oregon</li> <li>• Washington</li> <li>• Washington DC</li> </ul>	<ul style="list-style-type: none"> <li>• Florida</li> <li>• Indiana</li> <li>• New Mexico</li> <li>• Rhode Island</li> <li>• Vermont</li> <li>• Virginia</li> </ul>

*Note: For states with multiple temporary gun restraining order laws, the research team chose to test the laws in those states that included more than just a police petitioner.*



Key differences are noted throughout the report for individual states & the following subgroups:

**Generation:**

- Gen Z (age 18-25): **12%** of Gen Pop (n=591)
- Millennials (age 26-41): **26%** of Gen Pop (n=1,302)
- Gen X (age 42-57): **26%** of Gen Pop (n=1,307)
- Baby Boomers+ (age 58+): **36%** of Gen Pop (n=1,854)

**Race/Ethnicity:**

- White: **74%** of Gen Pop (n=3,769)
- Hispanic: **11%** of Gen Pop (n=564)
- Black: **9%** of Gen Pop (n=449)
- Asian: **7%** of Gen Pop (n=258)
- Mixed Race: **4%** of Gen Pop (n=208)

**Key Behavior Groups:**

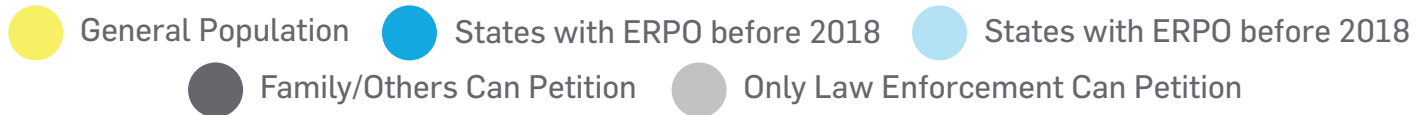
- Gun Owner/HH Gun Owner: **30%** (n=1,519)
- Know Someone in Crisis: **34%** (n=1,719)

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***Younger Americans (Gen Z, Millennials) are more likely to know someone in crisis (57%).***

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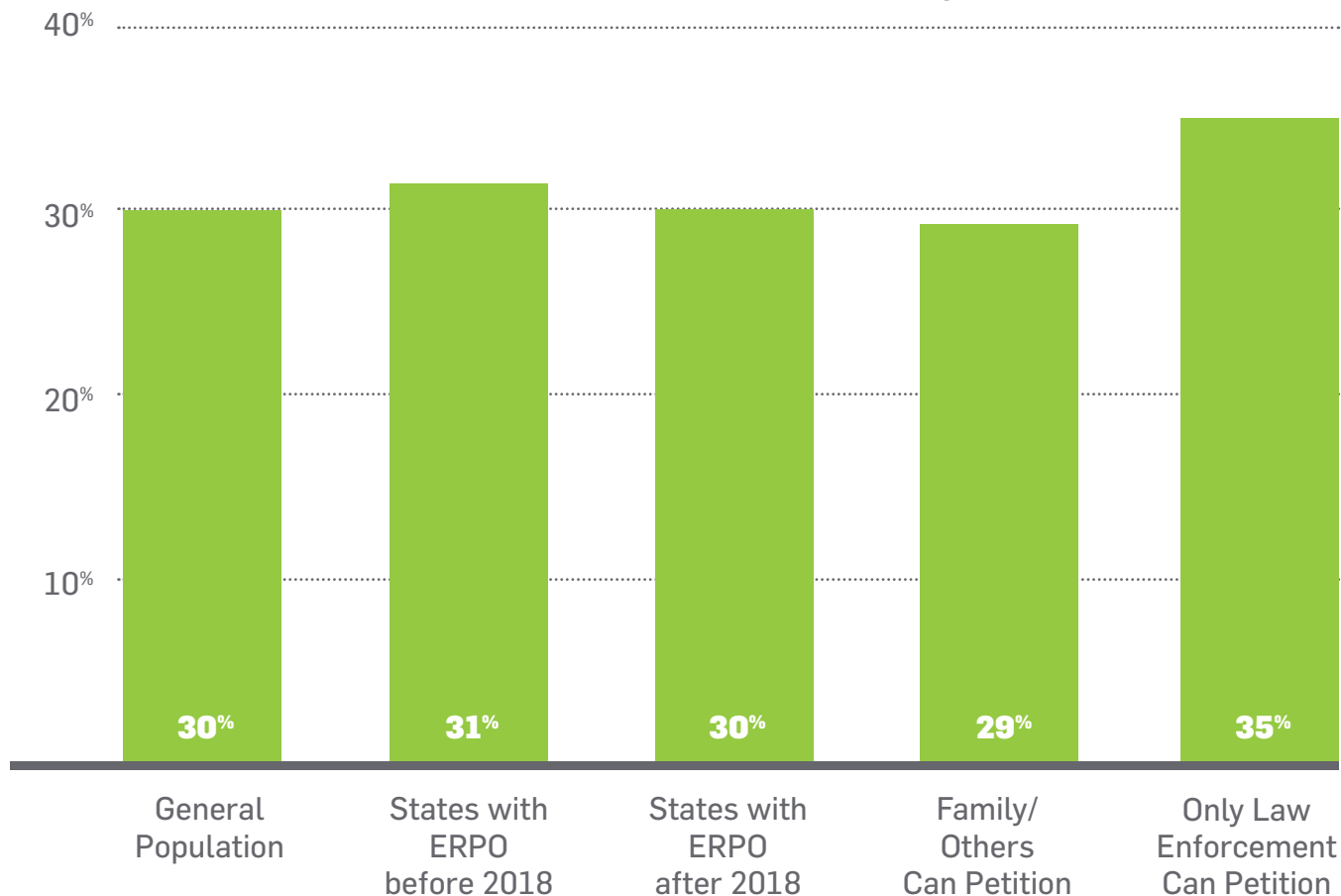
## Demographic Profile



Woman	<b>51%</b>	<b>50%</b>	<b>52%</b>	<b>51%</b>	<b>53%</b>
Man	<b>48%</b>	<b>50%</b>	<b>47%</b>	<b>48%</b>	<b>47%</b>
Gen-Z	<b>12%</b>	<b>10%</b>	<b>12%</b>	<b>13%</b>	<b>10%</b>
Millennial	<b>26%</b>	<b>25%</b>	<b>26%</b>	<b>25%</b>	<b>28%</b>
Gen X	<b>26%</b>	<b>30%</b>	<b>25%</b>	<b>26%</b>	<b>26%</b>
Baby Boomer	<b>36%</b>	<b>35%</b>	<b>36%</b>	<b>36%</b>	<b>36%</b>
White/Caucasian	<b>78%</b>	<b>79%</b>	<b>78%</b>	<b>74%</b>	<b>84%</b>
Hispanic	<b>11%</b>	<b>11%</b>	<b>11%</b>	<b>11%</b>	<b>12%</b>
Black/African American	<b>10%</b>	<b>9%</b>	<b>11%</b>	<b>11%</b>	<b>9%</b>
Asian	<b>9%</b>	<b>10%</b>	<b>9%</b>	<b>11%</b>	<b>4%</b>
Partnered	<b>50%</b>	<b>51%</b>	<b>49%</b>	<b>49%</b>	<b>51%</b>
Single	<b>33%</b>	<b>33%</b>	<b>34%</b>	<b>35%</b>	<b>29%</b>
Separated/Widowed/Divorced	<b>17%</b>	<b>16%</b>	<b>17%</b>	<b>16%</b>	<b>20%</b>
Average HH Size	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>
Kids in HH	<b>22%</b>	<b>24%</b>	<b>22%</b>	<b>22%</b>	<b>25%</b>
Urban	<b>43%</b>	<b>42%</b>	<b>43%</b>	<b>48%</b>	<b>31%</b>
Suburban	<b>34%</b>	<b>36%</b>	<b>34%</b>	<b>32%</b>	<b>39%</b>
Rural	<b>23%</b>	<b>22%</b>	<b>23%</b>	<b>20%</b>	<b>29%</b>
Less than \$50k	<b>40%</b>	<b>40%</b>	<b>40%</b>	<b>38%</b>	<b>45%</b>
\$50k – Less than \$100k	<b>33%</b>	<b>34%</b>	<b>32%</b>	<b>33%</b>	<b>32%</b>
\$100k or More	<b>23%</b>	<b>22%</b>	<b>23%</b>	<b>24%</b>	<b>19%</b>
High School or Less	<b>22%</b>	<b>22%</b>	<b>22%</b>	<b>20%</b>	<b>25%</b>
Some College/Trade School	<b>29%</b>	<b>29%</b>	<b>29%</b>	<b>29%</b>	<b>30%</b>
College Grad or Higher	<b>49%</b>	<b>49%</b>	<b>49%</b>	<b>50%</b>	<b>45%</b>
Employed (Full or Part Time)	<b>57%</b>	<b>56%</b>	<b>57%</b>	<b>57%</b>	<b>54%</b>
Not Employed	<b>41%</b>	<b>42%</b>	<b>41%</b>	<b>40%</b>	<b>44%</b>
Veteran/Currently Serving	<b>10%</b>	<b>9%</b>	<b>10%</b>	<b>9%</b>	<b>11%</b>
Republican (NET)	<b>27%</b>	<b>26%</b>	<b>27%</b>	<b>26%</b>	<b>30%</b>
Strong Republican	<b>11%</b>	<b>12%</b>	<b>11%</b>	<b>10%</b>	<b>15%</b>
Leaning Republican	<b>15%</b>	<b>14%</b>	<b>16%</b>	<b>16%</b>	<b>15%</b>
Completely Independent	<b>28%</b>	<b>29%</b>	<b>27%</b>	<b>27%</b>	<b>27%</b>
Democrat (Net)	<b>40%</b>	<b>40%</b>	<b>41%</b>	<b>42%</b>	<b>37%</b>
Lean Democrat	<b>21%</b>	<b>21%</b>	<b>21%</b>	<b>21%</b>	<b>20%</b>
Strong Democrat	<b>20%</b>	<b>19%</b>	<b>20%</b>	<b>21%</b>	<b>17%</b>

**Almost a third have a gun in their household, slightly more in states that only law enforcement can petition.**

Personal or someone in household owns a gun



**Demographic Profile – Gun Owners vs. Non-Gun Owners**

● General Population  
 ● Gun Owner/Gun Household  
 ● Non-Gun Household

Woman	<b>51%</b>	<b>46%</b>	<b>54%</b>
Man	<b>48%</b>	<b>53%</b>	<b>46%</b>
Gen-Z	<b>12%</b>	<b>12%</b>	<b>12%</b>
Millennial	<b>26%</b>	<b>31%</b>	<b>24%</b>
Gen X	<b>26%</b>	<b>26%</b>	<b>26%</b>
Baby Boomer	<b>36%</b>	<b>31%</b>	<b>38%</b>
White/Caucasian	<b>78%</b>	<b>80%</b>	<b>77%</b>
Hispanic	<b>11%</b>	<b>12%</b>	<b>11%</b>
Black/African American	<b>10%</b>	<b>11%</b>	<b>10%</b>
Asian	<b>9%</b>	<b>6%</b>	<b>10%</b>
Partnered	<b>50%</b>	<b>57%</b>	<b>46%</b>
Single	<b>33%</b>	<b>27%</b>	<b>36%</b>
Separated/Widowed/Divorced	<b>17%</b>	<b>16%</b>	<b>18%</b>

## Demographic Profile – Gun Owners vs. Non-Gun Owners (Con't)

● General Population
 ● Gun Owner/Gun Household
 ● Non-Gun Household

Average HH Size	<b>2.6</b>	<b>2.9</b>	<b>2.5</b>
Kids in HH	<b>22%</b>	<b>30%</b>	<b>19%</b>
Urban	<b>43%</b>	<b>36%</b>	<b>45%</b>
Suburban	<b>34%</b>	<b>33%</b>	<b>35%</b>
Rural	<b>23%</b>	<b>30%</b>	<b>20%</b>
Less than \$50k	<b>40%</b>	<b>33%</b>	<b>43%</b>
\$50k – Less than \$100k	<b>33%</b>	<b>37%</b>	<b>31%</b>
\$100k or More	<b>23%</b>	<b>27%</b>	<b>21%</b>
High School or Less	<b>22%</b>	<b>22%</b>	<b>21%</b>
Some College/Trade School	<b>29%</b>	<b>32%</b>	<b>28%</b>
College Grad or Higher	<b>49%</b>	<b>46%</b>	<b>50%</b>
Employed (Full or Part Time)	<b>57%</b>	<b>63%</b>	<b>54%</b>
Veteran/Currently Serving	<b>10%</b>	<b>15%</b>	<b>8%</b>

## Demographic Profile – Pro Gun Source vs. Gun Violence Source

● General Population
 ● Want Local/National Gun Orgs as Info Source
 ● Would Seek Info from National Gun Violence Prevention Org Website

Woman	<b>51%</b>	<b>52%</b>	<b>55%</b>
Man	<b>48%</b>	<b>48%</b>	<b>44%</b>
Gen-Z	<b>12%</b>	<b>12%</b>	<b>14%</b>
Millennial	<b>26%</b>	<b>30%</b>	<b>27%</b>
Gen X	<b>26%</b>	<b>26%</b>	<b>24%</b>
Baby Boomer	<b>36%</b>	<b>32%</b>	<b>35%</b>
White/Caucasian	<b>78%</b>	<b>78%</b>	<b>75%</b>
Hispanic	<b>11%</b>	<b>12%</b>	<b>14%</b>
Black/African American	<b>10%</b>	<b>11%</b>	<b>13%</b>
Asian	<b>9%</b>	<b>7%</b>	<b>8%</b>
Partnered	<b>50%</b>	<b>51%</b>	<b>49%</b>
Single	<b>33%</b>	<b>31%</b>	<b>33%</b>
Separated/Widowed/Divorced	<b>17%</b>	<b>18%</b>	<b>18%</b>

# Demographic Profile – Pro Gun Source vs. Gun Violence Source

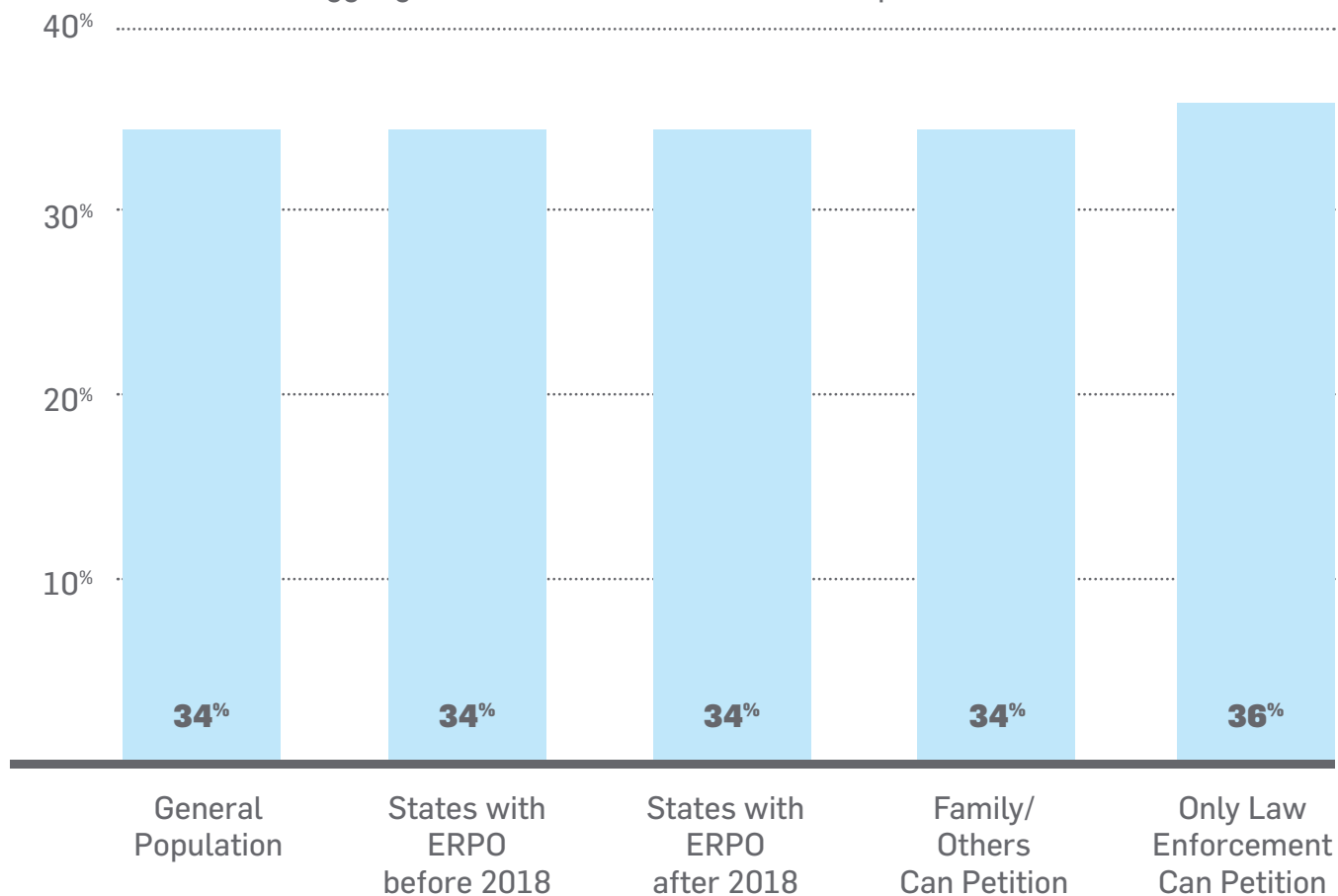
- General Population
- Want Local/National Gun Orgs as Info Source
- Would Seek Info from National Gun Violence Prevention Org Website

Average HH Size	<b>2.6</b>	<b>2.8</b>	<b>2.7</b>
Kids in HH	<b>22%</b>	<b>27%</b>	<b>24%</b>
Urban	<b>43%</b>	<b>38%</b>	<b>43%</b>
Suburban	<b>34%</b>	<b>34%</b>	<b>34%</b>
Rural	<b>23%</b>	<b>28%</b>	<b>24%</b>
Less than \$50k	<b>40%</b>	<b>42%</b>	<b>41%</b>
\$50k – Less than \$100k	<b>33%</b>	<b>34%</b>	<b>34%</b>
\$100k or More	<b>23%</b>	<b>21%</b>	<b>22%</b>
High School or Less	<b>22%</b>	<b>25%</b>	<b>21%</b>
Some College/Trade School	<b>29%</b>	<b>36%</b>	<b>31%</b>
College Grad or Higher	<b>49%</b>	<b>40%</b>	<b>47%</b>
Employed (Full or Part Time)	<b>57%</b>	<b>59%</b>	<b>58%</b>
Veteran/Currently Serving	<b>10%</b>	<b>11%</b>	<b>8%</b>
Live in a Gun HH/Own a Gun	<b>30%</b>	<b>43%</b>	<b>32%</b>
Do NOT Own a Gun	<b>70</b>	<b>57%</b>	<b>68%</b>
Have Known Someone in Crisis	<b>34%</b>	<b>39%</b>	<b>44%</b>
Have not Known Someone	<b>66%</b>	<b>61%</b>	<b>56%</b>
Republican (Net)	<b>27%</b>	<b>39%</b>	<b>22%</b>
Strong Republican	<b>11%</b>	<b>19%</b>	<b>9%</b>
Leaning Republican	<b>15%</b>	<b>20%</b>	<b>13%</b>
Completely Independent	<b>28%</b>	<b>29%</b>	<b>25%</b>
Democrat (Net)	<b>40%</b>	<b>28%</b>	<b>49%</b>
Leaning Democrat	<b>21%</b>	<b>17%</b>	<b>25%</b>
Strong Democrat	<b>20%</b>	<b>11%</b>	<b>24%</b>
Prefer not to say	<b>5%</b>	<b>5%</b>	<b>4%</b>



**Similarly, about a third know someone in crisis,  
regardless of state.**

Struggling with mental health or Reached a point of crisis



Throughout the report, “general population” refers to the representative sample of respondents from the 19 states + Washington, D.C. where ERPOs were currently enacted at the time this study commenced (and not the total U.S.). In addition, the majority of findings in this report are from the original quantitative survey conducted in January 2023. This phase provided a deeper understanding of knowledge, attitudes and behaviors of the key populations. June 2023 findings are indicated specifically throughout, especially in the message frame results sections—which was the focus of the final two rounds of research.

For state-specific data (both by state groupings and individual states), refer to the appendix at the end of this report.

# ERPO Description

Within each phase, respondents were shown the below description of ERPOs, which was used as the basis for assessing awareness, knowledge and reactions to these laws.

*Twenty one states and the District of Columbia have laws to prevent a person who is at risk of violence to self (including suicide) or to others (including mass shootings) from purchasing or possessing firearms.<sup>1</sup> The laws allow law enforcement—and in some states, family members, health professionals, and school administrators—to ask a civil court to temporarily:*

- Block the person from buying a handgun, rifle or shotgun; and
- Require the person to turn in any handgun, rifle or shotgun they already have.


*These laws are temporary civil orders designed to prevent tragedies and protect those who are at a high and imminent risk of using a firearm to hurt other people or themselves and do not result in a criminal record.*

## Findings

This study uncovered six key findings, with numerous data points to support each finding. Thus, this report is segmented into the following sections:

- 1.** The majority of respondents are aware of ERPOs; initial reaction toward the laws and their ability to keep people safe was positive.
- 2.** With more details on the implementation and impact of ERPOs, respondents had more questions and desired specificity.
- 3.** Respondents need more information and resources to fully grasp the benefits of ERPOs.
- 4.** While there's no general consensus on what these laws should be called, key wording rose to the top.
- 5.** Respondents would trust many different people to learn more about ERPOs, with law enforcement at the top—even among non-white racial groups.
- 6.** When building new knowledge, the dominant message frame is one that offers clear, concise and informative information about the ERPO process.

2. At the time of this study, 19 states and Washington, D.C. had existing ERPO laws. Since the study began, two additional states have adopted such laws, bringing the total to 21. Though the study did not include a sample from the two latter states, recommendations and the accompanying toolkit should still be used with the public in these states.



## **The majority of respondents are aware of ERPOs; initial reaction toward the laws and their ability to keep people safe was positive.**

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Based on the law description, two-thirds of respondents claimed to be aware of ERPOs, with a third saying they're familiar with them. Initially, respondents tended to see these laws in a positive light and support them as a means to keep people safe—though positivity for ERPOs waned somewhat as respondents moved through the survey (as is detailed later in this report).

Highlighting specific situations (suicide, mass shootings) and how ERPOs prevent them (firearm removal) resonated with respondents—and it's information that law enforcement wants to highlight to the public as well. Law enforcement officials also think it's important to highlight that these are temporary laws, though a quarter of respondents dislike that factor—either because they want laws to be permanent (primarily non-gun owners) or because they're concerned of the laws being misused/violating one's rights (primarily gun owners).

## Two-thirds of respondents say they're aware of ERPOs, with nearly a third claiming to be familiar with them.

Sixty-five percent of respondents claimed to have some level of awareness of ERPOs prior to being shown a description of the law—including “heard of it, don’t know much,” “heard of it, somewhat familiar” and “very familiar.” For active duty/veterans, this jumps to 76%. Awareness was slightly lower among Gen Z (57%) and Black (58%) respondents, however.

Additionally, thirty percent of general population respondents said they were somewhat or very familiar with them. This is even more true for active duty/veterans (42%) and gun owners (39%).



- **7%** Very familiar
- **23%** Heard of it, somewhat familiar
- **35%** Heard of it, don't know much
- **35%** Never heard of it

**65%**

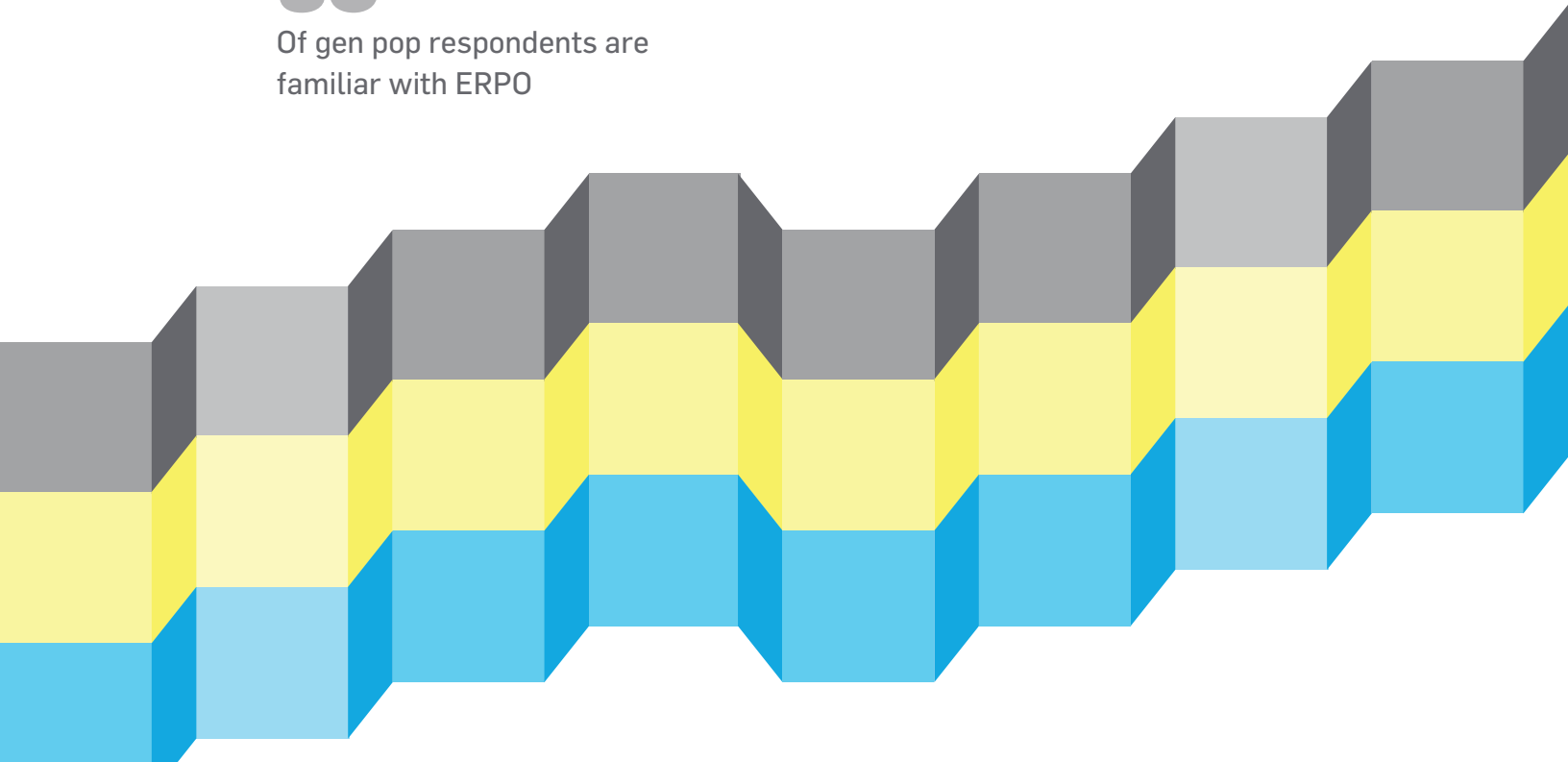
Of gen pop respondents are aware of ERPO

**30%**

Of gen pop respondents are familiar with ERPO

Fewer Gen Z (**57%**) and Black people (**58%**) are aware of ERPO laws.

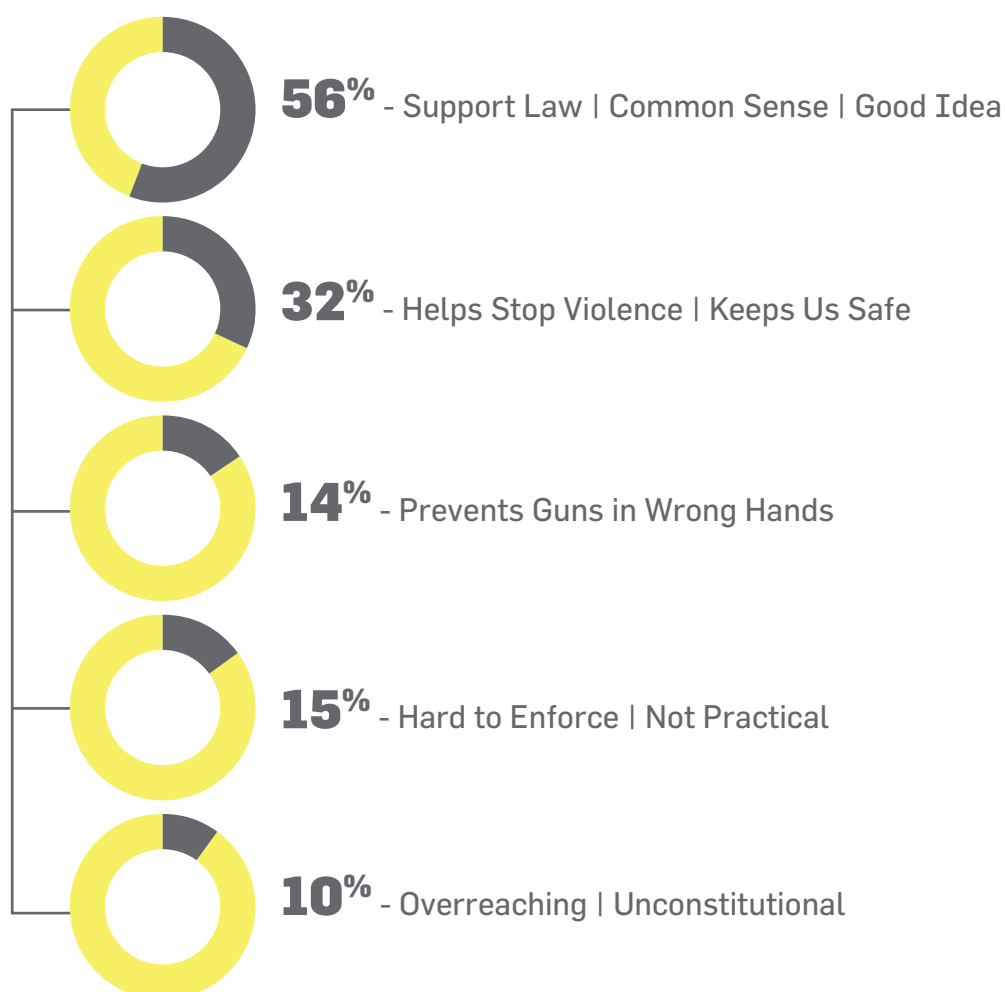
Active duty/veterans (**42%**) and gun owners (**39%**) are more familiar with ERPO laws.



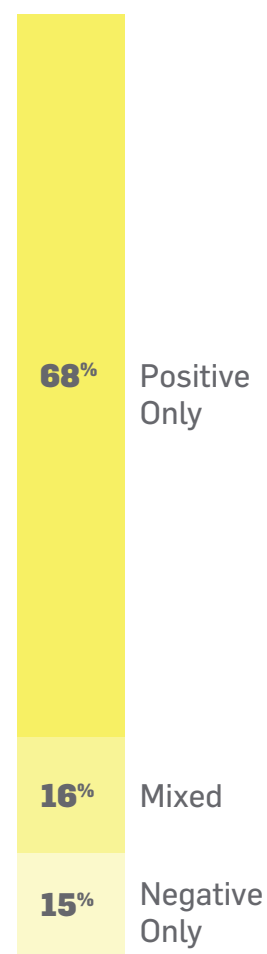
## After initial exposure to ERPOs as defined by the research team, most reactions were positive and felt these laws contributed to safety—though some were concerned about enforcement or overreach.

In the January 2023 survey, the majority (68%) of initial reactions to reading a description of ERPOs (as described above) were positive, such as they support the law/common sense or a good idea (56%), these laws help stop violence and keep people safe (32%) and that they prevent guns from getting into the wrong hands (14%). Fifteen percent of reactions were negative—that these laws would be hard to enforce or impractical (15%) or wondering if they're overreaching or unconstitutional (10%).

### ERPO Initial Unaided Reactions – Top Themes



### Overall Sentiment



## Positive Reactions:

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“Given the fact that this country has the worst record of deaths by firearms in the western world, these laws are way too late. There are ***no logical downsides to these laws***, only those that have been convinced by past thinking are against them. Most members of the NRA do not have a problem with sensible gun laws.”

– **Gun Owner, Boomer, Independent**

“Based on this description alone and without knowing more, ***I am in favor of this law. Gun violence is far too prevalent in our country***, and I like the idea of being able to block certain people from purchasing guns based on repeated patterns of violence, etc.”

– **Non-Gun Owner, Millennial, Republican**

## Neutral Reactions:

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***I absolutely agree that people experiencing crisis should not be allowed to purchase new weapons.*** Requiring them to turn in existing ones may be tricky unless they only possess registered firearms/weapons. It would still be possible to have unregistered ones or cause the person to seek out a weapon either registered to a friend or unregistered.”

– **Non-Gun Owner, Millennial, Democrat**

***I think it's a good law to put in place as long as it's being enforced correctly,*** if someone is in immediate danger of hurting themselves or someone else they should not be in possession of any weapon, but if they truly aren't a harm to themselves or someone else then what's the harm in them having any sort of weapon if they have no bad intentions?”

– **Gun Owner, Gen Z, Independent**

## Negative Reactions:

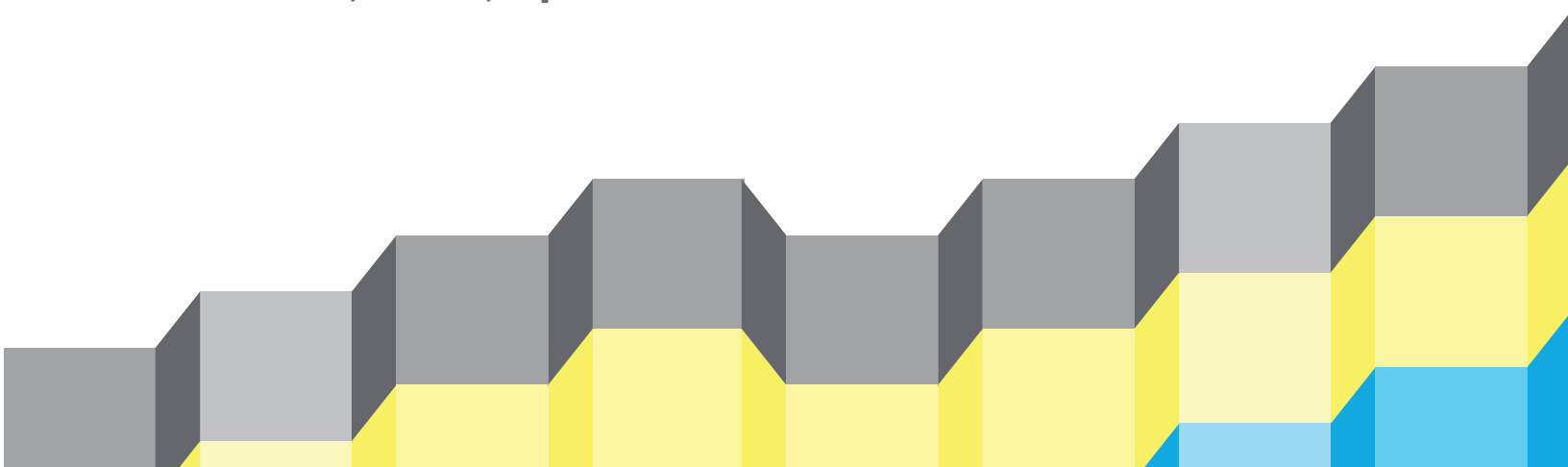
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***I agree on temporarily restricting access to firearms*** for those that are not in a sound state of mind. My concern is it could be ***misused as a means of revenge or retribution.*** Someone angry with someone else could easily call in a bogus tip to a hotline and have the victim's firearms stripped from them.”

– **Gun Owner, Gen X, Republican**

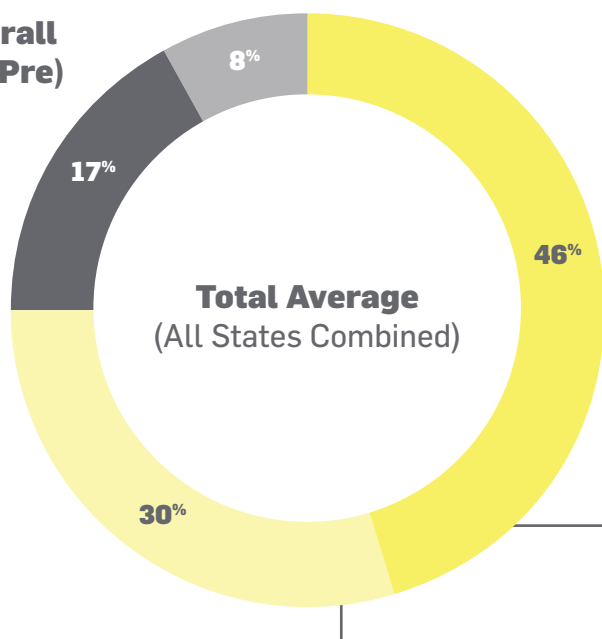
“I am ***against any such laws that empower anyone other than law enforcement to remove any firearms from anyone, for any reason.*** It is like being convicted for a crime that you have not committed. If danger is proven in a court of law, it's a different situation.”

– **Gun Owner, Boomer, Republican**

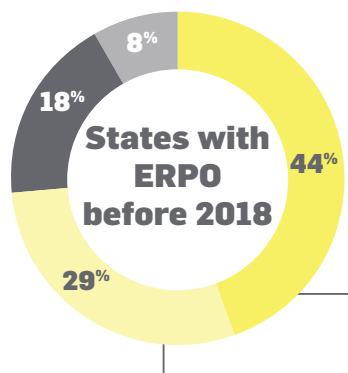


June 2023 survey respondents' reactions were similarly positive: Based on the law description, 75% of respondents overall were positive towards ERPO, regardless of state grouping. Slight variances could be seen by demographic groups, as those who live in rural areas (11%), gun owners (12%), Republicans (15%) and veterans (15%) were slightly more negative towards ERPO—albeit in small proportions.

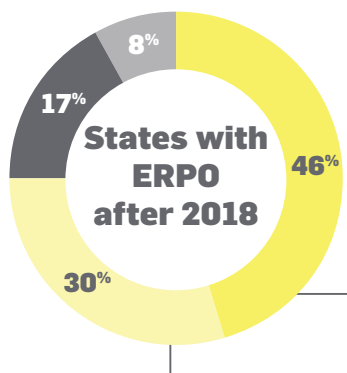
**ERPO Overall Reaction (Pre)**



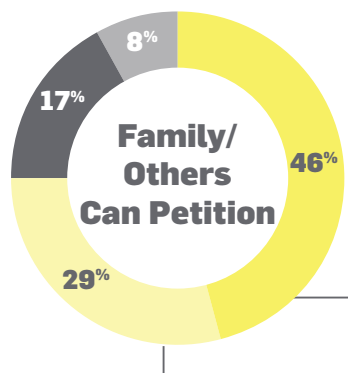
- Extremely positive
- Somewhat positive
- Neither positive nor negative
- Extremely/Somewhat negative



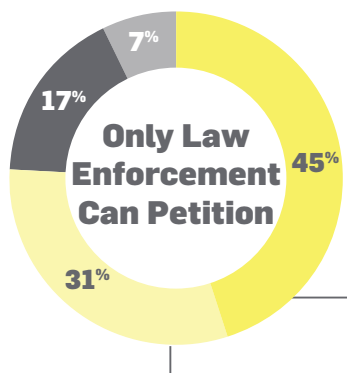
**When Enacted ERPO**



**76%** Extremely/Somewhat positive



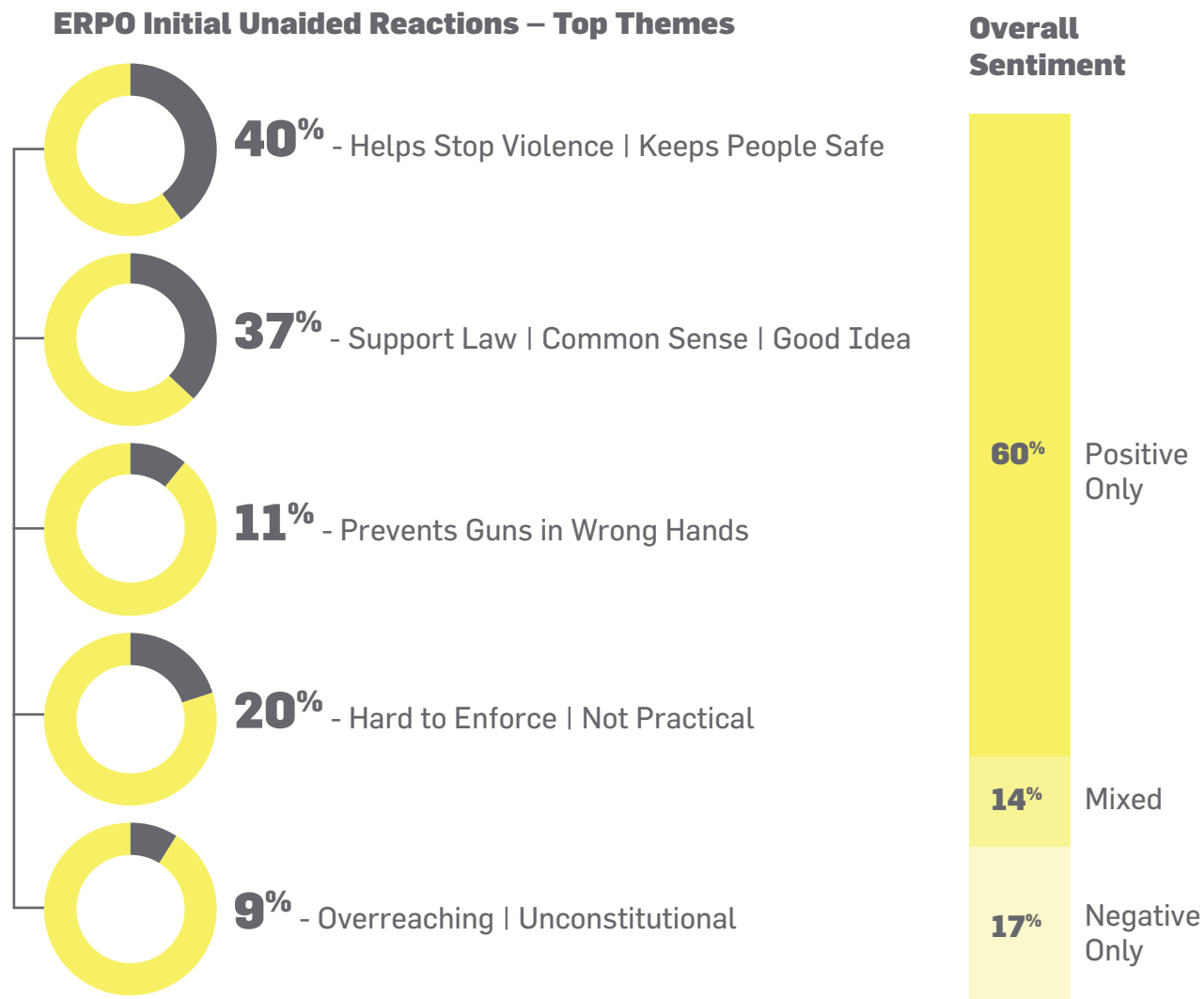
**Who Can Petition**



**76%** Extremely/Somewhat positive

## Perspective: Law Enforcement | ERPO Sentiment

Law enforcement officials had mostly positive reactions to ERPOs, with the most-heard theme being that they help stop violence/keep people safe (40%). However, they also recognize that these laws are hard to enforce or not always practical (20%).



“I think that **laws like these serve to not only protect the community but to also help protect the life of the individual** experiencing suicidal issues or intent.”

- **Law enforcement, Millennial, Democrat**

“My state already has such a law, known as the Jake Laird Law. I’ve used it myself and think it **strikes a good balance between public safety and individual rights/due process.**”

- **Law enforcement, Gen X, Republican**

“By the time we want to take a gun a **lot of times it’s too late and already been used.**”

- **Law enforcement, Millennial, Republican**

“I totally disagree with this. **This is not fair and could be used to unjustly take away someone’s rights.**”

- **Law enforcement, Gen X, Republican**

## Highlighting what ERPO laws prevent (suicide, shootings) and how the laws prevent them (removing firearms) resonate with respondents—though non-gun owners don't like that the laws are temporary.

In the quantitative survey, respondents were asked to evaluate the description of ERPOs on what they liked and disliked about the message. Overall, respondents gravitated toward language that specifically described what ERPO laws help prevent and how; they tended to dislike language detailing the people involved, as well as the use of the word “temporary” (especially non-gun owners).

When shown the description, law enforcement officials were specifically asked to highlight the words or phrases they think should be emphasized for the general public. Like general population respondents, law enforcement said it's important to highlight the ability of these laws to prevent firearm access temporarily, as well as the specific situations that doing so could prevent.

### ERPO Description Reactions

#### *Likes & Dislikes*

General population respondents were asked to evaluate messages based on what they like/sparks their interest and what they dislike about the message.

**LIKES:** Above average across all segments

**DISLIKES:** Above average across all segments

Twenty-one states and the District of Columbia have laws to prevent a person who is at risk of violence to self (including suicide) or to others (including mass shootings) from purchasing or possessing firearms. The laws allow law enforcement - and in some states, family members, health professionals, and school administrators - to ask a civil court to temporarily:

- block the person from buying a handgun, rifle, or shotgun
- and require the person to turn in any handgun, rifle, or shotgun they already have

These laws are temporary civil orders designed to prevent tragedies and protect those who are at a high and imminent risk of using a firearm to hurt other people or themselves and do not result in a criminal record.

### ERPO Law Emphasized to General Population

Law Enforcement were asked to review a description of the ERPO law and highlight what should be emphasized to the general public:

**HIGHLIGHT:** Above average across all the entire description

Twenty one states and the District of Columbia have laws to prevent a person who is at risk of violence to self (including suicide) or to others (including mass shootings) from purchasing or possessing firearms. The laws allow law enforcement - and in some states, family members, health professionals, and school administrators - to ask a civil court to temporarily:

- block the person from buying a handgun, rifle, or shotgun
- and require the person to turn in any handgun, rifle, or shotgun they already have

These laws are temporary civil orders designed to prevent tragedies and protect those who are at a high and imminent risk of using a firearm to hurt other people or themselves and do not result in a criminal record.

The June 2023 quantitative survey offered slightly updated language that included state-specific information (which was updated for the respondent depending on their indicated state of residence). Like the January quantitative, June respondents most found information that highlighted what ERPO laws prevent (suicide, mass shootings) and how the laws prevent them (removing firearms) most important. While a quarter said they disliked “nothing” about this description, the laws themselves being temporary is a drawback for some (23%) (see below for more on “temporary”).

In addition, those who know someone in crisis gravitate even more than the average toward the language of what an ERPO prevents (suicide, mass shootings), investigating if someone is danger and protecting those in crisis.

## ERPO Description Reactions *Likes & Dislikes*

General population respondents were asked to evaluate messages based on what they like/sparks their interest and what they dislike about the message.

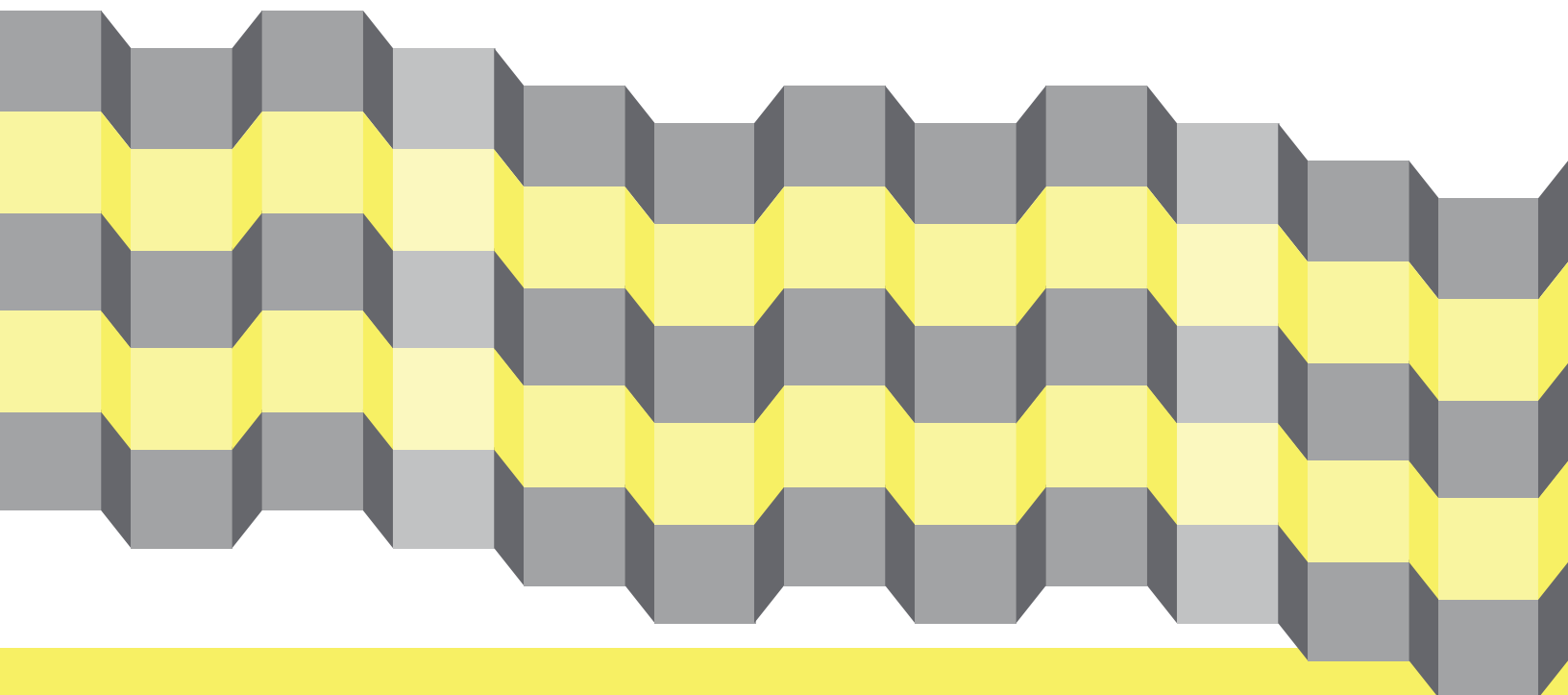
**LIKES:** Above average across all segments

**DISLIKES:** Above average across all segments

Twenty one states and the District of Columbia have laws to prevent a person who is at risk of violence to self (including suicide) or to others (including mass shootings) from purchasing or possessing firearms. The laws allow law enforcement to ask a judge - and in [STATE], [ADDITIONAL PEOPLE WHO CAN PETITION] - in a civil court investigate if a person is a danger to themselves or others, and if so, to temporarily:

- Block the person from buying a handgun, rifle, or shotgun; and
- Require the person to turn in any handgun, rifle, or shotgun they already have

These laws are temporary civil orders designed to prevent tragedies and protect those who are in crisis and who pose an imminent risk of using a firearm to hurt other people or themselves and do not result in a criminal record.



## Point/Counterpoint: “Temporary”

Messaging that describes how ERPOs are temporary led some non-gun owners to question the timeline and validity of the process to get the firearm back. Conversely, gun owners needed reassurance that it would *only* be temporary and were skeptical of the information needed to enact the law.

Respondents' negative reactions to the word “temporary” was seen across both quantitative rounds. However, it's critical to note that respondents aren't reacting negatively to the *use* of the word, but instead to the meaning of temporary within the law itself.

“I feel all states should have laws like this. Gun violence and suicide are epidemic in our country, and we must work to find a solution. ***Why are the laws temporary? Prevention is ongoing.***”

- **Non-Gun Owner, Boomer+, Democrat**

“Temporary blocks are a good idea but ***must be linked to reliable information that the person is a risk to others or themselves.*** An angry neighbor or ex complaining on someone is not grounds for stopping someone buying a gun. This law would need to be reliably followed up on.”

- **Gun Owner, Millennial, Republican**

“The downside of this is it is temporary. ***It should be permanent.***”

- **Non-Gun Owner, Gen X, Democrat**

“I am afraid of ‘temporary’ laws ***that somehow never are rescinded.***”

- **Gun Owner, Boomer+, Democrat**

“I agree with this law with being in place; however, ***instead of just being temporary I believe it should be permanent until a health professional*** deems the person sane enough to be able to carry a firearm.”

- **Gun Owner, Gen Z, Democrat**

“The key to the wording is temporarily, the person's right to own or possess firearms is not permanent unless they commit a crime or something else that will make them forfeit that right. Temporary civil orders are a good idea and save lives, but ***hearsay should not be used as evidence to permanently remove a person's rights.***”

- **Gun Owner, Gen X, Republican**

## **With more details on the implementation and impact of ERPOs, respondents had more questions and desired specificity.**

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As January 2023 respondents continued through the survey and as survey questions more specifically detailed the ERPO process, implementation and impact, respondents' positive reactions (identified in Section 1 of this report) began to wane.

Most respondents agree that ERPOs are part of a larger crisis response and see them as efforts to keep their communities safe from mass shootings and individuals safe from suicide. However, while most say they're open to using ERPOs in the future, there are some potential barriers or concerns among general population respondents, such as the law's temporary nature or how it could be enforced.

While law enforcement is more positive about ERPOs, they recognize it's hard to get the general public to believe it's really only temporary. And while it does help the individual in crisis, there is concern that people could use it inappropriately (revenge) or that they'll negatively impact someone's future.

However, notably, respondents in the June 2023 survey remained positive even after learning more information, which signaled to the research team that more specificity is needed to fill in gaps and answer questions.

## Most agree that ERPOs are part of a larger crisis response and help keep people safe, but that they don't have an impact on the issue of illegal guns.

January 2023 respondents' top three perceptions of an ERPO's impact on gun crisis are:

1. They don't help get illegal guns off the streets (68%).
2. They're an important tool as part of a larger response to a crisis (67%).
3. They help keep people in the community safe (66%).

Other top perceptions among respondents are that ERPOs would help prevent gun/firearm suicide (63%) and mass shootings (59%), though they're also viewed as just a "band-aid" for larger issues (57%).

Law enforcement are somewhat aligned with general population respondents, though they most feel that ERPOs are important tools as part of a larger response to a crisis (74%) and help keep people safe (74%).

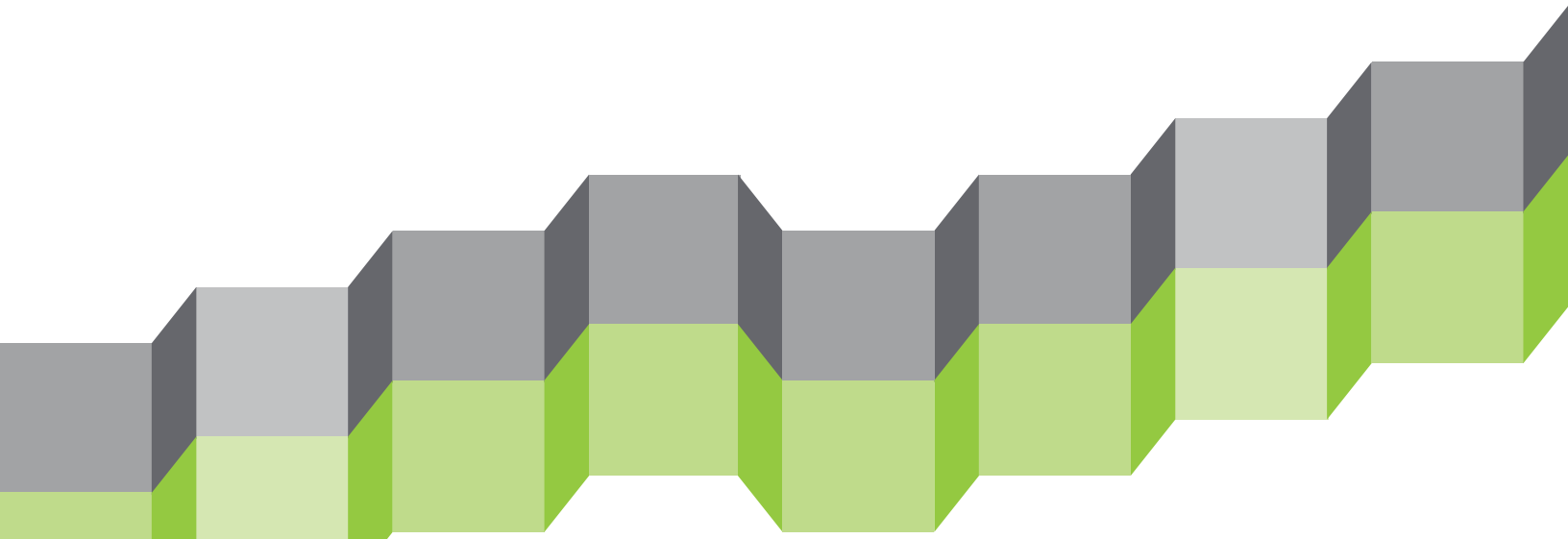
Some variances in perception can be seen demographically, too:

### **By race/ethnicity:**

- Fewer Black people think ERPOs *don't* keep illegal guns off streets (58%).
- Asian people are more likely than general population respondents to believe ERPO laws help keep people in the community safe (72%), prevent suicide (68%) and prevent mass shootings (66%).
- People living in urban areas are more likely than those in rural areas to see safety and prevention benefits of ERPOs.

### **By political party:**

- Republicans are more likely to say ERPOs don't help with illegal guns (74%).
- Democrats agree ERPOs are an important tool (81%) as part of a crisis response, they keep communities safe (79%) and help prevent suicides (77%) and mass shootings (72%).
- The majorities across all parties, however, agree ERPOs are a band-aid for larger issues (Republicans 56%, Independents 58%, Democrats 57%).



## ERPO Perceptions – Impact on Gun Crisis

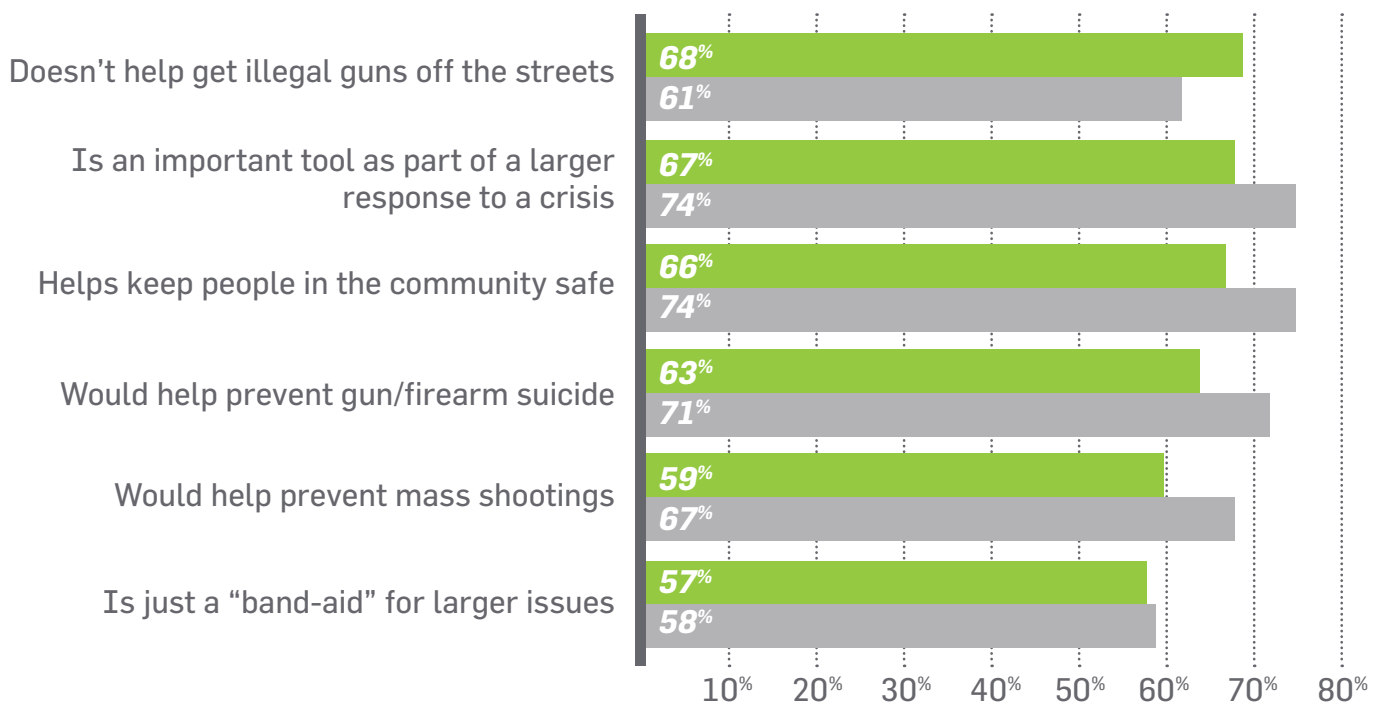
% Agree Completely/Somewhat



General Population



Law Enforcement



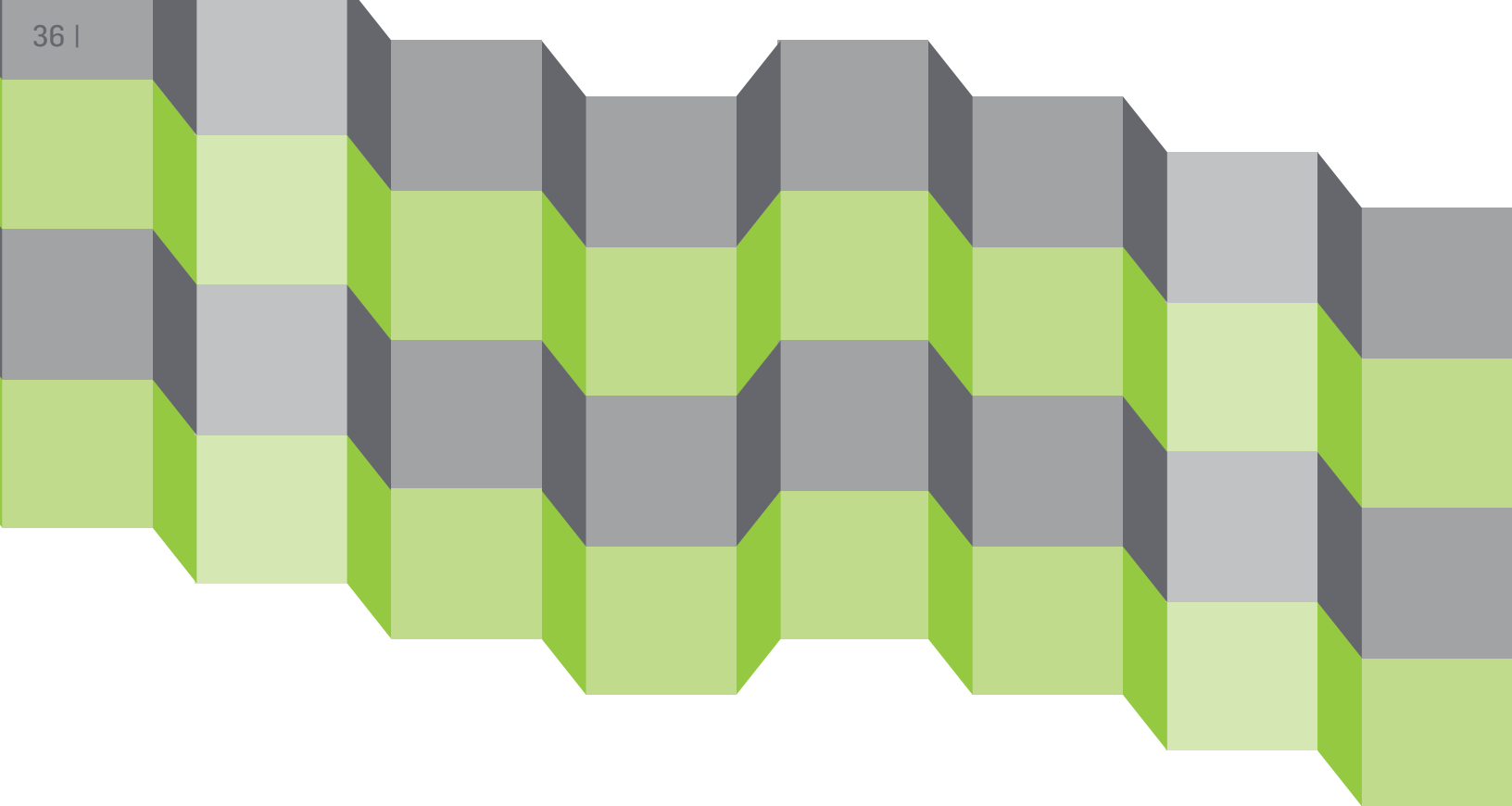
## The majority would consider using an ERPO but are concerned about implementation.

More than two-thirds (68%) of respondents say they'd consider using this law if a family member or friend was in crisis, but the public also identified a number of downsides in the current implementation of the law. For example:

- Half (50%) of respondents (and 58% of gun owners) said it's difficult to trust that it would only be a temporary removal of a gun.
- 47% of respondents (and 57% of gun owners) thought it would damage trust between whoever "reports" and the individual at risk.
- Fewer than half trust law enforcement to use it in a fair and proper way regardless of race/ethnicity, or trust the legal/court system to apply the law correctly (45% each).

Differences by demographics:

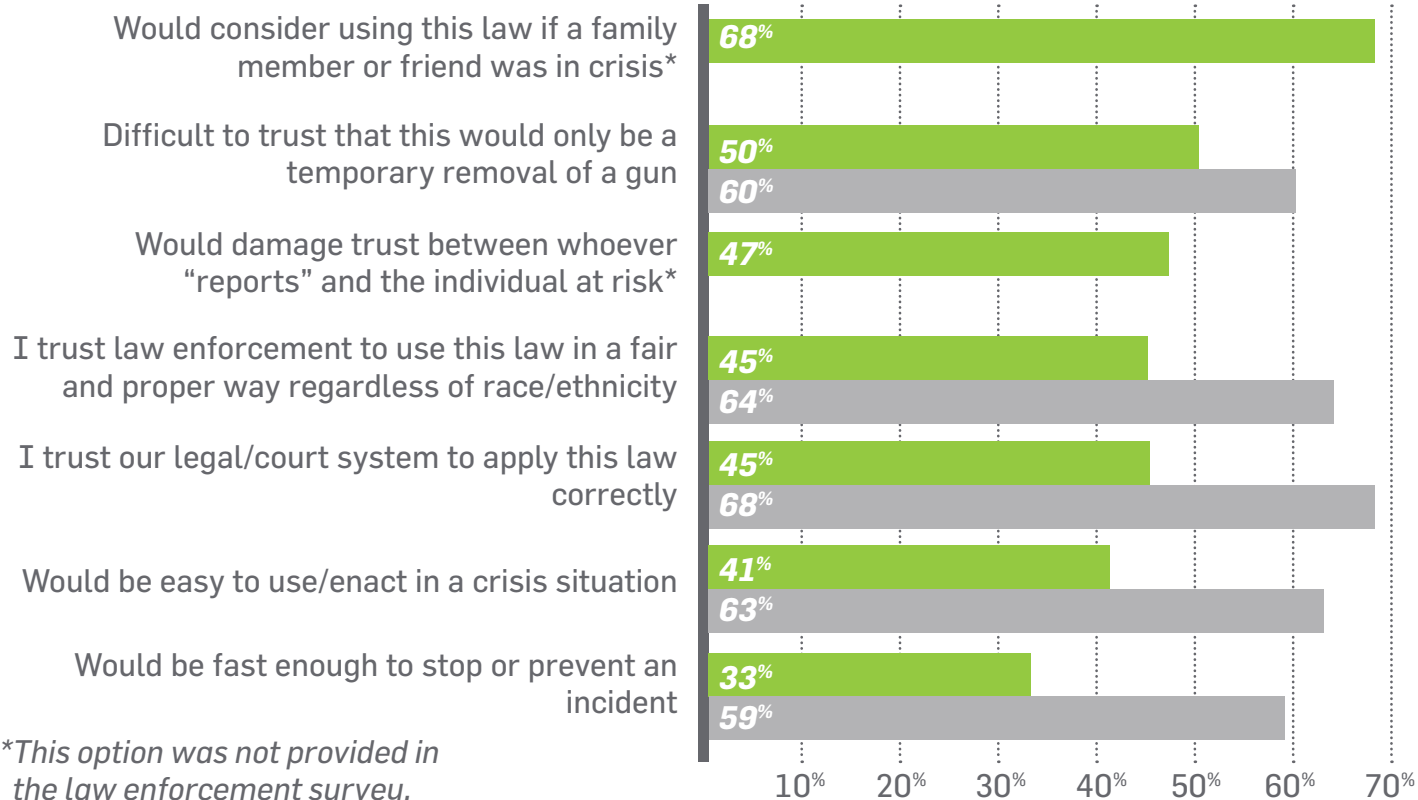
- Fewer Gen Z respondents trust law enforcement (39%) and the court system to apply the law (41%).
- Black people also do not trust law enforcement to apply the law fairly (37%), while Asian people are more likely to trust the court system (53%).
- More people in rural areas say it's difficult to trust that the laws are temporary (56%) and believe it would damage trust with the petitioner (53%) than in urban areas.
- Democrats are more open to using the law (80%), while Republicans are less likely to trust that it's temporary (61%).



### ERPO Perceptions – Law Implementation

% Agree Completely/Somewhat

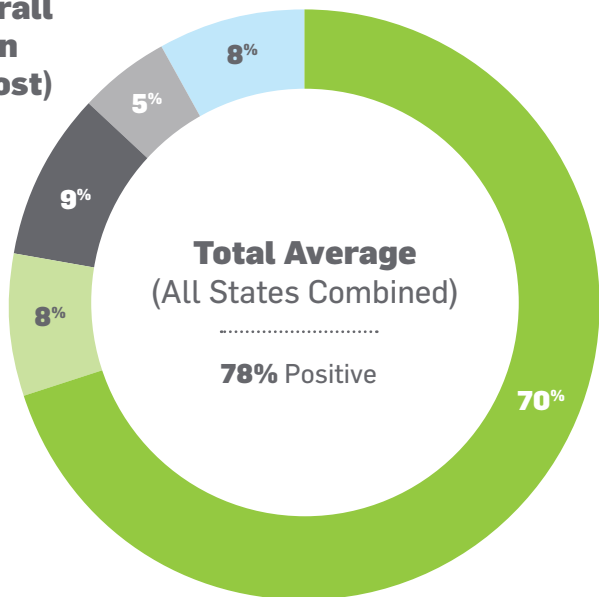
● General Population ● Law Enforcement



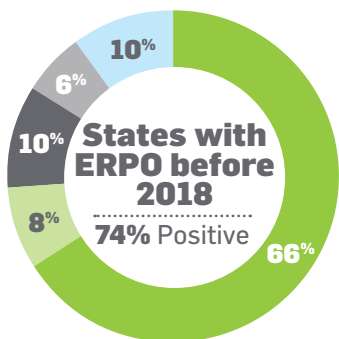
\*This option was not provided in the law enforcement survey.

Notably, however, June 2023 respondents' positive reactions did not wane as they learned more about ERPOs. Only a handful of these respondents switched their stances to more negative ones after learning more about the law.

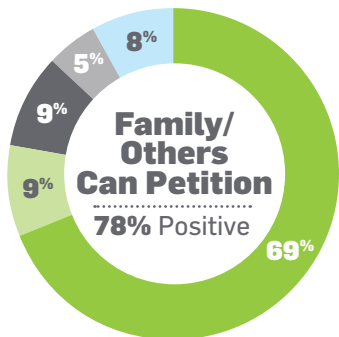
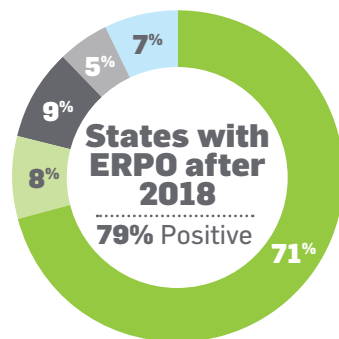
**ERPO Overall Reaction (Pre vs. Post)**



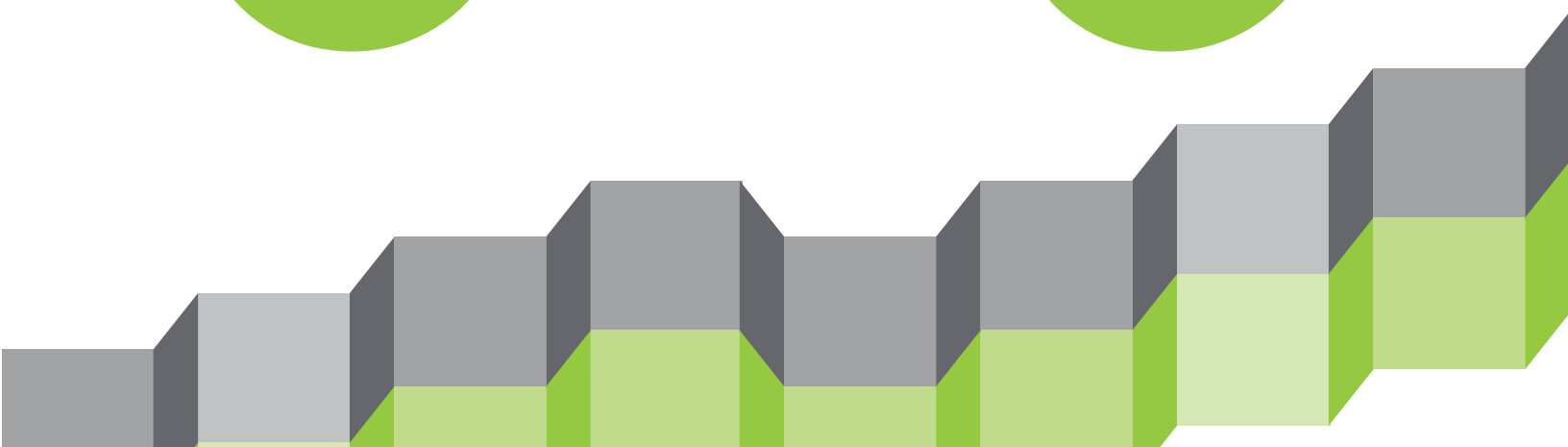
- Stayed Positive
- Negative/Neutral to Positive
- Stayed Neutral
- Stayed Negative
- Positive to Negative/Neutral



**When Enacted ERPO**



**Who Can Petition**



## Perspective: Law Enforcement | ERPO Perceptions

When it comes to ERPO perceptions, many law enforcement officials have positive ideals—but they also recognize that it's hard for the public to believe such orders are temporary. The majority of law enforcement officials in the sample view correct ERPO usage as a trust-building tool:

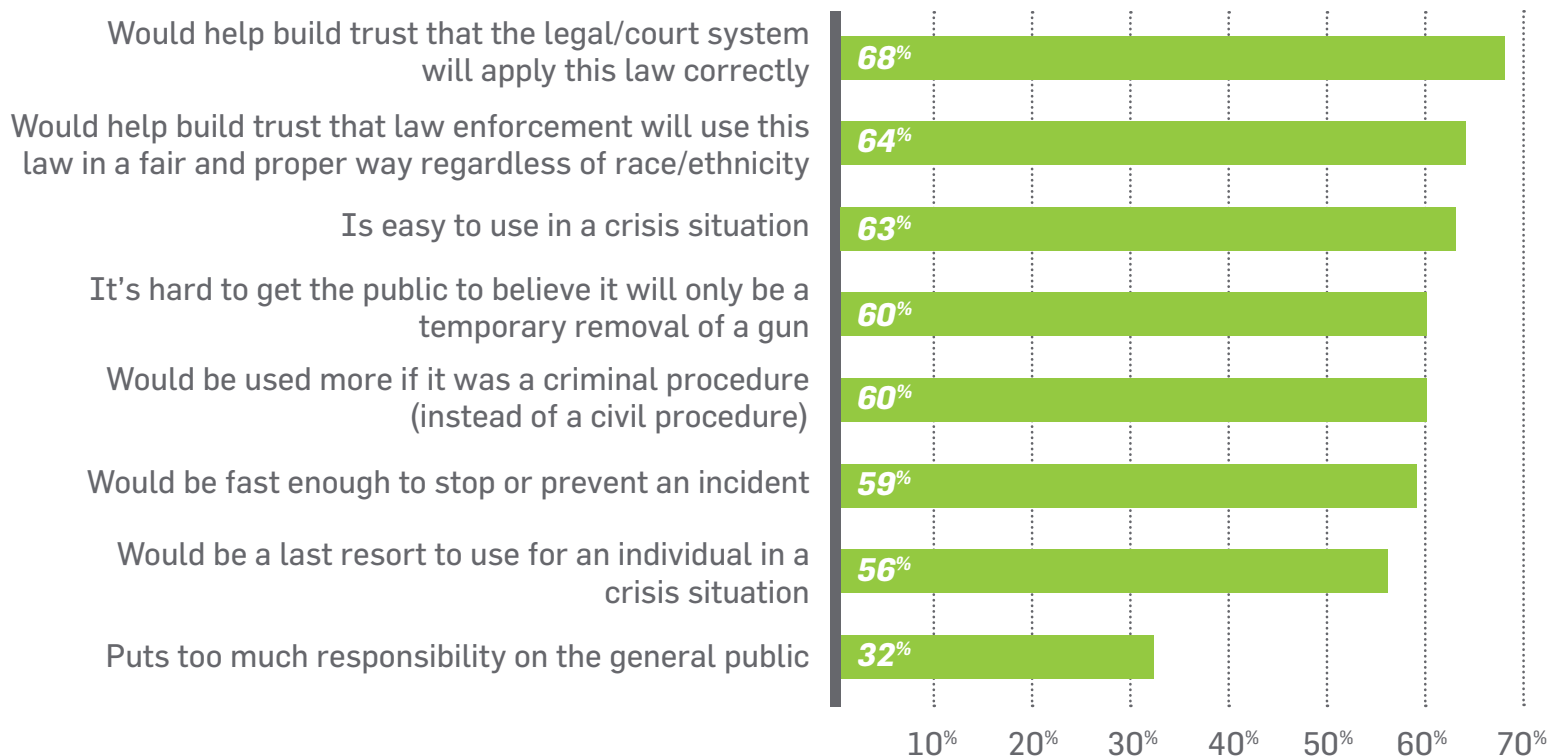
- **68%** said the legal/court system applying the law correctly would help build trust.
- **67%** said that law enforcement using this law in a fair and proper way regardless of race/ethnicity would help build trust.
- **60%** said ERPOs would be used more if it was a criminal procedure instead of civil.

Specific to implementation:

- **63%** said ERPOs are easy to use in a crisis situation.
- **59%** said an ERPO could occur quickly enough to stop or prevent an incident.
- **56%** said an ERPO would be a last resort for an individual in a crisis situation.

### ERPO Perceptions – Law Implementation

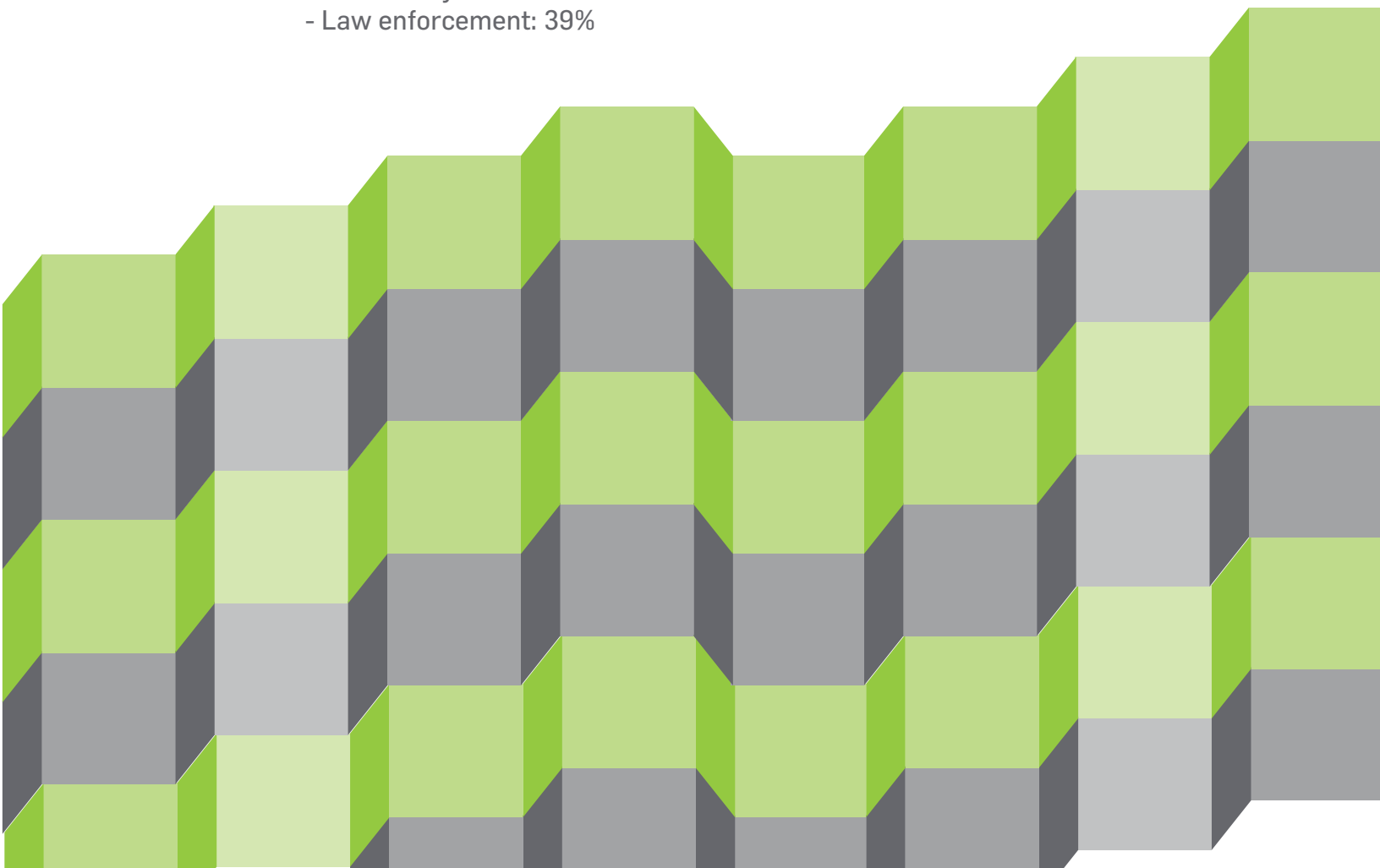
% Agree Completely/Somewhat



## Most agree an ERPO would help individuals in crisis, but people are split on it violating individuals' rights.

Two-thirds (66%) of general population respondents and 79% of law enforcement officials agree that ERPOs help keep the individual in crisis safe—but fewer than half (48%) of general population respondents and 59% of law enforcement believe the law *doesn't* violate or impact a person's Second Amendment rights. To a lesser extent, some are worried about negative impacts the law could have on individuals, though gun owners and law enforcement officials are more concerned than general population respondents and non-gun owners:

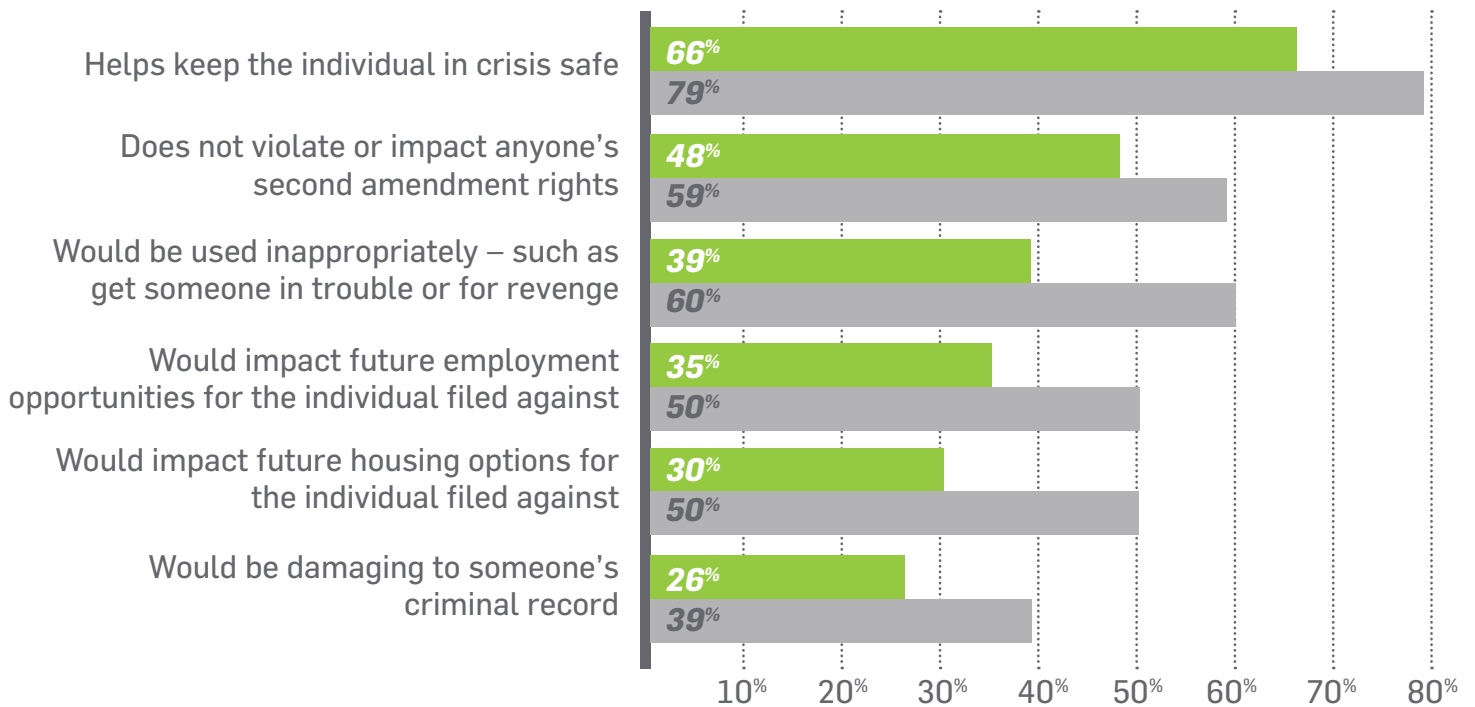
- Inappropriate use (e.g., to get someone in trouble or for revenge): 39%
  - Gun owners: 49%
  - Active duty/veterans: 44%
  - Law enforcement: 60%
- Could impact future employment opportunities: 35%
  - Gun owners: 43%
  - Active duty/veterans: 39%
  - Law enforcement: 50%
- Could impact future housing options (e.g., buying or renting a home): 30%
  - Gun owners: 37%
  - Active duty/veterans: 35%
  - Law enforcement: 50%
- Damaging to a person's criminal record: 26%
  - Gun owners: 34%
  - Active duty/veterans: 30%
  - Law enforcement: 39%



## ERPO Perceptions – Impact on Individual

% Agree Completely/Somewhat

● General Population ● Law Enforcement



## Demographic Differences:

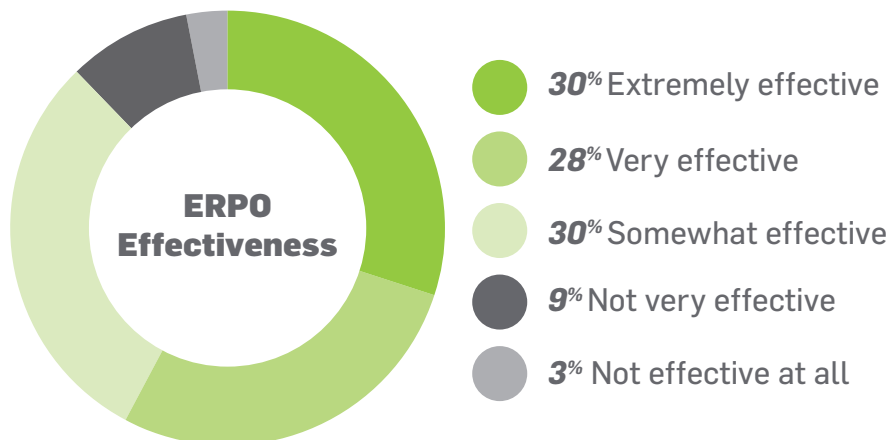
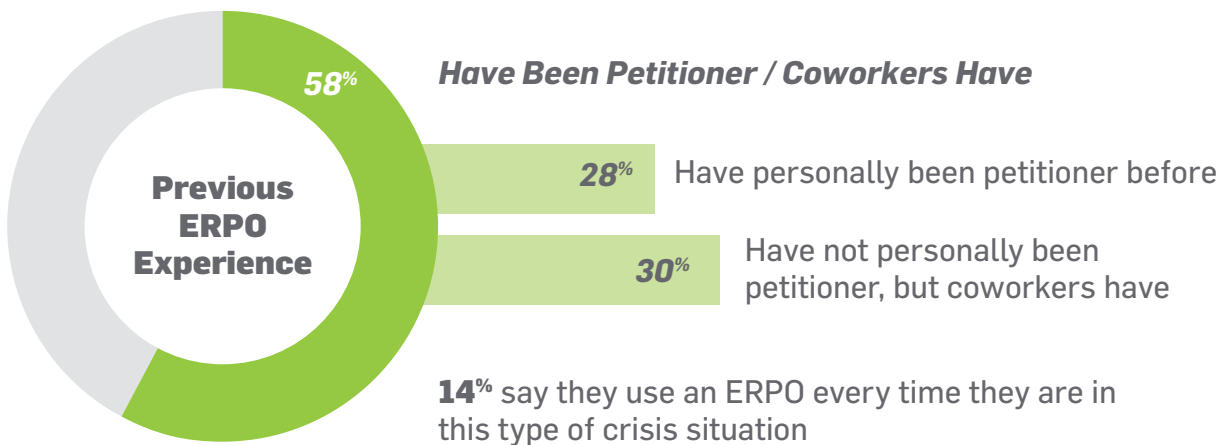
- More younger people think an ERPO would impact a person's future housing options like buying/renting a home (Gen Z **37%**, Millennials **36%**).
- More people in rural areas think it will be used inappropriately (**46%**) and could negatively impact a person's future (in general), and they're less likely to think it's *not* a rights violation (**42%**).
- Democrats are more likely to think ERPOs help individuals (**78%**) and doesn't violate a person's rights (**63%**), while Republicans see more negatives about inappropriate use (**50%**) or harm against an individual's future.

## Perspective: Law Enforcement | Implementing ERPOs

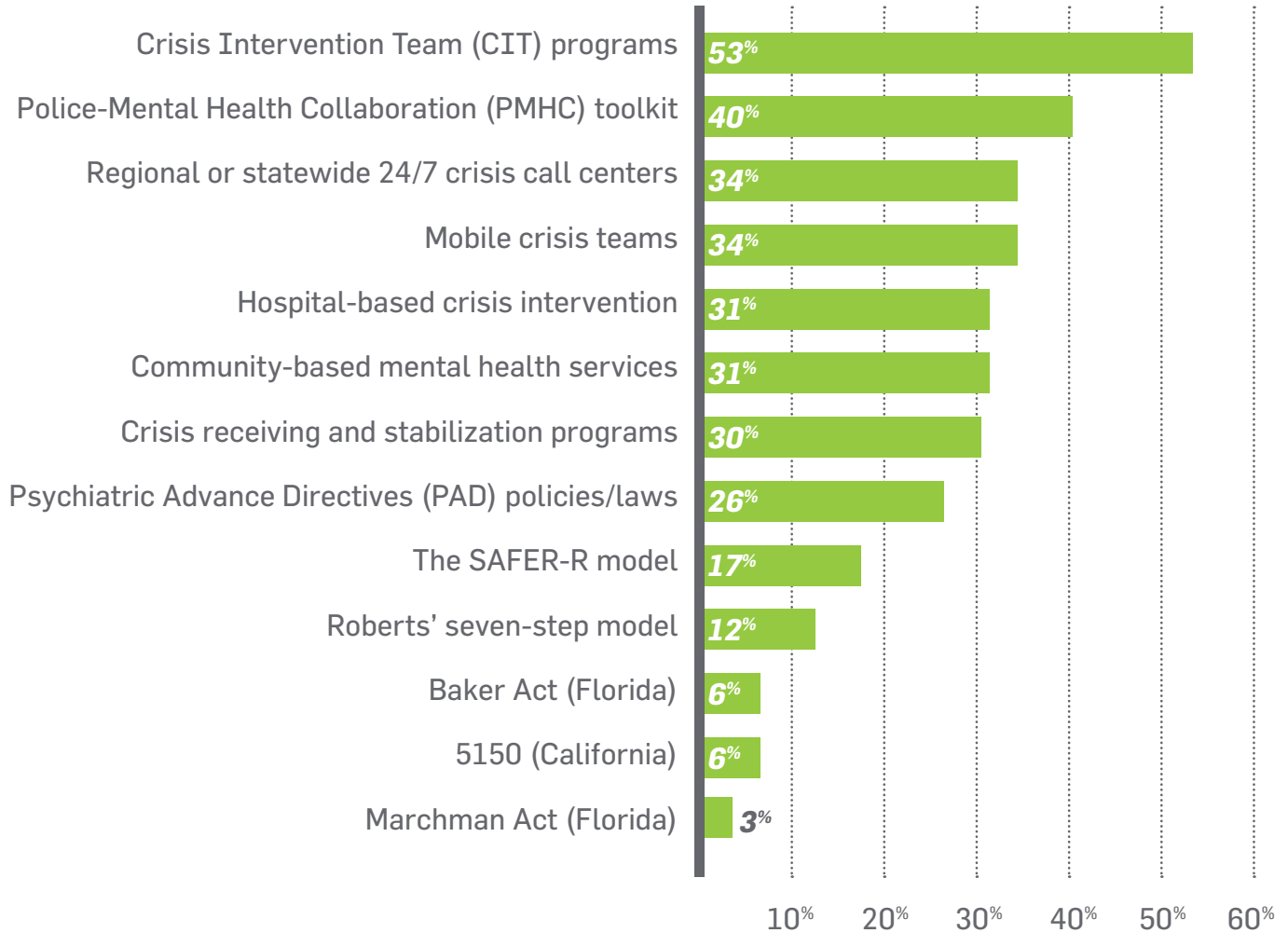
Over half of law enforcement surveyed have been involved in an ERPO situation, with a quarter (28%) being the petitioner themselves.

Training in ERPO usage is given at least on an annual basis for the majority of law enforcement (83%), with most receiving some form of training a few times a year. While over half of officials say ERPO laws are effective (58%), a similar proportion agree that it would be a last resort to use for an individual in a crisis situation (56%). In the qualitative phase, many law enforcement officials said they believe ERPOs are “nice on paper” and can be useful in some situations, but they see other intervention methods as more effective—particularly due to the slow-moving nature of the legal process associated with ERPOs.

Aside from ERPOs, law enforcement officials use a variety of tools and laws in crisis situations, most commonly crisis intervention programs.



### Tools Used in Crisis Situations



## Section 3 |

# Respondents need more information and resources to fully grasp the benefits of ERPOs.

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As noted, overall sentiment toward ERPOs by respondents started out strong in the January 2023 survey, but positivity began to fade as they were told (and asked) more about the process, implementation and impact of ERPO laws. Thus to truly understand how ERPOs benefit the general public and the individuals on which they're enacted, more information and resources will be critical.

Respondents recognize that additional information is needed across all areas of ERPOs (the overall process, when they can/should be used, the impact on an individual, etc.), a fact law enforcement feels even more strongly about. In addition to information about ERPOs, respondents would also find crisis resources helpful—such as who to contact, how to identify if an ERPO is needed and more.

(Download the accompanying toolkit for more information about educating the public on ERPO awareness, implementation, perceptions and more.)

In general, law enforcement officials don't overwhelmingly think that ERPOs put too much responsibility on the general public. However, they are even more likely to say the public needs additional information on these laws, along with resources to help in a crisis situation.

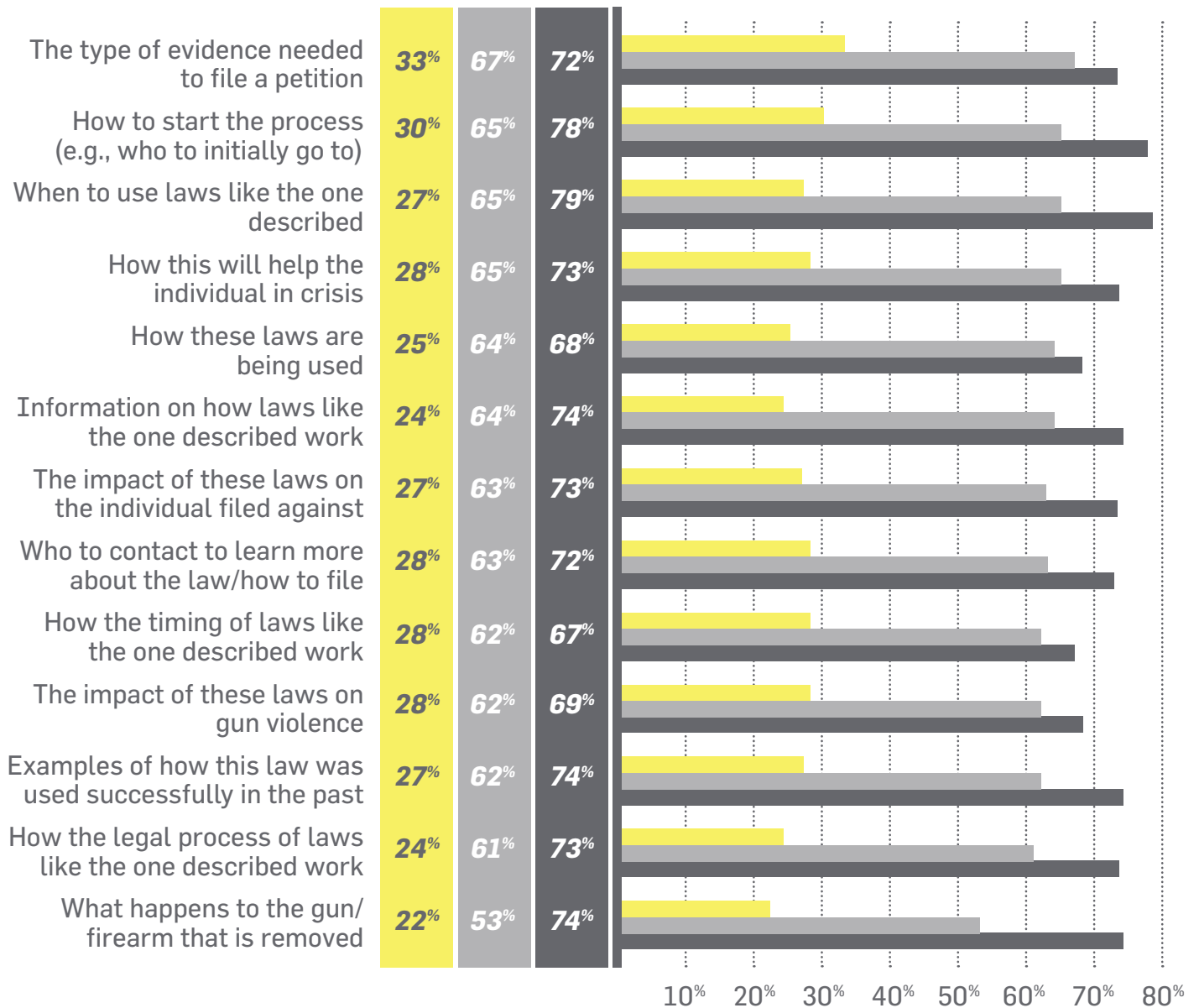
## More information is needed across all aspects of the ERPO process, starting with how to file one and the evidence needed to carry it out.

The majority of the respondents in the January 2023 study said they'd find information very or extremely helpful about nearly all aspects of ERPOs—the type of evidence needed to file a petition, how to start the process, when to use the law, how it will help individuals in crisis, the impact on the individual being filed against, and more. Gun owners in particular said they need more information on all areas of ERPs; likewise, law enforcement officials felt even more strongly that all of this information be provided to the general public.

Demographically, Black people in particular said they'd want more information on what happens to the firearm that's removed (60%, compared to 53% gen pop).

### Additional Info Needed

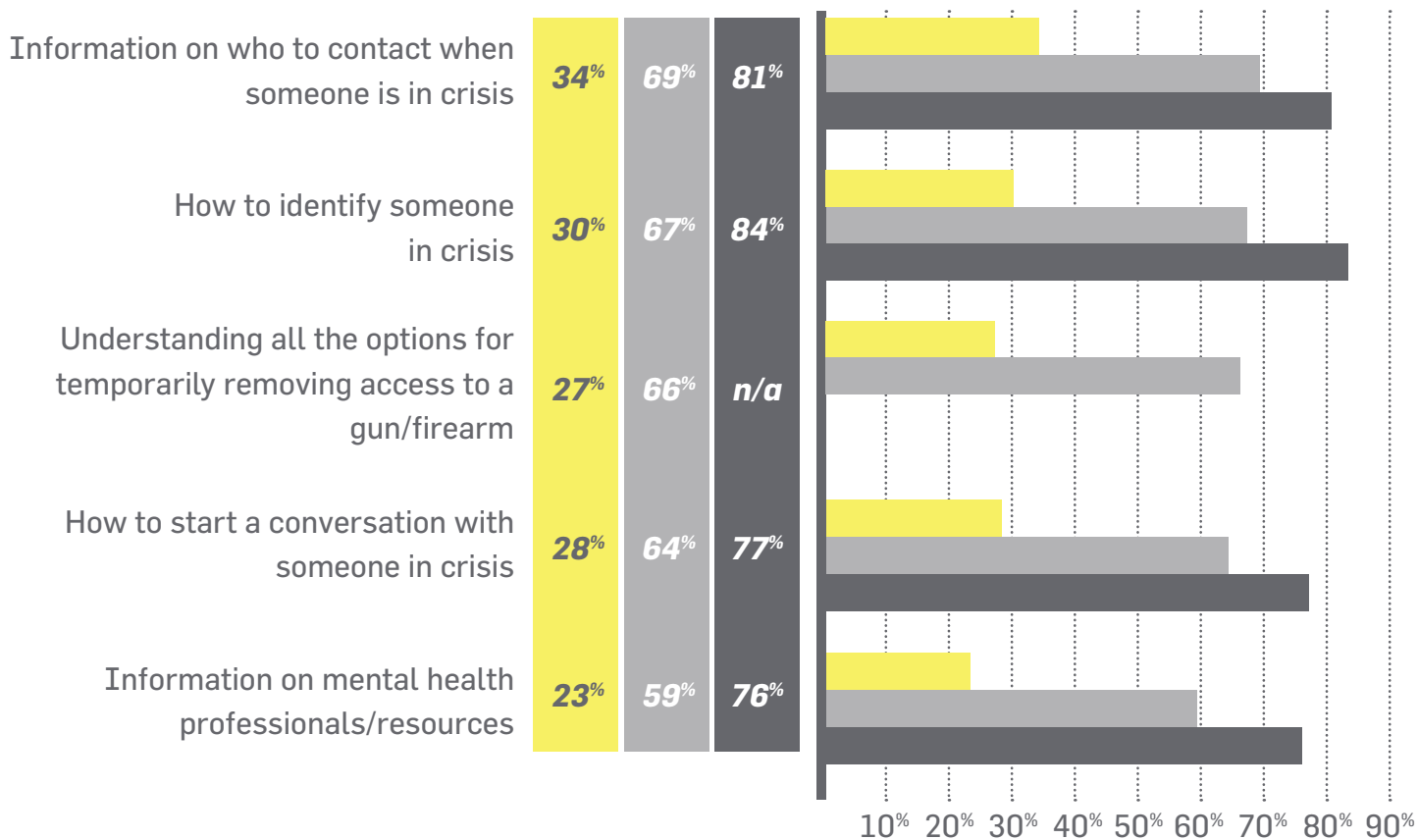
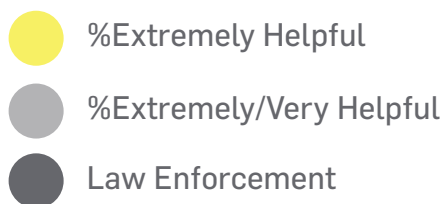
● %Extremely Helpful   
 ● %Extremely/Very Helpful   
 ● Law Enforcement



## Besides information on ERPOs, respondents want more crisis resources.

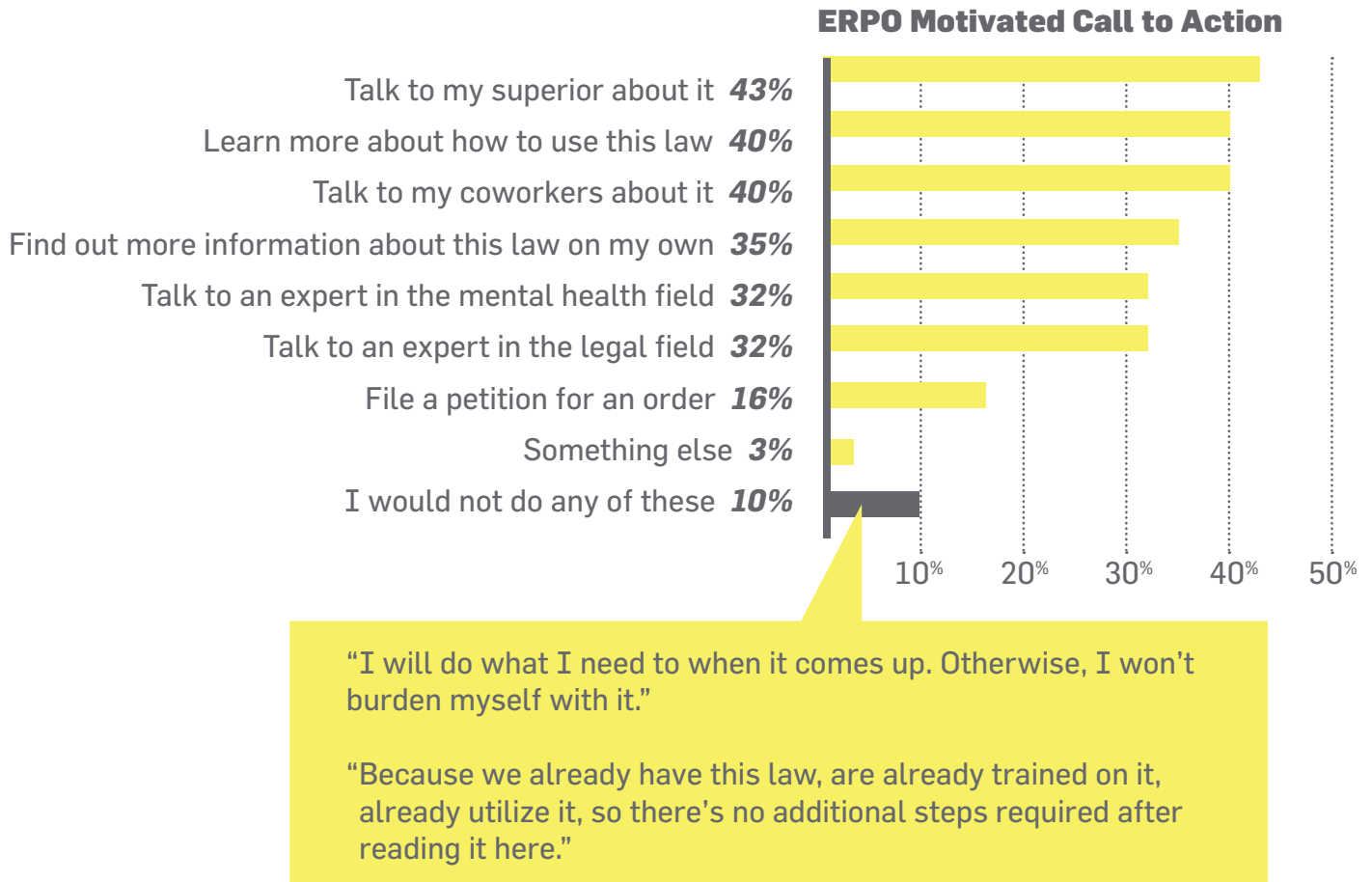
January 2023 respondents also indicated they would find crisis resources beneficial, in addition to information on ERPO laws—like how to identify if someone is in crisis, who to contact if such a situation arises, how to start a conversation with someone in crisis, and general resources for mental health—something that law enforcement strongly feels would be helpful for the general public. Black people and those who know someone in crisis already are even more interested than general population respondents in such resources.

### Additional Resources Needed



## Perspective: Law Enforcement | Next Steps

After reading about ERPOs in the survey, law enforcement officials were most likely to say they'd talk to their superior or coworkers about the law, learn more about how to use it or find out more information on their own. A small portion (10%) said they wouldn't take any further action at this time, due to a number of reasons—like they'll do what they need to when the time arises, or that they're already in training or utilize the law.



Among those who said they'd take further action on ERPOs after this survey, most (51%) said it was because ERPOs are part of their job, or that they want to understand the law better, followed by the motivation of preventing tragedies or saving lives (26%).

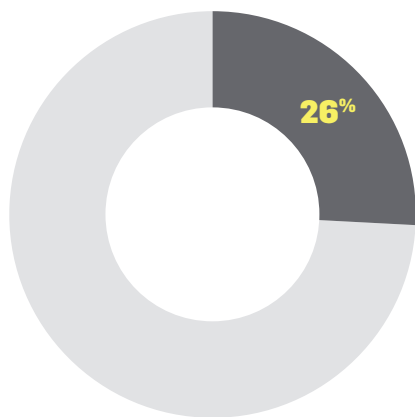
“Considering my line of job and my experience in the force for so long and for so many years, ***I think this is a welcome development and it's going to help to stop crimes and do things more effectively.***” - Law enforcement, Millennial, Democrat

“Laws are ever changing. ***It's part of my profession*** to try and keep up to date as possible.”  
- Law enforcement, Millennial, Republican

“To ***protect the innocent people*** and possibly the person who doesn't realize they are at risk of harming themselves or others.” - Law enforcement, Gen X, Republican

“It's important to ***keep up on such laws and procedures*** as to not violate someone's rights.”  
- Law enforcement, Boomer, Independent

**Reason for Following Up on ERPO**  
Among Law Enforcement Who Would Take Action



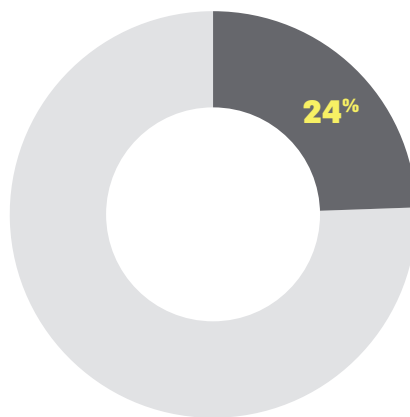
**Prevent Tragedies/  
Save Lives**

Because this law could be *used effectively if needed.*

– **Gen-Z, Republican**

This law may keep *people safer from themselves and others.*

– **Gen X, Republican**



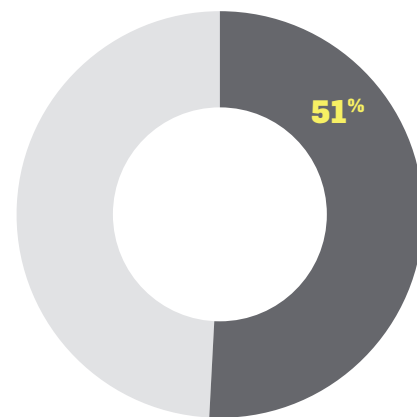
**Awareness Is  
Important**

I just think that it's a *good thing to constantly be aware of as a tool* for us to ensure public safety better.

– **Millennial, Democrat**

It's *always good to stay up to date on these things.*

– **Gen-X, Independent**



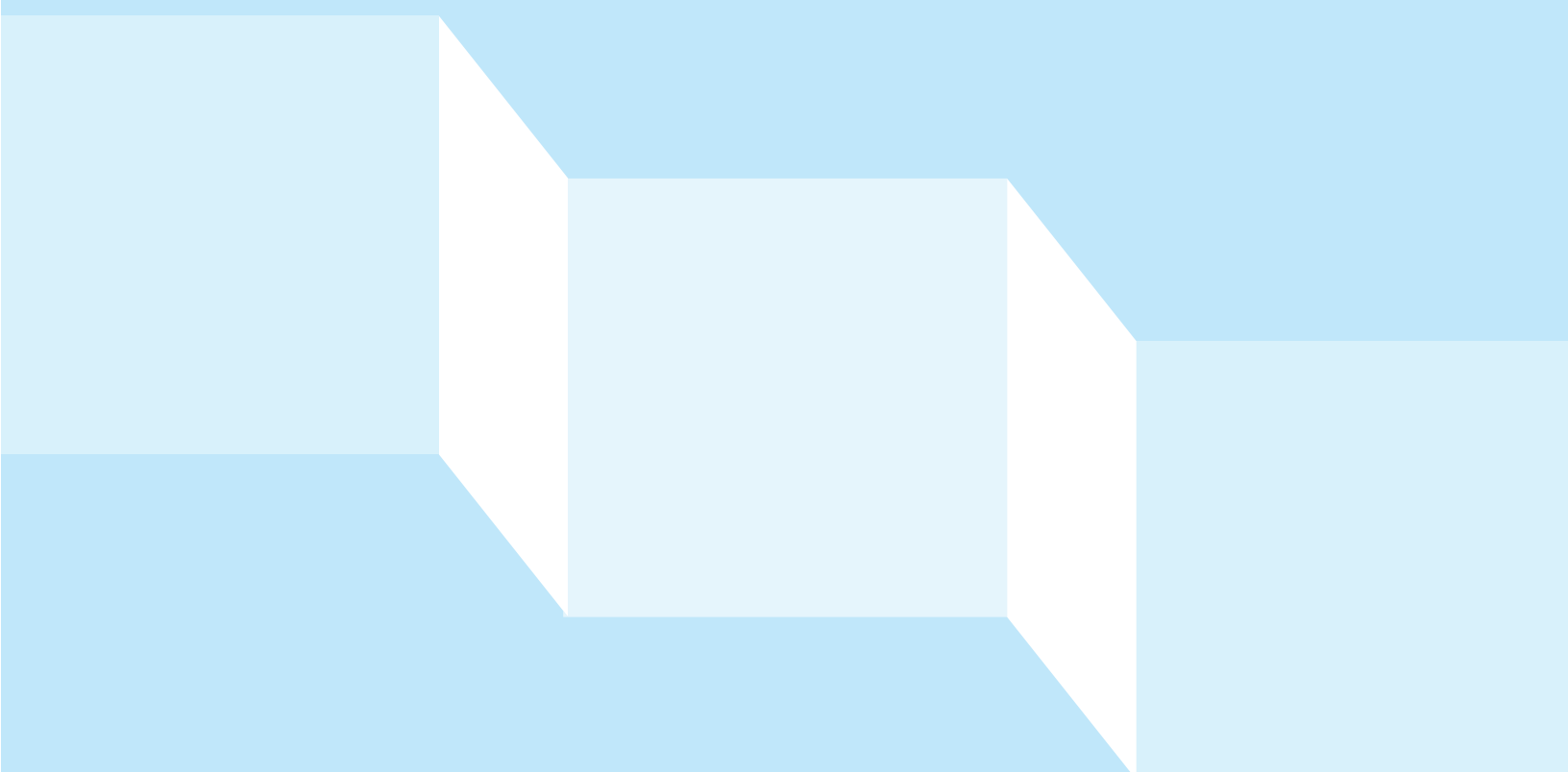
**Part of My Job/Want  
to Better Understand**

Just from the legality standpoint I would talk to my superior about these laws *to make sure that I enforce them the right way* and not risk being sued.

– **Gen-Z, Republican**

Laws are ever changing. *It's part of my profession to try and keep up to date as possible.*

– **Millennial, Republican**



## **While there's no general consensus on what these laws should be called, key wording rose to the top.**

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Currently, ERPOs are known by a variety of names depending on the state. From the survey, there is not yet a clear consensus—among general population respondents or within law enforcement—on an ideal name for these laws. However, wording like “crisis intervention” and “temporary” rose to the top for both groups.

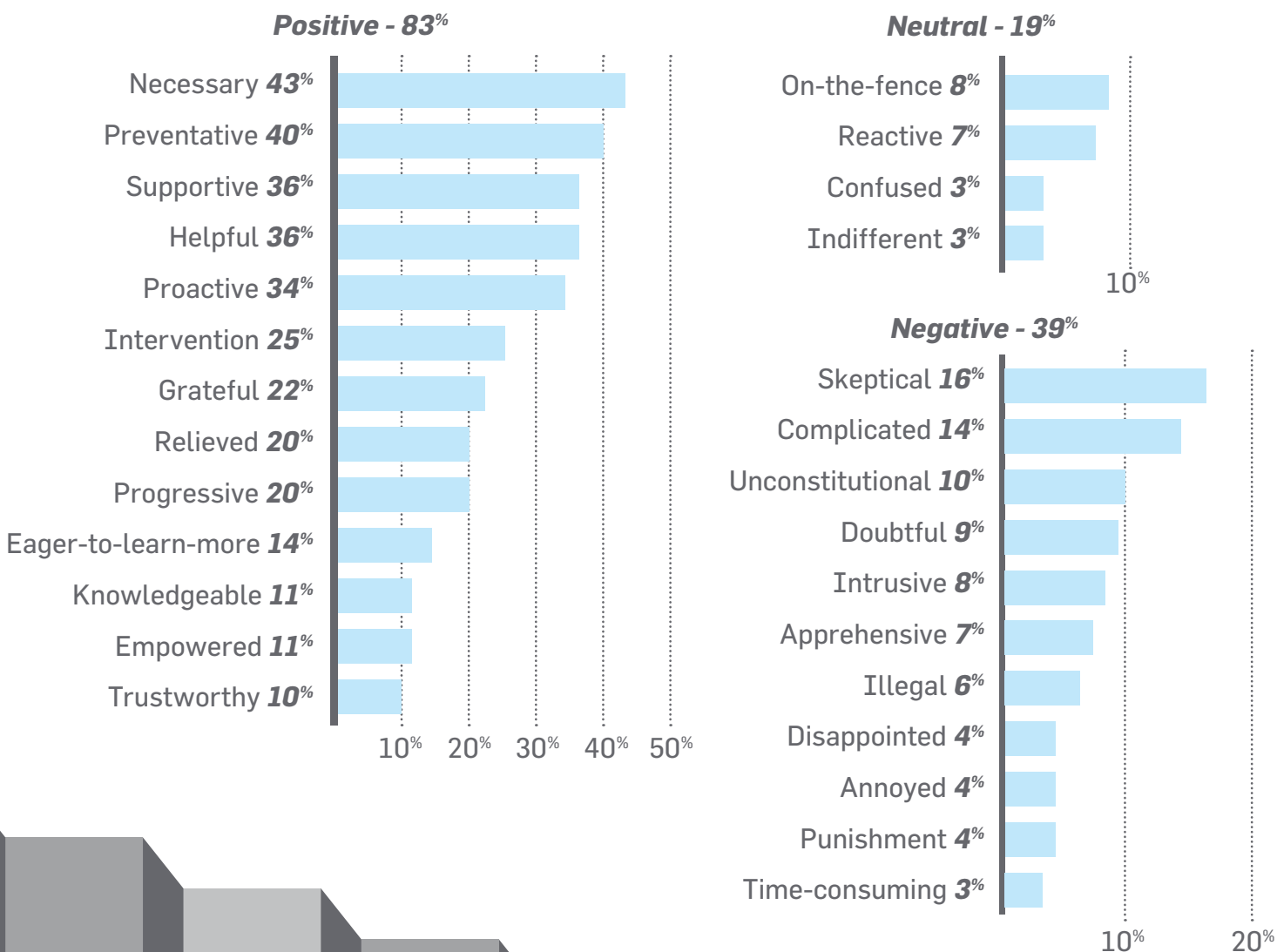
## Most associate positive words with ERPOs, but feelings are disparate. Gun owners are more negative, driven by skepticism.

When asked in the January 2023 survey to rank how specific words describe respondents' thoughts or feelings about having a law like ERPO in effect, most rankings were on the positive side (83%), choosing words like necessary (43%), preventative (40%), supportive (36%), helpful (36%) and proactive (34%).

Gun owners reacted more negatively overall, with more owners choosing words like skeptical (21%, compared to 16% of overall respondents), complicated (18%, compared to 14% of all respondents) and unconstitutional (15%, compared to 10% of all respondents).

And those who know someone in crisis were more likely to think these laws are progressive (26%, compared to 20% of overall respondents) and are eager to learn more (19%, compared to 14% of all respondents)—though more think it's complicated (18%, compared to 14% of all respondents).

### ERPO Law Word Associations



## Though respondents couldn't agree on an official name for ERPOs, "crisis intervention" and "temporary" rose to the top.

"Crisis Intervention Protection Order" and "Temporary Firearm Protection Order" were among the top choices for general population respondents in the January 2023 survey, as was "Red Flag Law". However, as the top response ("Crisis Intervention Protection Order") was chosen by just a quarter of respondents (26%), the research team cannot yet recommend an official name for the law across all states. Thematically, names including words like "crisis intervention" and "temporary" performed highest for the general public. (Note that "temporary" still performed well despite polarization around the word.) "Extreme risk" was also near the top for law enforcement.

"Red Flag Laws" have long been the dominant alternative name for ERPOs in the U.S. However, while it may be more dominant in the field, the initial qualitative phase (October 2022) found that it's also seen as generic—as "red flags" can represent any number of warnings and doesn't provide any depth in explaining the law.

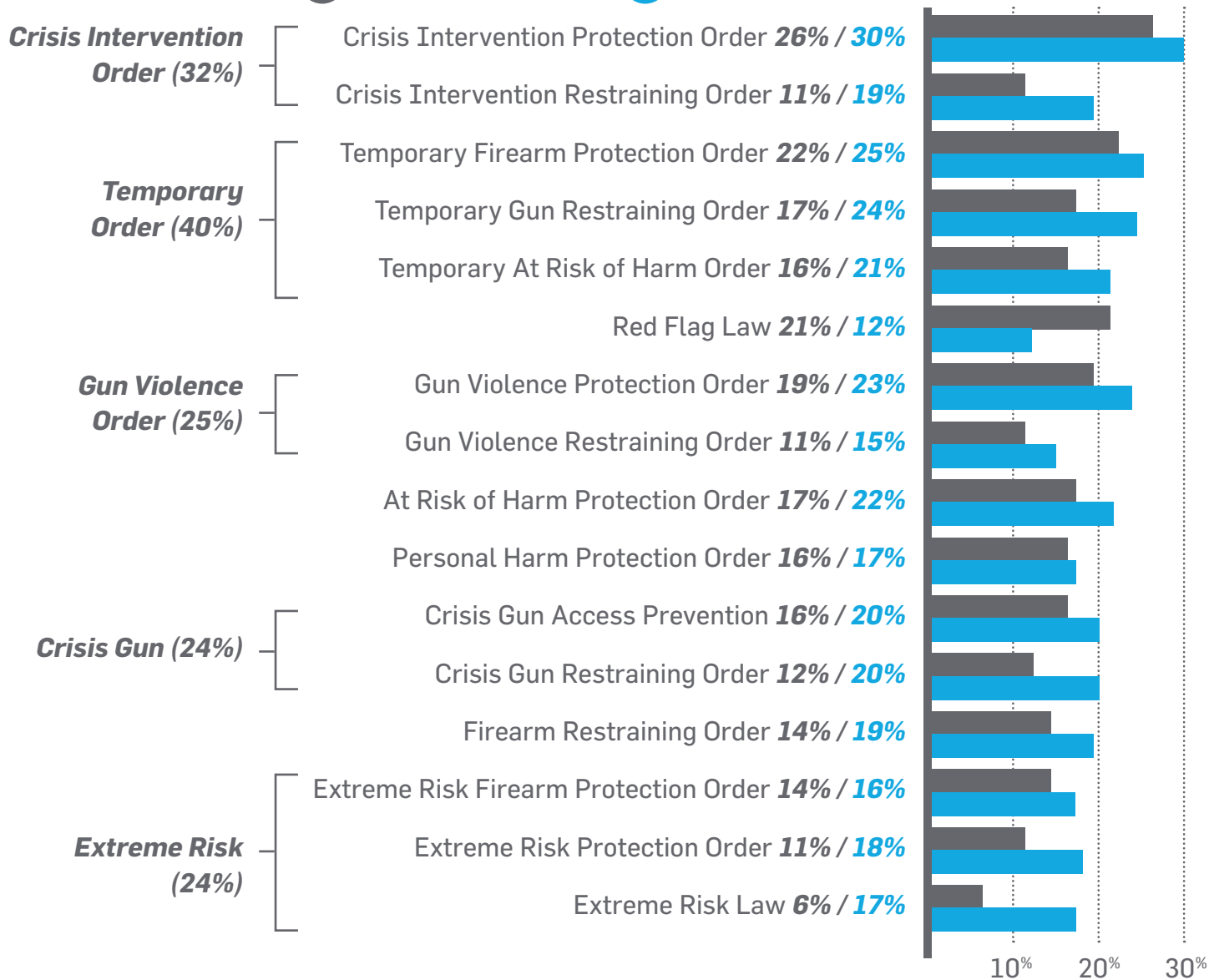
In addition, the research team acknowledges that many in the mental health community have recommended against the usage of "red flag" nomenclature as it may be construed as discriminatory toward people with mental health conditions.

### **Demographically:**

- Gen Z favored "Temporary Order" (47%), "Extreme Risk Law/Order" (36%) & "Gun Violence Order" (34%) wording, while Boomers preferred "Red Flag Laws" (26%).
- Asian respondents liked "Temporary Gun Restraining Order" (21%) wording, while Black people liked "Gun Violence Order" (30%) and "Extreme Risk Law/Order" (33%) wording.
- Those who know someone in crisis most liked wording around "crisis intervention" (39%).

### Ideal Name For ERPO Law & Why

● General Population ● Law Enforcement



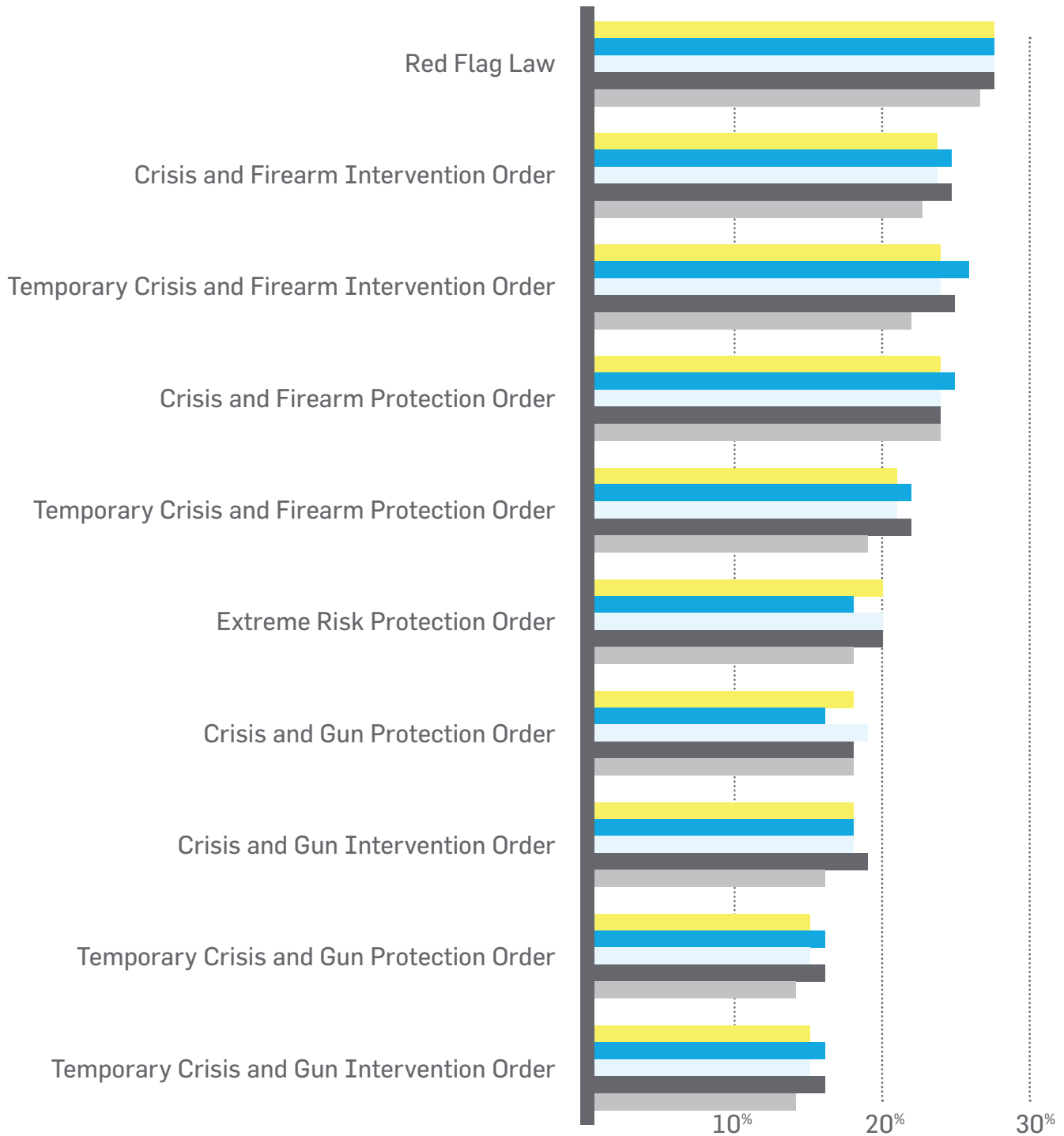
Again in the June 2023 survey, there is no consensus on an ideal name, but “Red Flag,” “Crisis” and “Intervention” wording rise to the top, along with “Firearm” wording.

#### Demographically:

- Those who know someone in crisis prefer Temporary Crisis & Firearm Intervention (30%) and Temporary Crisis & Firearm Prevention (26%) – as well as Gen Z (26%).
- Black Americans are more likely to say “Extreme Risk Protection Order” (25%), “Crisis & Gun Protection Order” (25%), “Crisis & Gun Intervention Order” (23%).
- Hispanic Americans are slightly more likely to say “Crisis & Gun Protection Order” (24%)
- More Democrats say “Crisis and Firearm Intervention Order” (29%).
- Veterans especially like “Red Flag” (34%).

### Ideal Name For ERPO Law & Why

- General Population
- States with ERPO before 2018
- States with ERPO after 2018
- Family/Others Can Petition
- Only Law Enforcement Can Petition



For June 2023 respondents, words that convey protection or reducing harm resonated with the general public, while “temporary” is important for reassurance of their rights.

“Crisis and intervention. Because during the event of such a crisis, I think that an intervention would be necessary in order to **reduce harm when it comes to firearms and those possessing with mental health issues.**” - **Indiana, Millennial, White, Gun Owner**

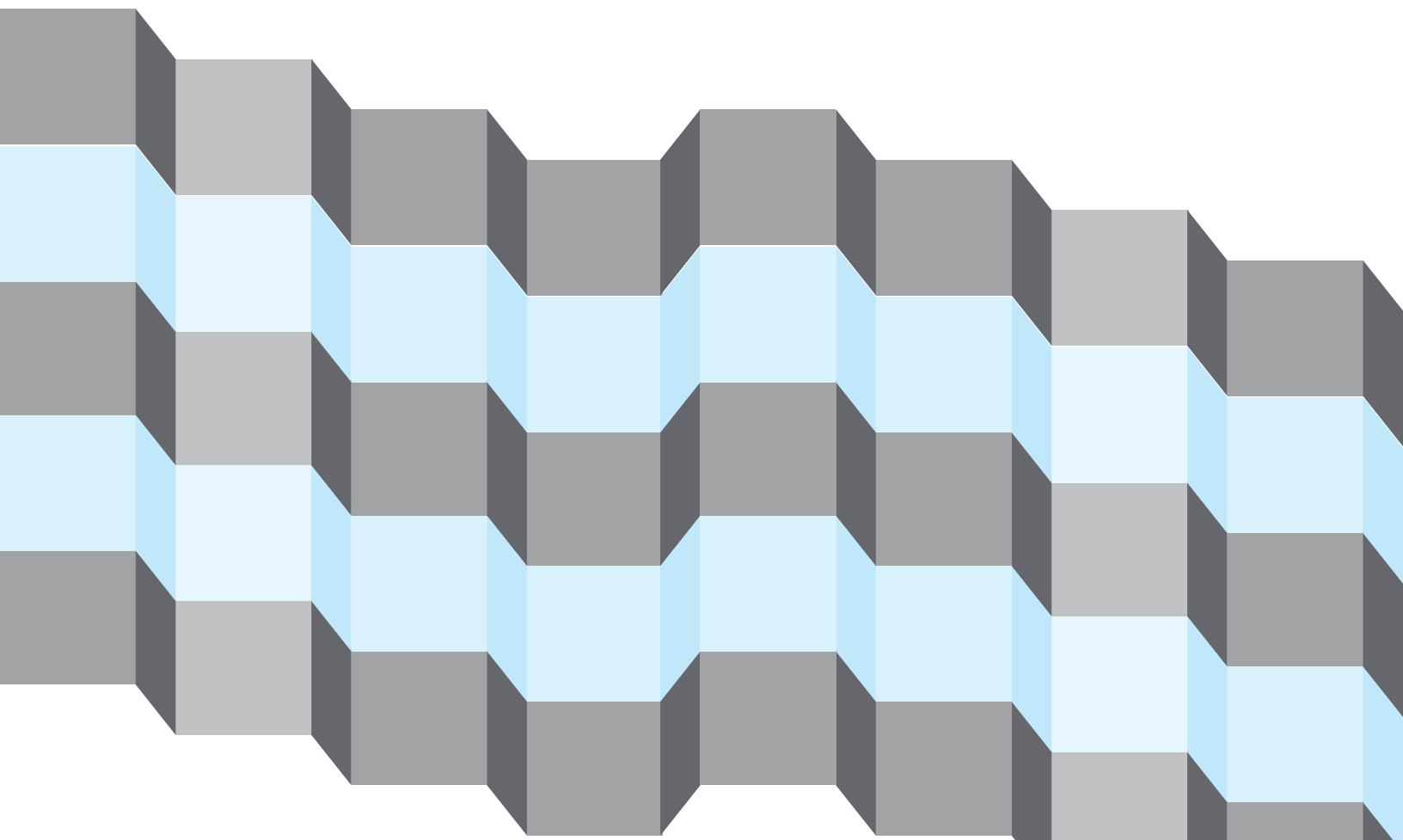
“Crisis: **to prevent a person from harming themselves or others.** Gun Protection: stricter rules to prevent people from buying guns.” – **Delaware, Gen Z, Black, Gun Owner**

“Crisis shows how important it is, and **protection is more positive than saying it’s being taken away.**” – **Hawaii, Gen X, Asian, Non-Gun Owner**

“‘Temporary’ makes me feel better because I know that if my firearms were taken, I **can retrieve them once my mental health recovers.** It makes it seem like my property is not being stolen.” – **Colorado, Gen Z, White, Non-Gun Owner**

“I am supportive of the use of the words ‘Temporary Crisis’ and ‘Firearm Intervention Order’ in the structure of the diction in this statute. This form of wording, in my mind, would **minimize and decrease any controversy regarding this proposed law.**” – **Florida, Gen X, Black, Gun Owner**

“Intervention vs. Protection. **Intervention implies proactive prevention,** whereas protection implies guilt, or the gun owner is like to harm someone.” – **Nevada, Boomer, Mixed Race, Gun Owner**



## What's in a Name (and Why Does It Matter)?

As of May 2023, 21 states and Washington, D.C. have enacted ERPO laws. And as much as the specifics of the law vary from state to state, so do the names by which these laws are called.

**California:** Gun Violence Protection Order

**Colorado:** Extreme Risk Protection Order

**Connecticut:** Extreme Risk Protection Order

**Delaware:** Lethal Violence Protection Order

**Florida:** Risk Protection Order

**Hawaii:** Gun Violence Protective Order

**Illinois:** Firearms Restraining Order

**Indiana:** Jake Laird Law

**Maryland:** Extreme Risk Protection Order

**Massachusetts:** Extreme Risk Protection Order

**Nevada:** Extreme Risk Protection Order

**New Jersey:** Extreme Risk Protection Order

**New Mexico:** Extreme Risk Protection Order

**New York:** Extreme Risk Protection Order

**Oregon:** Extreme Risk Protection Order

**Rhode Island:** Extreme Risk Protection Order

**Vermont:** Extreme Risk Protection Order

**Virginia:** Extreme Risk Protection Order

**Washington:** Extreme Risk Protection Order

**Washington, D.C.:** Extreme Risk Protection Order

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Why does naming convention matter? For one, so the general public in these states and D.C. knows about the laws at their disposal. In the initial qualitative phase (October 2022), respondents indicated a fairly low level of awareness about ERPOs, and the laws were more often recognized when referred to as a “red flag law” (though many still weren’t able to articulate what the law does).

(Note: The qualitative also found that while “Red Flag Law” is a commonly known term, it’s also seen as generic—as “red flags” can represent any number of warnings and doesn’t provide any depth in explaining the law. And, as highlighted above, the research team acknowledges that key constituency groups—including disability rights and mental health communities—oppose this term due to the potential of perceived prejudice toward people with mental health disabilities.)

The quantitative phase reiterated that though many had heard of an ERPO, the majority either didn’t know much about the laws or were only somewhat familiar with them.

Without a consistent, unified name for these laws, efforts to build awareness of them and their benefits is difficult. And overall, it’s clear that the public represented in this sample want a name for these laws that’s more in line with what it is and does (as seen through higher results for “crisis” and “temporary”).

## Section 5 |



### **Respondents would trust many different people to learn more about ERPOs, with law enforcement at the top—even among non-white racial groups.**

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Respondents of the June 2023 survey identified many individuals/entities they'd trust, but law enforcement rose to the top, even among non-white racial groups. Federal government representatives, close friends and mental health professionals were also trusted, a finding that was consistent across state groupings. Mental health organizations and a local law enforcement office are the top trusted sources for ERPO information.

## Across state groupings and demographics, law enforcement are the most trusted messengers for more information on ERPO laws.

Messengers in general were consistent across states, with federal government representatives, close friends, mental health professionals and mental health organizations following just behind law enforcement.

*Trusted messengers are individuals we turn to and trust for honest, unbiased information, and to help guide decision making on important issues.*

### Demographically:

Less trusting of law enforcement (compared to the **47%** overall average):

- Gen Z (**34%**)
- Millennials (**37%**)
- Black (**32%**)
- Hispanic (**35%**)

More trusting of law enforcement: Boomers (**57%**, vs. **47%** average)

More Democrats trust the federal government: (**53%**, vs. **39%** average)

Less trusting of mental health professionals (vs. the **33%** overall average):

- Black (**27%**)
- Hispanic (**26%**)
- Republicans (**24%**)

More trusting of mental health professionals (vs. the **33%** overall average):

- Know someone in crisis (**46%**)
- Democrats (**44%**)

In addition, gun owners and veterans are more likely than the overall average to trust:

National gun association reps

- Overall average: **19%**
- Gun owners: **29%**
- Veterans: **NEED**

Other gun owners

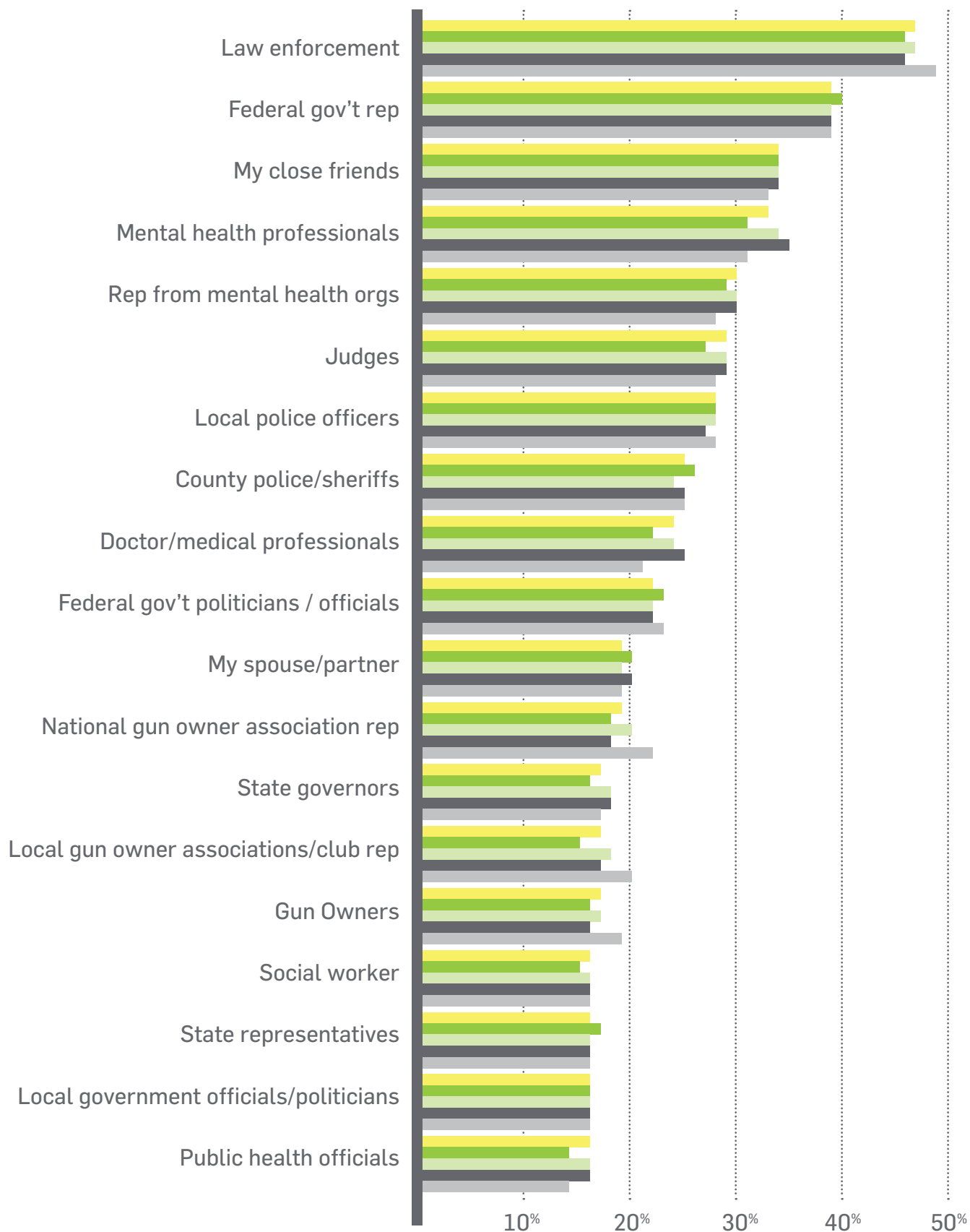
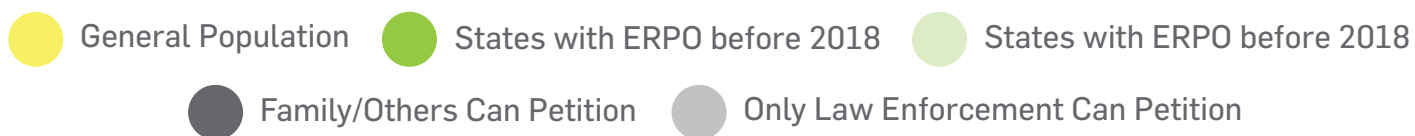
- Overall average: **17%**
- Gun owners: **29%**
- Veterans: **NEED**

Local gun owner association/club representatives

- Overall average: **17%**
- Gun owners: **25%**
- Veterans: **NEED**



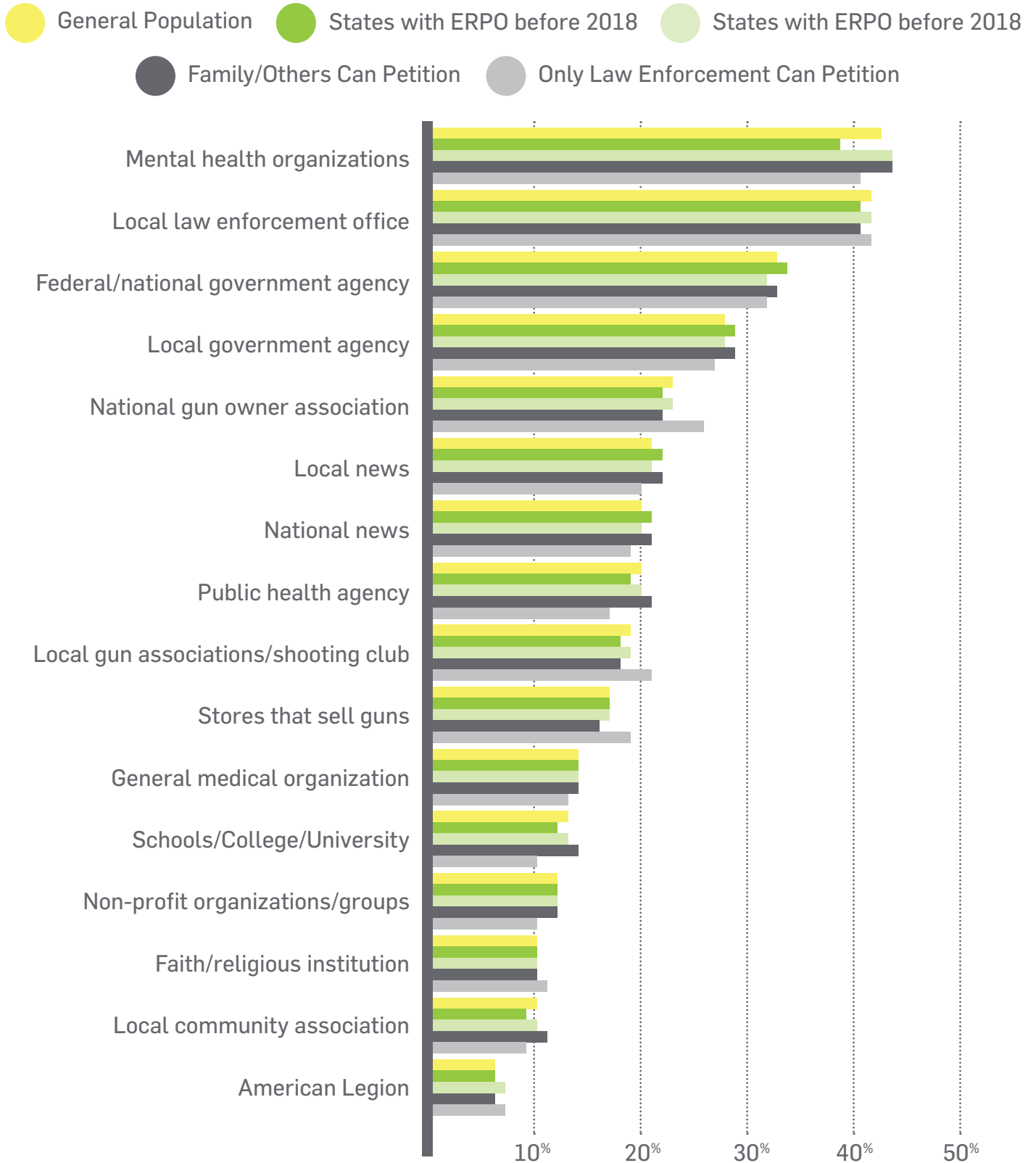
### ERPO Trusted Messengers



## Aligning with trusted messengers, mental health organizations and a local law enforcement office are the top trusted sources for ERPO information.

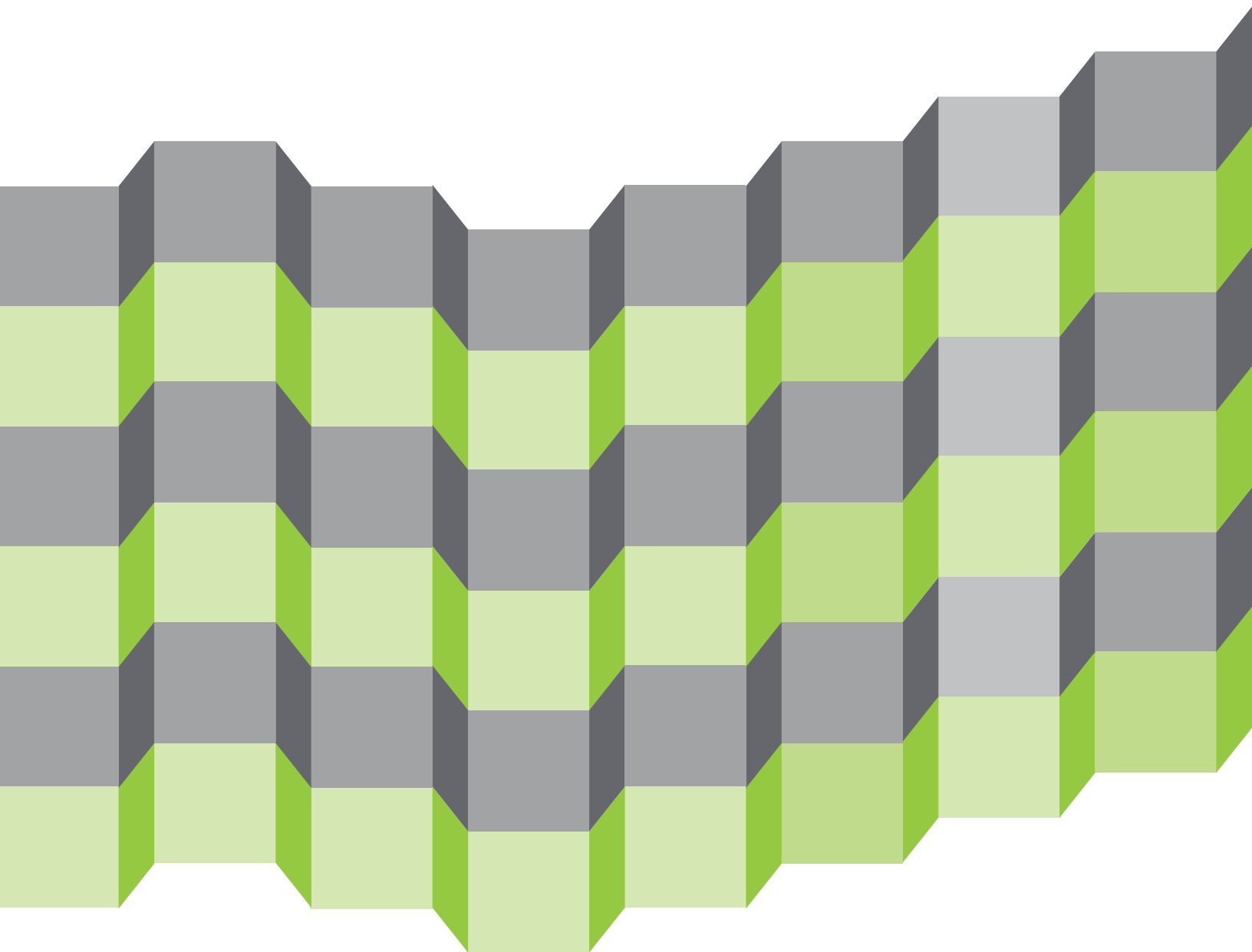
Mental health orgs and local law enforcement offices are the top two trusted sources for ERPO information across state groups, followed by federal/national and state government agencies.

**ERPO Trusted Sources**

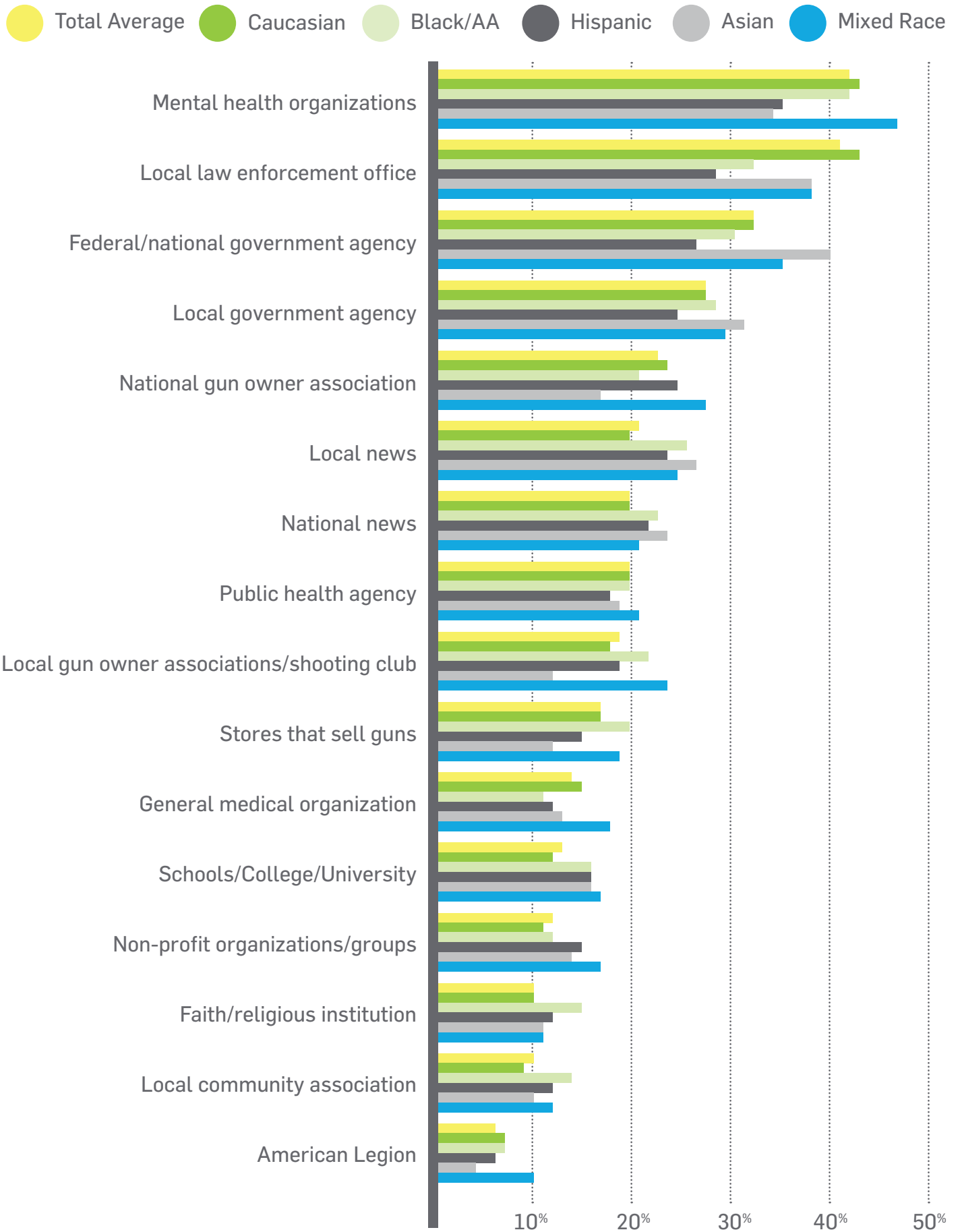


Noticeable variances could be seen here by both demographic and behavior groups, such as:

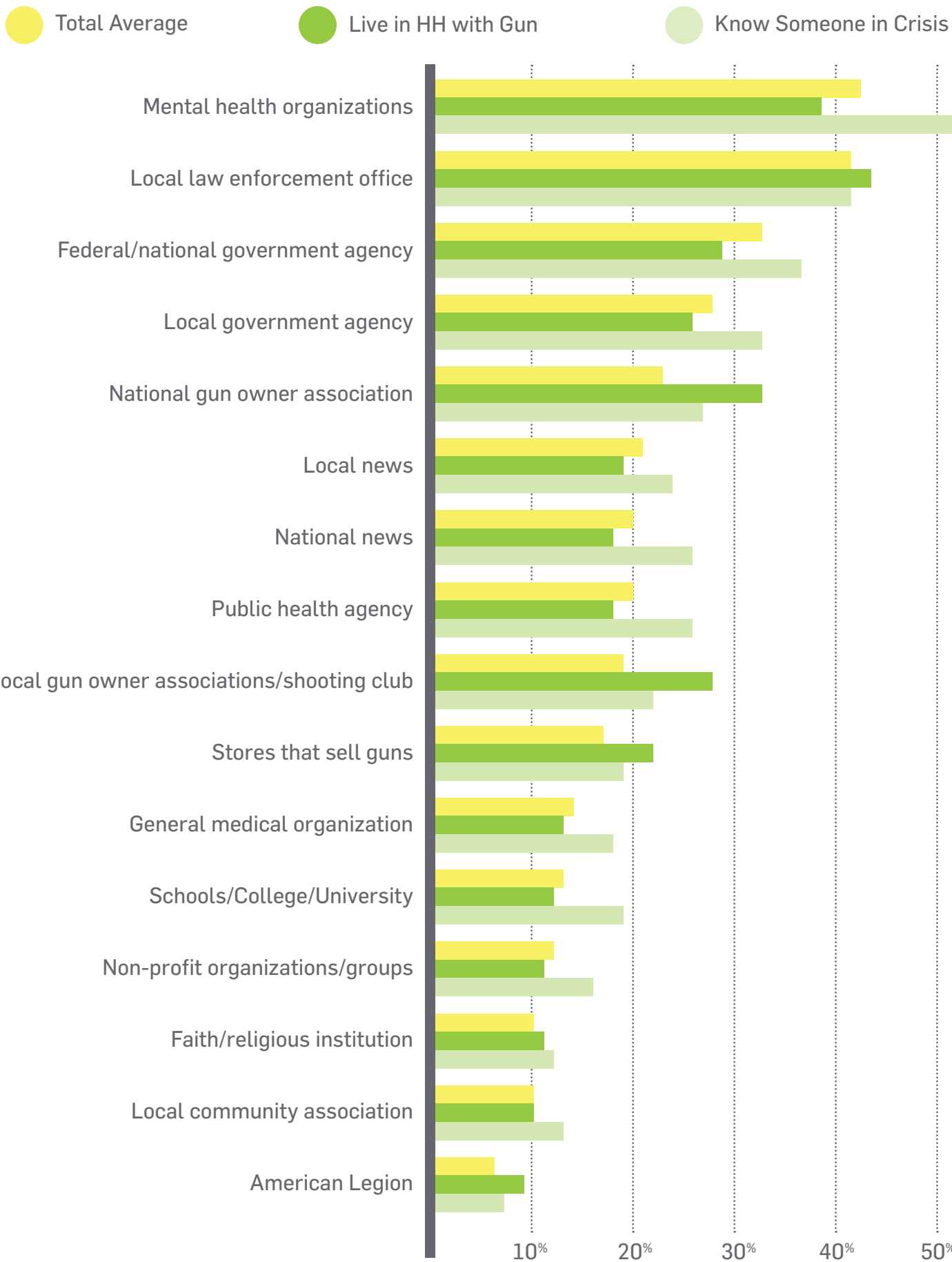
- Gun owners are more likely to trust national gun associations (**33%**, vs. **23%** average) and local shooting clubs (**28%**, vs. **19%** average).
- Those who know someone in crisis are more likely to trust mental health organizations (**56%**, vs. **43%** average).
- Black and Hispanic Americans are less likely to trust local law enforcement offices (**33%** and **29%** respectively, vs. **42%** average).
- Democrats are more likely to trust mental health organizations (**55%**, vs. **43%** average), federal government agencies (**44%**, vs. **33%** average), local government agencies (**37%**, vs. **28%** average), local news (**30%**, vs. **21%** average) and national news (**30%**, vs. **20%** average).
- Gen Z and Millennials are less likely to trust local law enforcement (**29%** and **32%** respectively, vs. **42%** overall average).
- Rural respondents are more likely to trust national gun associations (**28%**, vs. **23%** average) and local gun associations (**23%**, vs. **19%** average).



### ERPO Trusted Sources – By Race/Ethnicity

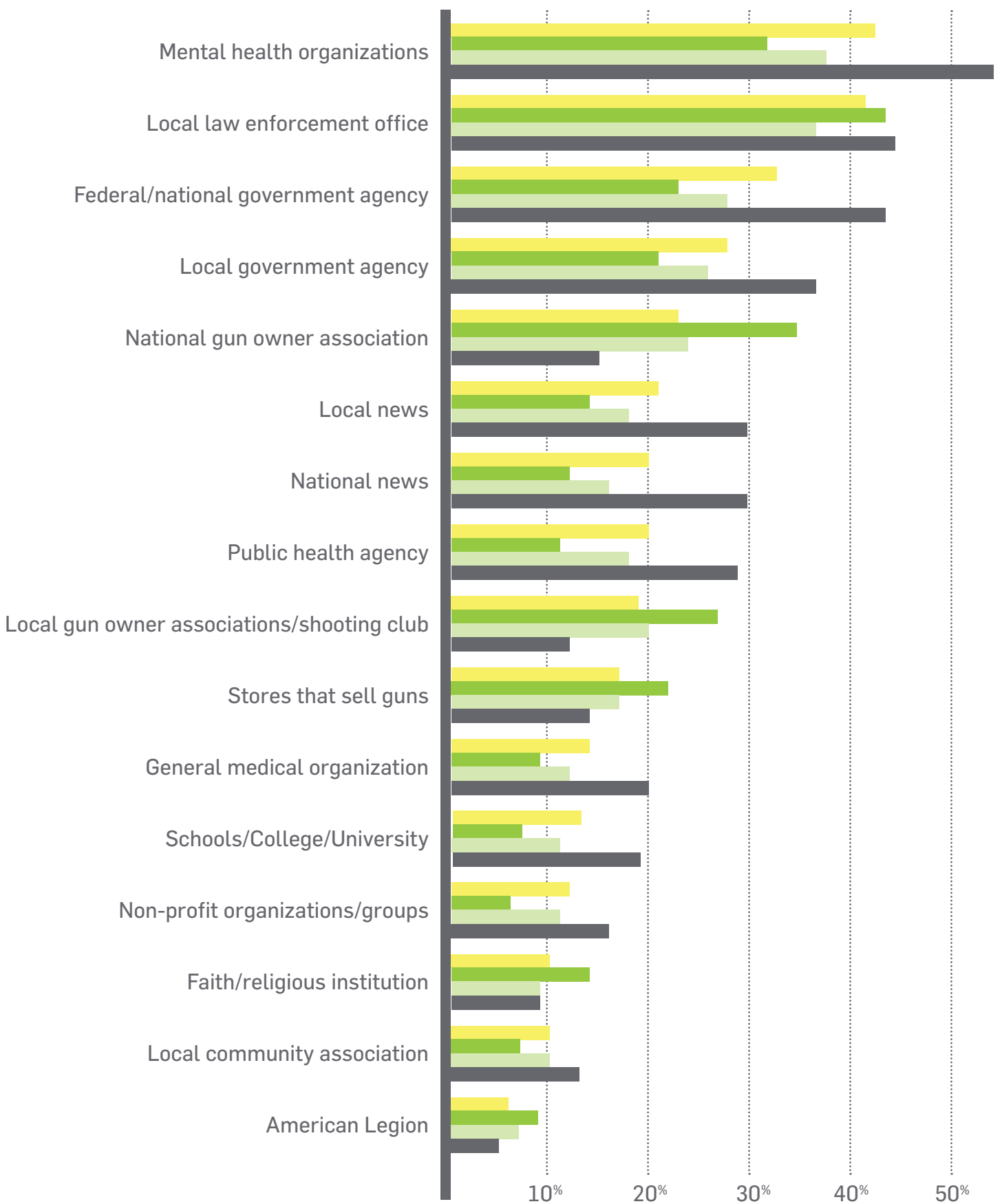


### ERPO Trusted Sources – By Key Groups



### ERPO Trusted Sources – By Political Party

● Total Average 
 ● Republicans 
 ● Independents 
 ● Democrats



## Section 6 |

### **Further testing is needed to determine the messaging that's most helpful for the general public.**

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Message frame testing and validation in both the initial qualitative (October 2022) and initial quantitative (January 2023) phases left the research team with one definitive: More work is needed. Overall, the messages (particularly those tested in the initial quantitative survey) all performed similarly among general population respondents. Though none of the frames by themselves stood out as being overly informative, motivating or relevant, many key phrases and language in each was received positively by respondents.

Feedback on these frames pointed to a desire for additional, deeper information on the process of ERPO laws. This feedback was directly applied to the frames that were tested in the final qualitative (April 2023) and quantitative (June 2023) phases, providing the depth of information respondents were craving after earlier research phases.

(As with the rest of this report, only differences past a 5% margin of error can be reported. Overall, the research team saw little to no differences among demographics or key behavior groups from the general population.)

# Message Frames Tested

## Initial Qualitative & Quantitative

In the initial qualitative phase (October 2022), the research team tested six message frames to determine which frame (or combination of frames) general population respondents and law enforcement officials find most informative and helpful in explaining what ERPOs are, how they're used and the benefits to individuals in crisis and the communities in which they live. In-depth feedback on the initial message frames during the qualitative phase informed strategic revisions, which were then tested in the quantitative survey.

Based on qualitative feedback, the initial quantitative survey (January 2023) tested four optimized message frames (both new and adapted frames from the qualitative) with the general public and law enforcement. Respondents were asked which frames they found the most informative and relevant, if/how motivated respondents were to learn more about the law based on the frame, and overall positive/negative reactions. In addition, law enforcement officials were asked which frames they believed would be the most informative, relevant and motivating for the general public.

This testing of message frames was specifically intended to determine the key narratives and phrasing that most resonate with and motivate the general public to learn more about ERPO laws and how they're used, which organizations can (and should) use in their efforts to drive broader awareness and understanding within the states and D.C. where these laws are enacted.

### Message Frames Tested |

#### Initial Qualitative (October 2022)

The October 2022 qualitative phase tested six message frames to gauge respondent reactions and impressions. Overall, the message frames in the qualitative phase were deemed to raise awareness of ERPO laws, but respondents felt they were incomplete and missing critical information about how they work, how laws are enacted, how long “temporary” lasts and more.

In general, many respondents reacted favorably to laws being described as “temporary” and “not a punishment,” though a focus on time and immediacy was mixed—law enforcement often noted that the law takes longer to enact than the frames suggested.

The six frames, along with initial reactions, can be read on the following pages.

## The Big Pause

Anyone anywhere can experience a moment when they're at risk of harming themselves or others. In these heightened moments, removing access to guns gives everyone **time to pause**.

Extreme risk laws are a tool that temporarily prevents someone from accessing guns when they're at risk of harming themselves or others. They are a means to taking action in the moments when **taking a pause** can save lives.

**Taking a pause** provides a safe and deserving space for people in such moments to seek the help they need.

**Taking a pause** de-escalates emergency situations.

**Taking a pause** saves our loved ones from harming themselves or the people around them.

**Taking a pause** keeps our communities safe.

### Overall impression:

Despite language focused on de-escalation, respondents felt "The Big Pause" minimized the severity of urgent situations. Respondents appreciated the focus on "temporary" and "pausing," and felt the succinct style was streamlined and easy to understand. However, they felt the message lacked urgency or minimized the severity of situations that occur (which was especially noted among law enforcement).

## Time to Save Lives

Anyone can experience a time when they're at risk of harming themselves or others. But when a person is in such a moment and has direct access to a gun, it can take mere seconds for a risky situation to turn deadly. And when lives are on the line, especially involving loved ones, every second counts.

But people don't know that they have a way to buy time when it matters most. Extreme risk laws help defuse potentially lethal situations by temporarily removing a person's access to guns when they're an urgent risk of harming themselves and others.

Extreme risk laws give the person time to seek the treatment or help they need, and give law enforcement or mental health professionals time to prevent a potential catastrophe.

Most people don't know that they can intervene when time is the most crucial. They can prevent urgencies from becoming lethal. They can make sure that such moments or potential harm remain just that - moments - and not life-altering tragedies that change lives forever.

### Overall impression:

"Time to Save Lives" is appreciated for its personal tone and clear explanation, but respondents felt it might not be direct enough. This frame was helpful for its explanation of ERPOs, though professionals noted that the messaging on time may not be realistic (i.e., some law enforcement noted that promises made in the message may not be realistically fulfilled).

## A Lethal Combination

Plain and simple, a person who's at risk of harming themselves and others and has direct access to a gun is a deadly combination.

To be clear, this isn't about punishment. Anyone can experience such a moment, and many Americans can and do legally own firearms. The problem is, when these two factors intersect, it can become lethal in an instant.

Extreme risk laws are designed to prevent this danger by temporarily removing a person's access to firearms when they're an urgent risk to themselves and others.

The majority of gun owners agree with extreme risk laws: Over 70% of gun owners said they'd be willing to ask a judge to enact this law if a family member threatened to harm themselves or others.

Extreme risk laws are a powerful resource to prevent someone, in the moments that matter most, from carrying out a violent gun-related act in your community.

### Overall impression:

"A Lethal Combination" can help normalize the conversation on firearms, but language can appear condescending. Respondents appreciated the strong tone and assurance that ERPOs are intended to save lives and not punish people. However, they also felt that language like "plain and simple" or "to be clear" could be counterproductive to the "not a punishment" narrative. In addition, respondents were worried that highlighting legal gun ownership would open the conversation to illegal ownership and lead to political conversations.

## An Act of Love/Caring

The signs and symptoms of a person who's at risk of harming themselves or others can be subtle. And for the person closest to you, you may be the only one who notices.

When you notice, it's time to act.

If someone you love is at risk of harming themselves and others and you know they have direct access to a gun, it's critical to take action right away to prevent a potentially lethal situation.

Extreme risk laws are designed exactly for this moment: To temporarily remove a person's access to firearms when they're in a moment of potential harm. These laws aren't a punishment; rather, they're a tool issued for someone to protect someone.

While it may not seem so on the surface, an extreme risk law is often the ultimate act of love, so let's treat it that way. It's not punitive, it's personal. It takes love to care enough about a person to care about their safety.

For a person you love, nobody is better equipped to take action and save lives than you.

### Overall impression:

"An Act of Love/Caring" is compassionate and focused on helping others, but it may not focus enough on individuals/victims. Respondents felt this frame was empowering and removed some guilt or pressure to call. On the other hand, some felt this frame was too personalized and could be misleading, and didn't like that it was more about family members than the victims or individuals of potential violence.

## Moment of Truth

When it comes to the subject of guns in America, it can feel hard to find common ground. But a strange thing happens when a person we care about is at risk of harming themselves or others, and we're confronted with the stark, tangible reality of them carrying out an act of violence with a gun close at hand.

Something happens when we separate the MOMENT from the DEBATE. We start to AGREE.

The decision becomes clear that if we had the opportunity to protect someone in such a situation, we would. In fact, three in four gun owners would be willing to temporarily restrict access to guns for loved ones at risk of harming themselves or others. Not because their beliefs on gun rights have changed, but because in *this* moment, *this* person and those around them are safer without direct access to a gun. Period.

Extreme risk laws can do this. They are a tool designed to prevent this danger by temporarily removing a person's access to firearms when they are an urgent risk to themselves and others.

This is the only moment that matters. And it might just be the moment of truth we've been looking for to avoid the next gun-related tragedy in our community.

### Overall impression:

"Moment of Truth" worked for some in establishing common ground but felt too political and jargony for others. Respondents liked the "three in four gun owners" statistic and hopeful tone, but overall felt that this frame was more persuasive than informative—and may inadvertently stoke debates or provoke opinions on gun rights.

## You Can Make a Difference

Powerless. Passive. Helpless. Hopeless. When a person you know is at risk of harming themselves or others, you might feel incapable of help or support, or not even know where to begin.

But when a person is at risk of harming themselves or others and you know that they have access to a firearm, your actions can mean the difference between life and death.

An extreme risk law temporarily removes a person's access to firearms when they're in such a moment - access that has been proven to increase the risk of gun violence. In the moments that matter most, extreme risk laws are a powerful tool to protect loved ones by removing the risk of a gun-related tragedy.

You can take an active role in preventing gun violence. You can take an active role in saving lives. You can make a difference in your community.

### Overall impression:

"You Can Make a Difference" highlights how people can take action, but many felt it shifts a great responsibility to them. Positively, respondents liked that this frame was empowering to the individual, and that it lets people know they have the ability to take action rather than feeling helpless. In contrast, some also felt the frame puts too much pressure on the individual, and that it lacked specificity on the steps a person can take.

## **Message Frames Tested I** **Initial Quantitative (January 2023)**

Based on respondent feedback from the qualitative phase, the initial (January 2023) quantitative phase presented new and edited message frames for respondent reactions and impressions. To do so, respondents were shown each frame individually and asked to highlight the words or phrases they liked and disliked. Then, respondents were asked to rank how much they determined each frame to be informative, relevant and motivating (to take further action).

The four frames tested in the quantitative phase were “Success Story,” “Buy Time to Save Lives,” “A Lethal Combination,” and “Moment of Truth,” which can be read in the following pages.

## Success Story

A few years ago, my brother was really struggling. He lost his job, and he had trouble finding steady work and keeping up with his bills. It was really weighing on him, and one day, something just ... shifted. He was angry, inconsolable.

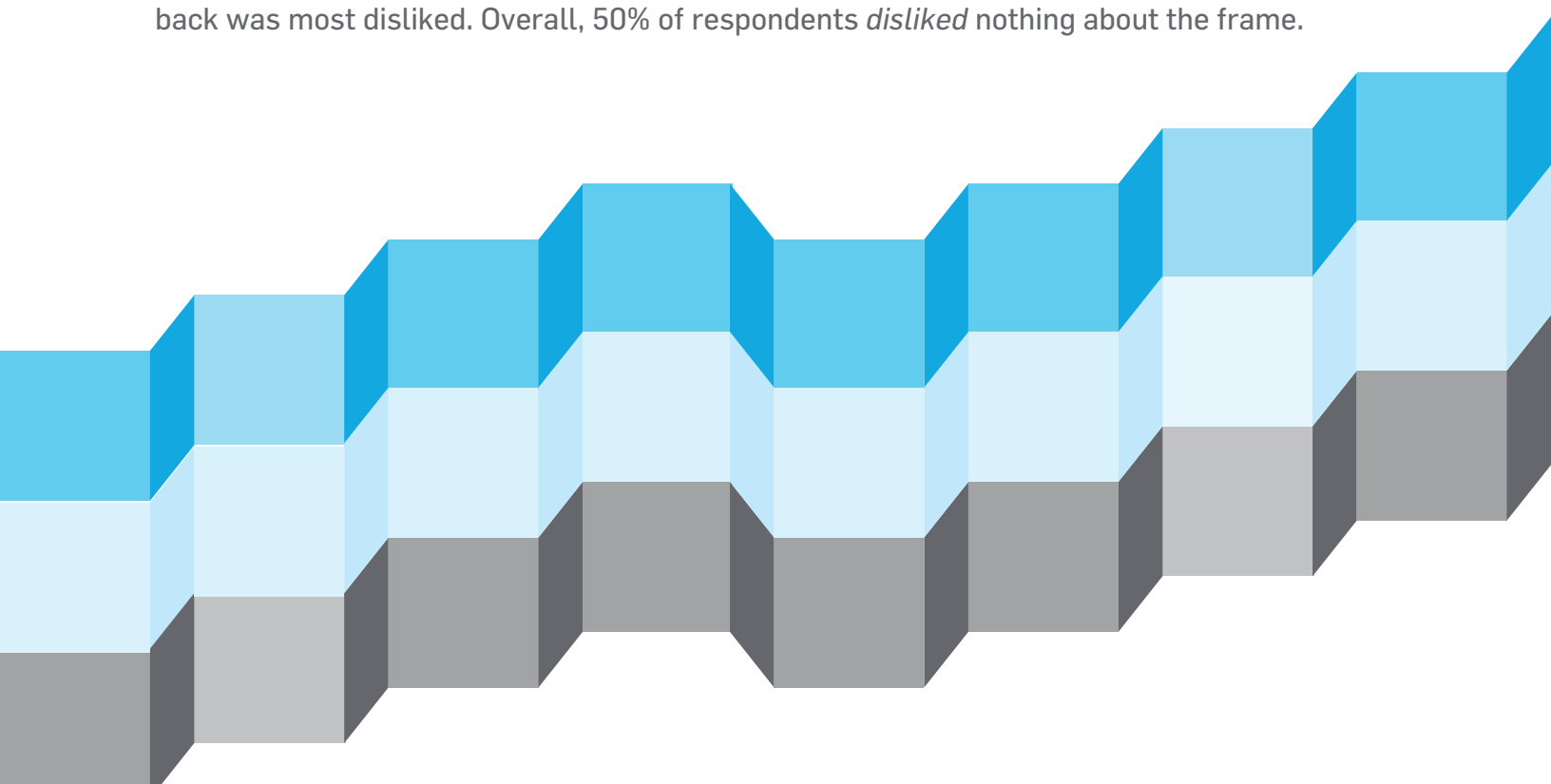
I knew he had a firearm in his home, and I was terrified he'd do something in that moment to hurt himself or others. One of the many things I did to help him was call the police and they filed a petition under our state's extreme risk law. The court reviewed the evidence and determined he was an imminent risk to himself and others, and temporarily took away his gun - putting an end to a situation that could have turned deadly.

The temporary removal of his gun was a wake-up call, and my brother sought help. When he was able to get his gun back after his second hearing with the judge a couple of months later, he was no longer in crisis - and having access to a firearm no longer posed a risk.

---

### Overall impression:

Respondents were interested in/reacted positively to language that detailed a situation when an ERPO is needed (potential harm to self), along with how an ERPO specifically works (temporary removal). The phrase "call the police" was polarizing (garnered above-average likes and dislikes), while language at the end of the frame about the person getting their gun back was most disliked. Overall, 50% of respondents *disliked* nothing about the frame.



**General population respondents were asked to evaluate messages based on what they like/sparks their interest and what they dislike about the message.**

- **LIKES:** Above average across all story segments
- **POLARIZING:** Both above average for likes and dislikes
- **DISLIKES:** Above average across all story segments

A few years ago, my brother was really struggling. He lost his job, and he had trouble finding steady work and keeping up with his bills. It was really weighing on him, and one day, something just ... shifted. He was angry, inconsolable.

I knew he had a firearm in his home, and **I was terrified he'd do something in that moment to hurt himself or others.** One of the many things **I did to help him was call the police** and they filed a petition under our state's extreme risk law. The court reviewed the evidence **and determined he was an imminent risk to himself and others, and temporarily took away his gun - putting an end to a situation that could have turned deadly.**

**The temporary removal of his gun was a wake-up call, and my brother sought help. When he was able to get his gun back after his second hearing with the judge a couple of months later, he was no longer in crisis - and having access to a firearm no longer posed a risk.**

**15% like nothing**  
**50% dislike nothing**

## Buy Time to Save Lives

Many reasons can lead to someone being in a moment of crisis, where they're at heightened risk for harming themselves or others.

When a person is in a moment of crisis and has direct access to a gun, it can take mere seconds for a risky situation to turn deadly.

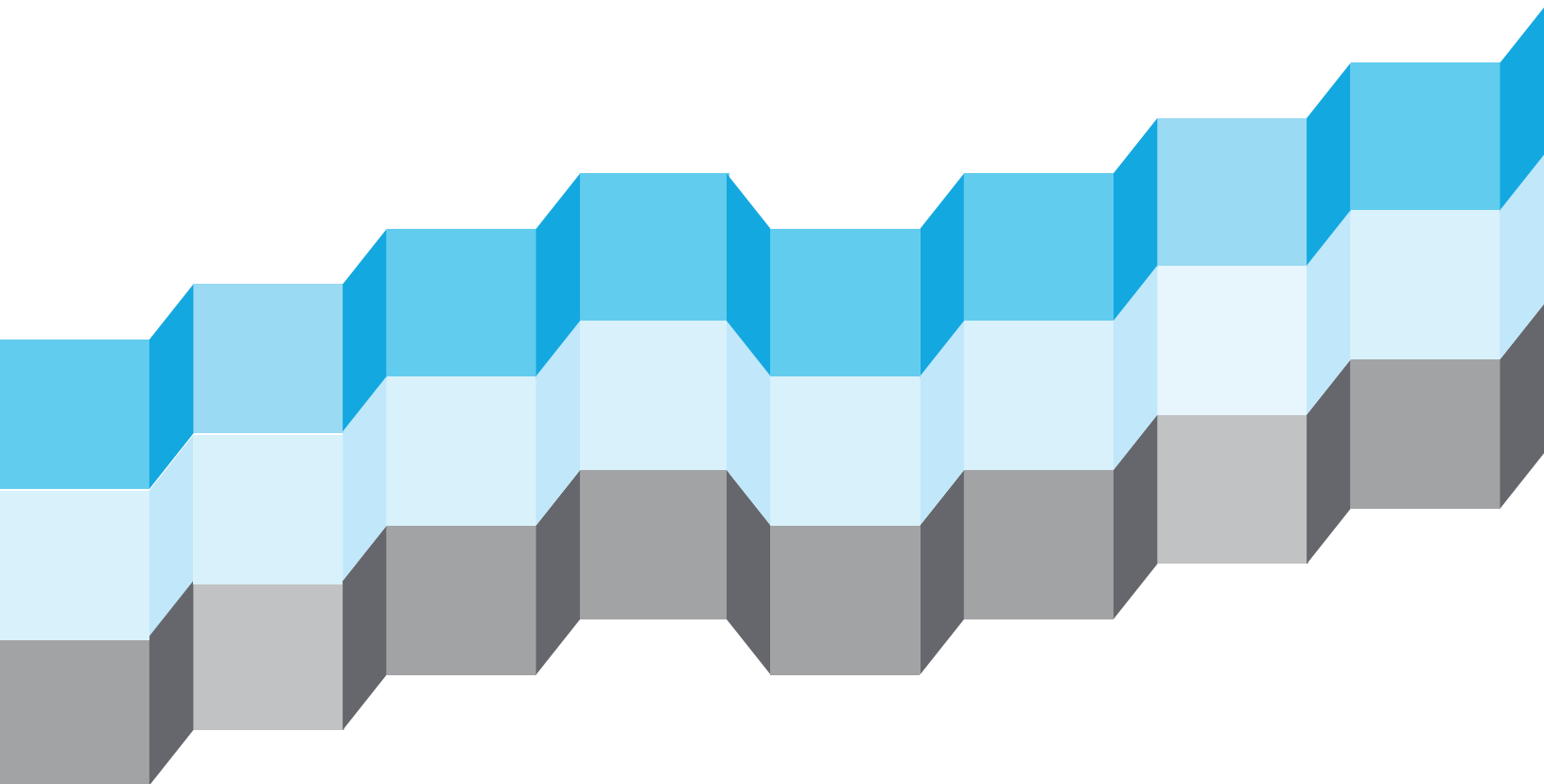
Extreme risk laws help defuse potentially lethal situations by temporarily removing a person's access to guns when they're at imminent risk of harming themselves or others, giving law enforcement or mental health professionals time to prevent a potential tragedy.

Extreme risk laws can buy time when time is what's needed most. Loved ones can make sure that moments of potential harm remain just that - moments - and not life-altering tragedies that change lives forever.

---

### Overall impression:

Connecting how quickly a situation can turn bad with how an ERPO diffuses such a situation resonated with respondents in the "Buy Time to Save Lives" frame. Again, half of respondents said they dislike nothing about this frame, but "temporary" language was polarizing for some.



**General population respondents were asked to evaluate messages based on what they like/sparks their interest and what they dislike about the message.**

- **LIKES:** Above average across all story segments
- **POLARIZING:** Both above average for likes and dislikes
- **DISLIKES:** Above average across all story segments

Many reasons can lead to someone being in a moment of crisis, where they're at heightened risk for harming themselves or others.

When a person is in a moment of crisis and has direct access to a gun, it can take mere seconds for a risky situation to turn deadly.

Extreme risk laws help defuse potentially lethal situations by temporarily removing a person's access to guns when they're at imminent risk of harming themselves or others, giving law enforcement or mental health professionals time to prevent a potential tragedy.

Extreme risk laws can buy time when time is what's needed most. Loved ones can make sure that moments of potential harm remain just that - moments - and not life-altering tragedies that change lives forever.

**14% like nothing**  
**53% dislike nothing**

## A Lethal Combination

A person who's at risk of harming themselves and/or others and has direct access to a gun is a deadly combination.

Extreme risk laws are designed to prevent this danger by temporarily removing a person's access to firearms when they're an imminent risk to themselves and/or others.

This isn't about punishment. Many Americans can and do own firearms responsibly. The problem is, when firearm access intersects with a person in crisis, it can become lethal in an instant.

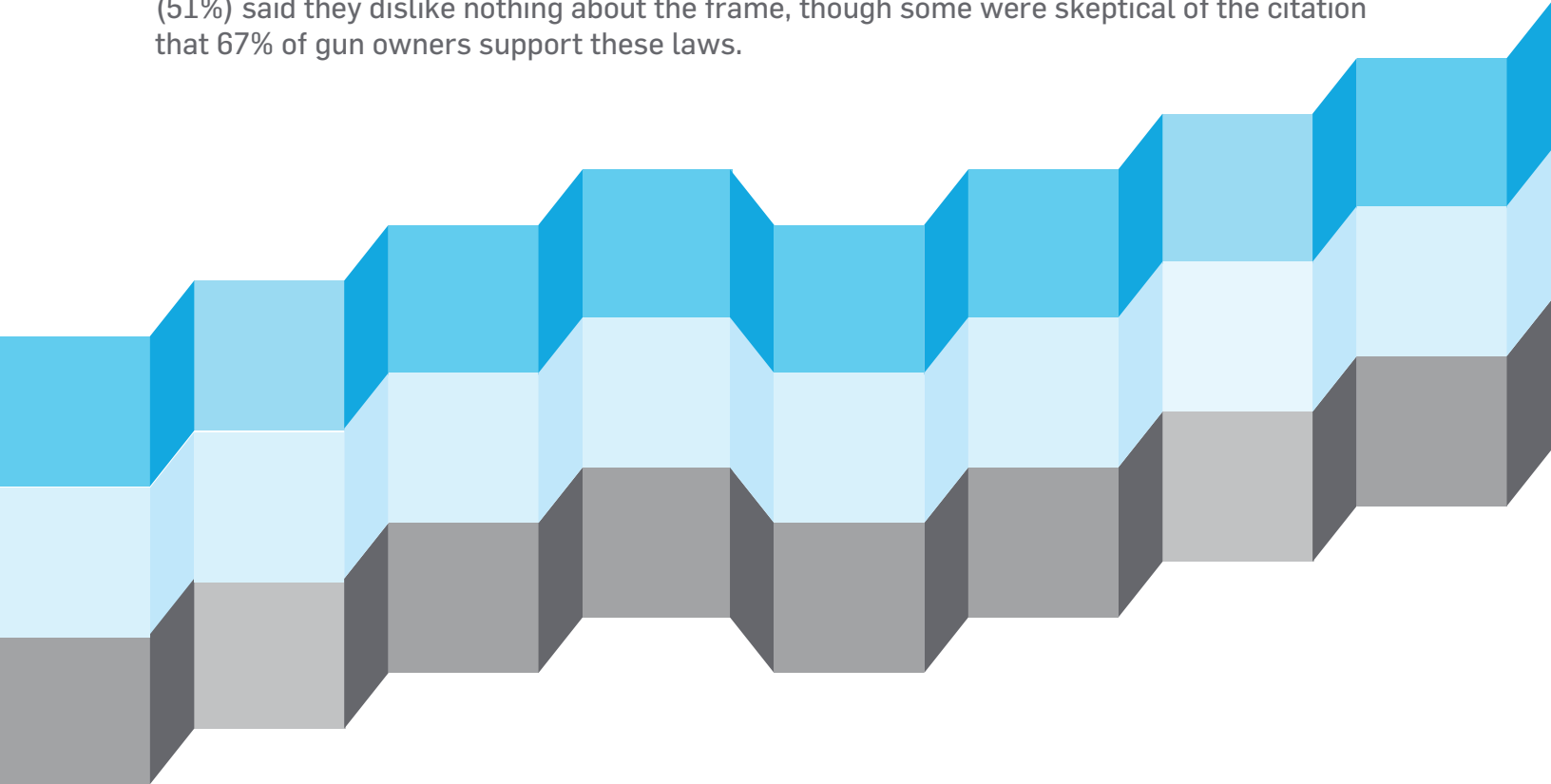
The majority of gun owners agree with extreme risk laws: According to a recent survey from APM Research Lab/Guns & America/Call to Mind, 67% of gun owners nationally said they'd support family members to seek them.

Extreme risk laws are a powerful resource to prevent such a lethal situation in your community.

---

### Overall impression:

In "A Lethal Combination," respondents positively reacted to phrases about how ERPOs are designed to prevent negative action versus being a punishment. Again with this frame, half (51%) said they dislike nothing about the frame, though some were skeptical of the citation that 67% of gun owners support these laws.



**General population respondents were asked to evaluate messages based on what they like/sparks their interest and what they dislike about the message.**

- **LIKES:** Above average across all story segments
- **POLARIZING:** Both above average for likes and dislikes
- **DISLIKES:** Above average across all story segments

A person who's at risk of harming themselves and/or others and has direct access to a gun is a deadly combination.

Extreme risk laws are designed to prevent this danger by temporarily removing a person's access to firearms when they're an imminent risk to themselves and/or others.

This isn't about punishment. Many Americans can and do own firearms responsibly. The problem is, when firearm access intersects with a person in crisis, it can become lethal in an instant.

The majority of gun owners agree with extreme risk laws: According to a recent survey from APM Research Lab/Guns & America/Call to Mind, 67% of gun owners nationally said they'd support family members to seek them.

Extreme risk laws are a powerful resource to prevent such a lethal situation in your community.

**12% like nothing**  
**51% dislike nothing**

## Moment of Truth

If someone you love had access to a gun and was showing signs they were at imminent risk of harming themselves or others, chances are, you'd do whatever you could to protect them.

And you're not alone. According to a recent survey from APM Research Lab/Guns & America/Call to Mind, two in three gun owners would be willing to temporarily restrict access to guns for loved ones at risk of harming themselves and others - because in this moment, this loved one and those around them are safer without direct access to a gun.

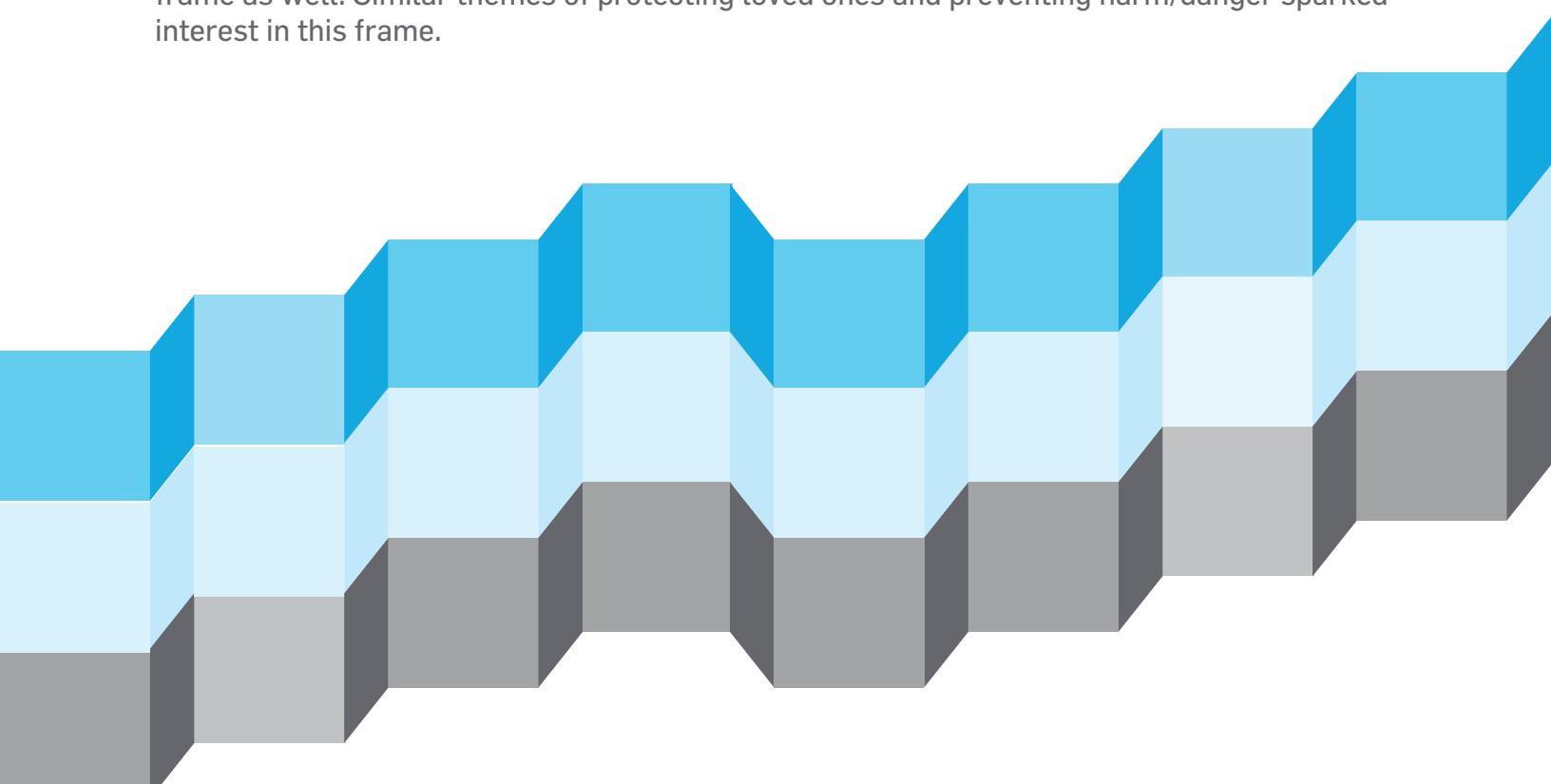
Extreme risk laws can do this. They are a tool among many designed to prevent harm by temporarily removing a person's access to firearms when they are a risk to themselves and others.

This is the only moment that matters. And it might just be the opportunity we need to prevent gun-related tragedy.

---

### Overall impression:

Again, like the other frames, half of respondents said they don't dislike anything about the "Moment of Truth" frame, but some are skeptical of the cited gun owner support in this frame as well. Similar themes of protecting loved ones and preventing harm/danger sparked interest in this frame.



**General population respondents were asked to evaluate messages based on what they like/sparks their interest and what they dislike about the message.**

- **LIKES:** Above average across all story segments
- **POLARIZING:** Both above average for likes and dislikes
- **DISLIKES:** Above average across all story segments

If someone you love had access to a gun and was showing signs they were at imminent risk of harming themselves or others, chances are, you'd do whatever you could to protect them.

And you're not alone. According to a recent survey from APM Research Lab/Guns & America/Call to Mind, two in three gun owners would be willing to temporarily restrict access to guns for loved ones at risk of harming themselves and others - because in this moment, this loved one and those around them are safer without direct access to a gun.

Extreme risk laws can do this. They are a tool among many designed to prevent harm by temporarily removing a person's access to firearms when they are a risk to themselves and others.

This is the only moment that matters. And it might just be the opportunity we need to prevent gun-related tragedy.

**14% like nothing**  
**52% dislike nothing**

# Messaging Key Findings |

## Initial Qualitative & Quantitative

After identifying the phrases they liked or disliked about each frame, we asked respondents to think holistically about each frame and gauge if they found them informative, relevant and motivating.

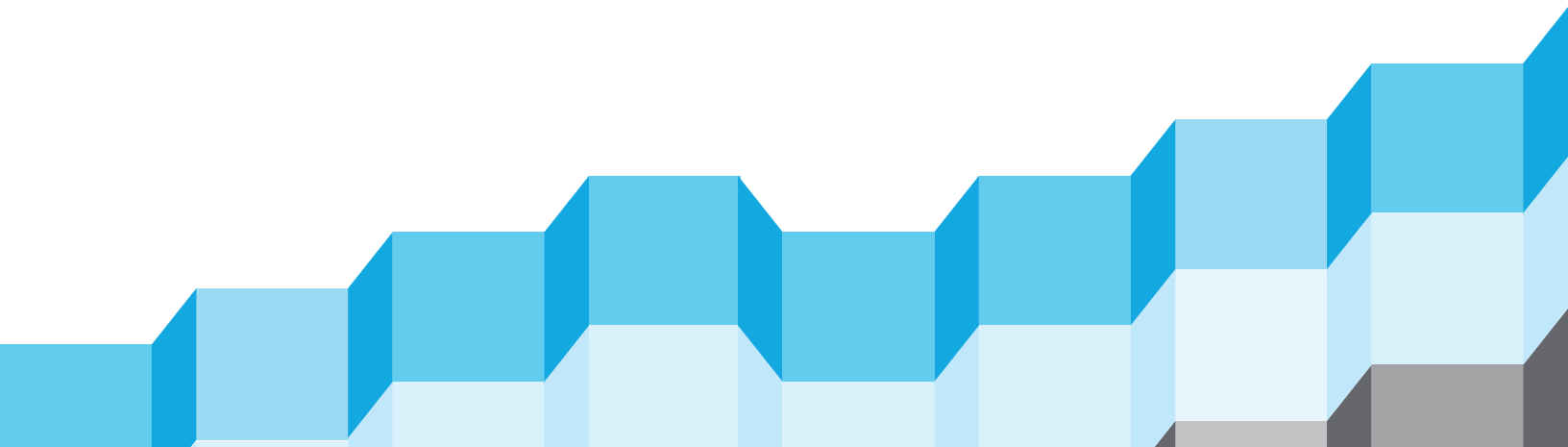
In most message frame testing at ACRI, we typically ask these questions to determine if respondents find frames to be informative, relevant and motivating (to take further action on the topic). But with this research specifically, there's a gap between the people in the sample and those who are most likely to use (or petition for) ERPOs in their lifetime, which likely skews overall findings.

A third of January 2023 quantitative respondents (33%) said they know someone in crisis, which is the most likely group to be impacted by an ERPO. In contrast, the 67% of respondents who said they *don't* know someone in crisis are much less likely to be impacted by an ERPO. This means that the sample is dominated by those without exposure to someone in crisis, and as such, attitudes may shift toward irrelevance due to the sample composition. Despite low (perceived) relevancy, however, this research and the creation of preemptive message frames are still important for the public to understand and know how to leverage an ERPO should a situation arise.

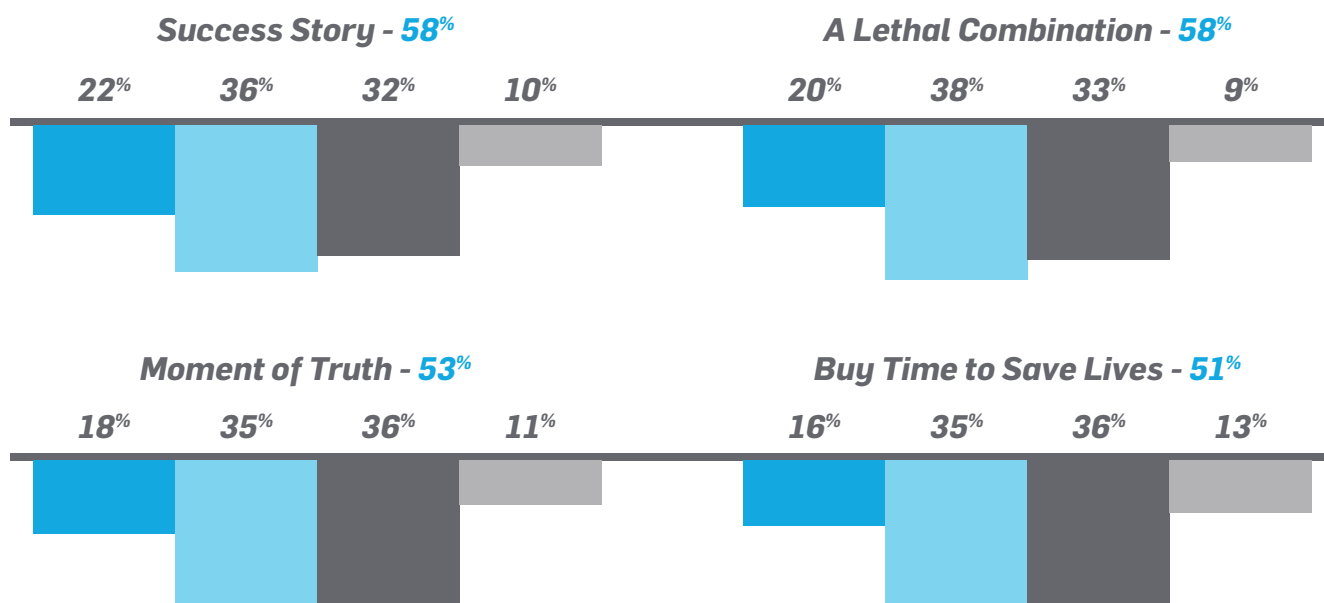
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### **About half of January respondents found the messages informative (slightly more so for “Success Story” and “Lethal Combination” and relevant, though fewer deemed them motivating.**

Over half of respondents found “Success Story” and “Lethal Combination” to be very or somewhat informative (58%), followed by just over half of “Moment of Truth (53%) and “Buy Time to Save Lives” (51%). Younger respondents (Gen Z and Millennials) and Black people found the frames more informative than their counterparts, but results were flat across messages. However, the majority of law enforcement respondents felt the messages give information the general public needs to know.



### Informative



Fewer than half (44%-48%) of respondents found each frame not relevant (which, as noted, is likely due to the majority of respondents *not* knowing a person in crisis currently, which would decrease their need for ERPOs overall.). More than half of respondents found them at least somewhat relevant, however.

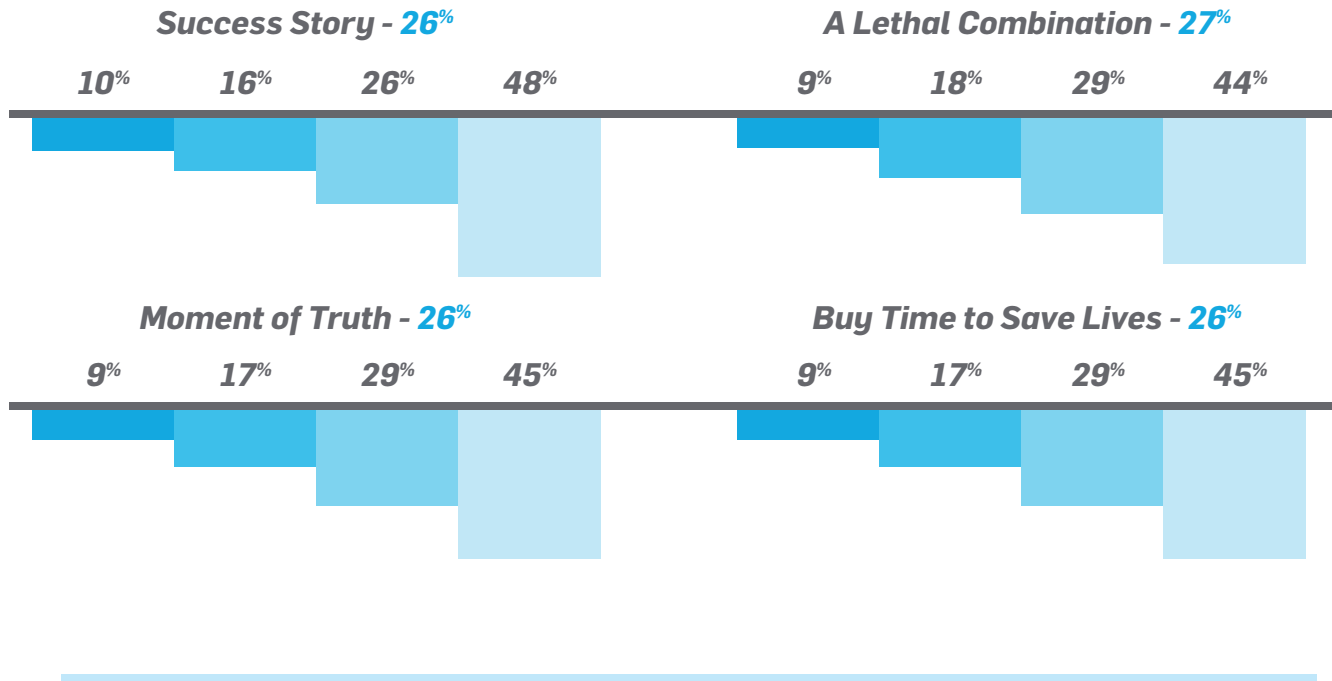
**Among those who know someone in crisis, however, relevance increased across message frames.** For example, 52%-56% of general population respondents found the four message frames at least somewhat relevant, compared to 59%-61% of those who know someone in crisis.

Slight upticks in relevancy were seen among younger respondents (Gen Z and Millennials), Black and Hispanic people and gun owners, but the results were flat across messages (including for active duty/veterans). Even those who know someone in crisis were not much more likely to find these messages relevant.

Again, however, surveyed law enforcement were very likely to believe these messages are relevant for the general public (73% each).

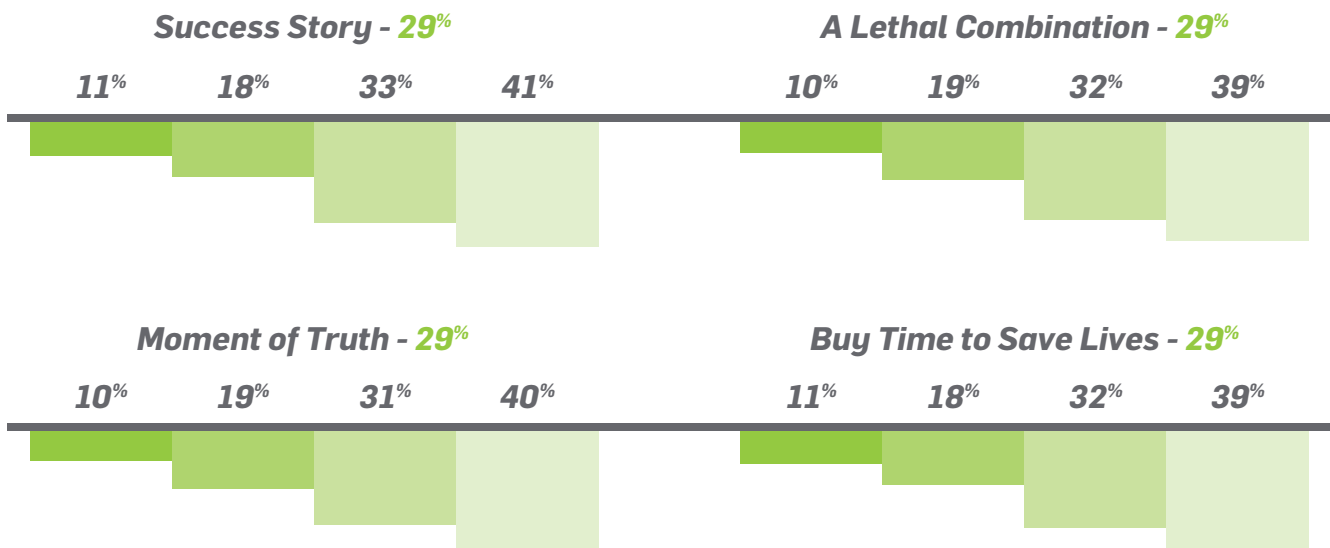
### Relevant - General Population

Extremely relevant   Somewhat relevant   Very relevant   Not very/Not at all relevant



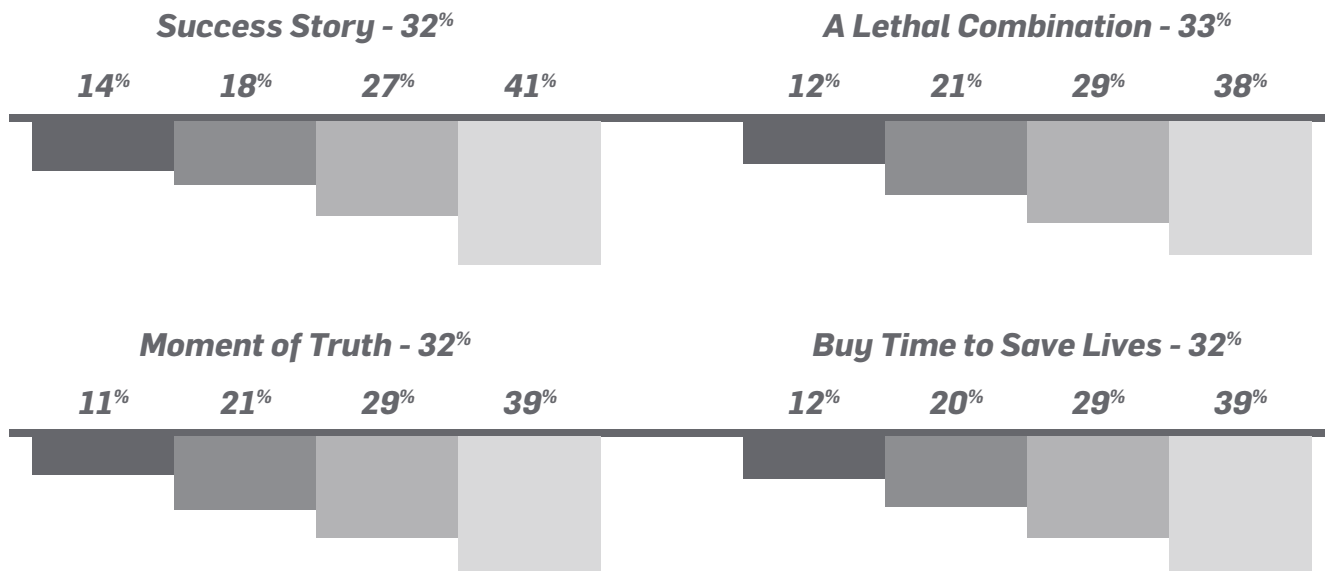
### Relevant - Know Someone in Crisis

Extremely relevant   Somewhat relevant   Very relevant   Not very/Not at all relevant



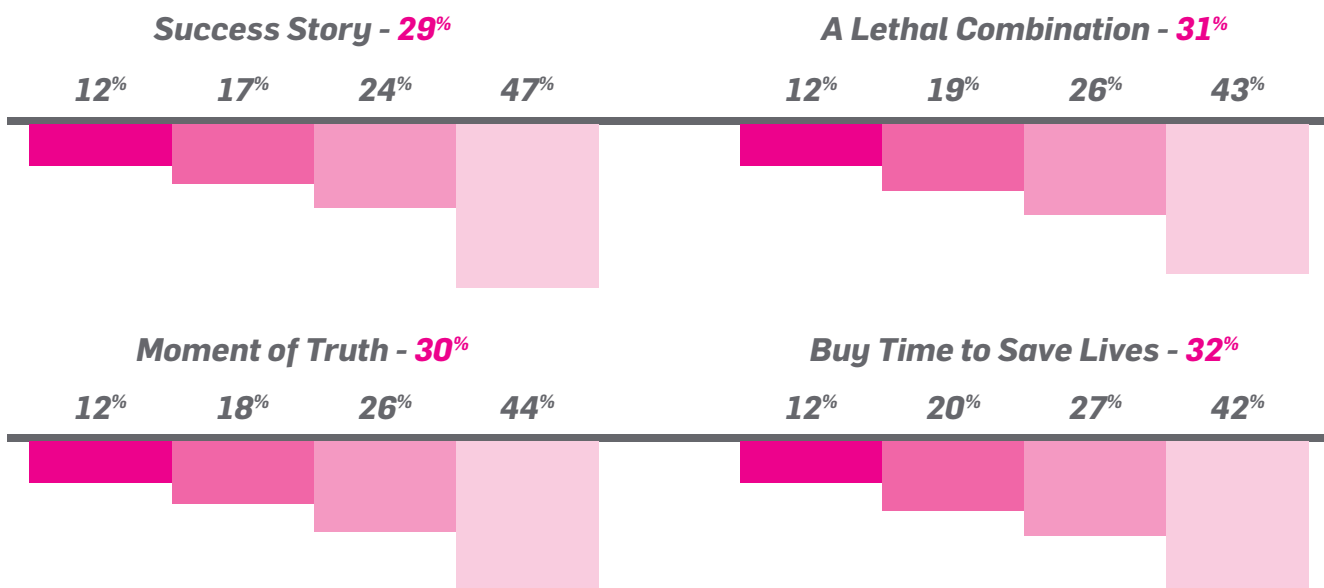
**Relevant - Gun Owners**

● Extremely relevant ● Somewhat relevant ● Very relevant ● Not very/Not at all relevant



**Relevant - Veterans/Currently Serving**

● Extremely relevant ● Somewhat relevant ● Very relevant ● Not very/Not at all relevant

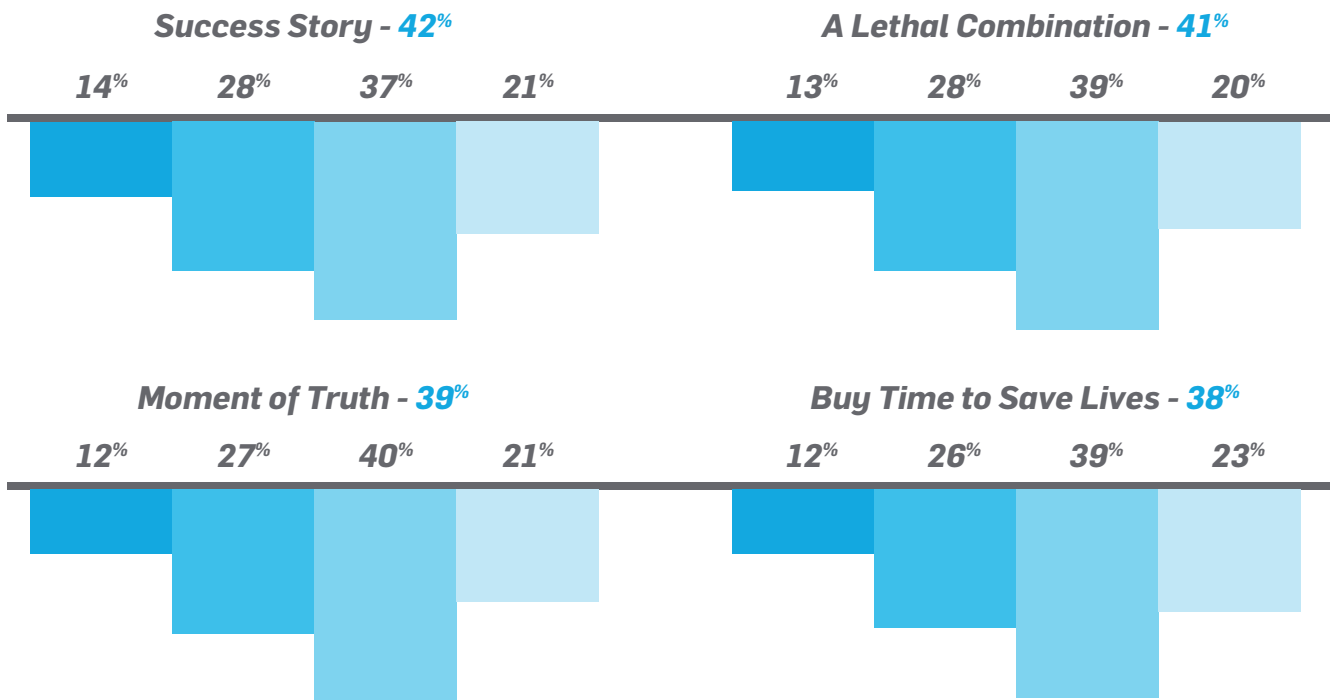


Finally, general population respondents also showed low motivation to learn more about ERPOs after reading each frame, with only 38%-42% saying they were very or extremely motivated after reading. Like with relevancy, this is likely due to the sample including those without exposure to a person in crisis (and, as stated, the potential target audience of these frames are those knowing someone in crisis).

Again for this question, younger (Gen Z and Millennials) and Black or Hispanic people found these messages more motivating than their counterparts, but results were flat across messages.

Yet again, however, law enforcement officials felt more strongly that these messages would motivate the public (more so for “Success Story” and “A Lethal Combination”).

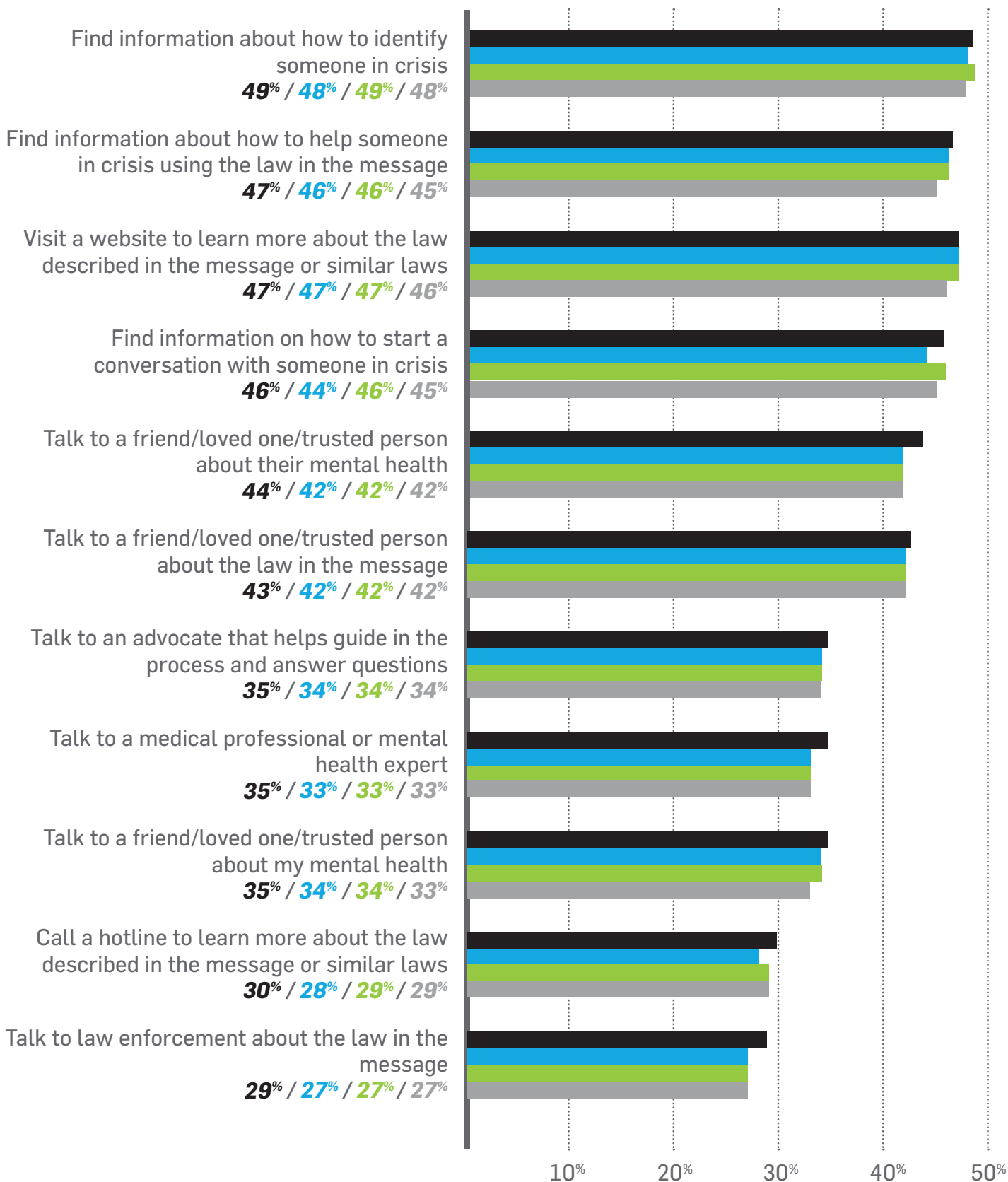
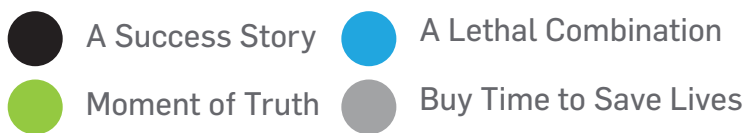
### Motivated to Learn More



### Intentions to act are consistent, regardless of message.

When asked how much each frame would motivate them to take specific actions, respondents were mostly likely to say they'd look for information about how to identify someone in a crisis, find information about how to help someone in crisis using the law in the message, visit a website to learn more about the law, or find information on how to start a conversation with someone in crisis. Responses were similar across actions for all four frames.

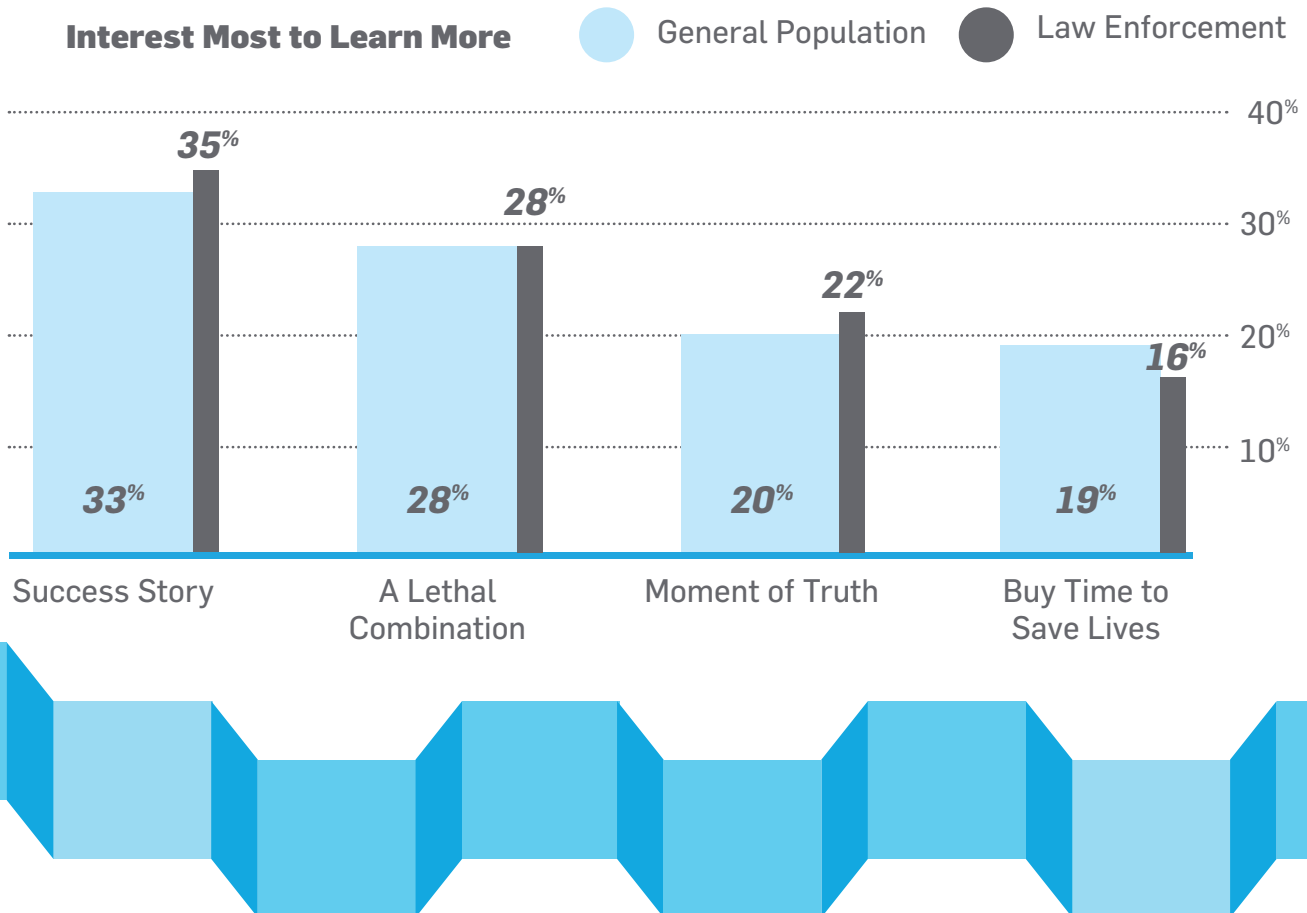
## Likelihood to Take Action



When asked which of the four frames would interest respondents the most in learning more—specifically if they knew someone who had reached a crisis stage or had threatened harm to themselves or others and had access to a gun, a third of respondents (the largest group) chose the “Success Story” frame, followed closely by “A Lethal Combination.” The most motivating factors of the frames included:

- Detailing a relatable situation for why the law exists.
- Highlighting that it’s not a punishment.

Results were similar among law enforcement, who were asked to select the message that would encourage the general public to learn more if they were in such a situation.



“It ***gives a real scenario***, which not only makes it hit home a bit more, it also ***clarifies some of the details of the law*** (how the process works, how a person can get their gun back). It’s just enough compelling information to grab my attention and make me want to learn more.”

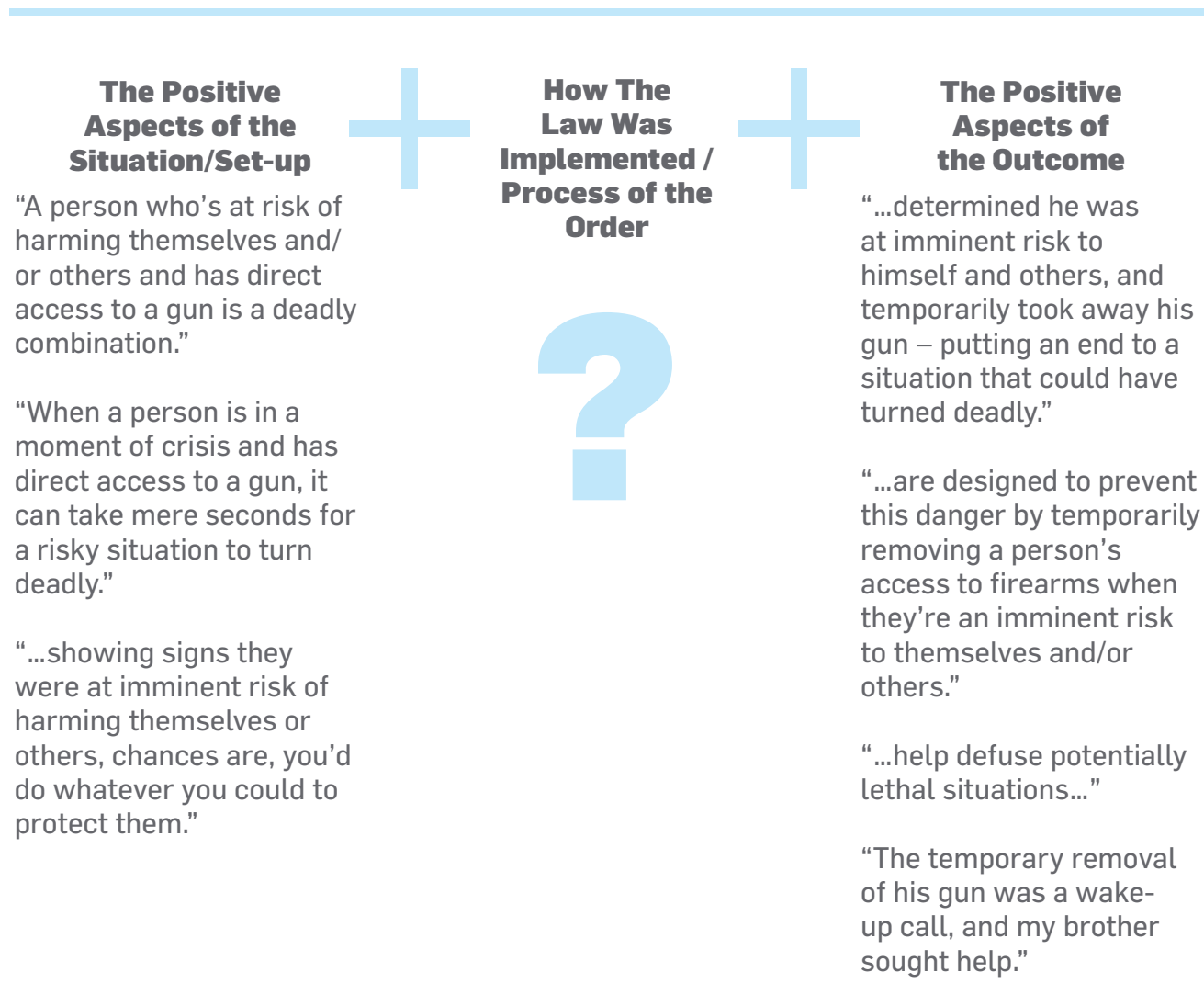
**- Non-Gun Owner, Gen X, Democrat on why the “Success Story” frame is motivating.**

“Because of the group of messages, it feels the ***most straightforward, non-judgmental, non-emotional, and non-biased*** when I read it. It also feels factual, confident, non-escalating. It feels honest somehow. ***Inclusive of those who own guns and those who don’t.***”

**-Non-Gun Owner, Boomer, Democrat on why “Lethal Combination” is motivating.**

## The Missing Piece: The ERPO Process

Feedback from the qualitative phase indicated the original message frames were too much about raising broad awareness of ERPOs and didn't include enough detail or complete information. Though the frames were edited (and new frames were created) for the initial quantitative phase, a similar theme was heard from respondents—namely about how ERPOs are implemented and/or the process of an order.



This feedback indicated that future message frames should include more specificity on the ERPO process—not just why an ERPO may be needed or the overall outcome, but also how it was tactically implemented within the process.

# Message Frames Tested | Final Qualitative & Quantitative

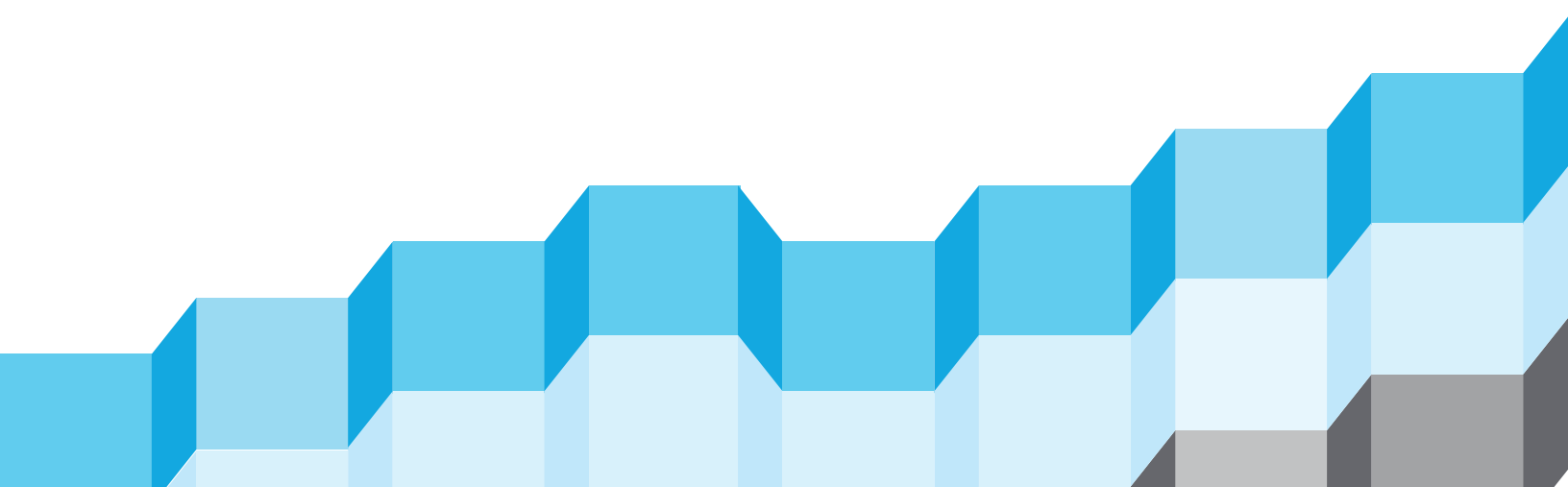
Based on feedback from prior phases, the research team streamlined the messaging frames for the final qualitative and quantitative phases, making further edits to the frame that had previously performed the best, plus incorporating a new, extremely specific and detailed frame.

The final qualitative phase in April 2023 as well as the final quantitative phase in June 2023 presented one edited frame (“Success Story”) and one new message frame (“Details by State”) for respondent reactions and impressions. As with previous phases, respondents were shown each frame individually and asked to highlight the words or phrases they liked and disliked. Then, respondents were asked to rank how much they determined each frame to be informative, relevant and motivating (to take further action).

Unlike the initial phases, frames in the final phases also included a call-to-action, which when used in campaigns would invite audiences to learn more about ERPO laws in the individual’s state of residence. In addition, the new frame, “Details by State,” included conditional information in order to share specific details to respondents based on their own state’s ERPO law.

## Message Frames Tested | Final Qualitative (April 2023)

As noted above, after the initial quantitative phase in January 2023, the research team made further optimizations to that phase’s top-performing frame (“Success Story”). The team also created an entirely new frame (“Details by State”) to address participant feedback of knowledge gaps/existing questions about how ERPOs work. The edited and new frame can be read below, along with qualitative feedback from the April 2023 phase.



## Success Story

A few years ago, my dad was really struggling. He lost his job, and he had trouble finding steady work and keeping up with his bills. It was really weighing on him, and one day, something just ... shifted. He was angry, inconsolable, and started exhibiting unusual behaviors. He would stay up all night pacing around the house, drinking more heavily, and his mood swings became more frequent and intense. He became increasingly paranoid and started accusing us of things that weren't true. Before I knew it, he turned violent and began threatening harm.

I knew he had a firearm in his home, and I was terrified he'd do something in that moment to hurt himself or others. So I called the police and within hours, they filed a petition under our state's extreme risk protection order (ERPO). The court reviewed the evidence and determined he was an immediate risk to himself and others. Our local police immediately and temporarily removed his gun—putting an end to a situation that could have turned deadly.

The temporary removal of his gun was a wake-up call, and my dad sought help. Together, we found resources in our community to help him look for a more permanent job, and he found a counselor to help him work through his anger and focus on his mental health.

A few weeks after the order was issued, the judge held a final hearing, and my dad had already made enough progress to show he was no longer in danger of harming himself or others—and that having access to a firearm no longer posed a risk.

The ERPO was the step we took to ensure that my dad and those around him stayed safe while he was at risk of causing harm. And as a civil (not criminal) procedure, it's one I felt comfortable and confident in. I'm so grateful this law exists in my state—for his safety and ours, and for our peace of mind.

For more information about extreme risk protection orders in your state—including who they're for and how they work—visit [LearnAboutERPO.org](https://www.LearnAboutERPO.org).

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### Overall impression:

Qualitative respondents liked that this story communicated the speed of removing the gun in the situation, and that it featured a progression of risky behaviors that were observed. Respondents were glad to see that the person was able to avoid a longer ban, that they get better, and that the story implies the firearm was returned. However, they also felt the frame needed to go deeper into the process. They were unsure about some details, such as what the court warrants is “enough progress” to give back the gun. Additionally, several felt it was unrealistic that the dad was readily willing to get help and did not get angry at the family member for intervening.

## Details by State

Extreme risk protection orders—known as ERPO in [STATE]—are civil orders that prevent a person who is at risk of violence to themselves (including suicide) or to others (including mass shootings) from possessing or purchasing firearms for a specified amount of time.

### ***Here's how they work:***

1. The petitioner [INCLUDE BY STATE] files a petition in court.
2. Within a few hours or next-day (if filing after court hours), the judge reviews the petition to determine if there is sufficient evidence that the person poses an immediate risk to themselves or others.
  - If the petition is approved: The judge issues an emergency order, which prohibits the person in crisis from purchasing or possessing firearms for [TIMEFRAME] after issuance. The police notify the person in crisis of the emergency order and date of the upcoming final hearing. At this time, the person must temporarily hand over any firearms in their possession.
  - If the petition is denied: A hearing is scheduled within up to 14 days after issuance to determine if a final order should be issued, and the police notify the person in crisis of the final hearing.
3. The judge holds a final hearing within [TIMEFRAME] after issuance to determine if there is sufficient evidence that the person poses a risk to themselves or others with a firearm. Both parties may present evidence at the hearing.
4. Finally, the judge makes a decision.
  - If the judge issues a final order: The person is prohibited from purchasing or possessing firearms for [TIMEFRAME] (subject to renewal or early termination). The person must hand over firearms if they have not already done so.
  - If the judge denies the final order: Any firearms that were previously surrendered under the emergency order are returned to the person.

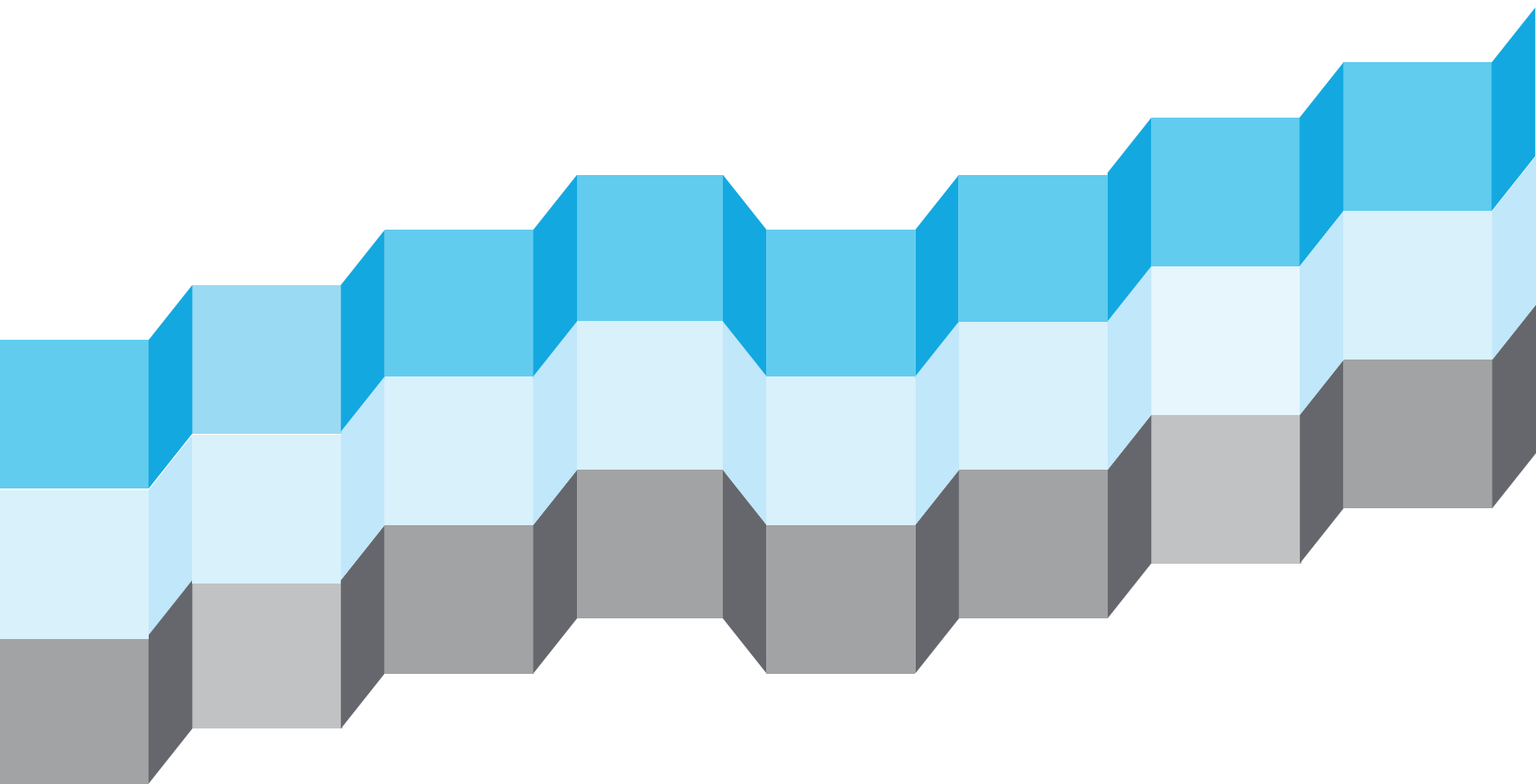
ERPO are a temporary measure designed to prevent tragedies and protect those who are at a high and imminent risk of using a firearm to hurt other people or themselves. When a situation can turn lethal in an instance, ERPO provide an immediate step toward safety, and peace of mind to everyone involved.

To learn more about ERPO and how they work in [STATE], visit [LearnAboutERPO.org](http://LearnAboutERPO.org).

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### **Overall impression:**

The exact speed of the petition was well-liked by many, and the “emergency order” implies that this process can start immediately. Respondents also found it helpful to see exactly who can be counted among the petitioners, and less emphasis on the word “temporary” helped avoid confusion or pushback. Some respondents wondered where “evidence” comes from, and some people from states where the petitioner does not include family members were disappointed about the omission.



## **Message Frames Tested | Final Quantitative (June 2023)**

For the final quantitative phase in June 2023, the research team used respondent feedback from the April 2023 qualitative phase to further optimize the two frames. For “Success Story,” the team added more emotional language about the father and child’s relationship. The edited frame also went deeper into the court’s involvement to better inform the audience on how the person at risk was deemed to be a threat or not.

Most of the qualitative feedback on “Details by State” were personal disagreements with the law itself (which, obviously, could not be changed by the research team). However, the team did further optimize this frame to more strongly communicate the support and peace of mind in contacting law enforcement for these risky situations, especially in states where law enforcement must file the petition instead of family members, etc. It also included deeper reassurances for gun owners about the careful handling and immediate return of firearms after due process.

## Success Story

A few years ago, my dad was really struggling. He lost his job, and he had trouble finding steady work and keeping up with his bills. It was really weighing on him, and one day, something just ... shifted. He was angry, inconsolable. Before I knew it, he turned violent and began threatening harm.

I knew he had a firearm in his home, and I was terrified he'd do something in that moment to hurt himself or others. So I called the police and within hours, they filed a petition under our state's extreme risk protection order (ERPO). The court reviewed the evidence, heard from my dad, and determined he was an immediate risk to himself and others. Our local police immediately and temporarily removed his gun—putting an end to a situation that could have turned deadly.

My dad was upset with me, to be sure. But we worked together to find resources in our community to help him look for a more permanent job, and he was even open to seeing a counselor who could help him work through his anger and focus on his mental health.

After a few weeks, my father saw the extreme risk protection order and the (temporary) removal of his gun for what it really was: a wake-up call.

About a month after the order was issued, the judge held a final hearing, and my dad showed through counseling and employment that he'd already made substantial progress, and that he was no longer in danger of harming himself or others. For my dad, thankfully, having access to a firearm no longer posed a risk.

The extreme risk protection order was the step we took to ensure that my dad and those around him stayed safe while he was at risk of causing harm. It provided safety and a sense of relief when he was at his most vulnerable. And as a civil (not criminal) procedure, it's one I felt comfortable and confident in, regardless of his anger toward me for doing it. I'm so grateful this law exists in my state—for his safety and ours, and for our peace of mind.

For more information about extreme risk protection orders in your state—including who they're for and how they work—visit [WEBSITE].

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### Overall impression:

Situations when an ERPO is needed (potential harm to self), how it works and the positive outcome sparked interest overall with respondents. A quarter said they don't dislike anything about "Success Story," though mentions of violence and threatening behavior were polarizing for some.

**General population respondents were asked to evaluate messages based on what they like/sparks their interest and what they dislike about the message.**

- **LIKES:** Above average across all story segments
- **POLARIZING:** Both above average for likes and dislikes
- **DISLIKES:** Above average across all story segments

A few years ago, my dad was really struggling. **He lost his job, and he had trouble finding steady work and keeping up with his bills.** It was really weighing on him, and one day, something just ... shifted. **He was angry, inconsolable.** **Before I knew it, he turned violent and began threatening harm.**

I knew he had a firearm in his home, **and I was terrified he'd do something in that moment to hurt himself or others.** **So I called the police and within hours, they filed a petition under our state's extreme risk protection order (ERPO).** The court reviewed the evidence, heard from my dad, **and determined he was an immediate risk to himself and others.** **Our local police immediately and temporarily removed his gun — putting an end to a situation that could have turned deadly.**

**My dad was upset with me, to be sure.** **But we worked together to find resources in our community to help him look for a more permanent job,** and he was even open to seeing a counselor who could help him work through his anger and focus on his mental health.

**After a few weeks, my father saw the extreme risk protection order and the (temporary) removal of his gun for what it really was: a wake-up call.**

About a month after the order was issued, the judge held a final hearing, and my dad showed through counseling and employment that he'd already made substantial progress, and that he was no longer in danger of harming himself or others. For my dad, thankfully, having access to a firearm no longer posed a risk.

**The extreme risk protection order was the step we took to ensure that my dad and those around him stayed safe while he was at risk of causing harm.** It provided safety and a sense of relief when he was at his most vulnerable. And as a civil (not criminal) procedure, it's one I felt comfortable and confident in, regardless of his anger toward me for doing it. I'm so grateful this law exists in my state — for his safety and ours, and for our peace of mind.

For more information about extreme risk protection orders in your state — including who they're for and how they work — visit [WEBSITE].

**7% like nothing**  
**26% dislike nothing**

## Details by State

Extreme risk protection orders—known as [NAME] in [STATE]—are quick-response civil orders that prevent a person who is at risk of violence to themselves (including suicide) or to others (including mass shootings) from possessing or purchasing firearms for a specified amount of time.

### *Here's how they work:*

1. The petitioner (such as [WHO CAN PETITION]) files a petition in court.
2. Within [TIMEFRAME], the judge reviews the petition to determine if there is sufficient evidence that the person poses an immediate risk to themselves or others.
  - If the petition is approved: The judge immediately issues an emergency order, which prohibits the person in crisis from purchasing or possessing firearms for [# DAYS OF TEMPORARY ORDER]. The police notify the person in crisis of the emergency order and date of the upcoming final hearing. At this time, the person must temporarily hand over any and all firearms in their possession. Surrendered firearms are carefully handled and stored by law enforcement officials at this time.
  - If the petition is denied: A hearing is scheduled within [# DAYS OF TEMPORARY ORDER] to determine if a final order should be issued, and the police notify the person in crisis of the final hearing.
3. The judge holds a final hearing within [# DAYS OF TEMPORARY ORDER] to determine if the person still poses a risk to themselves or others with a firearm. Both parties may present evidence at the hearing.
4. Finally, the judge makes a decision.
  - If the judge issues a final order: The person is prohibited from purchasing or possessing firearms for up to [TIMEFRAME FOR FINAL ORDER] (subject to renewal or early termination). The person must hand over firearms if they have not already done so.
  - If the judge denies the final order: Any firearms that were previously surrendered under the emergency order are returned to the person immediately.

[NAME] are a temporary measure designed to prevent tragedies and protect those who are at a high and imminent risk of using a firearm to hurt other people or themselves. Contacting law enforcement in a potentially lethal situation allows loved ones to take action when it's needed most.

When a situation can turn lethal in an instance, [NAME] provide an immediate step toward safety, and peace of mind to everyone involved.

To learn more about [NAME] and how they work in [STATE], visit [WEBSITE].

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### **Overall impression:**

Describing what an ERPO prevents (tragedies/harm to self and others), the quick response and how it works sparked interest among respondents. A quarter say they didn't dislike anything about "Details by State," though some did not like details describing specific parts of the order itself (such as who can petition, or the length of time needed throughout the process).

## General population respondents were asked to evaluate messages based on what they like/sparks their interest and what they dislike about the message.

- **LIKES:** Above average across all story segments
- **POLARIZING:** Both above average for likes and dislikes
- **DISLIKES:** Above average across all story segments

Extreme risk protection orders—known as [NAME] in [STATE]—are quick-response civil orders that prevent a person who is at risk of violence to themselves (including suicide) or to others (including mass shootings) from possessing or purchasing firearms for a specified amount of time.

### Here's how they work:

1. The petitioner (such as [WHO CAN PETITION]) files a petition in court.
2. Within [TIMEFRAME], the judge reviews the petition to determine if there is sufficient evidence that the person poses an immediate risk to themselves or others.
  - If the petition is approved: The judge immediately issues an emergency order, which prohibits the person in crisis from purchasing or possessing firearms for [# DAYS OF TEMPORARY ORDER]. The police notify the person in crisis of the emergency order and date of the upcoming final hearing. At this time, the person must temporarily hand over any and all firearms in their possession. Surrendered firearms are carefully handled and stored by law enforcement officials at this time.
  - If the petition is denied: A hearing is scheduled within [# DAYS OF TEMPORARY ORDER] to determine if a final order should be issued, and the police notify the person in crisis of the final hearing.
3. The judge holds a final hearing within [# DAYS OF TEMPORARY ORDER] to determine if the person still poses a risk to themselves or others with a firearm. Both parties may present evidence at the hearing.
4. Finally, the judge makes a decision.
  - If the judge issues a final order: The person is prohibited from purchasing or possessing firearms for up to [TIMEFRAME FOR FINAL ORDER] (subject to renewal or early termination). The person must hand over firearms if they have not already done so.
  - If the judge denies the final order: Any firearms that were previously surrendered under the emergency order are returned to the person immediately.

[NAME] are a temporary measure designed to prevent tragedies and protect those who are at a high and imminent risk of using a firearm to hurt other people or themselves. Contacting law enforcement in a potentially lethal situation allows loved ones to take action when it's needed most.

When a situation can turn lethal in an instance, [NAME] provide an immediate step toward safety, and peace of mind to everyone involved.

To learn more about [NAME] and how they work in [STATE], visit [WEBSITE].

**6% like nothing 23% dislike nothing**

# Messaging Key Findings I

## Final Qualitative & Quantitative Phase

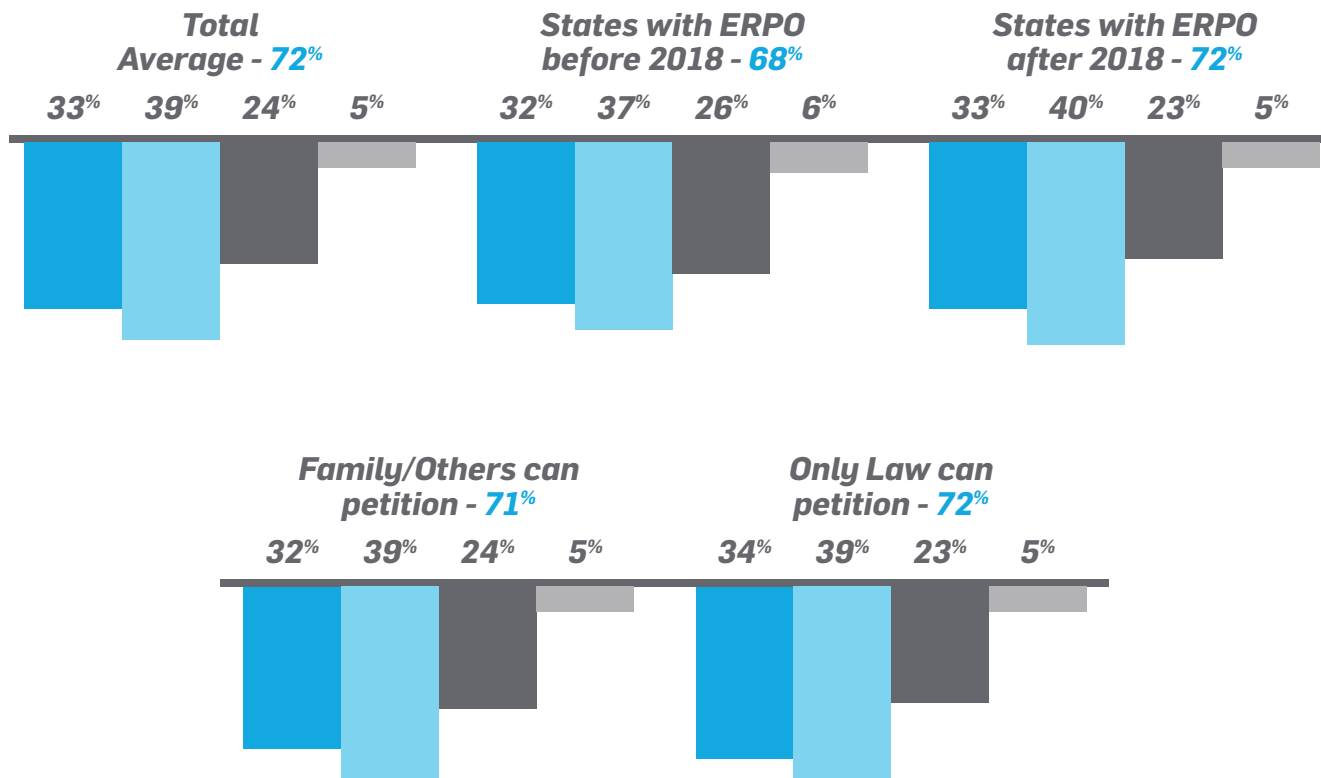
Following the same process as previous phases, after identifying the phrases they liked or disliked about each frame, we asked respondents to think holistically about each frame and gauge if they found them informative, relevant and motivating.

**Both messages were perceived as informative (especially “Details by State”) and easy to understand (especially “Success Story”).**

The majority of respondents in the June 2023 quantitative survey found both message frames informative, with “Details by State” slightly more so. Regardless of message, the words/phrases that spark interest in ERPO laws include:

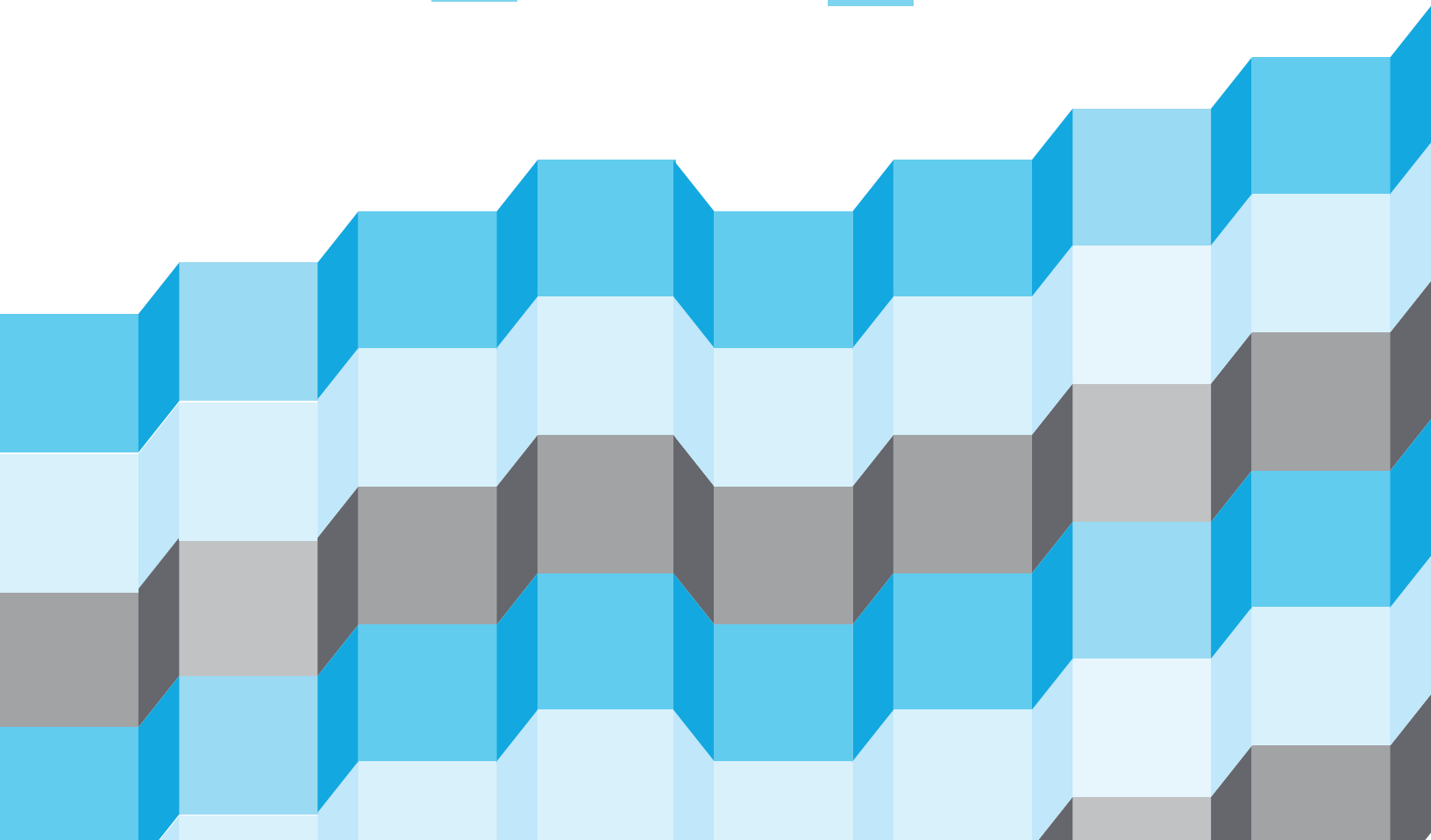
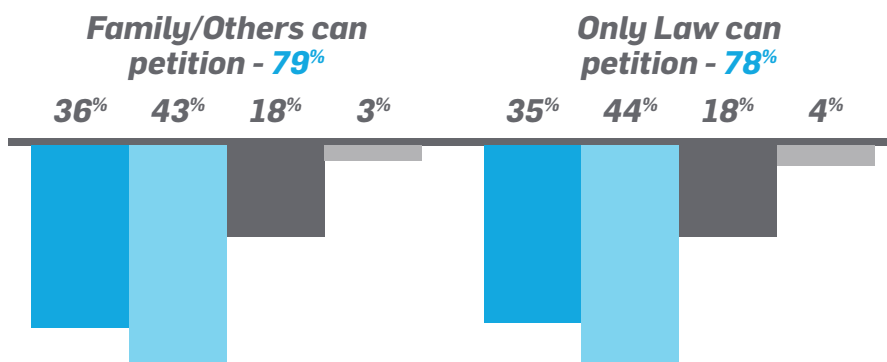
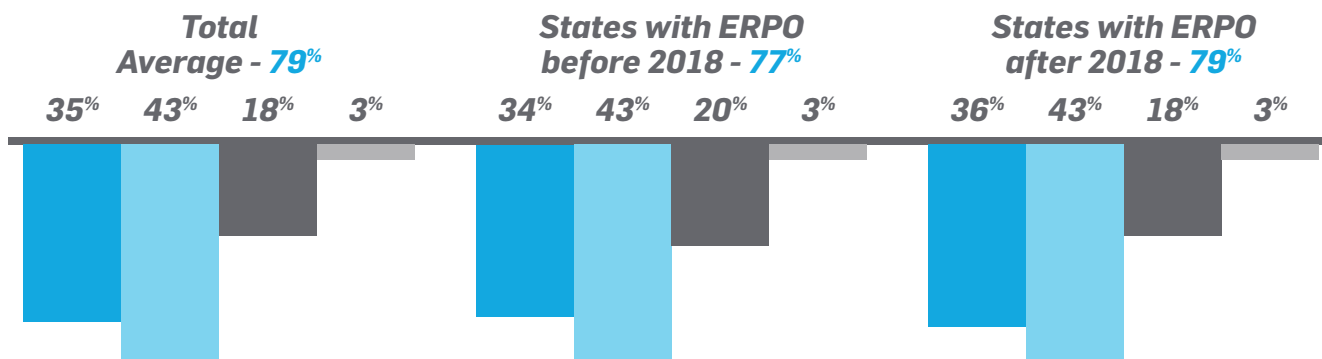
- Why ERPO laws are needed (prevents tragedies, such as suicides & mass shootings)
- The process/how it works

### Informative - Success Story



### Informative - Details by State

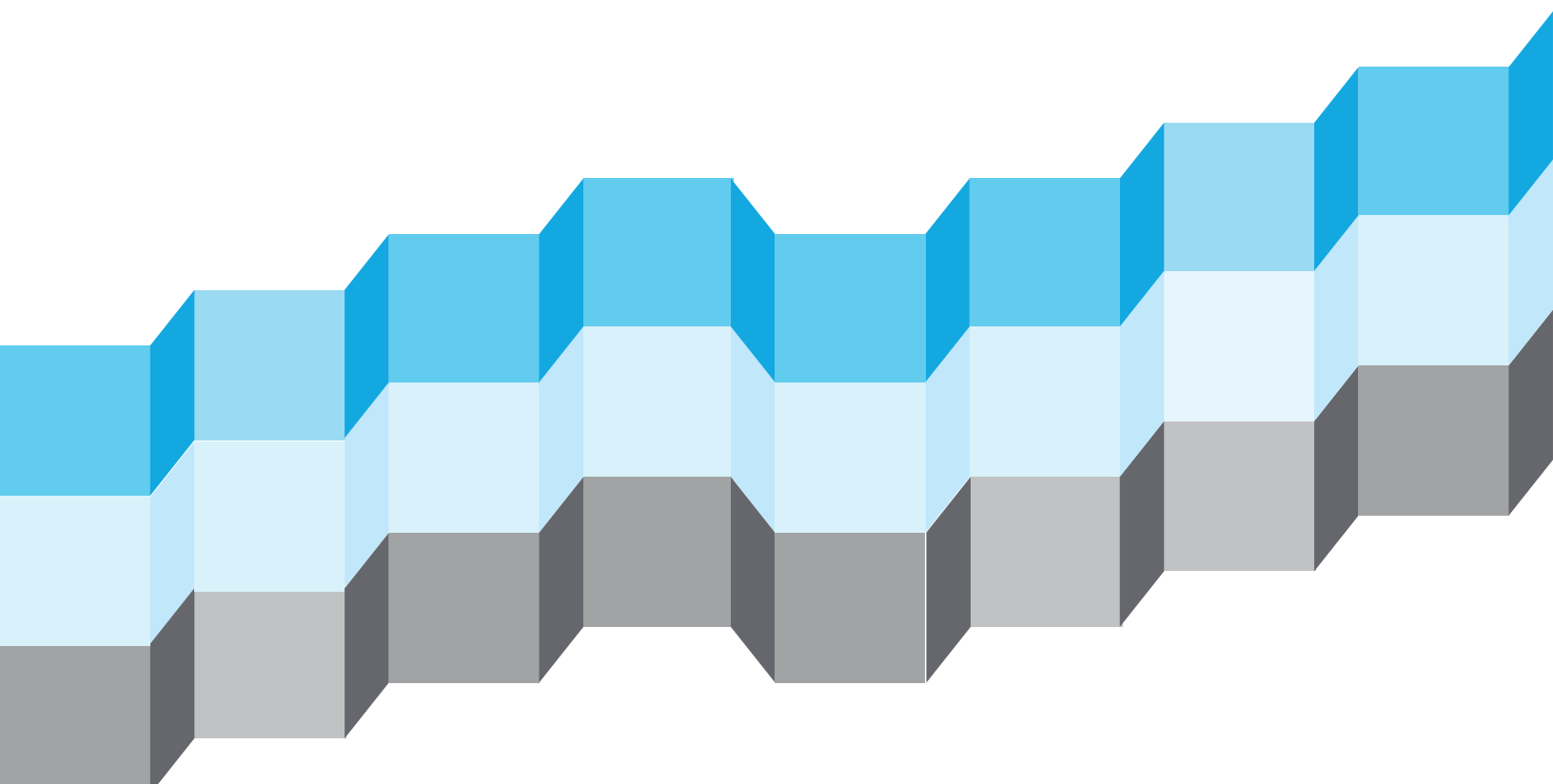
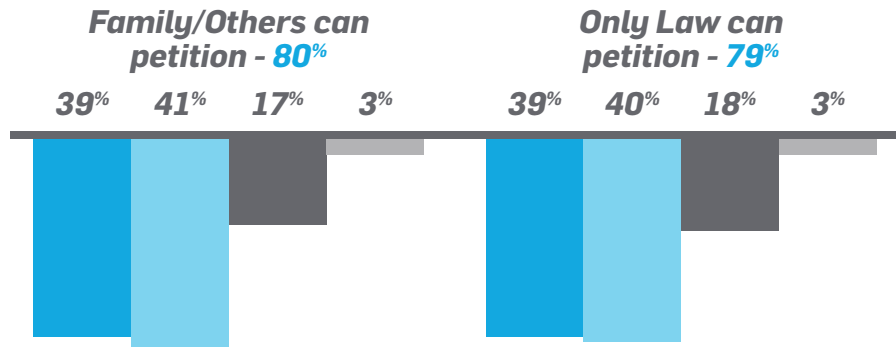
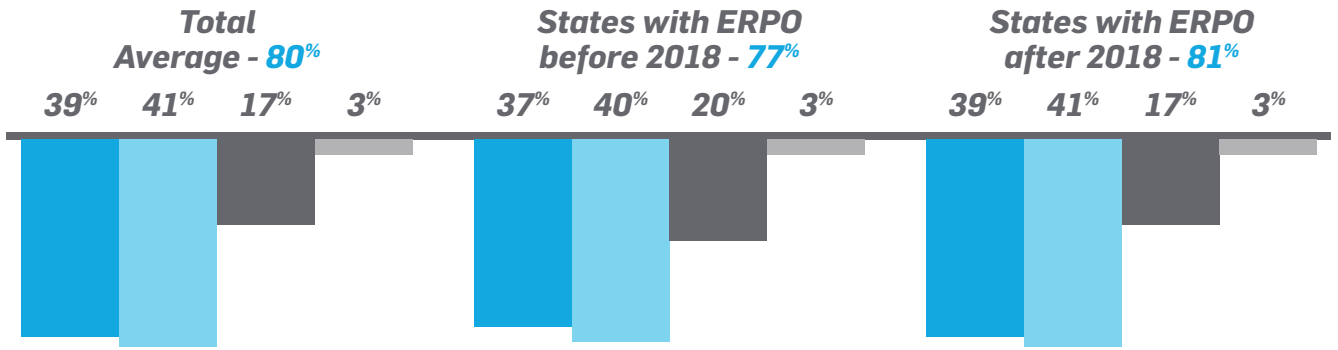
- Extremely informative
- Very informative
- Somewhat informative
- Not very/Not at all informative

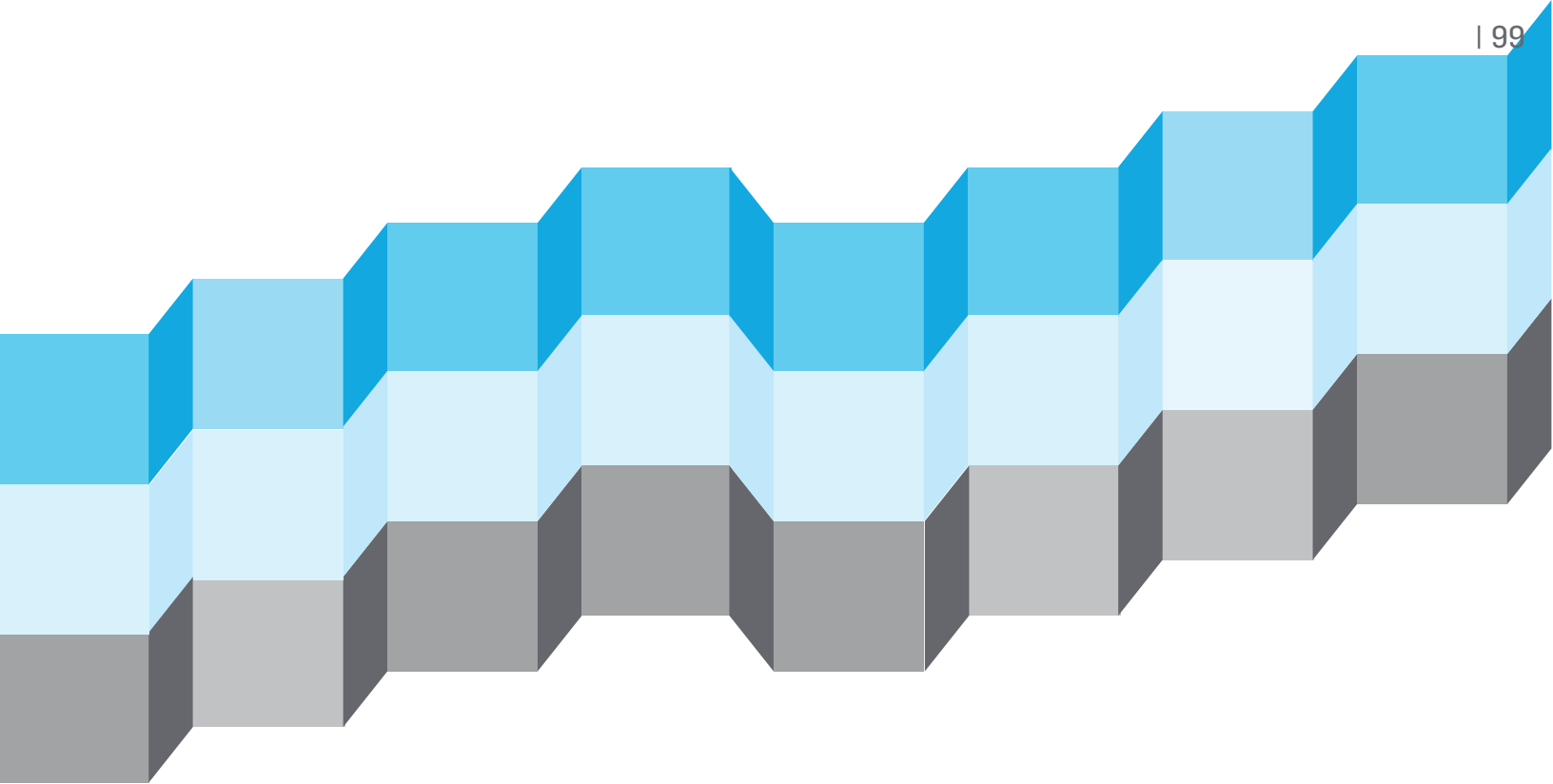


The majority of respondents also said both frames were easy to understand, even more so for "Success Story."

### Easy to Understand - Success Story

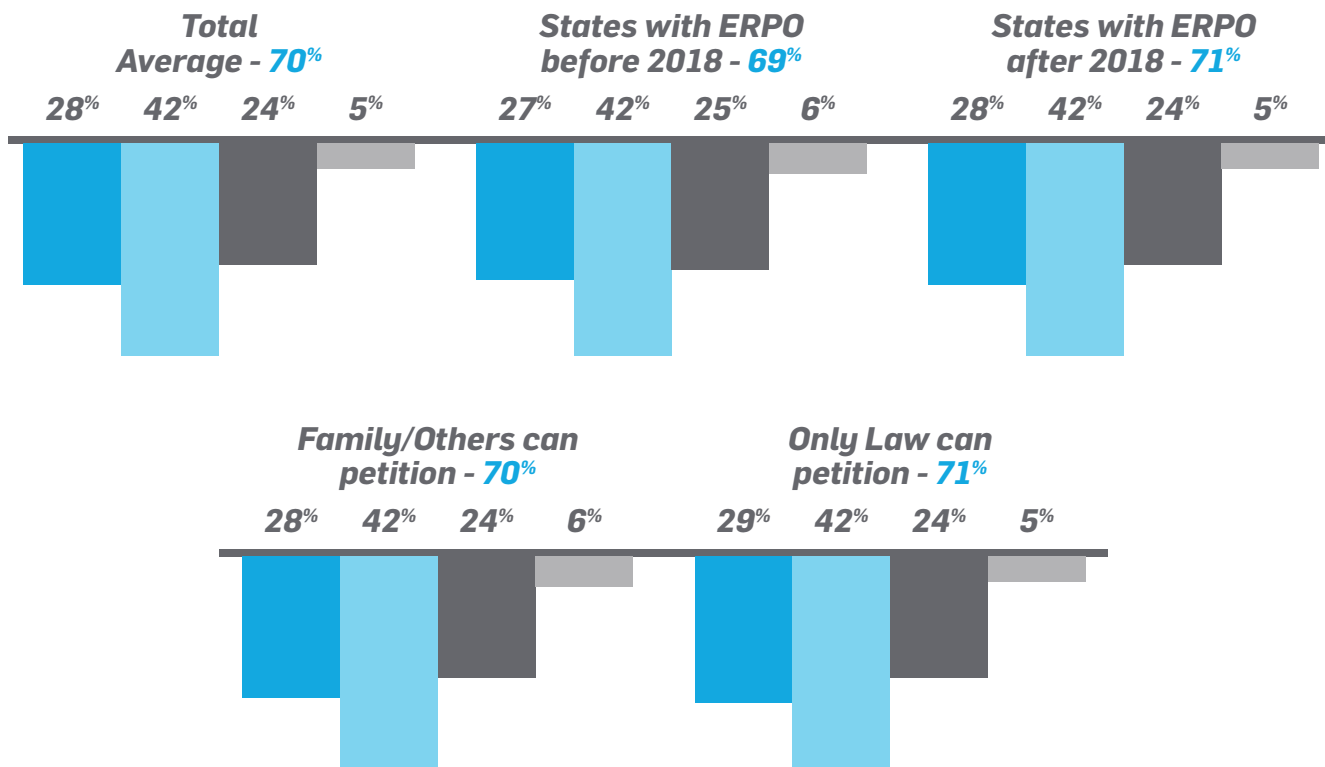
- Extremely easy
- Very easy
- Somewhat easy
- Not very/Not at all easy





**Easy to Understand - Details by State**

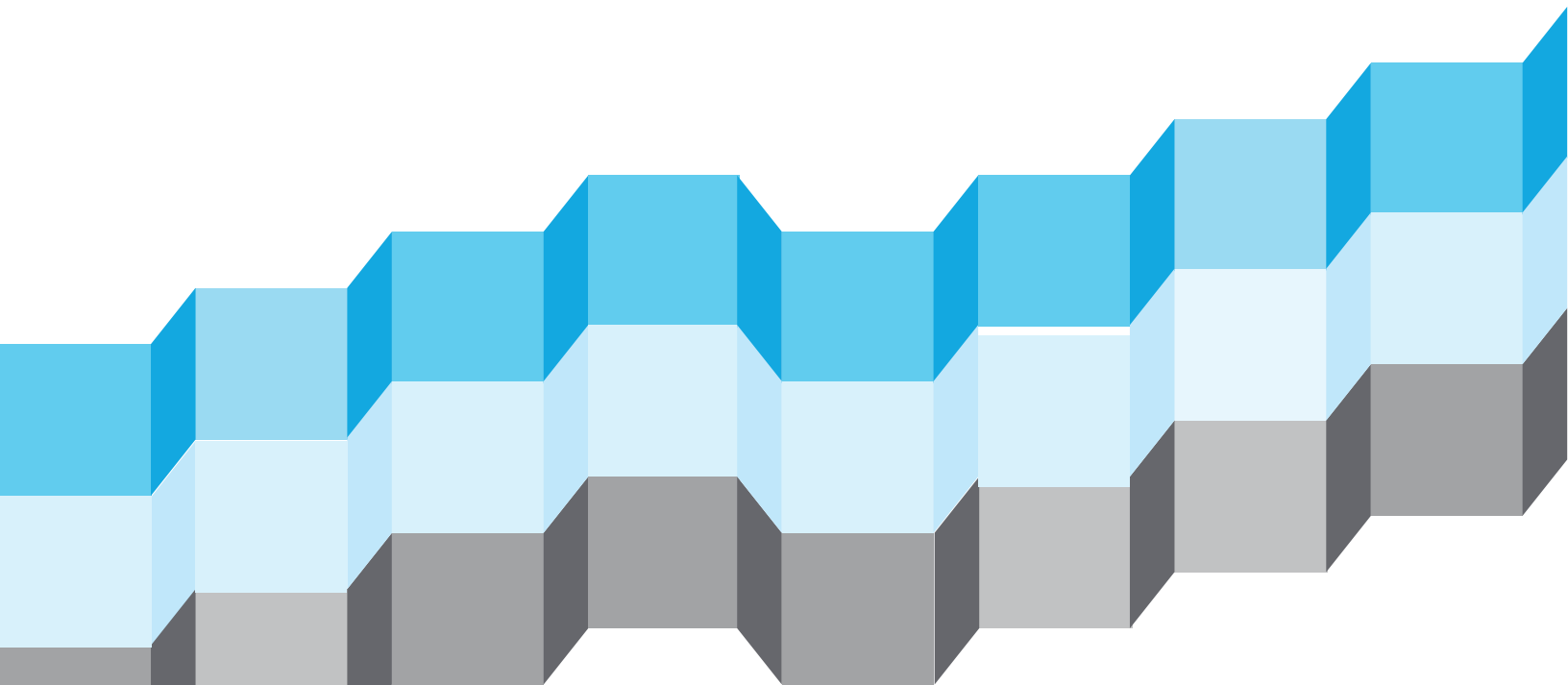
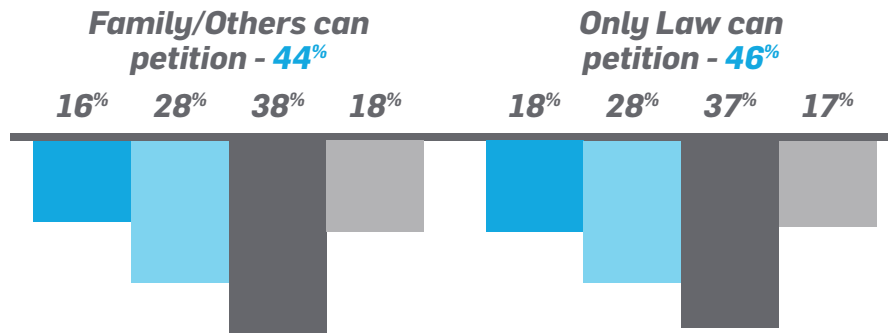
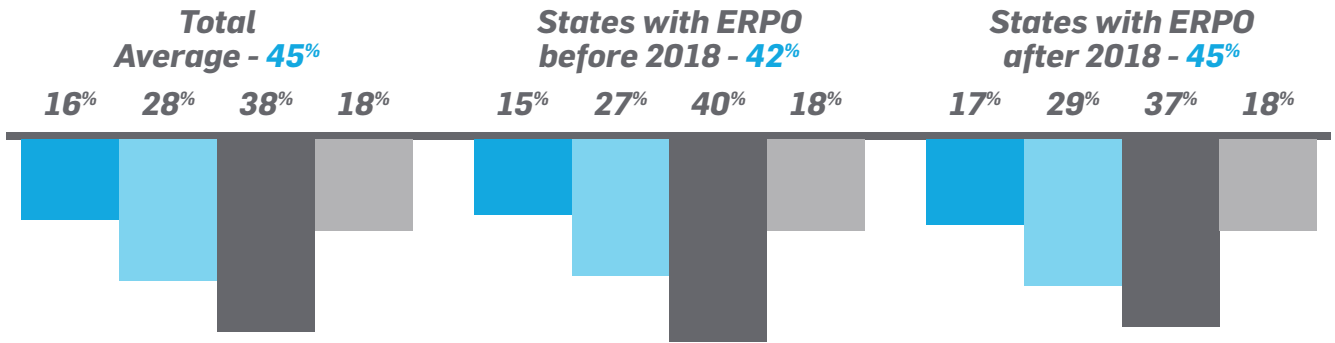
- Extremely easy
- Very easy
- Somewhat easy
- Not very/Not at all easy



While both messages are informative, neither is particularly motivating for respondents to find out more information about ERPO laws, nor were either found particularly relevant (only slightly more for those who know someone in crisis).

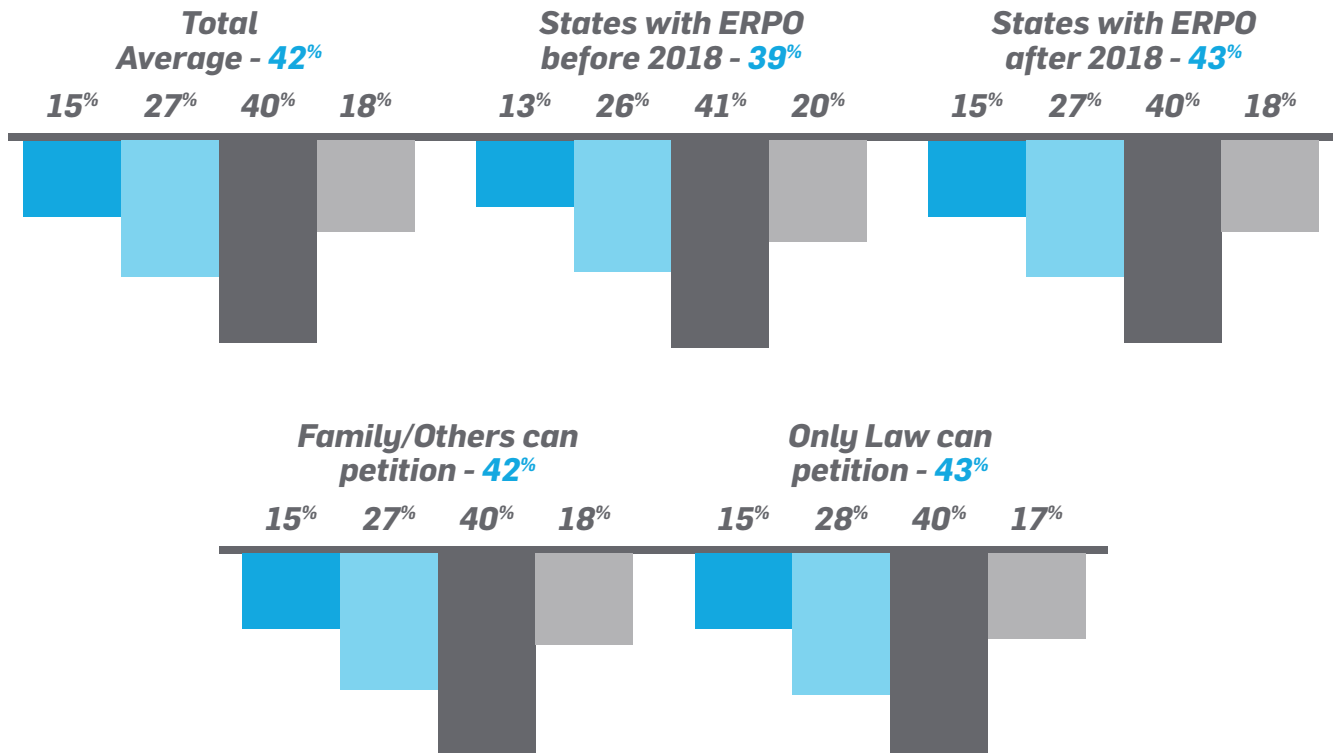
**Motivated to Learn More - Success Story**

- Extremely motivated
- Very motivated
- Somewhat motivated
- Not very/Not at all motivated



### Motivated to Learn More - Details by State

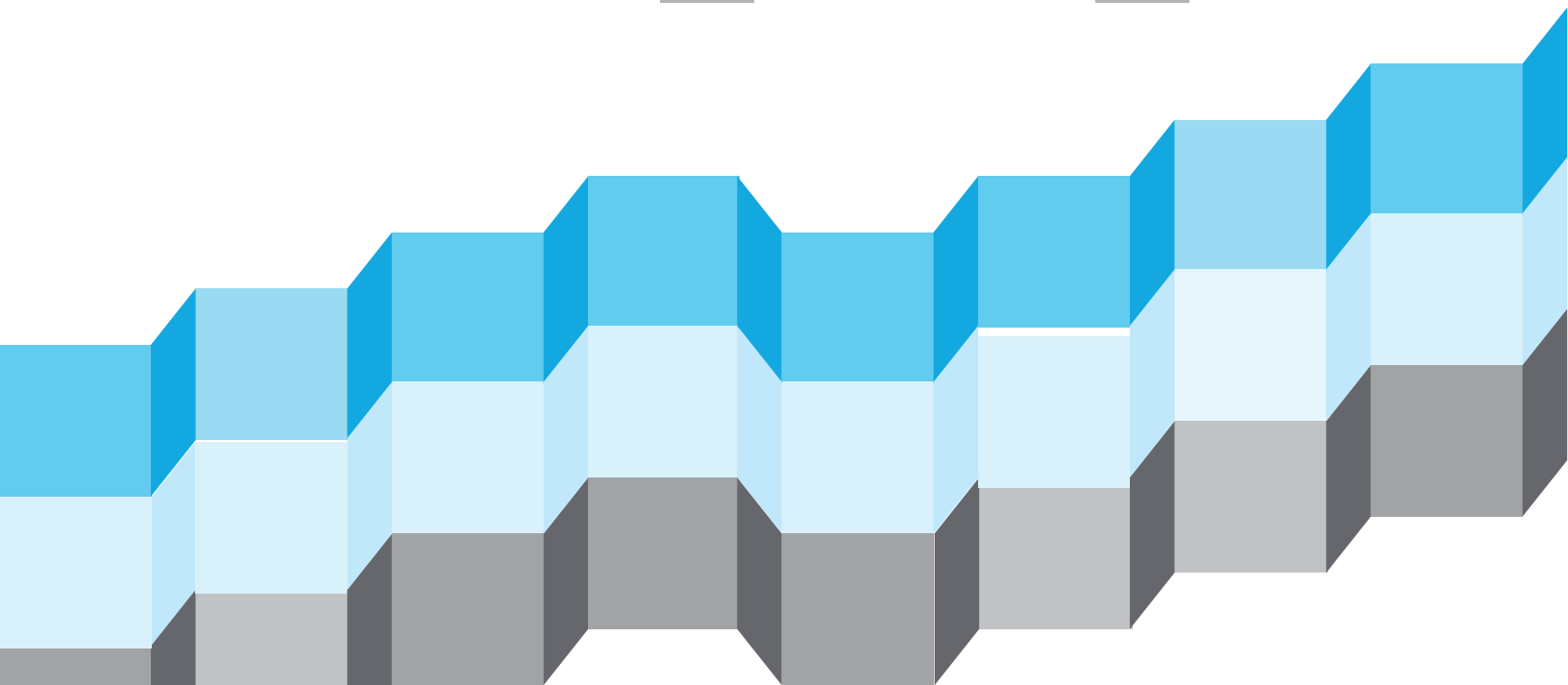
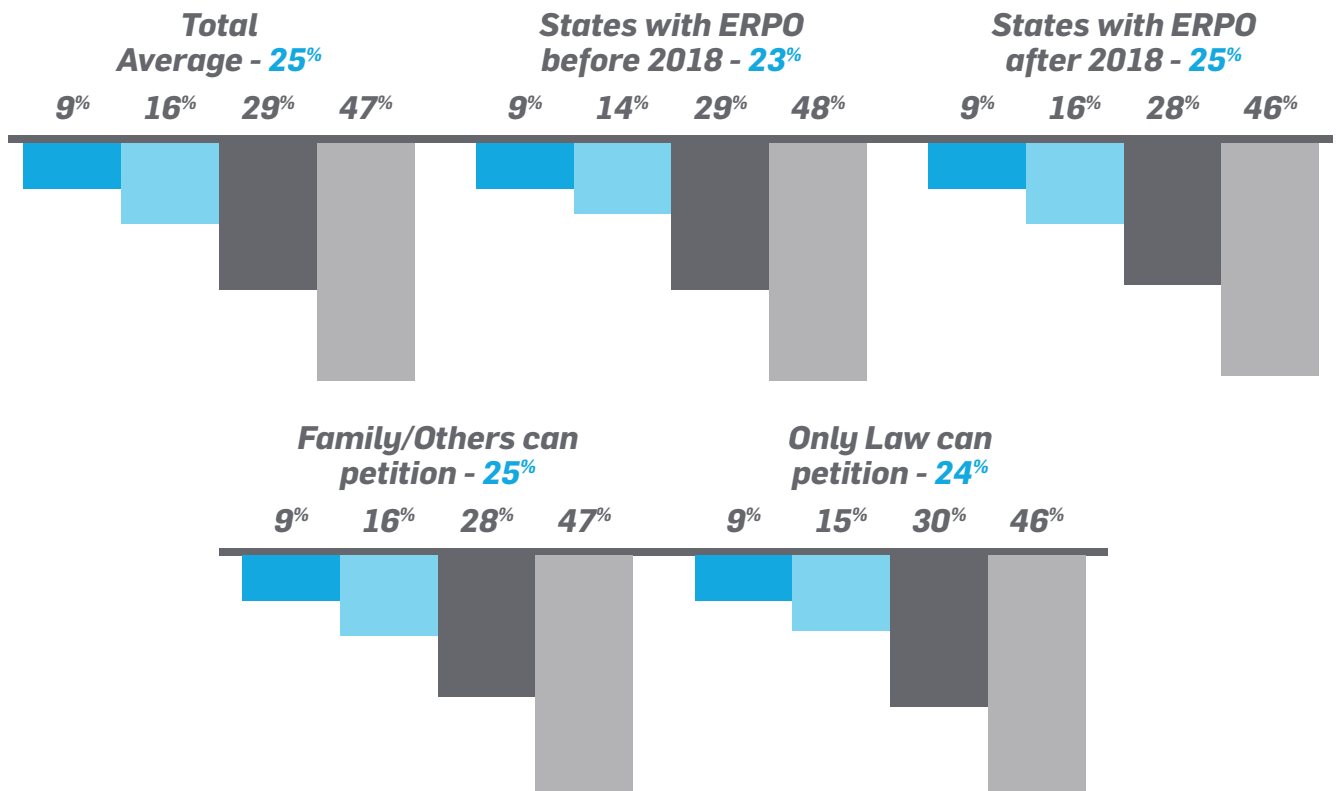
- Extremely motivated
- Very motivated
- Somewhat motivated
- Not very/Not at all motivated



While both messages are informative, neither is particularly motivating for respondents to find out more information about ERPO laws, nor were either found particularly relevant (only slightly more for those who know someone in crisis).

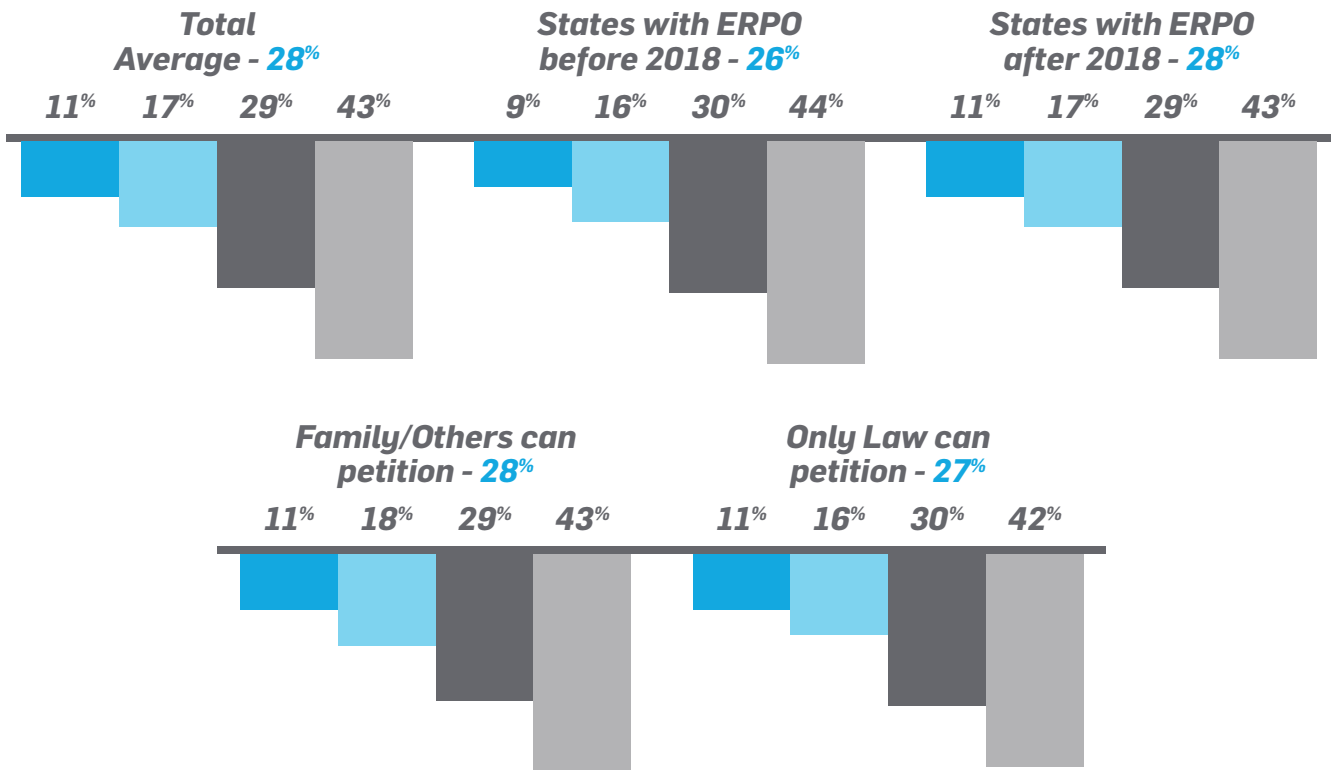
**Relevant - Success Story**

- Extremely relevant
- Very relevant
- Somewhat relevant
- Not very/Not at all relevant



### Relevant - Details by State

- Extremely relevant
- Very relevant
- Somewhat relevant
- Not very/Not at all relevant



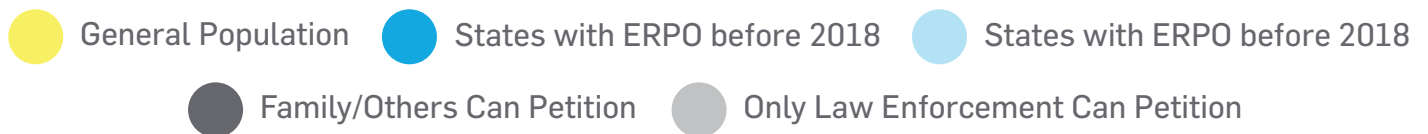
## Likelihood to take action is similar for both messages and at moderate levels.

For both frames, respondents indicated they were only moderately likely to take further action. Top actions respondents would be likely to take were to find out more information (how to identify someone in crisis, how to help someone in crisis by using this law, how to start a conversation with someone in crisis, about the law in general), followed by talking (to a friend/loved one/trusted person about their mental health, to a trusted person about the law in the message, etc.).

Demographically, Black respondents were more likely to seek out information, regardless of frame. Those who know someone in crisis are more likely to seek additional information on how to identify a crisis and have these conversations.

### Likelihood to Take Action - Success Story

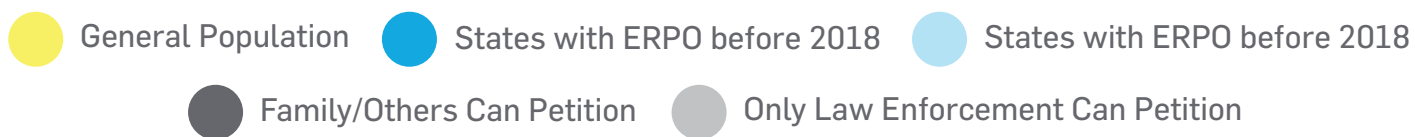
% Definitely/Probably Would



Find info about how to identify someone in crisis	<b>47%</b>	<b>45%</b>	<b>48%</b>	<b>47%</b>	<b>49%</b>
Find info about how to help someone in crisis by using this law	<b>45%</b>	<b>42%</b>	<b>46%</b>	<b>45%</b>	<b>46%</b>
Find info on how to start a conversation with someone in crisis	<b>44%</b>	<b>41%</b>	<b>45%</b>	<b>44%</b>	<b>46%</b>
Find info about the law described in the message or similar laws	<b>44%</b>	<b>40%</b>	<b>45%</b>	<b>43%</b>	<b>45%</b>
Talk to a friend/loved one/trusted person about their mental health	<b>43%</b>	<b>42%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>
Talk to a trusted person about the law in the message	<b>42%</b>	<b>41%</b>	<b>43%</b>	<b>43%</b>	<b>42%</b>
Talk to someone that helps guide through the process of the law	<b>38%</b>	<b>37%</b>	<b>38%</b>	<b>38%</b>	<b>38%</b>
Talk to a medical professional or mental health expert	<b>35%</b>	<b>34%</b>	<b>36%</b>	<b>35%</b>	<b>35%</b>
Talk to a friend/loved one/trusted person about my mental health	<b>35%</b>	<b>33%</b>	<b>36%</b>	<b>35%</b>	<b>35%</b>
Talk to law enforcement about the law in the message	<b>28%</b>	<b>26%</b>	<b>29%</b>	<b>28%</b>	<b>29%</b>

### Likelihood to Take Action - Details by State

% Definitely/Probably Would

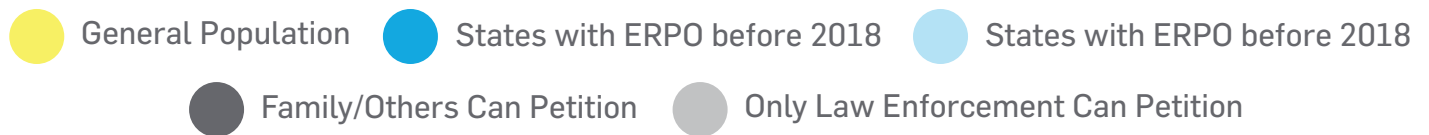


Find info about how to identify someone in crisis	<b>46%</b>	<b>42%</b>	<b>47%</b>	<b>45%</b>	<b>48%</b>
Find info about how to help someone in crisis by using this law	<b>43%</b>	<b>41%</b>	<b>44%</b>	<b>43%</b>	<b>44%</b>
Find info on how to start a conversation with someone in crisis	<b>42%</b>	<b>41%</b>	<b>43%</b>	<b>42%</b>	<b>43%</b>
Find info about the law described in the message or similar laws	<b>43%</b>	<b>42%</b>	<b>43%</b>	<b>43%</b>	<b>44%</b>
Talk to a friend/loved one/trusted person about their mental health	<b>41%</b>	<b>39%</b>	<b>42%</b>	<b>41%</b>	<b>43%</b>
Talk to a trusted person about the law in the message	<b>41%</b>	<b>40%</b>	<b>41%</b>	<b>41%</b>	<b>41%</b>
Talk to someone that helps guide through the process of the law	<b>36%</b>	<b>35%</b>	<b>36%</b>	<b>36%</b>	<b>37%</b>
Talk to a medical professional or mental health expert	<b>32%</b>	<b>31%</b>	<b>33%</b>	<b>32%</b>	<b>33%</b>
Talk to a friend/loved one/trusted person about my mental health	<b>34%</b>	<b>32%</b>	<b>34%</b>	<b>34%</b>	<b>36%</b>
Talk to law enforcement about the law in the message	<b>27%</b>	<b>25%</b>	<b>28%</b>	<b>27%</b>	<b>28%</b>



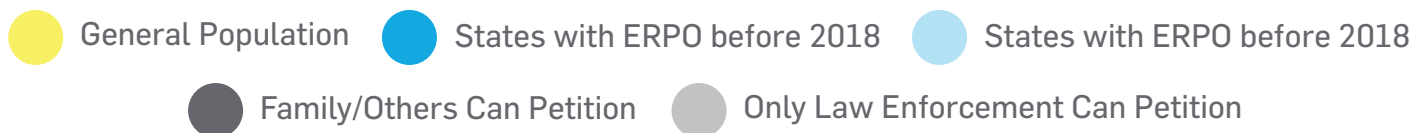
When asked how they'd prefer to find out more or receive information about ERPO laws, respondents most chose websites (from local agencies, from state or local public health entities, from national gun violence prevention organizations), regardless of message. TV ads, social media posts or ads, print materials (local/national newspapers or direct mail) and email newsletters ranked at the bottom of respondents' preferences.

### Preferred Way to Receive Message - Success Story

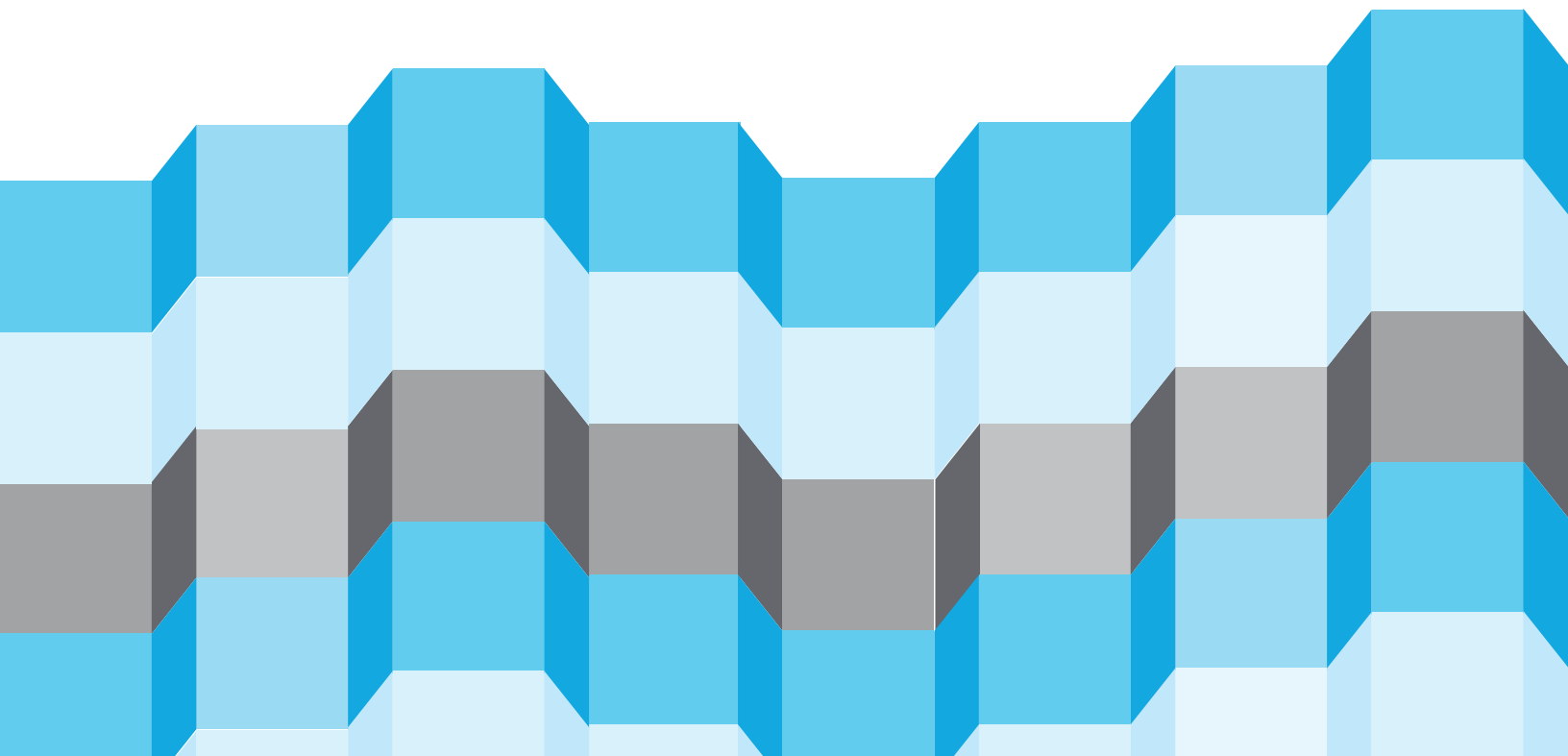


Website(s) from local agencies	<b>51%</b>	<b>53%</b>	<b>50%</b>	<b>51%</b>	<b>49%</b>
Website(s) from state or local public health entities	<b>50%</b>	<b>50%</b>	<b>50%</b>	<b>51%</b>	<b>48%</b>
Websites(s) from national gun violence prevention orgs	<b>44%</b>	<b>46%</b>	<b>43%</b>	<b>44%</b>	<b>44%</b>
TV ads	<b>26%</b>	<b>25%</b>	<b>26%</b>	<b>26%</b>	<b>25%</b>
Social media ads or posts	<b>26%</b>	<b>20%</b>	<b>27%</b>	<b>26%</b>	<b>25%</b>
Local newspaper stories or advertisements	<b>25%</b>	<b>28%</b>	<b>25%</b>	<b>25%</b>	<b>26%</b>
National newspaper stories or advertisements	<b>24%</b>	<b>23%</b>	<b>24%</b>	<b>23%</b>	<b>26%</b>
Direct/paper mail information packets	<b>23%</b>	<b>24%</b>	<b>22%</b>	<b>24%</b>	<b>21%</b>
Email newsletters	<b>20%</b>	<b>17%</b>	<b>21%</b>	<b>20%</b>	<b>19%</b>

### Preferred Way to Receive Message - Details by State



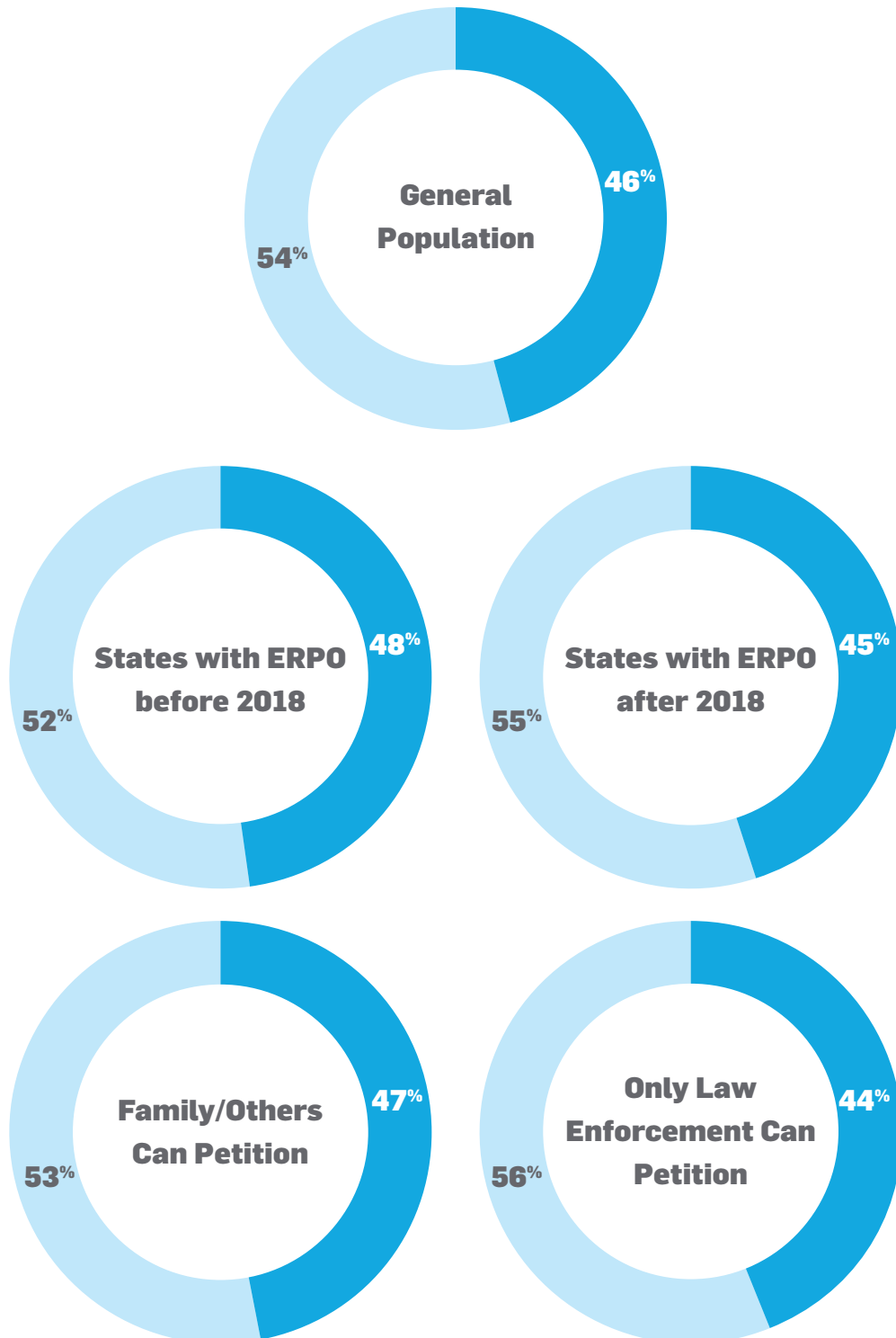
Website(s) from local agencies	<b>51%</b>	<b>51%</b>	<b>51%</b>	<b>51%</b>	<b>51%</b>
Website(s) from state or local public health entities	<b>51%</b>	<b>49%</b>	<b>51%</b>	<b>51%</b>	<b>49%</b>
Websites(s) from national gun violence prevention orgs	<b>44%</b>	<b>47%</b>	<b>43%</b>	<b>45%</b>	<b>42%</b>
TV ads	<b>25%</b>	<b>24%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>
Social media ads or posts	<b>25%</b>	<b>23%</b>	<b>26%</b>	<b>25%</b>	<b>25%</b>
Local newspaper stories or advertisements	<b>25%</b>	<b>27%</b>	<b>25%</b>	<b>26%</b>	<b>25%</b>
National newspaper stories or advertisements	<b>24%</b>	<b>23%</b>	<b>24%</b>	<b>23%</b>	<b>25%</b>
Direct/paper mail information packets	<b>23%</b>	<b>25%</b>	<b>22%</b>	<b>23%</b>	<b>22%</b>
Email newsletters	<b>20%</b>	<b>19%</b>	<b>20%</b>	<b>20%</b>	<b>19%</b>



When forced to choose which message would motivate them to learn more about ERPO laws, “Success Story” slightly edged out “Details by State,” especially among Gen Z.

### Message Preference

● Details by State    ● Success Story



Giving a relatable situation for why the law exists and highlighting that it's not a punishment motivates the public to learn more.

## Why Message Motivates Further Education

### Success Story

Relatable | Gives Specific Scenario  
Explains Why Law Exists/Impact

### Details by State

Informative | Explains How Law Works  
Gives Actionable Steps | Fact-Based

Because I feel like a story is more relatable, and touching, and will be more likely to spark my interest in learning more about crisis intervention.

– **Maryland, Gen-Z, Black, Non-Gun Owner**

Because it sounds like something that really happened. It shows how the order can be used and gives me a better picture, making the process easier to understand.

– **Washington, Boomer, Mixed Race, Non-Gun Owner**

Both messages express a similar message and inform me of a law and process. The first is more technical. While it's clear, it's not as relevant. The second tells a personal story between a parent and child which is more relatable for most of us. Not only does it inform about the law/procedure it tells a better story about having to and how to act on it. Both inform the brain, but my preferred hits both your head and heart.

– **California, Gen X, Mixed Race, Non-Gun Owner**

It showed a real-life situation taking place and the people involved, painted a picture in the reader's mind of what was taking place. It just showed you a situation that could happen or that did and how to learn from it!

– **Rhode Island, Millennial, White, Gun Owner**

I think that this message takes the emotion out of it. When in a situation of potential harm or threat, emotions tend to be heightened, and logical decisions may be difficult. The story is a great, informative way to help someone learn that the law is there and also to maybe help it feel like someone going through this with a loved one is not alone. However, if in an immediate situation, it would be more useful to have the straight up facts so that a logical and quicker decision can be made.

– **Colorado, Gen-Z, White, Gun Owner**

The story can relate more to someone who may be in a similar circumstance but the second breaks down what actually happens and what the law means which is more helpful in my opinion.

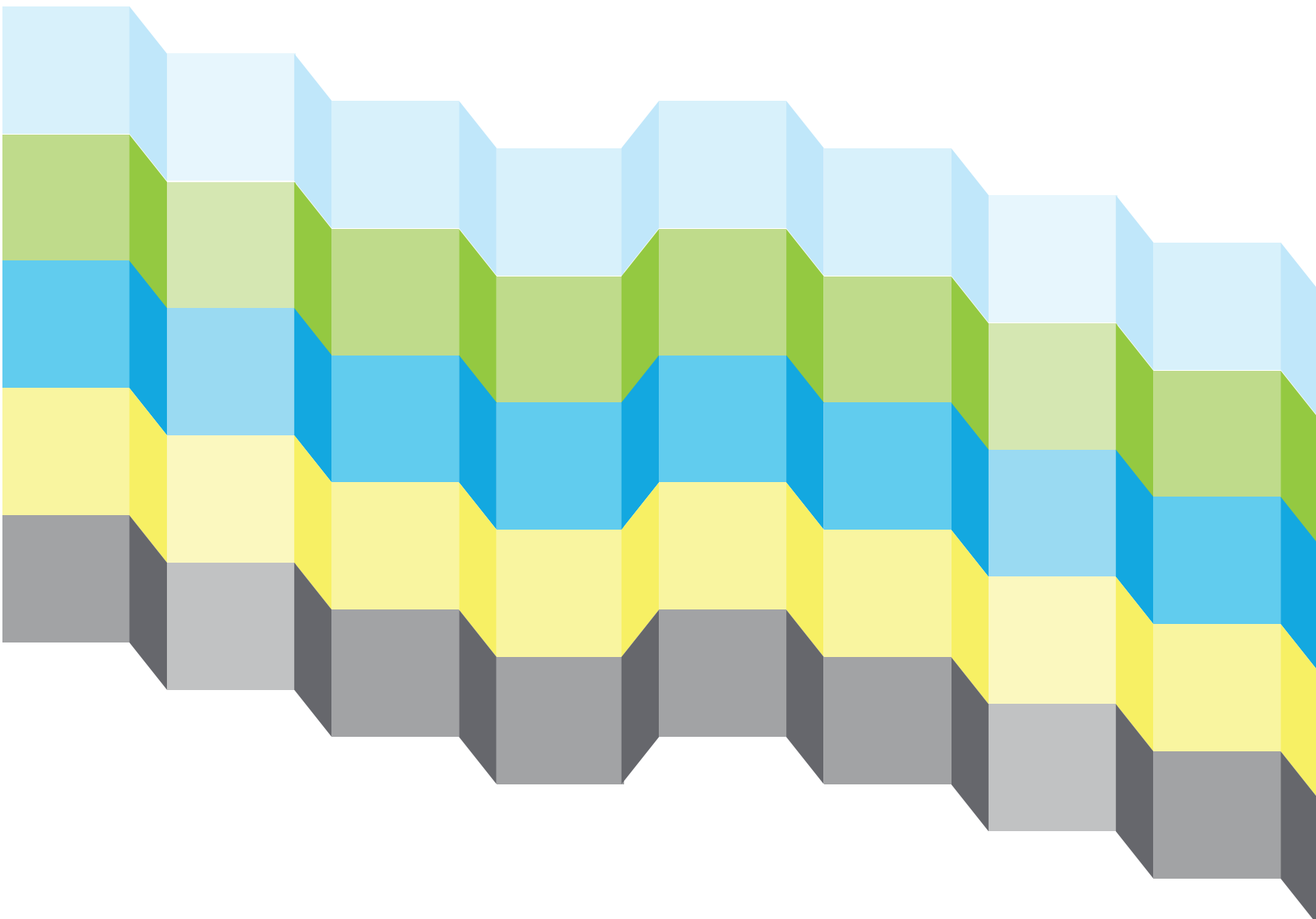
– **Washington, Millennial, Mixed Race, Gun Owner**

It factually spells out the procedures and timeline involved, so that pro-gun groups understand that it's not a violation of the 2nd Amendment.

– **Florida, Boomer, White, Non-Gun Owner**

It is straight to the point. It gives you a step-by-step kind of knowledge about the law and the process itself. It doesn't have anybody involved into it which can affect peoples view and outcome of it.

– **Colorado, Gen-Z, Other Race, Non-Gun Owner**



## Recommendations

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Extreme risk protection orders provide a proactive way to temporarily stop gun-related tragedies (such as inflicting harm on oneself or others with a firearm) by suspending a person's access to firearms when they're in crisis. And while early indicators for these laws are positive within the 21 states and D.C. where they're currently enacted, public knowledge and true understanding of ERPOs is low—meaning that even if a person has the opportunity and ability to put the law to use, they likely don't know *to* do so, or *how* to do so.

From the multiple qualitative and quantitative research conducted in this study, the team has identified a few key recommendations:

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### **1. Provide the right amount of detailed and precise information to help the public understand ERPOs.**

At the outset of the initial quantitative survey in January 2023, the majority of respondents reacted favorably/positively to the description of what ERPOs are and when they can be used, but such sentiment waned as more details were discussed. Respondents were particularly concerned or hesitant with factors like how ERPOs are enacted, the impact on an individual and how long “temporary” is regarding firearm removal. To fully help the public understand the ins and outs of ERPOs, future messaging must be more detailed—filling in the gaps between the initial setup when an ERPO is needed, and the outcome after it’s been enacted—without providing too many details and risk losing interest and support.

The new and reworked frames in the final quantitative phase did just that: Provided respondents with specific details that filled in as many gaps for them as possible—leaving little room for outstanding concerns or questions about how ERPOs work. As a result, reactions remained unchanged for the final quantitative group from their initial positive reactions to the law description, to after they learned more about ERPOs.

Thus, communicating specifically on how ERPOs work, as well as why these laws are needed (preventing tragedies such as suicides and mass shootings) is vital to educational success among the public.

### **2. If not currently relevant, it can be difficult for someone to understand why they might need an ERPO in the future.**

Those who say they currently know someone in crisis are slightly more likely to find relevance in the message frames (as seen in the section on message frames in this report). Overall, ERPOs aren’t going to be relevant to everyone (or everyone at every time). ERPO messaging for the general public should be viewed as preemptive—they’re something people should know about even if they don’t think they’ll ever need it. In future testing, messaging around the hypothetical could be key in helping the public understand the importance of ERPOs through the lens that they might need such a tool in the future.

### **3. Real scenarios help explain and clarify how ERPOs work.**

Of the four initial frames, “Success Story” was ranked as the frame that would most motivate respondents to learn more about ERPOs, and it tied for the frame respondents found most informative (with “A Lethal Combination”). Respondents appreciated the specificity of “Success Story” and how it directly shows why ERPOs exist, how they work and the impact on a person in crisis. In addition, the “Details by State” frame in the final quantitative phase helped provide much-needed specificity to respondents not only about the full ERPO process, but also how the law works specifically in their state.

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#### **4. “Temporary” and “crisis” rise to the top for an ideal name of the law, and they performed well within message frames.**

Both for ideal names of ERPOs and within the message frames, respondents reacted positively to “temporary” and “crisis” wording. Adapted message frames (as well as considerations for a unified name of the law) should expand on this language to better show the situations where ERPOs are needed (when a person is in crisis) and that it’s a short-term solution needed in that moment (temporarily).

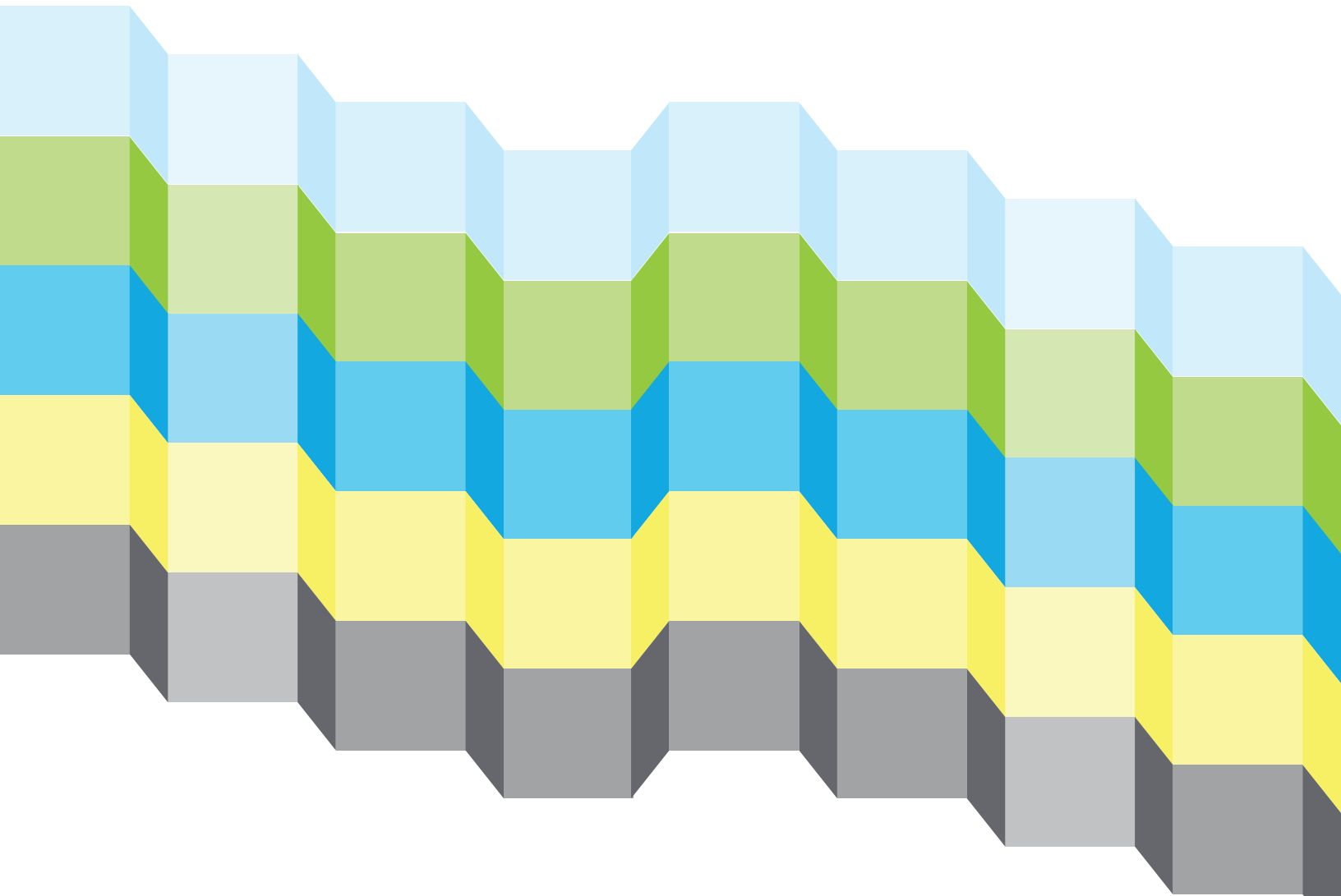
Note: While “temporary” did perform negatively in the final quantitative phase, it was not due to the language of the ERPO description itself—but rather as a reflection of the respondent’s frustration from a policy perspective. E.g., some were frustrated that use of the law is a temporary measure; others were frustrated with usage of the law at all (that firearms can be removed in certain situations). This finding does not indicate that respondents reacted negatively to the use of the word temporary in the law name, ERPO description or message frames, however, and should not be a deterrent for campaign efforts.

In state-level messaging, it will be crucial for campaigns to use the state’s specific law name to avoid confusion and reinforce awareness.

#### **5. As the law name and specific details vary by state, messaging should use state-specific information for the public.**

With variances in the law name and details of the process by state, campaign efforts at the national level (or targeting multiple states) should provide resources specific to each state to avoid confusion and further deepen the public’s knowledge. The “Success Story” frame can be successful across state lines, though marketers will need to include state-specific resources in addition to the frame. The “Details by State” frame, which offers a deep level of specificity by state, can be helpful in taking the public from awareness to education and motivate them to learn more about their own state’s order.

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# ERPOs

## **Understanding Public Knowledge & Attitudes Toward Extreme Risk Protection Orders**

Research By:



In Partnership With:



## Appendix

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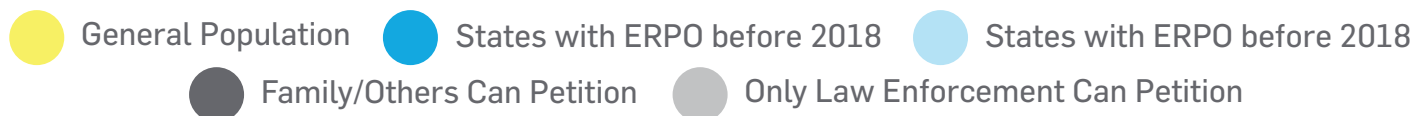
In the final quantitative phase of research (June 2023), the research team recruited participants from states not based on a proportion of population as previously conducted in prior rounds of research. The team at this phase ensured an almost equal sample from all states to report findings in aggregate.

Results are reported by:

- **Total Aggregate: n=5,054**
- States Enacted ERPO before 2018: n=1,065
- States Enacted ERPO 2018 or after: n=3,989
- States Where Family/Others Can Petition: n=3,360
- States Where Only Law Enforcement Can Petition: n=1,444

The following data points illustrate the profile and the reportable differences among these state groupings as well as in individual states compared to the total average for the general population for the data discussed throughout this report.

## Demographic Profile

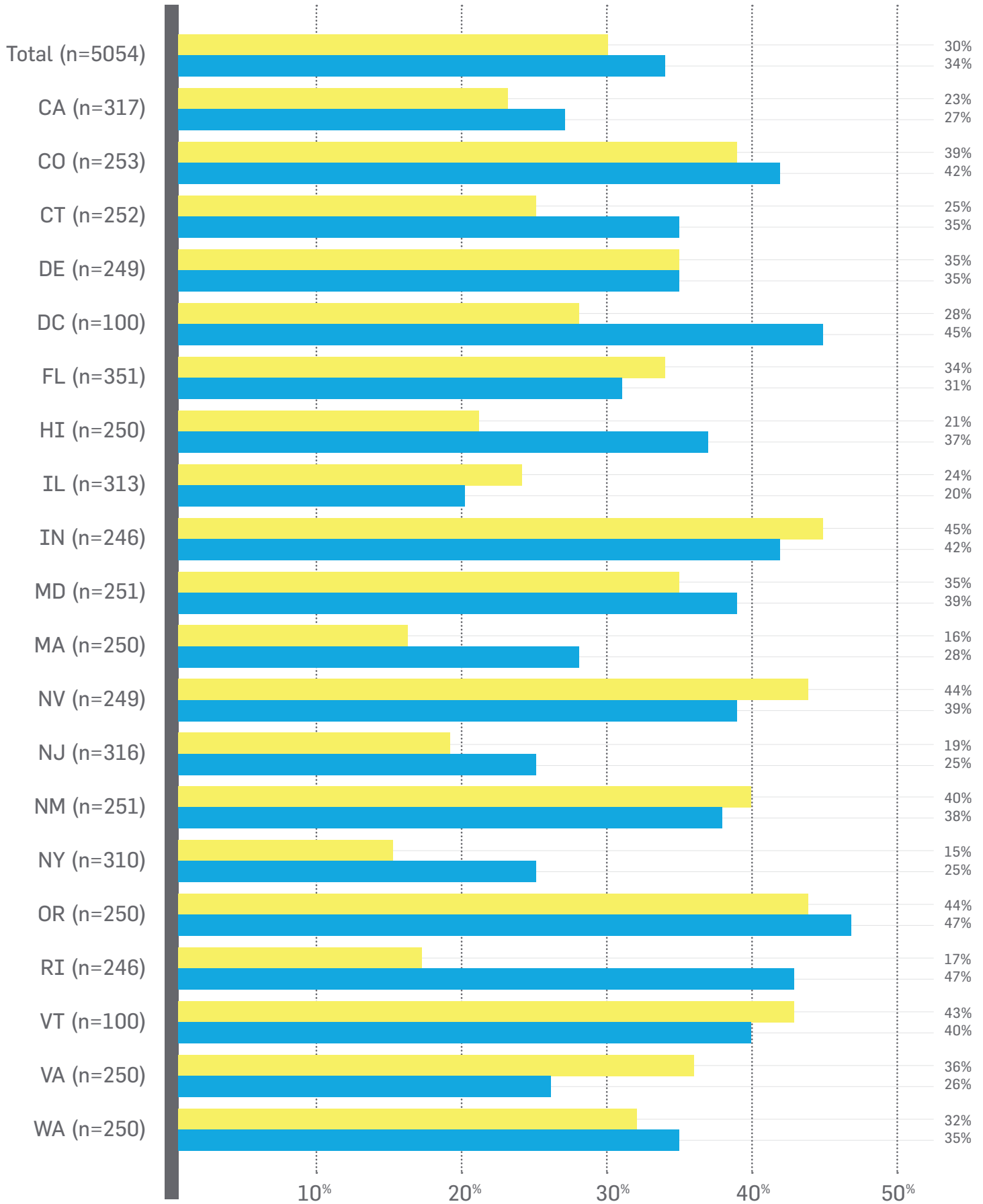


Woman	<b>51%</b>	<b>50%</b>	<b>52%</b>	<b>51%</b>	<b>53%</b>
Man	<b>48%</b>	<b>50%</b>	<b>47%</b>	<b>48%</b>	<b>47%</b>
Gen-Z	<b>12%</b>	<b>10%</b>	<b>12%</b>	<b>13%</b>	<b>10%</b>
Millennial	<b>26%</b>	<b>25%</b>	<b>26%</b>	<b>25%</b>	<b>28%</b>
Gen X	<b>26%</b>	<b>30%</b>	<b>25%</b>	<b>26%</b>	<b>26%</b>
Baby Boomer	<b>36%</b>	<b>35%</b>	<b>36%</b>	<b>36%</b>	<b>36%</b>
White/Caucasian	<b>78%</b>	<b>79%</b>	<b>78%</b>	<b>74%</b>	<b>84%</b>
Hispanic	<b>11%</b>	<b>11%</b>	<b>11%</b>	<b>11%</b>	<b>12%</b>
Black/African American	<b>10%</b>	<b>9%</b>	<b>11%</b>	<b>11%</b>	<b>9%</b>
Asian	<b>9%</b>	<b>10%</b>	<b>9%</b>	<b>11%</b>	<b>4%</b>
Partnered	<b>50%</b>	<b>51%</b>	<b>49%</b>	<b>49%</b>	<b>51%</b>
Single	<b>33%</b>	<b>33%</b>	<b>34%</b>	<b>35%</b>	<b>29%</b>
Separated/Widowed/Divorced	<b>17%</b>	<b>16%</b>	<b>17%</b>	<b>16%</b>	<b>20%</b>
Average HH Size	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>	<b>2.6</b>
Kids in HH	<b>22%</b>	<b>24%</b>	<b>22%</b>	<b>22%</b>	<b>25%</b>
Urban	<b>43%</b>	<b>42%</b>	<b>43%</b>	<b>48%</b>	<b>31%</b>
Suburban	<b>34%</b>	<b>36%</b>	<b>34%</b>	<b>32%</b>	<b>39%</b>
Rural	<b>23%</b>	<b>22%</b>	<b>23%</b>	<b>20%</b>	<b>29%</b>
Less than \$50k	<b>40%</b>	<b>40%</b>	<b>40%</b>	<b>38%</b>	<b>45%</b>
\$50k – Less than \$100k	<b>33%</b>	<b>34%</b>	<b>32%</b>	<b>33%</b>	<b>32%</b>
\$100k or More	<b>23%</b>	<b>22%</b>	<b>23%</b>	<b>24%</b>	<b>19%</b>
High School or Less	<b>22%</b>	<b>22%</b>	<b>22%</b>	<b>20%</b>	<b>25%</b>
Some College/Trade School	<b>29%</b>	<b>29%</b>	<b>29%</b>	<b>29%</b>	<b>30%</b>
College Grad or Higher	<b>49%</b>	<b>49%</b>	<b>49%</b>	<b>50%</b>	<b>45%</b>
Employed (Full or Part Time)	<b>57%</b>	<b>56%</b>	<b>57%</b>	<b>57%</b>	<b>54%</b>
Not Employed	<b>41%</b>	<b>42%</b>	<b>41%</b>	<b>40%</b>	<b>44%</b>
Veteran/Currently Serving	<b>10%</b>	<b>9%</b>	<b>10%</b>	<b>9%</b>	<b>11%</b>
Republican (NET)	<b>27%</b>	<b>26%</b>	<b>27%</b>	<b>26%</b>	<b>30%</b>
Strong Republican	<b>11%</b>	<b>12%</b>	<b>11%</b>	<b>10%</b>	<b>15%</b>
Leaning Republican	<b>15%</b>	<b>14%</b>	<b>16%</b>	<b>16%</b>	<b>15%</b>
Completely Independent	<b>28%</b>	<b>29%</b>	<b>27%</b>	<b>27%</b>	<b>27%</b>
Democrat (Net)	<b>40%</b>	<b>40%</b>	<b>41%</b>	<b>42%</b>	<b>37%</b>
Lean Democrat	<b>21%</b>	<b>21%</b>	<b>21%</b>	<b>21%</b>	<b>20%</b>
Strong Democrat	<b>20%</b>	<b>19%</b>	<b>20%</b>	<b>21%</b>	<b>17%</b>

# Gun Ownership & Know Someone in Crisis

By State

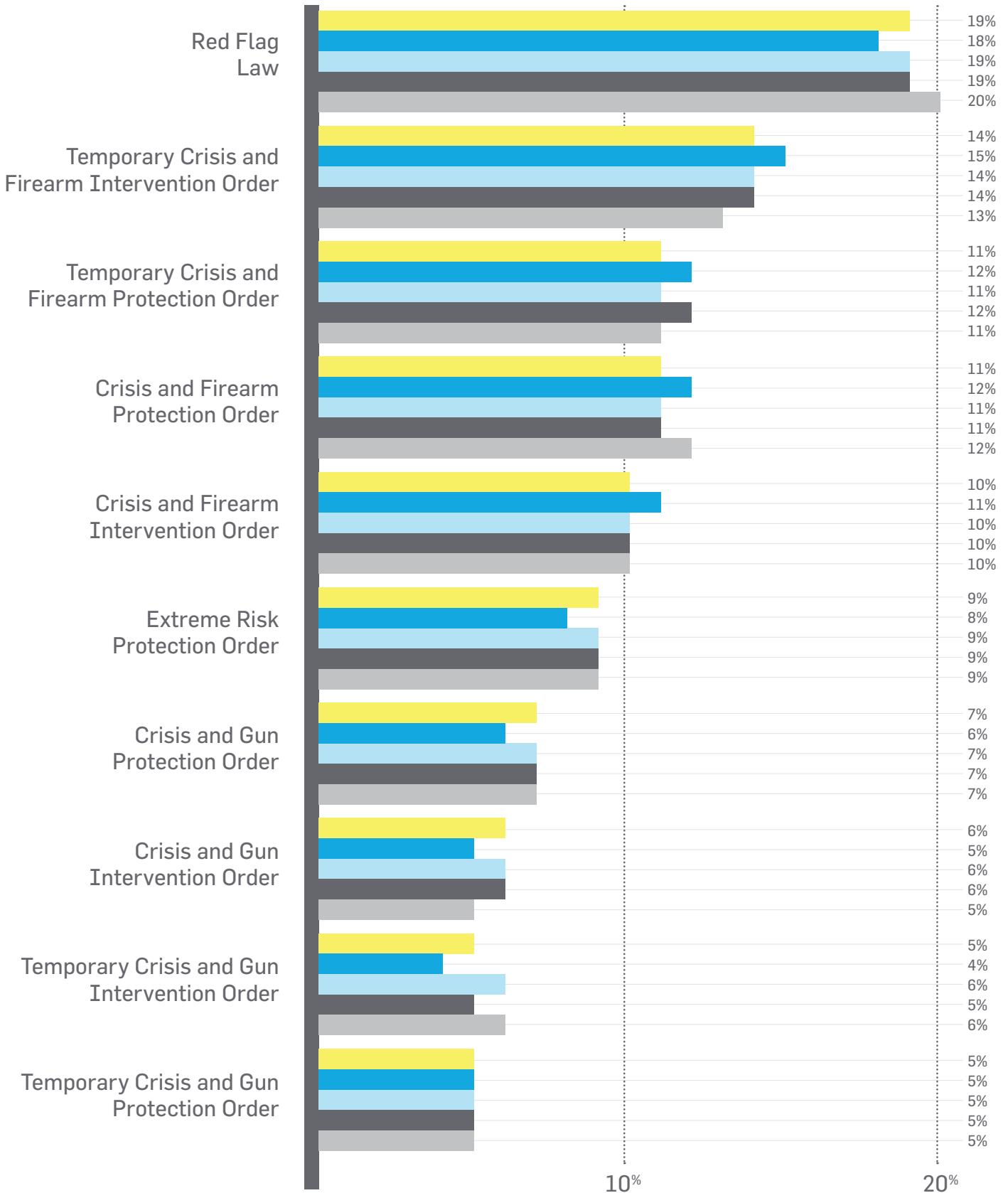
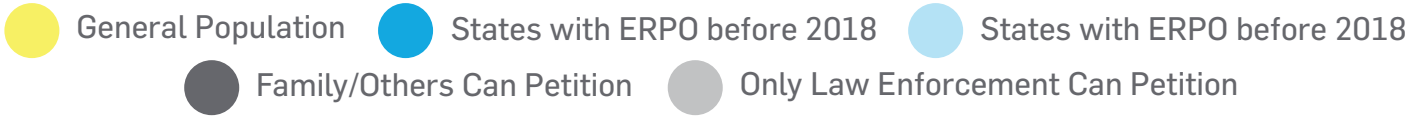
Own a Gun Know Someone in Crisis



## “ERPO Description” Inserts by State

<b>California</b>	family or household members, or co-workers
<b>Colorado</b>	family or household members
<b>Connecticut</b>	family or household members, or the State's Attorney
<b>Delaware</b>	family or household members
<b>District of Columbia</b>	family or household members, or mental health professionals
<b>Florida</b>	the State's Attorney
<b>Hawaii</b>	family or household members, medical professionals, educators, or work colleagues
<b>Illinois</b>	family or household members
<b>Indiana</b>	n/a - no pipe-ins
<b>Maryland</b>	family or household members, or healthcare professionals
<b>Massachusetts</b>	family or household members
<b>Nevada</b>	family or household members
<b>New Jersey</b>	family or household members
<b>New Mexico</b>	n/a - no pipe-ins
<b>New York</b>	family or household members, the District Attorney, school administrators, or healthcare practitioners
<b>Oregon</b>	family or household members
<b>Rhode Island</b>	n/a - no pipe-ins
<b>Vermont</b>	State's Attorney or Office of the Attorney General
<b>Virginia</b>	the Attorney for the Commonwealth
<b>Washington</b>	family or household members

# Top Name for Law



## Ideal Name for Law

By State

	Total	CA	CO	CT	DE	DC	FL	HI	IL	IN	MD
<i>Base Size</i>	5054	317	253	252	249	100	351	250	313	246	251
Red Flag Law	28%	30%	33%	25%	28%	34%	30%	21%	29%	28%	29%
Crisis and Firearm Intervention Order	24%	25%	20%	26%	24%	27%	20%	30%	26%	22%	23%
Temporary Crisis and Firearm Intervention Order	24%	29%	24%	23%	24%	25%	21%	26%	21%	22%	25%
Crisis and Firearm Protection Order	24%	25%	19%	26%	24%	24%	23%	27%	27%	27%	24%
Red Flag Law Temporary Crisis and Firearm Protection Order	21%	21%	23%	23%	20%	26%	18%	25%	20%	19%	25%
Extreme Risk Protection Order	20%	17%	23%	18%	23%	27%	18%	20%	17%	19%	26%
Crisis and Gun Protection Order	18%	16%	16%	18%	22%	17%	19%	23%	19%	17%	19%
Crisis and Gun Intervention Order	18%	20%	19%	19%	21%	23%	16%	19%	20%	15%	18%
Temporary Crisis and Gun Protection Order	15%	15%	15%	15%	17%	19%	12%	17%	15%	17%	18%
Temporary Crisis and Gun Intervention Order	15%	19%	14%	13%	18%	23%	11%	15%	14%	15%	17%

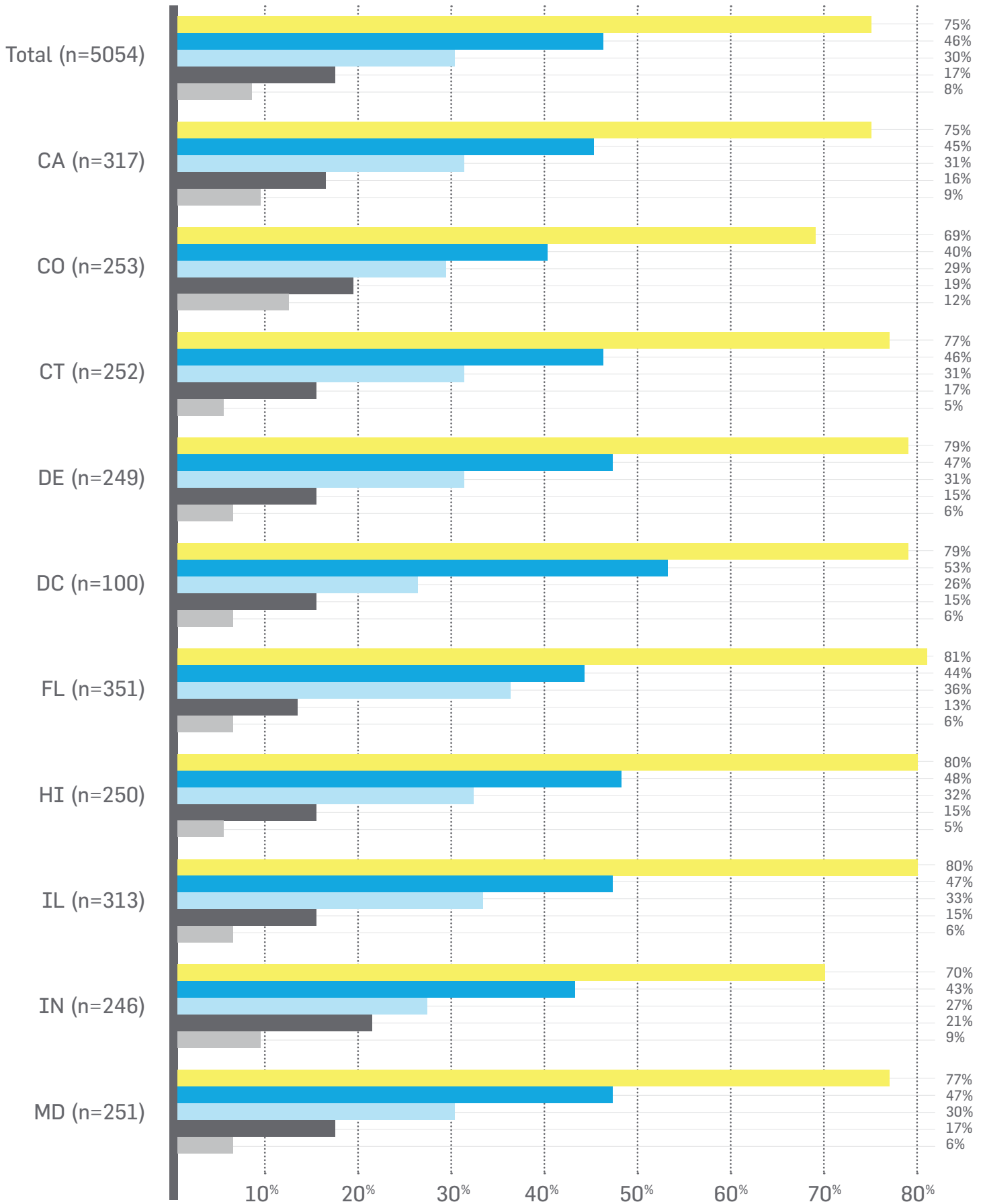
## Ideal Name for Law (Con't)

By State

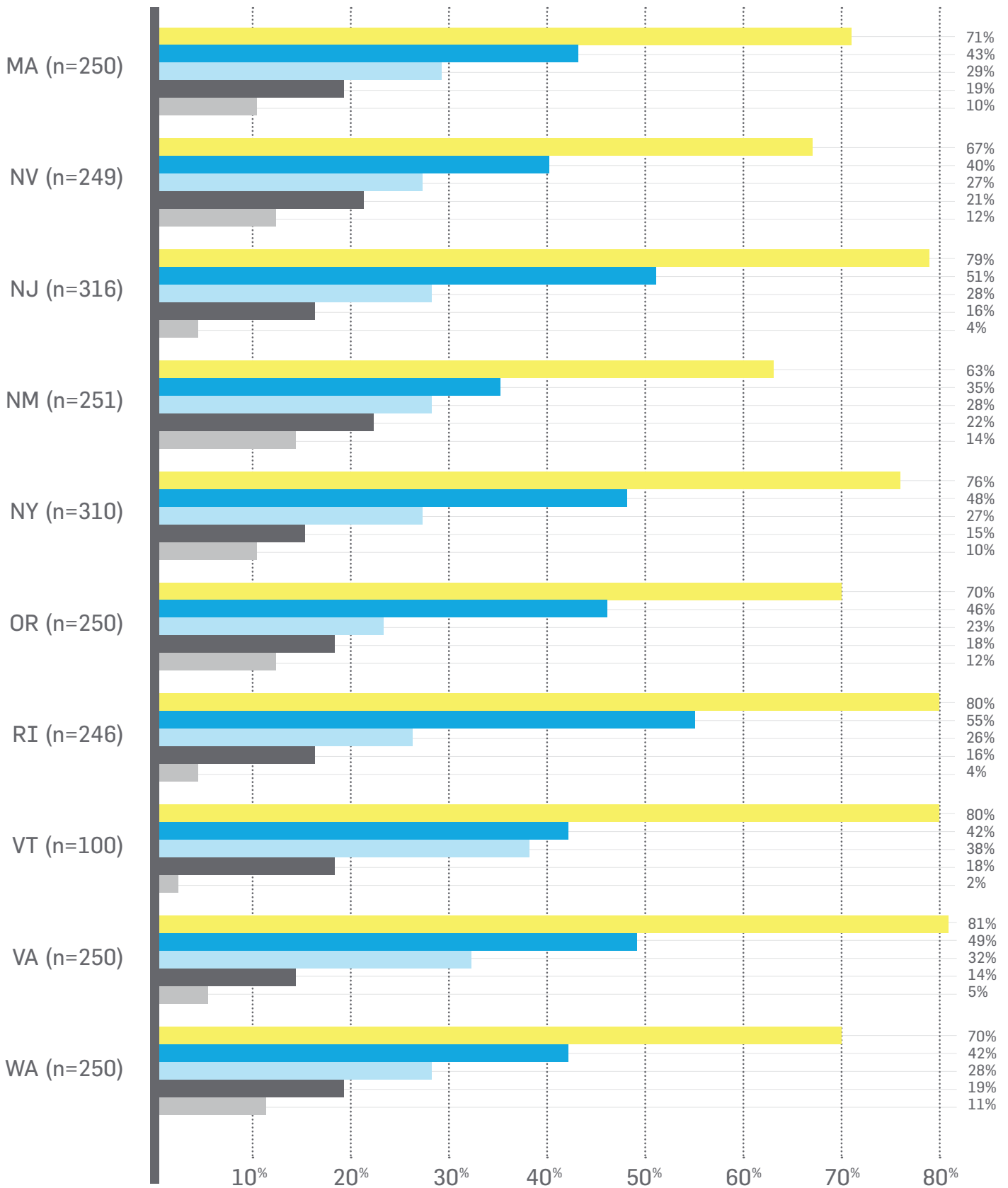
	Total	MA	NV	NJ	NM	NY	OR	RI	VT	VA	WA
<i>Base Size</i>	5054	250	251	252	253	254	255	256	257	258	259
Red Flag Law	28%	31%	29%	29%	25%	32%	26%	20%	24%	32%	26%
Crisis and Firearm Intervention Order	24%	25%	25%	30%	24%	20%	24%	25%	25%	22%	27%
Temporary Crisis and Firearm Intervention Order	24%	21%	29%	22%	18%	22%	33%	24%	34%	23%	28%
Crisis and Firearm Protection Order	24%	21%	27%	29%	22%	19%	20%	25%	24%	22%	24%
Red Flag Law Temporary Crisis and Firearm Protection Order	21%	19%	24%	20%	16%	16%	24%	17%	22%	21%	24%
Extreme Risk Protection Order	20%	20%	17%	20%	18%	19%	21%	18%	23%	17%	22%
Crisis and Gun Protection Order	18%	19%	19%	24%	19%	19%	12%	19%	20%	14%	14%
Crisis and Gun Intervention Order	18%	17%	23%	20%	16%	13%	19%	13%	20%	20%	20%
Temporary Crisis and Gun Protection Order	15%	13%	18%	16%	15%	14%	16%	13%	13%	14%	17%
Temporary Crisis and Gun Intervention Order	15%	13%	15%	14%	11%	16%	16%	13%	26%	16%	14%

# ERPO Overall Reaction (Pre) By State

- Extremely / Somewhat positive
- Extremely positive
- Somewhat positive
- Neither positive nor negative
- Extremely / somewhat negative



## ERPO Overall Reaction (Pre) By State (Con't)



# ERPO Trusted Messengers By State

	Total	CA	CO	CT	DE	DC	FL	HI	IL	IN	MD
<i>Base Size</i>	5054	317	253	252	249	100	351	250	313	246	251
Law enforcement	47%	44%	43%	40%	53%	31%	51%	42%	47%	49%	43%
Federal/national government agency representatives	39%	44%	35%	35%	41%	40%	39%	38%	35%	40%	40%
My close friends	34%	30%	30%	37%	35%	43%	34%	40%	34%	32%	37%
Mental health professionals	33%	30%	37%	31%	37%	39%	31%	37%	32%	31%	39%
Representatives from mental health organizations	30%	28%	33%	29%	31%	30%	27%	29%	28%	26%	33%
Judges	29%	29%	28%	25%	30%	32%	29%	26%	27%	25%	30%
Local police officers	28%	25%	24%	25%	31%	16%	28%	25%	27%	32%	24%
County police/sheriffs	25%	23%	25%	18%	25%	13%	27%	21%	28%	32%	26%
Doctor/medical professionals	24%	23%	27%	22%	31%	24%	23%	27%	26%	19%	24%
Federal/national government politicians / officials	22%	21%	20%	25%	24%	30%	22%	21%	19%	27%	22%
My spouse/partner	19%	21%	20%	20%	24%	16%	17%	24%	19%	19%	18%
National gun owner association representatives	19%	14%	19%	15%	19%	15%	20%	18%	16%	27%	21%
State governors	17%	17%	22%	15%	21%	16%	17%	17%	15%	17%	20%
Local gun owner associations/shooting club representatives	17%	10%	18%	15%	21%	12%	18%	17%	15%	22%	17%
Gun Owners	17%	12%	19%	12%	20%	14%	17%	15%	15%	22%	18%
Social worker	16%	13%	17%	18%	16%	19%	17%	17%	15%	13%	22%
State representatives	16%	18%	16%	17%	16%	13%	15%	16%	13%	18%	21%
Local government officials/politicians	16%	13%	18%	14%	20%	20%	15%	20%	12%	21%	16%
Public health officials	16%	14%	18%	14%	15%	19%	12%	20%	17%	12%	16%

## ERPO Trusted Messengers By State (Con't)

	Total	MA	NV	NJ	NM	NY	OR	RI	VT	VA	WA
<i>Base Size</i>	5054	250	249	316	251	310	250	246	100	250	250
Law enforcement	47%	47%	42%	50%	40%	48%	50%	50%	56%	49%	52%
Federal/national government agency representatives	39%	39%	39%	38%	36%	40%	42%	44%	44%	36%	39%
My close friends	34%	32%	36%	29%	30%	31%	37%	35%	33%	34%	36%
Mental health professionals	33%	34%	29%	33%	28%	32%	46%	35%	29%	30%	34%
Representatives from mental health organizations	30%	30%	23%	32%	26%	25%	43%	34%	33%	26%	31%
Judges	29%	25%	30%	32%	23%	26%	37%	28%	38%	32%	30%
Local police officers	28%	27%	31%	31%	25%	26%	32%	27%	33%	29%	31%
County police/sheriffs	25%	18%	27%	25%	20%	22%	31%	18%	30%	26%	33%
Doctor/medical professionals	24%	25%	24%	23%	16%	24%	26%	24%	25%	23%	25%
Federal/national government politicians / officials	22%	25%	17%	24%	20%	26%	22%	26%	23%	20%	18%
My spouse/partner	19%	19%	20%	18%	19%	15%	20%	18%	24%	21%	20%
National gun owner association representatives	19%	19%	26%	18%	24%	12%	23%	23%	20%	20%	18%
State governors	17%	16%	17%	18%	16%	17%	17%	17%	18%	20%	17%
Local gun owner associations/shooting club representatives	17%	16%	25%	16%	20%	13%	22%	20%	22%	18%	15%
Gun Owners	17%	15%	23%	13%	22%	12%	23%	20%	15%	18%	19%
Social worker	16%	16%	15%	14%	12%	12%	18%	19%	28%	15%	15%
State representatives	16%	14%	15%	17%	14%	15%	16%	15%	14%	18%	15%
Local government officials/politicians	16%	11%	14%	17%	13%	16%	18%	15%	18%	16%	15%
Public health officials	16%	18%	12%	18%	15%	12%	22%	16%	21%	13%	16%

## ERPO Trusted Sources By State

	<b>Total</b>	<b>CA</b>	<b>CO</b>	<b>CT</b>	<b>DE</b>	<b>DC</b>	<b>FL</b>	<b>HI</b>	<b>IL</b>	<b>IN</b>	<b>MD</b>
<i>Base Size</i>	<b>5054</b>	<b>317</b>	<b>253</b>	<b>252</b>	<b>249</b>	<b>100</b>	<b>351</b>	<b>250</b>	<b>313</b>	<b>246</b>	<b>251</b>
Mental health organizations	<b>43%</b>	<b>40%</b>	<b>48%</b>	<b>38%</b>	<b>43%</b>	<b>53%</b>	<b>41%</b>	<b>45%</b>	<b>42%</b>	<b>36%</b>	<b>52%</b>
Local law enforcement office	<b>42%</b>	<b>41%</b>	<b>38%</b>	<b>36%</b>	<b>43%</b>	<b>34%</b>	<b>44%</b>	<b>40%</b>	<b>40%</b>	<b>41%</b>	<b>37%</b>
Federal/national government agency	<b>33%</b>	<b>36%</b>	<b>28%</b>	<b>37%</b>	<b>35%</b>	<b>35%</b>	<b>31%</b>	<b>36%</b>	<b>31%</b>	<b>30%</b>	<b>32%</b>
Local government agency	<b>28%</b>	<b>28%</b>	<b>25%</b>	<b>25%</b>	<b>32%</b>	<b>32%</b>	<b>29%</b>	<b>31%</b>	<b>26%</b>	<b>29%</b>	<b>31%</b>
National gun owner association	<b>23%</b>	<b>18%</b>	<b>21%</b>	<b>21%</b>	<b>23%</b>	<b>21%</b>	<b>23%</b>	<b>22%</b>	<b>22%</b>	<b>30%</b>	<b>26%</b>
Local news	<b>21%</b>	<b>24%</b>	<b>20%</b>	<b>19%</b>	<b>23%</b>	<b>23%</b>	<b>20%</b>	<b>30%</b>	<b>22%</b>	<b>16%</b>	<b>21%</b>
National news	<b>20%</b>	<b>25%</b>	<b>17%</b>	<b>19%</b>	<b>19%</b>	<b>21%</b>	<b>22%</b>	<b>19%</b>	<b>23%</b>	<b>16%</b>	<b>24%</b>
Public health agency	<b>20%</b>	<b>22%</b>	<b>26%</b>	<b>17%</b>	<b>20%</b>	<b>29%</b>	<b>15%</b>	<b>20%</b>	<b>17%</b>	<b>15%</b>	<b>24%</b>
Local gun owner associations/shooting club	<b>19%</b>	<b>10%</b>	<b>17%</b>	<b>18%</b>	<b>24%</b>	<b>20%</b>	<b>17%</b>	<b>19%</b>	<b>18%</b>	<b>25%</b>	<b>18%</b>
Stores that sell guns	<b>17%</b>	<b>14%</b>	<b>17%</b>	<b>17%</b>	<b>19%</b>	<b>19%</b>	<b>19%</b>	<b>14%</b>	<b>13%</b>	<b>22%</b>	<b>17%</b>
General medical organization	<b>14%</b>	<b>15%</b>	<b>15%</b>	<b>10%</b>	<b>15%</b>	<b>18%</b>	<b>13%</b>	<b>18%</b>	<b>14%</b>	<b>13%</b>	<b>14%</b>
Schools/College/University	<b>13%</b>	<b>13%</b>	<b>15%</b>	<b>14%</b>	<b>16%</b>	<b>17%</b>	<b>9%</b>	<b>15%</b>	<b>14%</b>	<b>9%</b>	<b>18%</b>
Non-profit organizations/groups	<b>12%</b>	<b>13%</b>	<b>12%</b>	<b>13%</b>	<b>13%</b>	<b>19%</b>	<b>9%</b>	<b>12%</b>	<b>9%</b>	<b>9%</b>	<b>14%</b>
Faith/religious institution	<b>10%</b>	<b>8%</b>	<b>7%</b>	<b>8%</b>	<b>16%</b>	<b>14%</b>	<b>9%</b>	<b>12%</b>	<b>12%</b>	<b>13%</b>	<b>14%</b>
Local community association	<b>10%</b>	<b>5%</b>	<b>9%</b>	<b>9%</b>	<b>15%</b>	<b>17%</b>	<b>7%</b>	<b>13%</b>	<b>10%</b>	<b>10%</b>	<b>9%</b>
American Legion	<b>6%</b>	<b>3%</b>	<b>7%</b>	<b>8%</b>	<b>7%</b>	<b>5%</b>	<b>7%</b>	<b>5%</b>	<b>8%</b>	<b>10%</b>	<b>7%</b>

## ERPO Trusted Sources By State (Con't)

	Total	MA	NV	NJ	NM	NY	OR	RI	VT	VA	WA
<i>Base Size</i>	5054	250	249	316	251	310	250	246	100	250	250
Mental health organizations	43%	45%	36%	46%	33%	42%	49%	49%	44%	42%	40%
Local law enforcement office	43%	40%	39%	47%	39%	40%	50%	41%	48%	44%	47%
Federal/national government agency	33%	32%	31%	34%	28%	32%	34%	36%	35%	33%	33%
Local government agency	28%	27%	24%	29%	24%	31%	31%	25%	33%	25%	32%
National gun owner association	23%	19%	33%	21%	30%	15%	25%	29%	18%	25%	21%
Local news	21%	19%	21%	19%	20%	23%	21%	22%	17%	21%	26%
National news	20%	20%	21%	21%	18%	22%	18%	24%	9%	18%	23%
Public health agency	20%	23%	16%	24%	13%	20%	27%	21%	21%	14%	22%
Local gun owner associations/shooting club	19%	14%	23%	19%	22%	14%	22%	22%	14%	22%	19%
Stores that sell guns	17%	15%	22%	15%	17%	14%	17%	18%	17%	20%	16%
General medical organization	14%	20%	10%	15%	11%	11%	17%	16%	19%	11%	15%
Schools/College/University	13%	17%	12%	12%	10%	10%	18%	11%	11%	10%	12%
Non-profit organizations/groups	12%	13%	12%	9%	10%	13%	15%	12%	12%	8%	12%
Faith/religious institution	10%	9%	10%	10%	9%	10%	7%	11%	9%	13%	11%
Local community association	10%	9%	10%	10%	10%	11%	13%	10%	6%	6%	11%
American Legion	6%	8%	6%	6%	6%	6%	6%	7%	9%	5%	5%

## “Success Story” Inserts by State

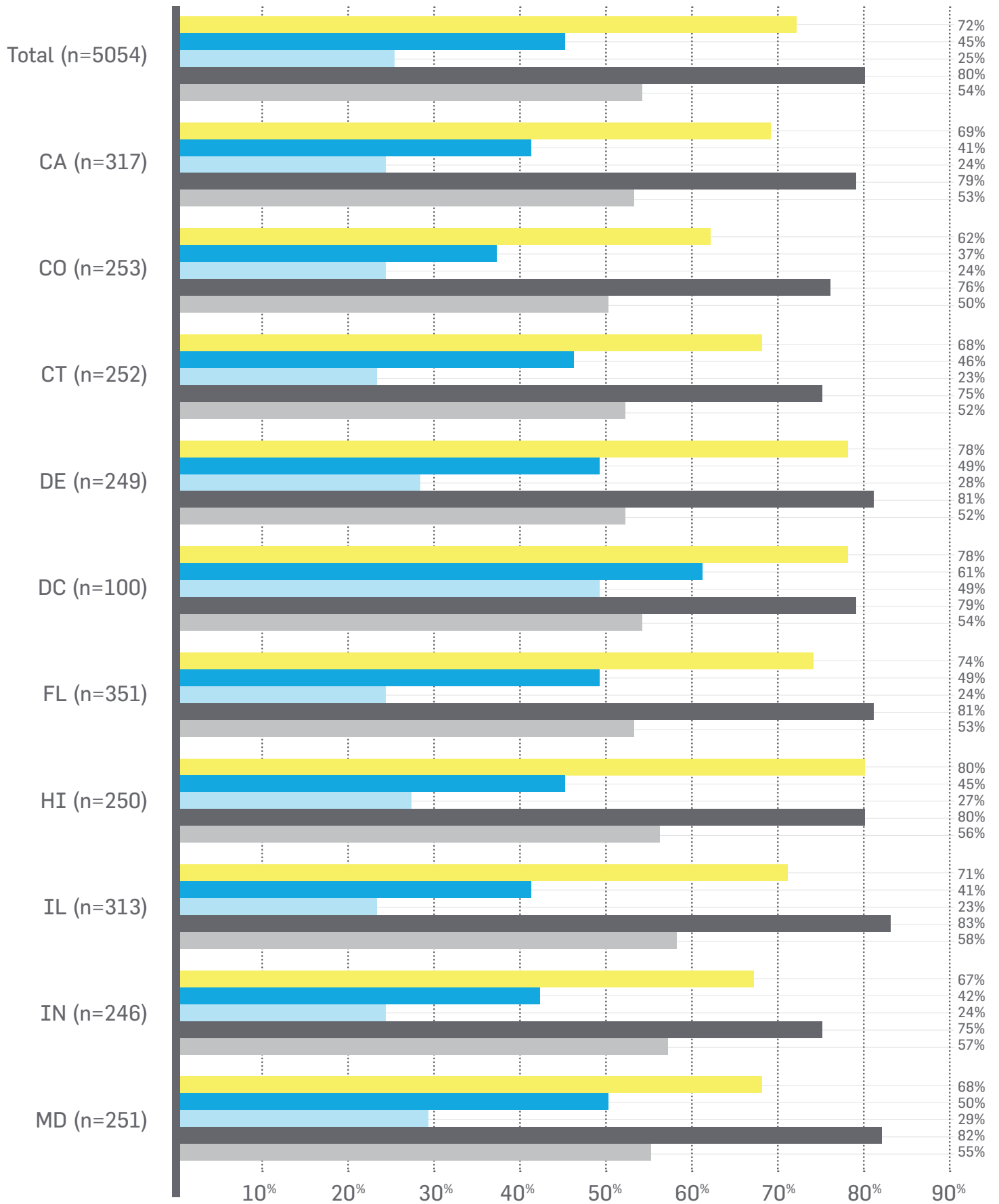
<b>California</b>	<a href="http://LearnAboutGVRO.org">LearnAboutGVRO.org</a>
<b>Colorado</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Connecticut</b>	<a href="http://LearnAboutRiskProtection.org">LearnAboutRiskProtection.org</a>
<b>Delaware</b>	<a href="http://LearnAboutLVPO.org">LearnAboutLVPO.org</a>
<b>District of Columbia</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Florida</b>	<a href="http://LearnAboutRiskProtection.org">LearnAboutRiskProtection.org</a>
<b>Hawaii</b>	<a href="http://LearnAboutGVPO.org">LearnAboutGVPO.org</a>
<b>Illinois</b>	<a href="http://LearnAboutFRO.org">LearnAboutFRO.org</a>
<b>Indiana</b>	<a href="http://LearnAboutRiskWarrant.org">LearnAboutRiskWarrant.org</a>
<b>Maryland</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Massachusetts</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Nevada</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>New Jersey</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>New Mexico</b>	<a href="http://LearnAboutHighRiskProtection.org">LearnAboutHighRiskProtection.org</a>
<b>New York</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Oregon</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Rhode Island</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Vermont</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Virginia</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>Washington</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>

## Success Story Key Metrics By State

Extremely /Somewhat Informative    Extremely/Very Motivated to Learn More

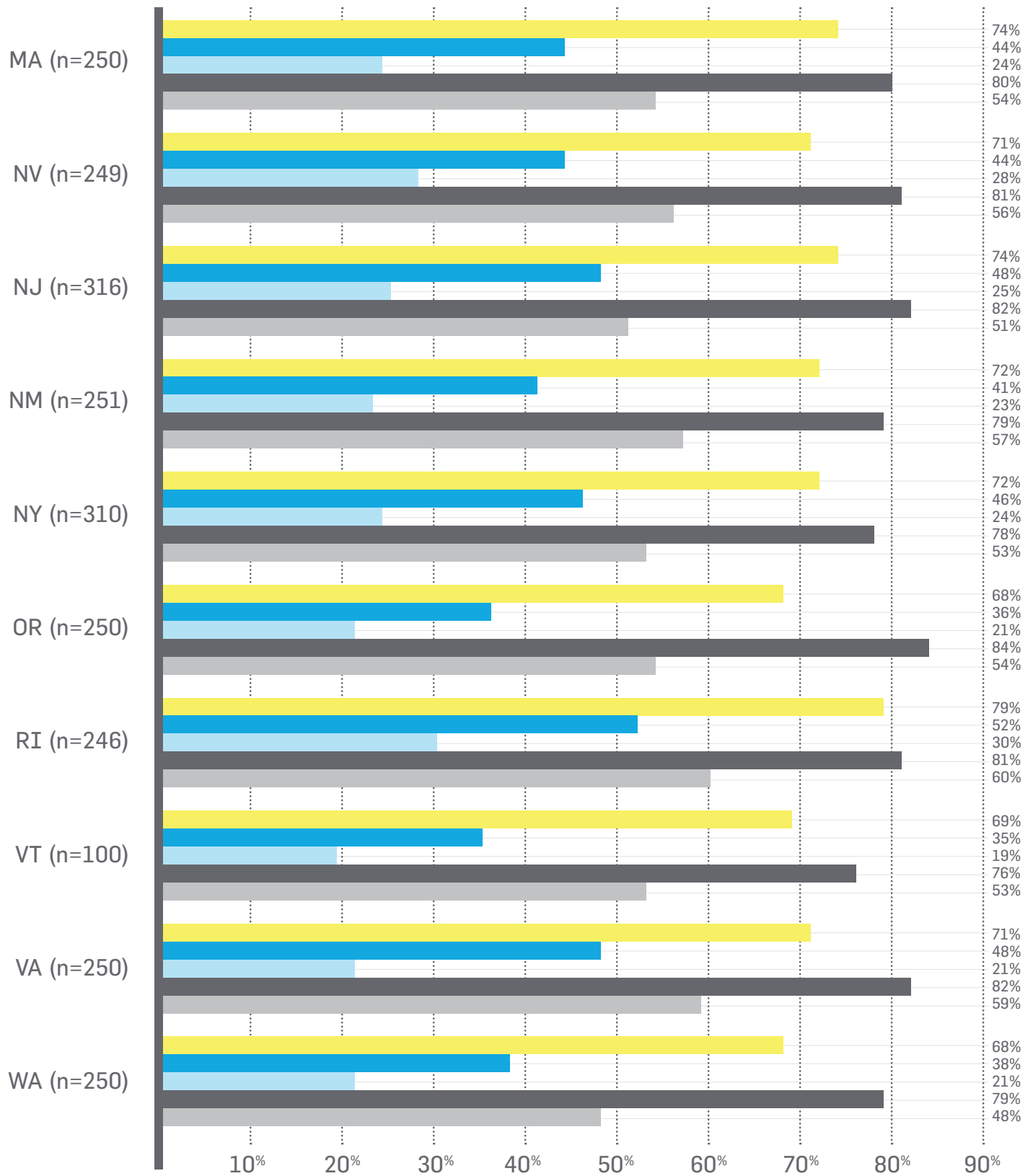
Extremely/Very Relevant

Extremely/Very Easy to Understand    Preference/Most Interested in Success Story



## Success Story Key Metrics By State (con't)

- Extremely /Somewhat Informative
- Extremely/Very Motivated to Learn More
- Extremely/Very Relevant
- Extremely/Very Easy to Understand
- Preference/Most Interested in Success Story



## “Details by State” Inserts by State

STATE	NAME	WHO CAN PETITION
<b>CA</b>	Gun Violence Restraining Orders	Law Enforcement, a family or household member, or Co-worker
<b>CO</b>	Extreme Risk Protection Orders	Law Enforcement or a family or household member
<b>CT</b>	Risk Protection Orders	Law Enforcement, a family or household member, or State’s Attorney
<b>DE</b>	Lethal Violence Protective Orders	Law Enforcement or a family or household member
<b>DC</b>	Extreme Risk Protection Orders	Law Enforcement, a family or household member or Mental Health Professionals
<b>FL</b>	Risk Protection Orders	Law Enforcement or State’s Attorney
<b>HI</b>	Gun Violence Protective Orders	Law Enforcement, a family or household member, Medical Professional, Educator or work colleague
<b>IL</b>	Firearms Restraining Orders	Law Enforcement or a family or household member
<b>IN</b>	Seizure and Retention of a Firearm/Risk-Warrants	Law Enforcement
<b>MD</b>	Extreme Risk Protection Orders	Law Enforcement, a family or household member or Healthcare Professional
<b>MA</b>	Extreme Risk Protection Orders	Law Enforcement or a family or household member
<b>NV</b>	High-Risk Protection Orders	Law Enforcement or a family or household member
<b>NJ</b>	Extreme Risk Protection Orders	Law Enforcement or a family or household member
<b>NM</b>	Extreme Risk Protection Orders	Law Enforcement
<b>NY</b>	Extreme Risk Protection Orders	Law Enforcement, District Attorney, a family or household member, School Administrator or Healthcare Practitioners
<b>OR</b>	Extreme Risk Protection Orders	Law Enforcement or a family or household member
<b>RI</b>	Extreme Risk Protection Orders	Law Enforcement
<b>VT</b>	Extreme Risk Protection Orders	State’s Attorney or Office of the Attorney General
<b>VA</b>	Extreme Risk Protection Orders	Law Enforcement Officer or Attorney for the Commonwealth
<b>WA</b>	Extreme Risk Protection Orders	Law Enforcement or a family or household member

## “Details by State” Inserts by State. (con't)

STATE	# OF DAYS OF TEMPORARY ORDER	TIMEFRAME FOR FINAL ORDER
<b>CA</b>	up to 21 days after issuance	one to five years
<b>CO</b>	up to 14 days after issuance	364 days
<b>CT</b>	up to 14 days after issuance	until the civil order is terminated
<b>DE</b>	up to 10 days after issuance	1 year
<b>DC</b>	up to 10 days after issuance	1 year
<b>FL</b>	up to 14 days after issuance	1 year
<b>HI</b>	up to 14 days after issuance	1 year
<b>IL</b>	up to 14 days after issuance	six months
<b>IN</b>	at least 180 days after issuance	at least 180 days after the court orders
<b>MD</b>	up to 7 days	1 year
<b>MA</b>	up to 10 days after issuance	1 year
<b>NV</b>	up to 7 days after issuance	1 year
<b>NJ</b>	up to 10 days after issuance	1 year
<b>NM</b>	up to 10 days after issuance	1 year
<b>NY</b>	up to 6 days	1 year
<b>OR</b>	30 days	1 year
<b>RI</b>	up to 14 days	1 year
<b>VT</b>	14 days	up to 6 months
<b>VA</b>	14 days	up to 180 days
<b>WA</b>	up to 14 days	1 year

## “Details by State” Inserts by State. (con't)

### STATE WEBSITE

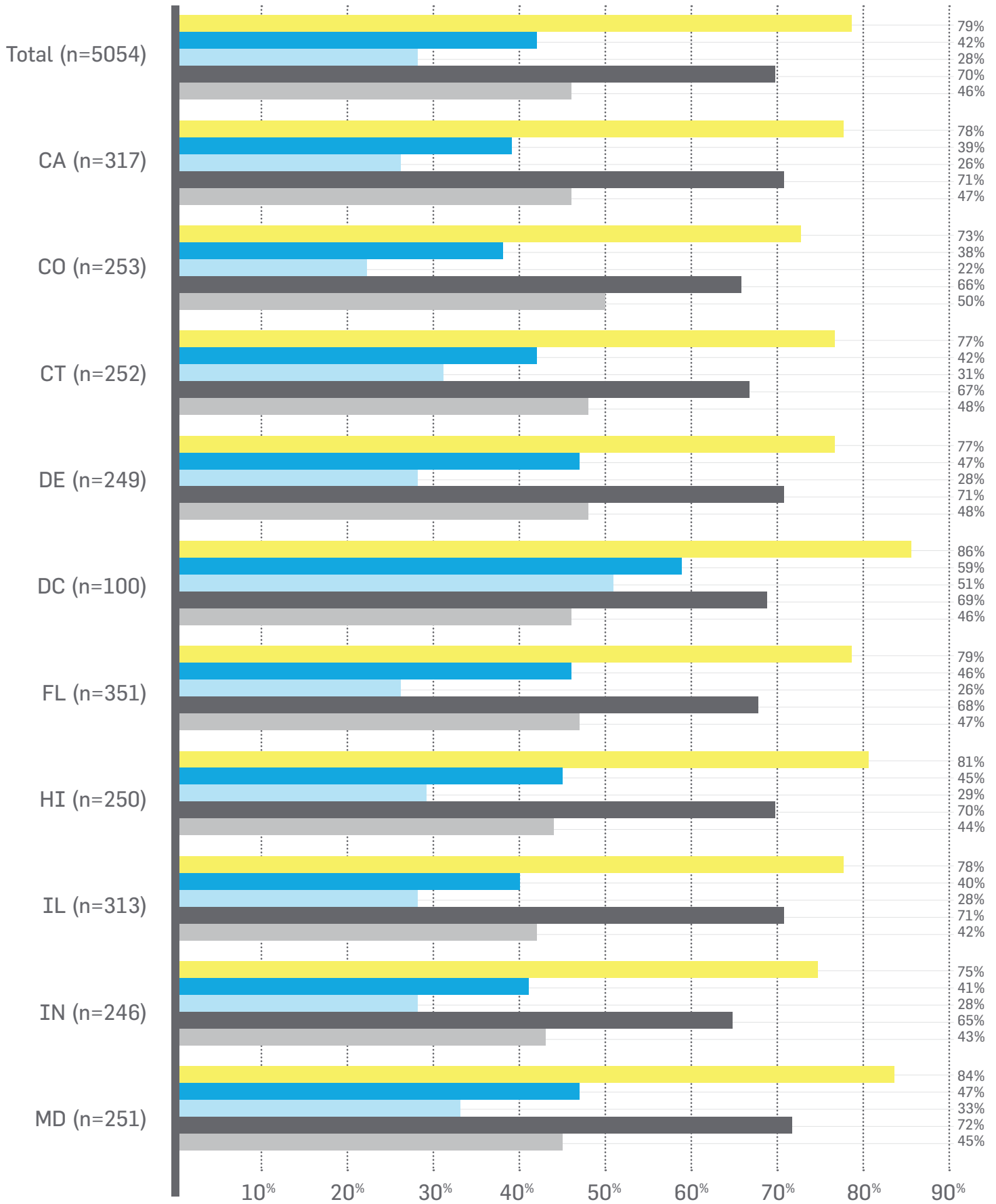
<b>CA</b>	<a href="http://LearnAboutGVRO.org">LearnAboutGVRO.org</a>
<b>CO</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>CT</b>	<a href="http://LearnAboutRiskProtection.org">LearnAboutRiskProtection.org</a>
<b>DE</b>	<a href="http://LearnAboutLVPO.org">LearnAboutLVPO.org</a>
<b>DC</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>FL</b>	<a href="http://LearnAboutRiskProtection.org">LearnAboutRiskProtection.org</a>
<b>HI</b>	<a href="http://LearnAboutGVPO.org">LearnAboutGVPO.org</a>
<b>IL</b>	<a href="http://LearnAboutFRO.org">LearnAboutFRO.org</a>
<b>IN</b>	<a href="http://LearnAboutRiskWarrant.org">LearnAboutRiskWarrant.org</a>
<b>MD</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>MA</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>NV</b>	<a href="http://LearnAboutHighRiskProtection.org">LearnAboutHighRiskProtection.org</a>
<b>NJ</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>NM</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>NY</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>OR</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>RI</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>VT</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>VA</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>
<b>WA</b>	<a href="http://LearnAboutERPO.org">LearnAboutERPO.org</a>

# Details by State Key Metrics By State

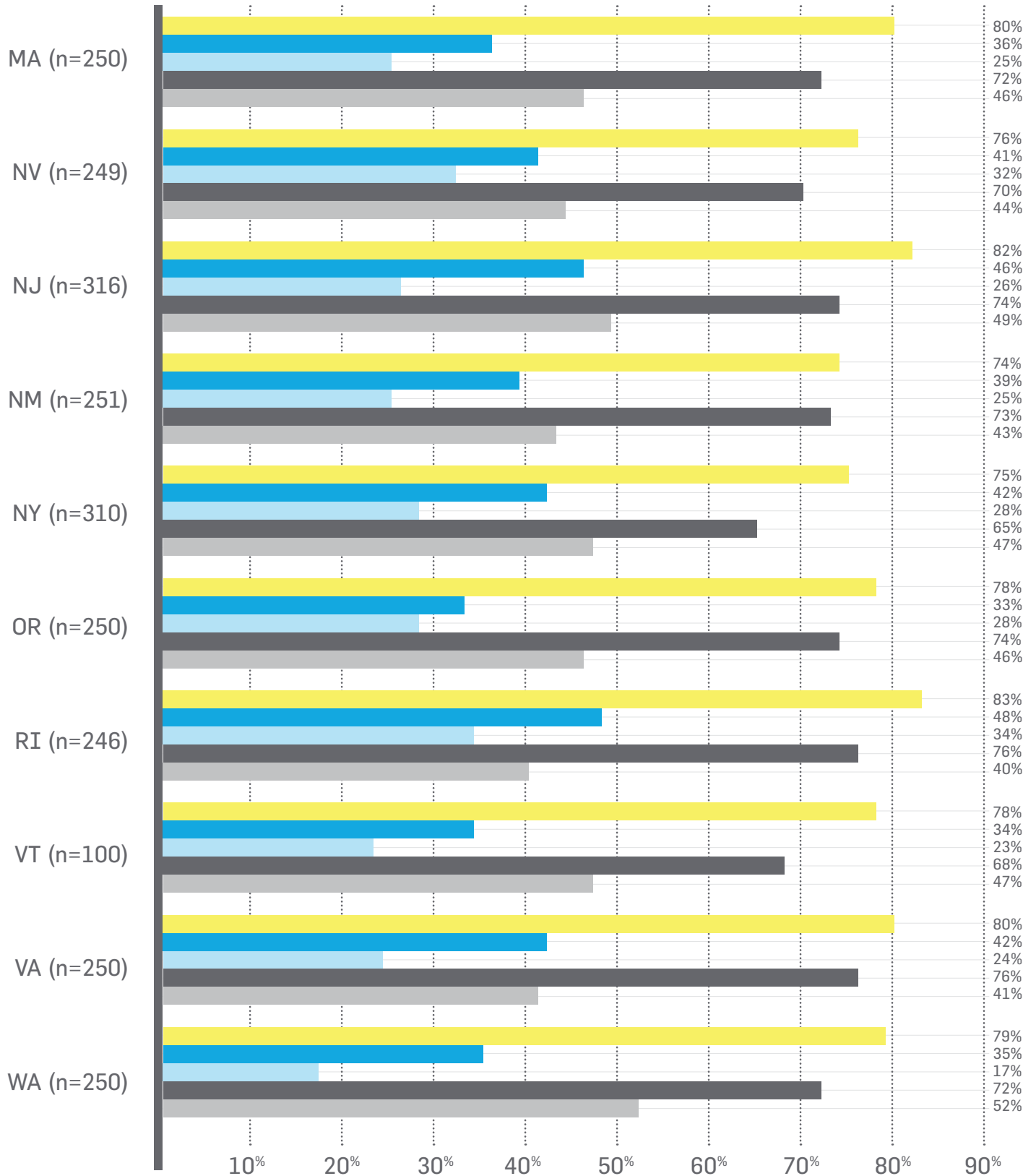
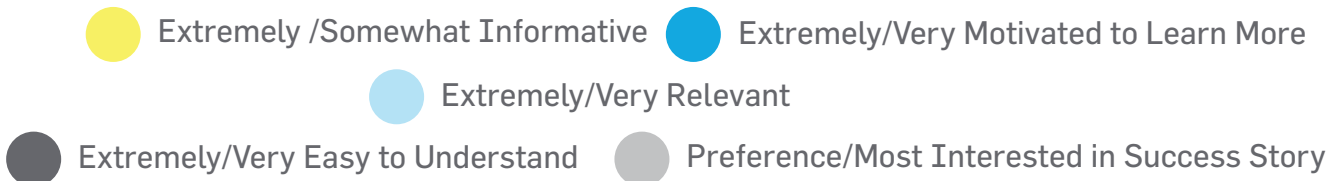
Extremely /Somewhat Informative    Extremely/Very Motivated to Learn More

Extremely/Very Relevant

Extremely/Very Easy to Understand    Preference/Most Interested in Success Story

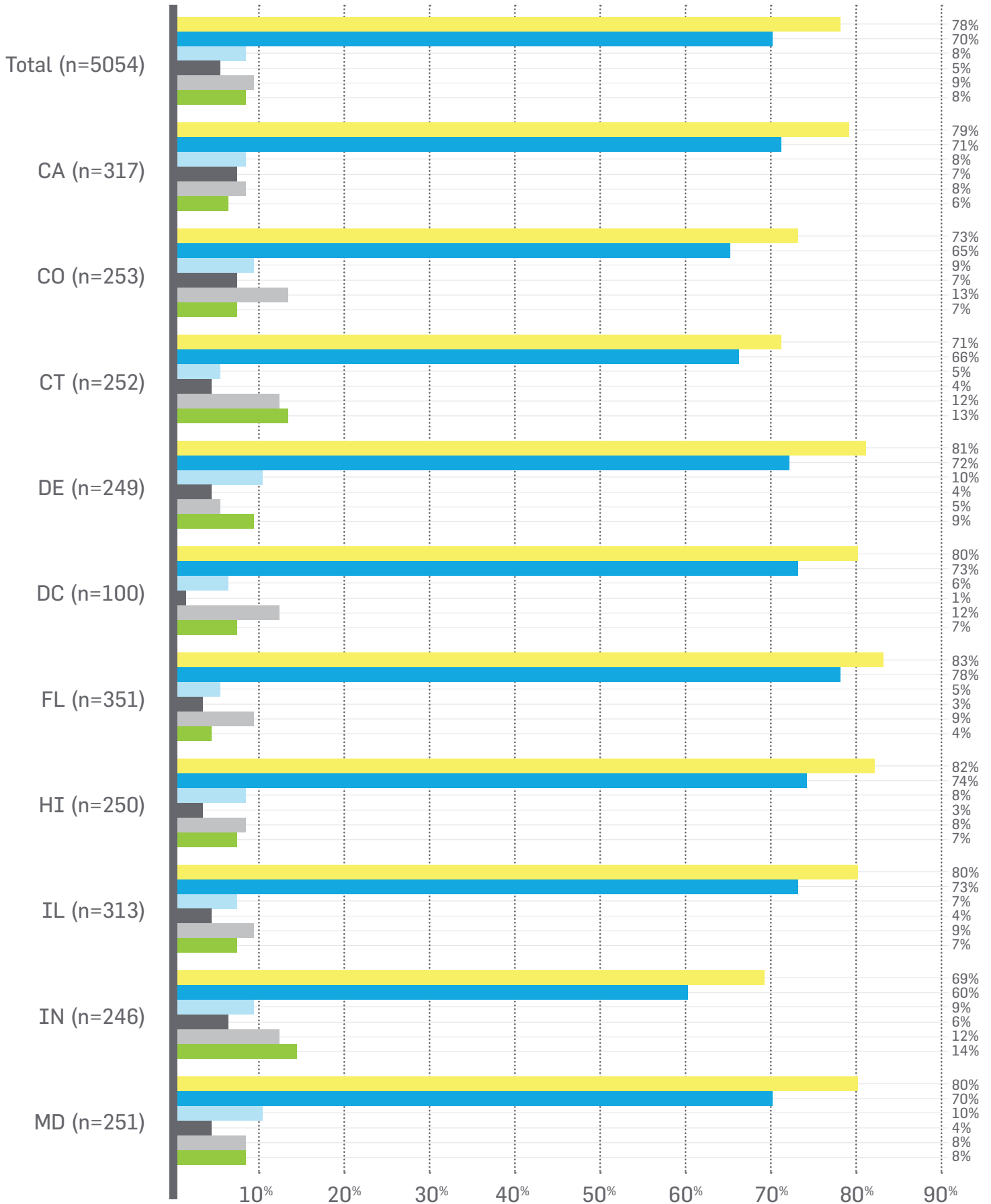


## Details by State Key Metrics By State (con't)



# ERPO Overall Reaction (Pre vs. Post) By State

- Positive (Net)
- Stayed Positive
- Negative/Neutral to Positive
- Stayed Negative
- Stayed Neutral
- Positive to Negative/Neutral



### ERPO Overall Reaction (Pre vs. Post) By State

- Positive (Net)
- Stayed Positive
- Negative/Neutral to Positive
- Stayed Negative
- Stayed Neutral
- Positive to Negative/Neutral

