

97 PERCENT



A National Survey of U.S. Gun Owners
September 2021





Who is 97Percent?

97Percent is a new gun safety organization, whose mission is to reduce gun deaths in America by:

- Changing the conversation around gun safety to include gun owners
- Conducting and sharing research that challenges conventional thinking
- Leveraging technology

Who is Beacon Research?

- Beacon Research provides quantitative and qualitative research to political candidates, nonprofits, ballot initiatives, corporations, and foundations
- Beacon has served as pollster to Fox News since 2011
- Beacon worked on both of Elizabeth Warren's Senate campaigns



Impetus for the Poll

- Examine the priorities and concerns of gun owners as they relate to gun safety
- There is very limited data focused exclusively on gun owners
- 97Percent believes the gun safety movement needs to continue to evolve and to be much more inclusive of gun owners

About the Survey

Mode	Online
Sample	1,032 self-identified gun owners
Dates	Sept. 23-30, 2021
Note	Some data may not add up to 100% due to rounding

Profile of the Sample

Category	Subgroup	% of Sample
Region	Northeast	17%
	Midwest	27%
	South	33%
	West	23%
Gender	Men	67%
	Women	33%
Age	18-29	17%
	30-44	27%
	45-64	33%
	65+	23%

Category	Subgroup	% of Sample
Race	White	70%
	Black	10%
	Latino	13%
	Asian	4%
Party ID	Democrat	20%
	Independent	35%
	Republican	45%
Owned a gun	Less than 5 years	40%
	5-20 years	30%
	More than 20 years	29%





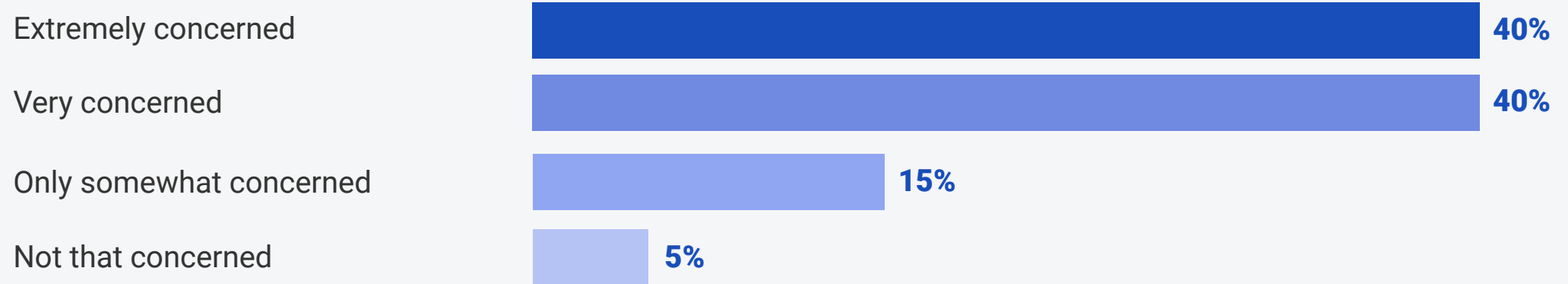
Key Findings

- **70%** of U.S. gun owners believe the problem of gun violence in this country is extremely serious or very serious.
- Only **1/3 of gun owners** are very confident or fairly confident that current gun laws can keep firearms out of the hands of dangerous individuals.
- More than **2/3** of gun owners voice support for five gun safety measures tested, including background checks and "red flag" laws. Even among Republicans, conservatives, and NRA members, there is majority support for all five measures.
- Gun owners underestimate the support of other gun owners for measures such as background checks and red flag laws.
- Gun owners are much more confident in their own ability to handle firearms safely and responsibly than in the ability of other gun owners to do so.

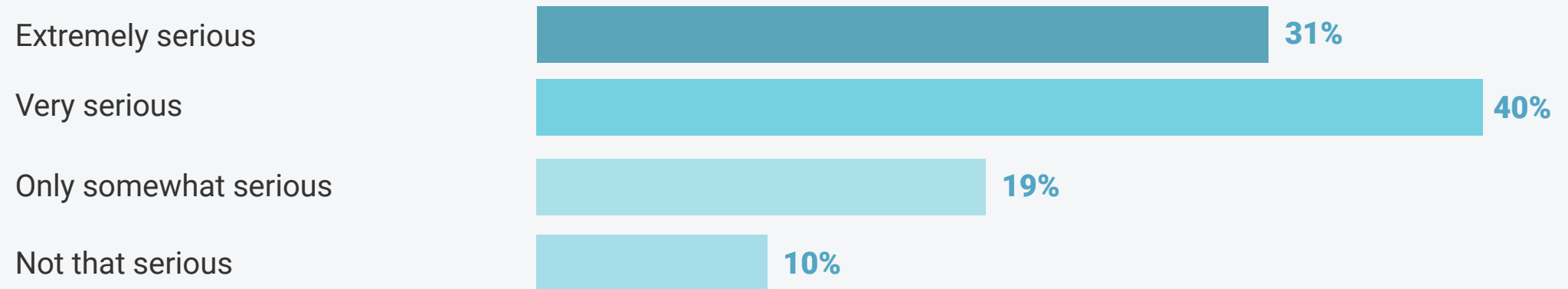


Concern About Crime and Gun Violence

How concerned are you about the level of violent crime in this country?

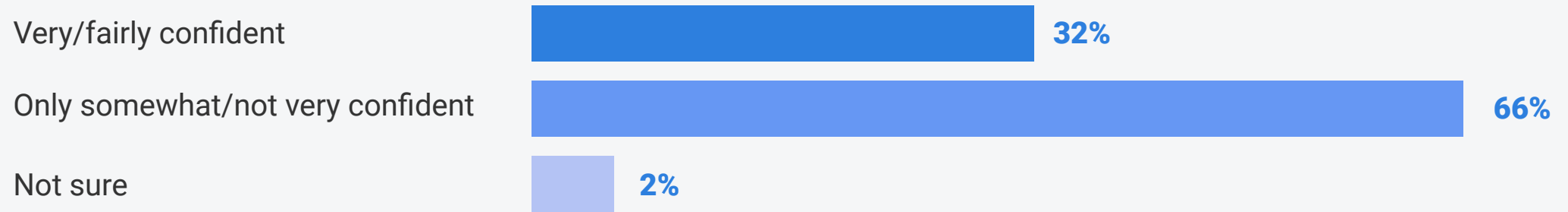


How serious do you think the problem of gun violence is in this country?



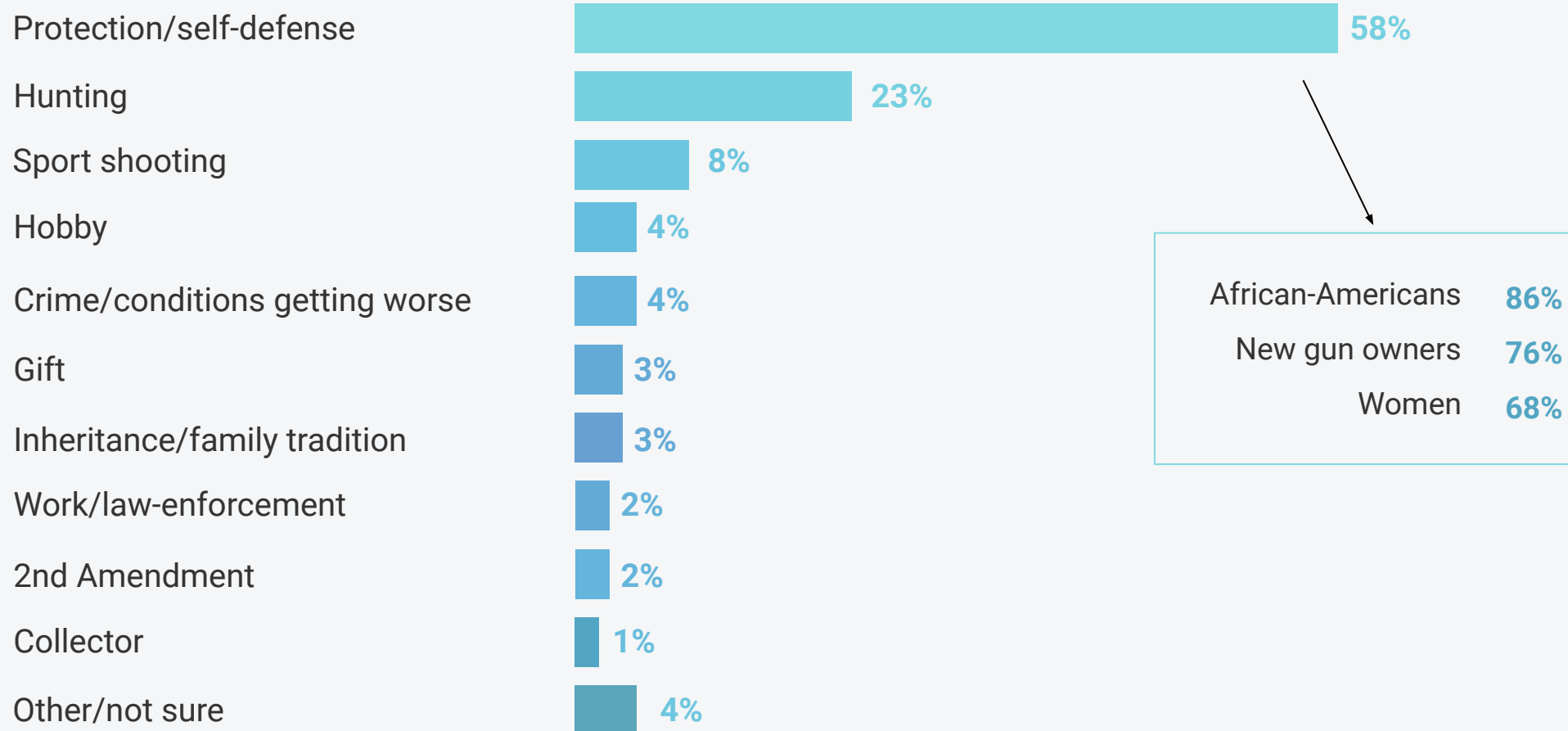
2/3 Do Not Think Current Laws Keep Guns Out of Wrong Hands

How confident are you that current gun laws can keep guns out of the hands of dangerous individuals?



Majority Cites Protection as #1 Reason for Buying a Gun

Thinking back to when you first purchased a firearm, what was the main reason you decided to buy one?
(All answers volunteered)



Keeping Self/Family Safe is Top Reason for Owning Gun

The following are some reasons people have given for owning firearms.

For each one, indicate on a 1-10 scale, how important that reason is to you personally.

	10 very important	6-9 important	1-5 less important
To keep myself and my family safe	58%	33%	10%
I can't count on the authorities to keep me safe	24%	45%	29%
I enjoy hunting	23%	28%	49%
I enjoy sport shooting	22%	38%	41%
It's tradition, we've always owned guns in my family	21%	33%	45%
I live/work in a dangerous area	15%	28%	56%
I enjoy collecting guns	14%	30%	54%
I need a gun for my job	9%	12%	77%



Most Say Firearms Make Them Feel ‘Protective’, ‘Safe’

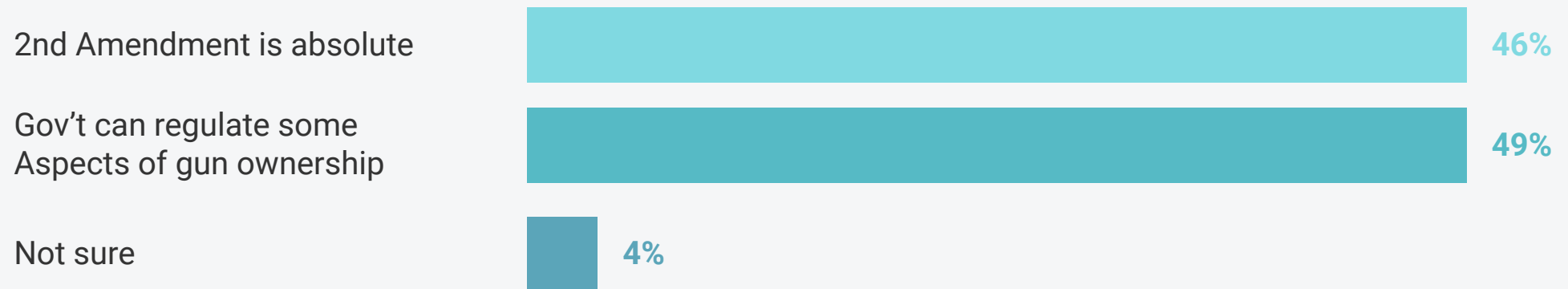
For each one, indicate on a 1-10 scale how much that word or phrase applies to **your own feelings** about owning a gun, where 10 means it applies very strongly to you and 1 means it does not apply to you at all.

	10 very important	6-9 important	1-5 less important
Protective	43%	33%	10%
Safe	42%	45%	29%
Responsible	39%	28%	49%
Self-sufficient	30%	38%	41%
Confident	25%	33%	45%
In control	24%	28%	56%
Patriotic	20%	30%	54%
Powerful	14%	12%	77%



Gun Owners Split on 2nd Amendment Absolutism

There's been a lot of debate about the 2nd Amendment and gun ownership. Which of these opinions are you more inclined to agree with: the 2nd Amendment is absolute; the government should not be able to enact any laws to regulate gun ownership OR the 2nd Amendment gives citizens a right to own guns, but the government can legitimately regulate some aspects of gun ownership.



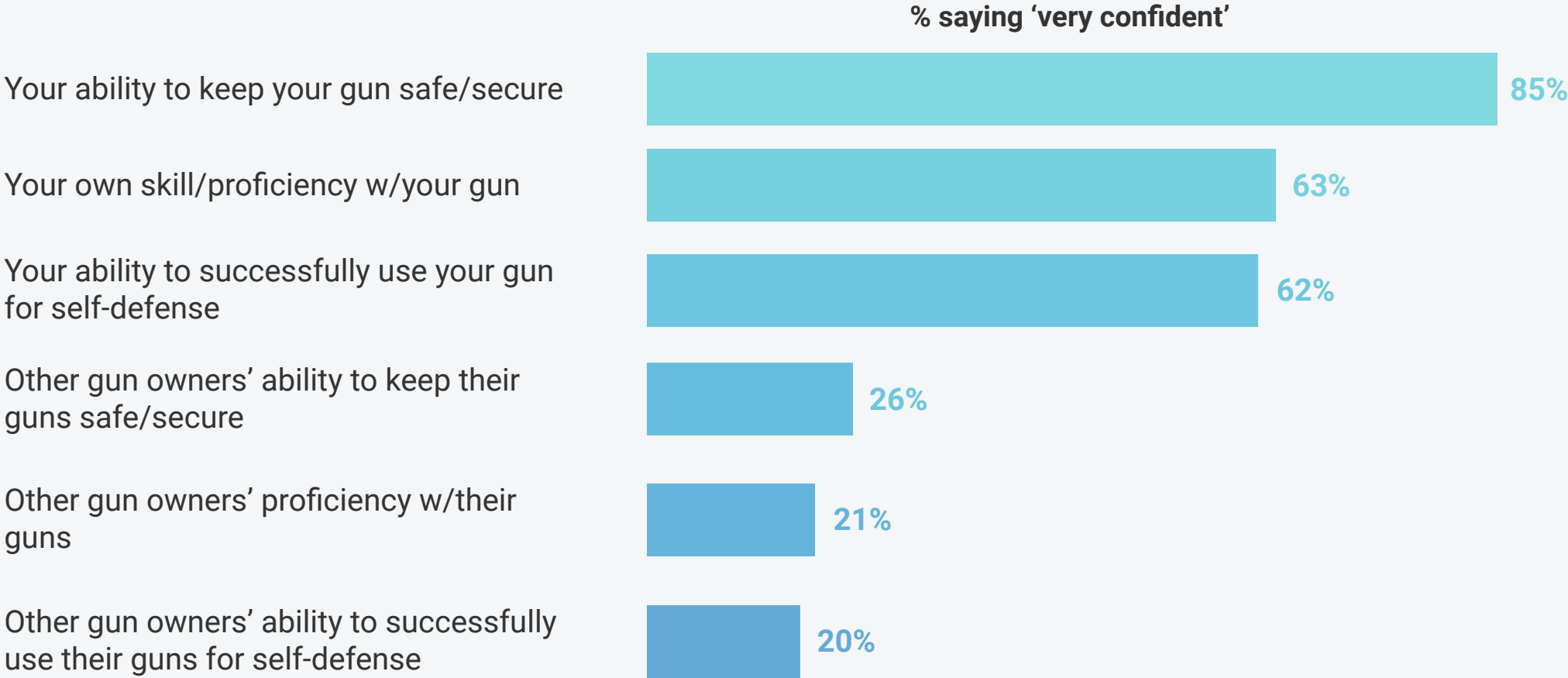
Attitudes Toward 2nd Amendment, By Subgroups

	2 nd Amend. absolute	Gov't can regulate		2 nd Amend. absolute	Gov't can regulate
All gun owners	46%	49%	All gun owners	46%	49%
Men	49%	47%	Gun owner less than 5 yrs	43%	52%
Women	40%	52%	5 - 10 yrs	54%	42%
			10+ yrs	55	42
Urban	41%	56%			
Suburban	46%	49%	Own 1 gun	40%	54%
Small town/rural	50%	45%	Own more than 1	52%	46%
White	46%	49%	NRA member	67%	32%
Latino	55%	43%	Not NRA member	41%	53%
Black	44%	50%			



Gun Owners More Confident in Own Abilities Than Others'

How confident are you in each of the following – **very confident**, **fairly confident**, **only somewhat confident**, or **not very confident**?



Keys to Responsible Gun Ownership

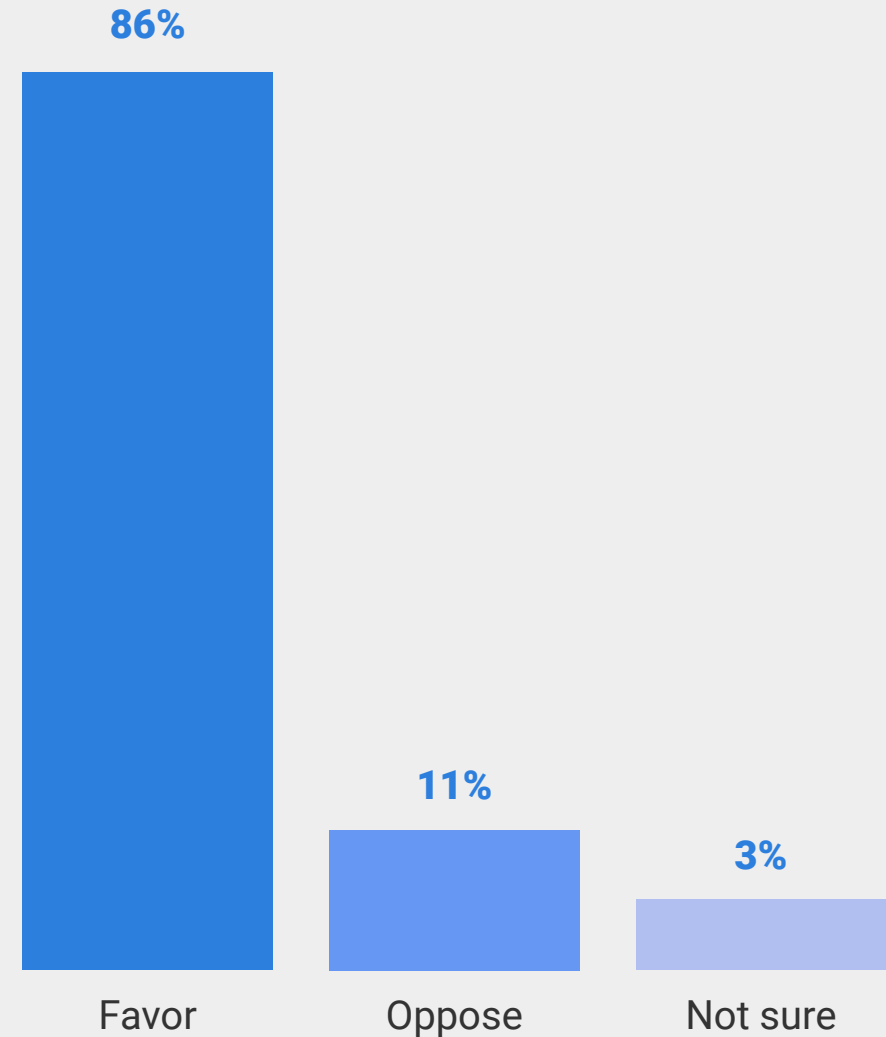
Which three of the following do you think are the most important aspects of being a responsible gun owner:	Percent who said 'very important'
Storing your firearm safely	77%
Teaching children or other family members about firearm safety	59%
Receiving initial training on firearm usage when first owning a gun	53%
Taking regular practice shooting and handling your firearm	43%
Seeking out ongoing education about safe firearm use	22%
Educating your peers or community about firearm safety	16%
Advocating for policies that improve firearm safety	14%





Support Among Gun Owners for Domestic Violence Restriction

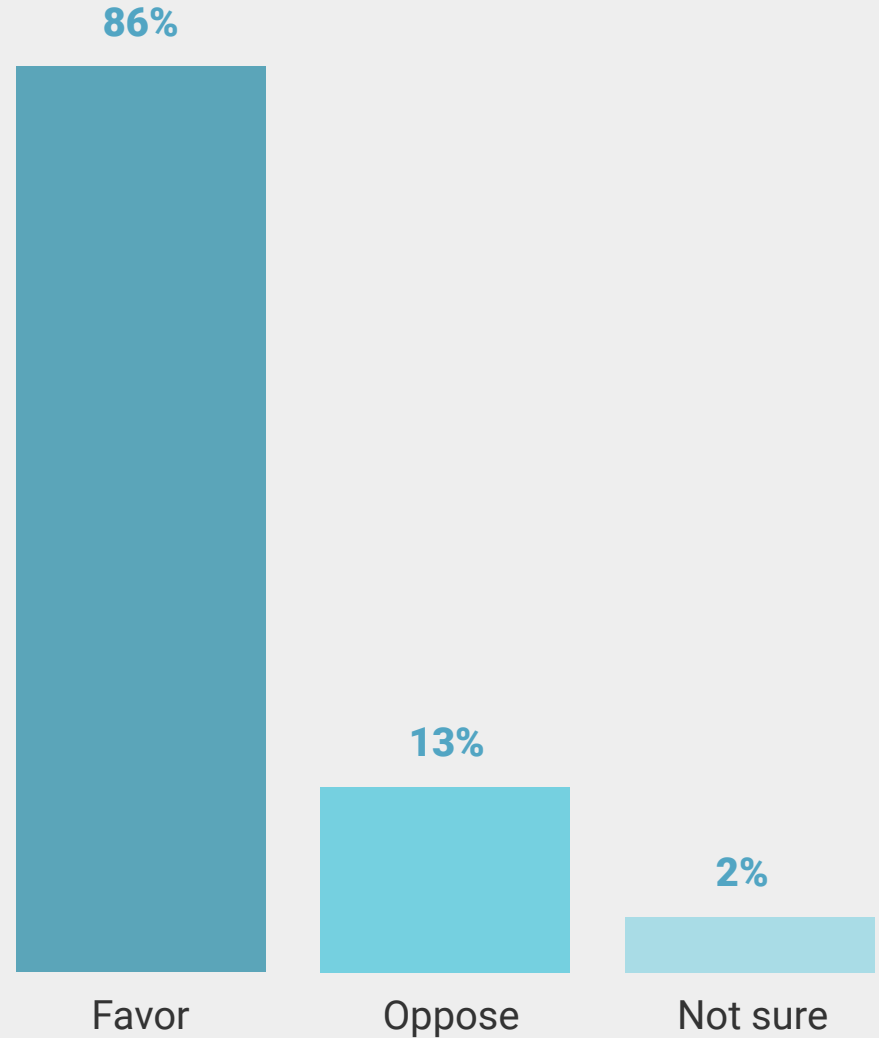
Do you favor or oppose prohibiting gun possession by those convicted of domestic violence crimes?





Support Among Gun Owners for Background Checks

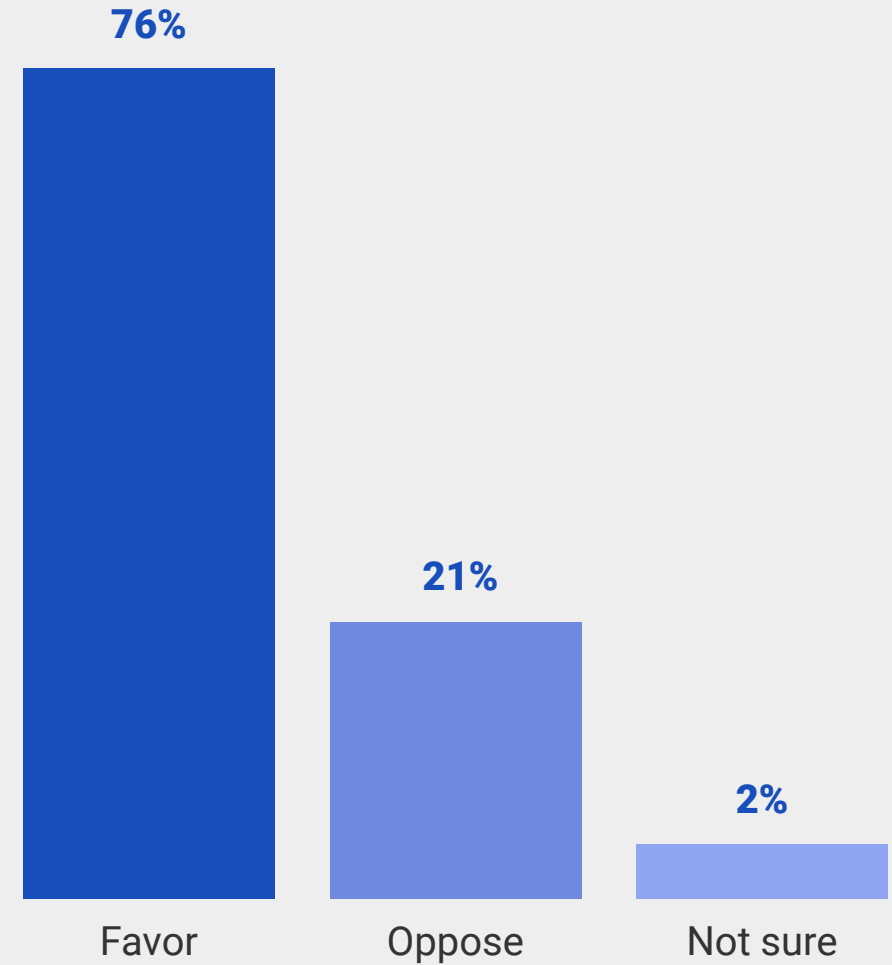
Do you favor or oppose requiring background checks for all guns sold in the U.S.?





Support Among Gun Owners for Safe Storage Requirement

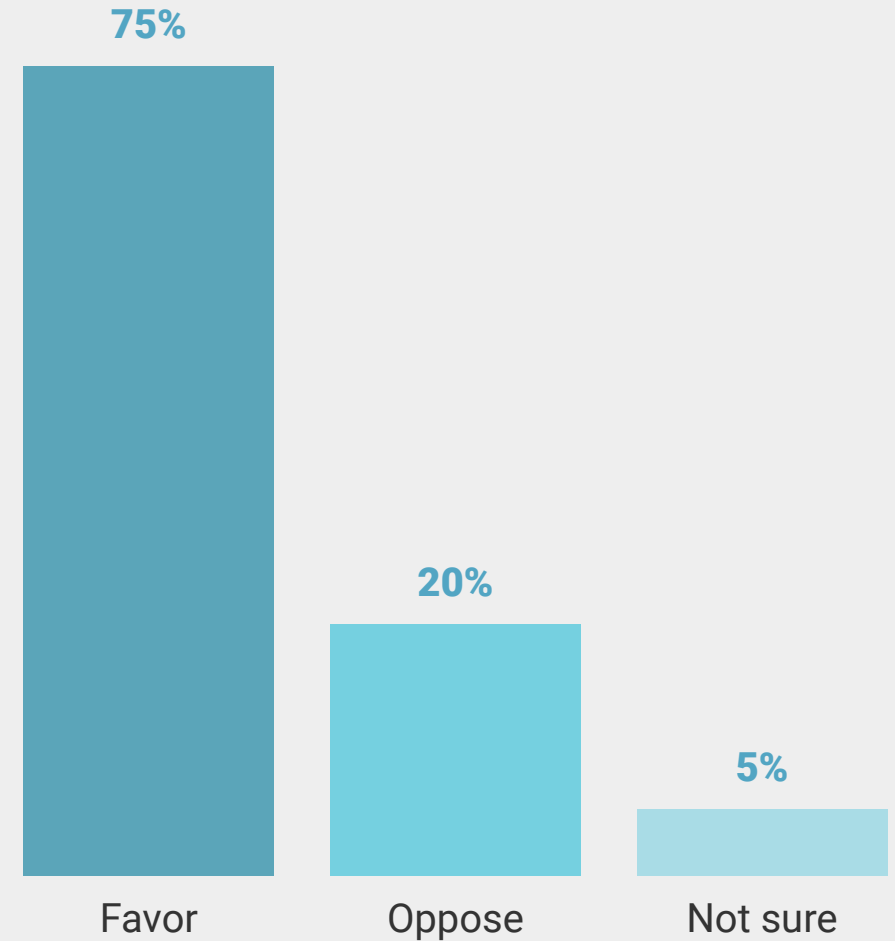
Do you favor or oppose requiring gun owners to safely store their guns in a gun safe or equip them with a trigger lock?





Support Among Gun Owners for Requiring Distinct Markings

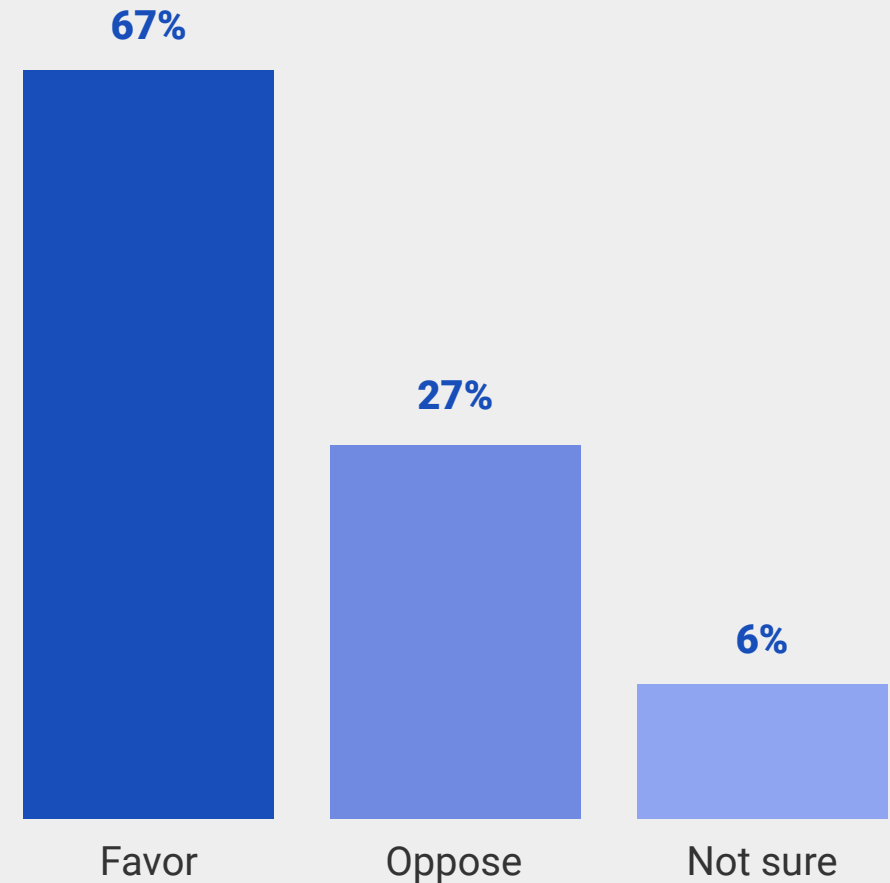
Do you favor or oppose requiring all guns sold in the U.S. to have a distinct marking that would make it easier for law enforcement to trace weapons used to commit crimes?





Support Among Gun Owners for 'Red Flag' Laws

Do you favor or oppose passing a “red flag” law that would allow police or family members to ask for a temporary court order to take firearms away from individuals who might present a danger to others or themselves?



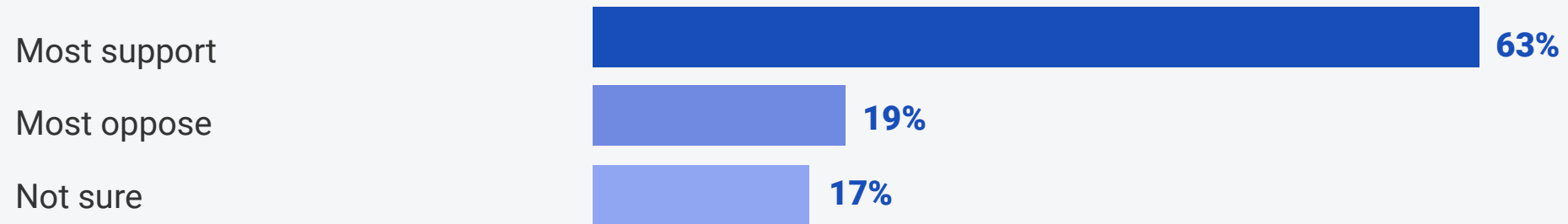
Support for Safety Measures Among Selected Subgroups

	Republicans	Conservatives	NRA members
Prohibiting possession by those convicted of domestic violence.	84%	84%	80%
Requiring background checks on all guns sold in the U.S.	83	82	81
Requiring gun owners to safely store their guns.	71	65	74
Requiring all guns sold in the U.S. to have a distinct marking.	70	66	69
Passing a “red flag” law.	61	57	57



Perceptions of How Other Gun Owners Feel

Do you think most gun owners support or oppose background checks?



Do you think most gun owners support or oppose red flag laws?



A Deeper Look at Background Checks

A majority of gun owners think requiring background checks would be:

% agreeing

A smart way to ensure dangerous people don't get guns.	68%
A reasonable compromise on gun safety.	66%
A policy that represents common ground between gun owners and non-gun owners.	59%
But sizable minorities also think it would be:	
A slippery slope toward the government taking away guns.	48%
A policy with too many loopholes to be effective.	45%



A Deeper Look at Red Flag Laws

A majority of gun owners think requiring background checks would be:

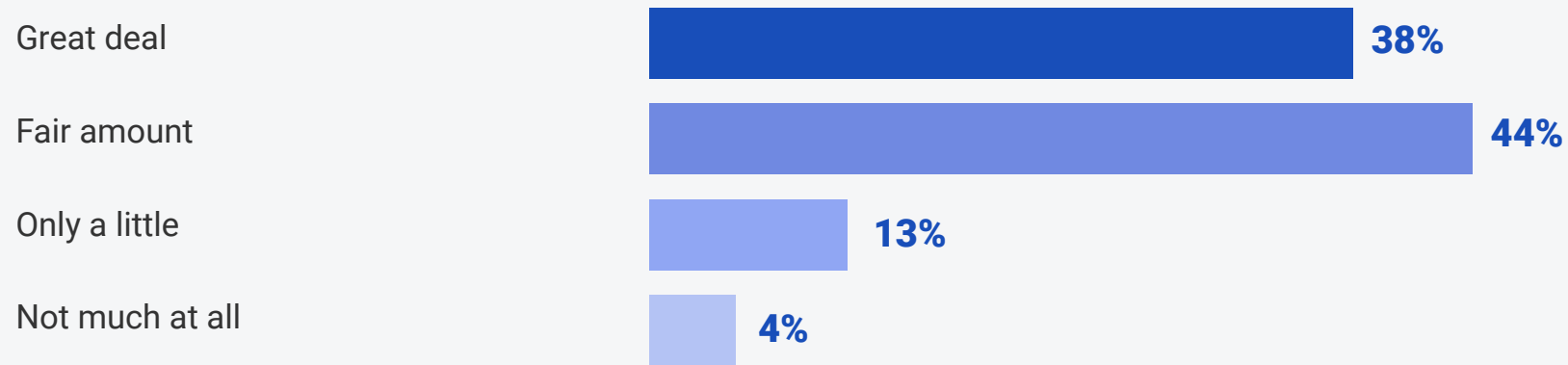
% agreeing

A smart way to ensure dangerous people don't get guns.	60%
A reasonable compromise on gun safety.	57%
A policy that represents common ground between gun owners and non-gun owners.	51%
But majorities also think it would be:	
A law that can be abused by people trying to take others' guns away without real cause.	63%
A slippery slope toward the government taking away guns.	57%
A policy with too many loopholes to be effective.	54%

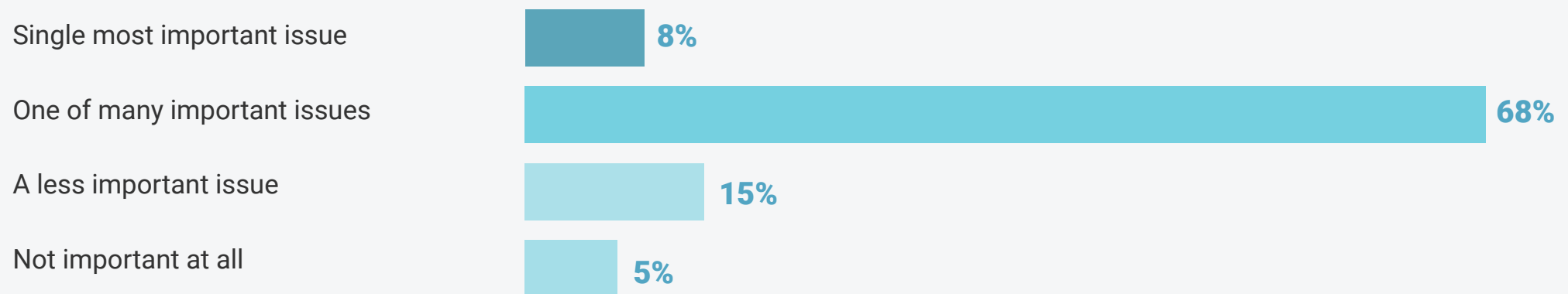


Most Gun Owners Are Not Single-Issue Voters

How much do you pay attention to issues involving gun laws and gun regulation?



When it comes to deciding which candidate to support in a given election, how important to you are the candidates' positions on guns?



What's Next?

97Percent will share this research with our community – online and offline, with researchers, with gun safety advocates, and with elected officials.

We will utilize the research as the basis for convening experts in the fields of public health, sociology, and psychology and create a forum for perspective sharing.

We cannot change the conversation and propel the movement forward if we do not have a better understanding of gun owners – their values, their concerns, and their motivations.

The Beacon research is core to 97Percent's mission and represents our second major research effort focused on gun owners. Our first research effort was conducted in conjunction with SS+K in 2019 and formed the foundation of 97percent as an organization.

We are in active discussions to launch a broader based study of gun owners backed by a major academic research institution. This research will culminate with a 97Percent platform constructed to make our communities safer, while respecting the concerns and values of gun owners.

