

GREENBERG QUINLAN ROSNER RESEARCH

THE TARRANCE GROUP

April 14, 2008

Americans Support Common Sense Measures to Cut Down on Illegal Guns

A Bipartisan Survey for Mayors Against Illegal Guns



Mayors Against Illegal Guns

Methodology

- The following are key findings from a national survey of 800 Americans, age 18+, conducted March 31 – April 3, 2008 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.
- Greenberg Quinlan Rosner Research is a Democratic polling firm and The Tarrance Group is a Republican polling firm.
- For more about Greenberg Quinlan Rosner Research, please visit: www.greenbergresearch.com
- For more about The Tarrance Group, please visit: www.tarrance.com



Key Findings

- Americans Believe Stopping Gun Violence is Very Important
 - Strong Support for Many Key Anti-Illegal Gun Initiatives
- But Most Still Want to Protect Second Amendment Rights
- And These Two Goals Are Not Mutually Exclusive to Them
- Support For Anti-Illegal Gun Initiatives Can Benefit Presidential Contenders

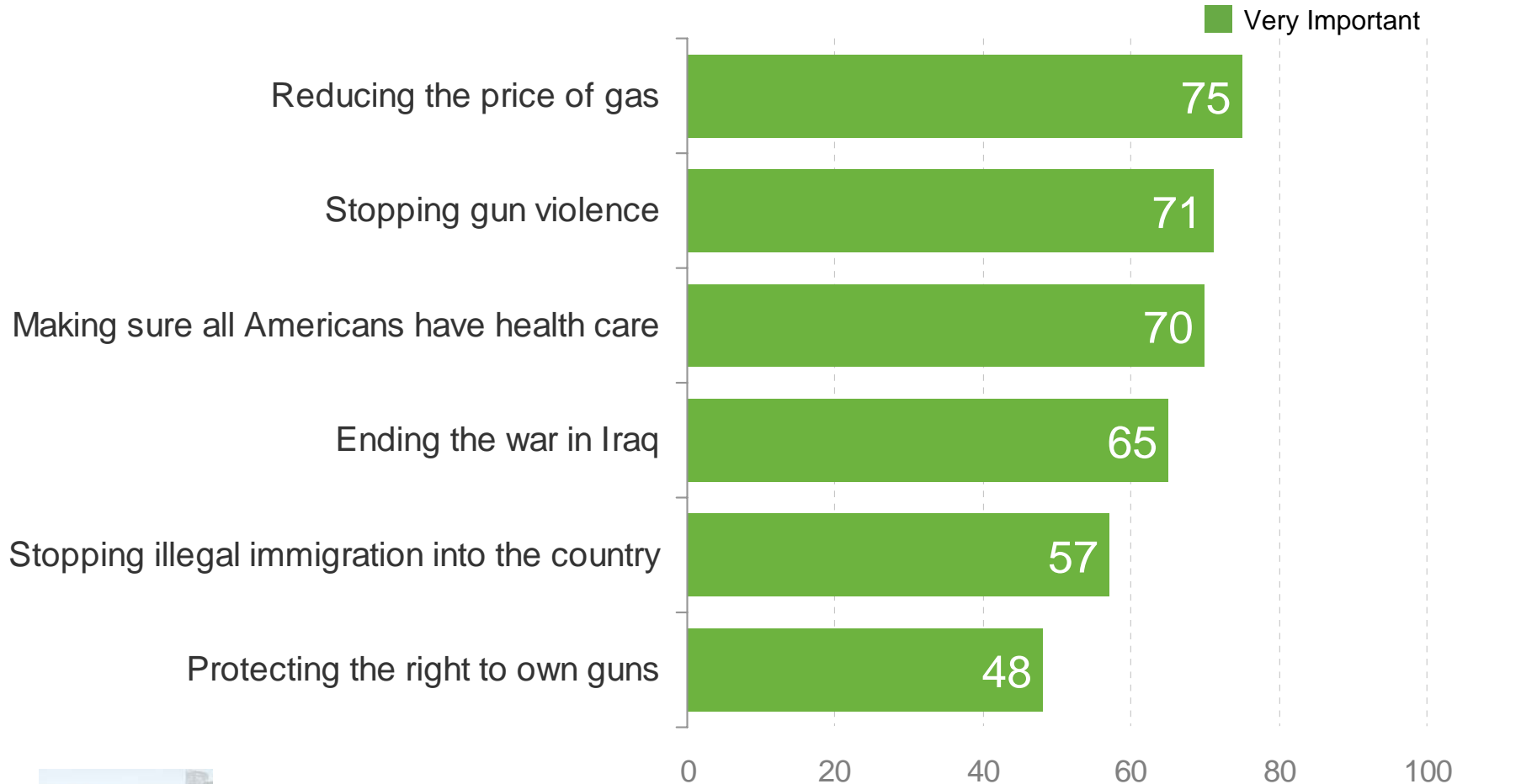


The Lay of the Land



Stopping Gun Violence Very Important to Most Americans

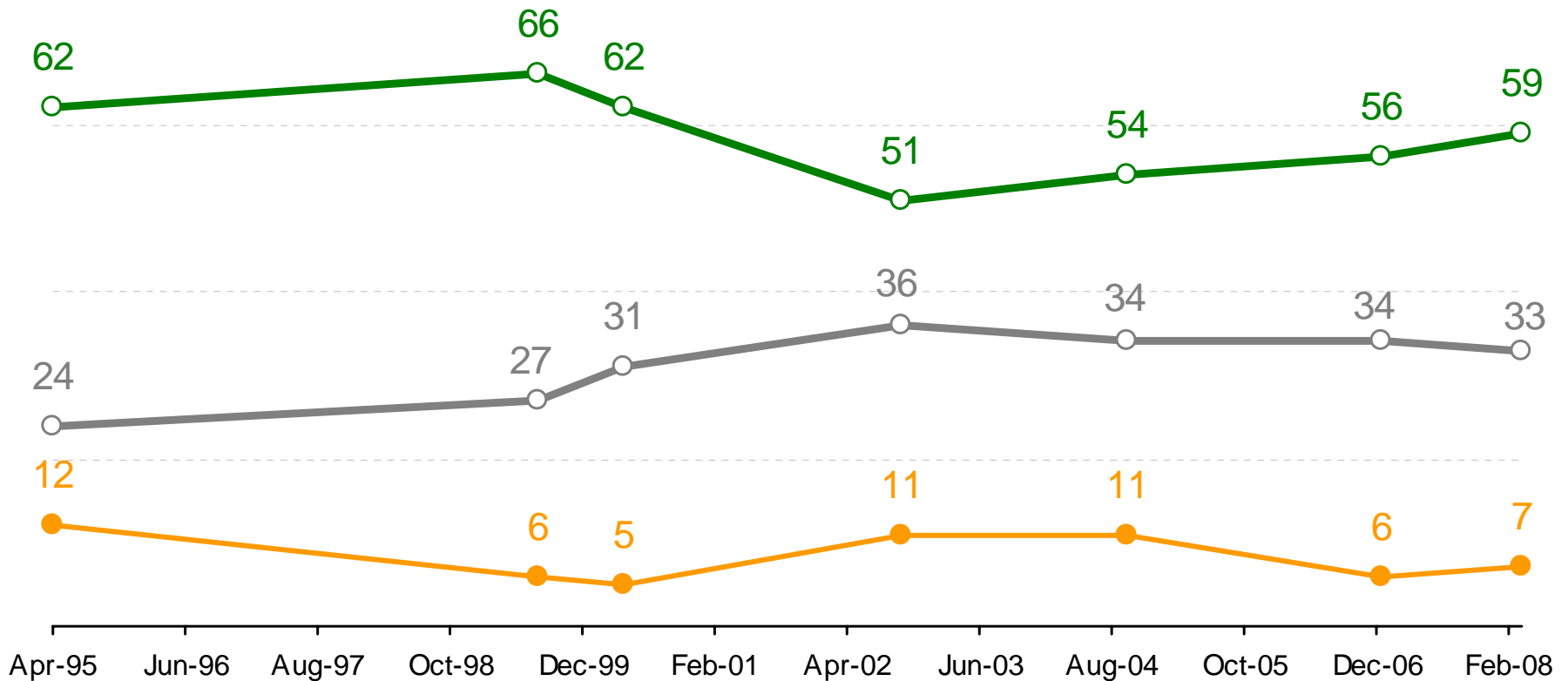
Now, I am going to read some goals that people in this country are talking about. For each one, please tell me how important that goal is to you - very important, somewhat important, not too important, or not at all important.



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

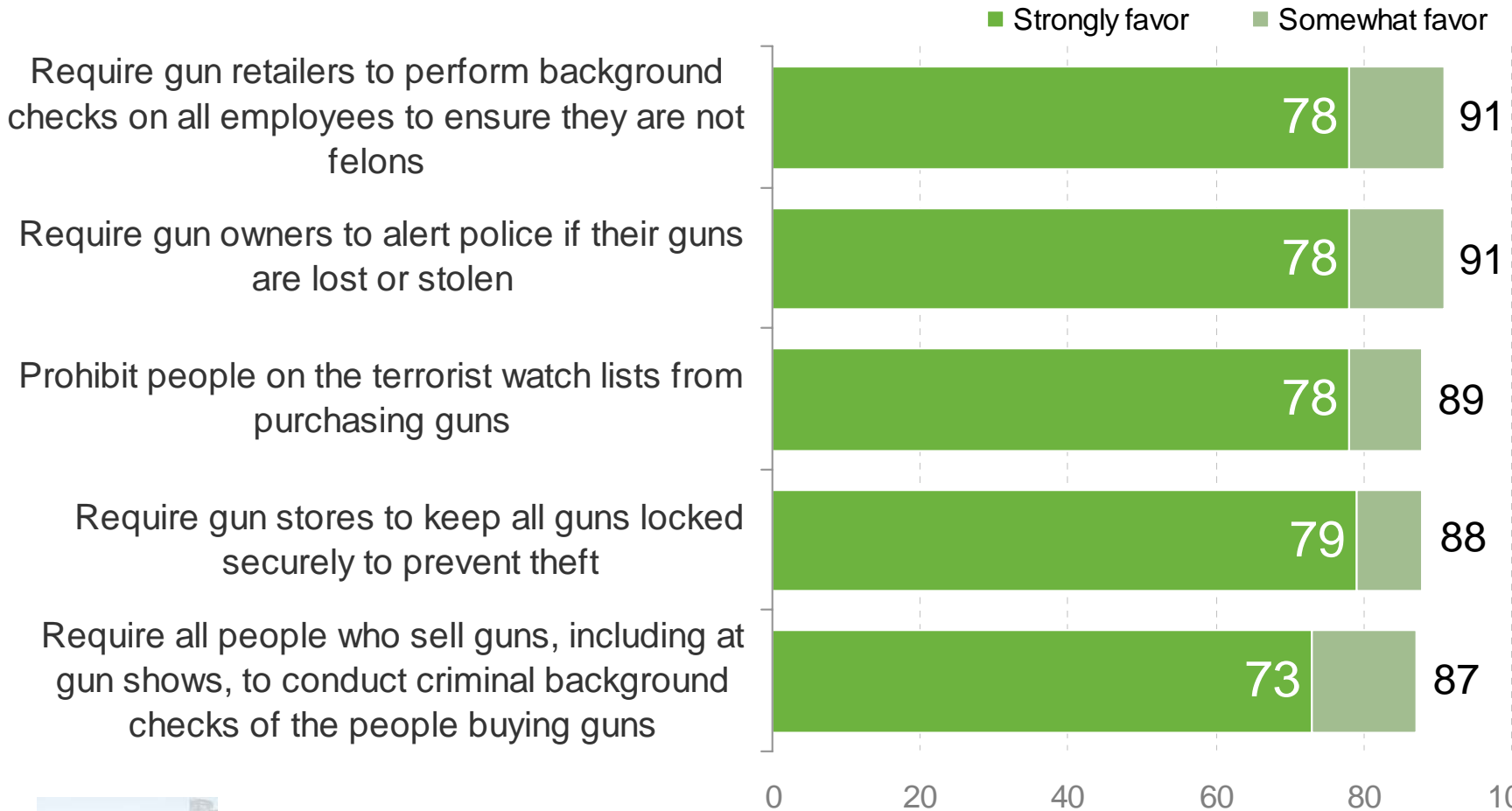


Key Measures



Americans Support Initiatives to Stop Illegal Guns (Tier 1)

Now, I am going to read you a list of proposals. For each one, please tell me whether you would favor or oppose this proposal.



Americans Support Initiatives to Stop Illegal Guns (Tier 2)

Now, I am going to read you a list of proposals. For each one, please tell me whether you would favor or oppose this proposal.

■ Strongly favor ■ Somewhat favor

Require gun retailers to inspect their own inventories at least once a year to make sure no guns have been stolen or gone missing.



Require gun sellers to install machines that can check if the driver's licenses of gun buyers are valid



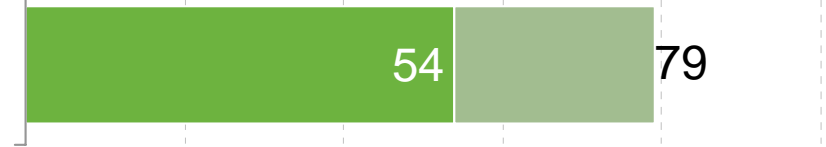
Prohibit convicted sex offenders from purchasing guns



Prohibit gun retailers whose licenses have been revoked from continuing to sell their guns without a background check



Raise the maximum federal penalty for illegal gun trafficking from 10 years to 20 years in prison

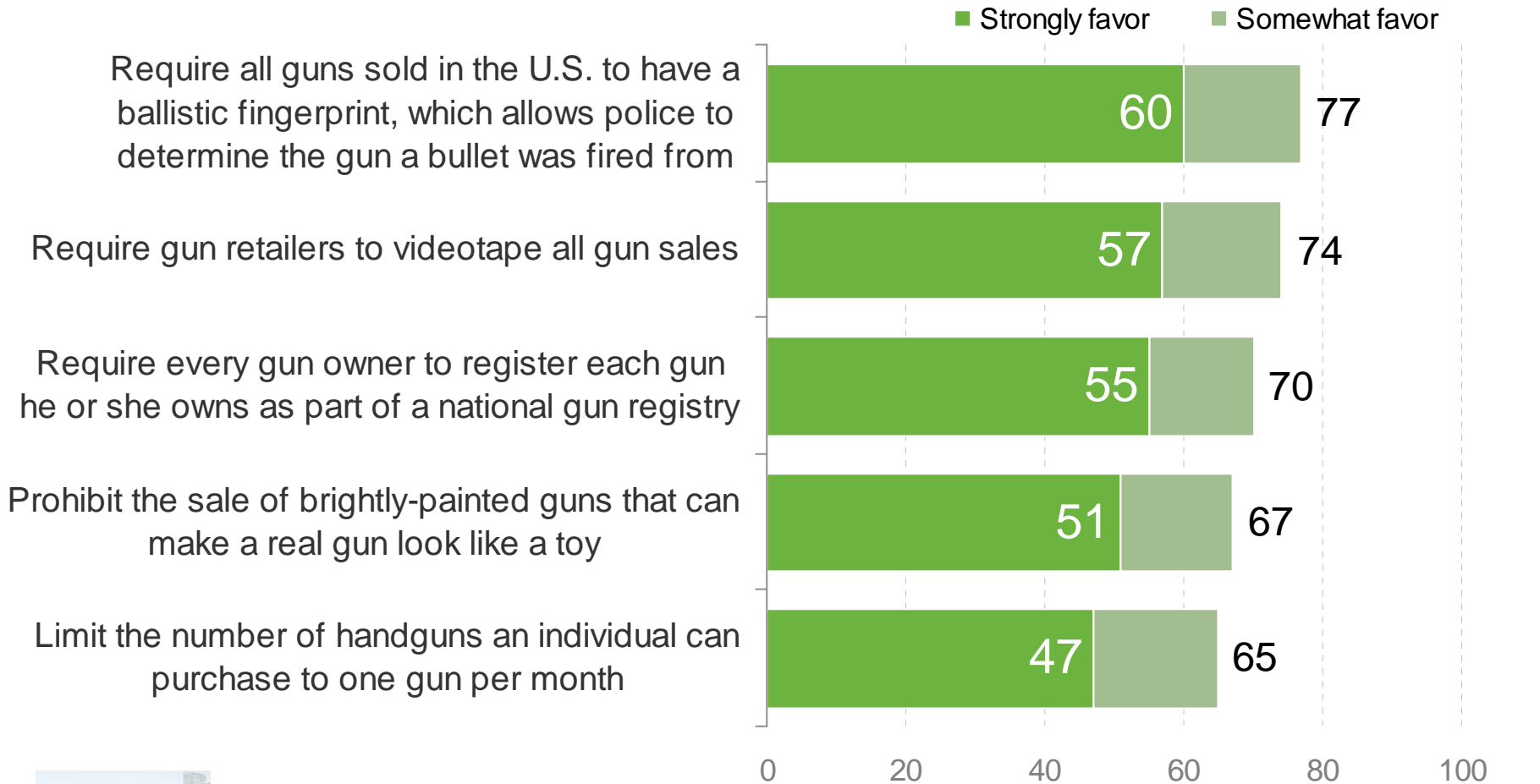


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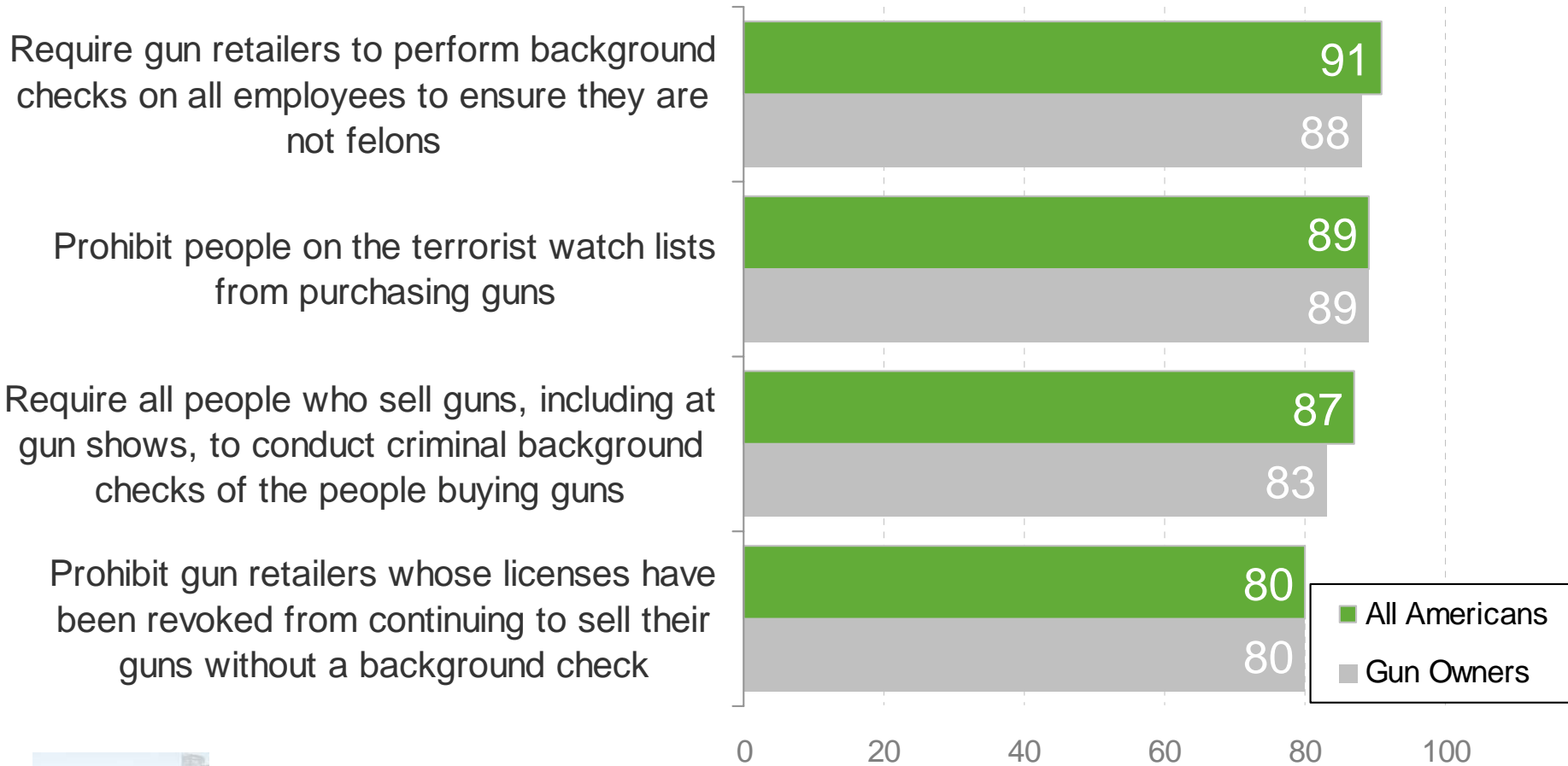
Americans Support Initiatives to Stop Illegal Guns (Tier 3)

Now, I am going to read you a list of proposals. For each one, please tell me whether you would favor or oppose this proposal.



Support for Coalition's Common Sense Measures to Fix Background Check Gaps

Now, I am going to read you a list of proposals. For each one, please tell me whether you would favor or oppose this proposal.

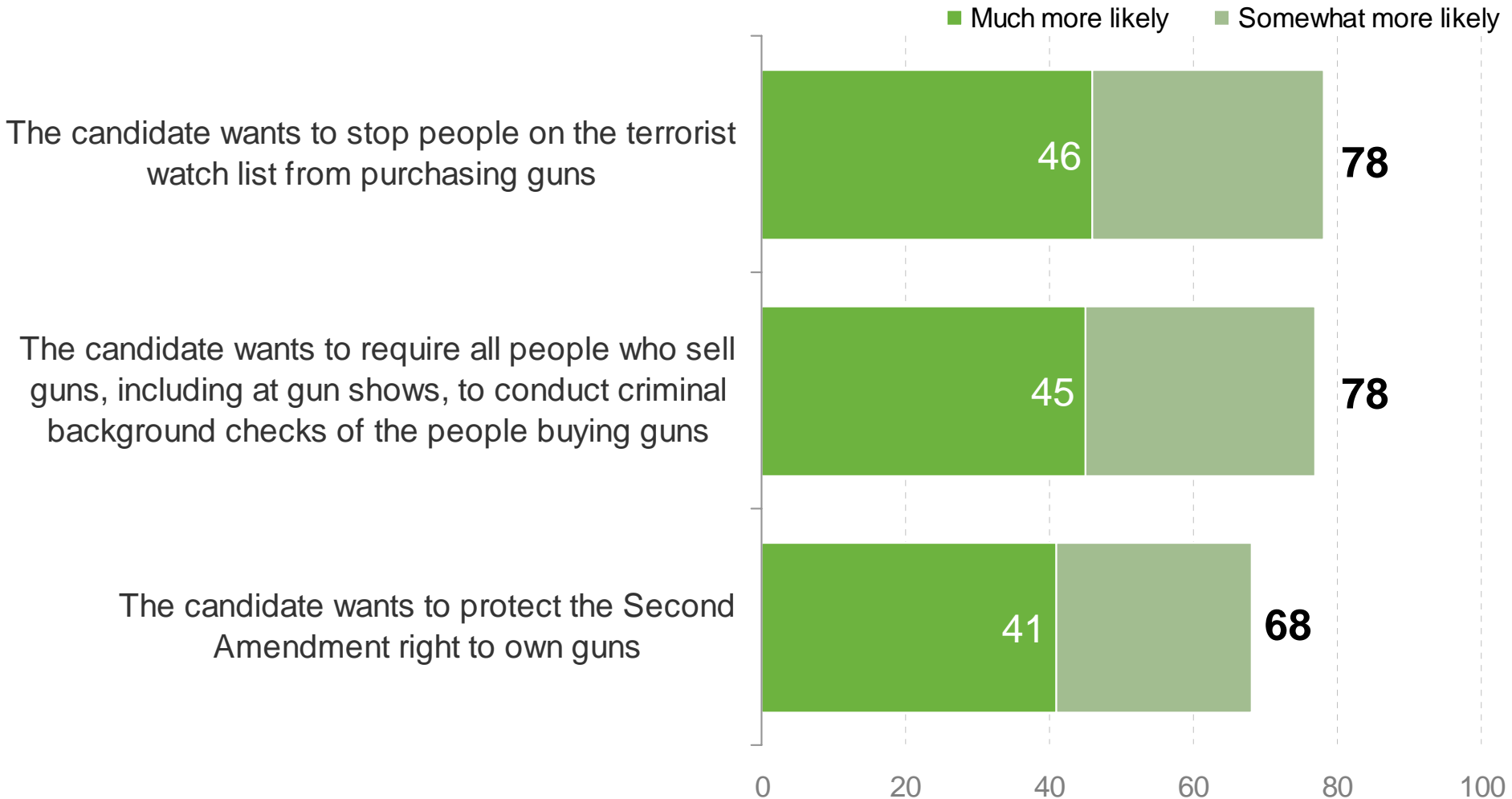


The Presidential Campaign



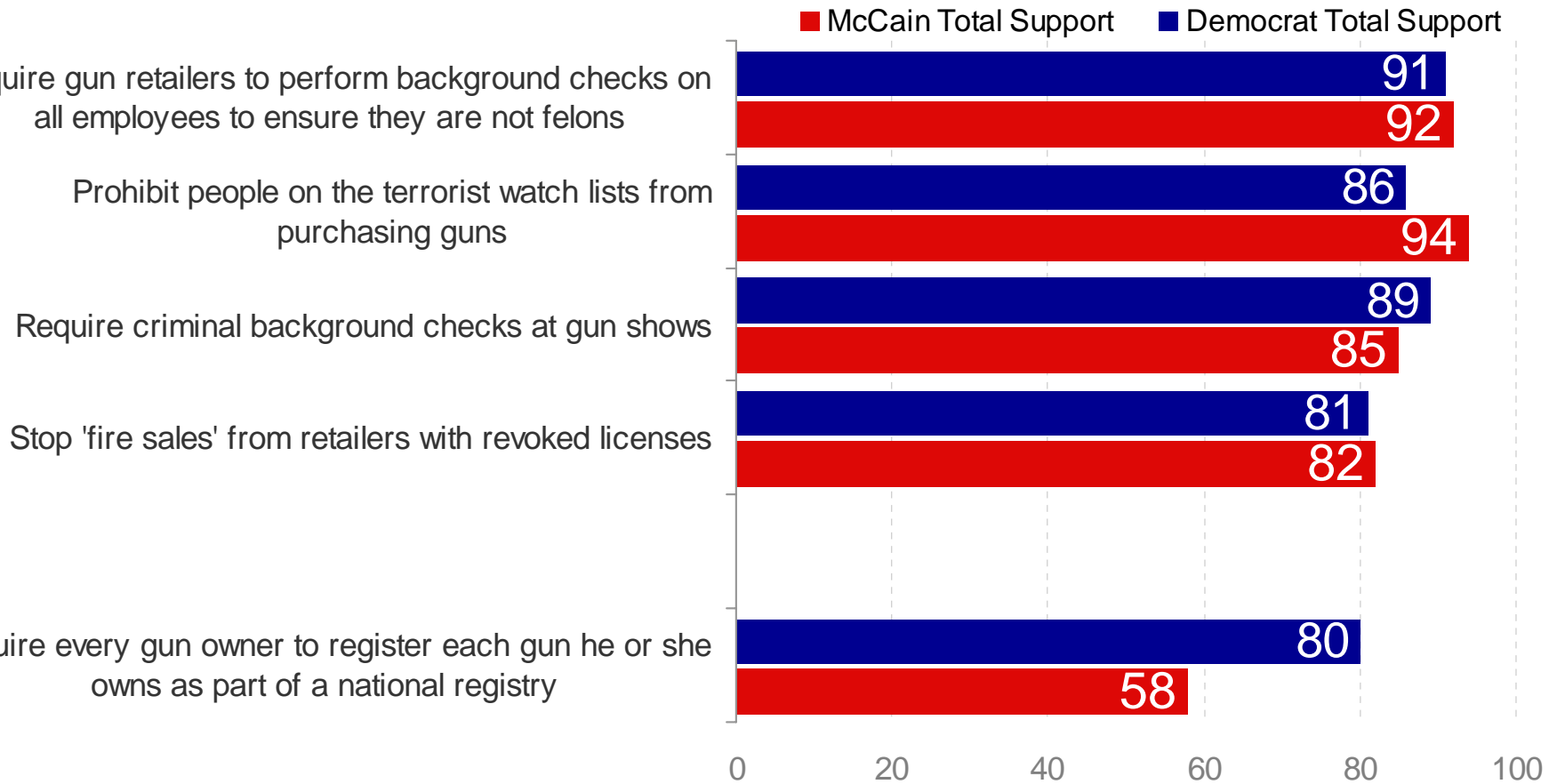
Support for Common Sense Measures to Cut Down on Illegal Guns Can Help Presidential Candidates

Now, let me ask you something different. Thinking about the candidates running for President, I'd like to read you a series of positions one of those candidates might take. For each position, please tell me whether that candidate's position would make you more or less likely to support him or her.



McCain & Democratic Voters Both Support Key Measures

Now, I am going to read you a list of proposals. For each one, please tell me whether you would favor or oppose this proposal.



Messages



Americans Looking for Common Sense Solutions that Protect Rights and Keep People Safe (Tier 1)

Now I'd like to read you some statements that some mayors are saying about why we need stricter gun laws. For each statement, please tell me how convincing a reason this is to SUPPORT stricter gun laws on a scale from 0 to 10, where 10 means it is a very convincing reason to SUPPORT stricter gun laws, 0 means it is not convincing at all, and 5 means neutral.

**% 8-10 on
0-10 scale**

We have to find common sense solutions that protect the rights of law-abiding citizens to hunt and protect themselves, but also allow law-abiding citizens to walk the streets without fear and to know their kids will be safe in school.

61

Criminals and terrorists shouldn't have an edge over law enforcement. It's wrong that law enforcement in one city or state can't access the information on who bought and sold guns used in a crime and share it with cops trying to solve a crime somewhere else.

56

There's something wrong when school and church shootings are so common that they don't shock us anymore. We didn't do enough after Columbine or Virginia Tech. And we need to get guns out of the hands of those not responsible enough to keep them before the next school shooting.

53



Americans Looking for Common Sense Solutions that Protect Rights and Keep People Safe (Tier 2)

Now I'd like to read you some statements that some mayors are saying about why we need stricter gun laws. For each statement, please tell me how convincing a reason this is to SUPPORT stricter gun laws on a scale from 0 to 10, where 10 means it is a very convincing reason to SUPPORT stricter gun laws, 0 means it is not convincing at all, and 5 means neutral.

**% 8-10 on
0-10 scale**

Every law-abiding citizen has the right to bear arms. But that right doesn't extend to criminals and terrorists. It's wrong that law enforcement in one city or state can't access the information on who bought and sold guns used in a crime and share it with cops trying to solve a crime somewhere else.

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Every law-abiding citizen has the right to bear arms, but America's cities are considerably different than rural areas. There's nothing wrong with carrying guns in the country, but big city mayors need the ability to enact laws that cut down on the number of illegal guns on the streets of their cities.

39

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33



Opposition Can Make Inroads on Freedom Argument

Now I'd like to read you some statements that some people are saying about why we don't need stricter gun laws. For each statement, please tell me how convincing a reason this is to OPPOSE stricter gun laws on a scale from 0 to 10, where 10 means it is a very convincing reason to OPPOSE stricter gun laws, 0 means it is not convincing at all, and 5 means neutral.

**% 8-10 on
0-10 scale**

Whenever the government gets its hands too deep into the lives of Americans, we lose our freedoms. The last thing we need is more government regulation and more government telling us what whether we can or cannot own guns.

53

Criminals will find a way to get guns no matter how many more laws we make. They're not going to obey gun laws, so more government regulation means law-abiding citizens will forfeit their right to protect their homes, their families, and themselves from criminals.

46

America has always had a deep tradition of gun-ownership, going back to the revolution and the frontier. Throughout the generations, the lessons of hunting and sportsmanship have been passed down from father to son. Self-reliance and self-protection make us who we are.

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Summary



Summary

- Americans see it as entirely compatible to support gun rights while believing we need common sense laws that keep illegal guns off the streets.
- The “Common Sense” background check measures: closing the gun show loophole, closing the terror gap, requiring gun store employee background checks, and stopping dealer fire sales all scored 80 percent or more support from all Americans, McCain supporters, Obama/Clinton supporters, and even gun owners.

