



# Millennials advocate for gun control, but still enjoy their Second Amendment right

## Newsy/Ipsos poll examines views on gun policy and culture

**Washington, DC, August 28, 2018** – Much of the national discussion surrounding guns centers on regulation and the partisan divide that exists as it relates to policy. Often missing in the discussion is the cultural impact of guns within communities. In a survey comparing gun owning and non-gun owning Americans across age groups, Newsy and Ipsos examined differences in approaches to gun regulation and exposure to gun culture.

On policy, a majority of Americans (55%) agree that the country would be safer if we enacted stricter gun control laws. When breaking respondents into gun owners and non-gun owners, the rates of agreement begin to show a difference of opinion. Non-gun owners agree at a higher rate with enacting stricter gun control laws (60%) compared to gun owners (42%). On the issue of gun control, younger American Millennials (those between ages 18 and 34), gun owners or not, tend to lean close to the opinion of non-gun owners, with 61% reporting that they believe the country would be safer under stricter gun control laws.

Although the majority of Millennials believe in stricter gun control, that does not mean they are shying away from gun culture. Among Millennials, 28% are gun owners, an equal rate to Gen Xers (between ages 35-54) and Baby Boomers (older than 55) 28% and 27% of whom own guns, respectively. In fact, compared to their elder counterparts, Millennial gun owners are more likely to carry a gun on them at least once a month. Forty-three percent of gun owning Millennials carry their gun relatively often, while just 25% of gun owning Gen Xers and 21% of gun owning Baby Boomers report the same.

The ubiquity of social media and technology in today's society brings up a new issue of exposure to gun culture that hasn't existed in the past. Although this raises concerning issues about first exposure to guns, this study suggests social media and technology are not having a particularly strong effect on gun culture. Just 15% of Americans report that they often watch online videos focusing on guns, including 25% of gun owners and 11% of non-gun owners. As might be expected, though, Millennials are more likely to watch online gun videos (24%) than older Americans – 14% of Gen Xers and 8% of Baby Boomers.

Gun culture seems to be more pervasive on an in-person level. The vast majority of gun owners (76%) report that many people in their community use or own guns (compared to 45% of non-gun owners). Furthermore, for those who own guns, family and friends are reported as the most common driving factors in becoming part of that community. Three-quarters (77%) of gun owners cite family and friends as the method through which they first became familiar with guns. Then, when it came time to make the decision to buy a first gun, 65% of respondents report family and friends as the single most influential factor in their gun buying decision. Just 5% report film and TV as most influential, and just 3% report video games as such.

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## Press Release – continued –

1. Do you agree or disagree with the following statements?

- a. Our country would be safer if we enacted stricter gun control laws.

	<b>Total (n=2,010)</b>	<b>Gun Owners (n=589)</b>	<b>Non-Gun Owners (n=1,421)</b>
Strongly agree	34%	21%	39%
Somewhat agree	21	20	22
Neither agree nor disagree	14	14	14
Somewhat disagree	11	13	10
Strongly disagree	17	30	12
Don't know	3	1	3
<i>Agree (Net)</i>	<i>55%</i>	<i>42%</i>	<i>60%</i>
<i>Disagree (Net)</i>	<i>28</i>	<i>43</i>	<i>22</i>

- b. Gun owners should be allowed to carry concealed guns in public.

	<b>Total</b>	<b>Gun Owners</b>	<b>Non-Gun Owners</b>
Strongly agree	19%	35%	13%
Somewhat agree	22	30	19
Neither agree nor disagree	18	15	19
Somewhat disagree	15	9	18
Strongly disagree	23	9	28
Don't know	3	1	3
<i>Agree (Net)</i>	<i>41%</i>	<i>65%</i>	<i>32%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>19%</i>	<i>45%</i>

- c. The NRA is an important protector of the Second Amendment (The right to bear arms).

	<b>Total</b>	<b>Gun Owners</b>	<b>Non-Gun Owners</b>
Strongly agree	27%	44%	21%
Somewhat agree	23	28	22
Neither agree nor disagree	17	13	19
Somewhat disagree	9	7	10
Strongly disagree	18	7	23
Don't know	5	1	6
<i>Agree (Net)</i>	<i>51%</i>	<i>71%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>27%</i>	<i>14%</i>	<i>33%</i>

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## Press Release – continued –

d. The NRA is obstructing politicians from enacting meaningful gun control laws.

	<b>Total</b>	<b>Gun Owners</b>	<b>Non-Gun Owners</b>
Strongly agree	31%	22%	34%
Somewhat agree	17	16	17
Neither agree nor disagree	19	17	20
Somewhat disagree	9	12	8
Strongly disagree	17	30	12
Don't know	7	4	8
<i>Agree (Net)</i>	<i>47%</i>	<i>38%</i>	<i>51%</i>
<i>Disagree (Net)</i>	<i>26%</i>	<i>41%</i>	<i>21%</i>

e. I often watch online videos (such as YouTube or Facebook videos) that focus on operating, buying, or collecting guns or firearms.

	<b>Total</b>	<b>Gun Owners</b>	<b>Non-Gun Owners</b>
Strongly agree	7%	12%	5%
Somewhat agree	8	13	6
Neither agree nor disagree	12	19	10
Somewhat disagree	13	16	12
Strongly disagree	57	39	64
Don't know	2	2	3
<i>Agree (Net)</i>	<i>15%</i>	<i>25%</i>	<i>11%</i>
<i>Disagree (Net)</i>	<i>70%</i>	<i>55%</i>	<i>76%</i>

f. Many people in my community own or use guns.

	<b>Total</b>	<b>Gun Owners</b>	<b>Non-Gun Owners</b>
Strongly agree	26%	46%	19%
Somewhat agree	27	30	26
Neither agree nor disagree	19	12	22
Somewhat disagree	7	3	8
Strongly disagree	6	2	7
Don't know	14	6	17
<i>Agree (Net)</i>	<i>54%</i>	<i>76%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>13%</i>	<i>6%</i>	<i>15%</i>

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2. Do you think civilians should be allowed to purchase, operate and carry the following types of guns or firearms? (Select all that apply).

	Total	Gun Owners	Non-Gun Owners
Handguns	69%	85%	63%
Shotguns	51	73	43
Musket firearms	29	46	23
Semi-automatic rifles	22	39	16
Sniper rifles	12	22	9
Firearms modified with a silencer	11	19	8
Firearms modified with a bump stock	10	20	7
Other	3	5	2
None of the above	24	4	31

3. Do you, personally, currently own a gun or firearm? If so, approximately how many?

	Total	Gun Owners	Non-Gun Owners
No	70%	-	97%
Yes, 1	13	47	-
Yes, 2-5	10	37	-
Yes, more than 5	4	16	-
Don't know	2	-	3

4. Please answer the following questions. *\*Gun owners only*

- a. How did you first become familiar with guns?

	Gun Owners (n=589)
Family and friends	77%
Film and TV	10
Video games	8
Social media	8
Other	13
Don't know	4

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b. Which of these was the most influential in your decision to purchase your first gun or firearm?

	<b>Gun Owners</b>
Family and friends	65%
Film and TV	5
Video games	3
Social media	3
Other	17
Don't know	7

5. How often do you carry a gun on you?

	<b>Gun Owners</b>
Never	42%
Rarely	27
Once a month	4
Once a week	7
Daily	18
Don't know	2

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\*Gun owning respondents were asked one of questions 6-10.

6. Please describe the type of gun related media that you read, watch, or listen to, if any at all.

	<b>Gun Owners (n = 118)</b>
News/ newspapers	7%
Hunting related media	5
YouTube mentions	5
Guns rights/ gun control mentions	4
Incidents of gun related violence	4
Print/ magazine	4
NRA	3
Online/ blogs/ message boards	2
Weapon mentions	2
Movies/ TV shows (featuring guns)	2
Target practice/ skeet/ trap shooting	1
Other	10
None/Nothing	46
Don't Know	17

7. What kind, if any, of gun related media are you willing to put on your social media feed?

	<b>Total (n = 117)</b>
Any/ all/ everything	6%
Dislike/ do not use Social Media	5
NRA	2
Weapon mentions	2
Guns rights/ gun control mentions	2
Facebook	1
Hunting related media	1
Other	12
None/Nothing	55
Don't Know	16

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8. Have you ever been de-friended or blocked on social media for posting gun related media? What kind of relationship do you have with these people (ex. Family, friends, coworkers, acquaintances, etc.).

	<b>Total (n = 118)</b>
Do not use/ post on social media (about guns)	15%
Friend	5
Other	3
No/has not happened	69
Don't know	11

9. Do you feel a need to censor your social media of gun related topics? If so, how do you do so?

	<b>Total (n = 118)</b>
I have no reason/ need to censor myself/ my opinions	15%
Do not mention guns/ gun control on social media (in any form)	7
I do not use social media (often)	7
Do not follow/ read people's (overshared) opinion	3
Do not discuss anything personal/ voice my opinion on social media	2
Other	12
No/Nothing	47
Don't know	10

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10. Some claim social media has revolutionized the way Americans discuss gun control. Do you feel like this statement is accurate? How so?

	<b>Total (n =118)</b>
Opened up the discussion/ has more people talking about it	20%
Incorrect information is spread around/ no one fact checks	7
(Social) media is biased/ only shows part of the story	6
Many people do not have enough knowledge of guns (to be part of the discussion)	6
News travels faster/ instantaneously	5
Dislike/ do not use social media (to discuss guns)	5
Statement is accurate (unspecified)	5
People are unwilling to discuss the problem	4
Statement is inaccurate (unspecified)	4
Focused on (gun) violence	3
People hide behind anonymity/ have no filter/ are consequence free	2
Other	14
No/Nothing	20
Don't Know	14

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## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted July 10-12, 2018 on behalf of Newsy. For the survey, a sample of roughly 2,010 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 589 gun owners and 1,421 non-gun owners.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,010, DEFF=1.5, adjusted Confidence Interval=4.0).

The poll also has a credibility interval plus or minus 4.6 percentage points for gun owners and 3.0 percentage points for non-gun owners.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

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