

WAND Research Data

JRNL 5480

Kaela Anderson, Cheryl Daniel, Lina Lahlou, Claire Wallace and Xinyun (Jessie) Wang

What is WAND

- Women's Action for New Directions
- Mission Statement- National nonprofit organization that seeks to empower women to act politically to reduce violence and militarism and redirect excessive military resources toward unmet human and environmental needs
- Ending the 1033 program
- 1033= The transfer of excess military equipment to local police departments and law enforcement agencies

Survey Demographics

**Total Number of
Participants**

1002

Gender

493 men

507 women

Avg. Age

39 y/o

Survey Demographics

Political Identity

31.3% ranked themselves a 4/7

7.9% ranked themselves a 1/7

10% ranked themselves a 7/7

Race

75.8% white

16/7% Black

4.6% Asian

Region

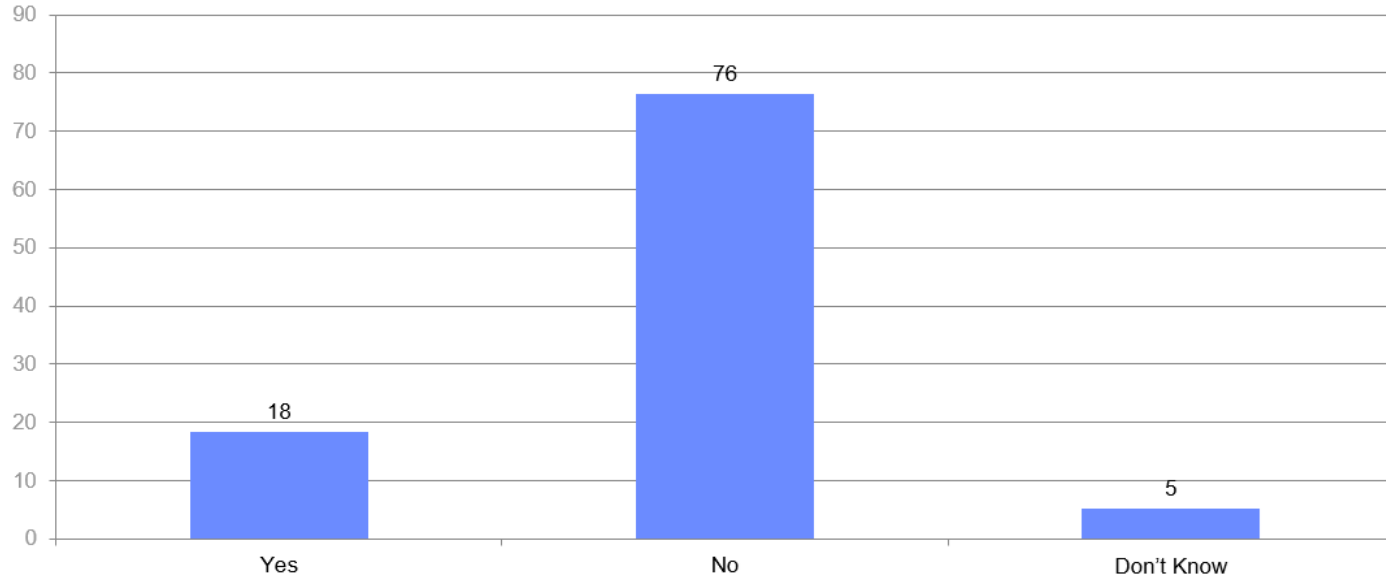
21.2% from the South Atlantic region

6.8% from New England

5.8% from East South Central

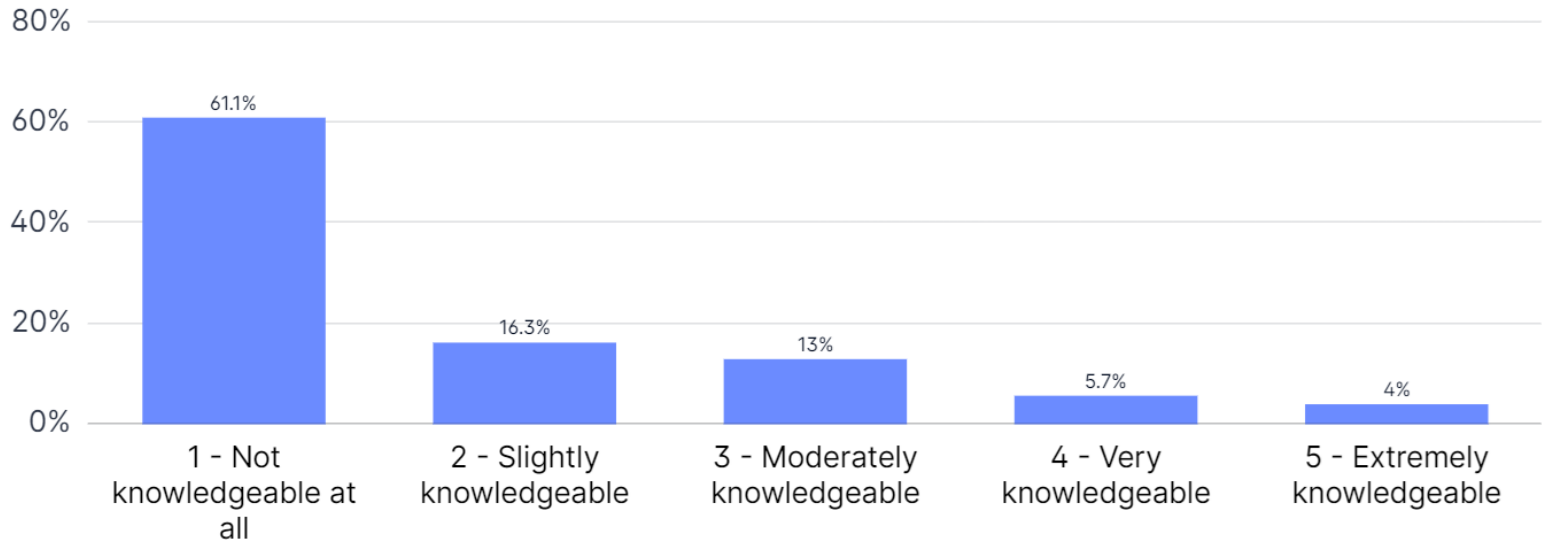
Key Finding 1 - Awareness

- Awareness of the 1033 program



- Even people who have heard of the 1033 program are not confident in their knowledge

How knowledgeable are you about the 1033 program?

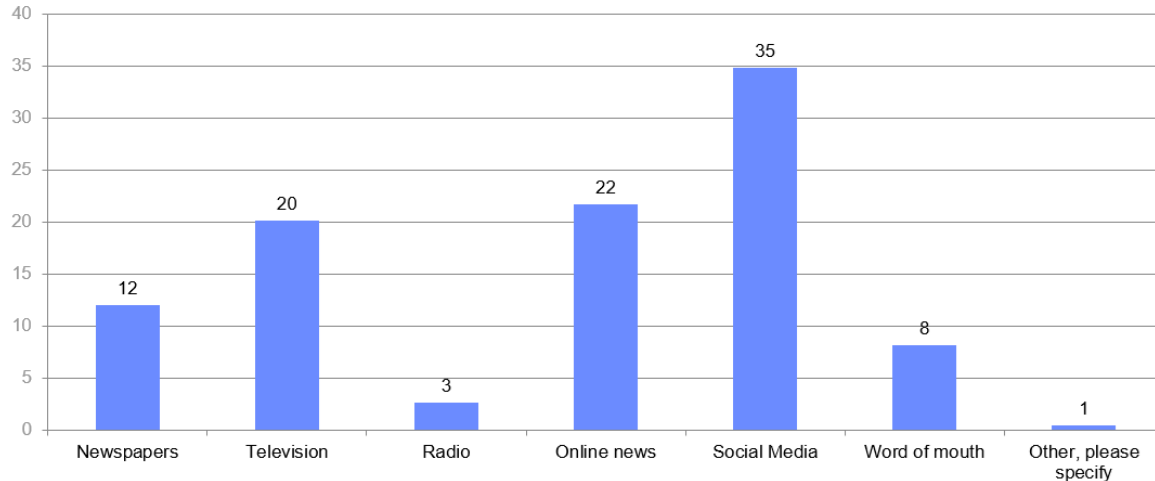


Key Finding 1- Awareness

- How people get to know the message?

4. How did you hear about the 1033 program?

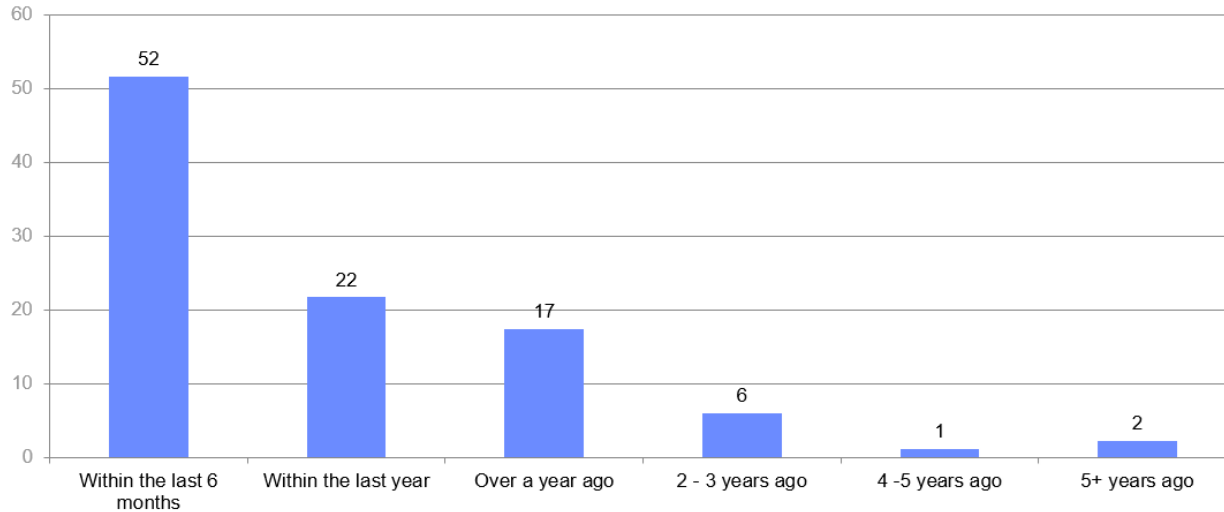
Single/Multiple Choice



Other thoughts

5. When was the last time you heard about it?

Single/Multiple Choice



Key Finding 2- Overall Public Opinion

We found:

- 36 % of respondents think society is safer with the 1033 program
- 37% of respondents think the 1033 program is necessary for citizens safety

8. Question: 1002 Participants (100%)

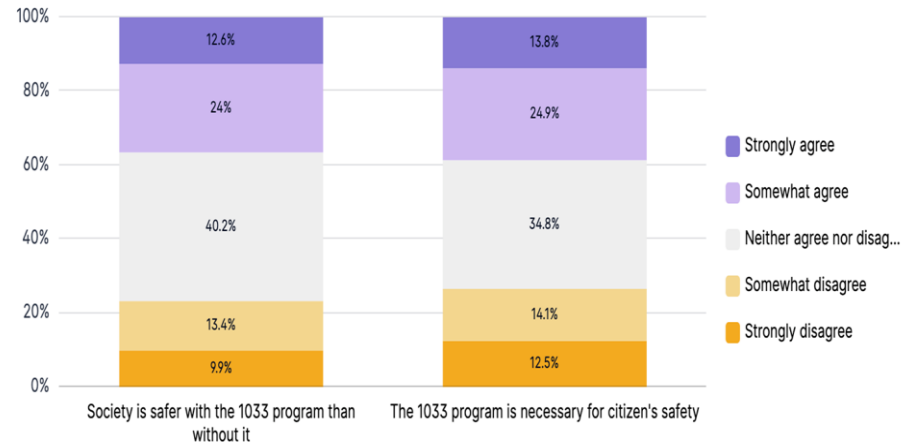
Sort



Split by: Standard



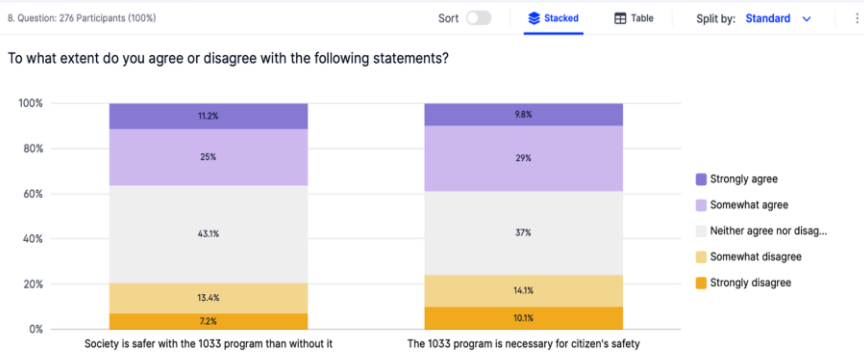
To what extent do you agree or disagree with the following statements?



Public Opinion based on political identity

Conservative

- 36% of conservative leaning respondents think society is safe with the 1033 program
- 40% of conservative leaning respondents think the 1033 program is necessary for



Liberal

- 40% of liberal leaning respondents think society is safe with the 1033 program
- 44% of liberal leaning respondents think the 1033 program is necessary for safety



Key Finding 3- Overall Attitude Change

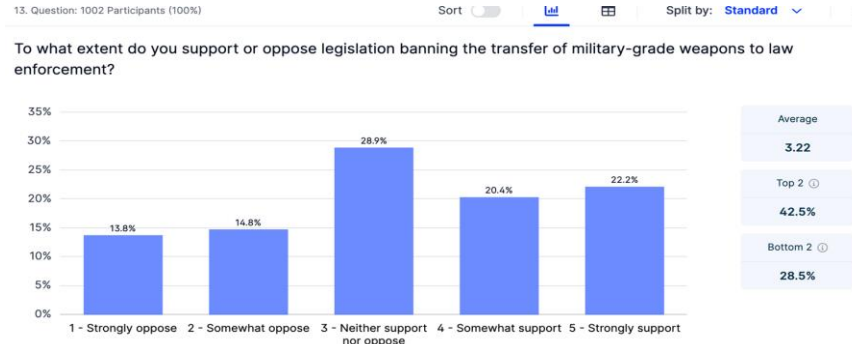
We found:

- A change in opinion between questions 8 and 13
- 40% of respondents now oppose the 1033 program

Question 8



Question 13

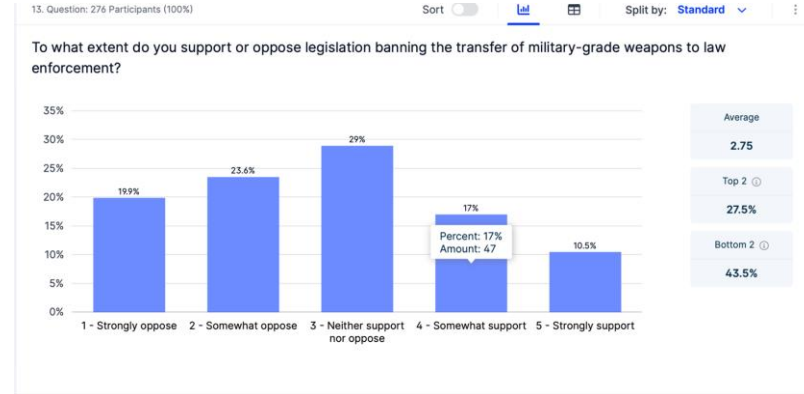


Attitude Change based upon political identity

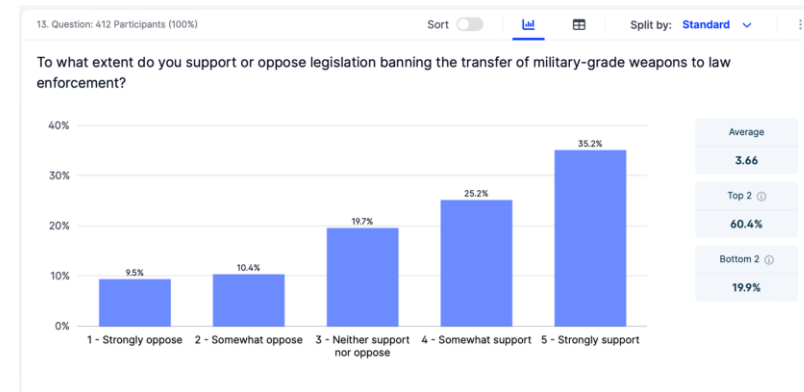
We found:

- 27% of conservative respondents now oppose the 1033 program
- 60% of liberal conservative respondents now oppose the 1033 program

Conservative

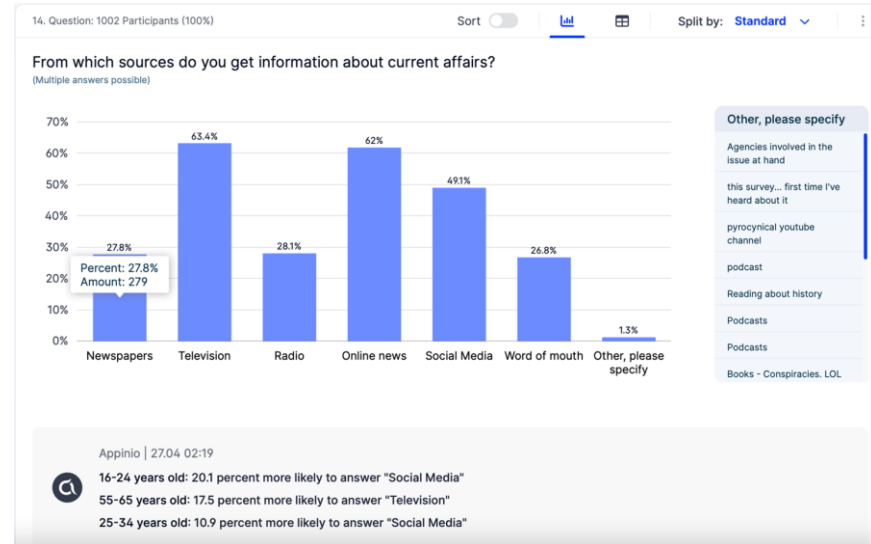


Liberal



Suggestions to raise awareness

1. Analyze how people get their news
 - a. Television & Online News outlets
 - b. Podcasts are very relevant now
1. Target age audience
 - a. 16-34 yr olds: Social Media
 - 55-65 yr olds: Television
 - a. Conservatives or Liberals



Suggestions to raise awareness (part 2)

- Create an online campaign
- Create a mini-documentary series
- Create a hashtag through social media
- Send out press releases
- Send Media kits to local and national new outlets

Suggestions to raise awareness (part 3)

- Write Op-Eds about the 1033 program
- Flyers
- Organized protests
- Create a call to action
- National write to legislatures day

Sample Messages

Four statements about the 1033 program to test their impact

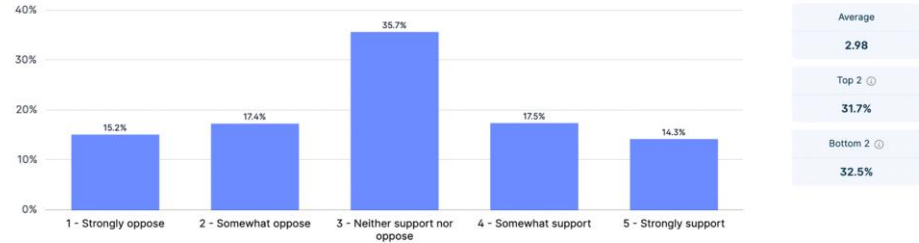
1. The Department of Defense does not provide training for law enforcement agencies that receive controlled property.
2. The distribution of military-grade controlled items increases police violence.
3. Military-grade weapons transfers do not actually reduce crime.
4. The Government Accountability Office was able to create a fake police department and receive approximately \$1.2 million in controlled military items.

Sample Messages

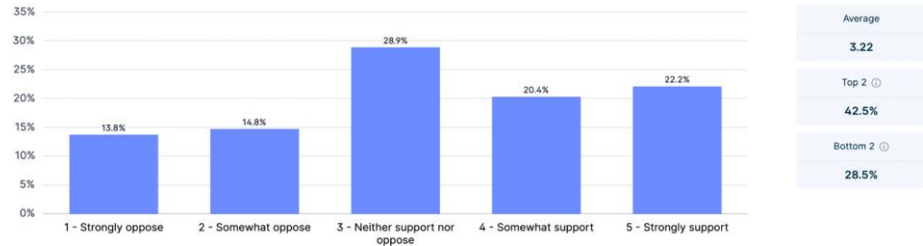
- Between Questions 7 and 13
 - “To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement”
 - Comparison of their results to get insight on the influence of the statements

- Significant spike in strong support
 - Slight decrease in opposition
 - Less neutrality
 - Effective messaging

To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?



To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?

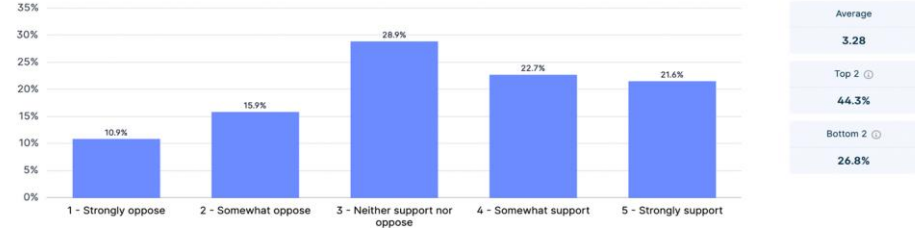


Sample Messages: Political Partisanship

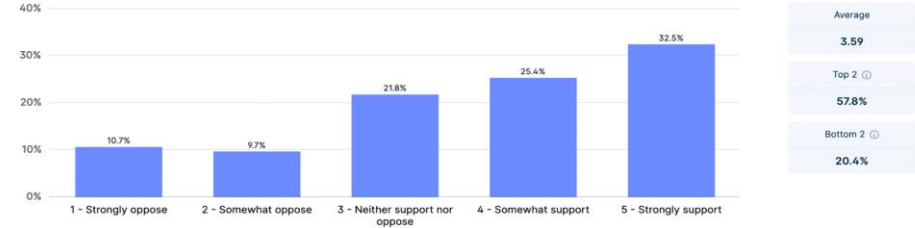
Individuals identifying as Democrats

- Originally more support
- Spike in support but not for strong opposition

To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?



To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?

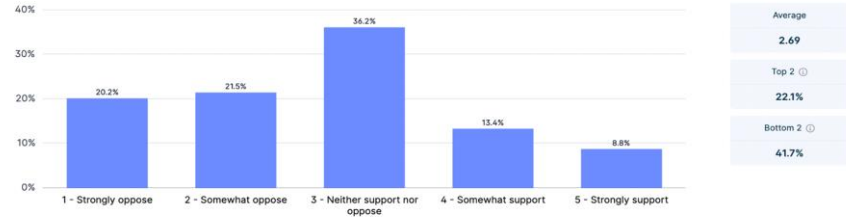


Sample Messages: Political Partisanship

- Individuals identifying as Republicans
 - Rise in agreement
 - Opposition decreasing
- Proof that the messaging is at least somewhat effective

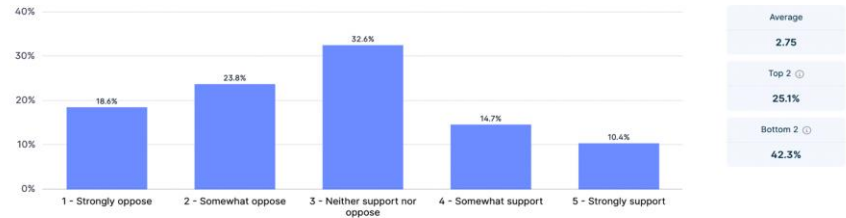
7. Question: 307 Participants (100%) Sort [Bar Chart](#) [Table](#) Split by: **Standard**

To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?



13. Question: 307 Participants (100%) Sort [Bar Chart](#) [Table](#) Split by: **Standard**

To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?

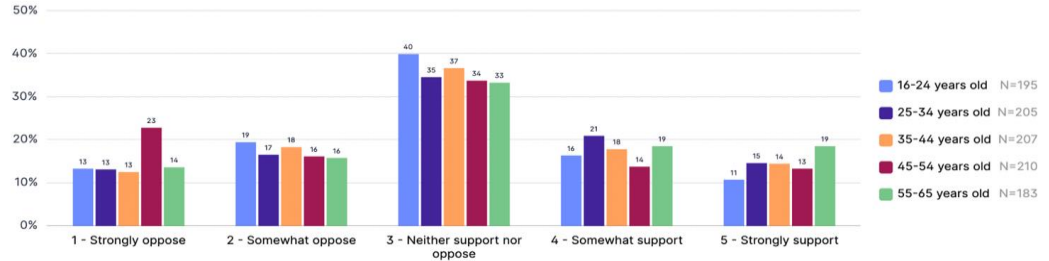


Sample Message: Age groups

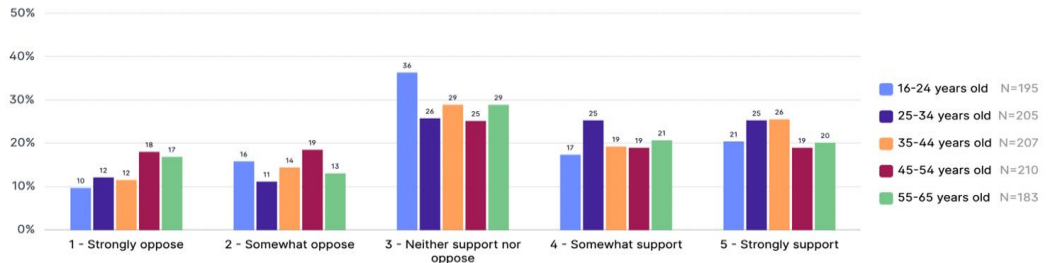
Mostly similar patterns
all across groups

- Rise in support and decrease in opposition
- **Exception is 55-65 year olds for which opposition rose**
- Highest support from 55-65 year olds originally but 25-44 after the sample messages

To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?



To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?

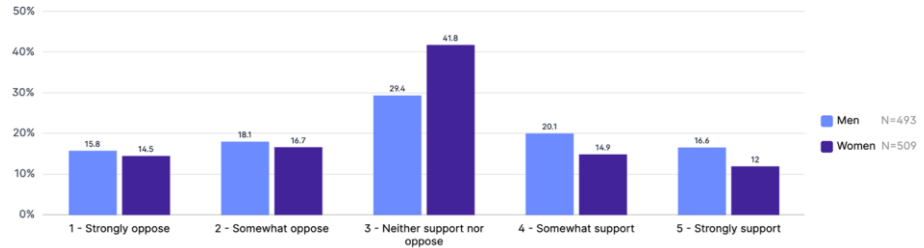


Sample Messages: Gender

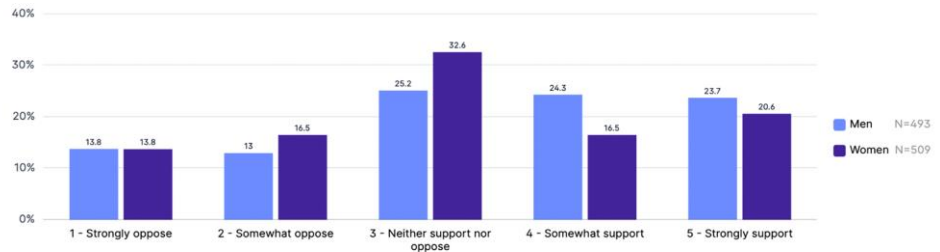
Similar trends for both genders

- Slightly higher spike of strong support for women
- Minimal decrease of strong opposition for both genders
- Biggest difference for somewhat oppose

To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?



To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?

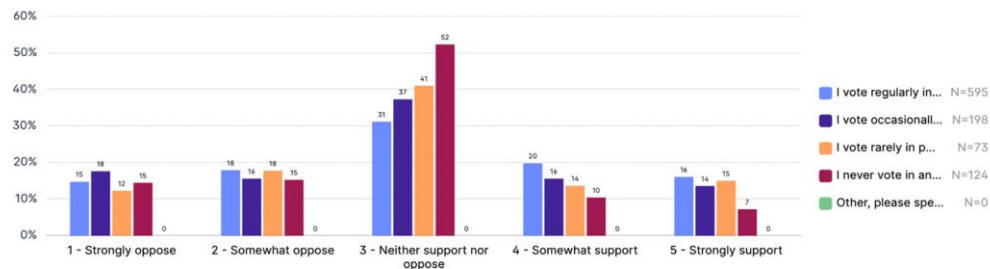


Sample Messages: Voting Habits

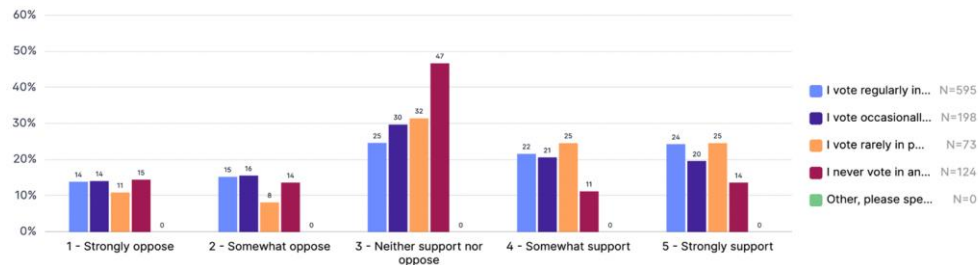
Rise of support for all groups

- Significant increase of support for regular voters and non-voters
- No particular pattern for any of the groups

To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?



To what extent do you support or oppose legislation banning the transfer of military-grade weapons to law enforcement?



Limitations

Lack of diversity in the respondent pool

- 75.8% of White respondents
- 16.7% of Black or African American respondents
 - All others under 5%

Message testing difficult through surveys

- Extracted knowledge is limited
- Hard to control
- More suited to focus groups

Thank You!
Any Questions?