

GREENBERG QUINLAN ROSNER RESEARCH

THE TARRANCE GROUP

January 23, 2007

Strong Public Support for Tough Enforcement of Common Sense Gun Laws

Mayors Against Illegal Guns



Mayors Against Illegal Guns

Methodology

- The following are key findings from a national survey of 803 Americans conducted January 10 – 15 by Greenberg Quinlan Rosner Research and The Tarrance Group on behalf of Mayors Against Illegal Guns. The sample is subject to a margin of error of approximately 3.5 percentage points at the 95 percent confidence level.



Key Findings

- **Desire for tougher enforcement.** Americans support gun laws, but they don't think they are being enforced.
- **Strong support for cities to be able to use gun sales data to solve crimes and hold dealers accountable.**
- **Strong support for common sense gun laws.**
- **Police are the best messengers when talking about gun laws.**

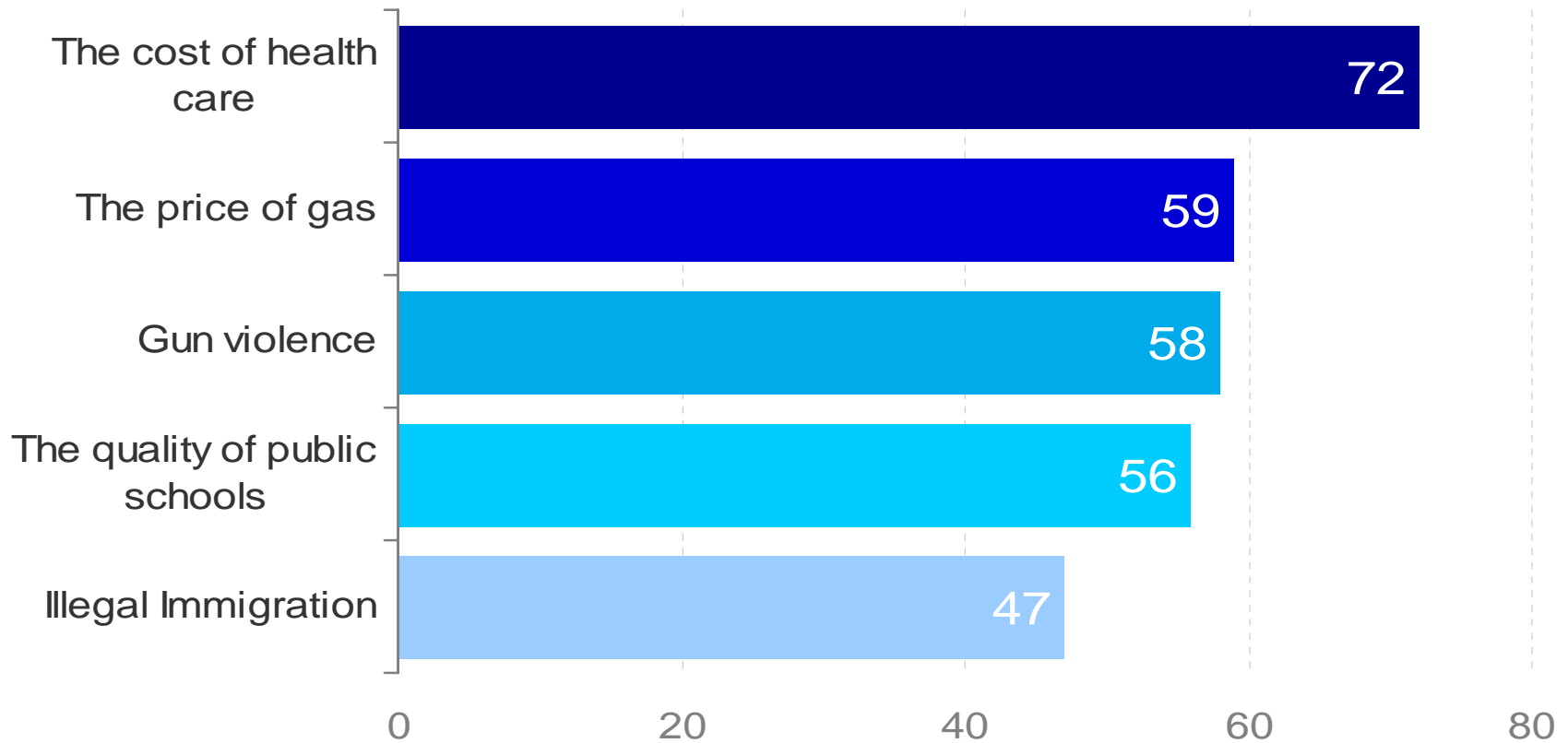


The Lay of the Land



Gun Violence is a Top Concern for Americans

Now, I am going to read some issues people in this country are concerned about. For each one, please tell me how concerned you are about that item - very concerned, somewhat concerned, not too concerned, or not at all concerned.

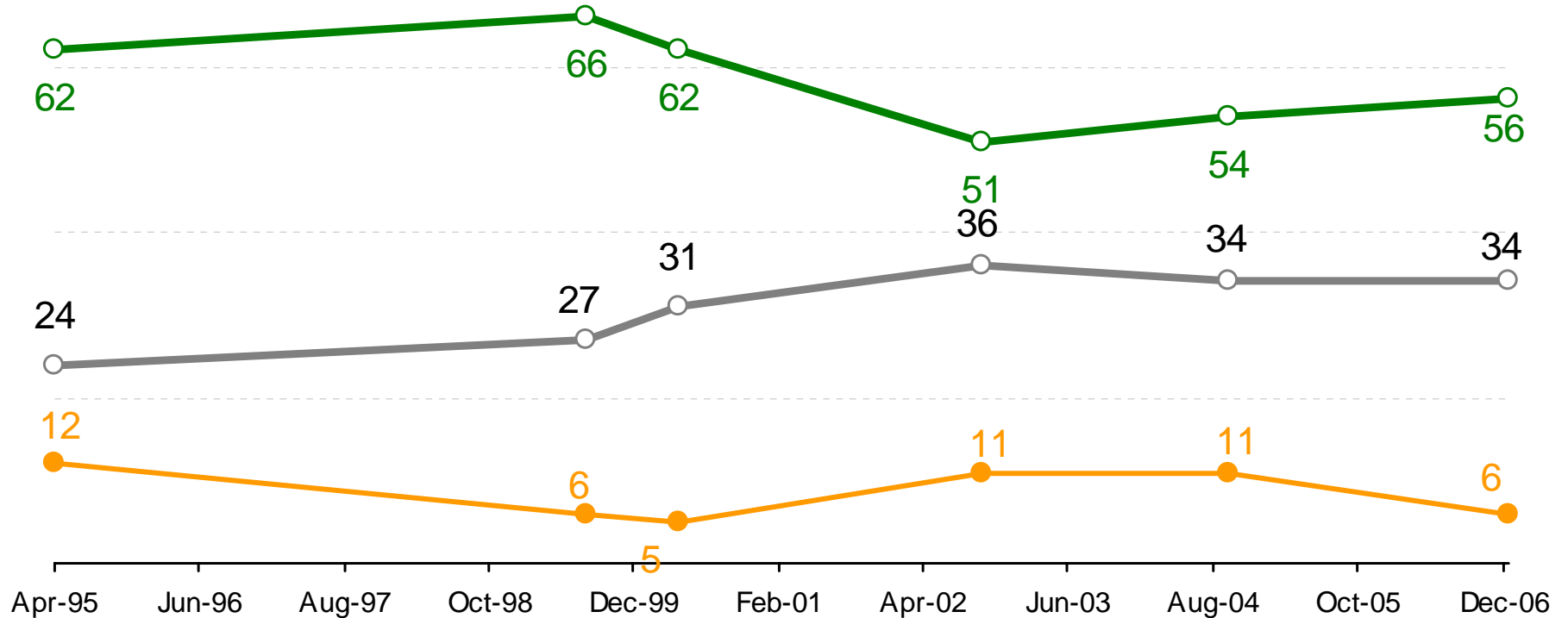


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Majority Supports Stricter Gun Laws

In general, do you feel that the laws covering the sale of guns should be made more strict, less strict, or kept as they are now?

- More Strict
- Less Strict
- Kept as they are now



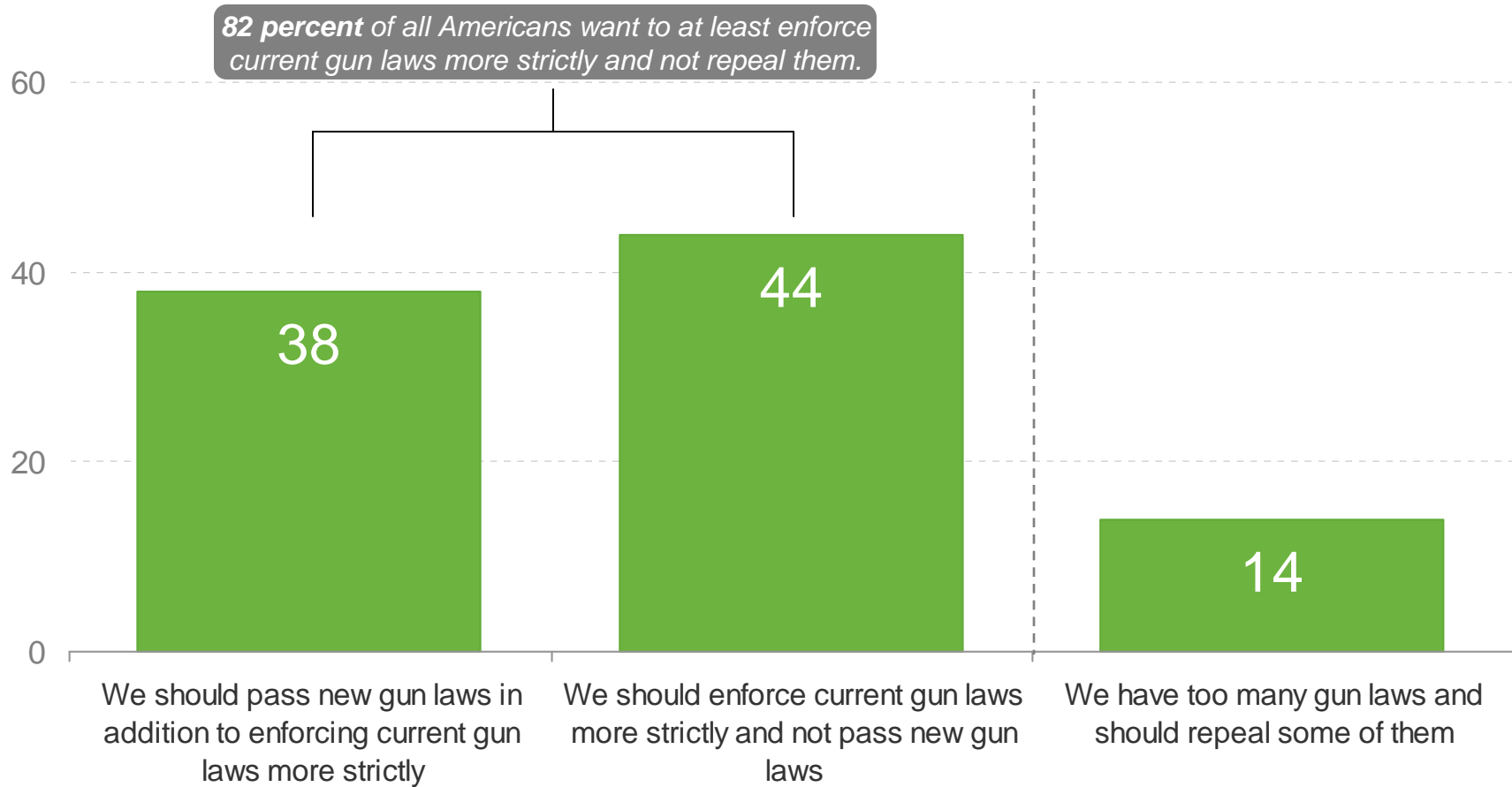
*Data prior to 2007 from Gallup



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Desire for Tougher Enforcement Of Gun Laws

Which of the following three statements best reflects your views about gun laws?

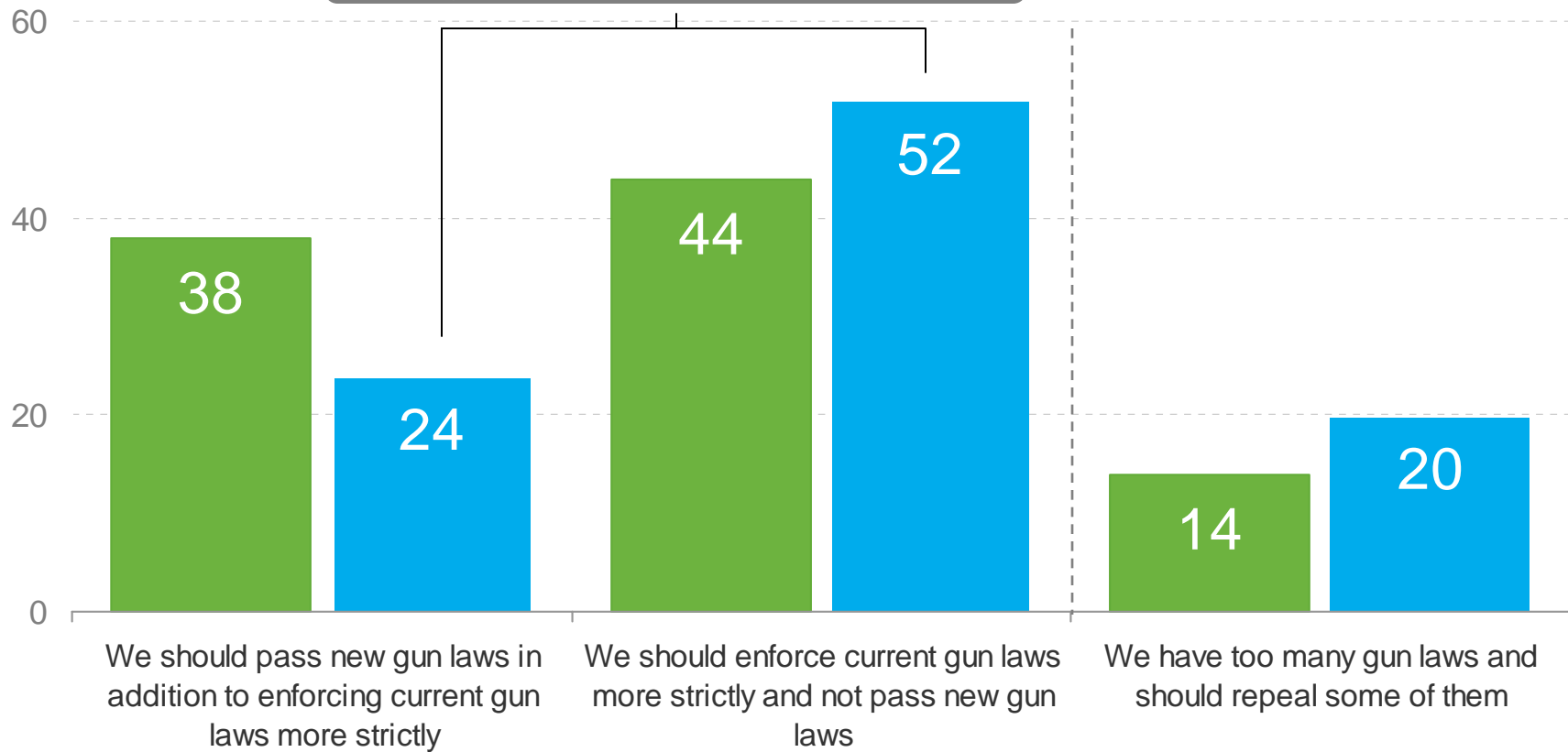


Desire for Tougher Enforcement Of Gun Laws

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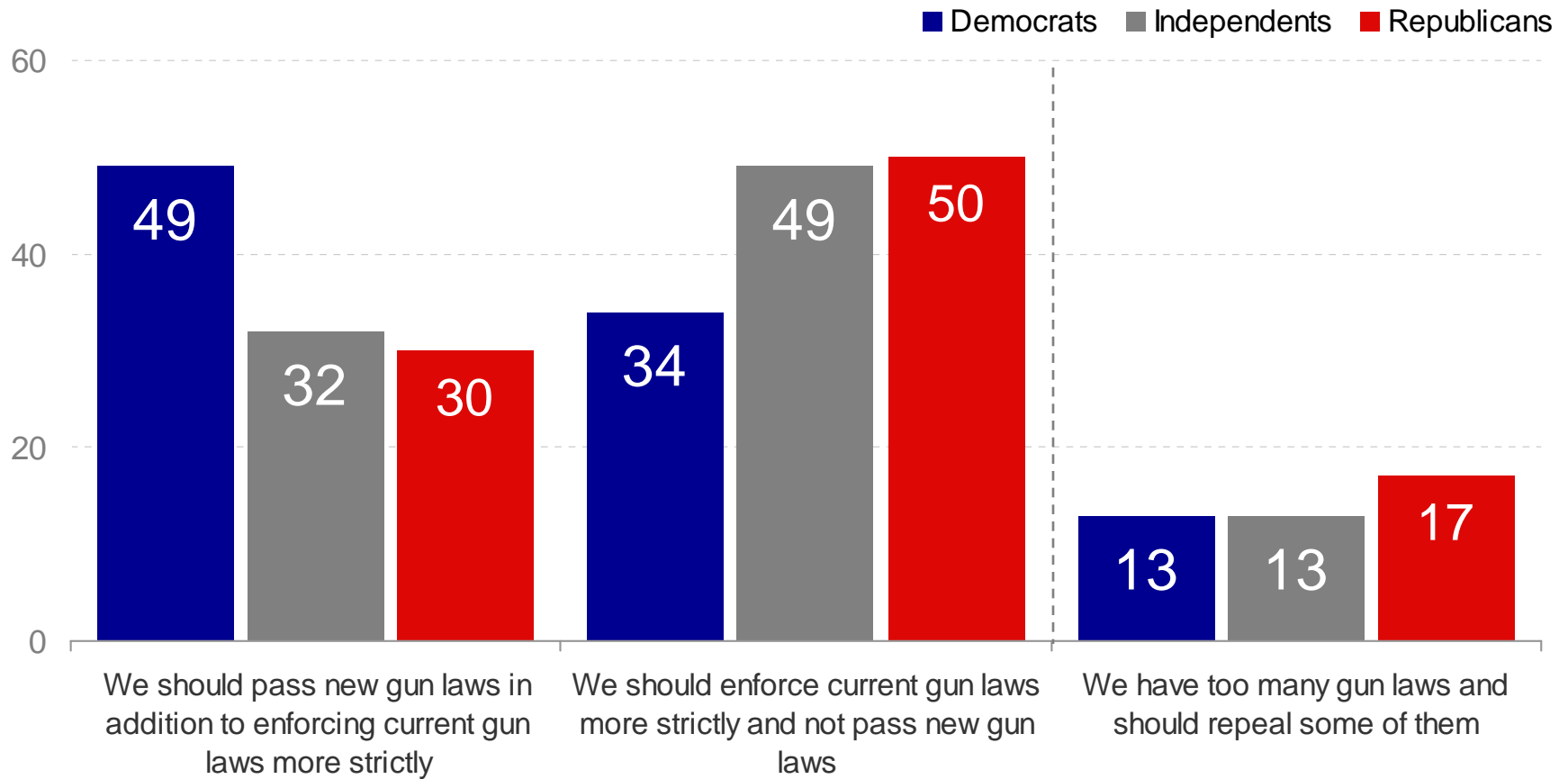
76 percent of all gun owners want to at least enforce current gun laws more strictly and not repeal them.

All Americans
Gun owners



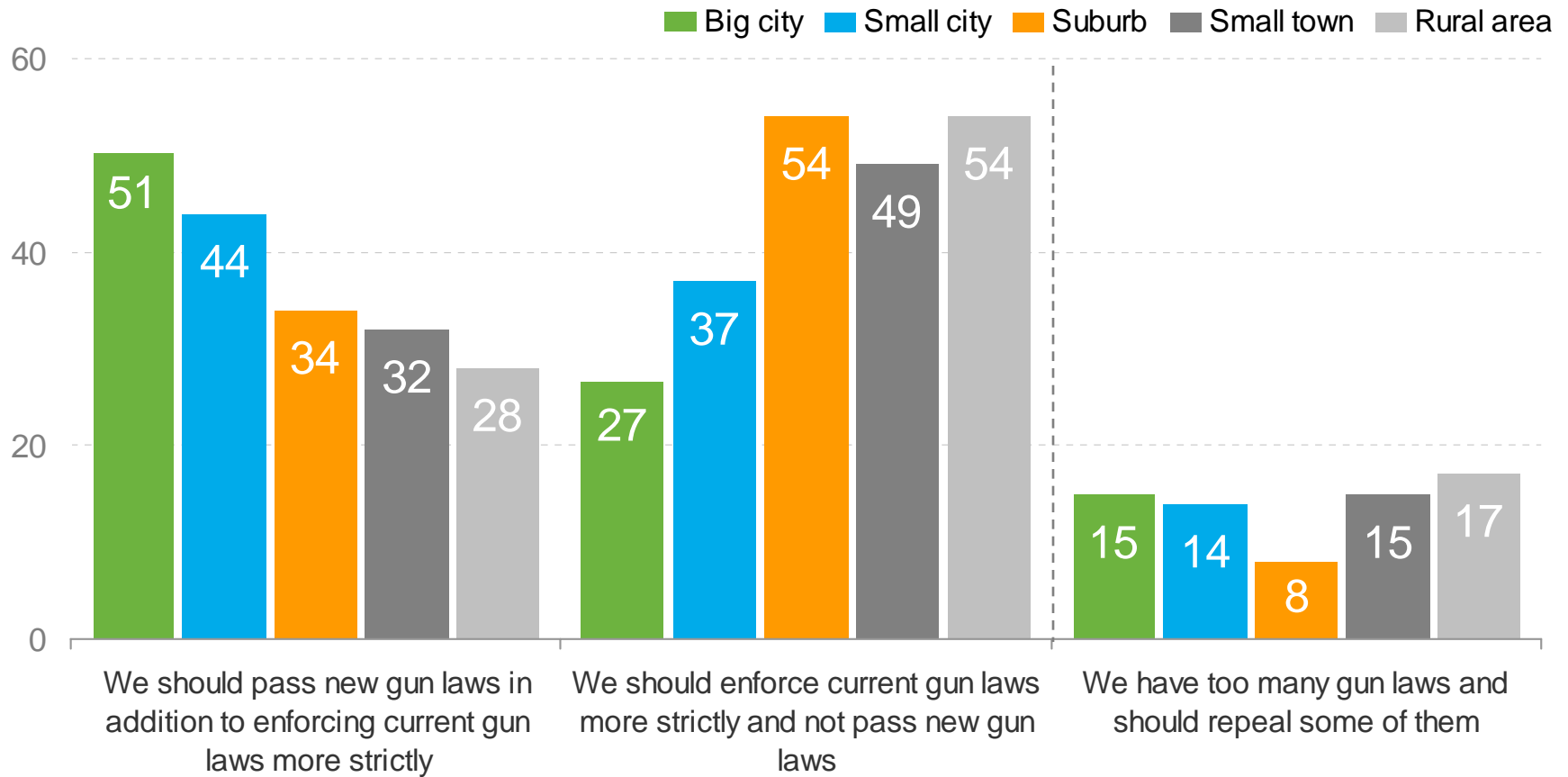
Independents, Republicans Looking For Better Enforcement

Which of the following three statements best reflects your views about gun laws?



The Bigger the City, The More People Want New Gun Laws

Which of the following three statements best reflects your views about gun laws?

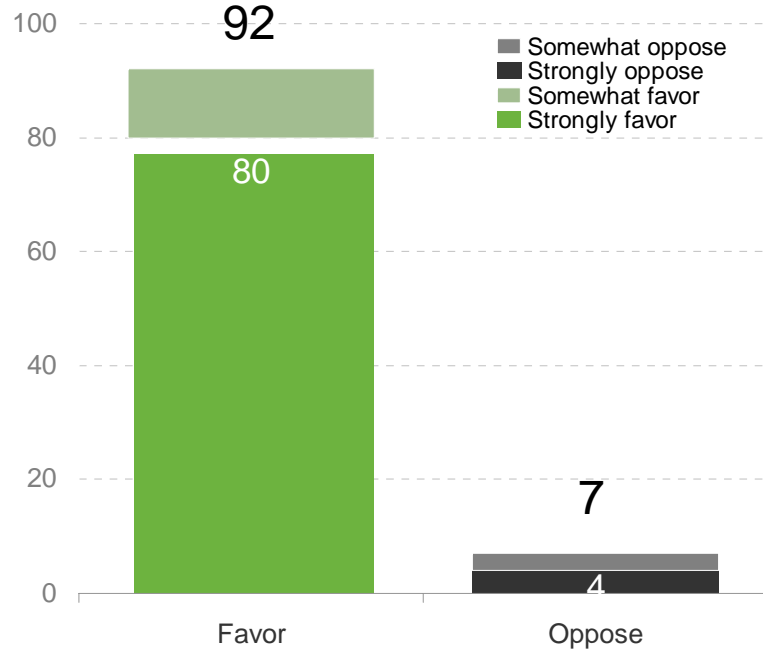


Background Checks

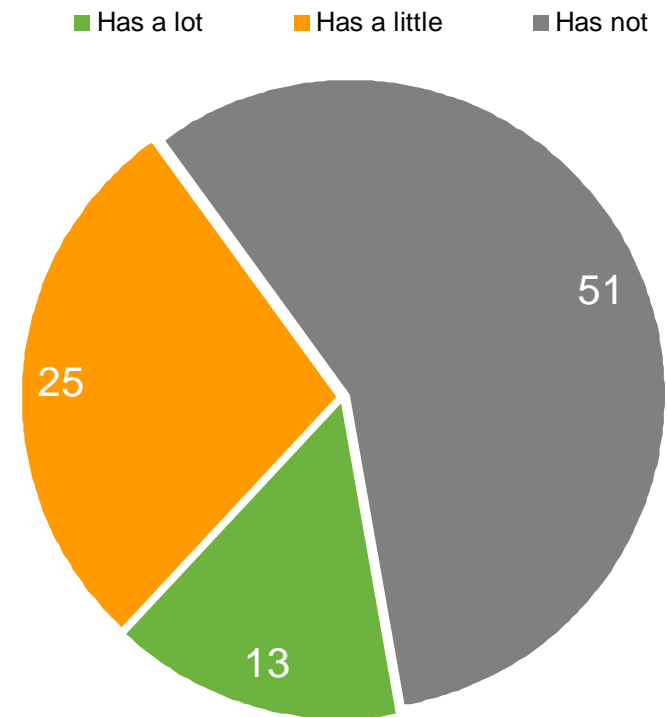


Americans Support Background Checks, But Question Implementation

Do you favor or oppose mandatory criminal background checks for all people purchasing guns?



Do you think that mandatory criminal background checks on people purchasing guns have or have not reduced gun violence?



Americans Oppose Tiahrt Amendment



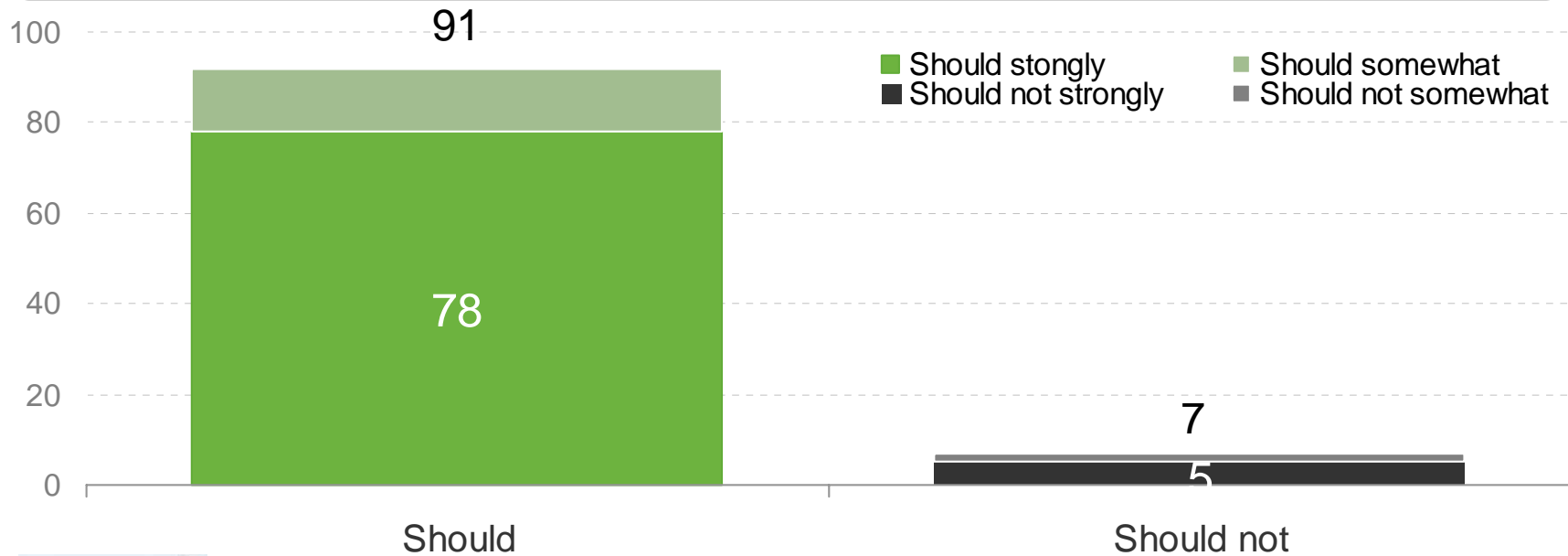
Overwhelming Support for Using Gun Sale Information to Solve Crimes

As you may know, gun retailers are required to keep records of whom they sell guns to. Now, let me read you two statements about this.

Some people say police need the ability to use information about gun sales to enforce the law and stop violent criminals.

Other people say that because most people buy guns legally, the government has no business sharing personal information from background checks.

Do you think the police **SHOULD** or **SHOULD NOT** be allowed to find out who sold and bought a gun that is found at a crime scene?



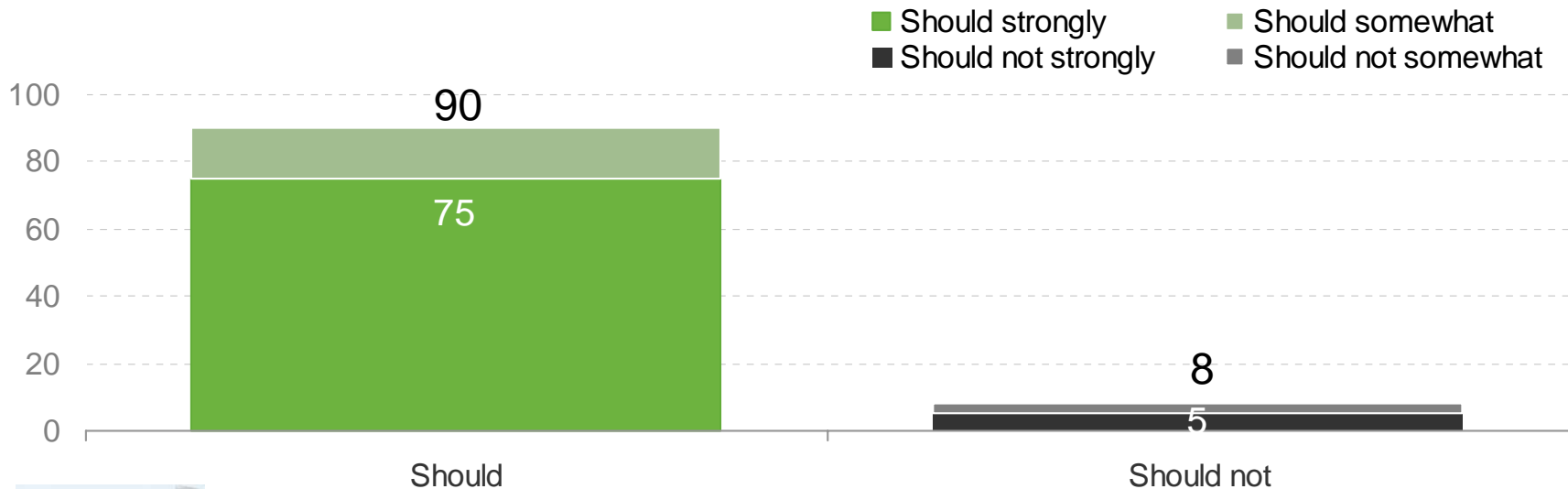
Americans Agree Police Should Share Information on Gun Sales

Now, let me read you some more information about this. Currently, the police investigating a crime are allowed to find out who bought and sold a gun found at a crime scene, but they are limited in how they can share this information with authorities in other cities or states. Now, let me read you two statements about this.

Some people say police need the full ability to share information about gun sales across cities and states to stop illegal gun trafficking. This allows the police to find leads that help them solve crime and protect Americans.

Other people say that the government cannot be trusted to use information about legally purchased guns in a responsible way. This could lead to dangerous abuses of power by the government.

Do you think the police **SHOULD** or **SHOULD NOT** be allowed to share information with other cities and states about who sold and bought a gun that is found at a crime scene?



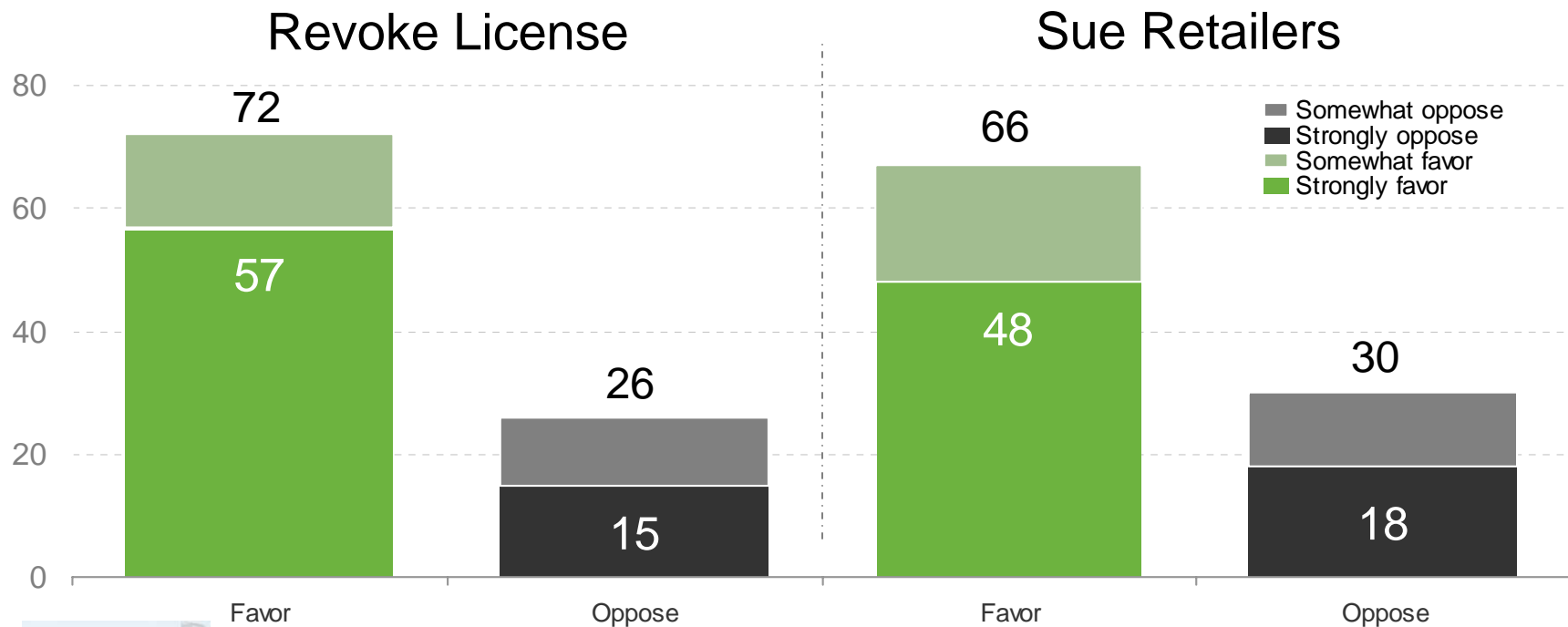
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Public Supports Use of Gun Sale Info Against Negligent Retailers

Now, I'm going to list some ways that cities could use information about gun sales. For each one, please tell me whether you FAVOR or OPPOSE cities using the information in this way.

Statement 1: To revoke the licenses of gun retailers who repeatedly sell guns that end up being used in crimes.

Statement 2: To use the gun sales information in lawsuits against gun retailers who repeatedly sell guns that end up being used in crimes.

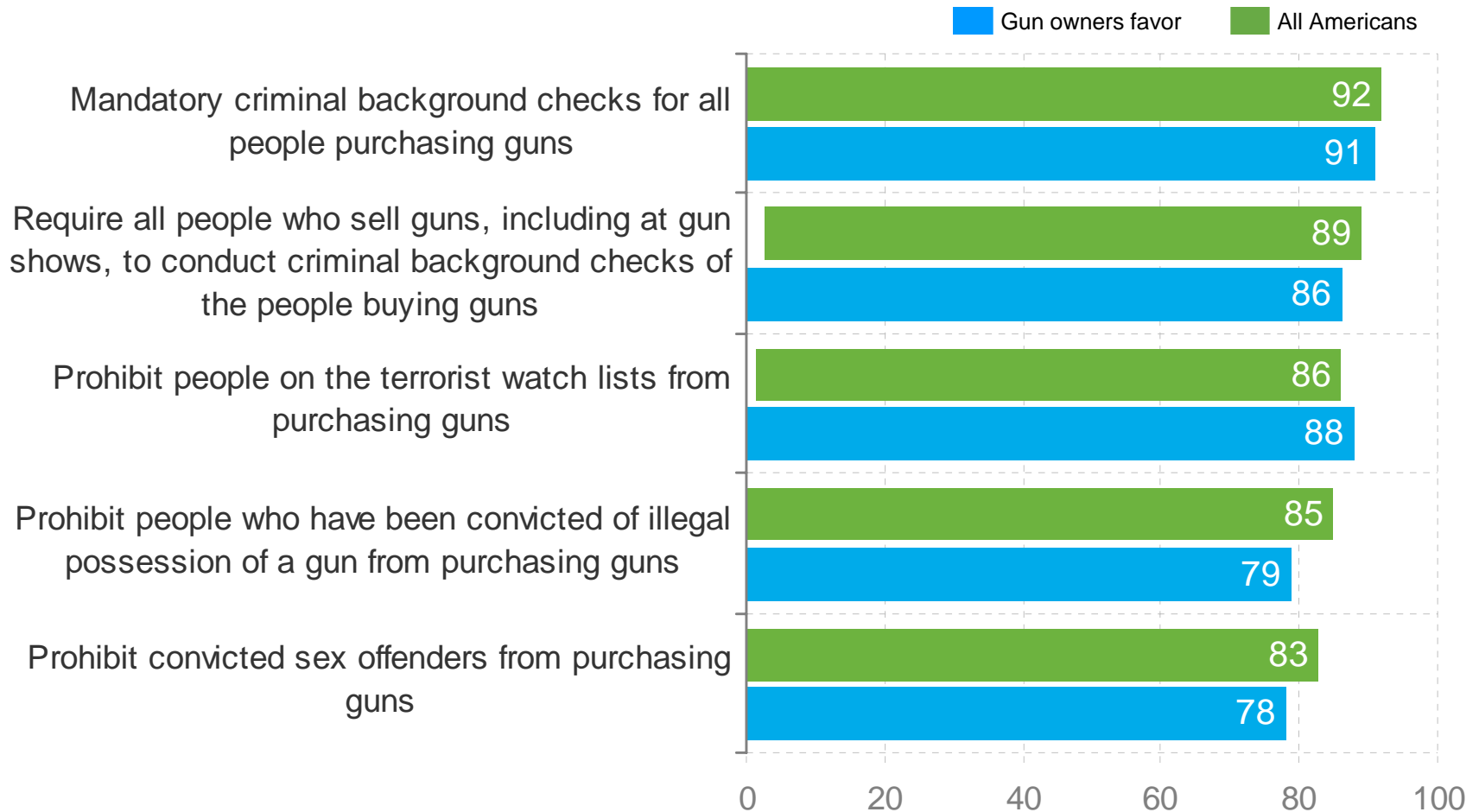


Support for Common Sense Measures



Overwhelming Support For Common Sense Measures

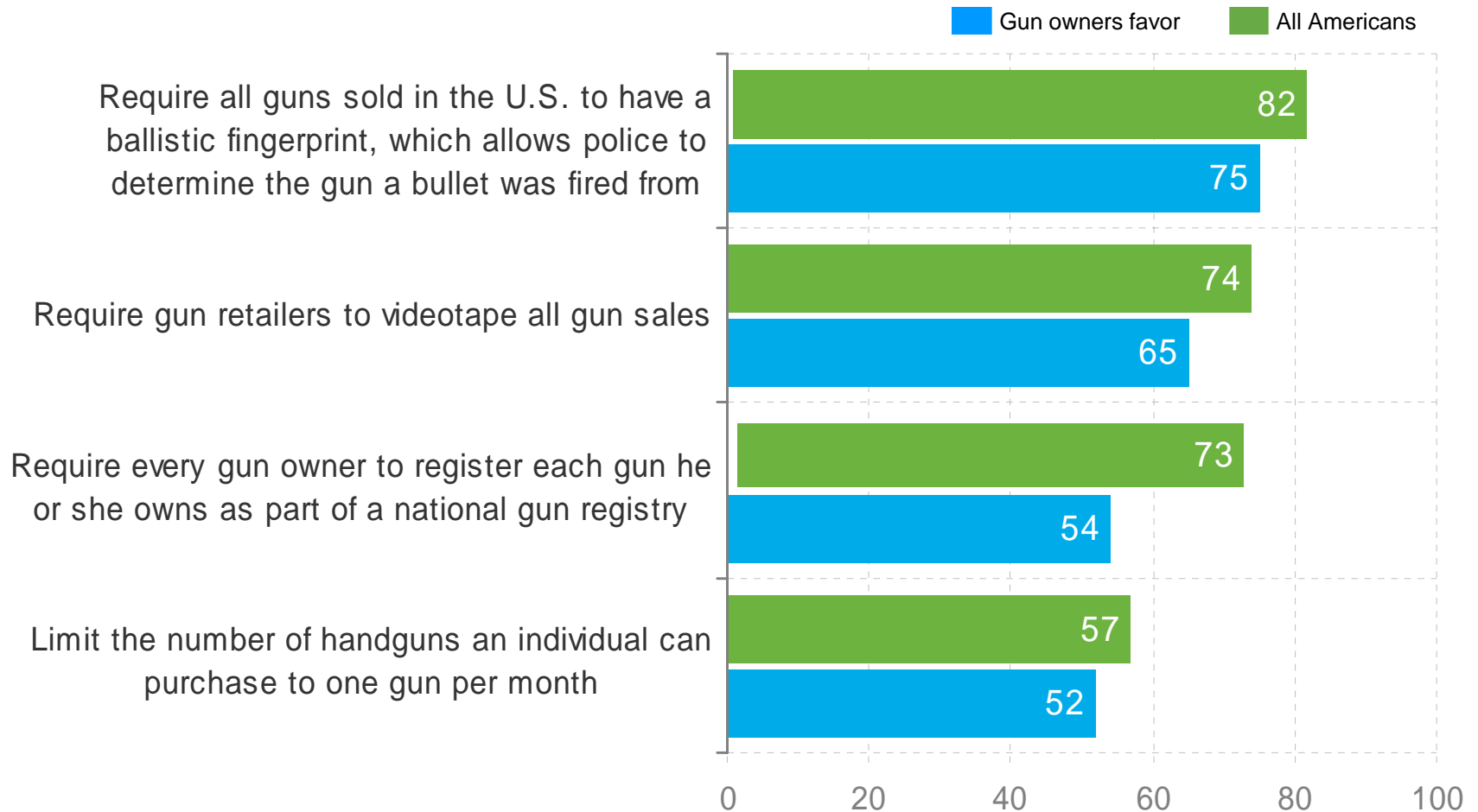
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Less Support For Registry, Gun Limit

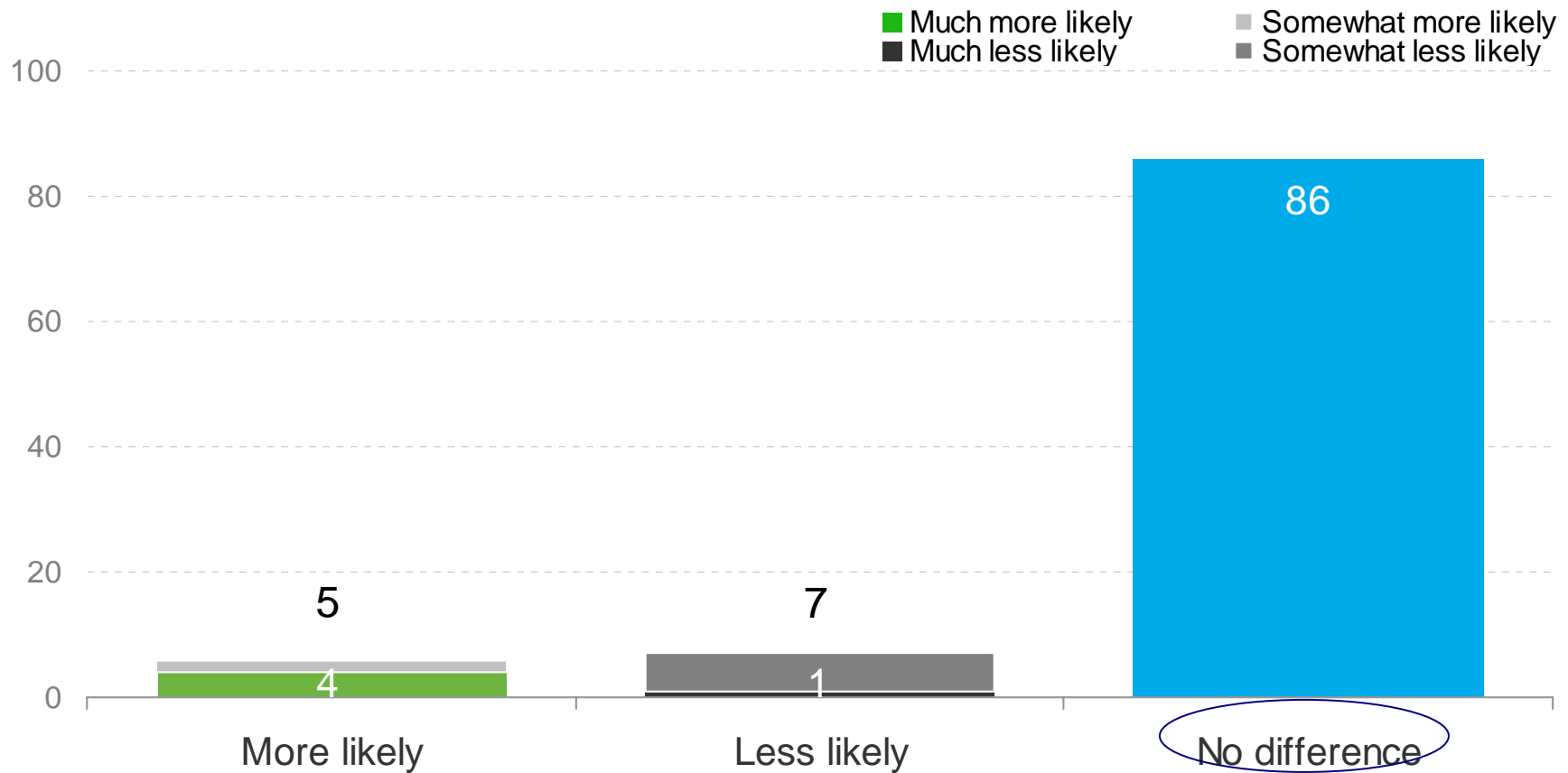
Do you favor or oppose mandatory criminal background checks for all people purchasing guns?



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Gun Owners Not Bothered By Videotaping of Gun Sales

If a store decided to videotape gun sales, would that make you MORE or LESS likely to buy a gun at that store, or would it make no difference? *



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*Only asked of GUN OWNERS

Messaging

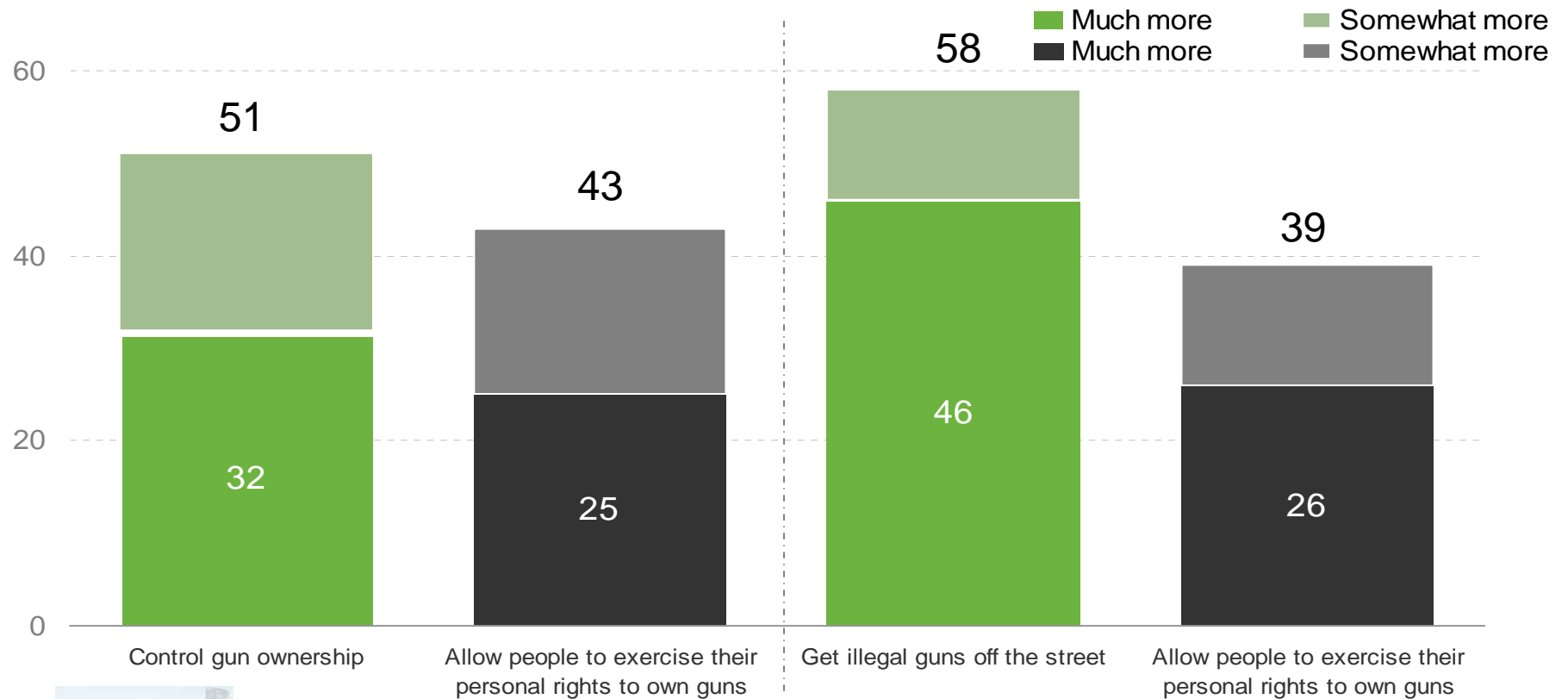


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Key Is Getting Illegal Guns Off The Street

[STATEMENT A] Which do you think is more important – to allow people to exercise their personal rights to own guns, or to control gun ownership?

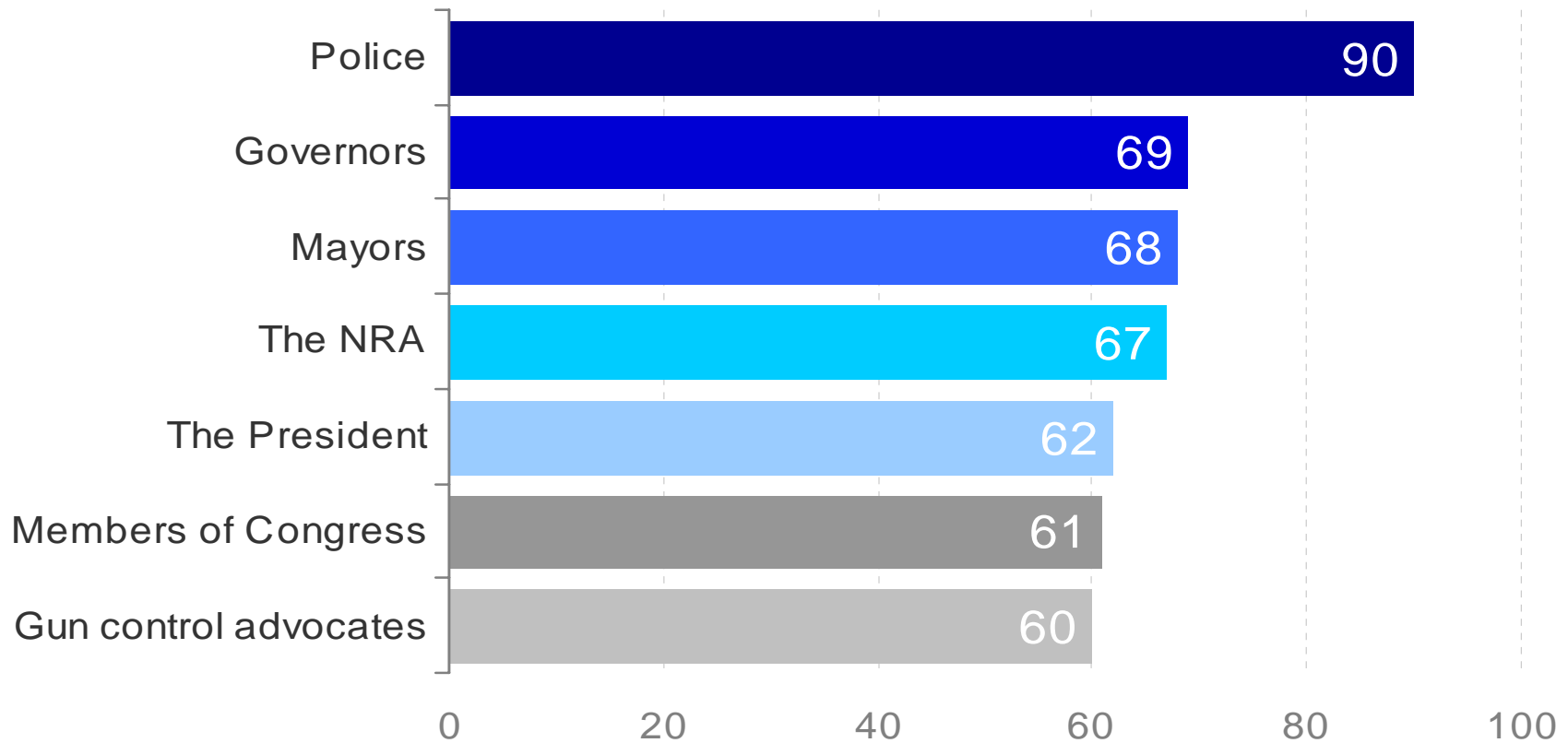
[STATEMENT B] Which do you think is more important – to allow people to exercise their personal rights to own guns, or to get illegal guns off the street?



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Police Are Best Messengers On Gun Laws

Now let me read you a short list of people and organizations, and please tell me how much you would trust what each one had to say about gun laws. Please tell me if you would trust what they had to say very much, some, not very much or not at all.



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*Value denotes percentage that trust the group very much/some

Summary

- **Strong support for tougher enforcement**
- **Strong support for common sense gun laws, including among gun owners**
- **Americans' strongest support is for getting illegal guns off the street, not gun control**



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