

UCAN

# TRU Proprietary Question Results

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## TRU Study® Fall 2007

- > Sample Size: 1,600+ in-tab respondents per wave
  - ~800 respondents per single-sample Proprietary Question
- > Sample Composition: 12- to 19-year-olds
  - Representative of the U.S. population in terms of age, gender, ethnicity and region
- > Survey Instrument: Self-executing mail questionnaire
- > Incentive: Enclosed cash incentive in original mailing and another upon completion

For methodological details, see the  
new TRU Study 2008 report

## Do you agree with the following statements?

("X" 1 FOR EACH STATEMENT)

\*Also fielded in: Spring '04, Fall '04, Spring '05, Fall '05, Spring '06, Fall '06

|   | YES                        | NO                         |
|---|----------------------------|----------------------------|
| You know someone who has been shot.   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| If you really wanted to, you could get a handgun.   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Handguns should be childproofed the same way we childproof medicine bottles.                          | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Minorities are more likely to carry guns than white people.   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| You know a teenager who has threatened to kill someone with a gun.                                    | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| You're afraid that gun violence might happen in your school.  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Metal detectors make schools safer.   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| You would benefit from more violence prevention programs and resources.                               | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| America would be a safer place without handguns.  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Teachers and principals should be able to bring handguns to school to protect students.               | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| There should be a ban on assault weapons for anyone who is not a military or law enforcement officer. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Violent teens learn their behavior from their parents.  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |

## Do you agree with the following statements?

("X" 1 FOR EACH STATEMENT)

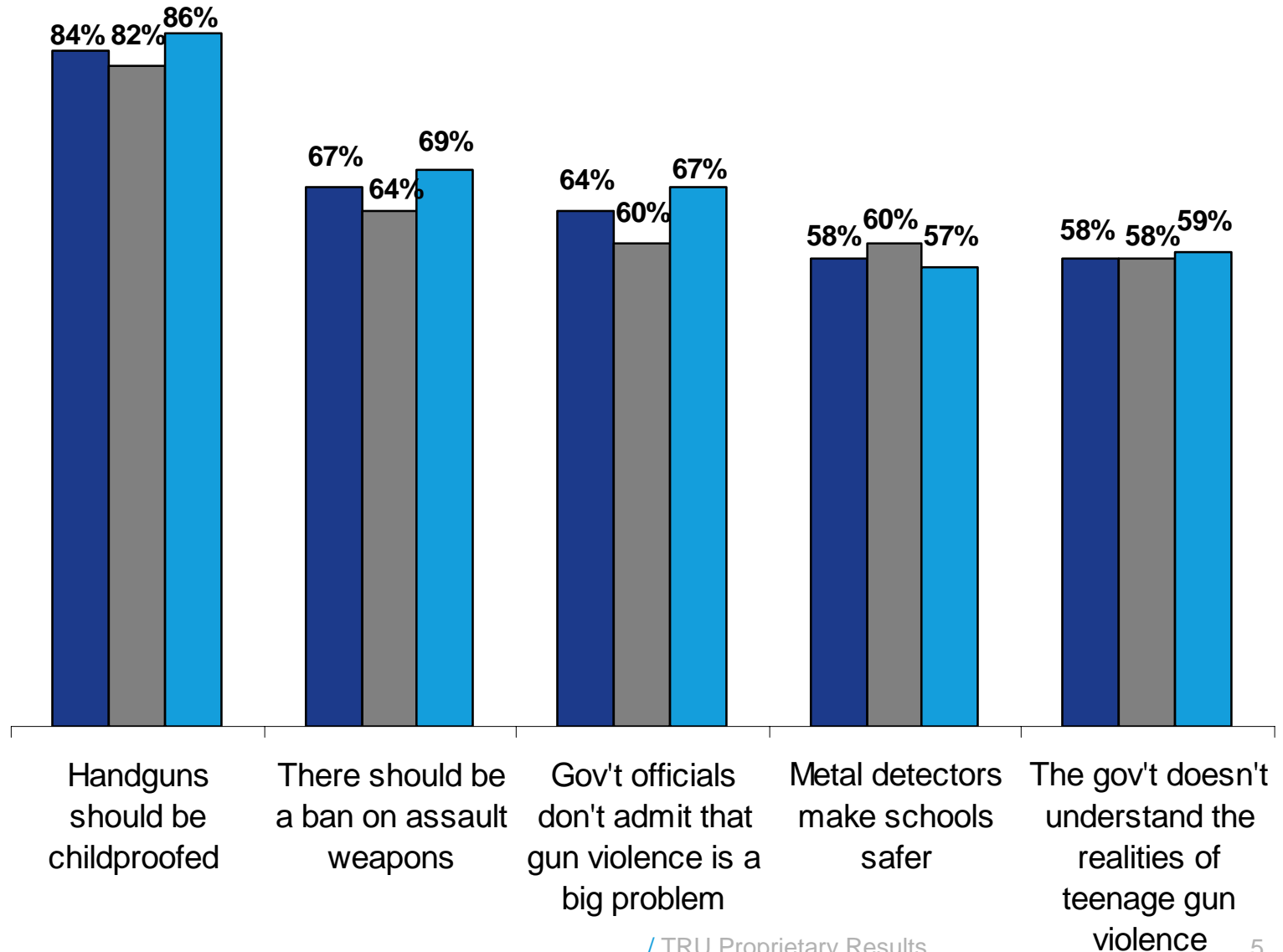
\*Also fielded in: Spring '04, Fall '04, Spring '05, Fall '05, Spring '06, Fall '06

|   | YES                        | NO                         |
|---|----------------------------|----------------------------|
| If you had access to a handgun, you would use it to make you feel safer or for protection.                      | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| You know more than one person who has been shot.  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| African-American youth are more likely to be victims of gun violence than other youth.                          | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| If you were a victim of gun violence, the government wouldn't care.   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| The government doesn't understand the realities of gun violence for teenagers.                                  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Adults don't understand the realities of gun violence for teenagers.  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Violence in movies, video games and TV leads to gun violence.   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| You fear being shot someday   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| You usually hear gunshots in your neighborhood at least once a month.   | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| You are safer outside your school than inside your school.  | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |
| Government officials don't admit that gun violence is a big problem until they have to deal with it personally. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 |



**Question:** Do you agree with the following statements?

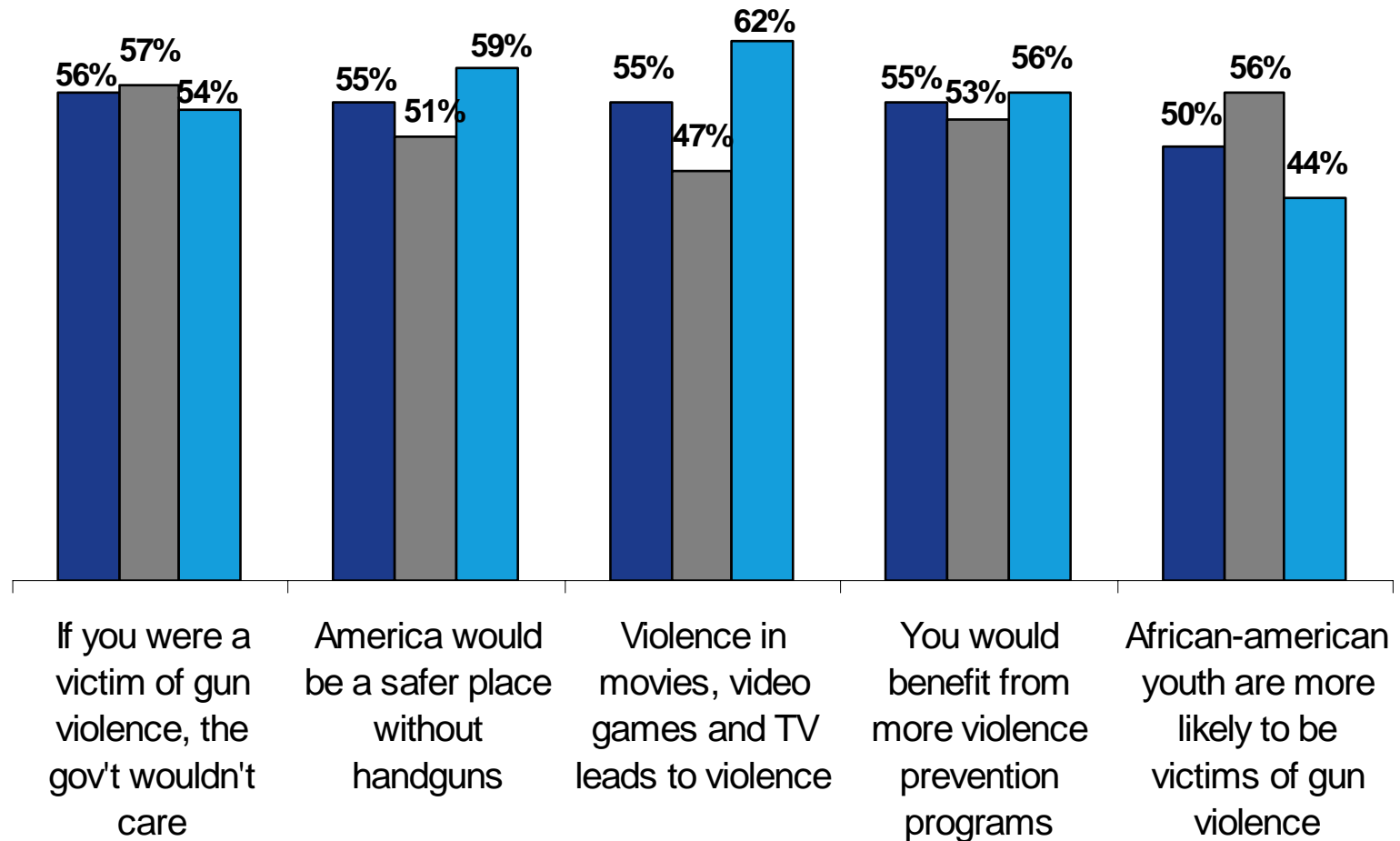
(Fill in one for each statement)





**Question:** Do you agree with the following statements?

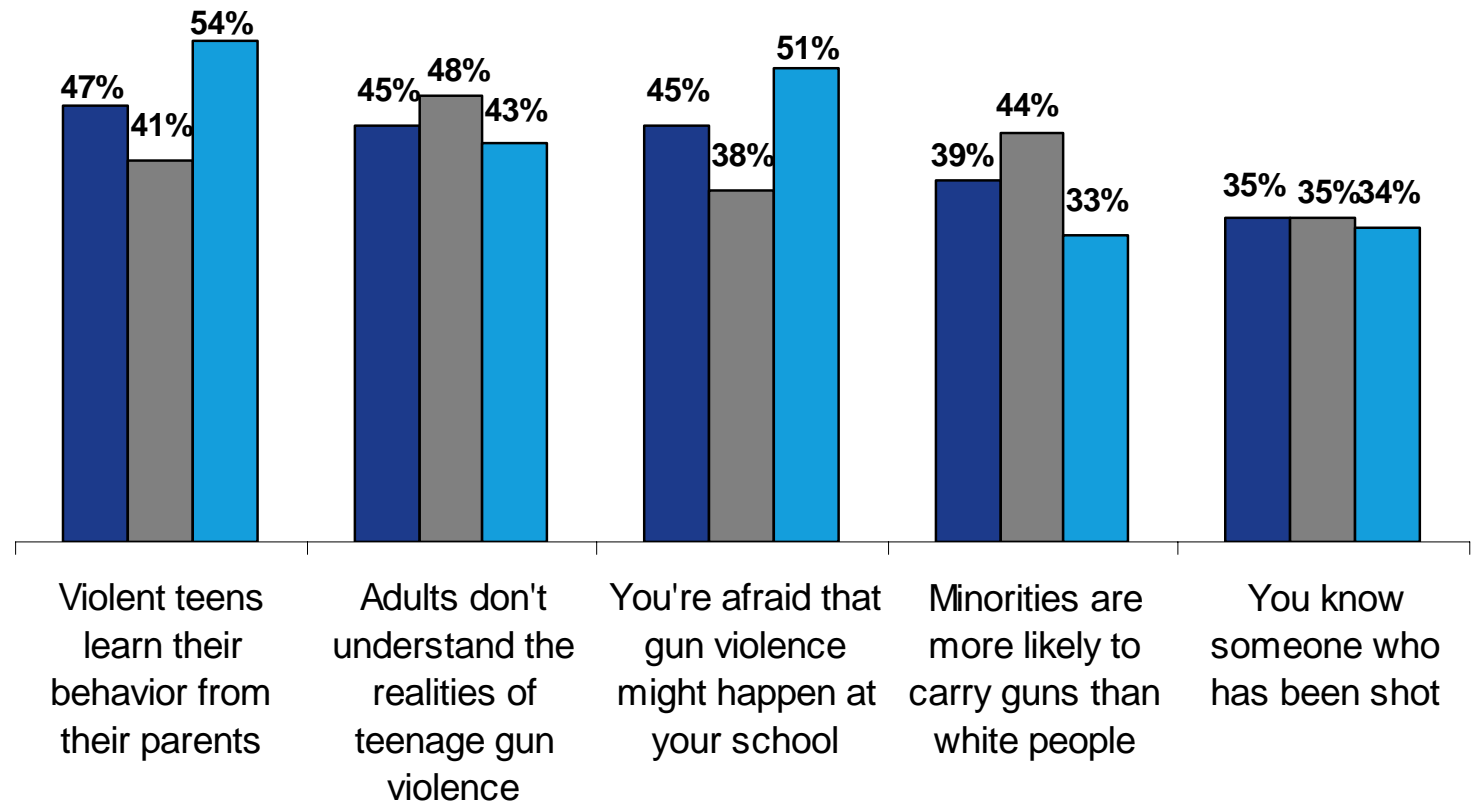
(Fill in one for each statement)





**Question:** *Do you agree with the following statements?*

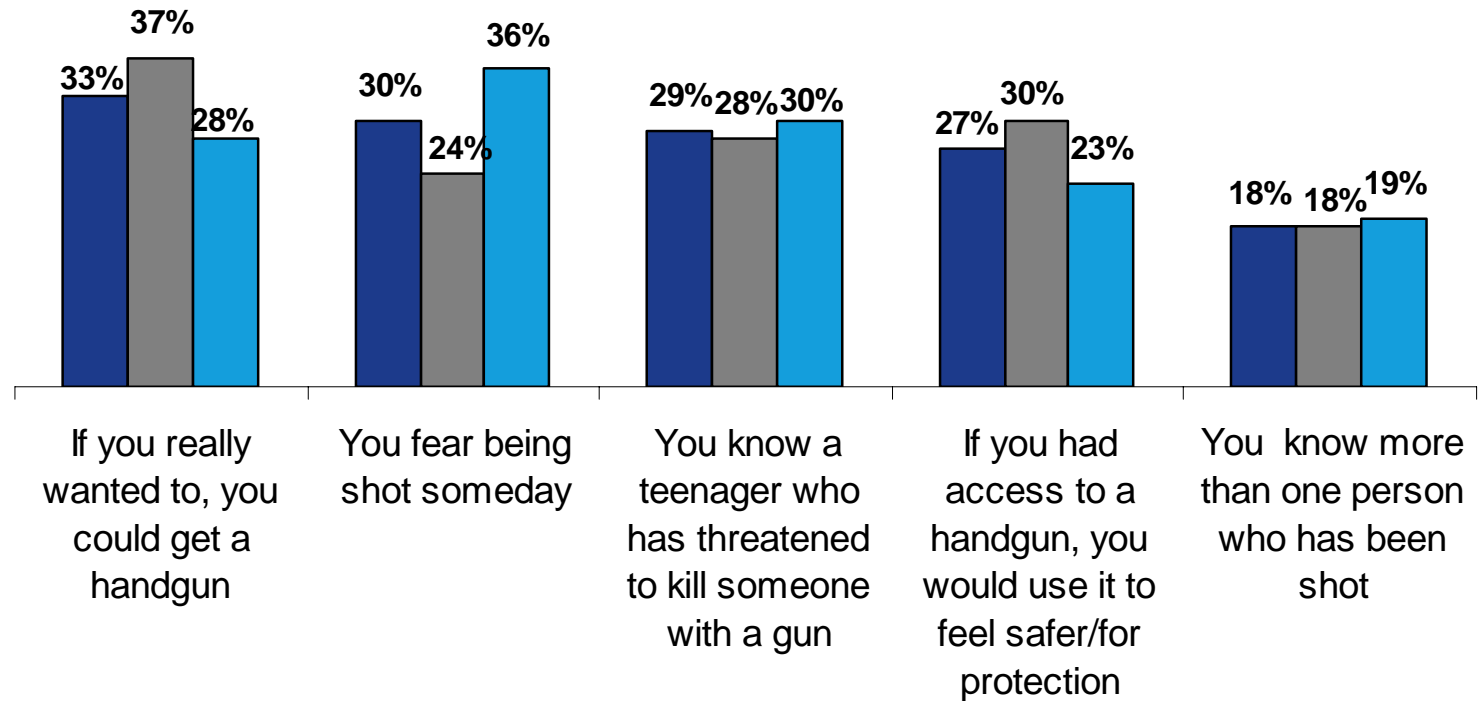
*(Fill in one for each statement)*





**Question:** *Do you agree with the following statements?*

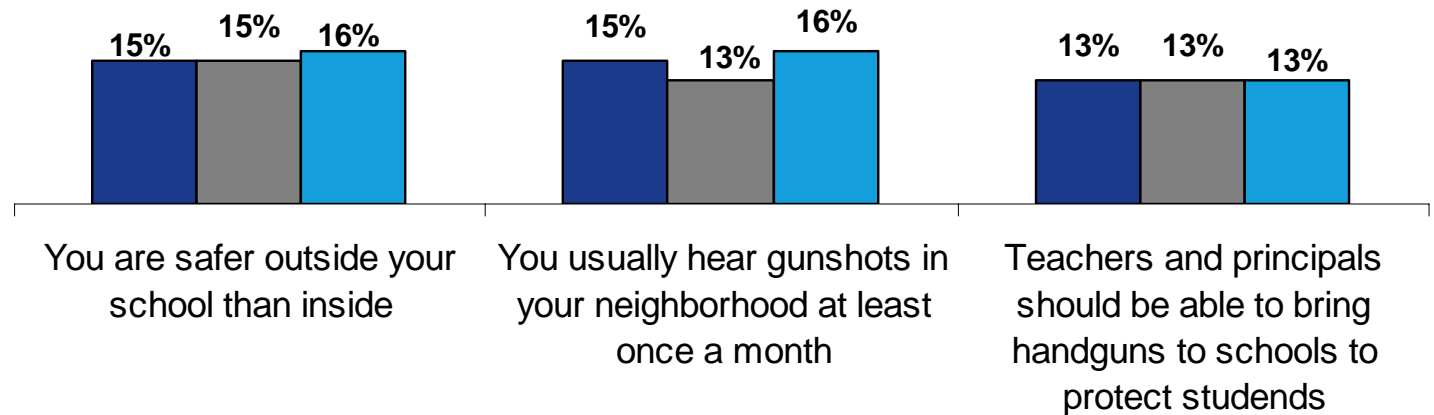
*(Fill in one for each statement)*



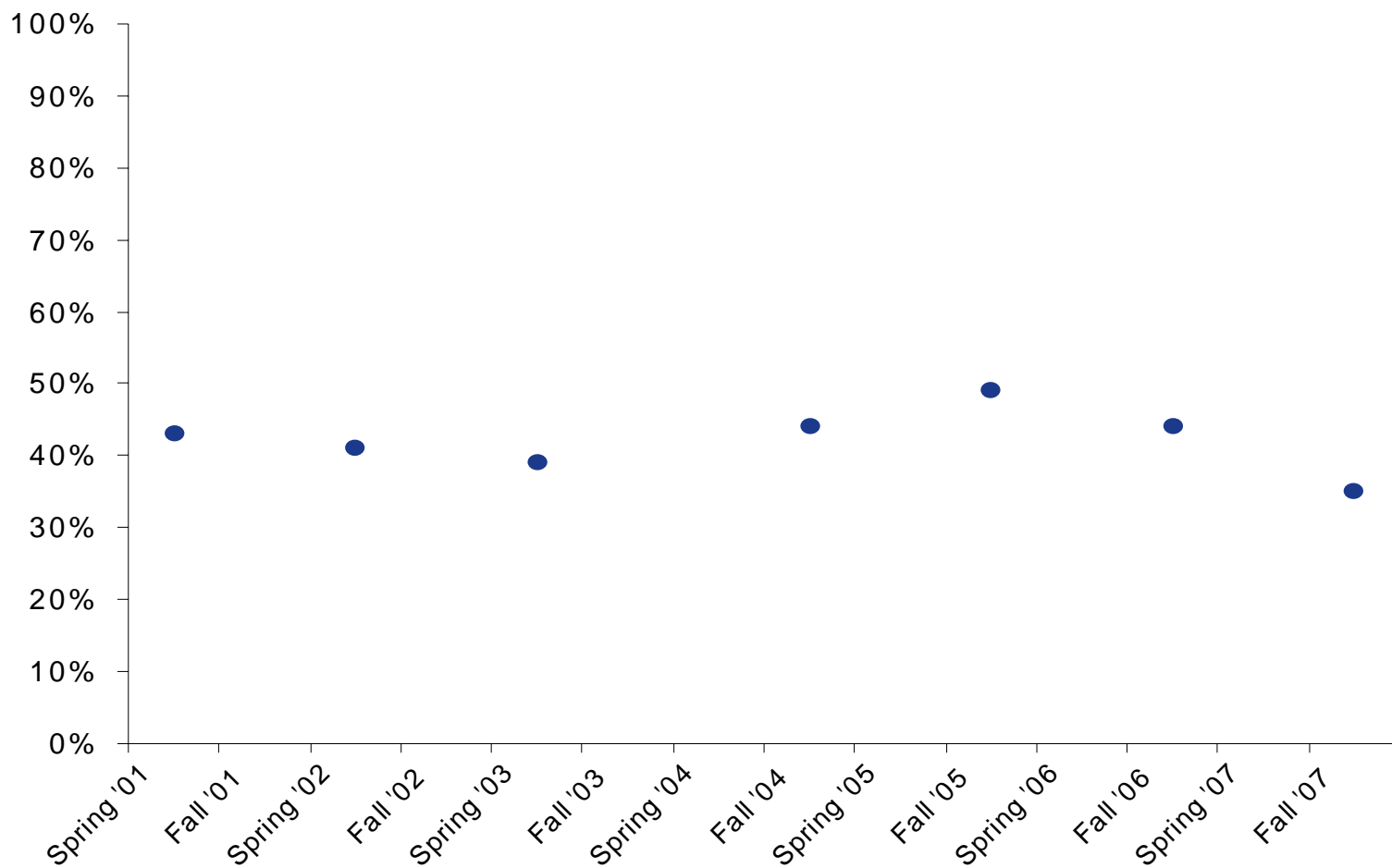


**Question:** *Do you agree with the following statements?*

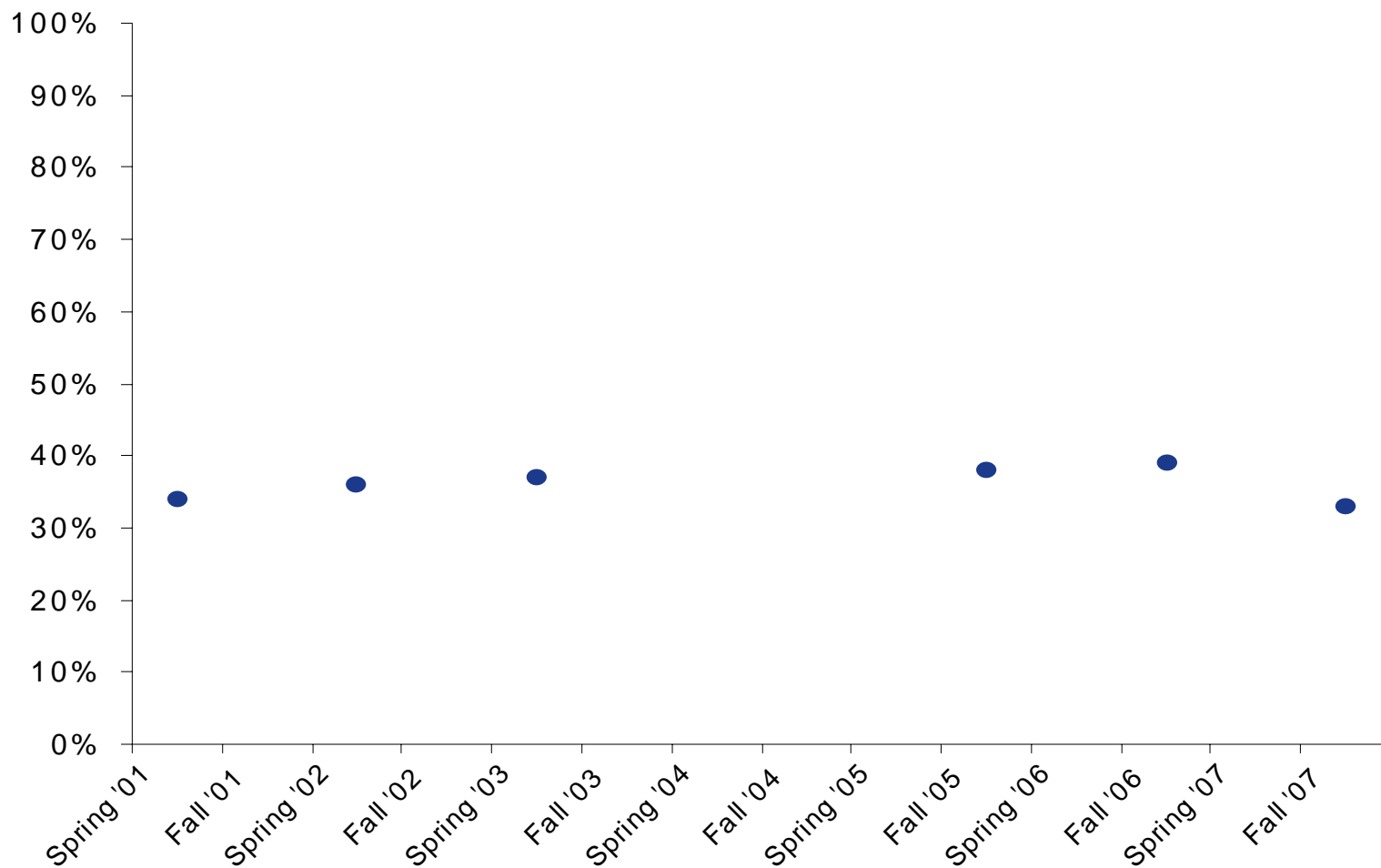
*(Fill in one for each statement)*



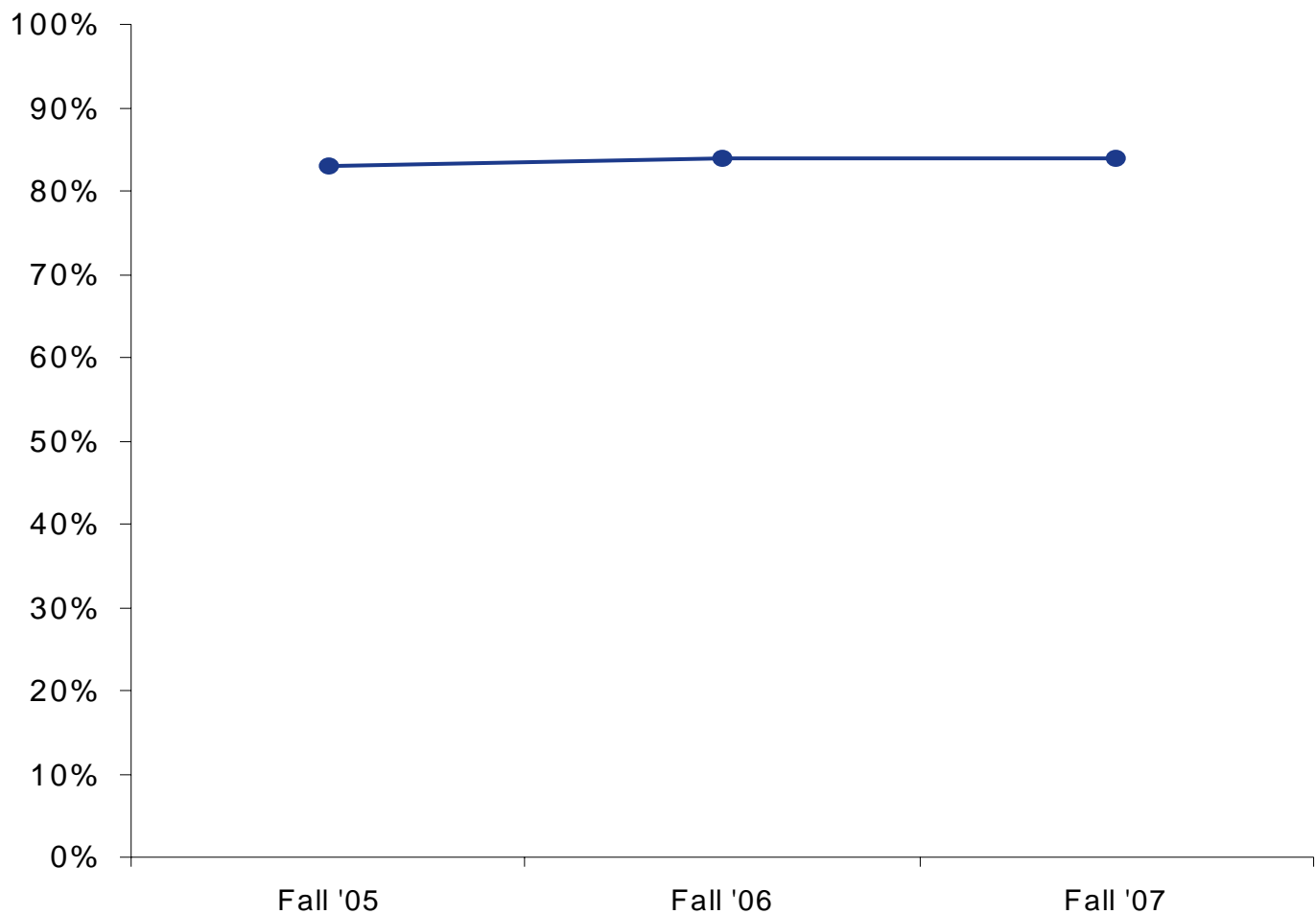
Attribute: You know someone who has been shot.



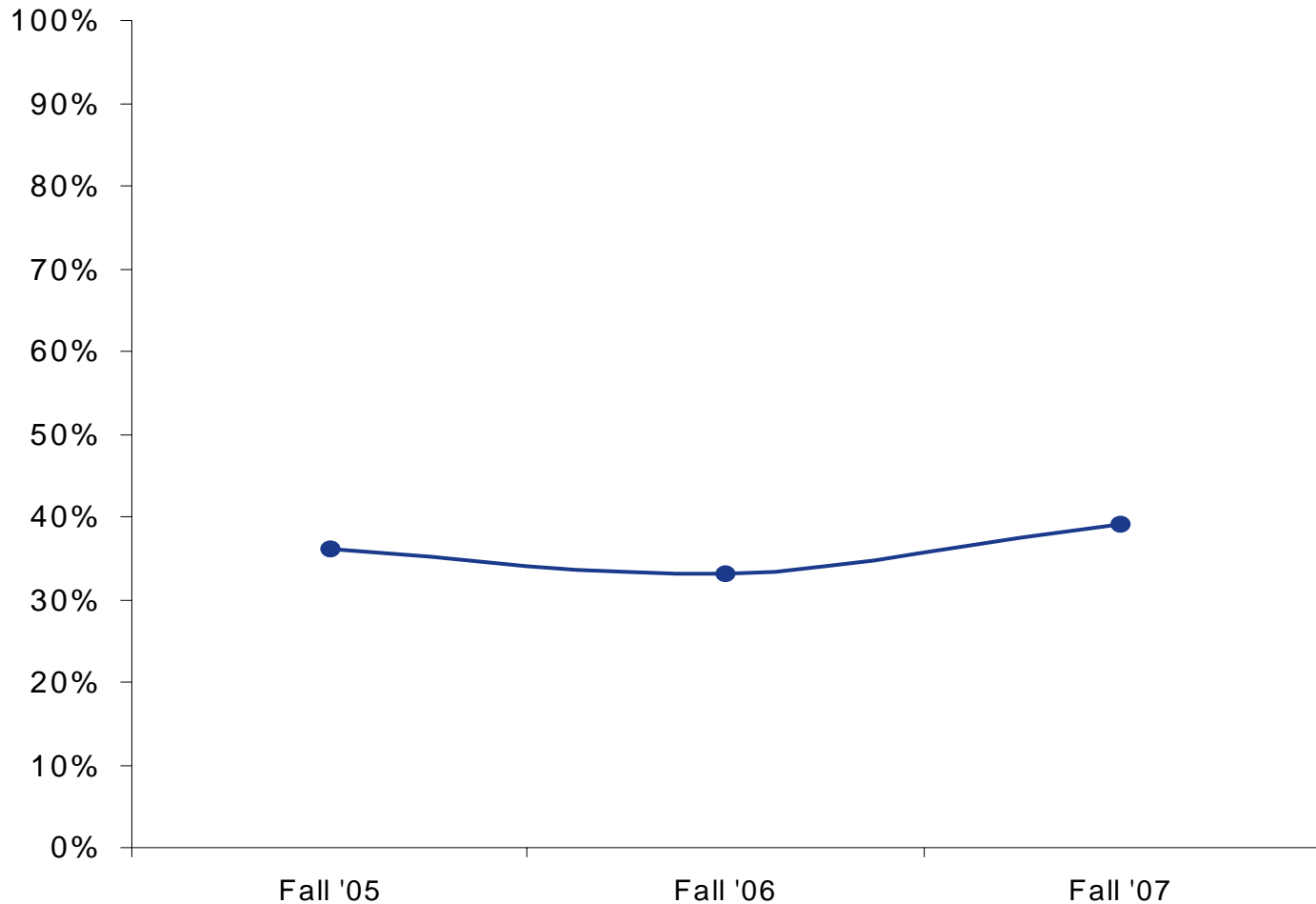
Attribute: If you really wanted to, you could get a handgun.



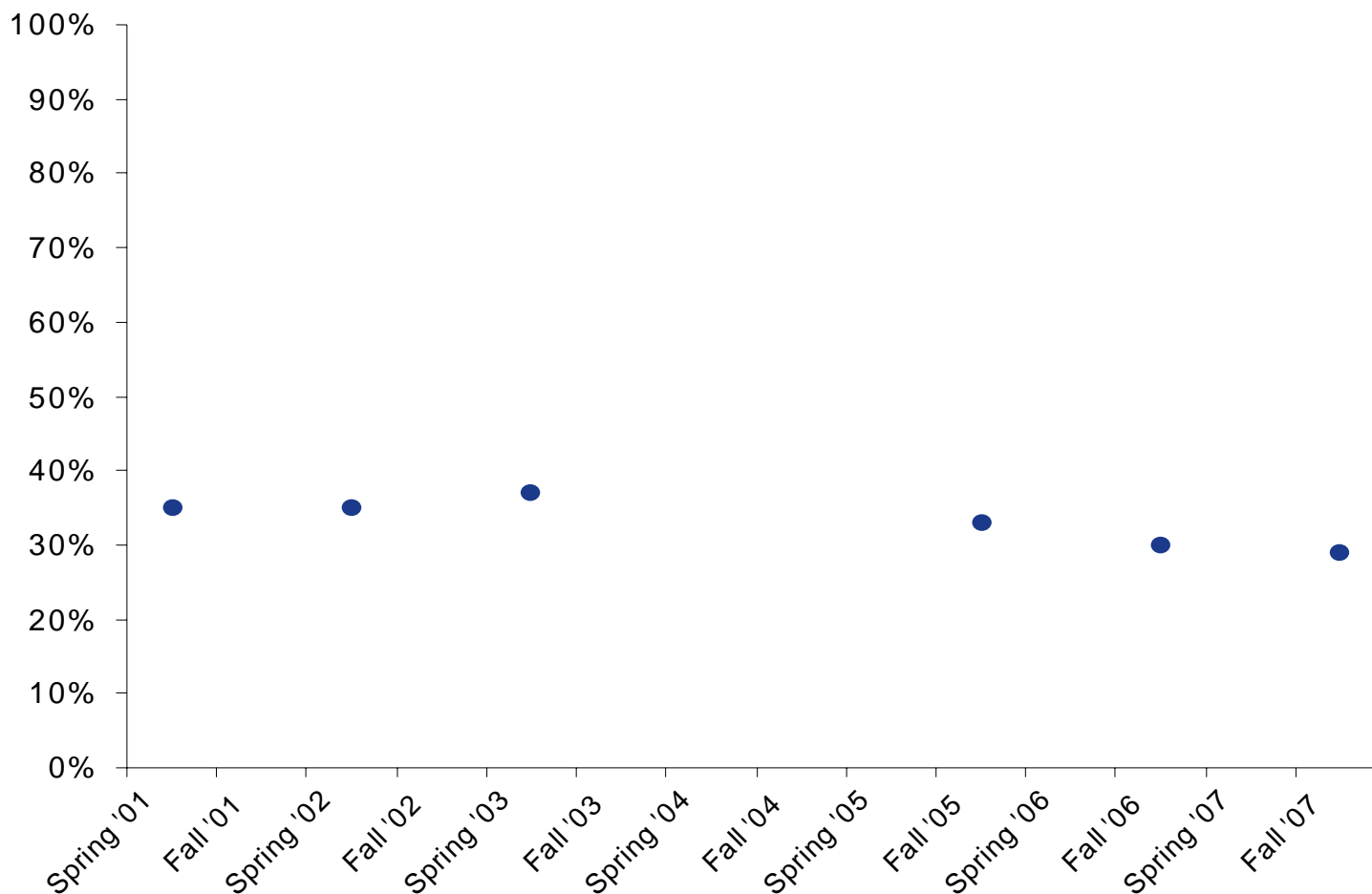
Attribute: Handguns should be childproofed the same way we childproof medicine bottles.



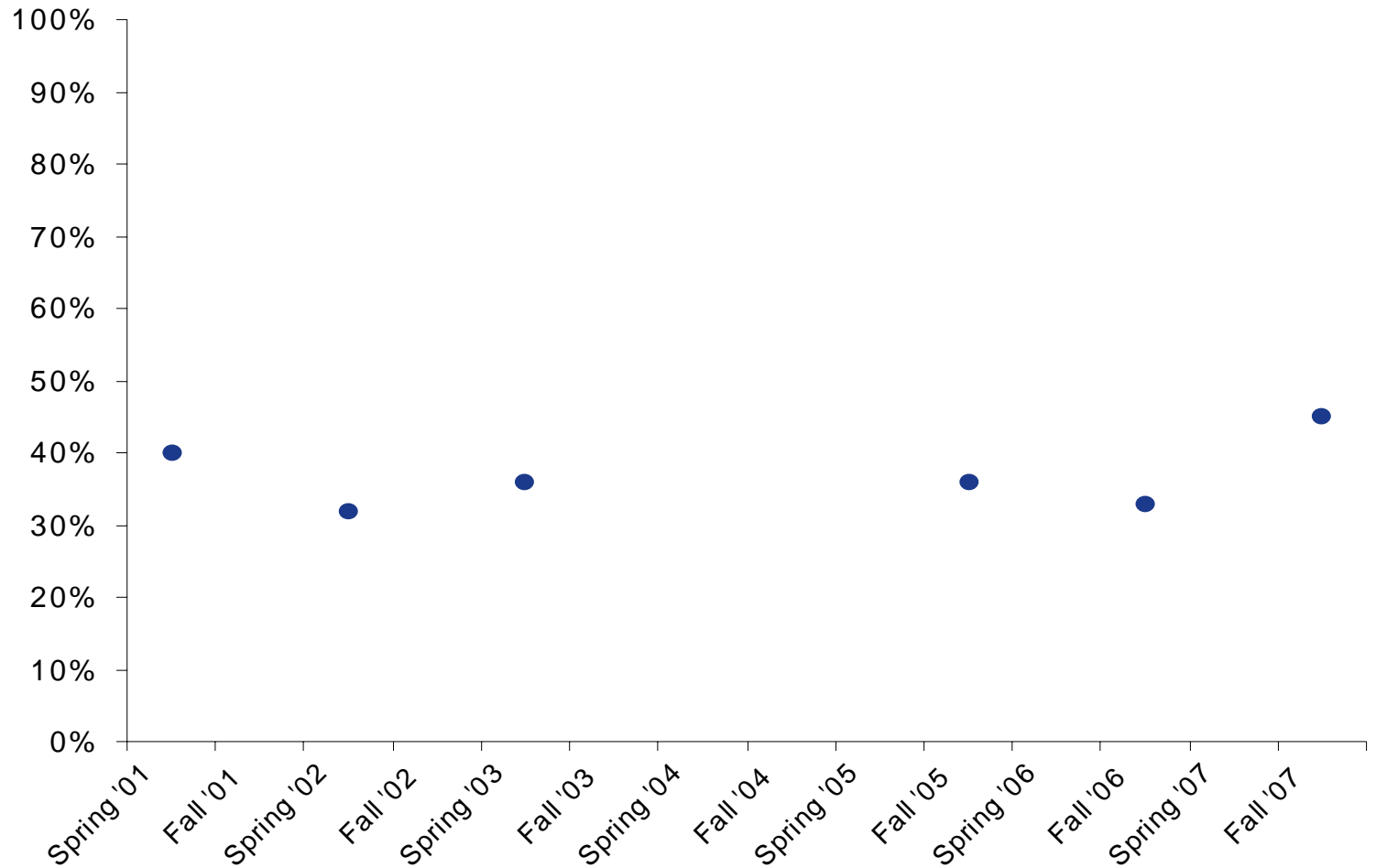
Attribute: Minorities are more likely to carry guns than white people.



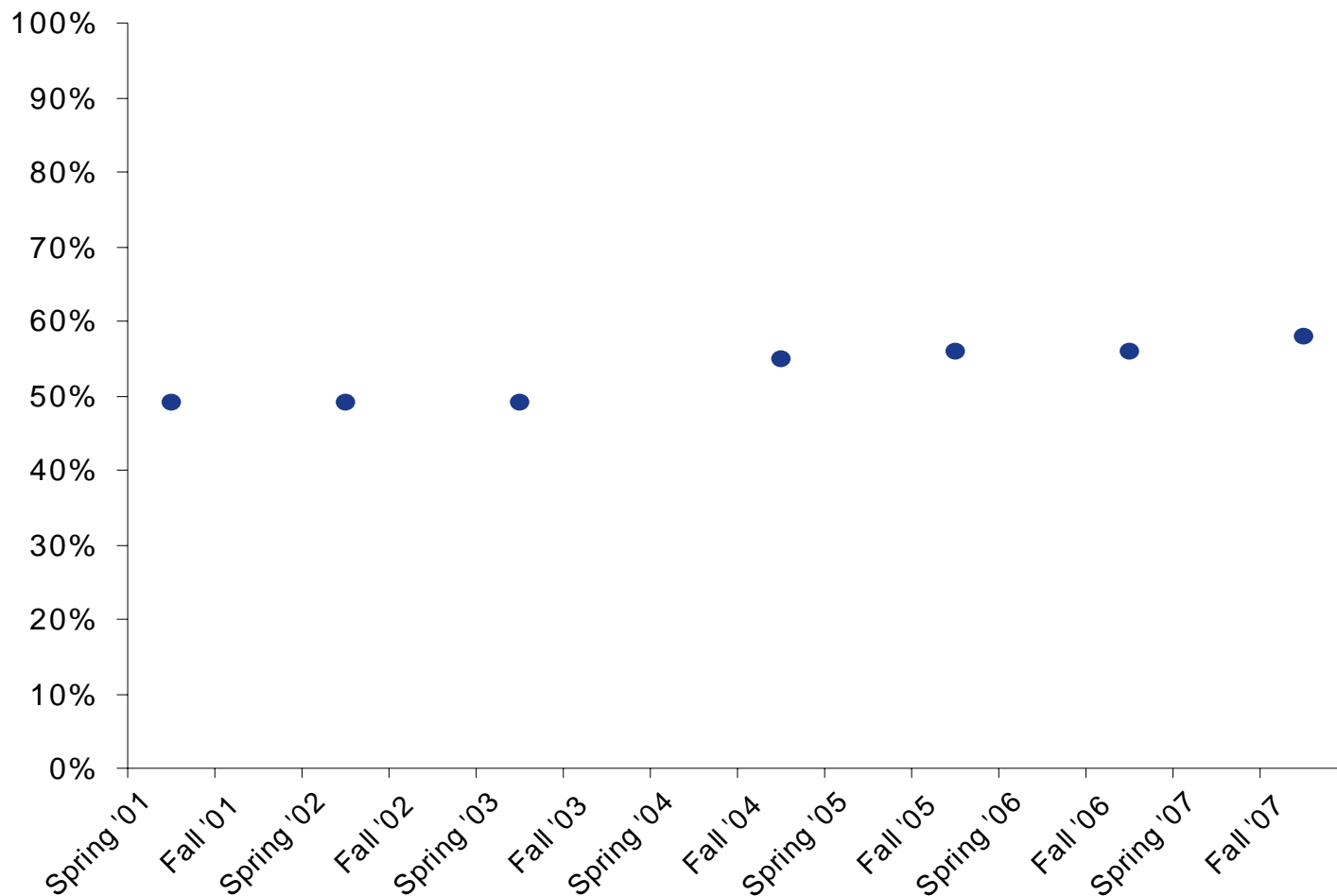
Attribute: You know a teenager who has threatened to kill someone with a gun.



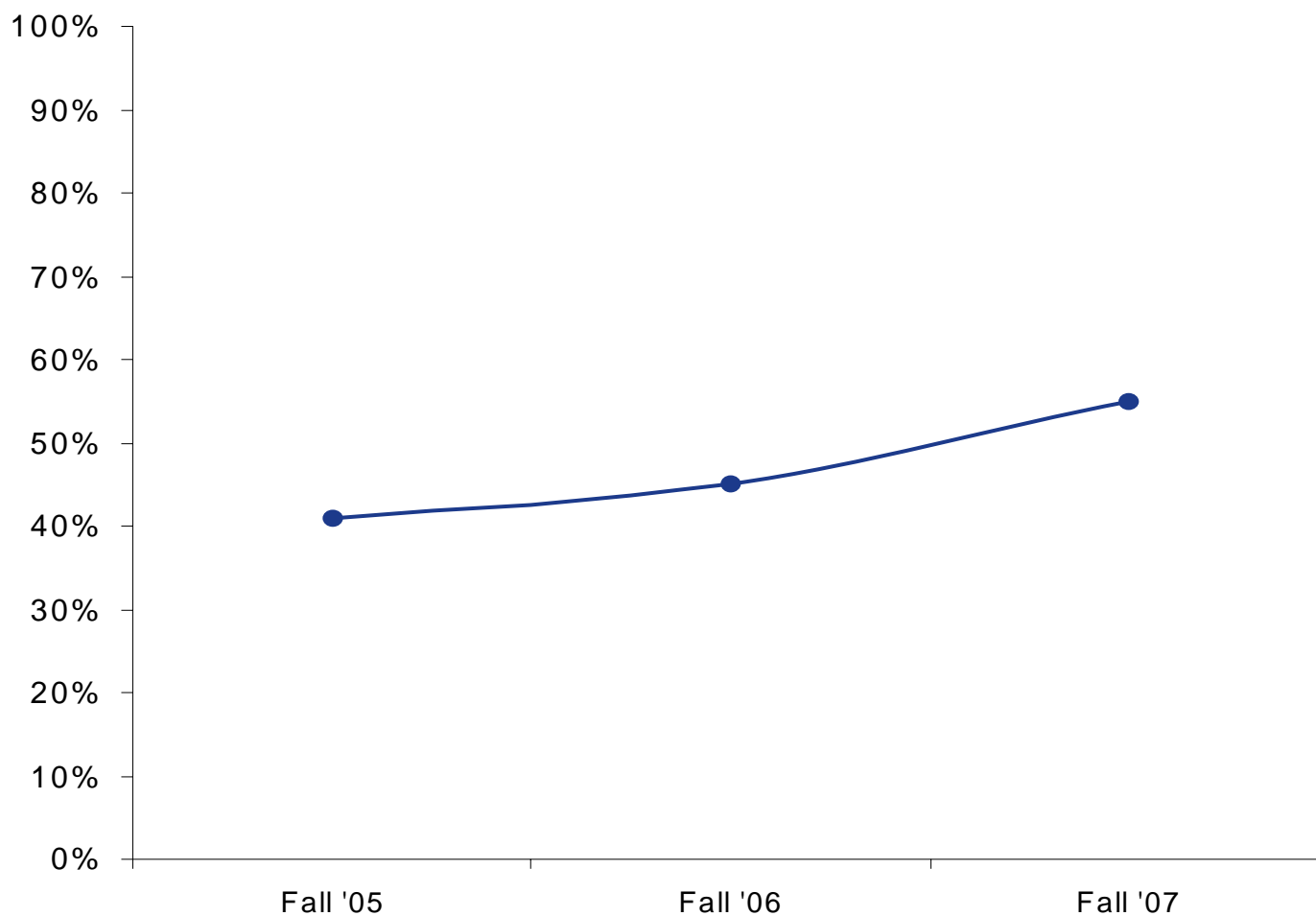
Attribute: You're afraid that gun violence might happen in your school.



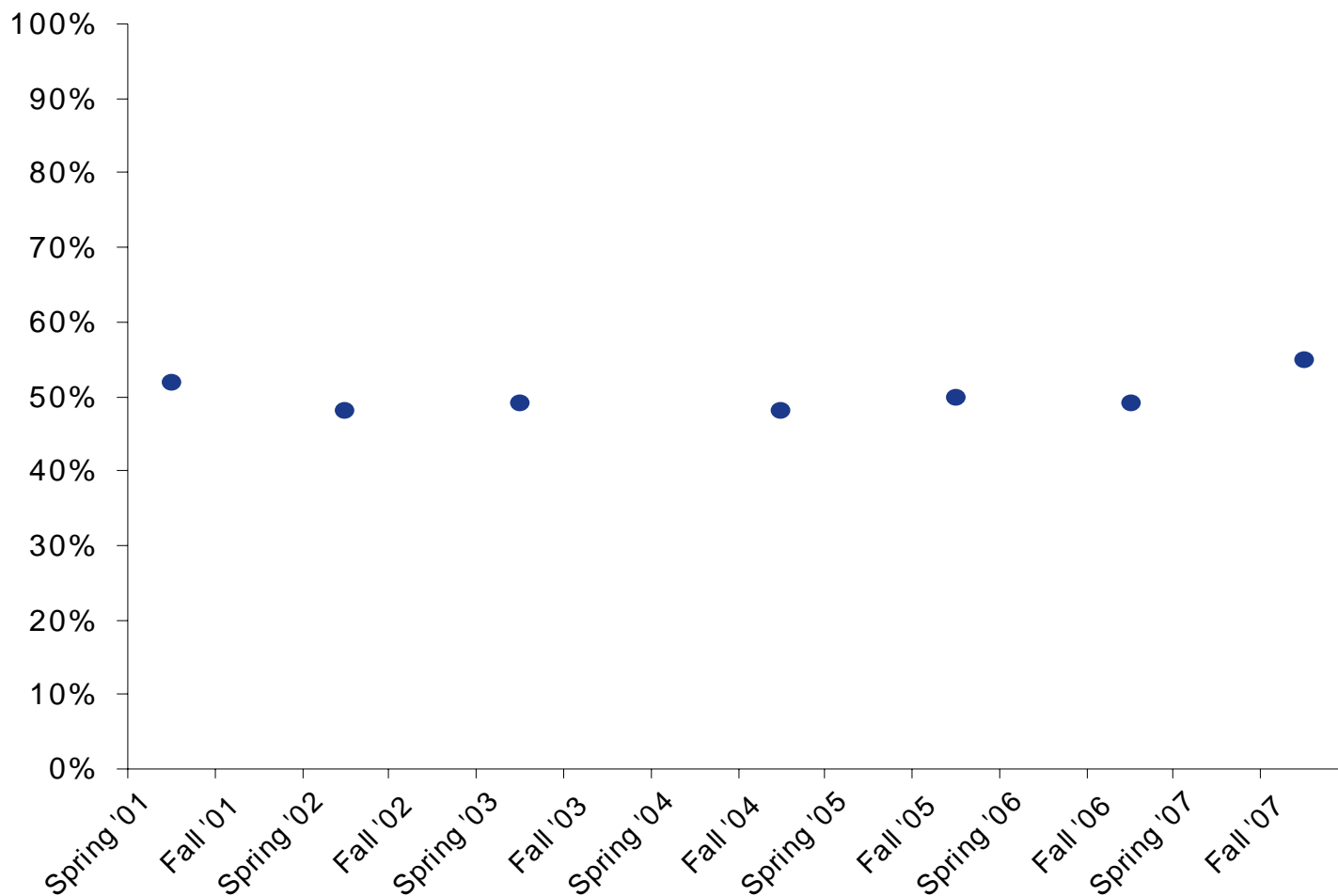
## Attribute: Metal detectors make schools safer.



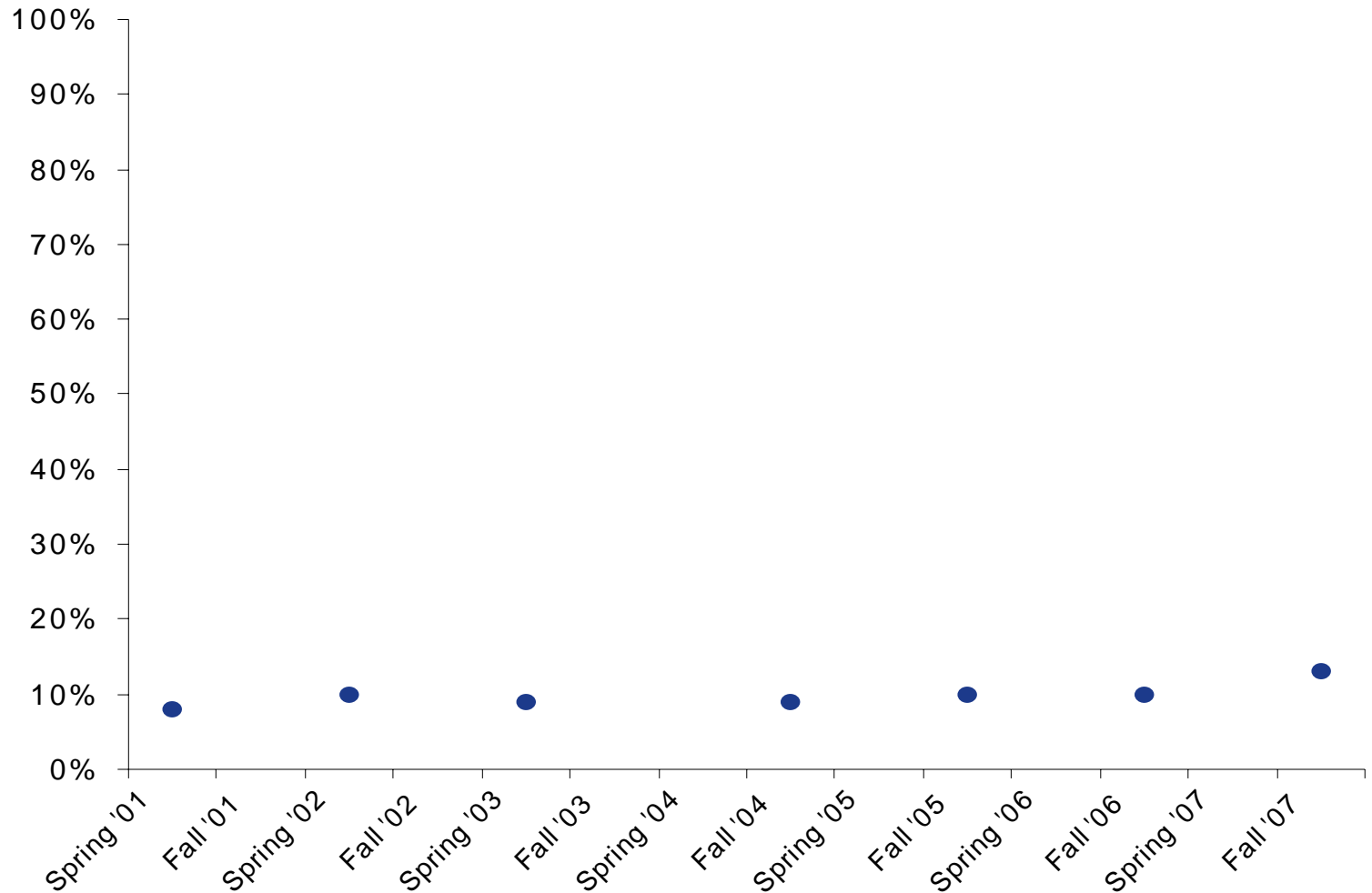
Attribute: You would benefit from more violence prevention programs and resources.



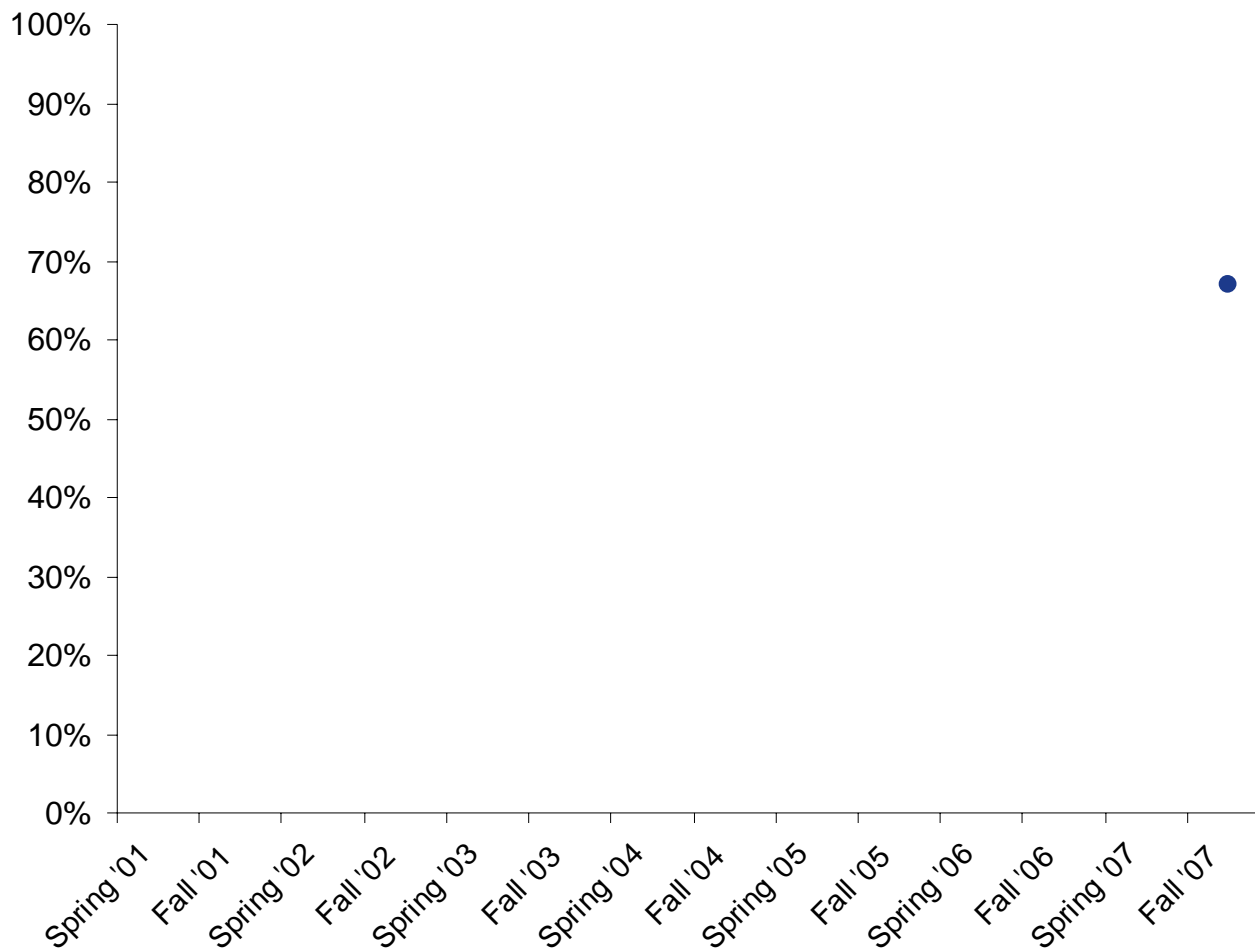
Attribute: America would be a safer place without handguns.



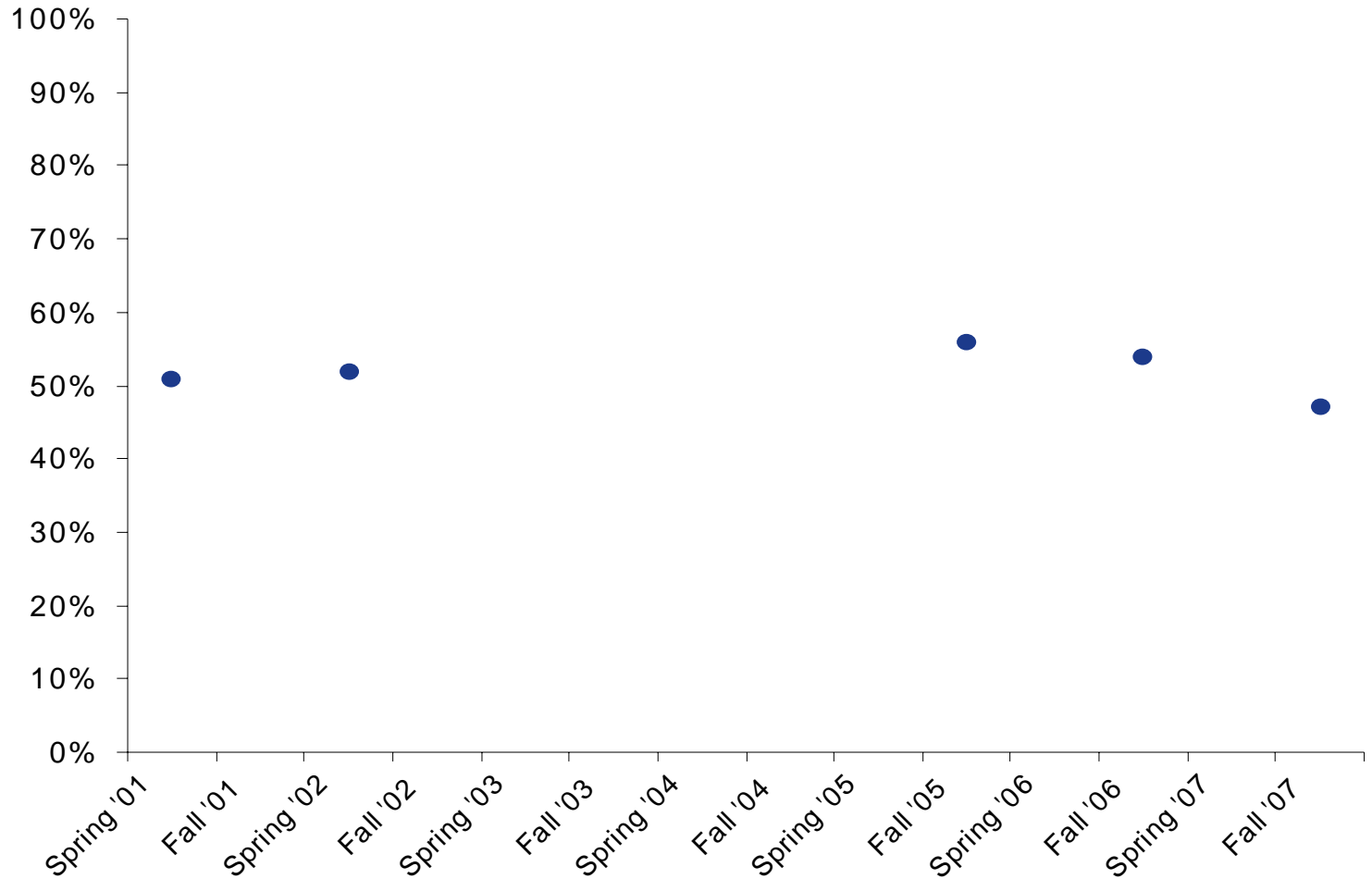
Attribute: Teachers and principals should be able to bring handguns to schools to protect students.



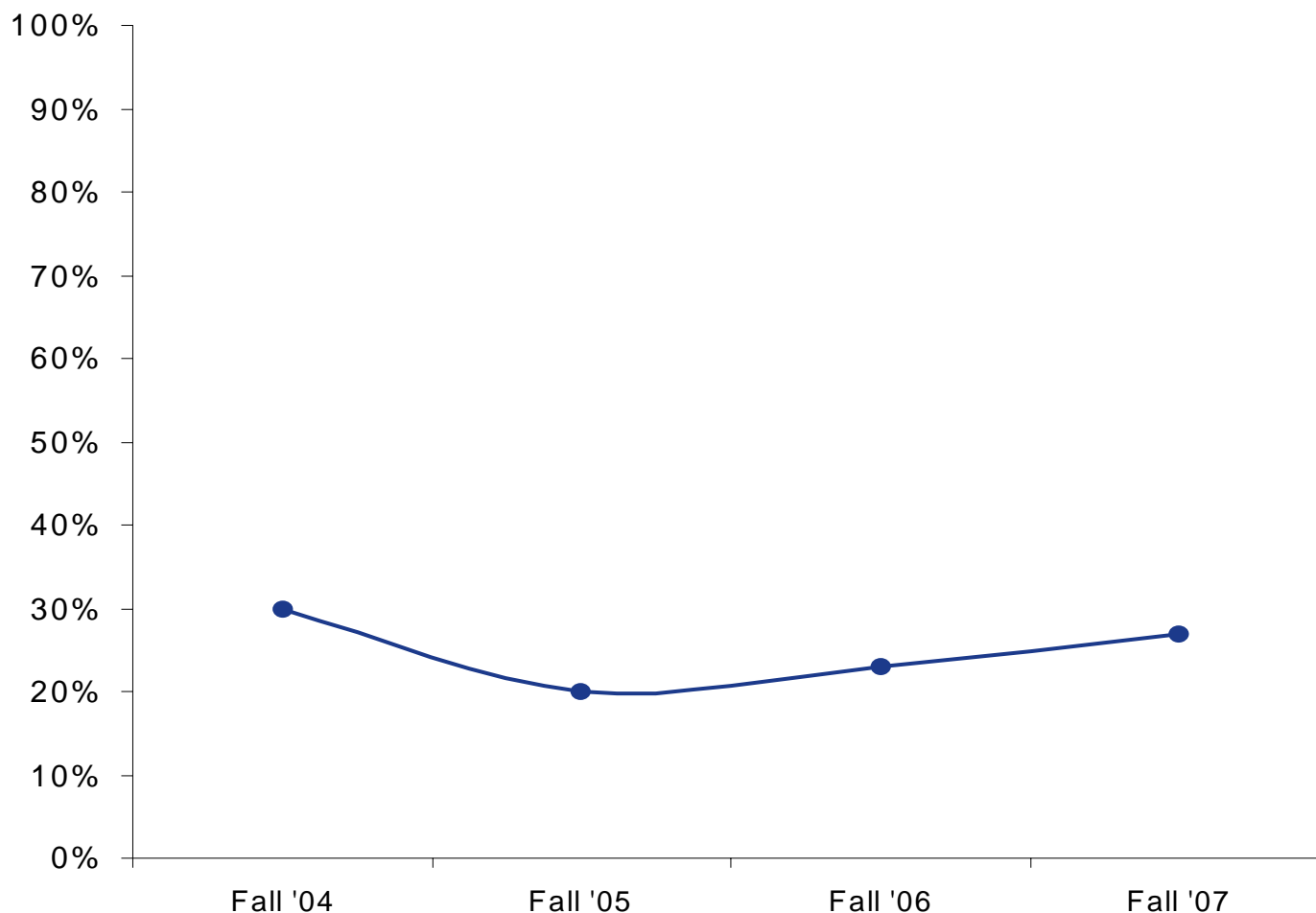
Attribute: There should be a ban on assault weapons for anyone who is not a military or law enforcement officer.



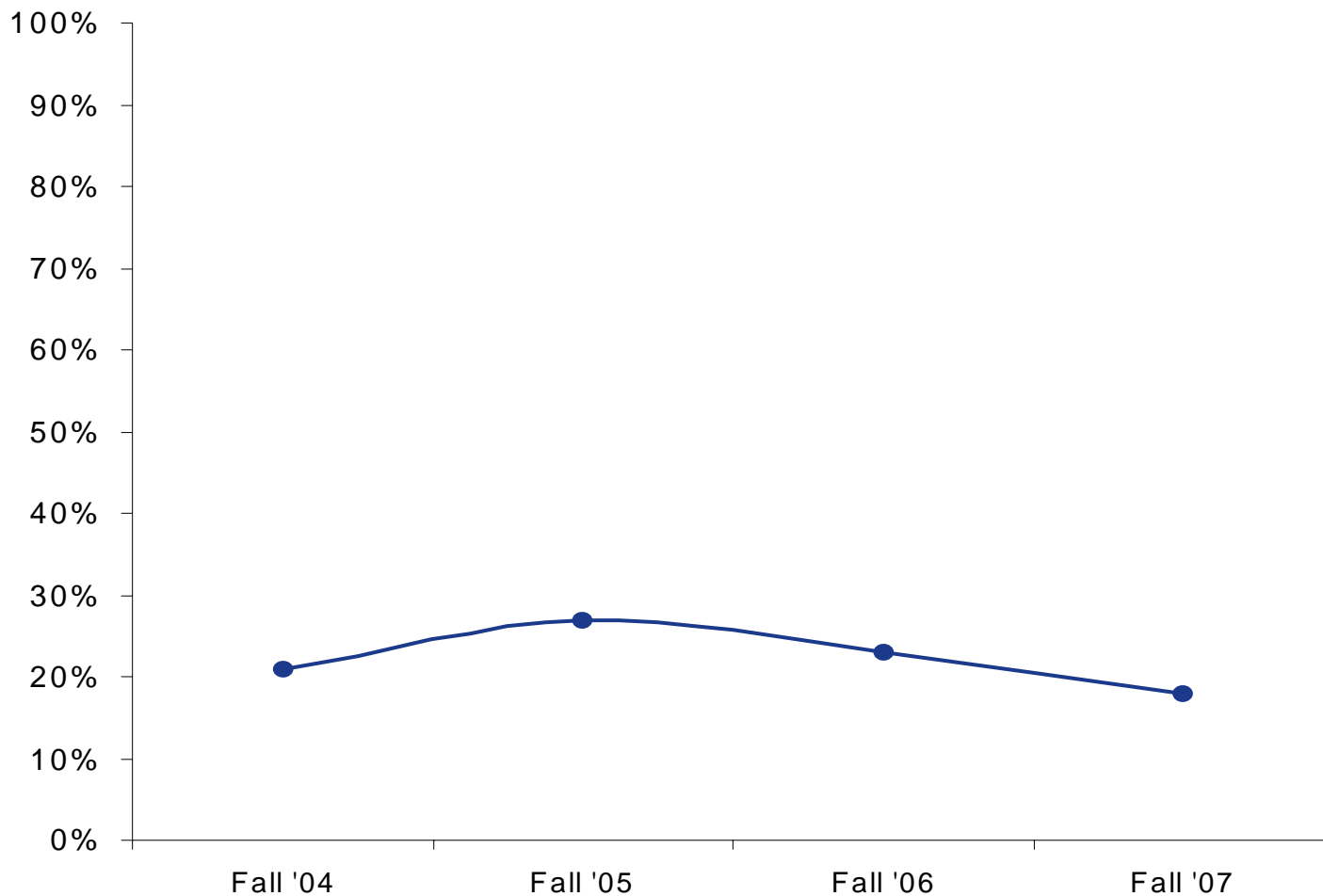
## Attribute: Violent teens learn their behavior from their parents.



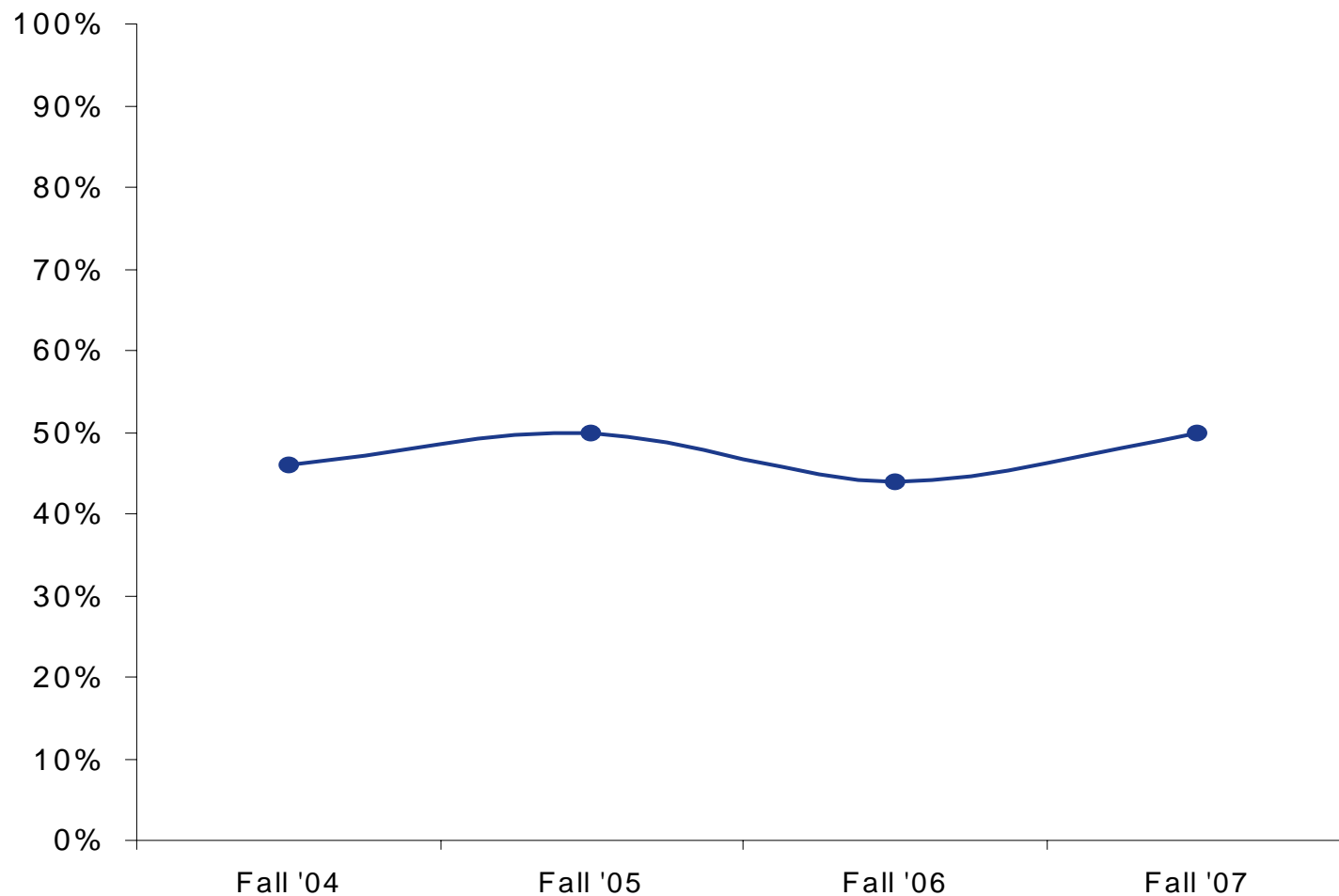
Attribute: If you had access to a handgun, you would use it to make you feel safer or for protection.



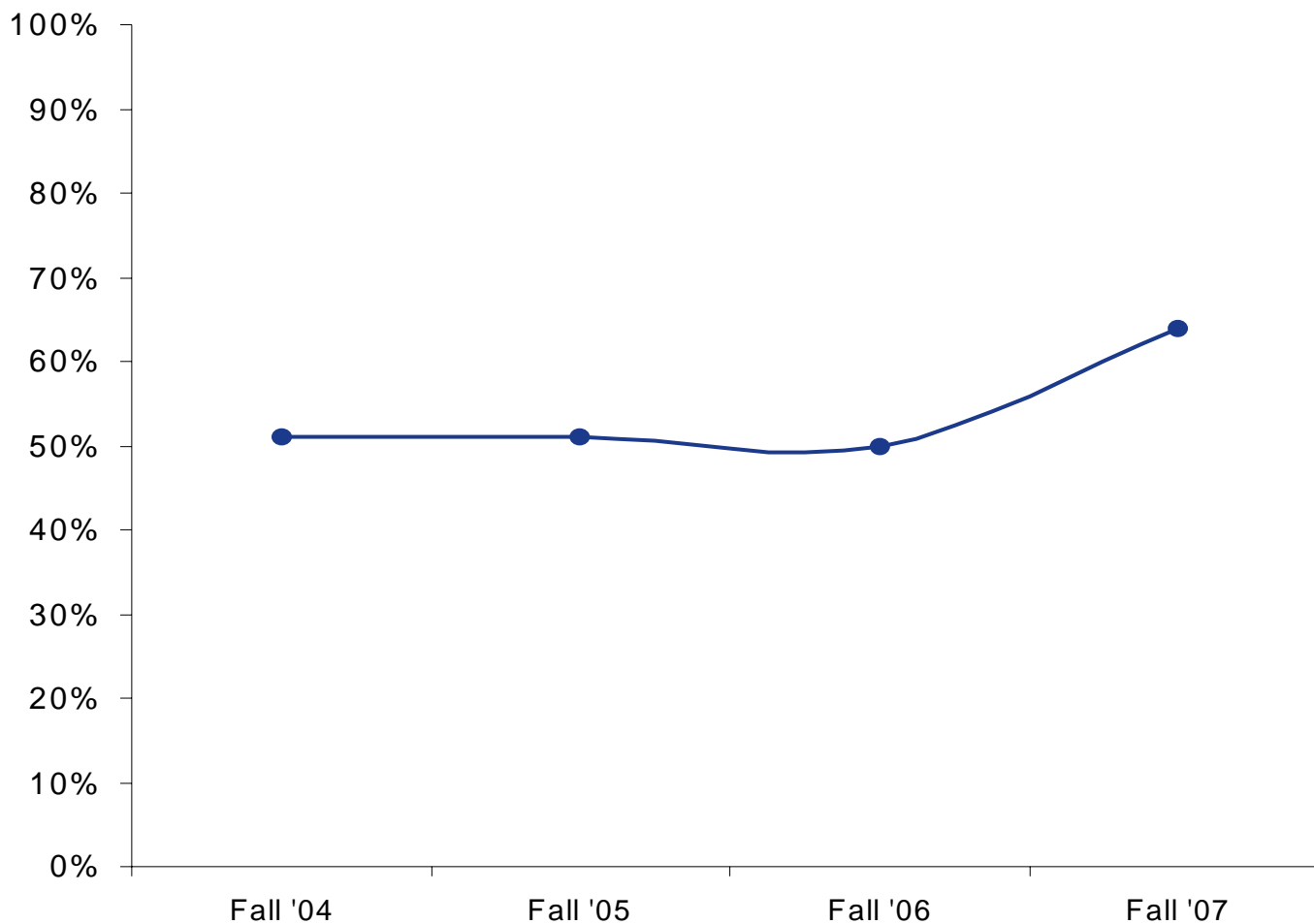
Attribute: You know more than one person who has been shot.



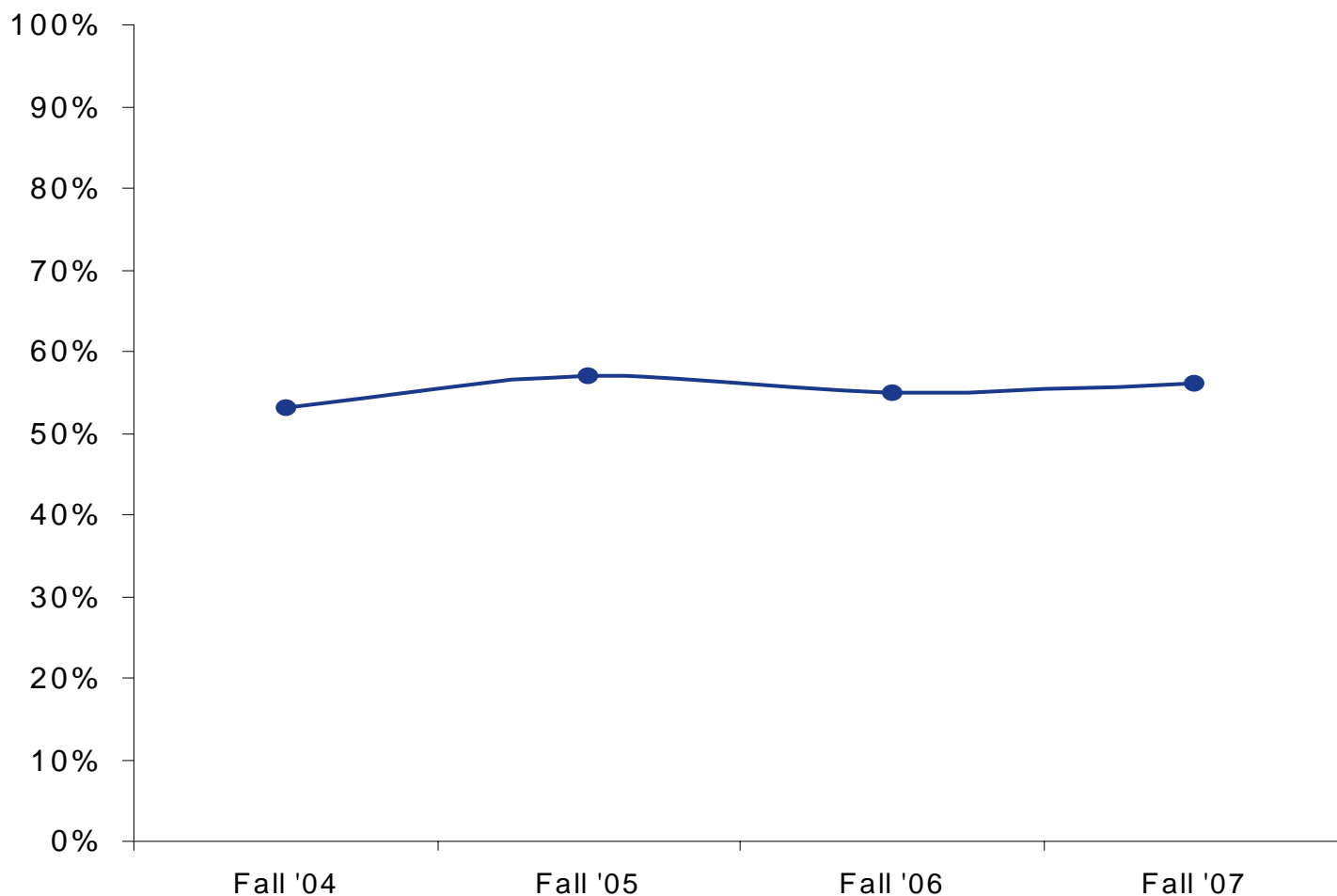
Attribute: African-American youth are more likely to be victims of gun violence than other youth.



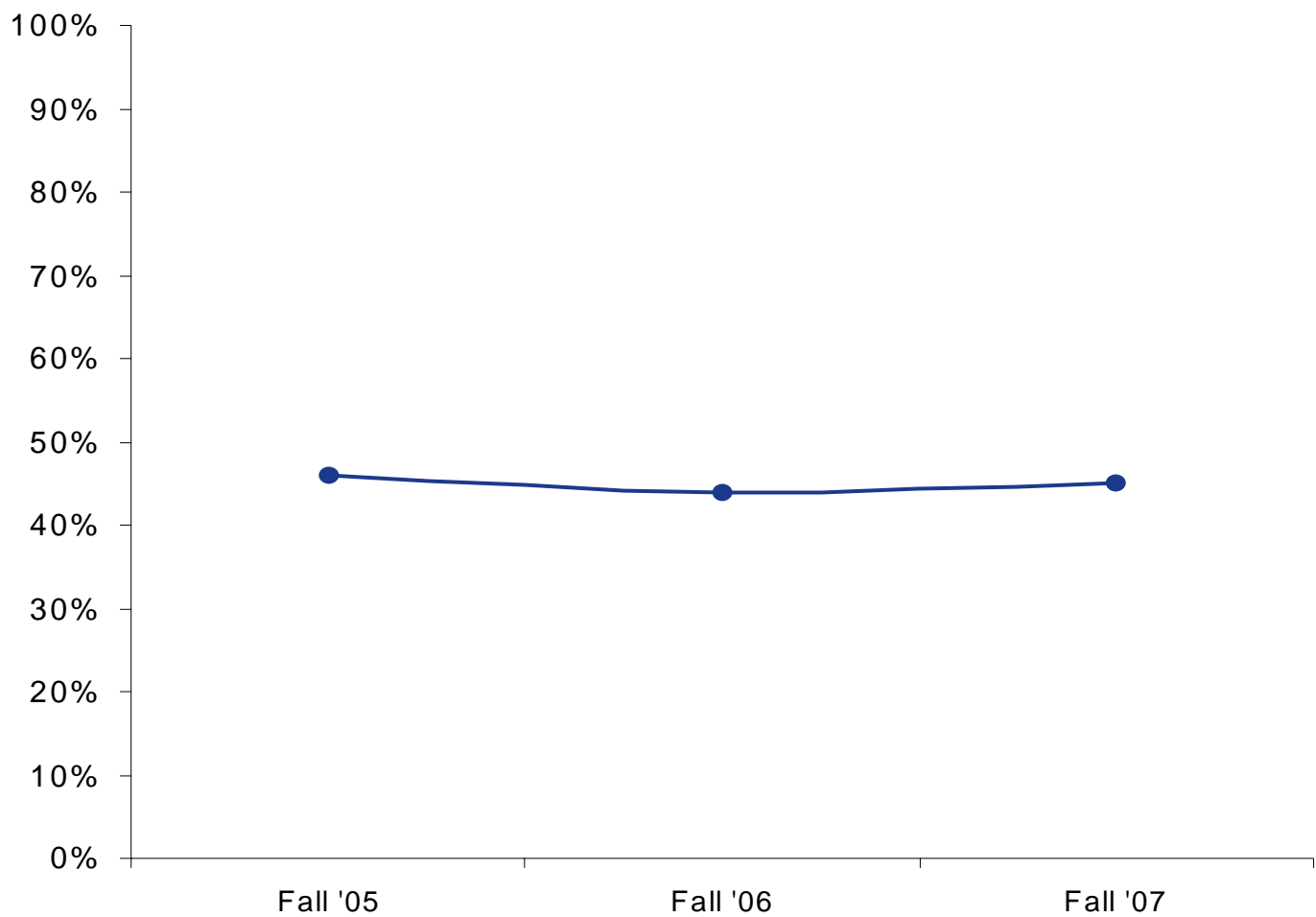
Attribute: If you were a victim of gun violence, the government wouldn't care.



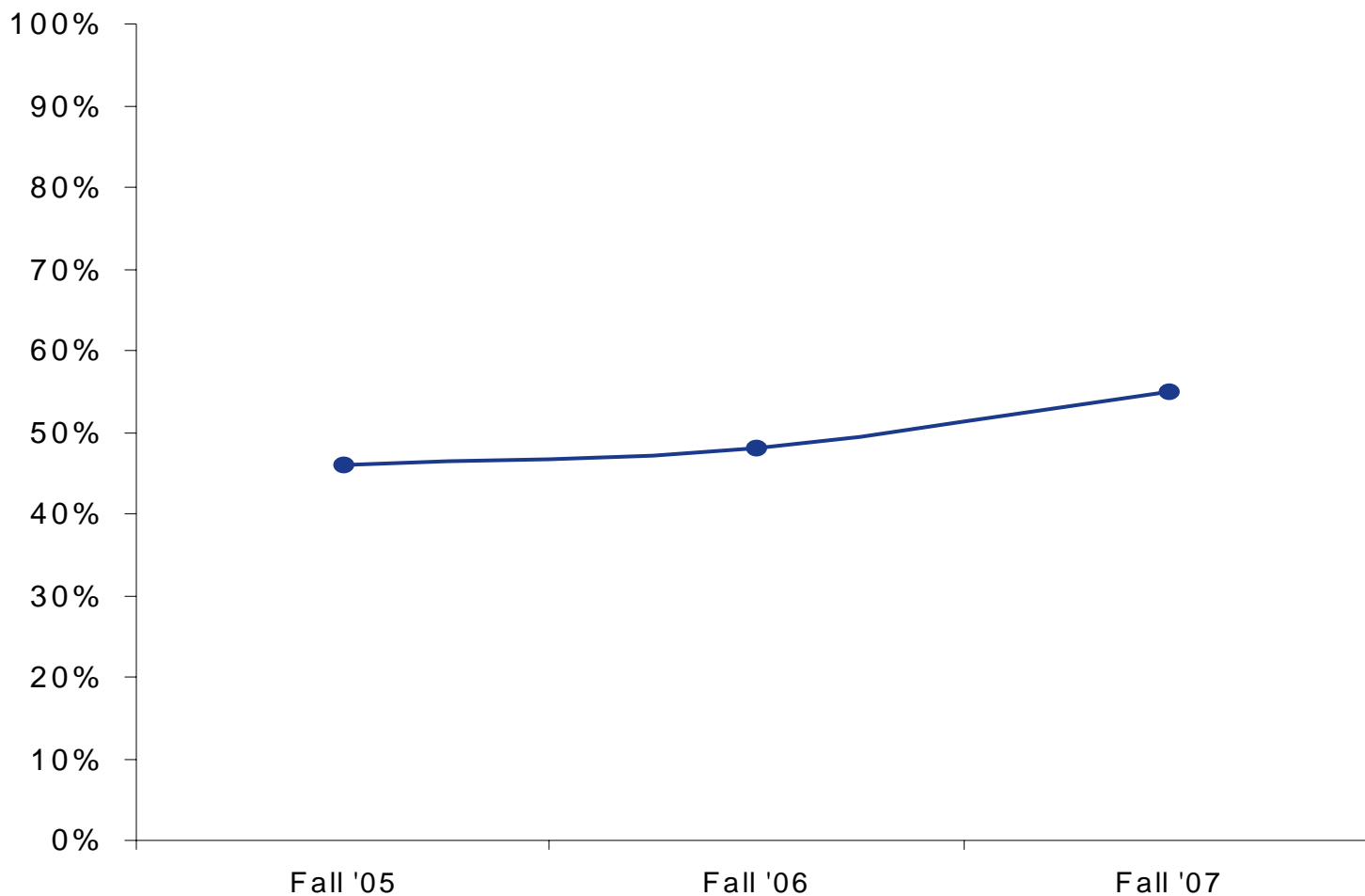
Attribute: The government doesn't understand the realities of gun violence for teenagers.



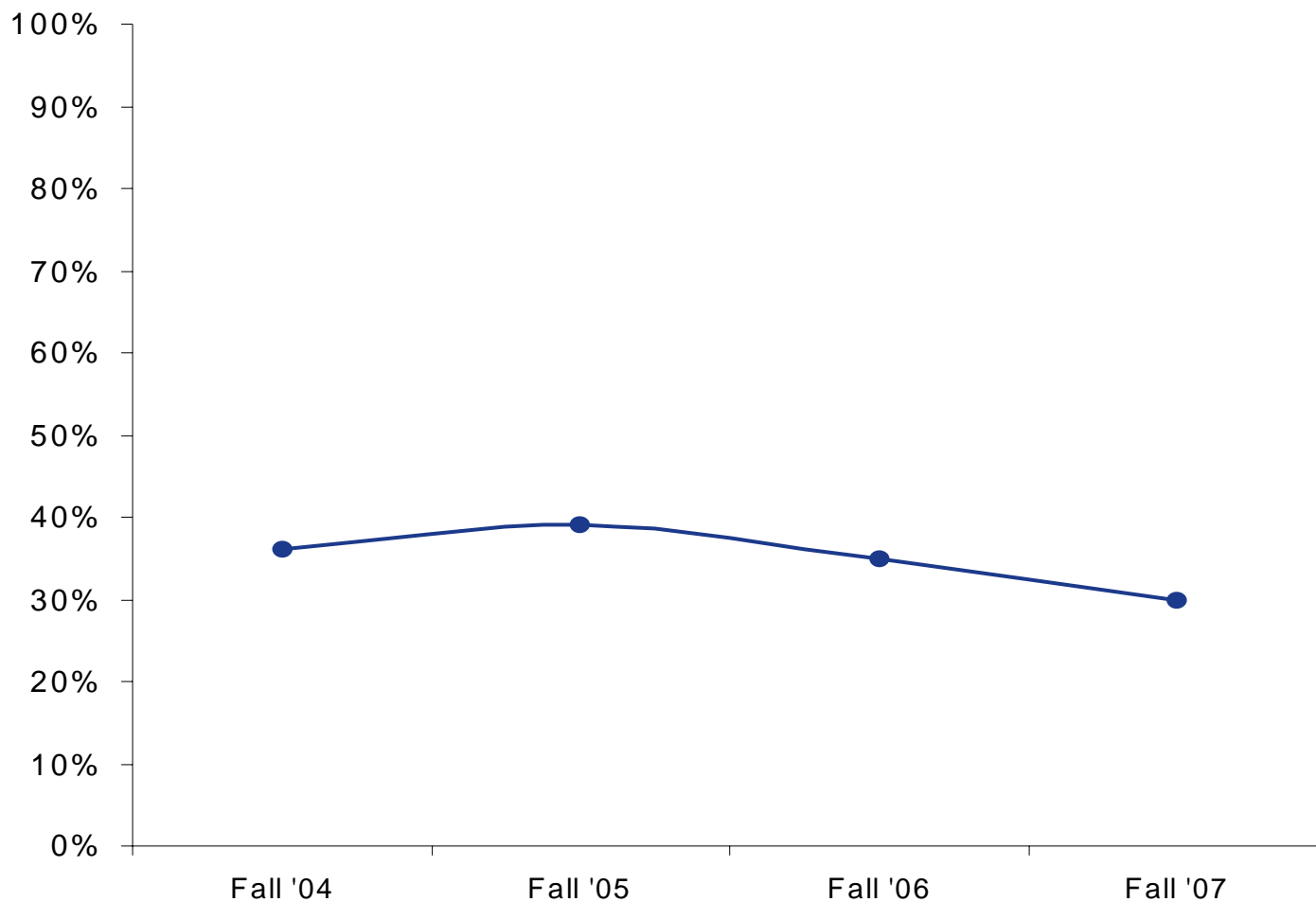
Attribute: Adults don't understand the realities of gun violence for teenagers.



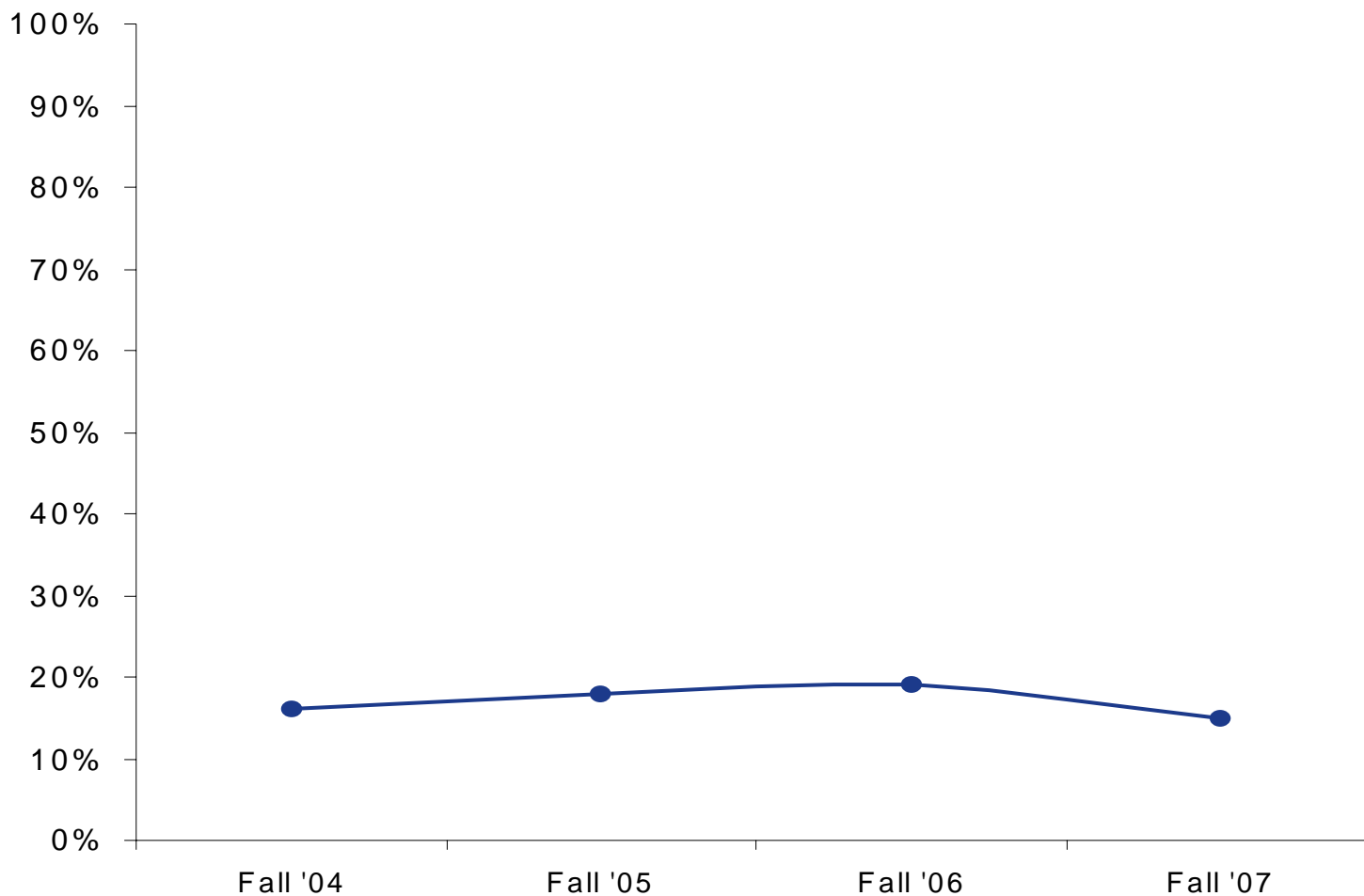
Attribute: Violence in movies, video games and TV leads to gun violence.



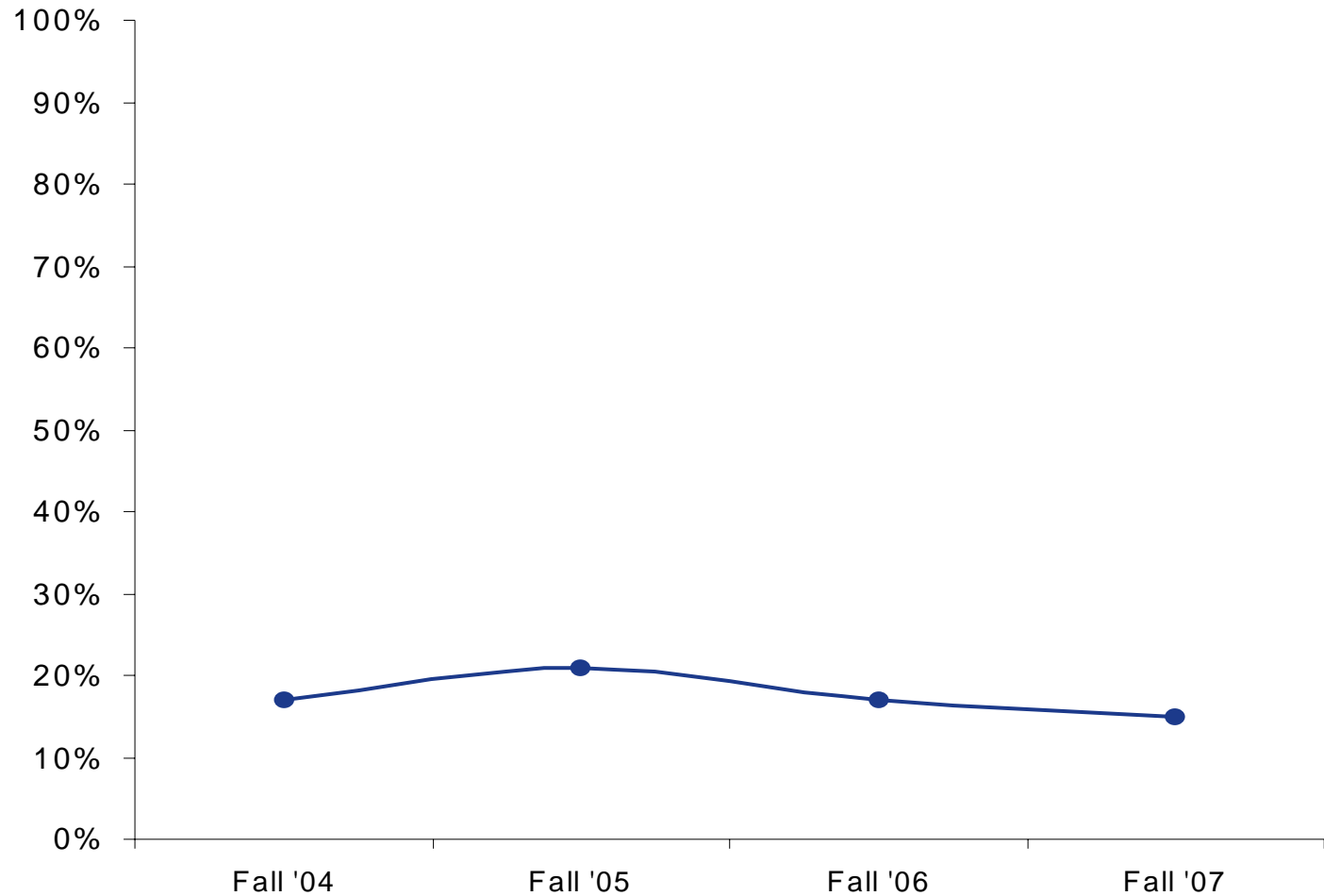
## Attribute: You fear being shot someday.



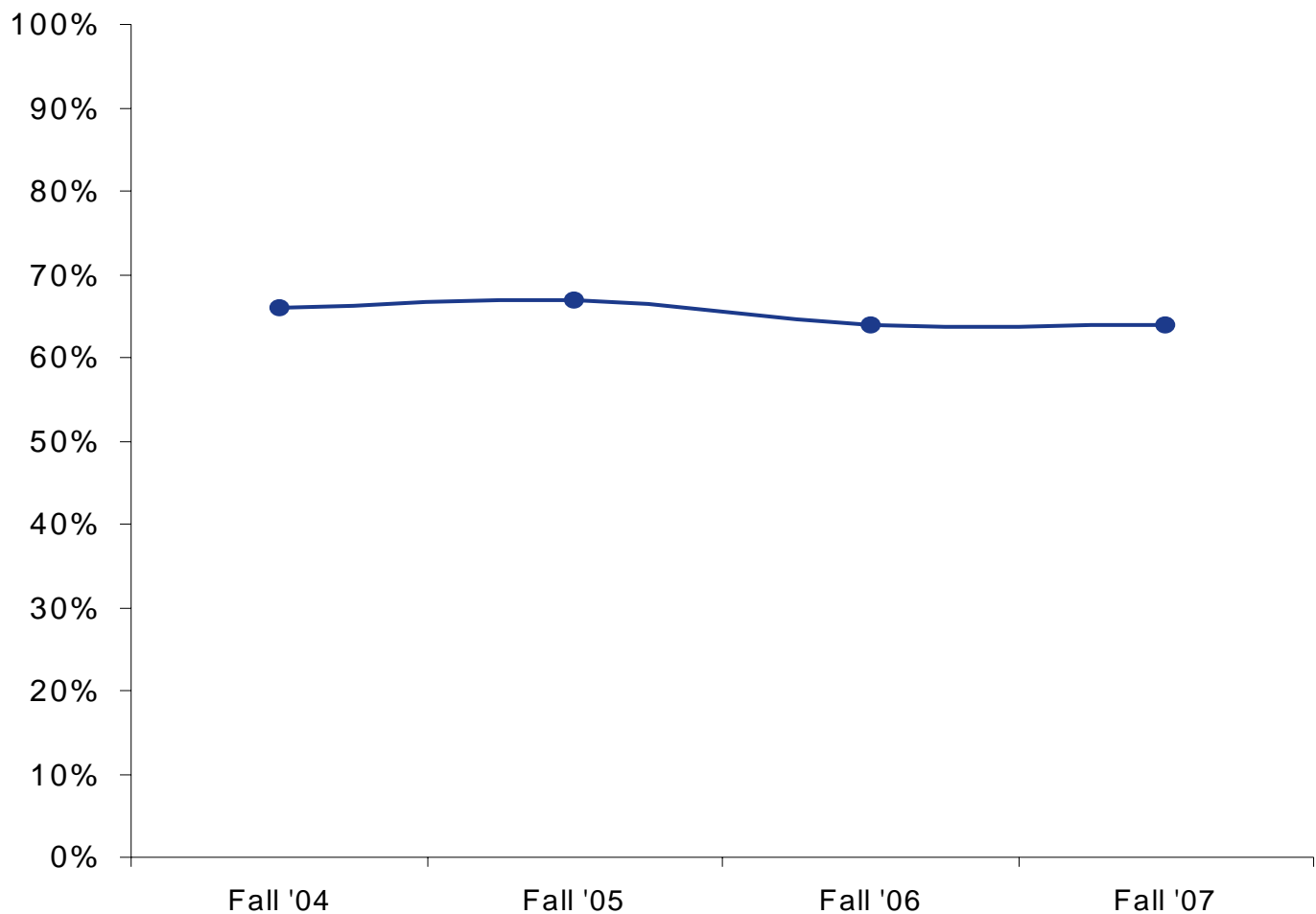
Attribute: You usually hear gunshots in your neighborhood at least once a month.



Attribute: You are safer outside your school than inside your school.



Attribute: Government officials don't admit that gun violence is a big problem until they have to deal with it personally.





## Detailed Data Tables

Q.L13 DO YOU AGREE WITH THE FOLLOWING STATEMENTS (SUMMARY OF YES RESPONSES)

|   | -----SEX----- |       |        | -----AGE----- |       |        |       |       |        |       |        |        | -----RACE/ETHNIC----- |       |        |        |
|---|---------------|-------|--------|---------------|-------|--------|-------|-------|--------|-------|--------|--------|-----------------------|-------|--------|--------|
|   | 12-15         |       | 16-17  |               |       | 18-19  |       |       | WHITE  | BLACK | HISP.  | OTHER  |                       |       |        |        |
|   | TOTAL         | MALE  | FEMALE | TOTAL         | MALE  | FEMALE | TOTAL | MALE  | FEMALE | TOTAL | MALE   | FEMALE | (M)                   | (N)   | (O)    | (P)    |
| (A)   | (B)           | (C)   | (D)    | (E)           | (F)   | (G)    | (H)   | (I)   | (J)    | (K)   | (L)    | (M)    | (N)                   | (O)   | (P)    |        |
| WTD TOTAL ANSWERING   | 856           | 432   | 424    | 417           | 206   | 212    | 217   | 112   | 106    | 222   | 115*   | 107*   | 539                   | 147   | 144*   | 27*    |
|   | 100.0         | 100.0 | 100.0  | 100.0         | 100.0 | 100.0  | 100.0 | 100.0 | 100.0  | 100.0 | 100.0* | 100.0* | 100.0                 | 100.0 | 100.0* | 100.0* |
| HANDGUNS SHOULD BE<br>CHILDPROOFED THE<br>SAME WAY WE<br>CHILDPROOF MEDICINE<br>BOTTLES                                       | 720           | 356   | 364    | 357           | 171   | 186    | 179   | 89    | 90     | 184   | 96     | 88     | 450                   | 124   | 125    | 22     |
|   | 84.1          | 82.4  | 85.8   | 85.5          | 83.1  | 87.8   | 82.4  | 80.0  | 84.9   | 83.2  | 83.6   | 82.8   | 83.5                  | 84.4  | 87.0   | 79.8   |
| THERE SHOULD BE A<br>BAN ON ASSAULT<br>WEAPONS FOR ANYONE<br>WHO IS NOT A<br>MILITARY OR LAW<br>ENFORCEMENT OFFICER           | 570           | 276   | 294    | 278           | 134   | 144    | 133   | 61    | 73     | 158   | 81     | 77     | 357                   | 107   | 88     | 18     |
|   | 66.6          | 63.9  | 69.3   | 66.7          | 65.2  | 68.1   | 61.3  | 54.3  | 68.7H  | 71.5G | 70.8   | 72.2   | 66.4                  | 72.9  | 61.1   | 64.9   |
| GOVERNMENT OFFICIALS<br>DON'T ADMIT THAT GUN<br>VIOLENCE IS A BIG<br>PROBLEM UNTIL THEY<br>HAVE TO DEAL WITH IT<br>PERSONALLY | 545           | 260   | 285    | 262           | 122   | 140    | 132   | 64    | 69     | 150   | 74     | 76     | 311                   | 119   | 98     | 18     |
|   | 63.6          | 60.1  | 67.3B  | 62.9          | 59.3  | 66.4   | 60.9  | 57.2  | 64.9   | 67.7  | 64.3   | 71.5   | 57.7                  | 80.8M | 68.0   | 64.8   |
| METAL DETECTORS MAKE<br>SCHOOLS SAFER   | 500           | 259   | 242    | 263           | 135   | 128    | 114   | 56    | 58     | 123   | 68     | 56     | 326                   | 88    | 69     | 18     |
|   | 58.4          | 59.8  | 57.1   | 63.1G         | 65.7  | 60.5   | 52.5  | 50.0  | 55.2   | 55.6  | 58.7   | 52.2   | 60.5O                 | 60.1  | 47.8   | 65.3   |
| THE GOVERNMENT<br>DOESN'T UNDERSTAND<br>THE REALITIES OF GUN<br>VIOLENCE FOR<br>TEENAGERS                                     | 500           | 252   | 249    | 245           | 119   | 126    | 116   | 61    | 55     | 139   | 72     | 68     | 299                   | 94    | 91     | 16     |
|   | 58.4          | 58.3  | 58.6   | 58.8          | 58.1  | 59.5   | 53.2  | 54.4  | 52.0   | 62.9  | 62.3   | 63.6   | 55.6                  | 64.0  | 63.6   | 58.0   |
| IF YOU WERE A VICTIM<br>OF GUN VIOLENCE, THE<br>GOVERNMENT WOULDN'T<br>CARE   | 477           | 248   | 229    | 233           | 118   | 115    | 114   | 62    | 52     | 130   | 69     | 61     | 284                   | 86    | 87     | 20     |
|   | 55.7          | 57.4  | 53.9   | 55.9          | 57.3  | 54.6   | 52.3  | 55.4  | 49.1   | 58.6  | 59.6   | 57.5   | 52.8                  | 58.6  | 60.4   | 73.2M  |
| AMERICA WOULD BE A<br>SAFER PLACE WITHOUT<br>HANDGUNS   | 471           | 222   | 249    | 245           | 116   | 128    | 108   | 50    | 58     | 118   | 55     | 63     | 270                   | 96    | 88     | 17     |
|   | 55.0          | 51.3  | 58.8B  | 58.6G         | 56.6  | 60.5   | 49.6  | 44.9  | 54.7   | 53.4  | 48.0   | 59.3   | 50.2                  | 65.3M | 61.2   | 61.8   |

Proportions/Means: Columns Tested (5% risk level) - B/C - E/F - H/I - K/L - D/G/J - M/N/O/P  
\* small base

Q.L13 DO YOU AGREE WITH THE FOLLOWING STATEMENTS (SUMMARY OF YES RESPONSES)

|   | -----SEX----- |       |        | -----AGE----- |       |        |       |       |             |       |        |        | -----RACE/ETHNIC----- |        |        |        |
|---|---------------|-------|--------|---------------|-------|--------|-------|-------|-------------|-------|--------|--------|-----------------------|--------|--------|--------|
|   | 12-15         |       | 16-17  |               |       | 18-19  |       |       | RACE/ETHNIC |       |        |        |                       |        |        |        |
|   | TOTAL         | MALE  | FEMALE | TOTAL         | MALE  | FEMALE | TOTAL | MALE  | FEMALE      | TOTAL | MALE   | FEMALE | WHITE                 | BLACK  | HISP.  | OTHER  |
| (A)   | (B)           | (C)   | (D)    | (E)           | (F)   | (G)    | (H)   | (I)   | (J)         | (K)   | (L)    | (M)    | (N)                   | (O)    | (P)    |        |
| WTD TOTAL ANSWERING   | 856           | 432   | 424    | 417           | 206   | 212    | 217   | 112   | 106         | 222   | 115*   | 107*   | 539                   | 147    | 144*   | 27*    |
|   | 100.0         | 100.0 | 100.0  | 100.0         | 100.0 | 100.0  | 100.0 | 100.0 | 100.0       | 100.0 | 100.0* | 100.0* | 100.0                 | 100.0  | 100.0* | 100.0* |
| VIOLENCE IN MOVIES,<br>VIDEO GAMES AND TV<br>LEADS TO GUN<br>VIOLENCE                             | 467           | 202   | 265    | 248           | 102   | 145    | 97    | 43    | 53          | 123   | 57     | 66     | 287                   | 84     | 78     | 18     |
|   | 54.5          | 46.8  | 62.4B  | 59.3G         | 49.8  | 68.6E  | 44.4  | 38.8  | 50.4        | 55.4G | 49.2   | 62.2   | 53.3                  | 57.0   | 54.1   | 67.6   |
| YOU WOULD BENEFIT<br>FROM MORE VIOLENCE-<br>PREVENTION PROGRAMS<br>AND RESOURCES                  | 467           | 228   | 239    | 244           | 120   | 124    | 101   | 43    | 57          | 121   | 64     | 57     | 262                   | 107    | 79     | 18     |
|   | 54.5          | 52.7  | 56.3   | 58.6G         | 58.5  | 58.7   | 46.4  | 39.0  | 54.3H       | 54.7  | 55.9   | 53.6   | 48.7                  | 73.0MO | 55.3   | 65.4   |
| AFRICAN-AMERICAN<br>YOUTH ARE MORE<br>LIKELY TO BE VICTIMS<br>OF GUN VIOLENCE THAN<br>OTHER YOUTH | 428           | 241   | 187    | 189           | 105   | 84     | 108   | 60    | 48          | 130   | 75     | 55     | 268                   | 87     | 60     | 13     |
|   | 50.0          | 55.7C | 44.2   | 45.4          | 51.2F | 39.7   | 49.8  | 54.2  | 45.2        | 58.8D | 65.0   | 52.0   | 49.8                  | 59.0O  | 41.7   | 48.7   |
| VIOLENT TEENS LEARN<br>THEIR BEHAVIOR FROM<br>THEIR PARENTS                                       | 406           | 179   | 227    | 215           | 95    | 121    | 89    | 39    | 51          | 101   | 45     | 56     | 264                   | 55     | 72     | 14     |
|   | 47.4          | 41.3  | 53.6B  | 51.6G         | 46.1  | 57.0   | 41.2  | 34.6  | 48.1        | 45.6  | 39.2   | 52.5   | 49.0N                 | 37.5   | 50.5   | 53.4   |
| ADULTS DON'T<br>UNDERSTAND THE<br>REALITIES OF GUN<br>VIOLENCE FOR<br>TEENAGERS                   | 387           | 207   | 180    | 179           | 99    | 81     | 95    | 52    | 42          | 114   | 56     | 57     | 225                   | 75     | 73     | 15     |
|   | 45.3          | 48.0  | 42.5   | 42.9          | 47.9  | 38.0   | 43.5  | 46.9  | 39.9        | 51.4  | 49.1   | 53.8   | 41.8                  | 50.9   | 50.6   | 55.4   |
| YOU'RE AFRAID THAT<br>GUN VIOLENCE MIGHT<br>HAPPEN IN YOUR<br>SCHOOL                              | 381           | 166   | 215    | 193           | 76    | 116    | 97    | 40    | 56          | 91    | 49     | 42     | 223                   | 75     | 71     | 12     |
|   | 44.5          | 38.4  | 50.6B  | 46.1          | 37.2  | 54.8E  | 44.5  | 36.3  | 53.2H       | 41.2  | 42.7   | 39.6   | 41.4                  | 50.8M  | 49.3   | 46.2   |
| MINORITIES ARE MORE<br>LIKELY TO CARRY GUNS<br>THAN WHITE PEOPLE                                  | 329           | 190   | 140    | 146           | 79    | 67     | 91    | 56    | 35          | 92    | 54     | 38     | 229                   | 49     | 41     | 10     |
|   | 38.5          | 43.8C | 33.0   | 35.0          | 38.6  | 31.5   | 41.8  | 50.2I | 33.0        | 41.7  | 47.1   | 35.9   | 42.5O                 | 33.6   | 28.6   | 37.9   |
| YOU KNOW SOMEONE WHO<br>HAS BEEN SHOT   | 295           | 150   | 145    | 137           | 60    | 77     | 80    | 44    | 36          | 78    | 46     | 31     | 129                   | 87     | 67     | 12     |
|   | 34.5          | 34.8  | 34.2   | 32.9          | 29.2  | 36.5   | 36.9  | 39.4  | 34.3        | 35.0  | 40.3   | 29.4   | 23.9                  | 59.0M  | 46.8M  | 45.5M  |

Proportions/Means: Columns Tested (5% risk level) - B/C - E/F - H/I - K/L - D/G/J - M/N/O/P  
\* small base

Q.L13 DO YOU AGREE WITH THE FOLLOWING STATEMENTS (SUMMARY OF YES RESPONSES)

|   | -----SEX----- |       |        | -----AGE----- |       |       |       |       |       |       |        |        | -----RACE/ETHNIC----- |        |        |        |
|---|---------------|-------|--------|---------------|-------|-------|-------|-------|-------|-------|--------|--------|-----------------------|--------|--------|--------|
|   | TOTAL         |       | FEMALE | 12-15         |       |       | 16-17 |       |       | 18-19 |        |        | WHITE                 | BLACK  | HISP.  | OTHER  |
|   | (A)           | (B)   | (C)    | (D)           | (E)   | (F)   | (G)   | (H)   | (I)   | (J)   | (K)    | (L)    | (M)                   | (N)    | (O)    | (P)    |
| WTD TOTAL ANSWERING   | 856           | 432   | 424    | 417           | 206   | 212   | 217   | 112   | 106   | 222   | 115*   | 107*   | 539                   | 147    | 144*   | 27*    |
|   | 100.0         | 100.0 | 100.0  | 100.0         | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0* | 100.0* | 100.0                 | 100.0  | 100.0* | 100.0* |
| IF YOU REALLY WANTED<br>TO, YOU COULD GET A<br>HANDGUN  | 281           | 161   | 120    | 92            | 51    | 42    | 88    | 51    | 37    | 101   | 60     | 41     | 174                   | 57     | 41     | 8      |
|   | 32.8          | 37.3C | 28.3   | 22.1          | 24.6  | 19.7  | 40.3D | 45.4  | 34.9  | 45.6D | 52.0   | 38.7   | 32.4                  | 38.8   | 28.5   | 31.2   |
| YOU FEAR BEING SHOT<br>SOMEDAY  | 260           | 106   | 154    | 141           | 55    | 86    | 61    | 22    | 39    | 57    | 29     | 28     | 138                   | 55     | 56     | 10     |
|   | 30.3          | 24.4  | 36.3B  | 33.9          | 26.7  | 40.9E | 28.3  | 19.7  | 37.3H | 25.6  | 24.9   | 26.4   | 25.7                  | 37.4M  | 39.3M  | 36.6   |
| YOU KNOW A TEENAGER<br>WHO HAS THREATENED<br>TO KILL SOMEONE WITH<br>A GUN                            | 245           | 120   | 125    | 99            | 44    | 55    | 77    | 37    | 40    | 69    | 39     | 30     | 144                   | 52     | 41     | 7      |
|   | 28.6          | 27.7  | 29.5   | 23.7          | 21.3  | 26.1  | 35.3D | 32.8  | 37.9  | 31.2  | 34.2   | 27.9   | 26.8                  | 35.6M  | 28.3   | 27.1   |
| IF YOU HAD ACCESS TO<br>A HANDGUN, YOU WOULD<br>USE IT TO MAKE YOU<br>FEEL SAFER OR FOR<br>PROTECTION | 229           | 131   | 98     | 111           | 61    | 50    | 59    | 37    | 21    | 60    | 33     | 27     | 141                   | 39     | 42     | 8      |
|   | 26.8          | 30.4C | 23.1   | 26.7          | 29.8  | 23.6  | 27.0  | 33.5I | 20.1  | 26.9  | 28.5   | 25.1   | 26.2                  | 26.3   | 29.0   | 29.0   |
| YOU KNOW MORE THAN<br>ONE PERSON WHO HAS<br>BEEN SHOT   | 155           | 76    | 79     | 64            | 24    | 40    | 41    | 22    | 20    | 49    | 30     | 19     | 55                    | 57     | 37     | 6      |
|   | 18.1          | 17.5  | 18.7   | 15.3          | 11.4  | 19.1  | 19.1  | 19.6  | 18.5  | 22.3  | 26.2   | 18.2   | 10.3                  | 38.8M  | 25.8M  | 20.6   |
| YOU ARE SAFER<br>OUTSIDE YOUR SCHOOL<br>THAN INSIDE YOUR<br>SCHOOL                                    | 132           | 64    | 67     | 67            | 32    | 34    | 35    | 16    | 19    | 30    | 16     | 14     | 72                    | 27     | 27     | 6      |
|   | 15.4          | 14.8  | 15.9   | 16.0          | 15.8  | 16.1  | 16.3  | 14.4  | 18.4  | 13.3  | 13.5   | 13.1   | 13.3                  | 18.4   | 18.6   | 22.2   |
| YOU USUALLY HEAR<br>GUNSHOTS IN YOUR<br>NEIGHBORHOOD AT<br>LEAST ONCE A MONTH                         | 126           | 58    | 68     | 81            | 39    | 41    | 23    | 8     | 15    | 22    | 10     | 12     | 50                    | 44     | 31     | 1      |
|   | 14.7          | 13.4  | 16.1   | 19.3GJ        | 19.0  | 19.6  | 10.7  | 7.5   | 14.1  | 10.0  | 9.1    | 11.1   | 9.3                   | 30.0MP | 21.6MP | 3.0    |
| TEACHERS AND<br>PRINCIPALS SHOULD BE<br>ABLE TO BRING<br>HANDGUNS TO SCHOOLS<br>TO PROTECT STUDENTS   | 111           | 55    | 56     | 56            | 31    | 24    | 30    | 12    | 18    | 25    | 12     | 14     | 79                    | 14     | 13     | 6      |
|   | 12.9          | 12.8  | 13.1   | 13.4          | 15.3  | 11.5  | 13.7  | 10.9  | 16.6  | 11.5  | 10.0   | 13.0   | 14.6                  | 9.2    | 8.8    | 21.1   |

Proportions/Means: Columns Tested (5% risk level) - B/C - E/F - H/I - K/L - D/G/J - M/N/O/P  
\* small base

tweens

twentysomethings

teens

Questions? Want a Hardcopy?

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