

Brady Center to Prevent Gun Violence



Findings from a National Survey of
600 Registered Voters

April 26-28, 2010

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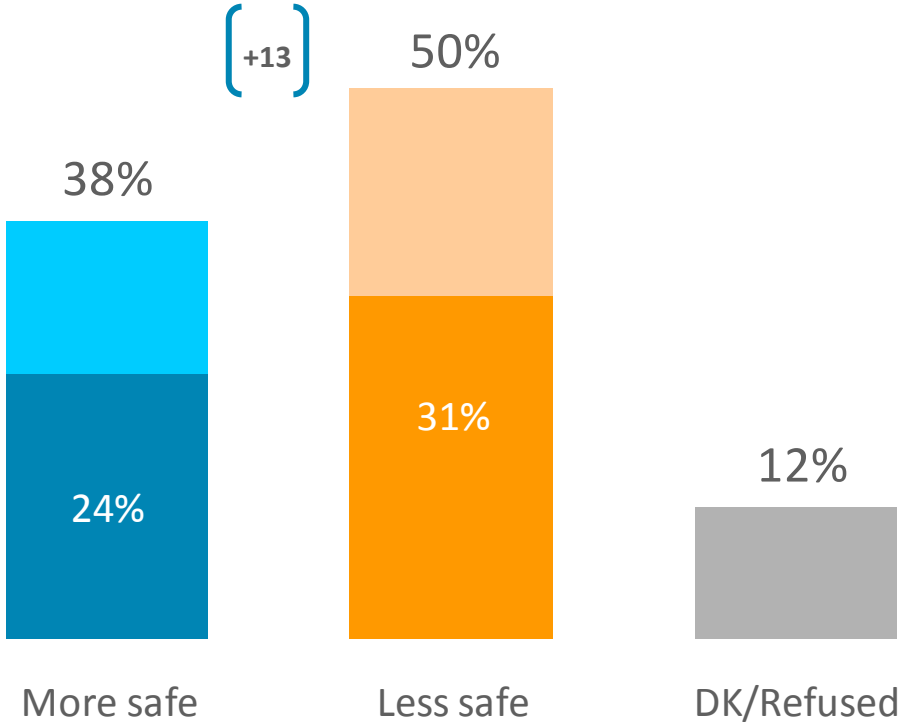
Attitudes Toward Open Carry Gun Laws

A majority of voters oppose open carry laws and they believe that such laws make them less safe.



A majority of voters report they feel less safe knowing people can openly carry guns in public with nearly one third feeling much less safe.

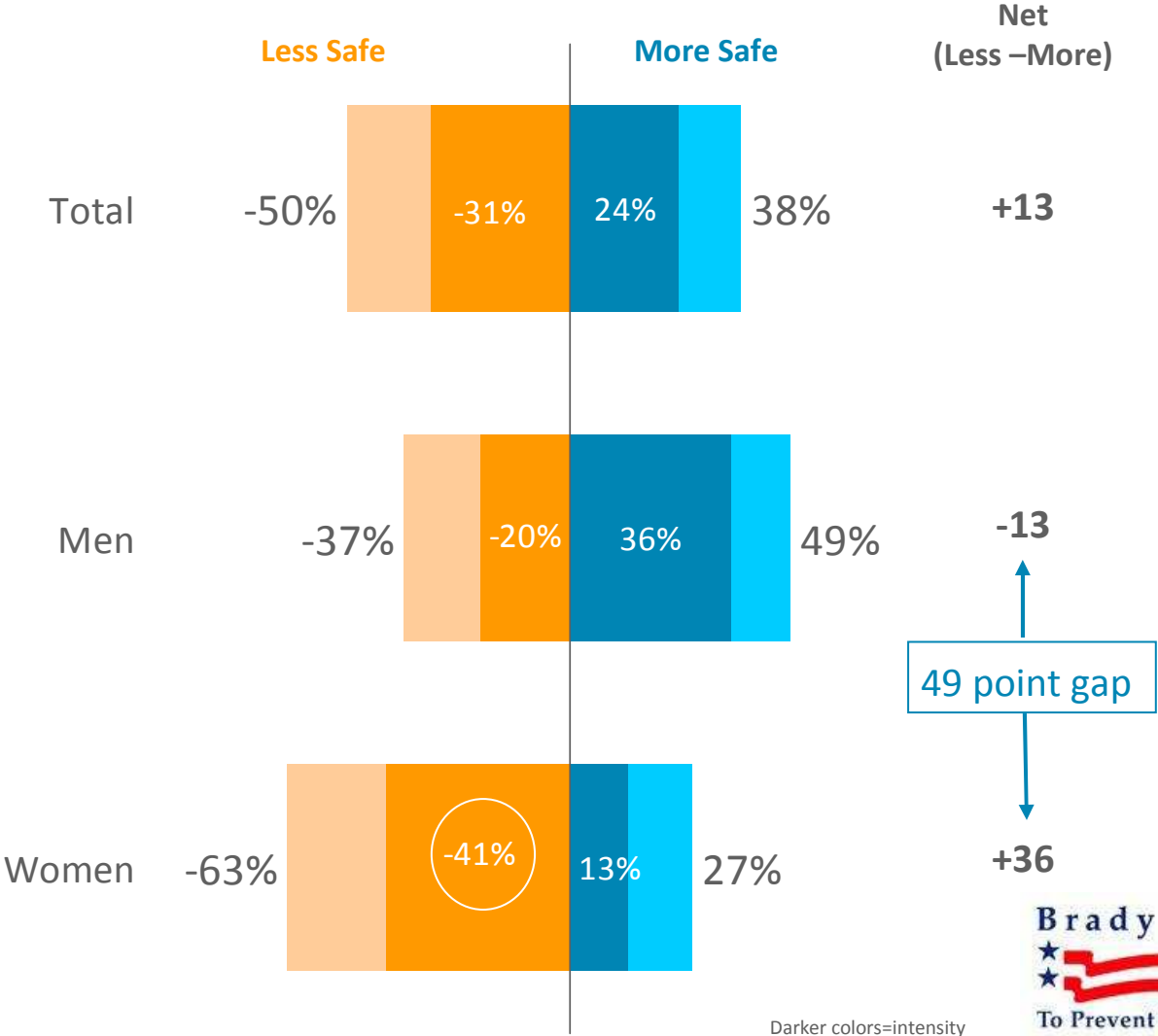
Safety Knowing People Can Carry Guns Openly in Public



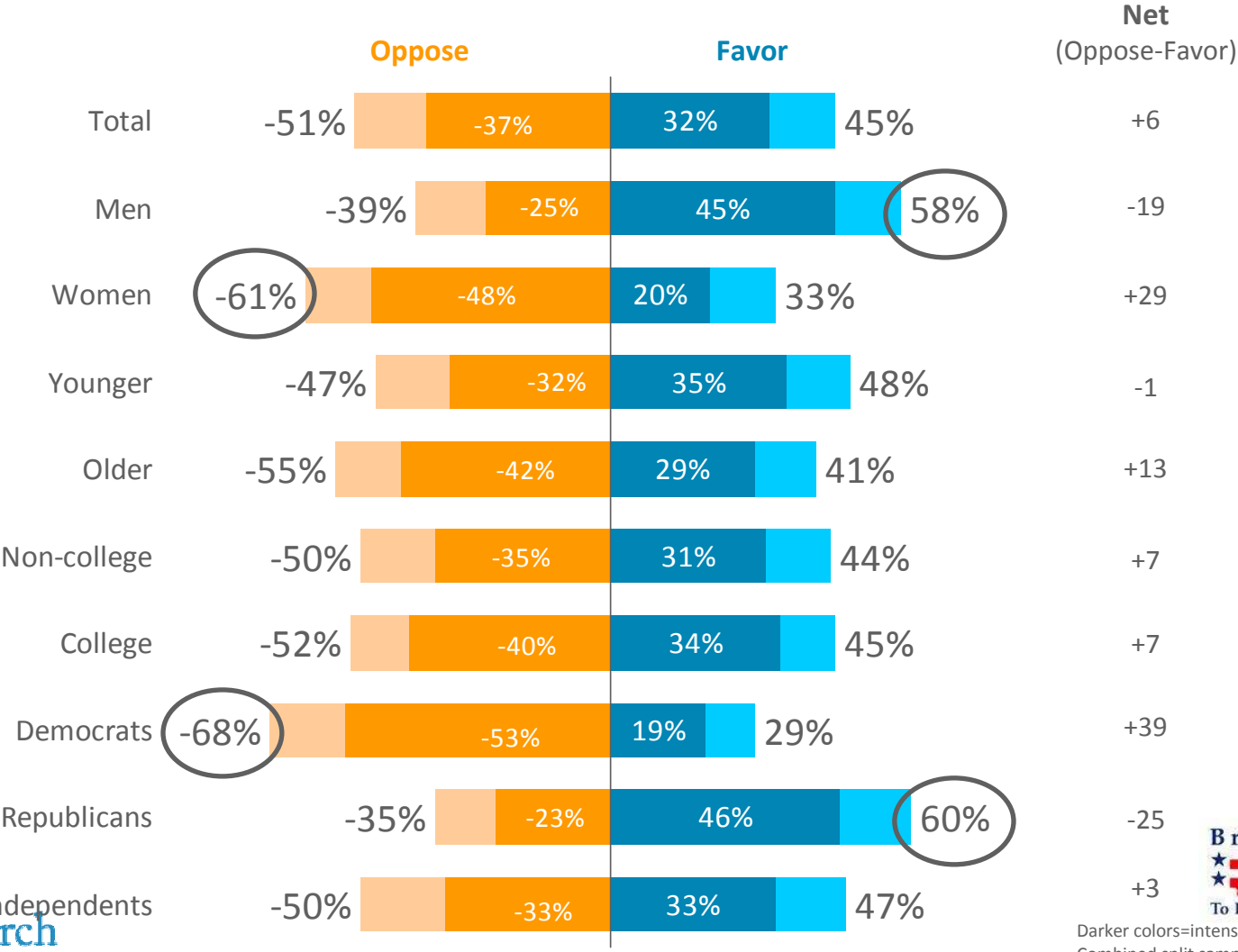
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There is a clear gender divide when it comes to personal safety. Men are likely to tilt toward feeling safe with allowing people to carry openly in public, by 13 points. Women overwhelmingly feel less safe by 36 points. That gender gap of 49 points is one of the largest divides seen on current issues.

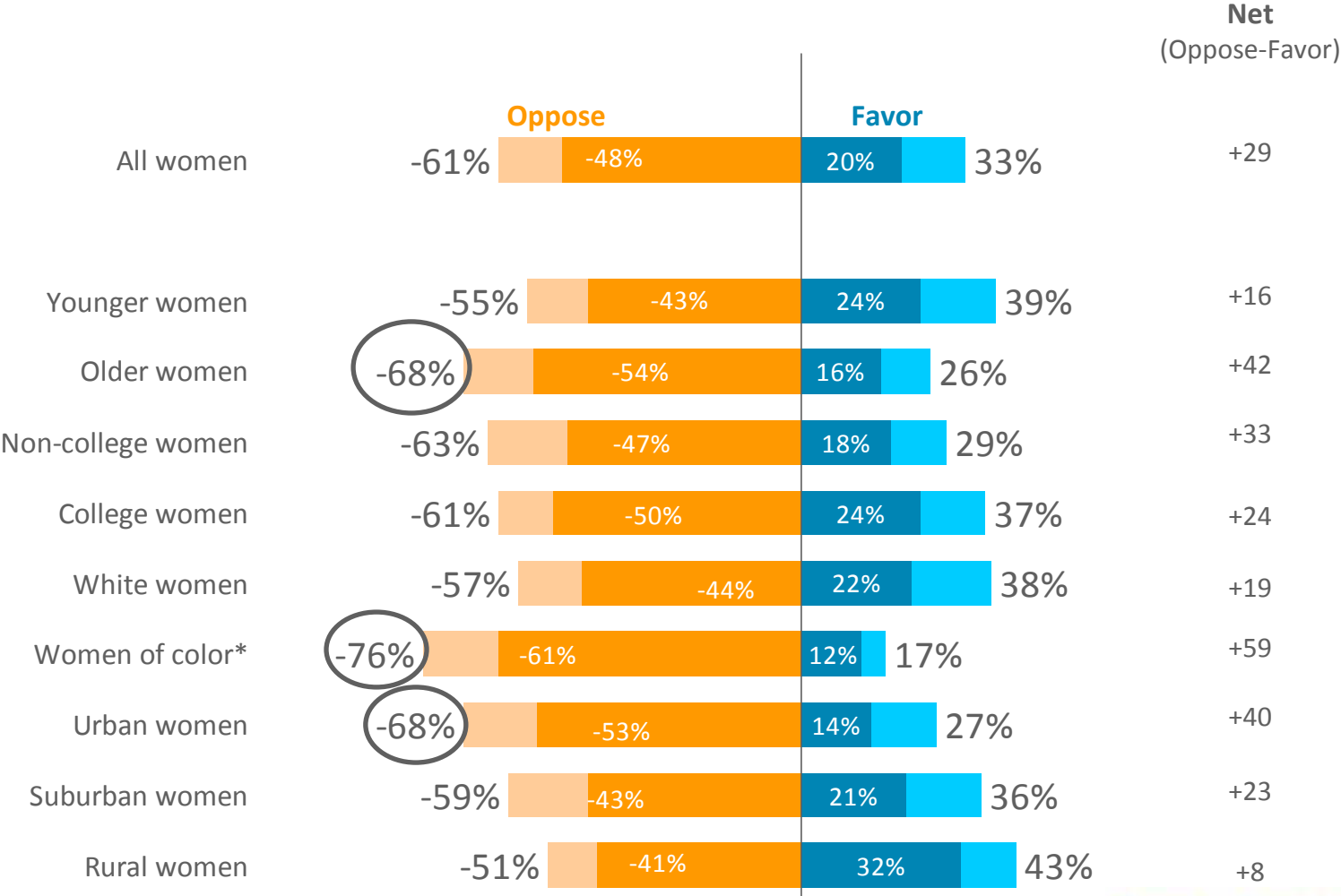


The political and demographic divide on this issue becomes pretty clear when it comes to allowing people to openly carry loaded guns in public. Women and Democrats drive the opposition while men and Republicans drive much of the support. Independents split down the middle.



Darker colors=intensity
Combined split sample

A closer look at women shows older women, along with racial and ethnic minority women and women in urban areas, as the strongest in their opposition to open carry policies.



*Includes all women are who are not white.

Darker colors=intensity
Combined split sample



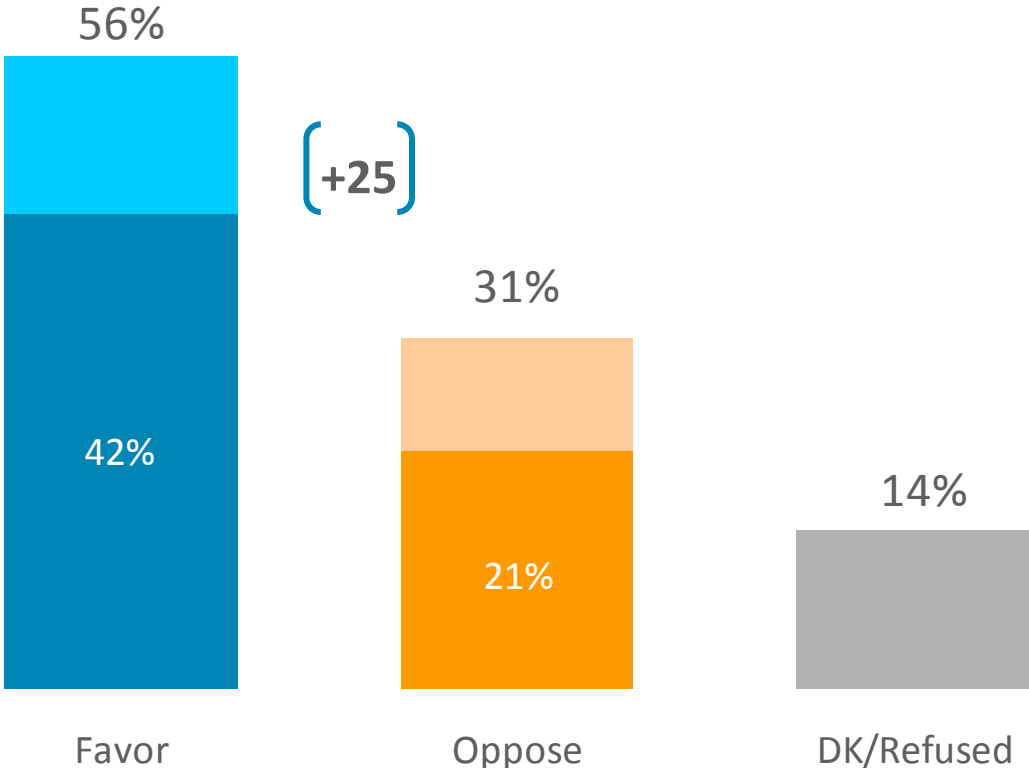
Implications for Starbucks and Other Retail Establishments

Voters want Starbucks and other retailers to adopt a no-guns policy. Retailers – especially Starbucks – who do not do so risk losing business.



More than half of voters want Starbucks to adopt a no-guns policy on their premises. In fact, voters who strongly favor a no-guns policy do so by two-to-one over those who strongly oppose it.

Starbucks and Other Retail Establishments Adopting No Guns Policy on their Premises

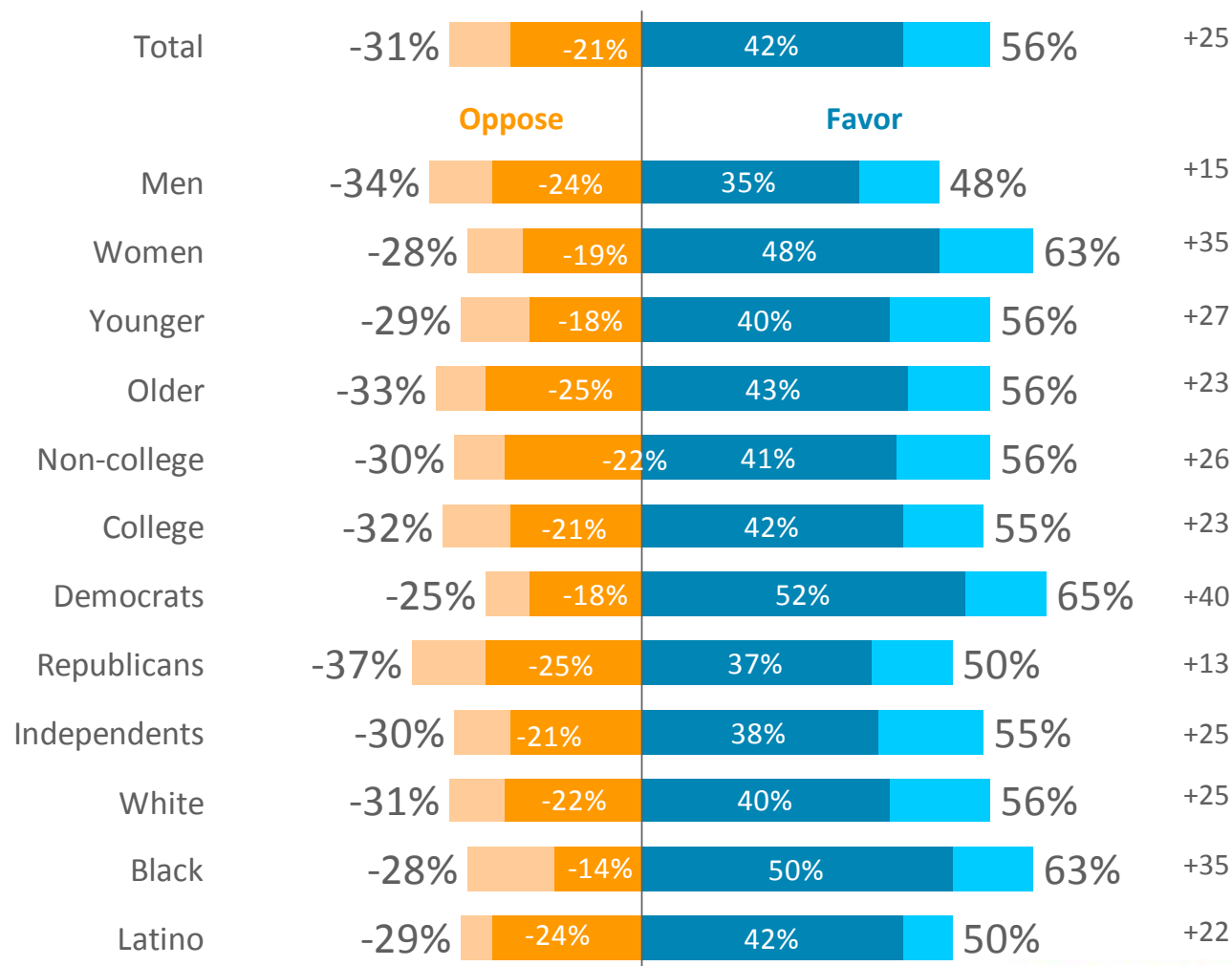


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Support for a no-guns policy at Starbucks and other retail establishments reaches across all demographic groups.

Net
(Favor-Oppose)

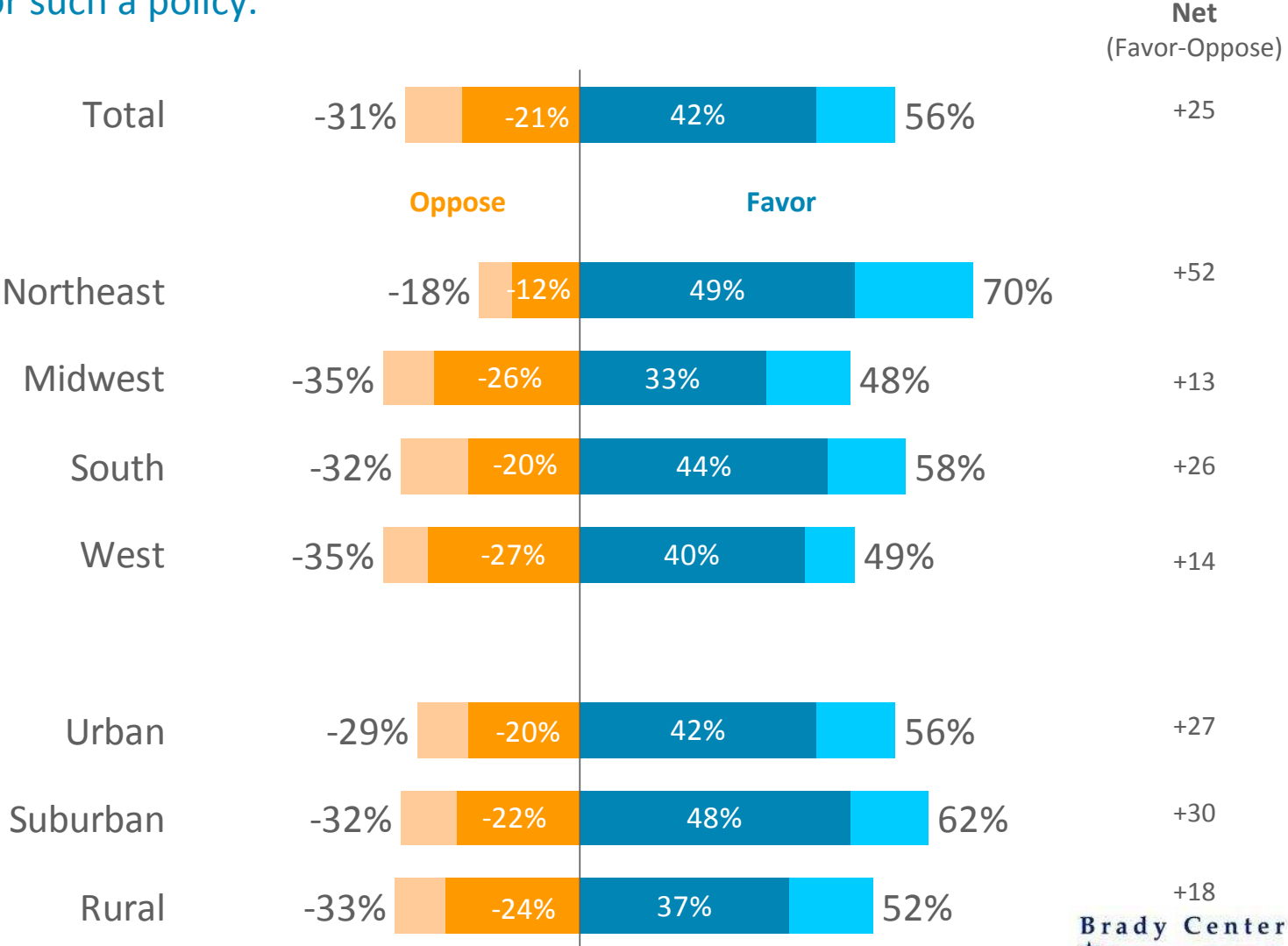
That base of support even includes men and Republicans, who support open carry laws. Independents, in this case, track right in the middle of Democrats and Republicans.



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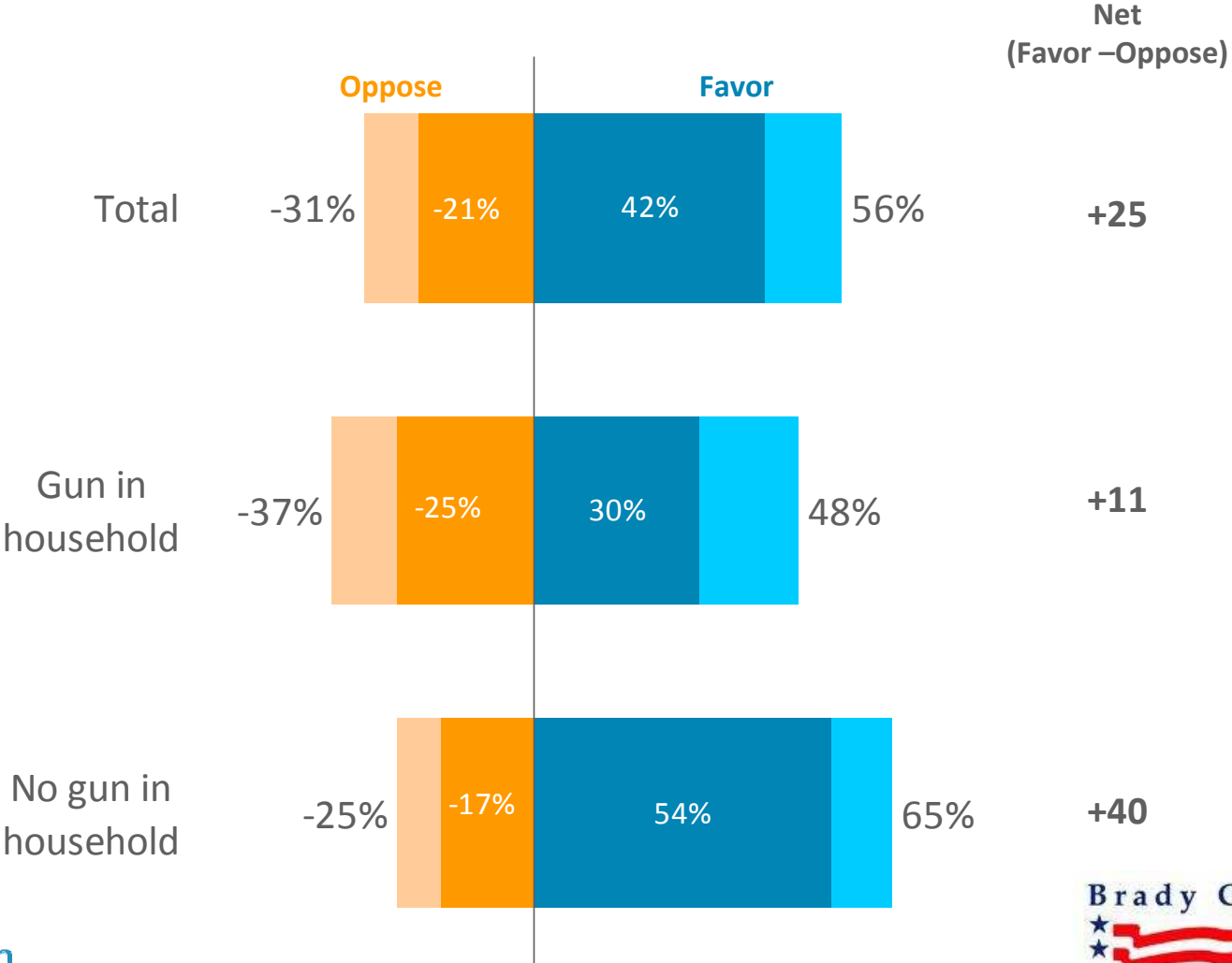
Voters in each region of the country and in urban, suburban, and rural areas favor a no-guns policy at Starbucks and other retail establishments. The Northeast is wildly in favor and the South is strongly in favor, while majorities in the West and Midwest also favor such a policy.



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Perhaps counter to conventional wisdom, a plurality of gun owners favor Starbucks and other retail establishments adopting a no-guns policy on their premises.

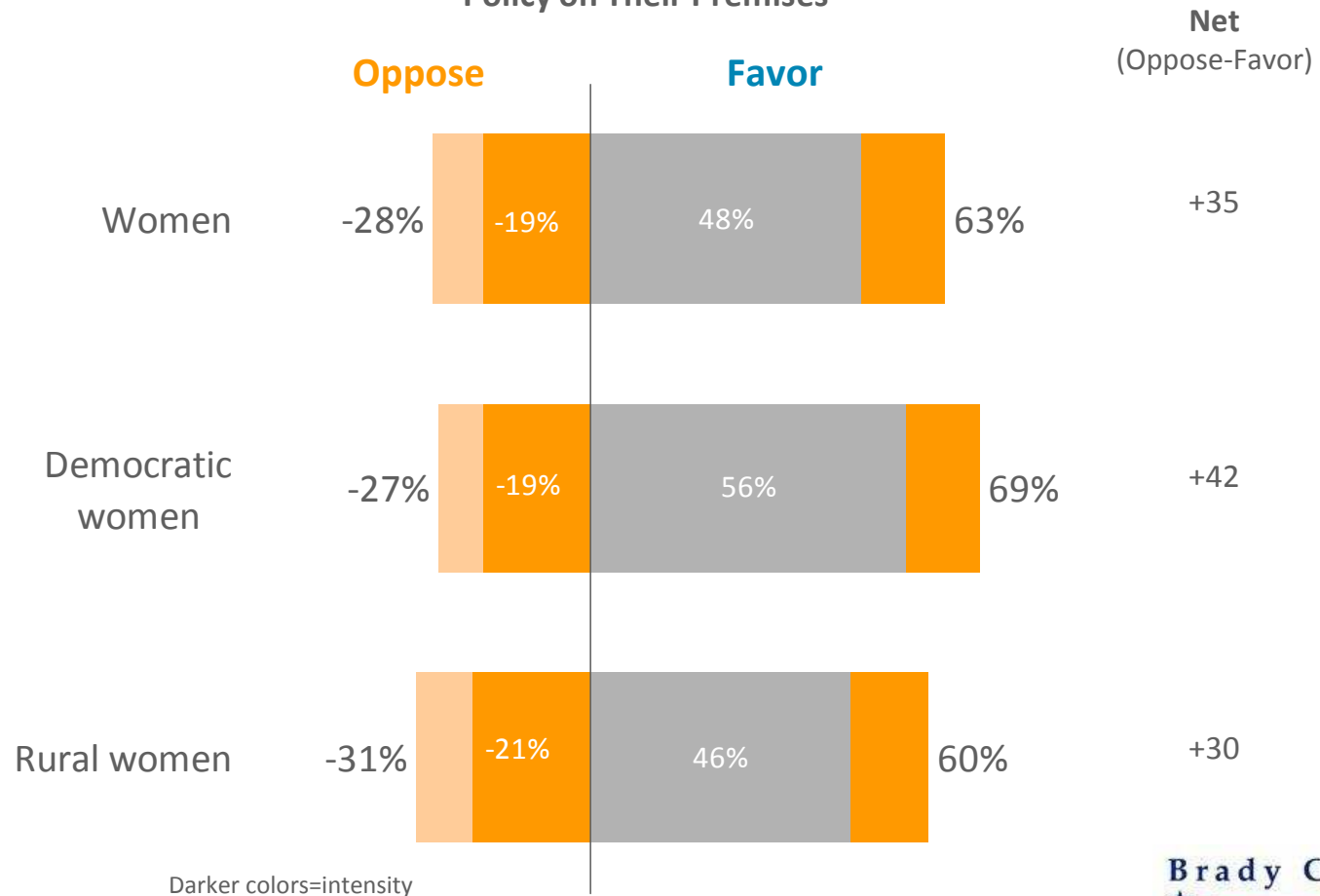


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Key subgroups of women support a no-guns policy at Starbucks, including Democratic women and rural women.

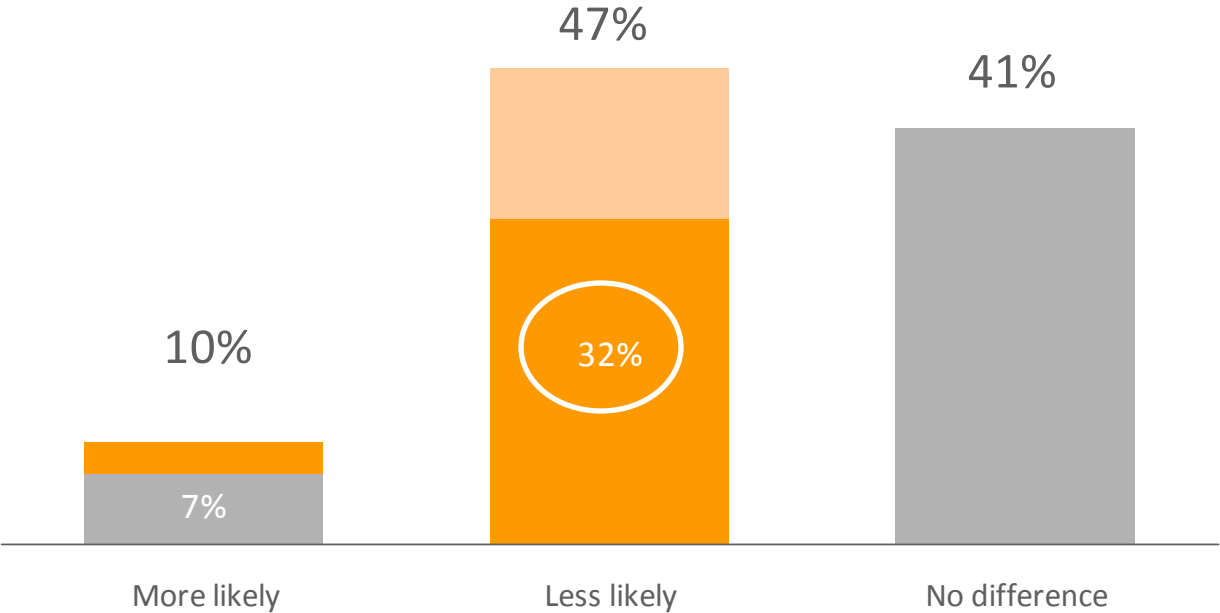
Starbucks and Other Retail Establishments Adopting No-Guns Policy on Their Premises



About a third of women (32 percent) say they are much less likely to go to Starbucks because of the policy.

Likelihood to Go to Starbucks Knowing They Allow Guns in Their Stores

Among Women Voters

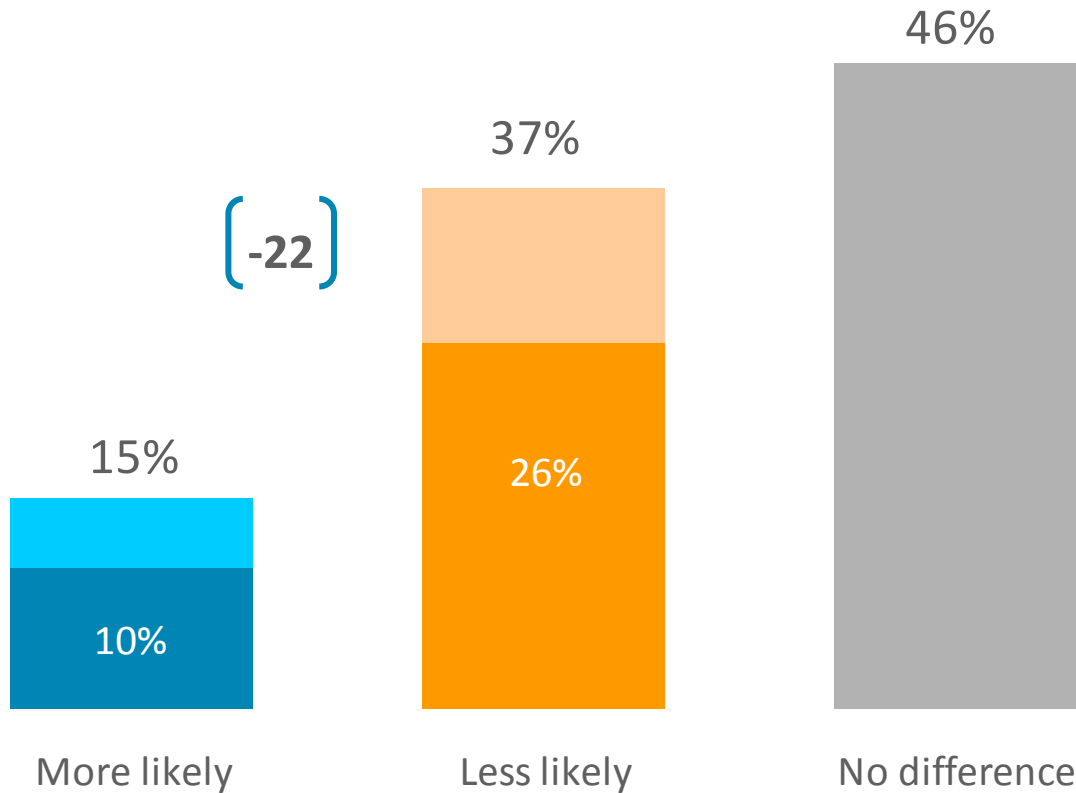


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This controversy could be damaging to the Starbucks brand – a brand currently held in high regard. Most voters say the policy of allowing people to carry loaded guns in their stores makes no difference to them when it comes to visiting Starbucks. However, among those who have an opinion, the result is decidedly negative; by two-to-one they say they will be less likely to visit a Starbucks in the future knowing they allow people to carry guns in their stores.

Likelihood to Go to Starbucks Knowing They Allow Guns in Their Stores



Starbucks stands to lose support among women, seniors, and voters without a gun in the household by allowing people to carry guns openly in their stores. Almost half of voters in those groups say they would be less likely to visit a Starbucks knowing this policy.

Less Likely to Go to Starbucks (37% total):

- No guns in household (49%)
- Seniors (47%)
- Women (47%)
 - o Democratic women (57%)
 - o Older women (54%)
 - o Women of color (52%)

Methods

- 600 interviews with registered voters nationally.
- Survey was conducted April 26-28, 2010.
- Data was slightly weighted by race and age.
- The margin of error for the full sample is +/-4.0%.

