

1. Obama Gun Control Treatment Groups

Obama Gun Control Treatment Groups

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Control (Obama not mentioned)	51%	52%	51%	51%	54%	53%	44%	52%	49%	50%	54%
Obama	49%	48%	49%	49%	46%	47%	56%	48%	51%	50%	46%
Totals (Unweighted N)	100% (1,000)	100% (479)	100% (521)	100% (184)	100% (266)	100% (390)	100% (160)	100% (680)	100% (122)	100% (123)	100% (75)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Control (Obama not mentioned)	51%	49%	54%	51%	51%	53%	53%	51%	46%	52%	53%	52%
Obama	49%	51%	46%	49%	49%	47%	47%	49%	54%	48%	47%	48%
Totals (Unweighted N)	100% (1,000)	100% (382)	100% (389)	100% (229)	100% (441)	100% (276)	100% (129)	100% (154)	100% (184)	100% (223)	100% (361)	100% (232)

2. Favor Background Checks

Do you favor or oppose requiring background checks for buying and selling guns, including at gun shows and private sales?

Asked of half of respondents

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favor	57%	47%	66%	58%	63%	50%	60%	55%	80%	48%	55%
Somewhat favor	17%	20%	15%	22%	12%	19%	16%	20%	9%	17%	11%
Somewhat oppose	9%	13%	5%	2%	10%	12%	12%	12%	1%	—	16%
Strongly oppose	10%	10%	10%	6%	11%	12%	11%	10%	8%	16%	7%
Not sure	6%	9%	4%	11%	4%	7%	2%	4%	2%	20%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(510)	(249)	(261)	(94)	(151)	(200)	(65)	(357)	(59)	(58)	(36)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favor	57%	77%	49%	40%	60%	56%	58%	49%	68%	55%	53%	56%
Somewhat favor	17%	10%	21%	22%	20%	17%	9%	16%	8%	27%	14%	20%
Somewhat oppose	9%	2%	10%	20%	3%	11%	22%	15%	4%	8%	15%	5%
Strongly oppose	10%	5%	12%	15%	10%	10%	11%	11%	8%	9%	13%	8%
Not sure	6%	6%	8%	3%	7%	6%	0%	9%	12%	2%	4%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(510)	(185)	(210)	(115)	(223)	(144)	(66)	(77)	(86)	(122)	(183)	(119)

3. Favor Spending

Do you favor or oppose the U.S. spending \$500 million to improve access to mental health care as part of an effort to reduce gun violence?

Asked of half of respondents

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favor	39%	38%	39%	31%	41%	39%	45%	38%	57%	36%	25%
Somewhat favor	25%	25%	24%	30%	24%	22%	24%	25%	25%	18%	30%
Somewhat oppose	13%	13%	13%	20%	12%	8%	16%	15%	6%	11%	8%
Strongly oppose	9%	10%	9%	2%	12%	11%	11%	10%	6%	12%	3%
Not sure	15%	14%	15%	18%	11%	20%	4%	12%	6%	23%	34%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(509)	(249)	(260)	(94)	(151)	(199)	(65)	(357)	(58)	(58)	(36)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favor	39%	63%	26%	28%	44%	40%	39%	24%	38%	41%	42%	32%
Somewhat favor	25%	22%	24%	30%	23%	25%	37%	20%	24%	25%	22%	29%
Somewhat oppose	13%	1%	19%	19%	11%	15%	14%	14%	5%	14%	16%	12%
Strongly oppose	9%	3%	12%	14%	7%	13%	8%	12%	12%	8%	11%	6%
Not sure	15%	12%	19%	10%	15%	8%	2%	31%	21%	12%	10%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(509)	(184)	(210)	(115)	(222)	(144)	(66)	(77)	(86)	(122)	(182)	(119)

4. Favor Research

Do you favor or oppose the U.S. conducting and sponsoring research into "smart guns" that can only be fired by their owners?

Asked of half of respondents

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favor	27%	25%	29%	16%	27%	27%	42%	23%	50%	36%	11%
Somewhat favor	25%	27%	23%	33%	21%	25%	20%	27%	17%	12%	44%
Somewhat oppose	11%	10%	12%	14%	13%	8%	10%	13%	8%	5%	8%
Strongly oppose	17%	19%	16%	8%	19%	19%	24%	19%	11%	15%	14%
Not sure	20%	20%	19%	28%	20%	21%	4%	18%	14%	31%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(510)	(249)	(261)	(94)	(151)	(200)	(65)	(357)	(59)	(58)	(36)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favor	27%	45%	19%	16%	33%	29%	20%	14%	29%	25%	28%	28%
Somewhat favor	25%	28%	21%	29%	19%	30%	26%	32%	33%	28%	20%	26%
Somewhat oppose	11%	2%	14%	19%	10%	14%	17%	4%	8%	12%	13%	10%
Strongly oppose	17%	6%	24%	21%	15%	16%	23%	21%	17%	11%	24%	12%
Not sure	20%	20%	22%	14%	22%	12%	14%	29%	14%	24%	16%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(510)	(185)	(210)	(115)	(223)	(144)	(66)	(77)	(86)	(122)	(183)	(119)

5. Strict Laws

Do you think gun control laws should be made more or less strict than they are now?

Asked of half of respondents

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More strict	53%	49%	56%	55%	62%	45%	52%	46%	85%	62%	47%
No change	26%	25%	26%	26%	18%	32%	25%	34%	6%	10%	14%
Less strict	13%	18%	7%	5%	7%	19%	18%	14%	4%	7%	20%
Not sure	9%	7%	10%	14%	13%	4%	5%	5%	5%	20%	18%
Totals (Unweighted N)	100% (510)	100% (249)	100% (261)	100% (94)	100% (151)	100% (200)	100% (65)	100% (357)	100% (59)	100% (58)	100% (36)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More strict	53%	72%	50%	29%	56%	57%	56%	38%	55%	51%	51%	56%
No change	26%	12%	27%	45%	27%	23%	30%	24%	23%	26%	30%	21%
Less strict	13%	5%	14%	21%	9%	15%	14%	19%	8%	13%	14%	13%
Not sure	9%	10%	9%	5%	8%	6%	0%	19%	14%	10%	4%	10%
Totals (Unweighted N)	100% (510)	100% (185)	100% (210)	100% (115)	100% (223)	100% (144)	100% (66)	100% (77)	100% (86)	100% (122)	100% (183)	100% (119)

6. Obama Background Checks

Do you favor or oppose President Obama's plan to require background checks for buying and selling guns, including at gun shows and private sales?

Asked of the other half of respondents

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favor	53%	52%	54%	60%	53%	58%	40%	44%	82%	68%	55%
Somewhat favor	13%	11%	14%	16%	7%	12%	17%	15%	3%	13%	10%
Somewhat oppose	9%	9%	9%	9%	11%	7%	8%	10%	8%	3%	7%
Strongly oppose	18%	23%	13%	10%	18%	17%	28%	21%	3%	12%	23%
Not sure	8%	6%	9%	6%	11%	6%	7%	9%	4%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(489)	(229)	(260)	(90)	(114)	(190)	(95)	(323)	(63)	(64)	(39)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favor	53%	81%	42%	25%	56%	52%	51%	50%	61%	43%	58%	49%
Somewhat favor	13%	10%	13%	17%	15%	13%	8%	9%	14%	12%	9%	17%
Somewhat oppose	9%	3%	9%	19%	8%	9%	10%	11%	4%	9%	13%	6%
Strongly oppose	18%	4%	21%	36%	12%	20%	26%	24%	12%	25%	13%	23%
Not sure	8%	2%	14%	4%	10%	7%	4%	6%	9%	11%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(489)	(197)	(179)	(113)	(218)	(131)	(63)	(77)	(98)	(101)	(177)	(113)

7. Obama Spending

Do you favor or oppose President Obama's plan to spend \$500 million to improve access to mental health care as part of an effort to reduce gun violence?

Asked of the other half of respondents

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favor	41%	41%	41%	38%	36%	49%	36%	36%	62%	42%	46%
Somewhat favor	19%	24%	15%	17%	12%	23%	24%	22%	14%	14%	15%
Somewhat oppose	12%	9%	14%	8%	17%	10%	12%	14%	5%	10%	8%
Strongly oppose	11%	13%	9%	10%	11%	8%	18%	11%	6%	10%	21%
Not sure	17%	13%	21%	27%	24%	10%	9%	17%	13%	24%	10%
Totals (Unweighted N)	100% (490)	100% (230)	100% (260)	100% (90)	100% (115)	100% (190)	100% (95)	100% (323)	100% (63)	100% (65)	100% (39)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favor	41%	62%	30%	24%	45%	41%	36%	34%	47%	33%	43%	41%
Somewhat favor	19%	13%	21%	27%	16%	24%	26%	18%	25%	24%	16%	15%
Somewhat oppose	12%	8%	12%	18%	10%	11%	22%	10%	7%	11%	15%	12%
Strongly oppose	11%	4%	13%	20%	9%	11%	13%	16%	10%	9%	11%	14%
Not sure	17%	13%	24%	12%	20%	14%	4%	22%	12%	24%	15%	18%
Totals (Unweighted N)	100% (490)	100% (197)	100% (179)	100% (114)	100% (218)	100% (132)	100% (63)	100% (77)	100% (98)	100% (101)	100% (178)	100% (113)

8. Obama Research

Do you favor or oppose President Obama's plan for the U.S. to conduct and sponsor research into "smart guns" that can only be fired by their owners?

Asked of the other half of respondents

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favor	39%	41%	38%	42%	37%	44%	30%	34%	66%	39%	41%
Somewhat favor	19%	19%	18%	24%	17%	14%	23%	21%	12%	16%	11%
Somewhat oppose	9%	9%	9%	9%	7%	8%	14%	10%	11%	5%	10%
Strongly oppose	18%	21%	15%	12%	23%	17%	18%	20%	1%	20%	28%
Not sure	15%	10%	20%	13%	16%	16%	14%	15%	10%	20%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(487)	(230)	(257)	(90)	(114)	(188)	(95)	(321)	(63)	(64)	(39)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favor	39%	59%	30%	21%	44%	35%	29%	40%	54%	36%	38%	32%
Somewhat favor	19%	18%	21%	16%	13%	24%	31%	18%	19%	11%	22%	21%
Somewhat oppose	9%	6%	9%	15%	9%	9%	11%	8%	6%	13%	10%	7%
Strongly oppose	18%	5%	19%	41%	15%	21%	20%	19%	13%	17%	16%	26%
Not sure	15%	13%	21%	8%	19%	11%	9%	15%	8%	23%	15%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(487)	(196)	(177)	(114)	(217)	(131)	(63)	(76)	(97)	(101)	(177)	(112)

9. Obama Strict

Do you think President Obama should make gun control laws more or less strict than they are now?

Asked of the other half of respondents

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
More strict	52%	50%	54%	57%	54%	53%	42%	41%	77%	74%	54%
No change	25%	24%	25%	17%	17%	24%	43%	29%	15%	16%	15%
Less strict	14%	18%	10%	14%	17%	16%	8%	17%	5%	5%	24%
Not sure	9%	8%	11%	13%	12%	7%	6%	12%	2%	4%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(489)	(230)	(259)	(90)	(114)	(190)	(95)	(323)	(63)	(64)	(39)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
More strict	52%	80%	37%	29%	55%	50%	53%	45%	63%	40%	51%	53%
No change	25%	10%	30%	40%	23%	31%	23%	22%	21%	26%	29%	20%
Less strict	14%	7%	14%	27%	11%	12%	18%	22%	12%	17%	9%	20%
Not sure	9%	4%	18%	4%	11%	7%	6%	11%	3%	17%	10%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(489)	(197)	(178)	(114)	(218)	(132)	(63)	(76)	(98)	(101)	(178)	(112)

10. Rights vs Reform

Which comes closer to your view?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
It would be possible to enact some kinds of new gun regulations while maintaining Americans' right to bear arms	58%	55%	61%	62%	54%	60%	55%	55%	78%	56%	60%
Enacting any new gun regulations would violate Americans' right to bear arms	26%	31%	22%	17%	27%	26%	37%	30%	9%	21%	28%
Not sure	15%	14%	17%	21%	19%	13%	8%	14%	14%	23%	12%
Totals (Unweighted N)	100% (999)	100% (479)	100% (520)	100% (184)	100% (265)	100% (390)	100% (160)	100% (680)	100% (122)	100% (122)	100% (75)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
It would be possible to enact some kinds of new gun regulations while maintaining Americans' right to bear arms	58%	75%	51%	46%	62%	60%	61%	45%	59%	56%	61%	56%
Enacting any new gun regulations would violate Americans' right to bear arms	26%	9%	31%	47%	20%	27%	31%	37%	19%	31%	26%	28%
Not sure	15%	16%	19%	8%	18%	12%	8%	19%	22%	12%	14%	16%
Totals (Unweighted N)	100% (999)	100% (382)	100% (388)	100% (229)	100% (441)	100% (276)	100% (129)	100% (153)	100% (184)	100% (223)	100% (361)	100% (231)

Interviewing Dates	January 5 - 7, 2016
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.152 to 4.121, with a mean of one and a standard deviation of 0.901.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.