

Zogby Analytics Online Survey of Likely Voters
1/16/15 - 1/18/14 MOE +/- 3.4 Percentage Points

5002. If a national pollster asked you if you owned a firearm, would you determine to tell him or her the truth or would you feel it was none of their business?

	Total		Gender				What is your current employment status?										Age group A									
	n		Male		Female		Working (full or part time)		Temporarily unemployed and looking for work		Temporarily unemployed and not looking for work		Student		Stay at home parent/spouse		Retired		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	490	55.1	230	54.9	261	55.3	310	56.5	22	51.6	13	55.4	13	55.8	35	52.6	94	53.0	99	58.7	183	55.6	131	52.8	77	54.1
Feel it was none of their business	324	36.4	152	36.4	172	36.5	203	37.0	13	29.8	4	17.4	5	19.5	24	36.0	74	41.8	49	28.9	116	35.2	98	39.4	62	43.3
Not sure	76	8.5	37	8.8	39	8.2	36	6.5	8	18.6	6	27.2	6	24.7	8	11.3	9	5.2	21	12.4	30	9.2	20	7.8	4	2.7
Total	890	100.0	418	100.0	472	100.0	549	100.0	42	100.0	24	100.0	24	100.0	67	100.0	177	100.0	169	100.0	329	100.0	249	100.0	142	100.0

	Party						Ideology Recorded						Generation						Education					
	Democratic		Republican		Independent		Liberal		Moderate		Conservative		First Globals		Nikes		Woodstockers		Privates		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	231	68.1	129	44.6	130	49.8	164	74.8	165	56.5	149	42.7	148	61.1	126	53.5	166	51.0	51	58.6	160	49.1	330	58.8
Feel it was none of their business	78	22.9	137	47.2	110	42.0	40	18.2	99	33.8	177	50.6	64	26.3	91	38.8	137	42.1	32	37.2	133	40.8	191	34.1
Not sure	31	9.0	24	8.2	21	8.1	16	7.1	28	9.6	23	6.7	31	12.7	18	7.7	22	6.9	4	4.1	33	10.0	40	7.2
Total	339	100.0	290	100.0	262	100.0	220	100.0	293	100.0	350	100.0	242	100.0	235	100.0	325	100.0	86	100.0	326	100.0	561	100.0

	90600. Which of the following best describes you?																	
	Liberal/progressive on just about every issue		Mainly a liberal on government spending		Mainly a liberal on social issues		Conservative on just about every issue		Mainly a conservative on government spending		Mainly a conservative on social issues		Moderate because I look at each issue separately		Moderate because I try to be rational, not passionate about		Not sure	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	107	76.2	19	79.6	61	57.5	77	39.3	52	56.2	17	48.5	93	51.6	32	69.2	33	46.8
Feel it was none of their business	21	15.2	4	15.4	39	36.8	104	53.4	32	34.7	15	44.1	77	42.6	11	24.4	20	28.5
Not sure	12	8.5	1	5.1	6	5.7	14	7.3	8	9.0	3	7.4	10	5.7	3	6.5	18	24.8
Total	140	100.0	23	100.0	106	100.0	196	100.0	92	100.0	35	100.0	181	100.0	46	100.0	71	100.0

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	Total		Age group B										Race						Child under 17?							
	n		18-24		25-34		35-54		55-69		70+		White		Hisp		AfrAmer		Asian		Other		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	490	55.1	25	49.6	123	64.0	175	52.2	136	52.8	32	58.3	339	51.2	56	63.0	81	70.2	11	63.0	3	46.3	156	58.2	334	53.8
Feel it was none of their business	324	36.4	14	28.1	50	25.8	130	39.0	109	42.5	21	38.0	272	41.1	21	23.8	24	21.0	5	29.1	1	24.3	95	35.5	229	36.9
Not sure	76	8.5	11	22.2	20	10.2	30	8.9	12	4.7	2	3.8	50	7.6	12	13.2	10	8.8	1	7.9	2	29.4	17	6.2	58	9.3
Total	890	100.0	50	100.0	193	100.0	335	100.0	258	100.0	54	100.0	661	100.0	89	100.0	116	100.0	18	100.0	6	100.0	268	100.0	621	100.0

	Religion								BornAgain				Attend religious services											
	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		Weekly+		Weekly		1-2/Month		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	112	55.7	160	48.1	18	54.3	200	62.2	78	43.5	82	53.0	65	67.9	86	49.4	53	55.4	36	57.8	115	53.8	133	58.3
Feel it was none of their business	74	36.9	154	46.2	9	26.9	87	27.1	86	48.1	68	43.8	25	26.6	72	41.1	38	39.7	21	32.9	84	39.4	75	33.0
Not sure	15	7.3	19	5.7	6	18.8	34	10.7	15	8.3	5	3.2	5	5.5	17	9.5	5	4.9	6	9.3	14	6.8	20	8.7
Total	201	100.0	332	100.0	34	100.0	321	100.0	179	100.0	154	100.0	95	100.0	174	100.0	96	100.0	63	100.0	214	100.0	228	100.0

	Region								Household Income													
	East		South		Centr GrLks		West		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100-150K		\$150K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	121	59.4	127	55.1	147	53.2	95	53.3	74	55.3	55	58.7	69	56.0	84	51.0	42	41.0	99	66.3	57	62.6
Feel it was none of their business	71	34.9	90	39.1	102	37.0	60	33.5	43	32.3	34	36.3	42	33.6	65	39.3	53	51.9	46	31.0	25	27.5
Not sure	12	5.7	13	5.8	27	9.8	23	13.2	17	12.5	5	5.0	13	10.4	16	9.7	7	7.1	4	2.7	9	9.8
Total	204	100.0	231	100.0	276	100.0	178	100.0	135	100.0	93	100.0	124	100.0	165	100.0	101	100.0	150	100.0	91	100.0

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	Total		Live								Union member				Marital status								Home status					
	n		Lge City		Sm City		Suburbs		Rural		Yes		No		Married		Single		Div/Sep/ Wdw		Civil union		Own a home		Live in rental unit		Neither	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	490	55.1	141	62.1	84	53.6	201	56.0	64	45.1	88	60.1	402	54.1	273	55.8	137	58.6	64	51.0	17	47.8	331	53.9	141	59.6	12	46.5
Feel it was none of their business	324	36.4	70	31.0	59	37.3	123	34.3	72	50.7	52	35.2	273	36.7	190	38.8	71	30.6	45	36.3	15	43.0	241	39.3	72	30.3	9	32.5
Not sure	76	8.5	16	6.9	14	9.1	35	9.7	6	4.2	7	4.7	69	9.2	27	5.5	25	10.8	16	12.7	3	9.2	42	6.8	24	10.1	6	21.0
Total	890	100.0	227	100.0	157	100.0	358	100.0	142	100.0	147	100.0	743	100.0	489	100.0	233	100.0	125	100.0	36	100.0	614	100.0	237	100.0	27	100.0

	NASCAR Fan				Self ID Social Networker				Phone				Self ID Investor Class				Passport?					
	Yes		No		Yes		No		Mobile		Landline		Both		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	92	55.5	399	55.0	195	61.8	295	51.4	206	65.0	42	50.9	242	49.9	164	58.3	327	53.6	288	61.8	202	47.7
Feel it was none of their business	61	37.2	263	36.3	95	30.2	229	39.9	91	28.6	32	39.1	201	41.4	101	36.1	223	36.6	153	32.9	171	40.3
Not sure	12	7.3	63	8.8	25	8.0	50	8.7	20	6.3	8	10.1	42	8.7	16	5.6	60	9.8	25	5.3	51	12.0
Total	165	100.0	725	100.0	316	100.0	574	100.0	316	100.0	83	100.0	485	100.0	281	100.0	609	100.0	466	100.0	424	100.0

	Lost a job due to corporate downsizing within the past year? <hr>				Been afraid of losing a job within the next year? <hr>				Worked at a job that pays less than an immediate previous job? <hr>				Gone without food for 24 hours in the past month due to a lack of food or money? <hr>				Creative Job Sector				Self ID Creative Class			
	Yes		No		Yes		No		Yes		No		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	53	60.7	437	54.5	116	60.2	374	53.7	128	61.6	363	53.1	53	73.2	437	53.5	164	66.3	327	50.8	199	61.8	291	51.3
Feel it was none of their business	25	28.8	299	37.2	69	35.7	255	36.6	68	32.7	256	37.5	18	24.3	306	37.5	75	30.3	249	38.8	103	31.9	221	39.0
Not sure	9	10.5	66	8.3	8	4.1	68	9.7	12	5.6	64	9.4	2	2.5	74	9.0	8	3.4	67	10.4	20	6.3	55	9.7
Total	87	100.0	803	100.0	193	100.0	697	100.0	207	100.0	683	100.0	73	100.0	817	100.0	247	100.0	643	100.0	322	100.0	568	100.0

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	Total		WalMart shopper?								Residency				Sympathetic to Tea Party				Sympathetic to Occupy Wall St					
	n		Weekly		Few/Month		1-2/year		Never		My city or town		America		The planet earth		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	490	55.1	134	57.6	167	55.0	117	53.2	63	60.8	185	65.2	174	46.1	128	62.8	100	48.9	390	56.9	141	74.5	349	49.8
Feel it was none of their business	324	36.4	86	36.9	114	37.7	86	39.5	26	25.2	87	30.6	171	45.1	60	29.4	98	47.9	226	33.0	45	23.9	279	39.8
Not sure	76	8.5	13	5.5	22	7.3	16	7.4	15	13.9	12	4.3	33	8.8	16	7.8	7	3.2	69	10.1	3	1.6	73	10.4
Total	890	100.0	233	100.0	303	100.0	219	100.0	104	100.0	284	100.0	379	100.0	203	100.0	205	100.0	685	100.0	190	100.0	700	100.0

	Are you currently or have you ever been a member of the National Rifle Association?						Are you a current or former gun owner?						Do you invest in the stock market; have an IRA, a 401-K retirement plan or a pension fund?				Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?				Veteran/Armed Forces?			
	Currently a member of the NRA		Former member of the NRA		Have never been a member of the NRA		Current gun owner		Former gun owner		Have never been a gun owner		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Tell him or her the truth	47	64.6	27	48.9	409	57.4	136	61.5	29	57.7	323	60.3	276	59.1	210	53.7	136	57.1	345	61.6	126	56.2	348	55.1
Feel it was none of their business	25	34.6	27	48.3	238	33.3	77	34.9	19	38.3	153	28.5	168	36.0	139	35.5	93	39.0	160	28.5	87	38.7	226	35.7
Not sure	1	.9	2	2.8	66	9.3	8	3.6	2	4.0	60	11.2	22	4.8	42	10.8	9	3.8	55	9.9	12	5.2	58	9.2
Total	73	100.0	55	100.0	714	100.0	221	100.0	51	100.0	535	100.0	467	100.0	392	100.0	238	100.0	560	100.0	224	100.0	632	100.0

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