

GUN SAFETY CLIMATE CHECK

*GUIDELINES FOR ESTABLISHING A STANCE
ON GUN SAFETY AND GUN CONTROL ISSUES*

As of March 6, 2018



SUPPORT FOR STRICTER GUN LAWS IS AT AN ALL TIME HIGH

Attitudes on Gun Laws

A CBS News poll found 65% of Americans say laws covering the sale of guns should be stricter.

Overall, 52% of Americans say gun laws should be stricter than they are today, while nearly as many say they are about right (30%) or should be less strict than they are today (18%).

Quinnipiac University found 66% of American voters support stricter guns laws.

Additional Reading: [U.S. Support For Gun Control Tops 2-1, Highest Ever, Quinnipiac University National Poll Finds; Let Dreamers Stay, 80 Percent Of Voters Say](#) (Feb. 2018); [More Now Favor New Gun Laws Over Stricter Enforcement](#) (Nov. 2017); [Direction From the American Public on Gun Policy](#) (Oct. 2017); [Gun Control Remains an Important Factor for U.S. Voters](#) (Oct. 2017); [Support for Stricter Gun Laws Edges Up in U.S.](#) (Oct. 2017); [America's Complex Relationship With Guns](#) (June 2017)

Attitudes on Gun Sales

Americans favor stricter controls on the sale of guns, including universal background checks and mandatory waiting periods. Americans also favor limiting access for people with mental illnesses.

Attitudes on the Second Amendment

The public is closely divided over whether it is more important to protect the right of Americans to own guns or to control gun ownership. Americans are also divided on whether there should be an outright ban on semi-automatic/assault-style guns or high-capacity magazines.

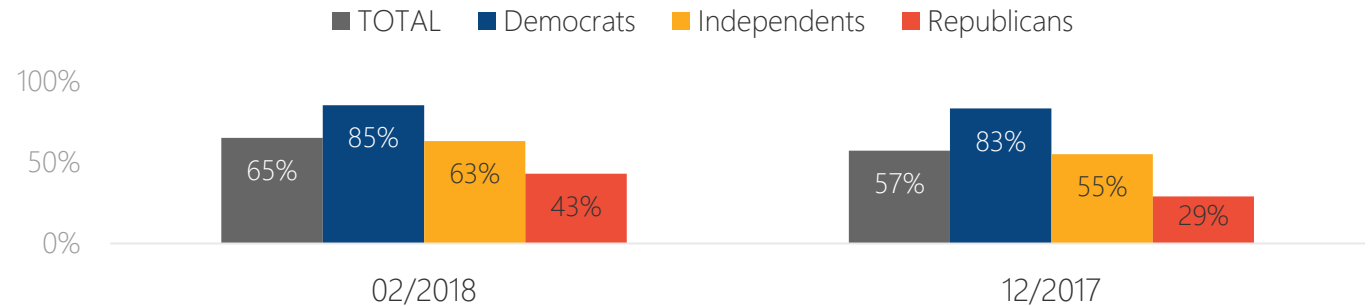
SINCE DEC 2016, THERE HAS BEEN AN 8-POINT INCREASE IN SUPPORT FOR STRICTER GUN LAWS

Americans' views on gun safety measures

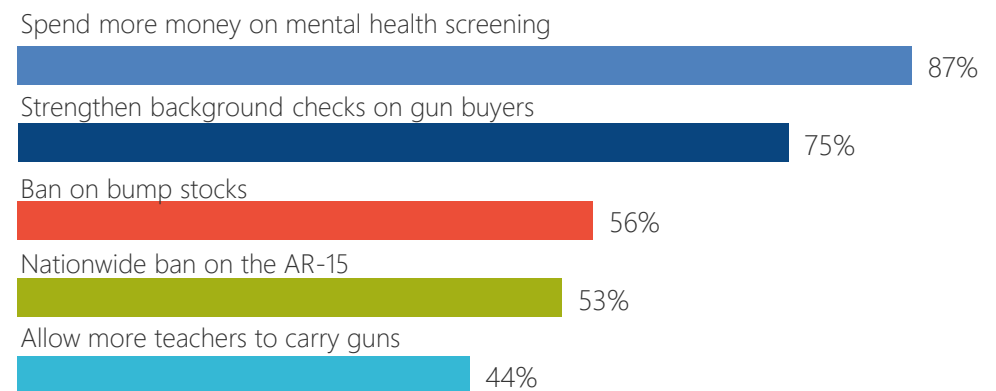
Sixty-five percent of Americans now say laws covering the sale of guns should be stricter. It is the highest number recorded in this poll for stricter gun sale laws.

Nearly 90% of Americans favor spending more money for better mental health screening and stronger background checks, and just over half would agree with a ban on bump stocks.

Laws Covering Gun Sales Should Be Stricter
(Feb. '18 CBS News Poll)



Views of Gun Policy Measures: % Who Favor
(Feb. '18 CBS News Poll)



Source: [Poll: CBS News Support for stricter gun laws rises; divisions on arming teachers](#)

GEN Z CAPITALIZES ON TECHNOLOGY TO PUSH POLITICAL ACTION

Generation Z's innate relationship with technology helped document the Parkland shooting in real time.

Parkland student journalist, David Hogg, used his phone to film interviews with fellow students in a closet while the school remained on lockdown. In the [brief video](#) he captured, a female student whose name was not given appeared to see the shooting as a political event—even before it ended.

“I don’t really think there’s anything new to say, but there shouldn’t have to be...Because if you looked around this closet and saw everyone just hiding together, you would know that this shouldn’t be happening anymore, and that it doesn’t deserve to happen to anyone.”

Unlike in other recent shootings, the survivors themselves have gone viral. Post-Columbine there was limited political action because there was little access to political voice; the **Parkland survivors are issuing political statements and demanding political action via twitter, in 280 characters or less.**

Born after 1995, Gen Z is truly a mobile-first generation, placing emphasis on personalization. On a weekly basis, Gen Zers check YouTube (12.2x), Instagram (7.7x) and Snapchat (6.9x).

Additional Reading: [Parkland Shooting Teens Righteous Anger](#); [The Parkland Students Aren't Going Away](#); [Teenagers Demand 'Never Again' in Age of Mass Shootings](#); [A 'Mass Shooting Generation' Cries Out for Change](#)

Gun Safety Climate Check Report Snapshot

For the full 64-page report, please contact [Natasha Kennedy, Global Managing Director, Global Intelligence](#)

