

A Survey by Dr. Frank Luntz / Word Doctors

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*December 2009*

# America's Gun Owners Support Common Sense Gun Laws

Policies Must Uphold Security AND Liberty

*Commissioned By Mayors Against Illegal Guns*

# Methodology



The following are key findings from a **national survey of 832 Gun Owners, (401 NRA gun owners and 431 non-NRA gun owners)** conducted by The Word Doctors on behalf of Mayors Against Illegal Guns on November 25 – December 2, 2009.

The sample is subject to a **margin of error of 3.5%**.



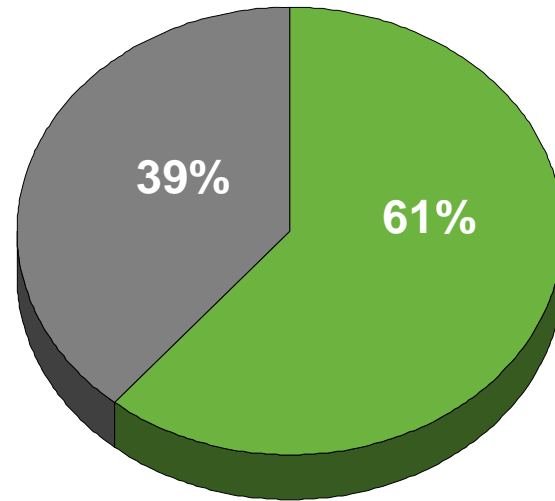
Gun owners value a **common sense approach** that balances **freedom and security**

# Gun owners put a priority on personal freedom

*Which do you believe should be a higher priority for America right now?*

## NRA Gun Owner

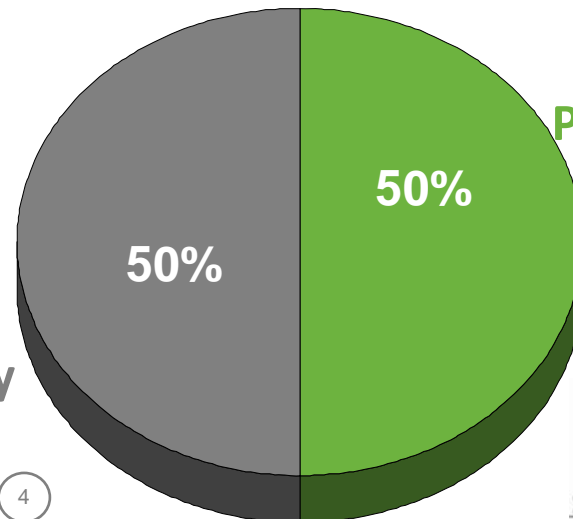
Promoting National,  
State, and Local Safety  
and Security



Promoting  
Personal Freedom

## Non-NRA Gun Owner

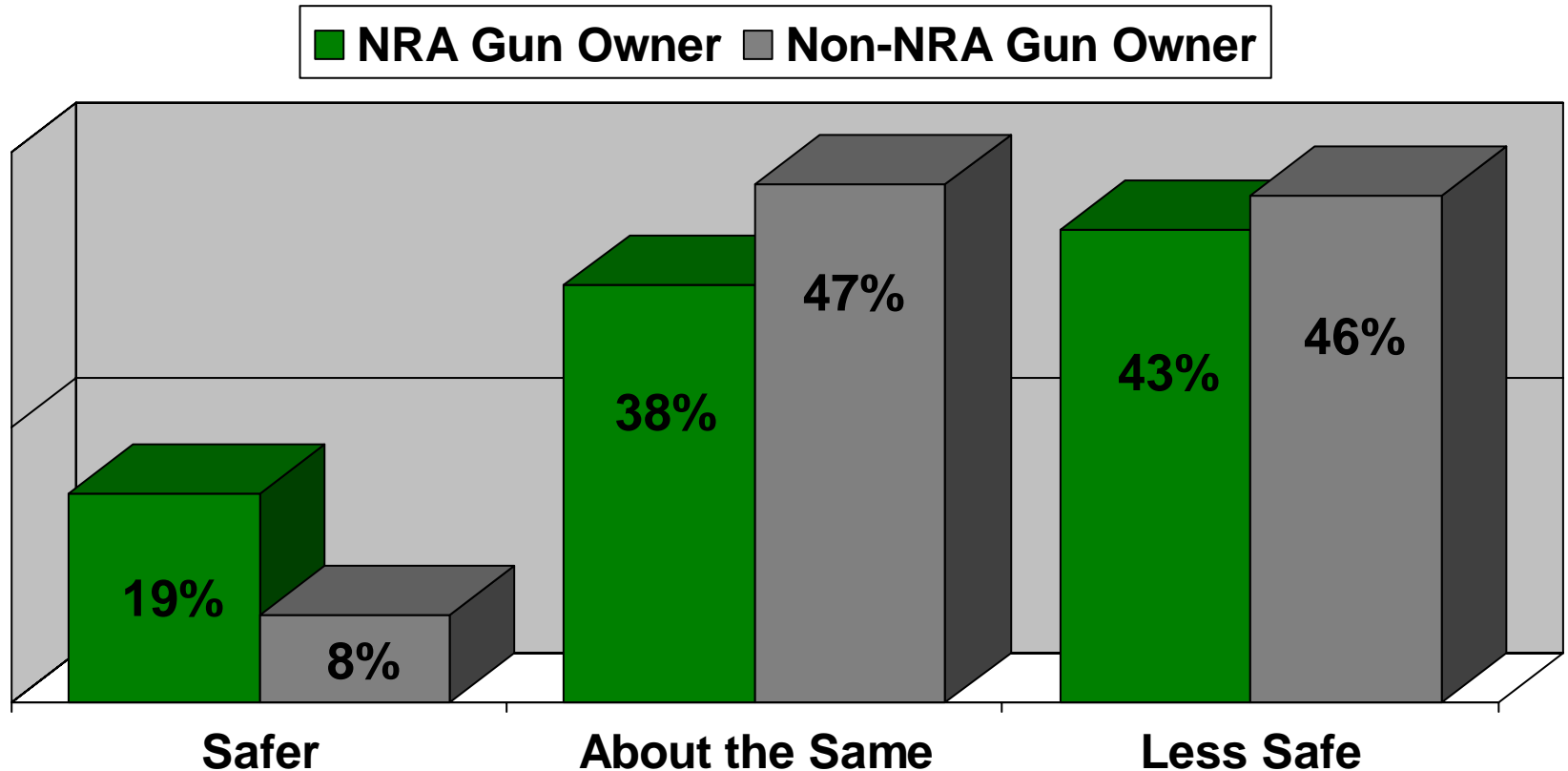
Promoting National,  
State, and Local Safety  
and Security



Promoting  
Personal Freedom

# But gun owners feel less secure

*And when you think about where you live and work, do you feel \_\_\_\_\_ than you did five years ago?*



**Much Safer:**

**NRA: 9%**

**Non-NRA: 3%**

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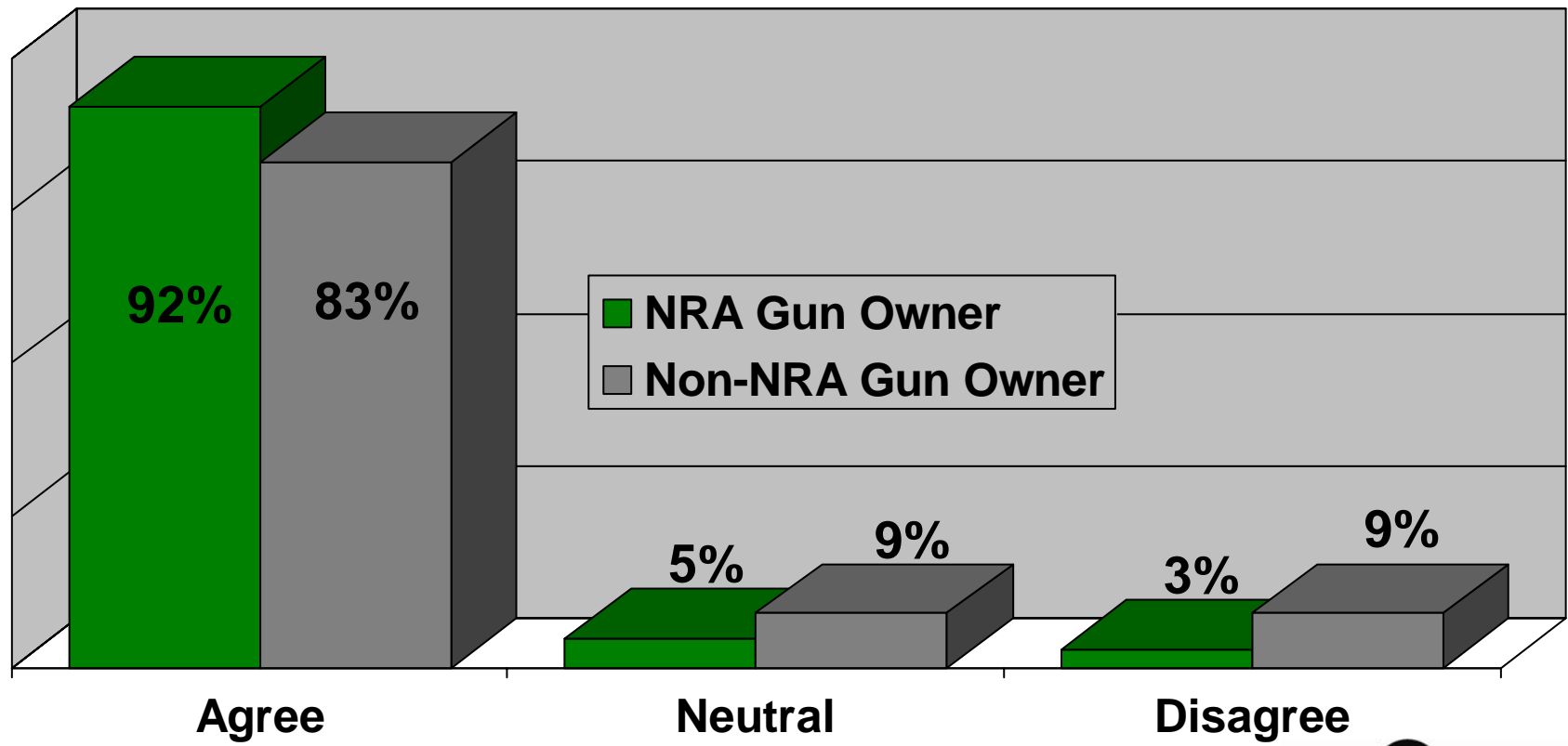
**Much Less Safe:**

**NRA: 18%**

**Non-NRA: 16%**

# The right to protect themselves is important

*Tell me whether you \_\_\_\_ with this statement: “Law-abiding Americans should have the freedom to choose how to protect themselves, based on their personal situation. No local, state or federal government should dictate this decision.”*



**Strongly Agree:**

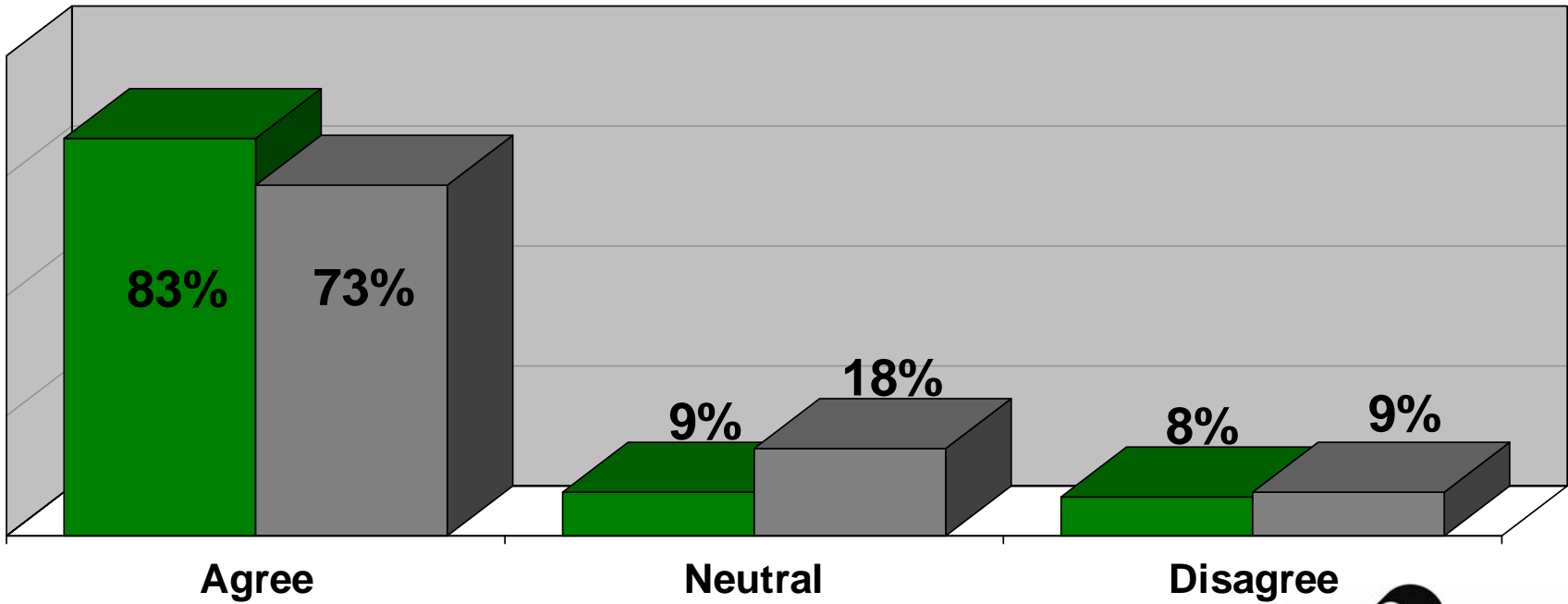
**NRA: 79%**

**Non-NRA: 64%**

# Protecting personal freedoms is important, but these freedoms do not extend to criminals

*Tell me whether you \_\_\_\_\_ with this statement:  
“Support for Second Amendment rights goes hand-in-hand with keeping illegal guns out of the hands of criminals.”*

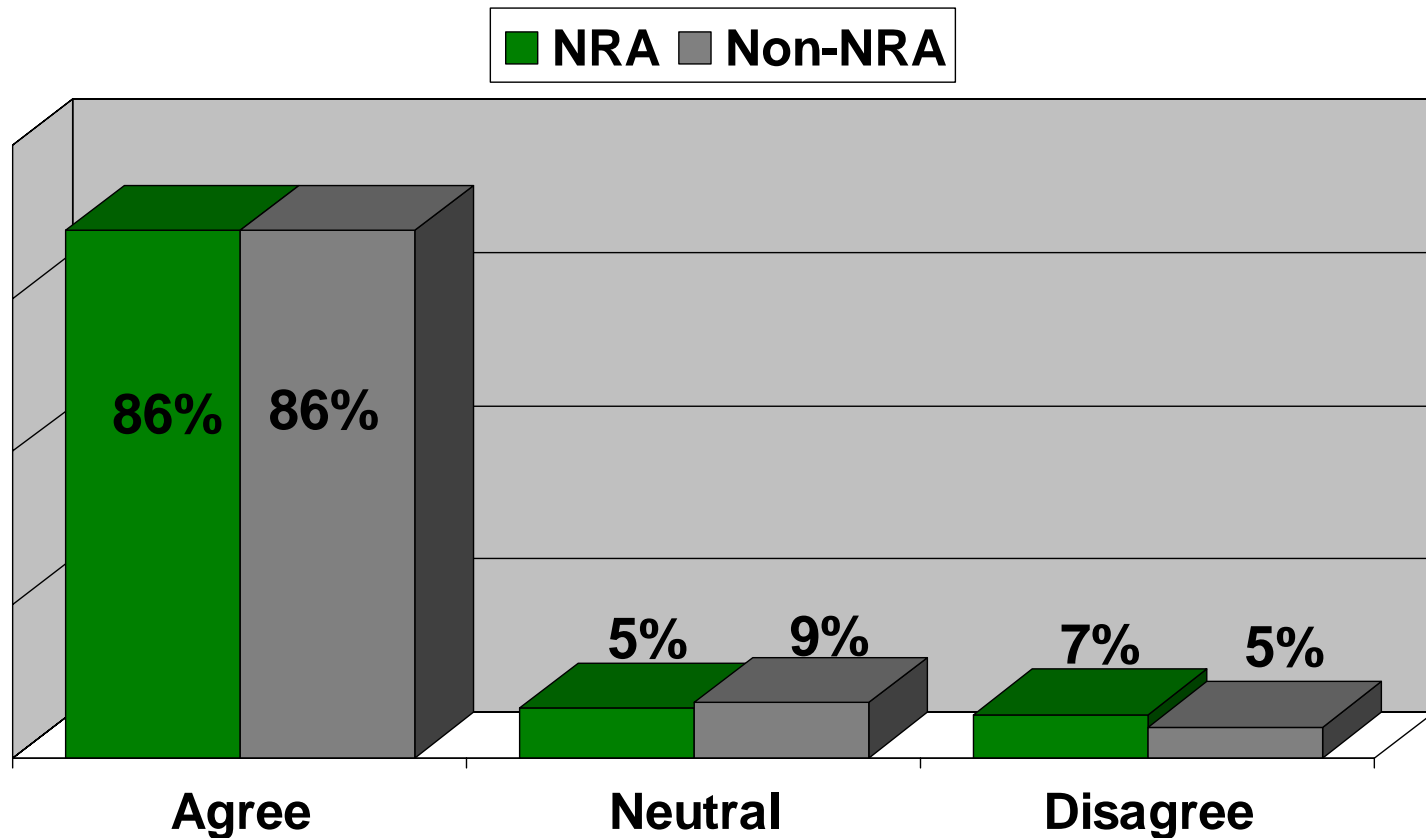
■ NRA Gun Owner ■ Non-NRA Gun Owner



**Strongly Agree:**  
NRA: 62%      Non-NRA: 50%

# What gun owners want is balance

*Tell me whether you \_\_\_\_\_ with this statement:  
“We can do more to stop criminals from getting guns while also protecting  
the rights of citizens to freely own them.”*



Strongly Agree:  
NRA: 66% Non-NRA: 63%



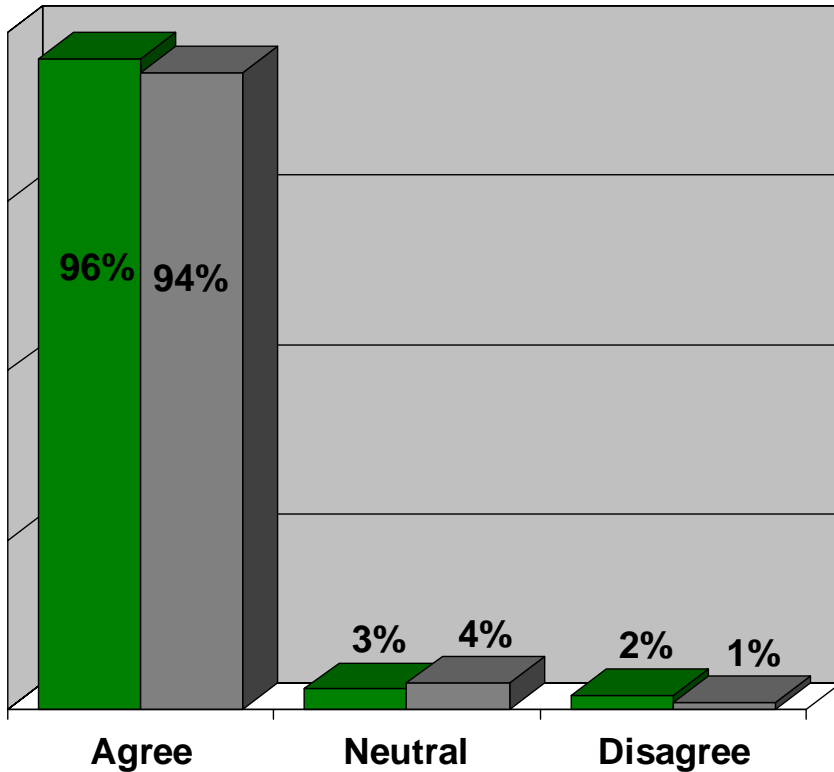
# Gun owners want current gun laws enforced

Tell me whether you \_\_\_\_\_ with each statement:

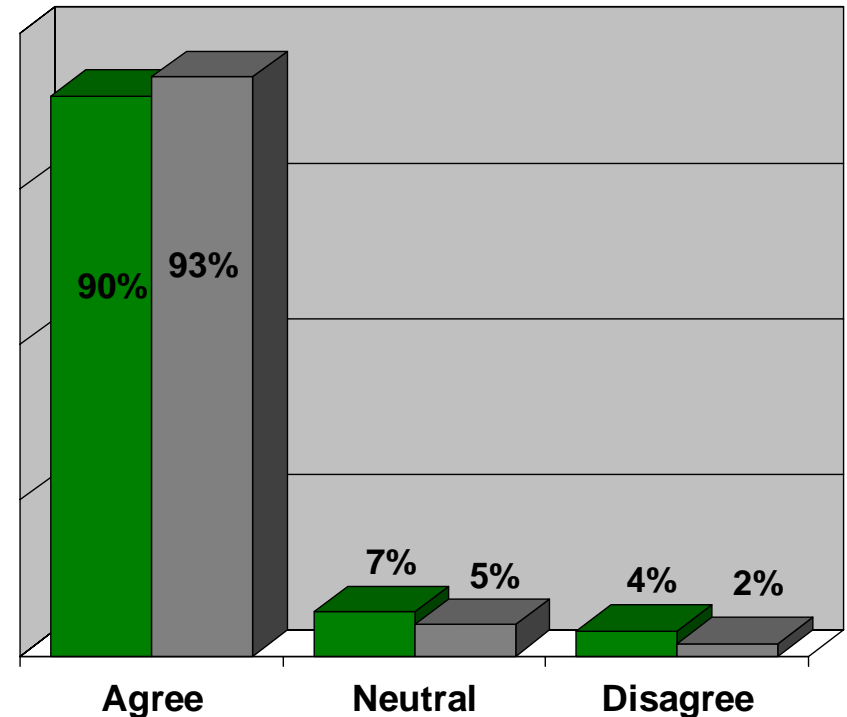
*“Criminals who possess, use and traffic in illegal guns should be punished to the maximum extent of the law.”*

*“Irresponsible gun dealers who break the law by knowingly selling guns to unqualified purchasers should be held accountable to the maximum extent of the law.”*

■ NRA ■ Non-NRA



■ NRA ■ Non-NRA



Strongly Agree: **NRA: 86%** Non-NRA: 85%

Strongly Agree: **NRA: 72%** Non-NRA: 79%

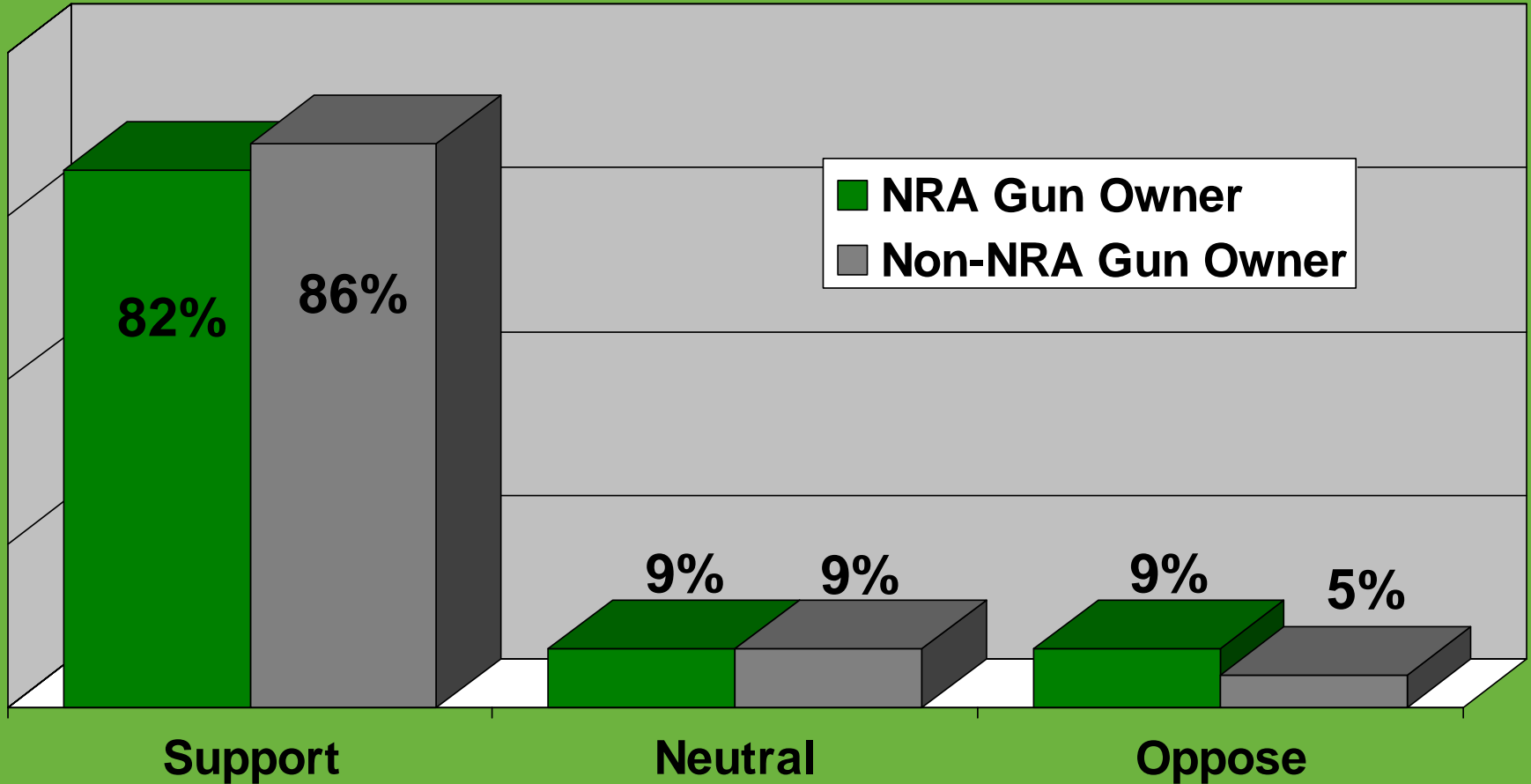


Gun owners support  
**common sense gun laws**

# Closing the Terror Gap

*Do you \_\_\_\_\_ the following?*

*A proposal prohibiting people on the terrorist watch lists from purchasing guns?*



**Strongly Support:**

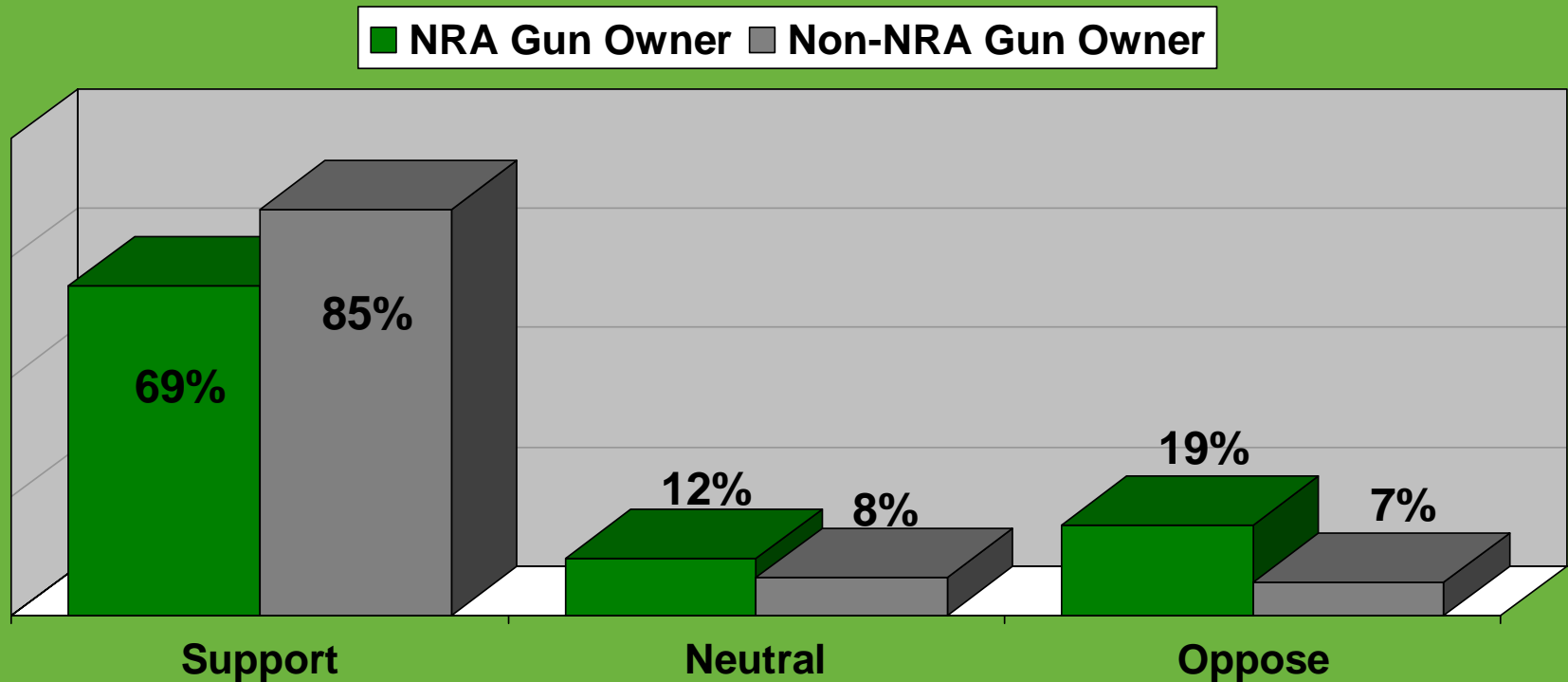
**NRA: 61%**

**Non-NRA: 69%**

# Background Checks at Gun Shows

*Do you \_\_\_\_\_ the following?*

*A proposal requiring all gun sellers at gun shows to conduct criminal background checks of the people buying guns.*



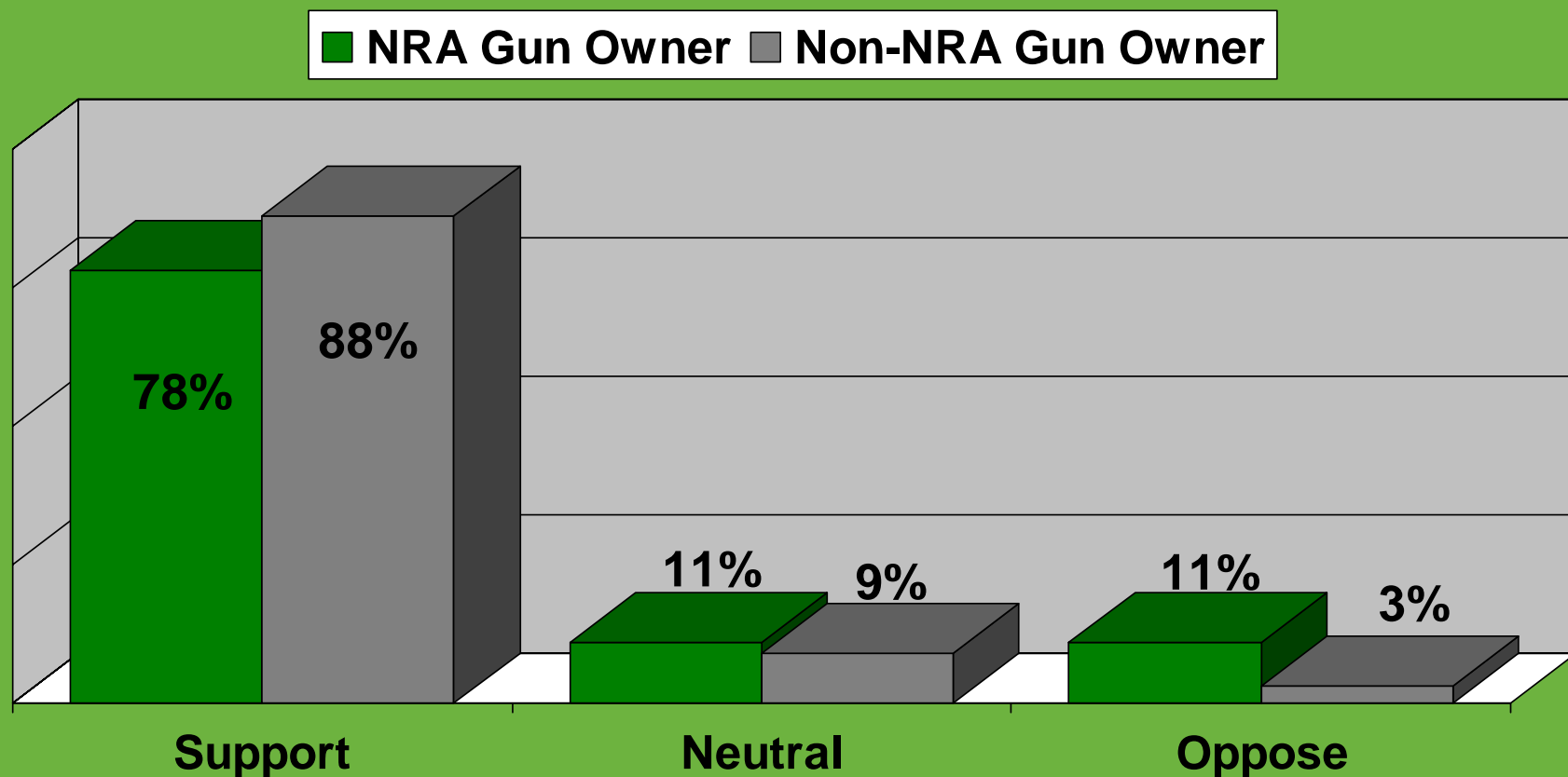
**Strongly Support:** NRA: 44% Non-NRA: 64%  
**Somewhat Support:** NRA: 25% Non-NRA: 21%

**“NRA members clearly support common sense measures to keep guns out of the hands of criminals and terrorists. Those who suggest otherwise are just plain wrong.” --Dr. Frank Luntz**

# Reporting Lost or Stolen Guns

*Do you \_\_\_\_\_ the following?*

*A proposal requiring gun owners to alert police if their guns are lost or stolen.*



**Strongly Support:**

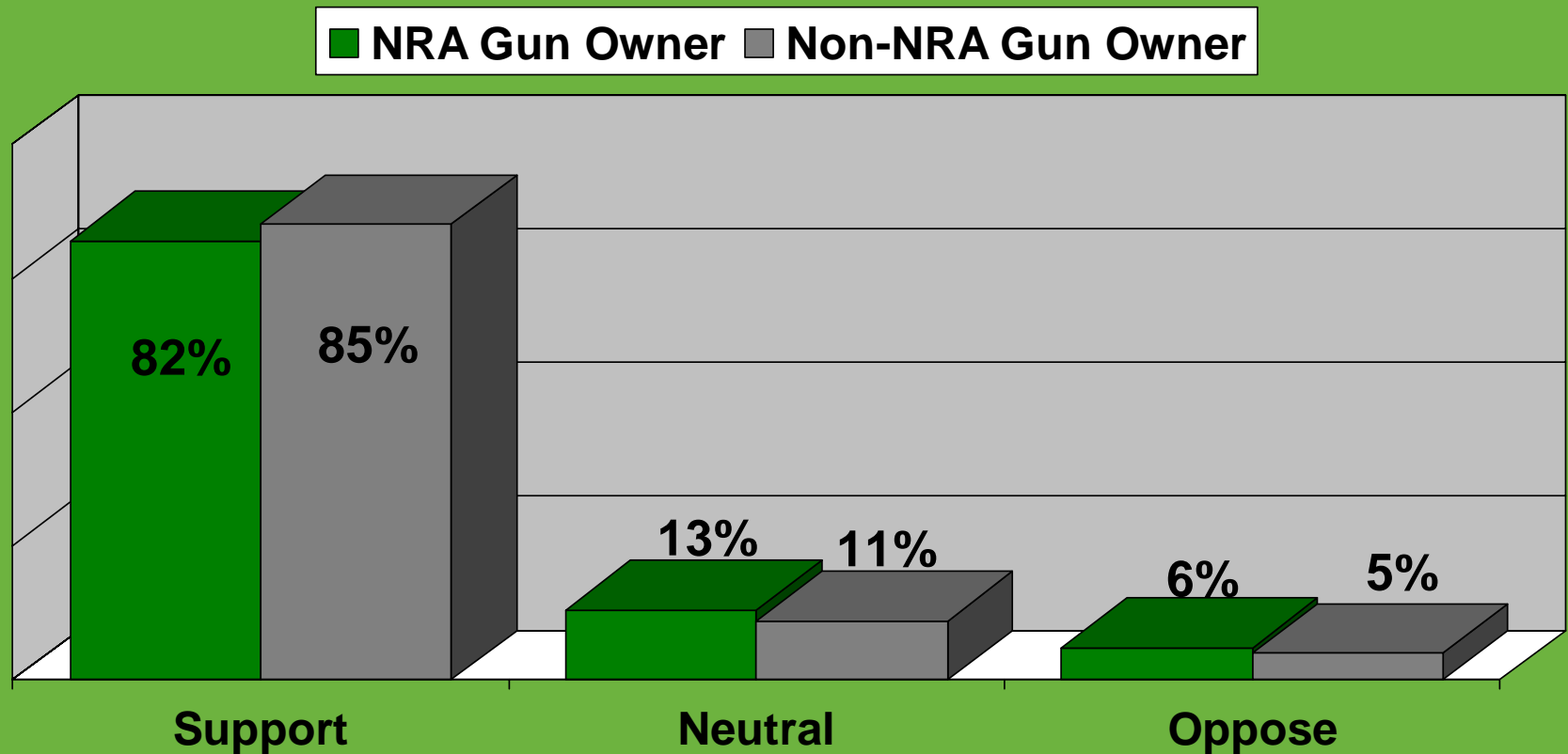
**NRA: 54%**

**Non-NRA: 70%**

# Background checks for gun store employees

*Do you \_\_\_\_\_ the following?*

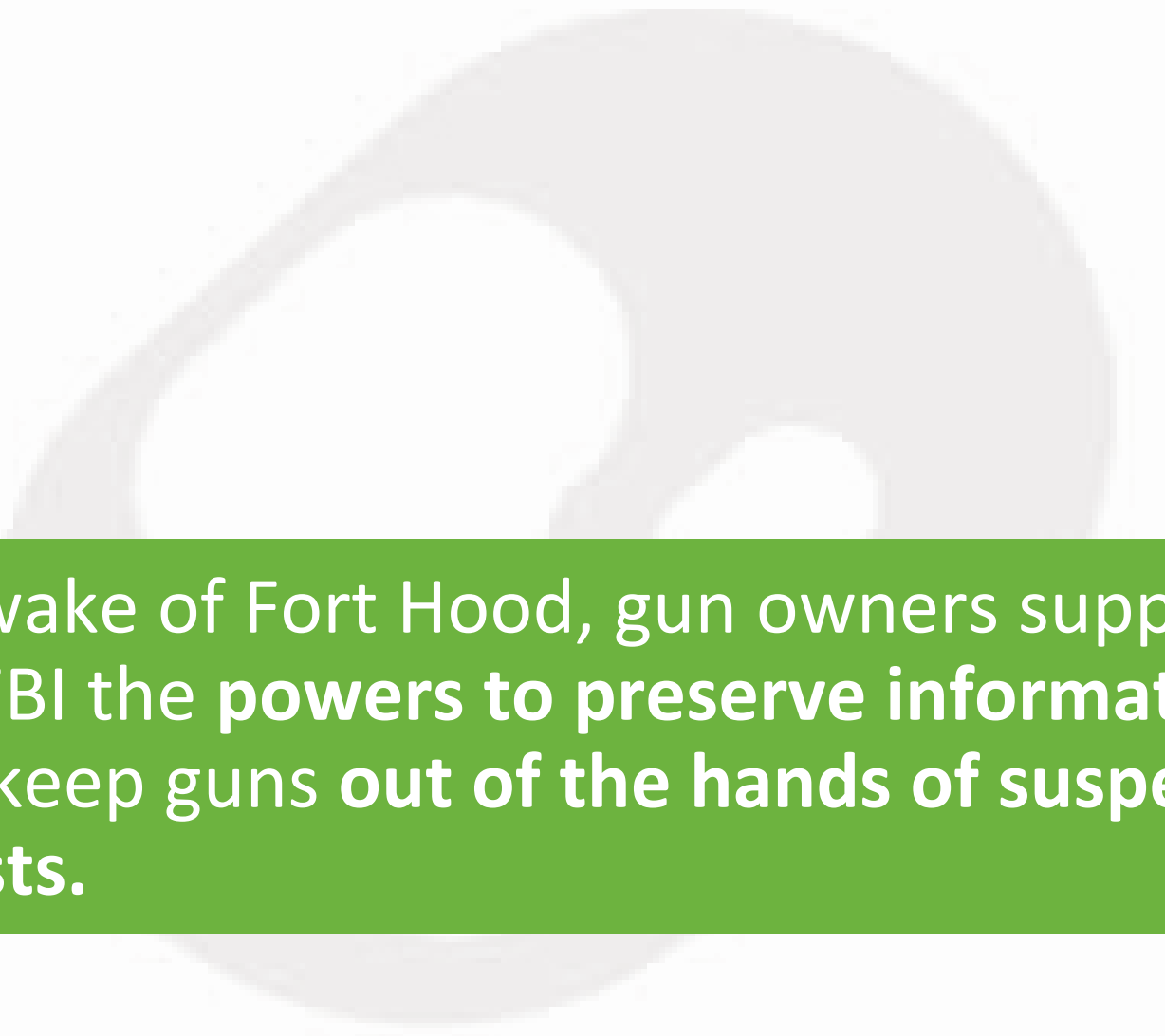
*A proposal requiring gun retailers to perform background checks on all employees to ensure they are not felons.*



**Strongly Support:**

**NRA: 54%**

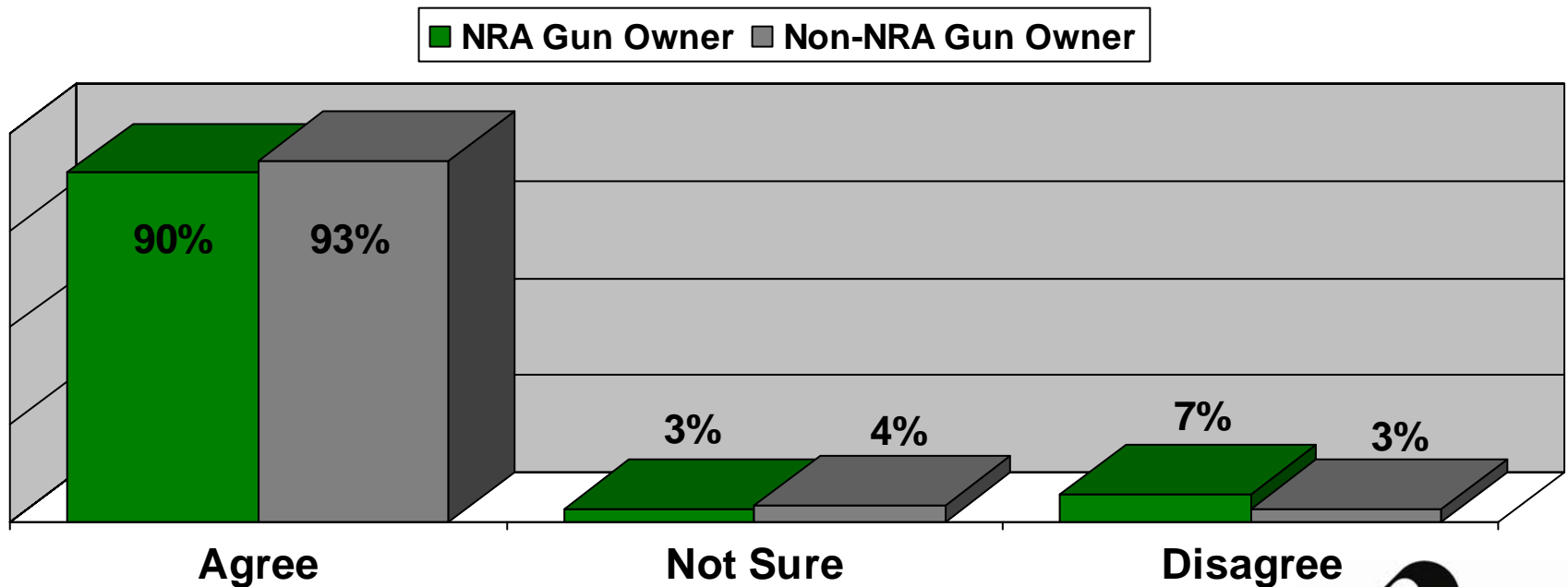
**Non-NRA: 65%**



In the wake of Fort Hood, gun owners support giving FBI the **powers to preserve information** and to keep guns **out of the hands of suspected terrorists.**

# Connecting the dots on gun purchases by suspected terrorists

*Prior to the Fort Hood shootings, Major Nidal Hasan had been under investigation by the FBI Joint Terrorism Task Force for having at least ten contacts with a radical Muslim cleric with ties to al-Qaeda. With that in mind, do you \_\_\_\_\_ with this statement:  
“The FBI should be able to access and keep information about gun purchases by terror suspects in cases similar to Major Hasan.”*

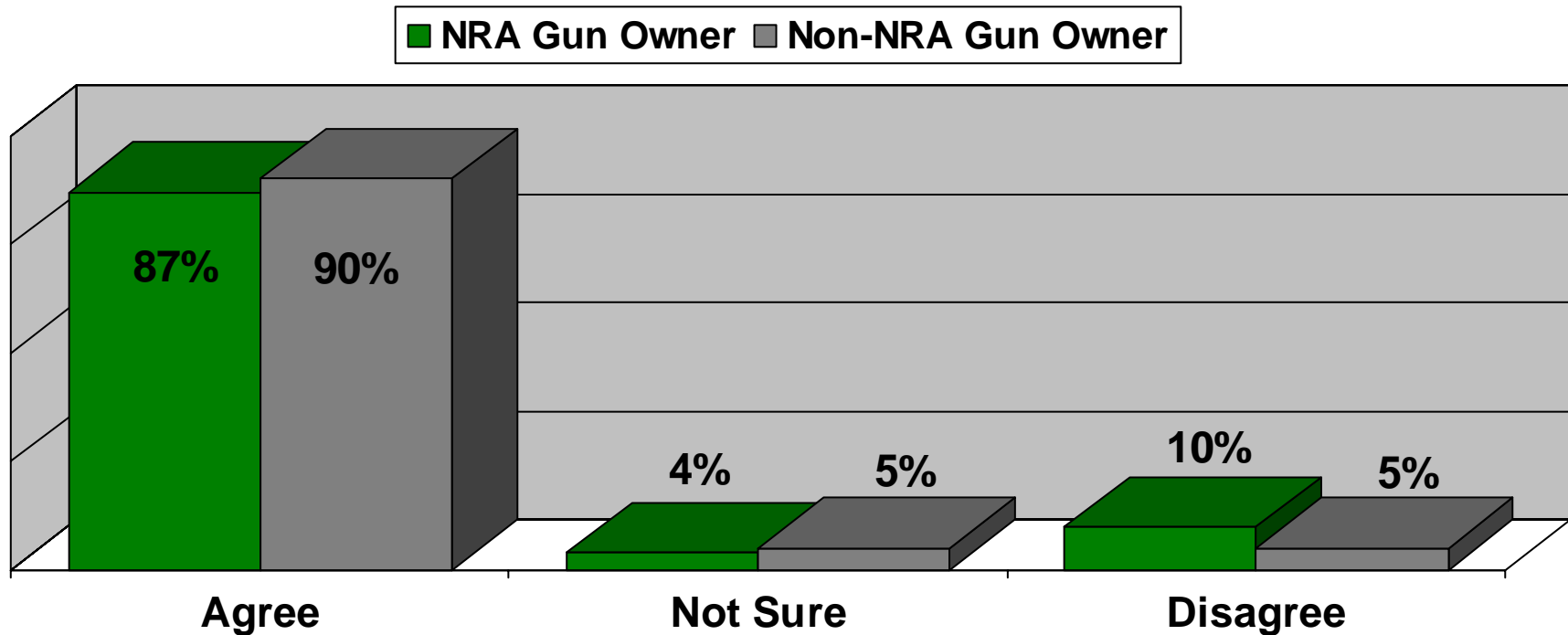


**Strongly Agree:**  
NRA: 64%      Non-NRA: 75%



# Blocking gun purchases by suspected terrorists

*Despite being under investigation for having multiple contacts with a radical Muslim cleric with ties to al-Qaeda, Major Nidal Hasan passed a background check and was able to buy the gun he used in the shooting at Fort Hood. With that in mind, do you \_\_\_\_\_ with this statement: “The FBI should have had the option of blocking Hasan from purchasing the gun because of the open investigation into his ties to terrorists.”*



**Strongly Agree:**

**NRA: 64%**

**Non-NRA: 73%**

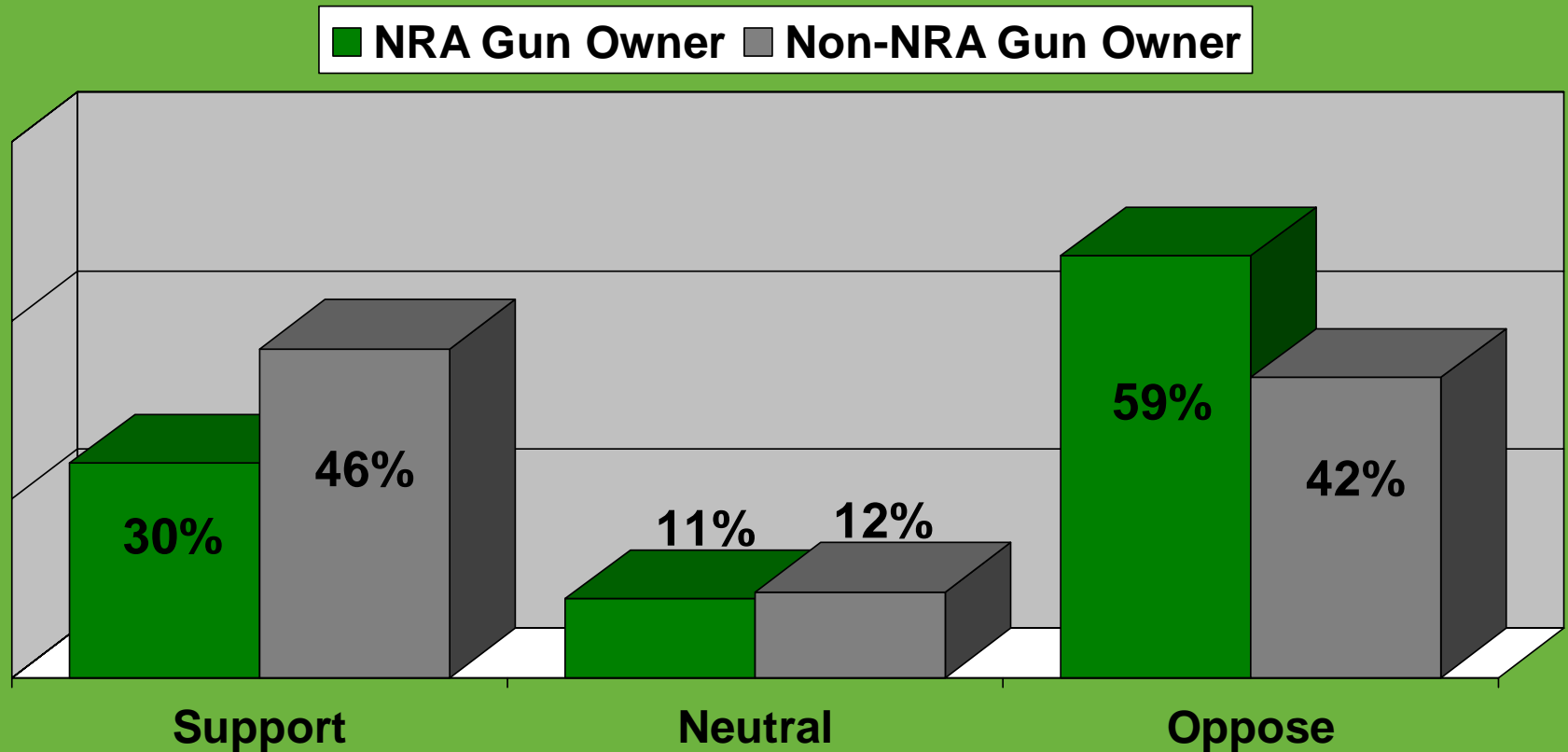


**NRA members oppose policies they believe  
violate law-abiding citizens' rights**

# National Gun Registry

*Do you \_\_\_\_\_ the following?*

*A proposal requiring every gun owner to register each gun he or she owns as part of a national gun registry.*



**Strongly Support:**

**NRA: 20%**

**Non-NRA: 32%**

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**Strongly Oppose:**

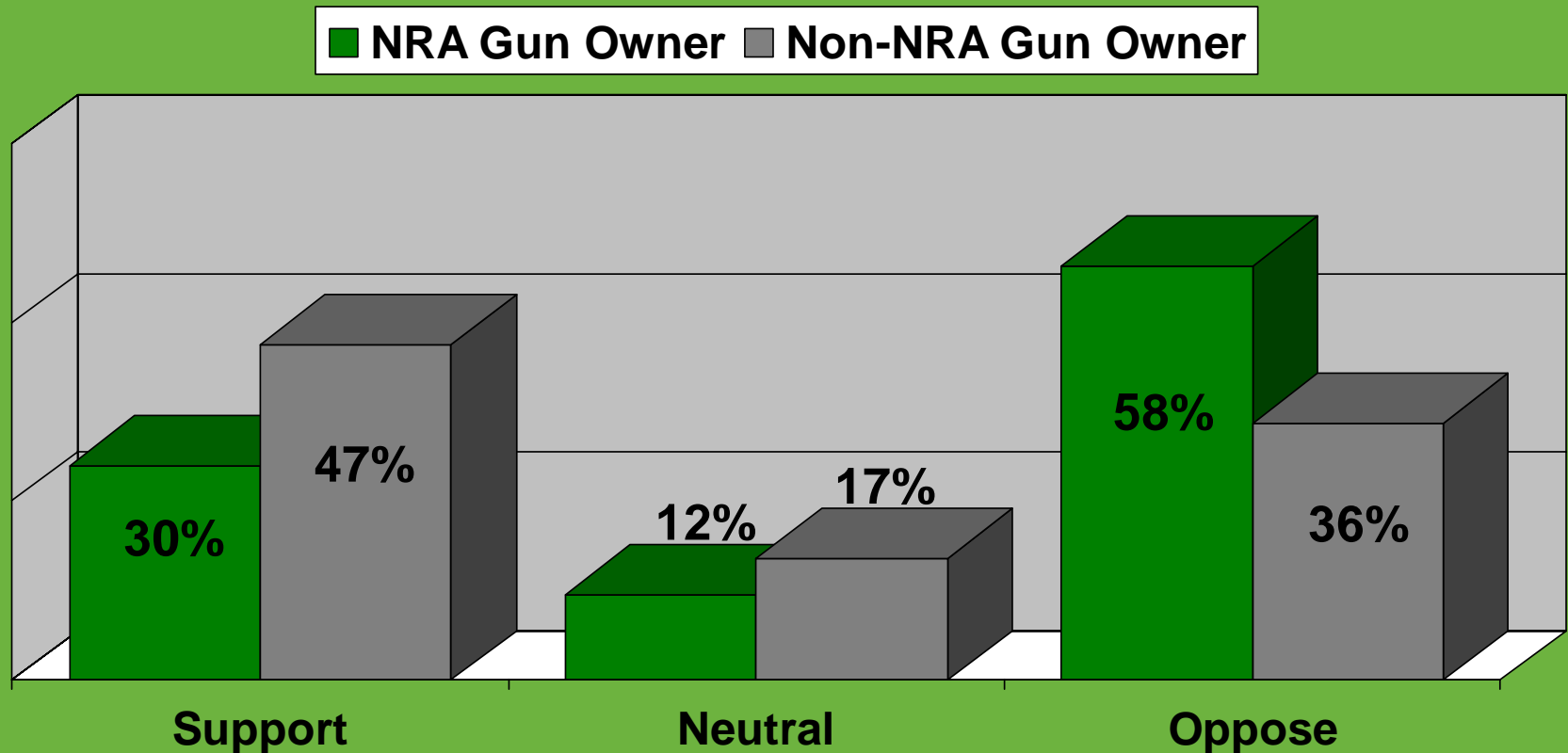
**NRA: 51%**

**Non-NRA: 28%**

# Assault Weapons Ban

*Do you \_\_\_\_\_ the following?*

*A federal law making it illegal to manufacture, sell, or possess, semi-automatic weapons, sometimes known as “assault rifles.”*



**Strongly Support:**

**NRA: 20%**

**Non-NRA: 31%**

**Strongly Oppose:**

**NRA: 48%**

**Non-NRA: 24%**



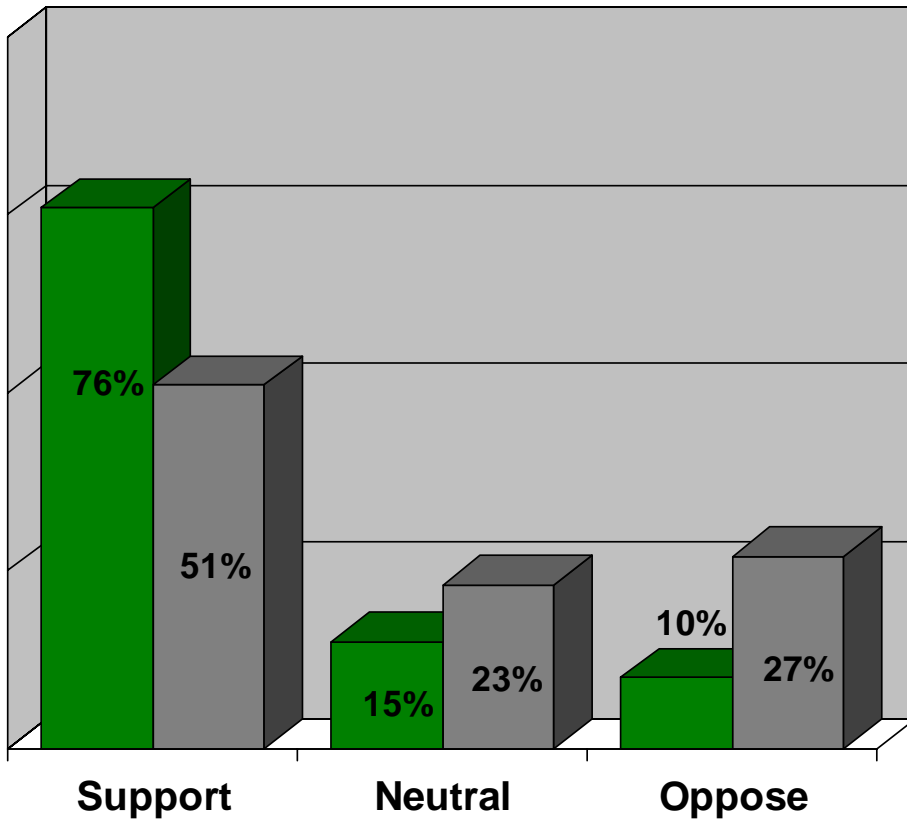
NRA members **support expanding the locations** where law-abiding gun owners can carry guns.

# Laws Allowing Guns in More Locations

*Do you \_\_\_\_\_ the following?*

*A federal law allowing guns to be carried in America's national parks.*

■ NRA Gun Owners ■ Non-NRA Gun Owners



**Strongly Support:**

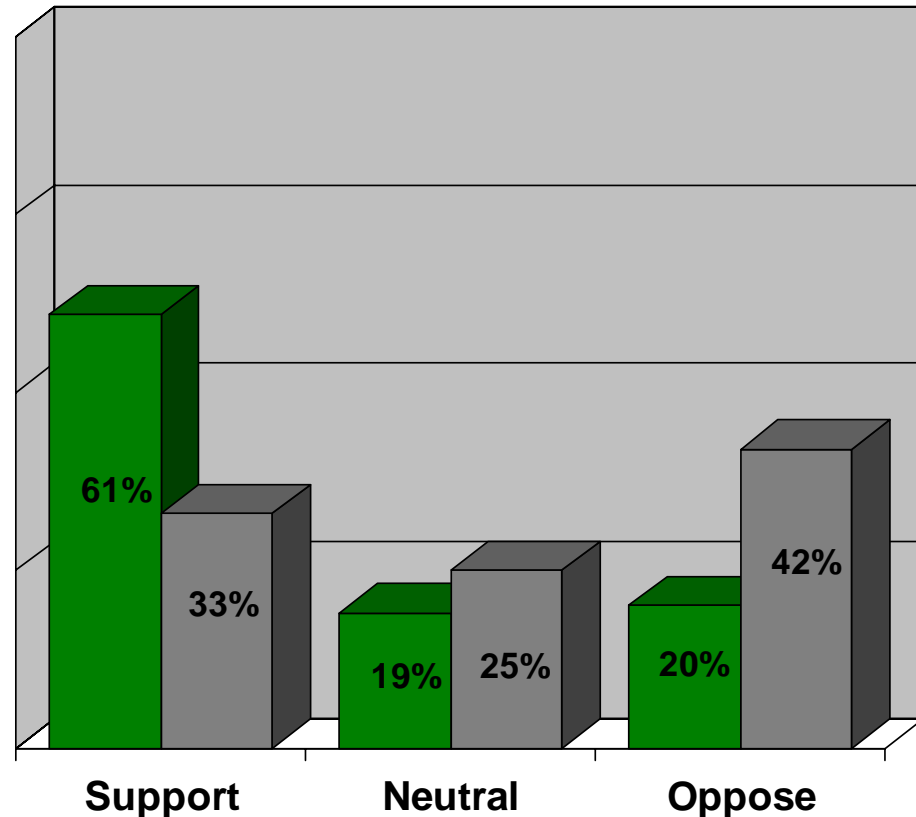
**NRA: 55%**

**Non-NRA: 29%**

*Do you \_\_\_\_\_ the following?*

*A federal law allowing guns to be carried in bags on Amtrak trains.*

■ NRA Gun Owners ■ Non-NRA Gun Owners



**Strongly Support:**

**NRA: 41%**

**Non-NRA: 19%**

# Gun owners don't trust President Obama

**President Obama has said:**

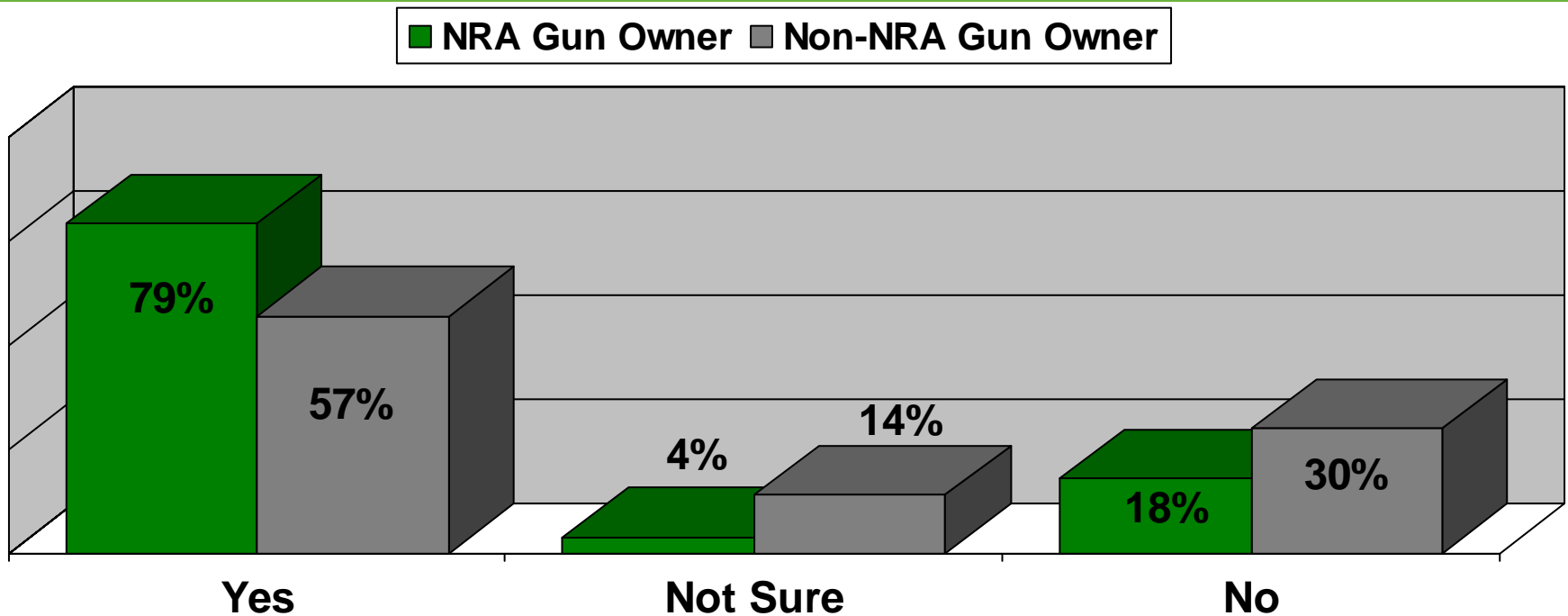
*"I believe in the **Second Amendment**...  
I will not take your **shotgun** away.  
I will not take your **rifle** away.  
I won't take your **handgun** away...  
I am not going to take your guns away."*

– September, 2008

**But gun owners are not convinced.**

# Clear concern about President Obama's gun policy

*Do you think President Obama will attempt to ban the sales of guns in the United States at some point while he is president?*



**“Gun owners and NRA members don’t trust President Obama on guns. Whatever the Obama Administration’s communications strategy on guns is— it appears to be failing. The President should be telling Americans what he believes and what he doesn’t.” –Dr. Frank Luntz**



it's not what you say

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it's what people hear

