



Shots fired in crowds

New York, March 7, 2024— In the aftermath of the shooting that took place during the Kansas City Chiefs Super Bowl LVIII champions parade last month, a new [Maru Public Opinion](#) poll reveals that almost half (45%) of Americans don't feel safe from being harmed or killed by a random shooting at large public gatherings, like a fair or parade where they live. This feeling is predominant among one in six (17%) who very much feel this way. In the alternate, most Americans (55%) say that regardless of what happens elsewhere, they feel safe from being harmed or killed by a random shooting at large public gatherings, including one in five (20%) who feel very safe.

- **Those Americans who are most likely to say they don't feel safe from being harmed or killed by a random shooting a large public gathering (45%),** are most likely to be those who are women (54% versus men 36%), those who are the oldest (55+ 49% versus those who are younger aged 35-54 45%/18-34 41%), those with lower to middle income (<\$50K-\$99K 48% compared with those who have the highest income \$100K 38%), and those with college level education (50%). This feeling is most likely to be the case among those living in the Northeast (50%), followed by those residing in the South (46%) and the Midwest (45%), and the West (41%).
- **Those Americans who feel least safe (17%)** for their safety are women (22% versus men 12%) the oldest (19% compared to those who are younger 16%), those with middle to lower income (18% versus those with the highest earnings 13%), and those who have college or less education (18% compared to those who have the most education 16%).
- By comparison, **those Americans who are most likely to say they feel safe (55%)** from being harmed or killed by a random shooting at large public gatherings are men (64% versus women 46%), those with the highest income (\$100K+ 62% versus those who have less 52%), both the youngest and middle-aged (aged 18-34 59%/35-54 55% versus those the oldest 55+ 51%), and those with both the highest and lowest education (University + 58%/<=HS 57% versus college 50%). Those living in the West (59%) feel the safest, followed by those living in the Midwest (55%), the South (54%), in the Northeast (50%).
- **Those who feel the safest (20%)** are most likely to be men (27% versus women 13%), the youngest (aged 18-34 24% compared to their older counterparts 35-54 21%/55+ 16%), those with the highest and lowest income (22% compared to those with middle income 17%), and those with the lowest education (<=HS 22% versus those with higher learning 19%). Regionally, those feeling the safest for being harmed or killed by a random shooting at large public gatherings live in the South (23%), followed by those residing in the West (19%), and the Northeast/Midwest (17%).

Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on January 16-19, 2024, among a random selection of 1,518 American adults who are [Unlock Surveys](#) online panelists. Unlock Surveys sits within the [Stagwell Marketing Cloud](#) (SMC) suite of data-driven SaaS products for modern marketers. Organizations interested in using Unlock Surveys to conduct research can reach out to support@unlocksurveys.com.

For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the population according to census data which ensures the sample is representative of the entire adult population of the United States. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru/Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. [Maru Public Opinion](#) is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion publicly released US polls with supporting detailed tables are found here: [Maru Public Opinion US Polls](#). Corporate information can be accessed here: [Maru Group](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

For more information contact:

John Wright
Executive Vice President
Maru Public Opinion
1-416-700-4218
john.wright@marublue.com



maru/

Maru is a world leading CX and Insights Software & Advisory Services company.

Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietary software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

The experience & insights platform

[Maru Public Opinion](#) is a proud member of the [Stagwell Marketing Cloud](#)