

To: Interested Parties
From: Ypulse
Date: March 19, 2018
Re: **Young people demand action on gun violence**

In the wake of the February 14 shooting in Parkland, Florida, in which 17 students and faculty members were killed and more than a dozen injured young people – particularly high school students – have become a new and passionate voice advocating for action to reduce gun violence in America. As thousands of people have taken to the streets, to the statehouse, and to social media, new polling among young people – including teenagers who will be eligible to vote in the 2018 and 2020 elections -- suggests that this issue has emerged as a galvanizing force. Young people are demanding change; and if the political and business leaders don't take action -- **they will**.

Gun violence is an important issue for young people, especially for teenagers.

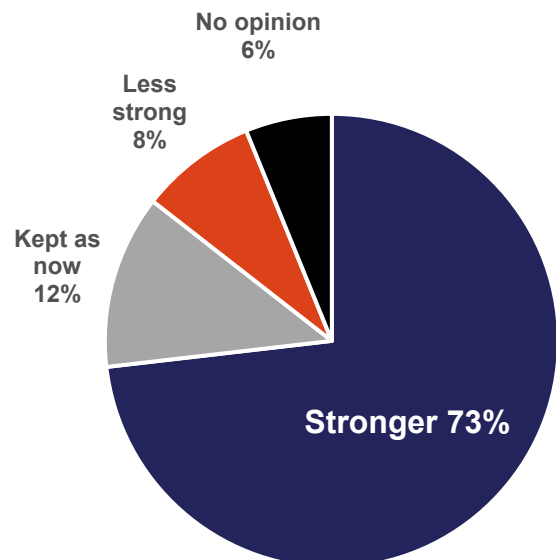
Gun violence is among the top three issues that young people are "passionate" about (Schools/education - 59%; health care - 53%; gun violence/GVP - 52%)

- Teens feel particularly strongly about the issue: 60% of 15-18 year-olds are passionate about reducing gun violence, and it rises for teens to become the second most important issue for them after education.
- School shootings are the top concern about school safety, regardless of age, gender, or political affiliation. 70% of all respondents said school shootings were their #1 concern about school safety.

Young people believe we can -- and should -- do more to reduce gun violence by strengthening laws.

- 73% of young people feel that gun laws should be stronger (compared to 20% who feel they should be less strong or kept the same).
- 82% believe passing stronger gun laws would have a major or some impact on gun violence.
- 83% of young people agree with the statement: "Even if we can't stop all gun crimes, there are basic steps we can take that will make a difference" (only 5% disagree).

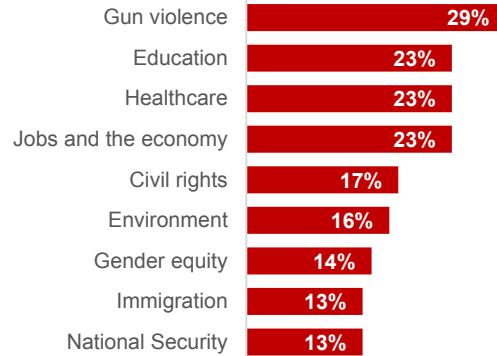
Guns laws should be



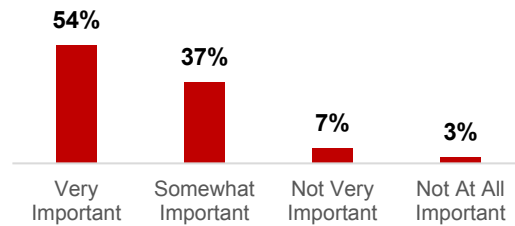
Gun Violence Prevention is the most important issue in deciding who to vote for in 2018 – and is motivating young people to vote.

- We asked people who will be eligible to vote in 2018 to list their top three issues when deciding who to vote for -- **gun violence and gun violence prevention was the issue most often cited** (gun violence prevention -- 29%; schools/education - 23%; health care - 23%).
- 91% say a candidate's position on guns is important when deciding who to vote for in 2018 (57% very, 34% somewhat).
- Nearly three quarters (72%) agree with the statement: If politicians continue to do nothing in the wake of more and more people dying from gun violence, they should not be re-elected (only 11% disagree).
- Nearly half (46%) agree with the statement: I will actively work to 'un-elect' politicians who oppose stronger gun laws (only 23% disagree).
- Among those aware of the Parkland massacre, **nearly half (47%) have said that this incident has made them more likely to vote this fall.**

Q: What issues that will be most important to you as you decide who to vote for in November 2018?



Q. How important will the candidates' position on guns be when deciding who to vote for?



If politicians continue to do nothing in the wake of more and more people dying from gun violence, they should not be re-elected



I will actively work to 'un-elect' politicians who oppose stronger gun laws



■ Disagree somewhat ■ Disagree completely ■ Agree somewhat ■ Agree completely

Young people are mobilizing in the wake of the school shooting in Parkland and believe they can make a difference.

- One in six people say they have raised awareness about the issue online, and one in 10 say they have attended or are planning to attend a protest, rally, or march.
- 27% of high school students have participated in or are planning on participating in a walk-out.
- 50% agree with the statement “As an individual, I can make an impact on reducing gun violence.”
- Since Parkland, 59% are more hopeful that we will find a solution to reduce gun violence.

Since Parkland

- 17%** Have **raised awareness about the issue online**
- 11%** Have **attended or are planning to attend a protest, rally, or march**
- 27%** Of high school students **participated / will participate in a walkout**
- 50%** Agree with this statement: **“As an individual, I can make an impact on reducing gun violence.”**
- 59%** Are **more hopeful that we will find a solution to reduce gun violence**

Consumers are ready to support brands that take a stand on stronger gun laws.

- 53% are more likely to use a brand if it comes out in support of stronger gun laws (31% much more likely), and only 10% are less likely (4% much less likely).
- 45% agree that brands and retailers have a responsibility to get involved in the gun control debate, while only 24% disagree with this statement.
- More than half (51%) agree with the statement: “I plan to support businesses that have taken a stand in support of stronger gun laws” (only 12% disagree).

Methodology Statement:

On behalf of Everytown for Gun Safety Action Fund and Giffords: Courage to Fight Gun Violence, Ypulse conducted a 15 minute quantitative online survey with 1,000 participants aged 15 to 30 years old from Ypulse’s proprietary SurveyU community. The survey was fielded between 3/9/18 and 3/12/18. The sample was then weighted to be nationally representative across gender, age, race, ethnicity and region.