



97Percent Annual Gun Owner Survey

RESEARCH FINDINGS EXECUTIVE SUMMARY

October, 2023

97PERCENT

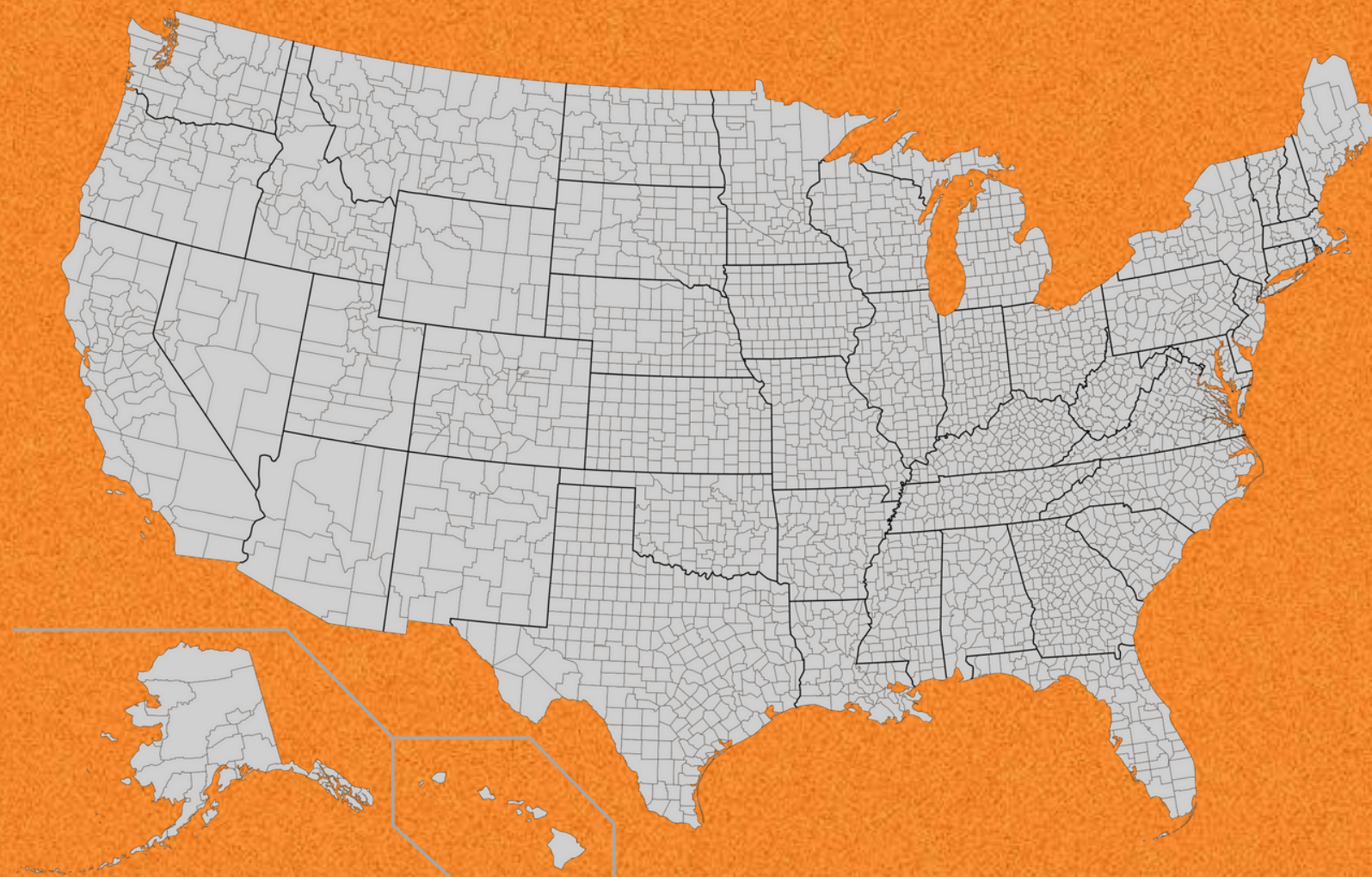
Research conducted by
Echelon Insights

With funding support from
Arnold Ventures



Our Research: A Deep Dive on Gun Owner Views

- We surveyed 2,056 gun owners across the United States aged 21 and older from July 24-28, 2023 using online panels.
- The sample was weighted for gun owners on gender, age, race/ethnicity, education attainment, and region, as well as on the following interactions: gender by age, gender by educational attainment, and race/ethnicity by education attainment.
- Demographic benchmarks for gun owners were derived from Waves 25 and 26 of the American Trends Panel survey conducted by the Pew Research Center. The margin of error for a random sample of 2,056 gun owners is $\pm 2.3\%$.



Key Findings

- Gun owners feel gun crime is on the rise and that it is likely to personally impact them and their families. This strengthens their desire to protect themselves with a gun, but it also means they are very concerned about the prevalence of guns.
- Gun owners believe reform is needed to reduce gun violence and promote gun safety. They are not only concerned about “who” can own a gun, but also about “where” guns can be used. Thus, they are broadly supportive of gun safety measures.
- Gun owners will support politicians who support some reform to gun laws, provided they agree with them on other key issues.

Why do gun owners feel unsafe?

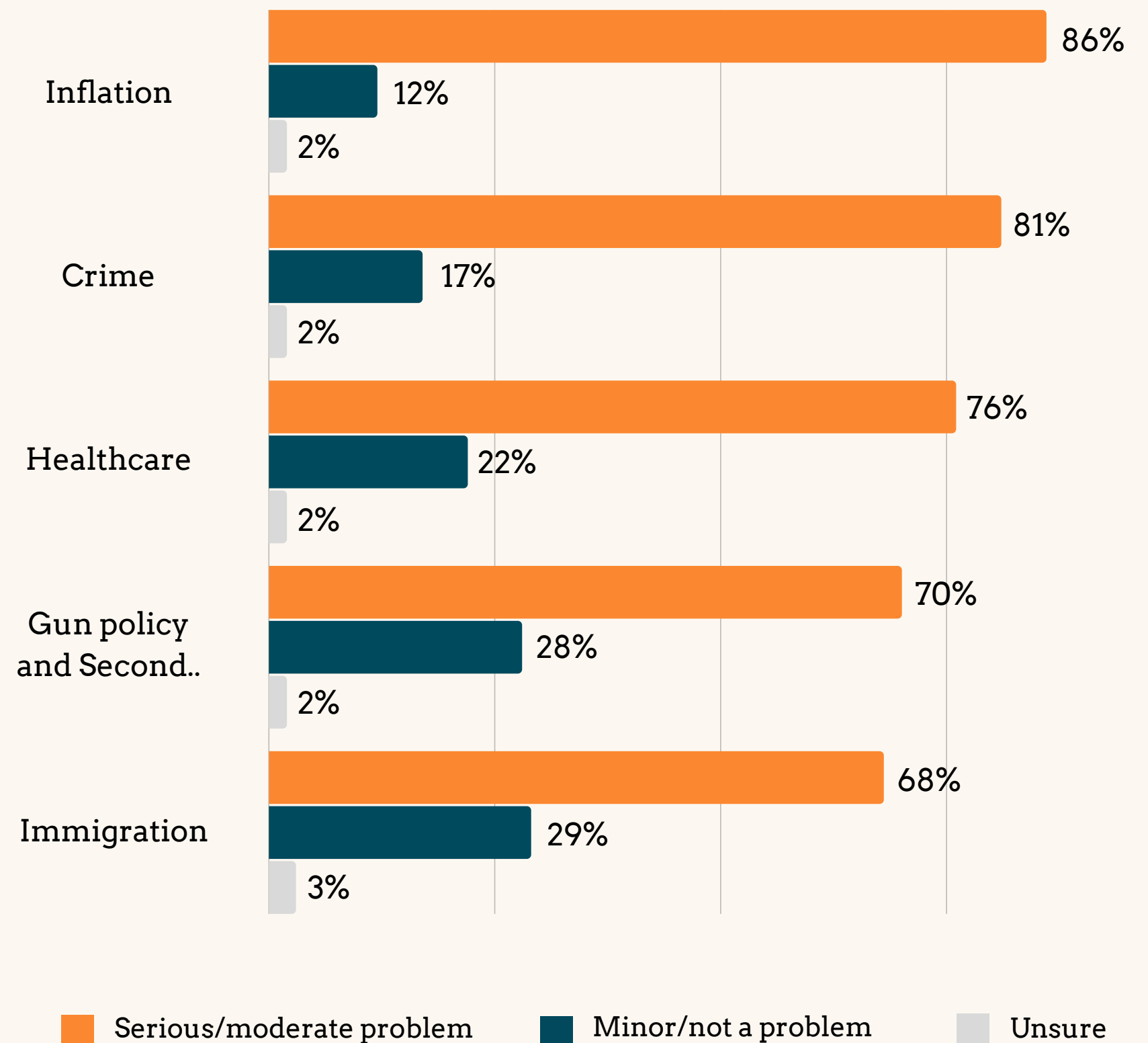


Worries about crime, but also about the increase in guns and gun crimes, leave gun owners concerned and feeling they need the ability to defend themselves.

Crime is a top issue to gun owners.

Only inflation came out further ahead.

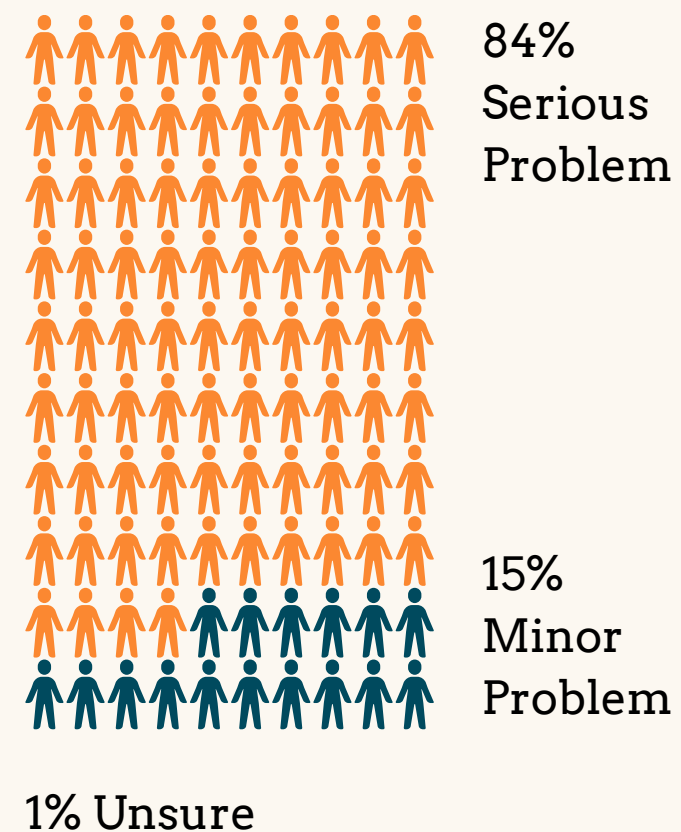
Q. How important are each of the following when you are considering who to vote for office?



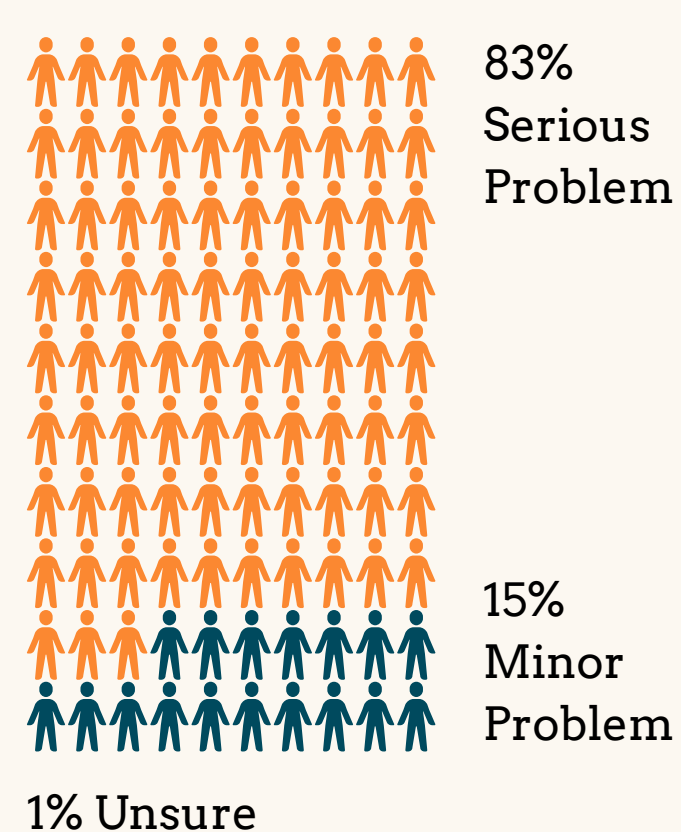
Crimes involving the use of guns, particularly mass shootings, are seen as a more serious problem than efforts to restrict gun ownership.

Q. How big of a problem do you think each of the following is in the United States today?

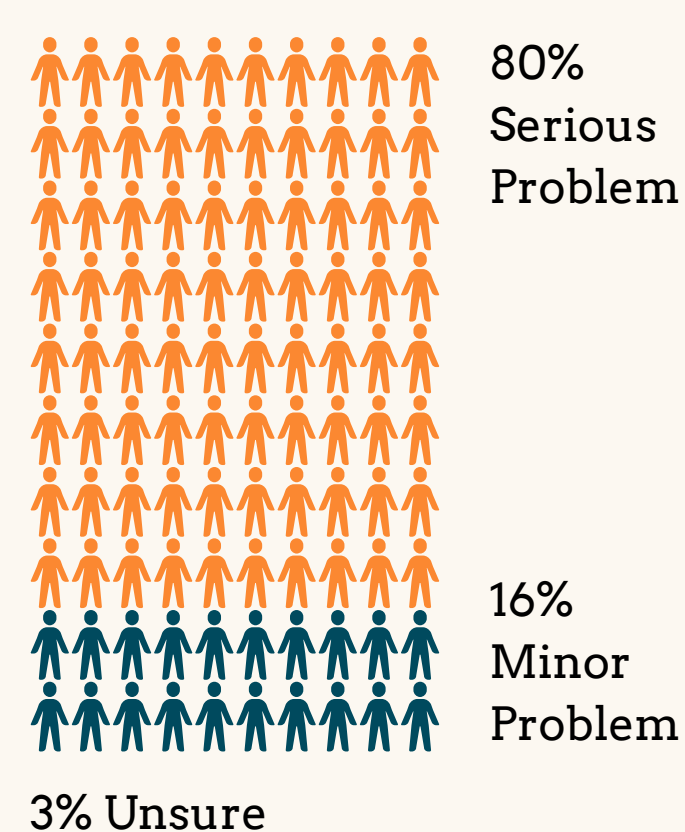
Crimes Involving the Use of Guns



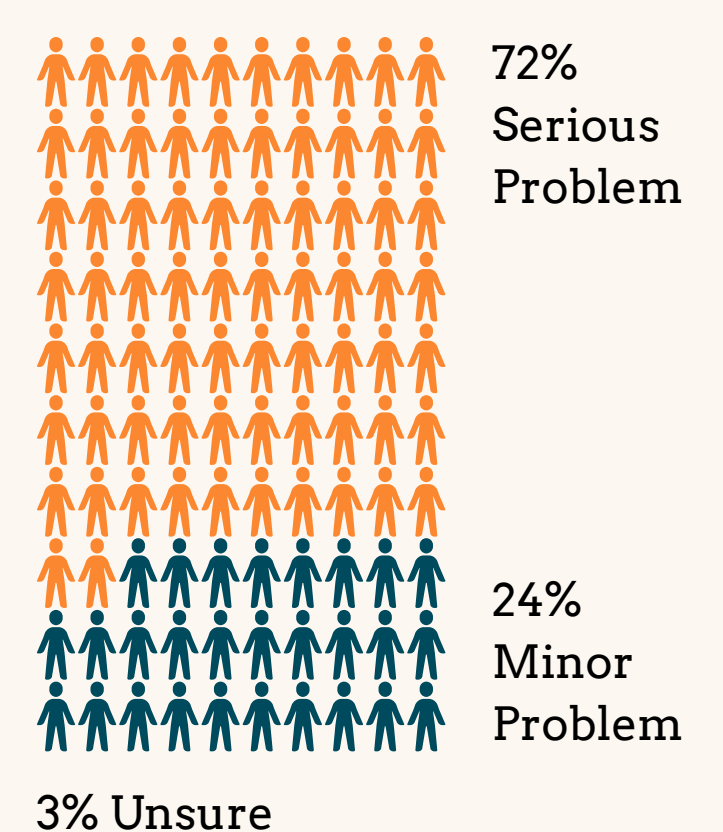
Mass Shootings



Illegal Gun Trafficking



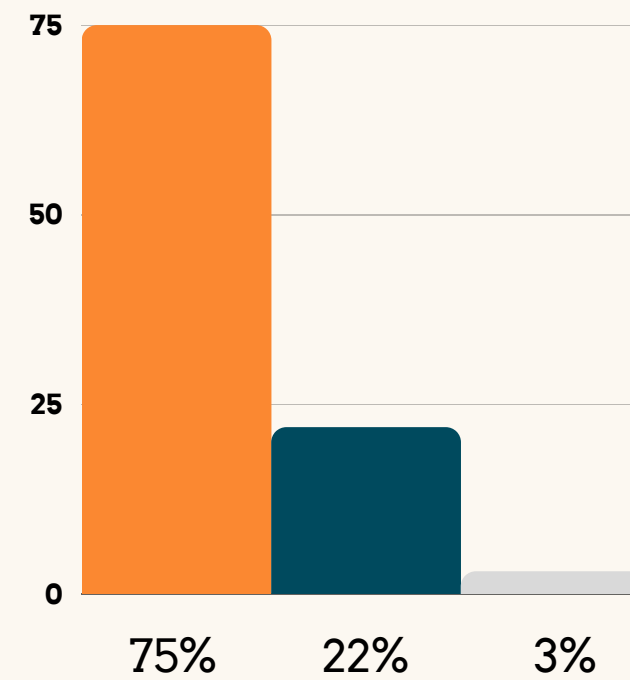
Efforts to Restrict Gun Ownership



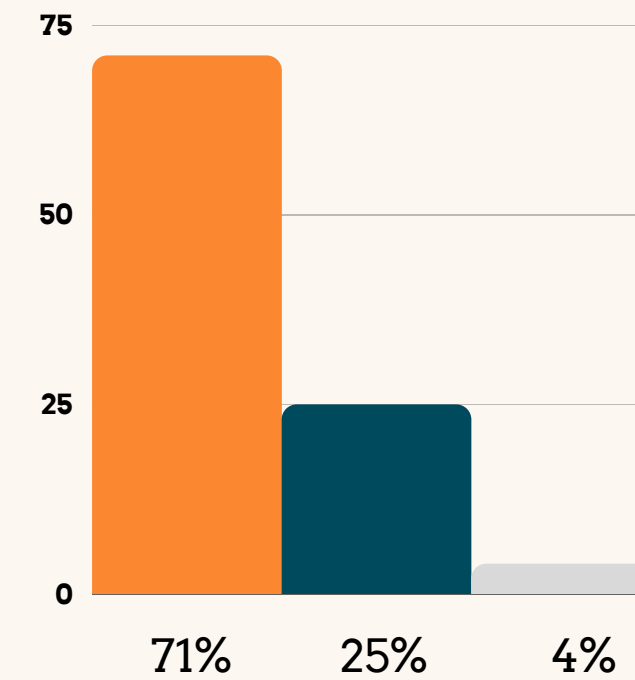
Gun owners are concerned that they or someone they love might be a victim.

Q. How concerned are you, if at all, about each of the following?

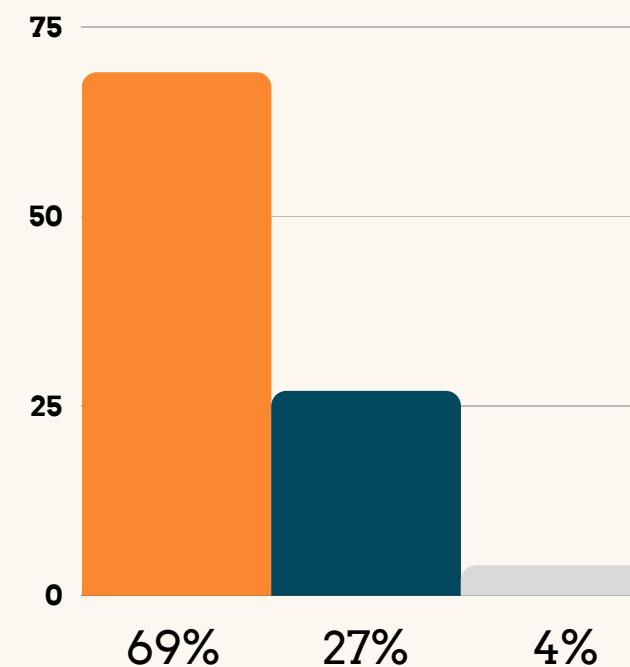
That I or someone I love might be a victim of gun violence.



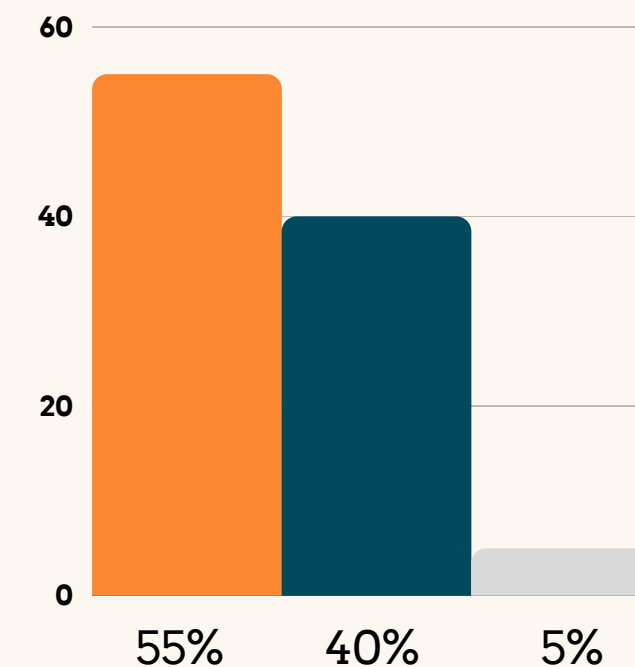
That I or someone I love might be harmed in a mass shooting.



That I or someone I love might be harmed in a gun-related accident.



That someone I love might be a victim of gun-related suicide.



■ Serious to moderate problem
■ Minor/not a problem
■ Unsure

Gun owners often see gun ownership as a matter of self-reliance and a reaction to a world where threats are very real.

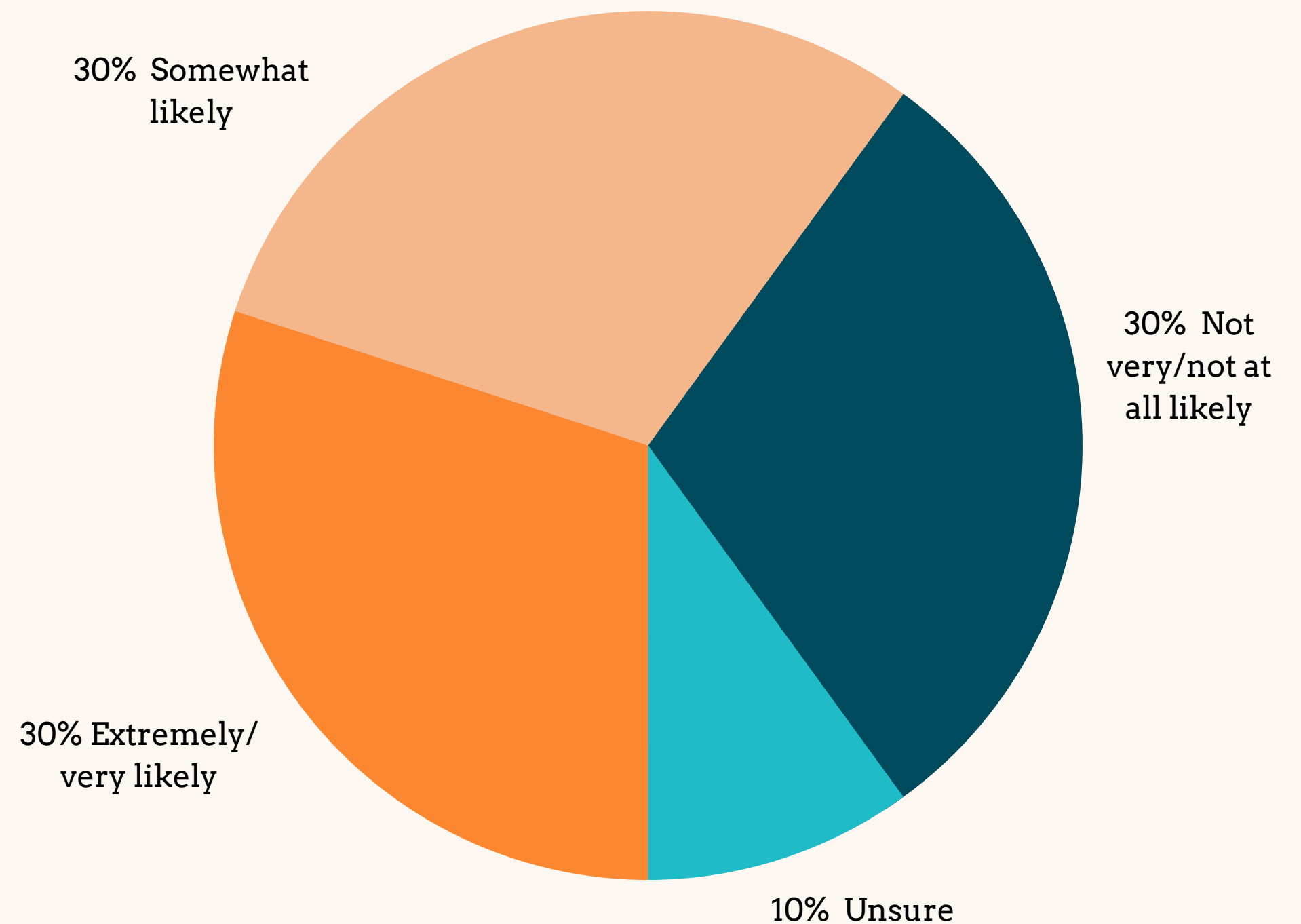
Q. In your own words, what do you wish non-gun owners understood about why some people choose to own a gun? [SAMPLE RESPONSES]

- *"How it feels to be able to protect your family. To not have to sit and wait for help. In my rural area it can be hours before police arrive. My whole family has learned gun safety and responsibility when handling a gun. It is a privilege."*
- *"If you live out in the country, and it takes 20 minutes for the county deputy to show up at your house when you call 911, then you should be able to defend yourself against unwanted intruders before the cops can show up."*
- *"I wish non-gun owners understood that without a gun for most gun owners, that life would be nothing but paranoia and fear, some people need to get guns."*
- *"Criminals have guns, I never want to have to use my gun but I will to protect myself and my family. My gun is locked in a safe by my nightstand not laying around. I'm not an enthusiast about guns but I am about my life."*
- *"I think they are rightfully concerned about the gun nuts but the respectful gun owners do exist and would support regulations."*

Most gun owners (60%) think it is somewhat or very likely they will need to use a gun to defend themselves one day.

NRA Members (46%), gun owners under 40 (44%), and those making \$125k+ (44%) are most likely to think it's extremely or very likely they'll need to use a gun to defend themselves.

Q. How likely do you think it is that you will have to use a gun to defend yourself or a family member some day?

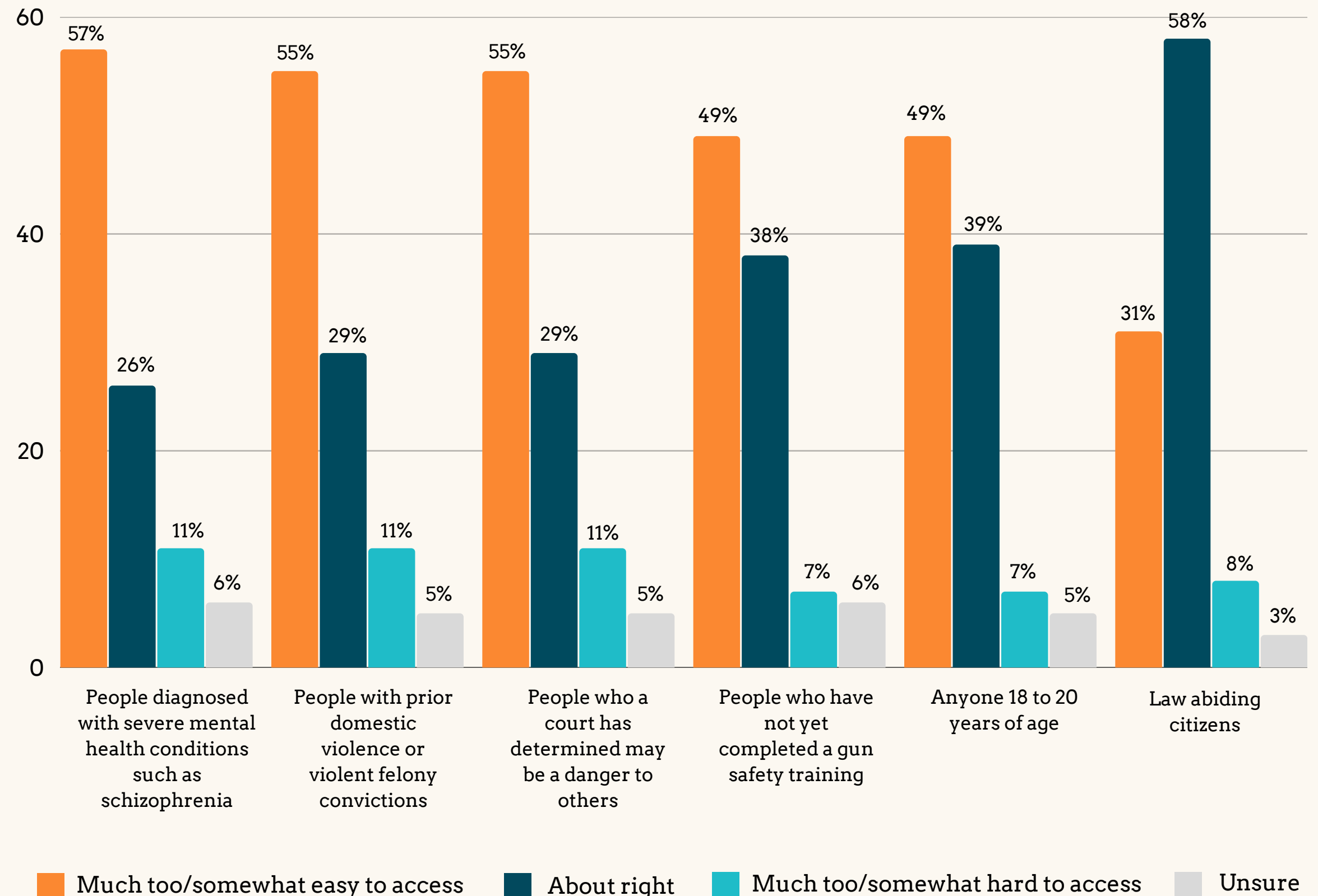




Gun owners think it is too easy for those at risk
for violence to access a gun.

Most gun owners think that it is too easy for troubled groups to access guns; few think access is too hard for law-abiding citizens.

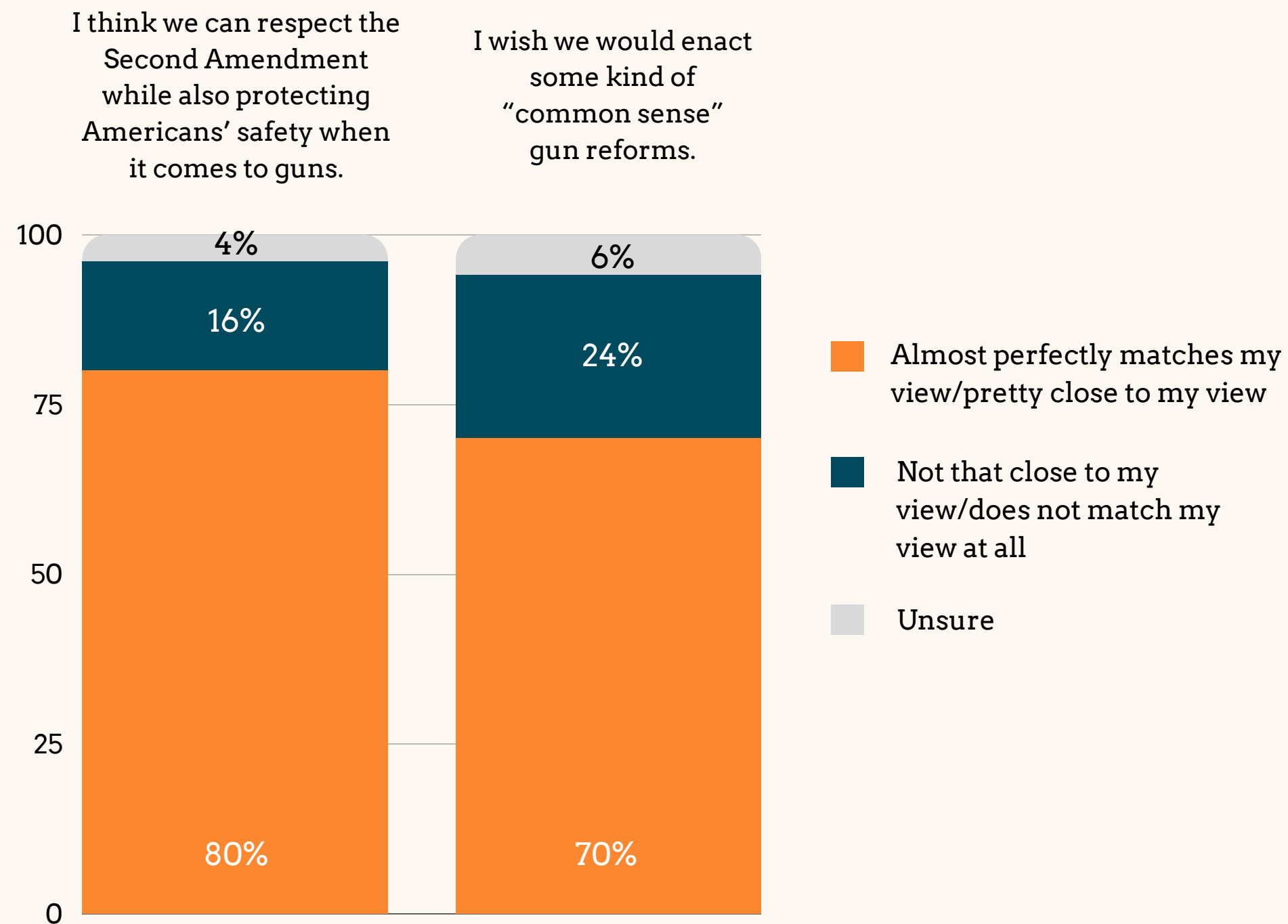
Q. Please indicate whether you think guns are too easy, about right, or too hard to access for this type of person.



In general, most gun owners believe that we can update our gun laws and promote safety while respecting gun rights.

Vast majorities of gun owners think we can address issues and protect the Second Amendment.

Q. How closely, if at all, does each of the following statements match your views on the issue of guns?



Most gun owners say ownership is both a right and a responsibility and that a middle ground can be found.

There are many ways to think about gun use and ownership in America.
If you had to choose, which of the following comes closest to your perspective?

Gun ownership is a right but also a responsibility, and it is appropriate to enact changes to laws to promote gun safety that respect gun owners while reducing gun violence.



56%

Gun ownership should generally not be limited and is protected absolutely by the Second Amendment.



22%

Gun violence is out of control in our country and there should be more limits placed on guns and gun ownership to help keep all Americans safer.

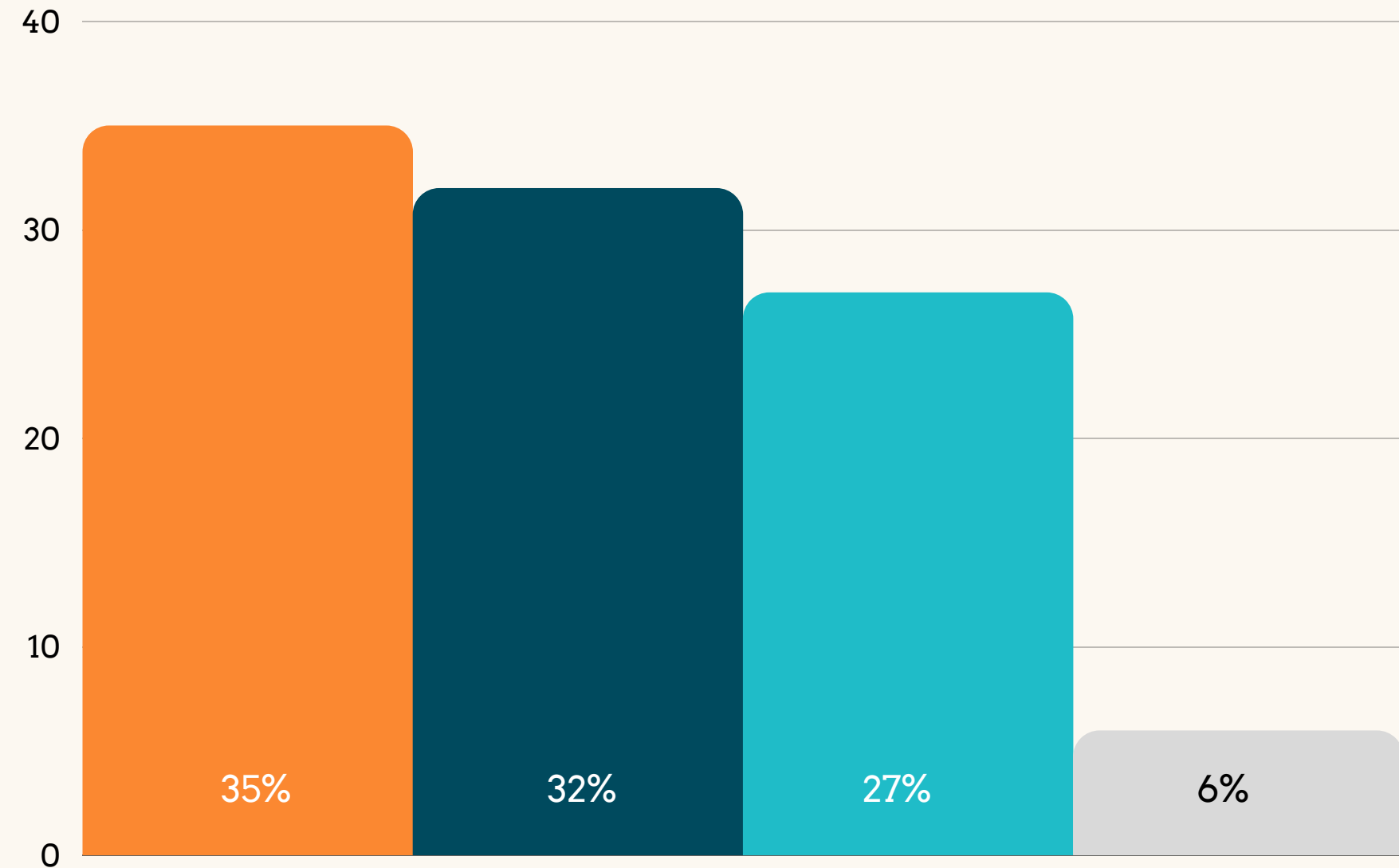



18%


5% Unsure


Most gun owners - including most Republicans - believe government should make some changes to gun laws.


Q. Do you think the government should or should not change the way it deals with the issues of gun safety and gun violence?



 The government should make major changes

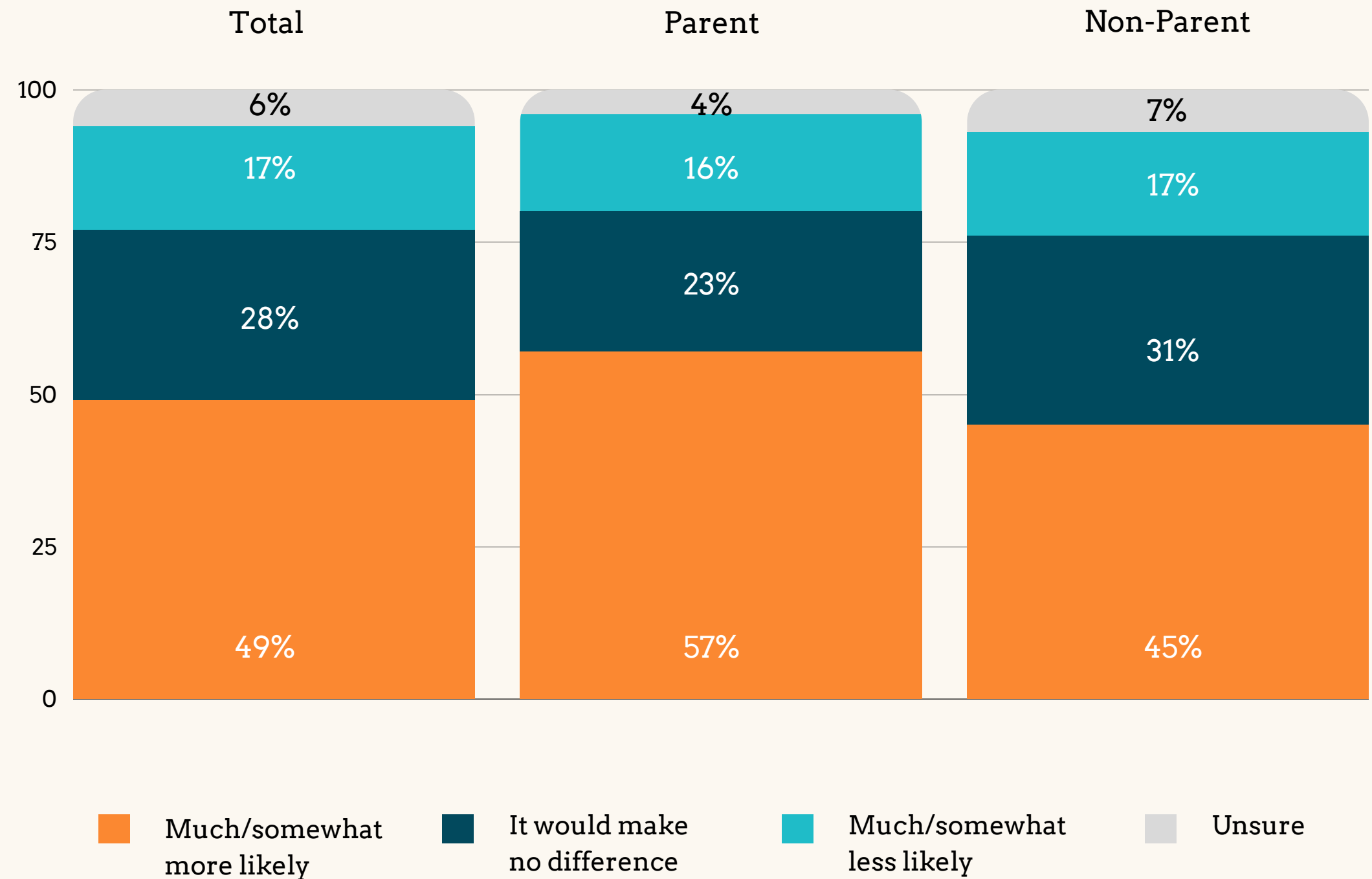
 The government should make minor changes

 The government should not make any changes

 Unsure

When mass shootings occur, gun owners who are parents are particularly likely to say it makes them want new laws.

Q. And when you hear about mass shootings, does it make you more or less likely to support new laws and policies about gun ownership?



Which reforms would gun owners support?

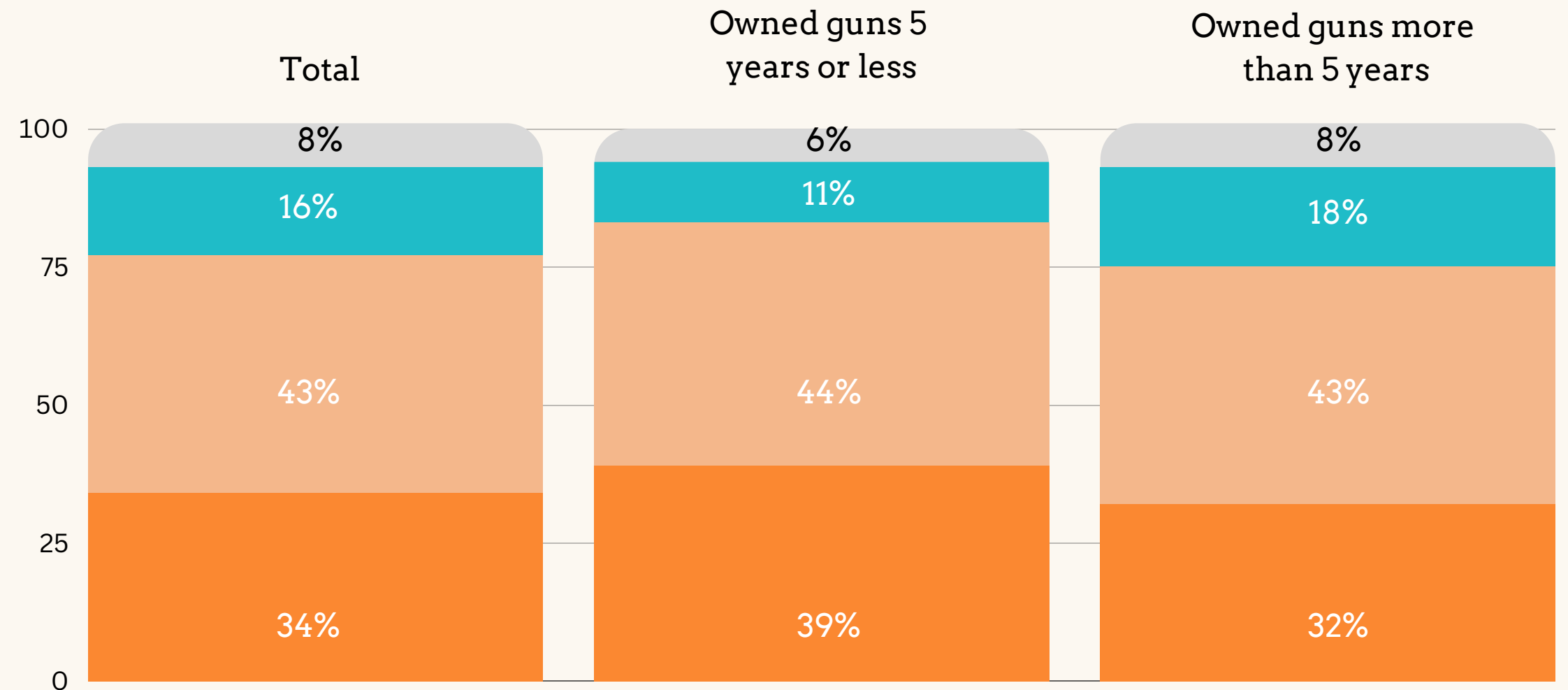
Gun owners are most focused on restrictions that limit who can own a gun and where they can use those guns.

What changes, in your opinion, should the government make to deal with the issues of gun safety and gun violence? Sample responses:

- *“They should do a more thorough background search on individuals who want to buy a gun and you should not be able to resell a gun if you are a private owner.”*
- *“I am for a ban on assault weapons. As a gun owner, I see absolutely no reason why I would ever need an assault weapon other than viewing it as a fun toy but since it is the go-to weapon for killing school children, I would never own one in good conscience.”*
- *“I believe that the government has not taken responsibility to change gun laws. We need to enforce more gun laws. Red flag laws, safe storage laws, and no one under the age of 25 should be able to buy a gun.”*

Majorities support red flag laws; newer gun owners more so than those who have owned 5+ years.

Q. Even if neither is perfect, which one of the following statements do you agree with more?



Red flag laws are important because they can help reduce suicides and help reduce mass shootings by ensuring that people who have demonstrated that they are a threat do not have access to guns.

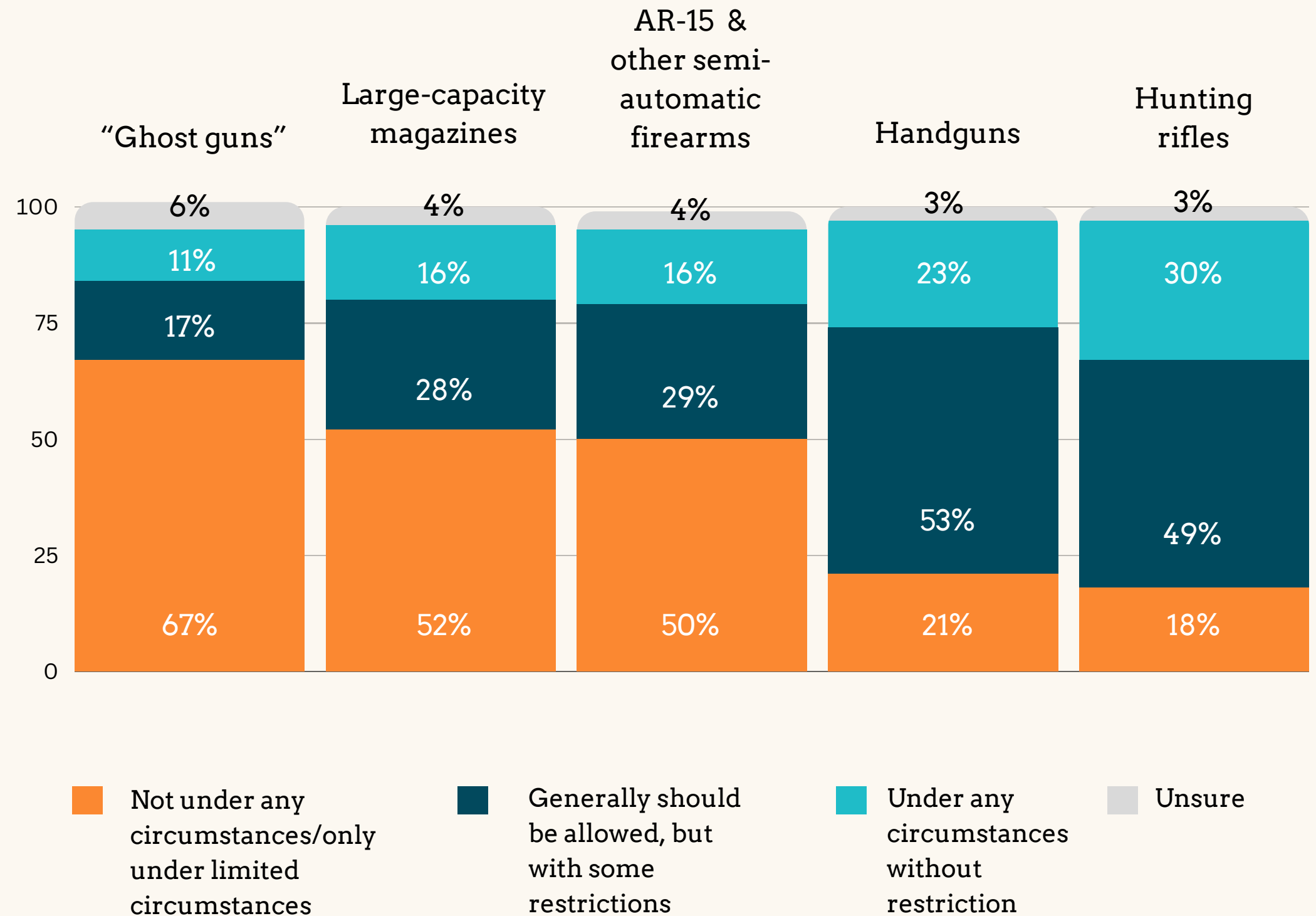
I agree with the idea of red flag laws to protect the community from dangerous people, but only support them if due process protections are also put in place for gun owners.

Red flag laws are a bad idea because they make it too easy for people to have their guns taken away.

Unsure

The majority of gun owners are open to limitations or bans on selling ghost guns, large capacity clips, and AR-15 style firearms.

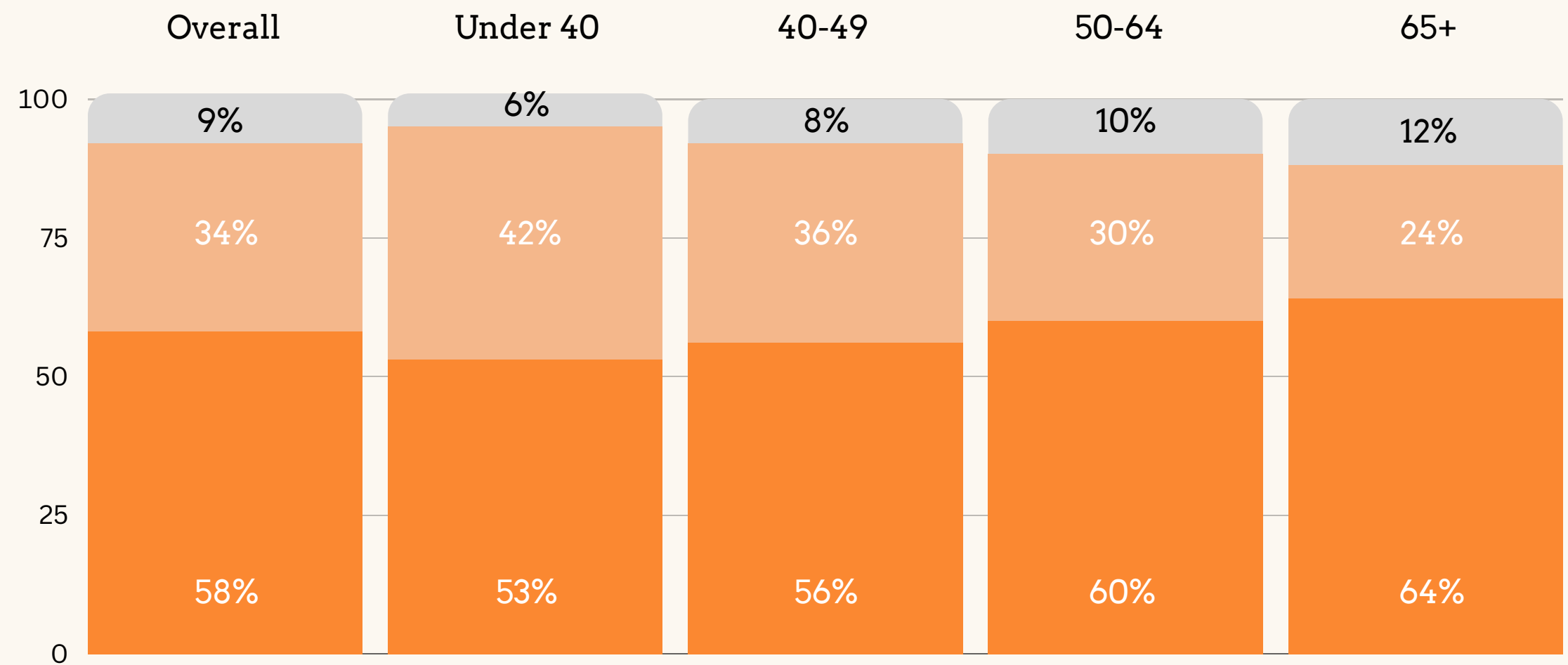
Q. Please indicate whether you think that in general, the following types of guns or ammunition should be able to be sold.



Gun owners of all ages support requiring gun owners to demonstrate that they can use a gun safely.

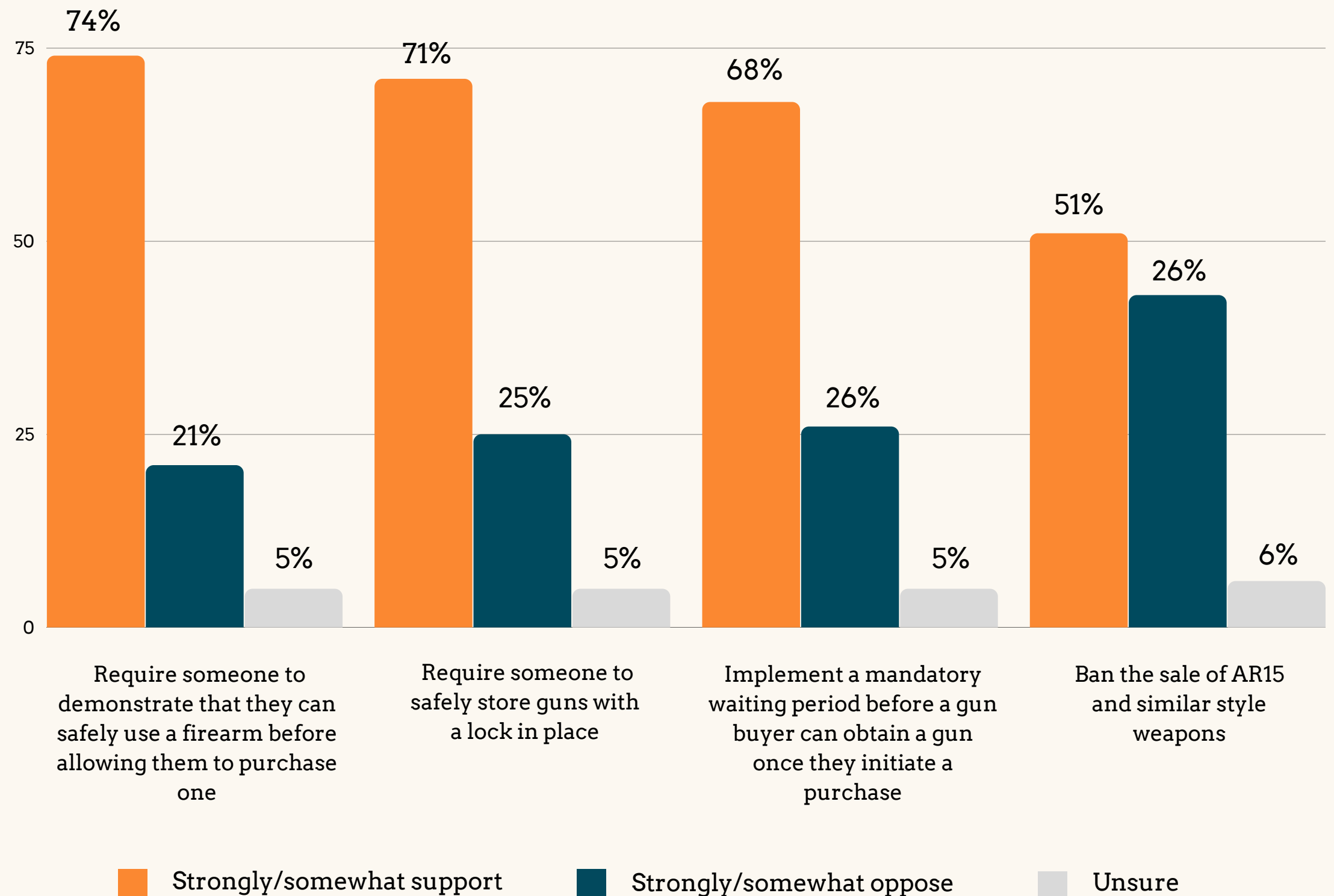
Q. Even if neither is perfect, which one of the following statements do you agree with more?

- Owning a gun should be no different than driving a car or any other important but risky activity
- Risky activity, and people should have to demonstrate they can use a gun safely before being able to own one
- Unsure



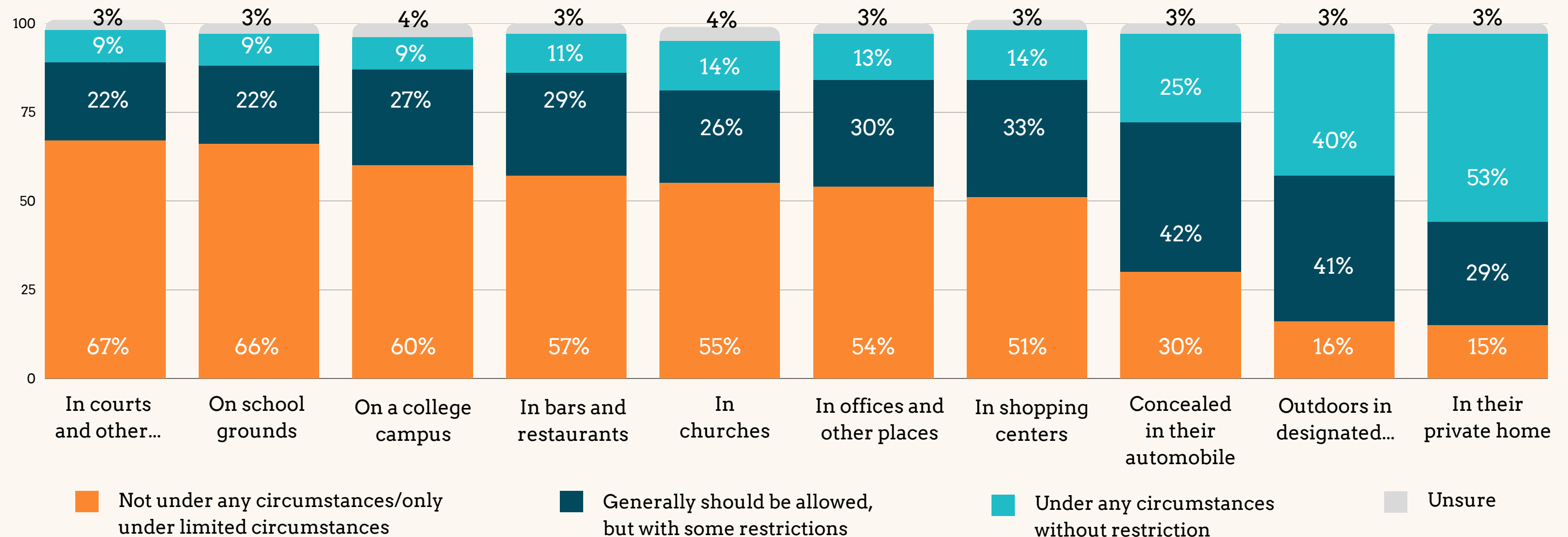
Wide majorities of gun owners support requiring gun owners to be safe and responsible with their firearms.

Q. Please indicate whether you support or oppose each of the following proposals about gun policy.



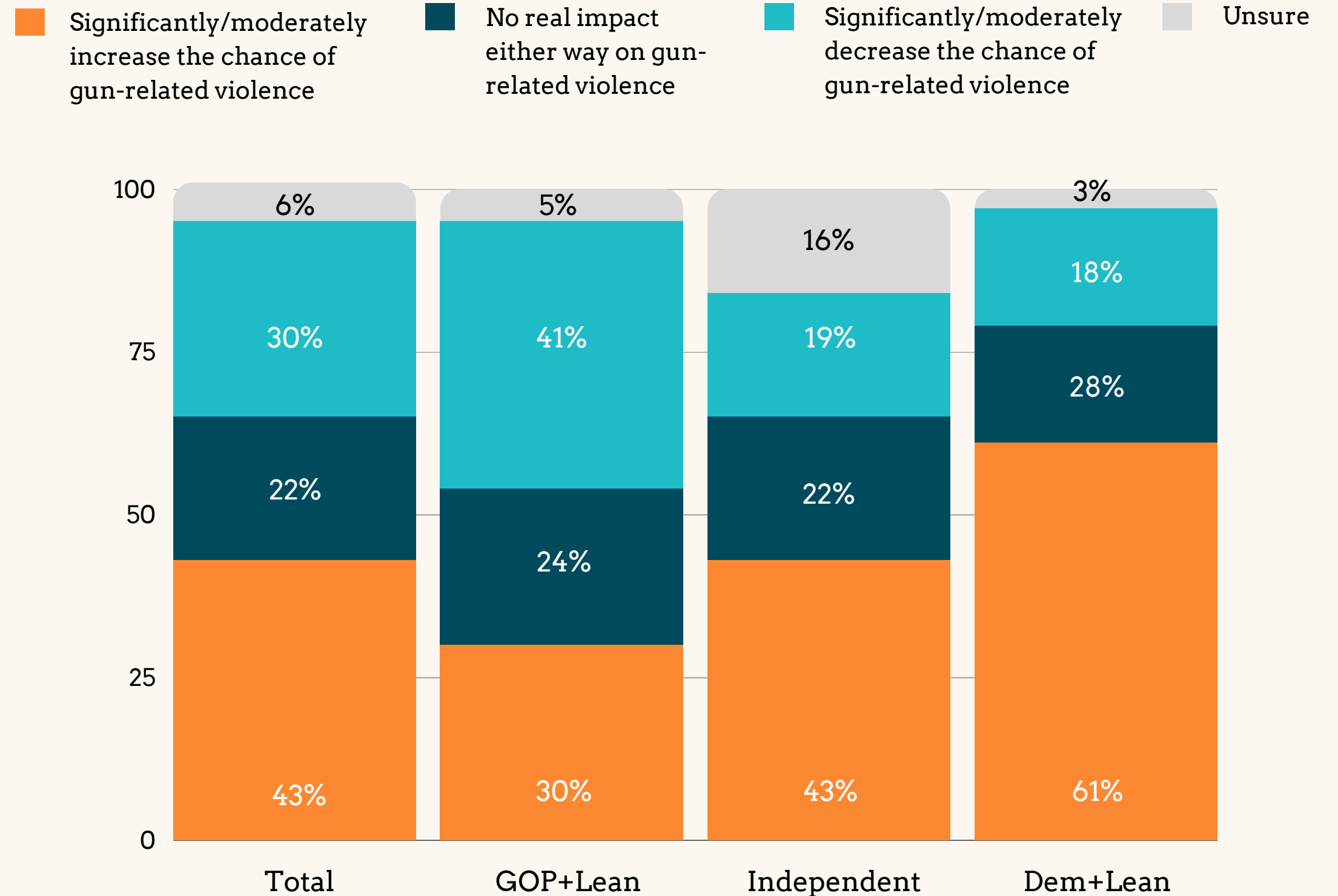
Most gun owners support limiting gun carrying at schools, government buildings, and public settings.

Q. Please indicate whether you think that people, in general, should be able to carry or use a gun in the following situations.



More gun owners say permitless concealed carry will increase rather than decrease the chance of gun violence.

Q. If more people are allowed to legally carry a concealed firearm on their person without a permit, do you think that would increase or decrease the chances of gun violence?



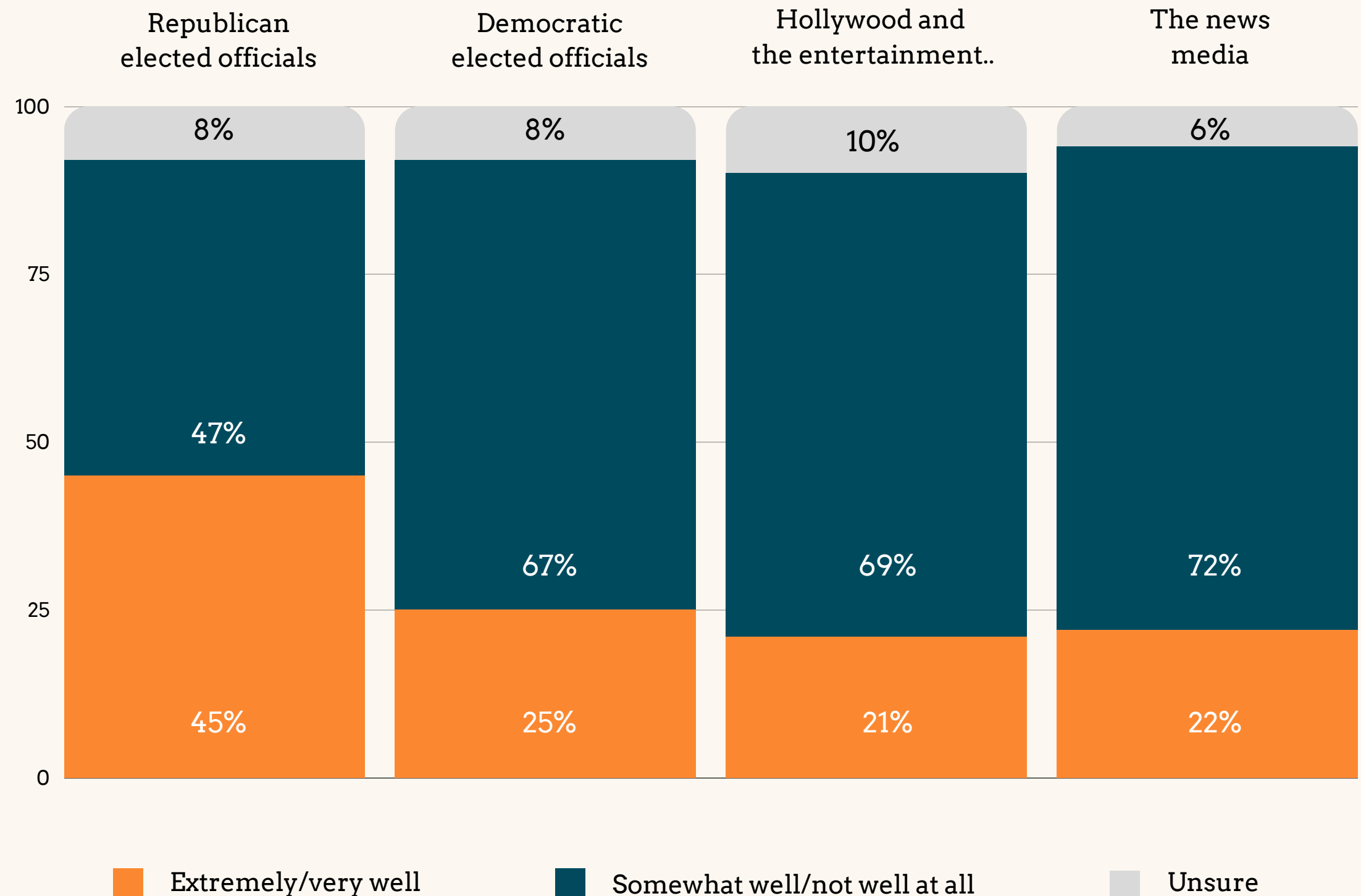
Who do gun owners trust? How does it affect their votes?

Gun owners don't feel well understood by either party or by the media.

And while they worry about how laws might be implemented, many are willing or even eager to vote for politicians who support gun reforms.

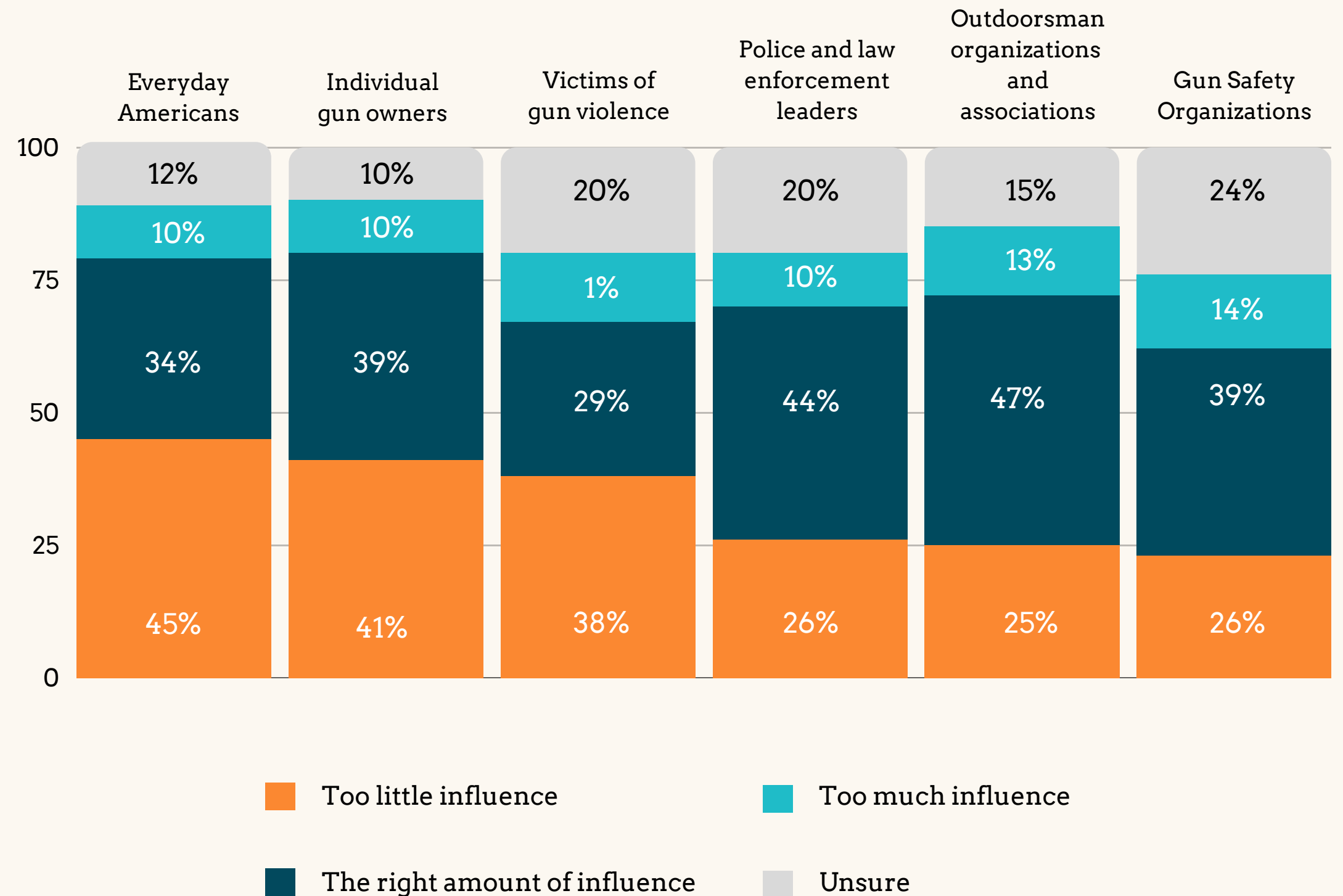
Gun owners believe Democrats, entertainment and news media do not represent their perspectives, but are also split on whether Republican officials reflect their perspective.

Q. How well, if at all, do you think each of the following does at accurately representing the perspectives and experiences of gun owners?



Gun owners believe everyday Americans and individual gun owners are the groups with too little influence on policy.

Q. When it comes to gun laws in this country, do you think the following organizations have...

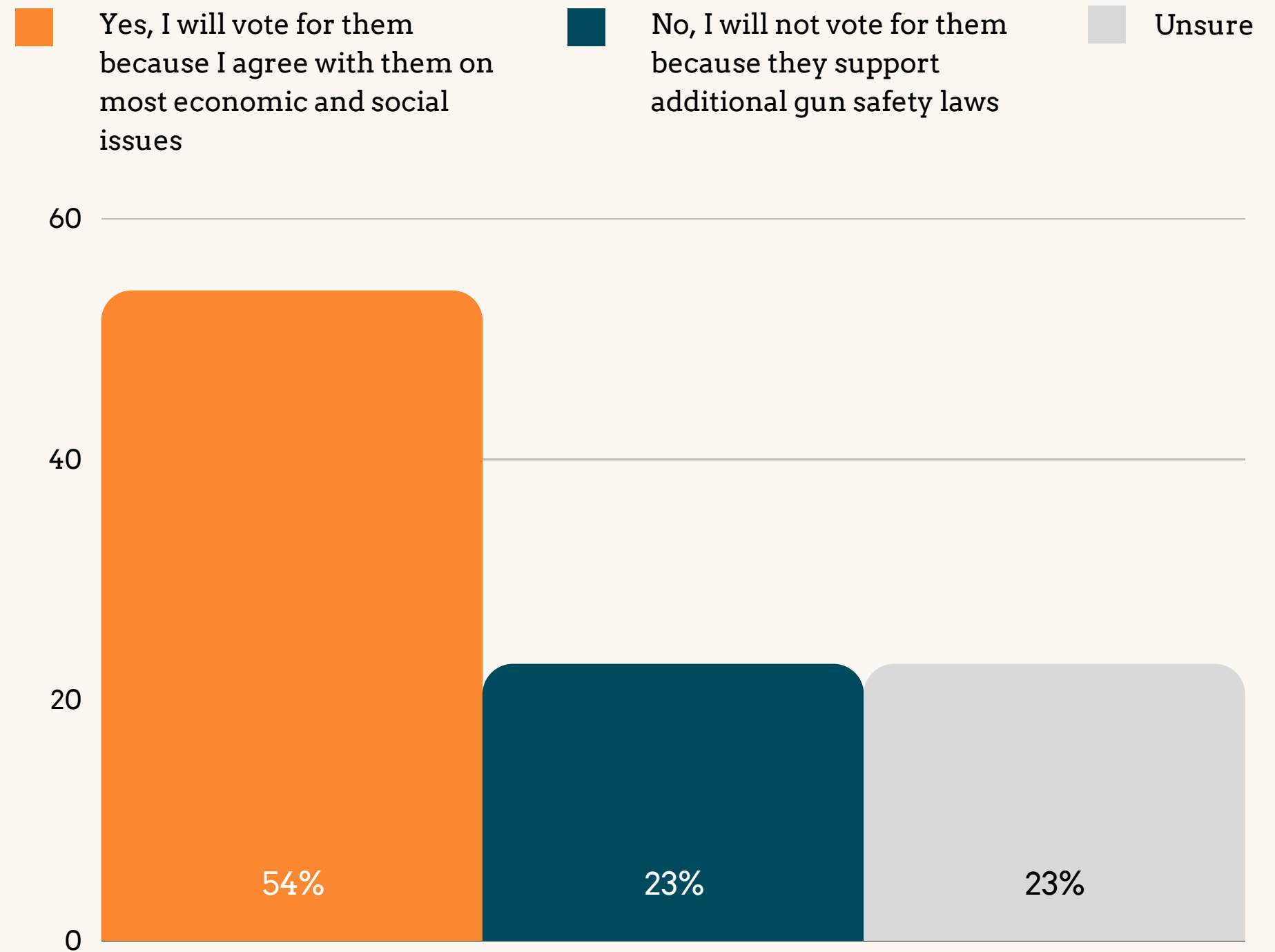




6 in 10 gun owners say that if they “agreed with them on most other issues” they would “vote for someone who supported modest gun law changes.”

Asked specifically about support for additional gun laws, less than a third of Republican-leaning gun owners say such a move is a dealbreaker.

Q. Would you vote for a candidate who you supported on economic and social policies, if they supported additional gun safety laws?



Who are American gun owners today?

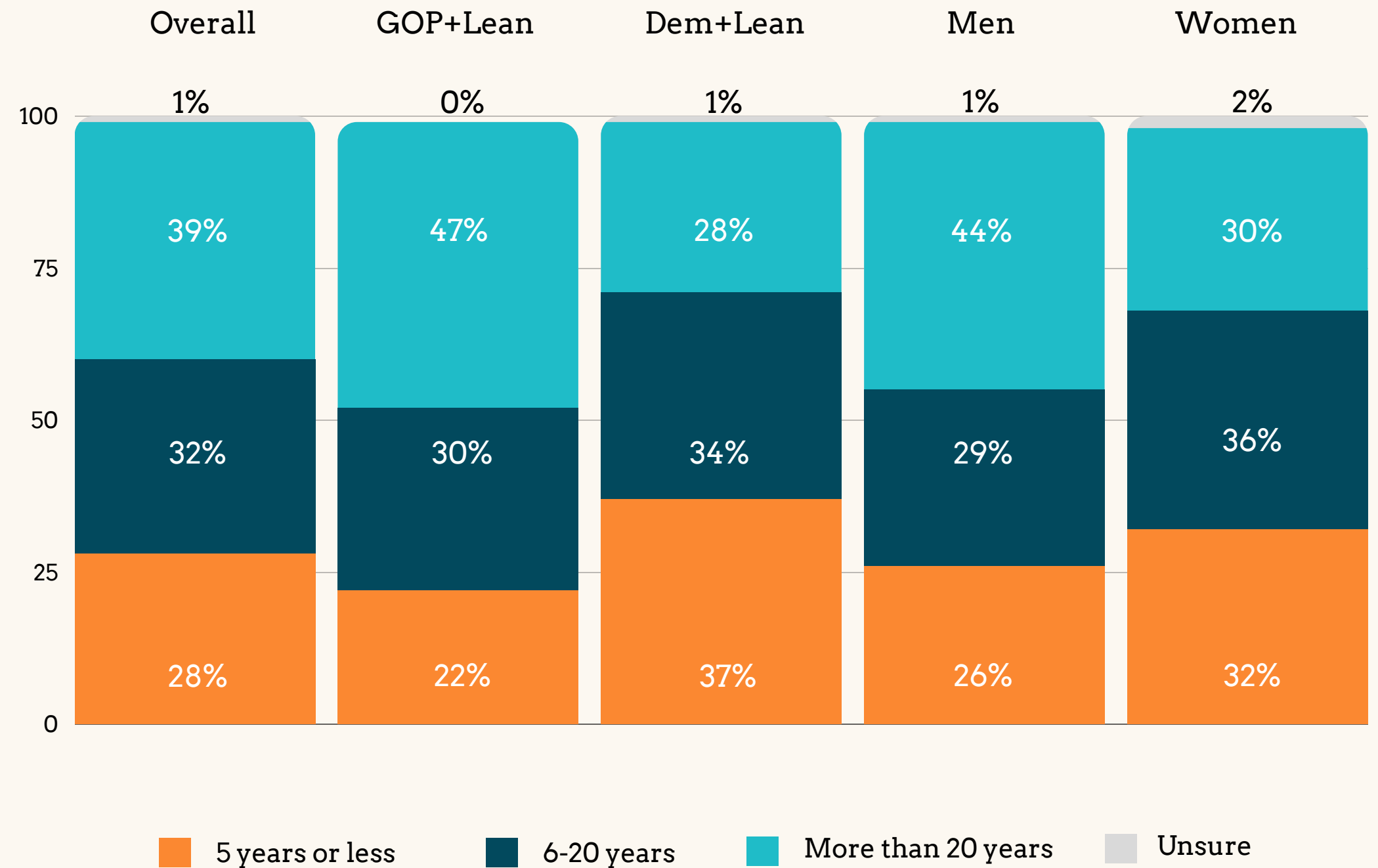


Not all gun owners are alike.

Newer gun owners are more ethnically diverse, more female, and more Democratic-leaning.

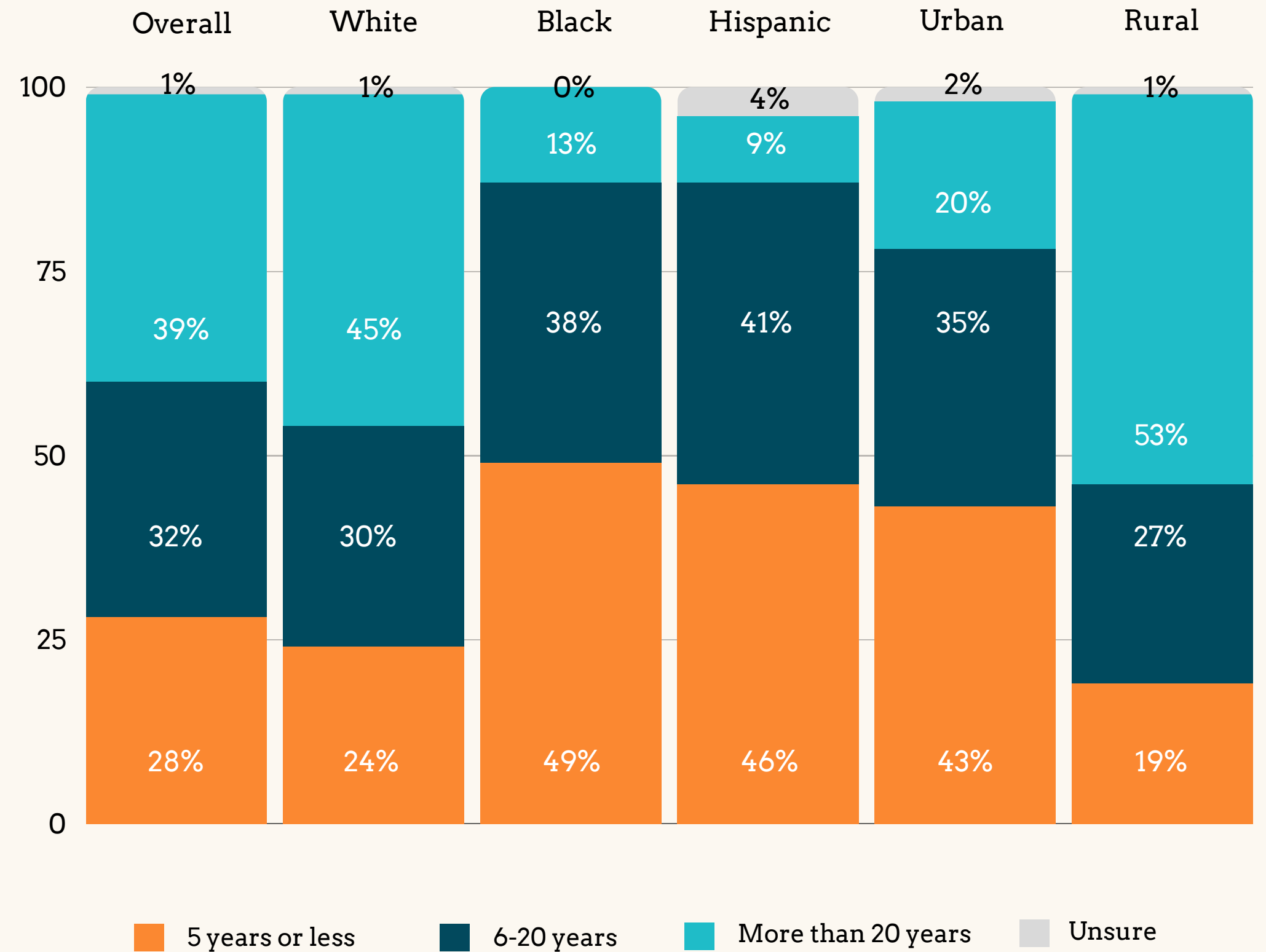
Women and Democratic-leaning gun owners are more likely to have recently become gun owners.

Q. How many years have you owned a gun?



Black and Hispanic gun owners are more likely to have obtained a gun within the last five years.

Q. How many years have you owned a gun?



Methodology

Echelon Insights conducted a survey in partnership with Hart Research Associates on behalf of 97Percent to understand the views of gun owners. The survey was fielded from July 24-28, 2023 among a sample of 2,056 adults aged 21 and older who own a gun. Respondents were sampled via online panels.

The sample was weighted to population benchmarks for gun owners on gender, age, race/ethnicity, educational attainment, and region, as well as on the following interactions: gender by age, gender by educational attainment, and race/ethnicity by educational attainment. Demographic benchmarks for gun owners were derived from Waves 25 and 26 of the American Trends Panel survey conducted by the Pew Research Center.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is ± 2.3 percentage points.

Survey Demographics

GENDER

62% Male
37% Female

AGE

16% 18-29
18% 30-39
15% 40-49
30% 50-64
21% 65+

RACE

80% White
11% Black
8% Hispanic/Latino
2% Asian 2% Native American
1% Native Hawaiian or Other Pacific Islander

PARTY

42% Republican
27% Democrat
27% Independent
4% Another party or Unsure

PARTY+LEAN

51% GOP+Lean
34% DEM+Lean
15% Independent

EDUCATION

43% High School or less
20% Some college
11% Associate's Degree
17% Bachelor's Degree
9% Graduate Degree