



3/8/2018



The Marjory Stoneman Douglas Shooting and Public Opinion



Agenda

Public Opinion About Gun Control After the Shooting

Trends in Public Opinion About Gun Control

Dynamics of Public Opinion Polls:

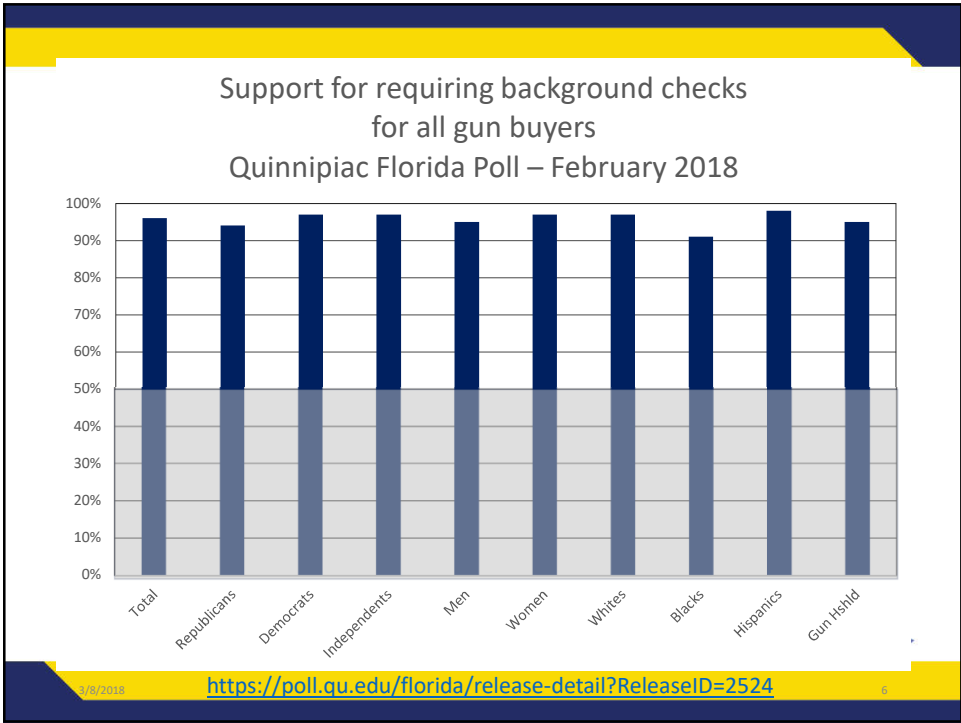
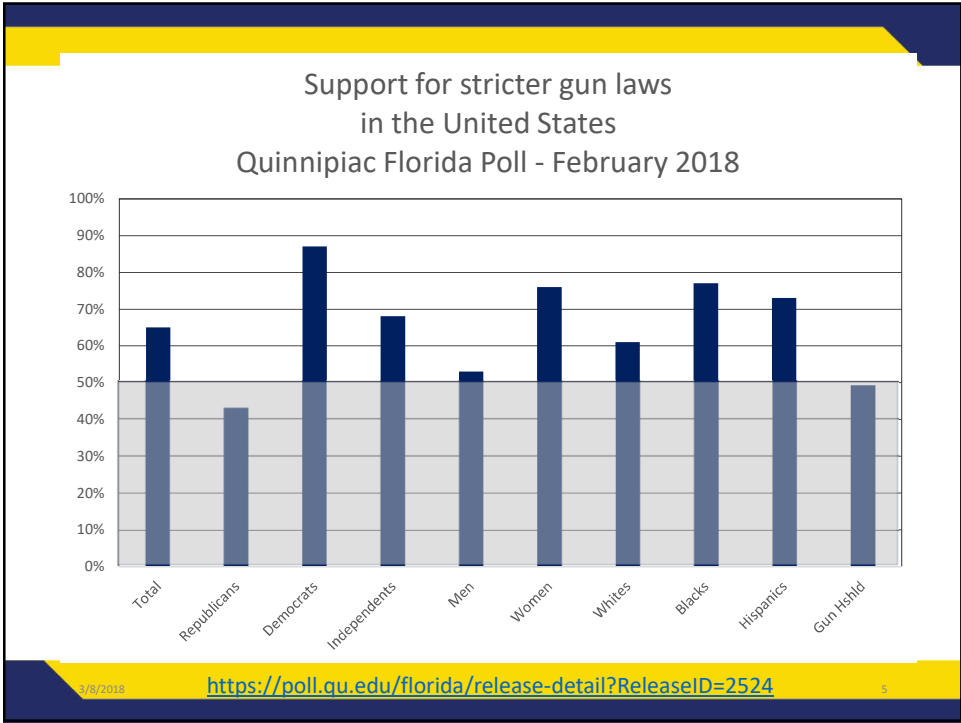
- History

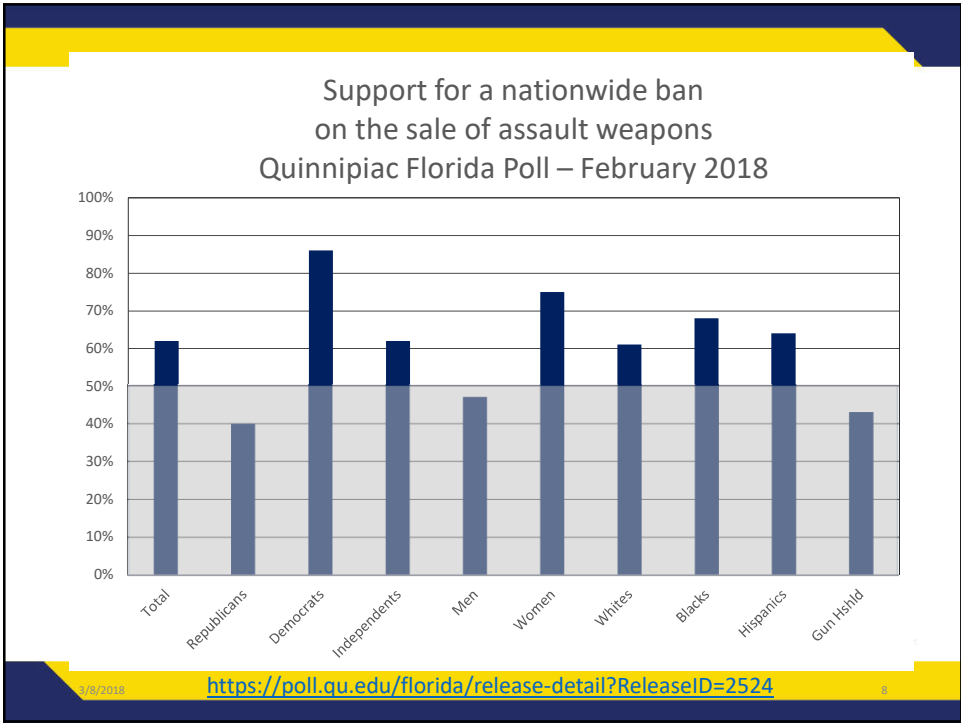
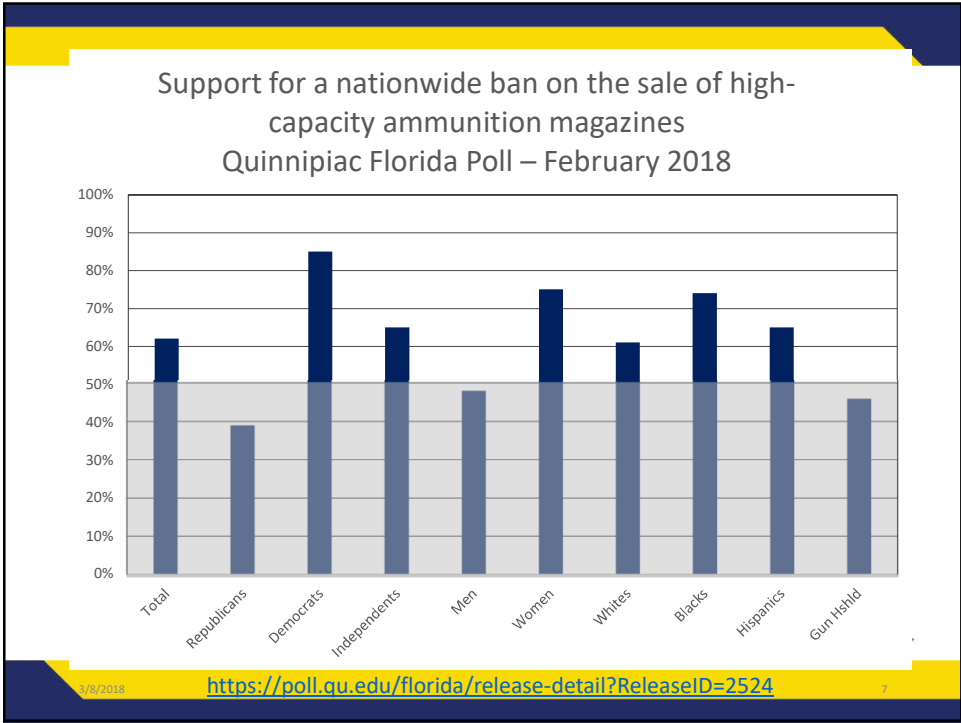
- Snapshots

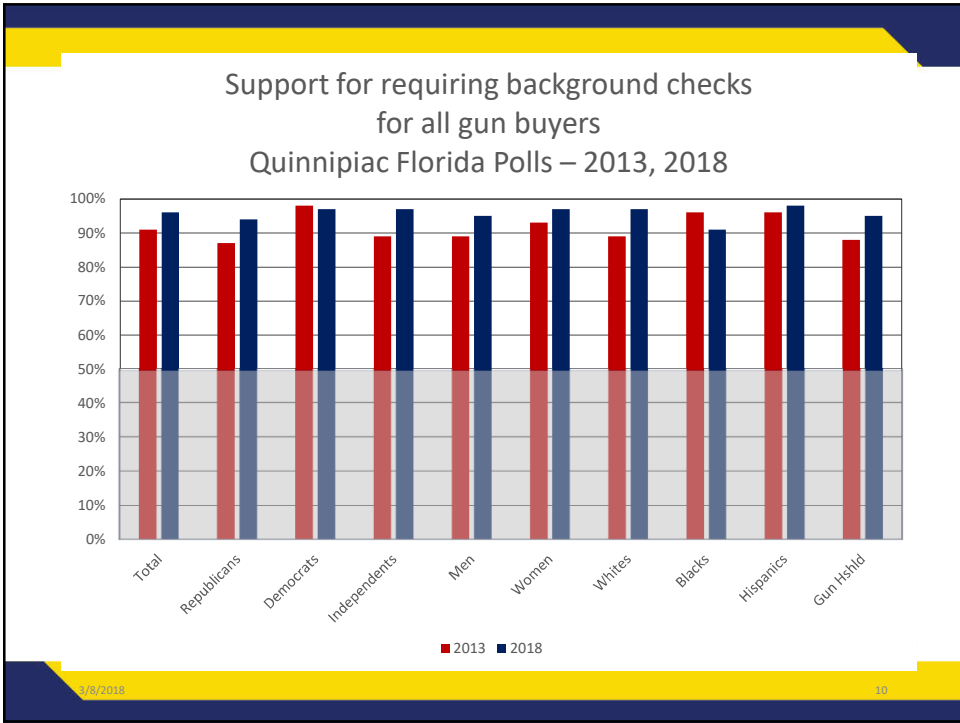
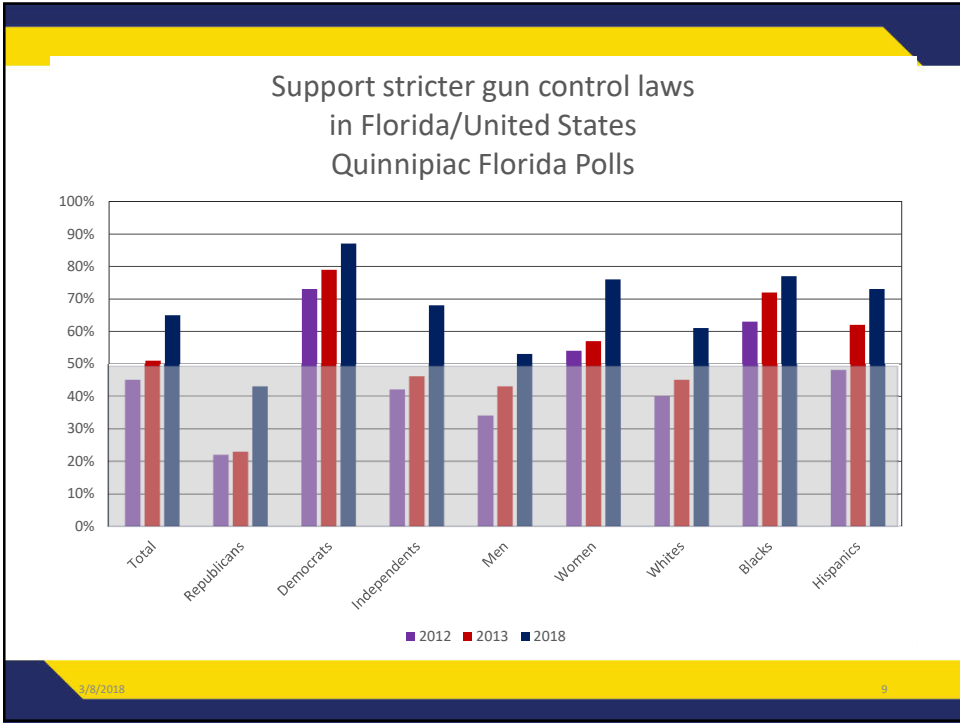
- Framing

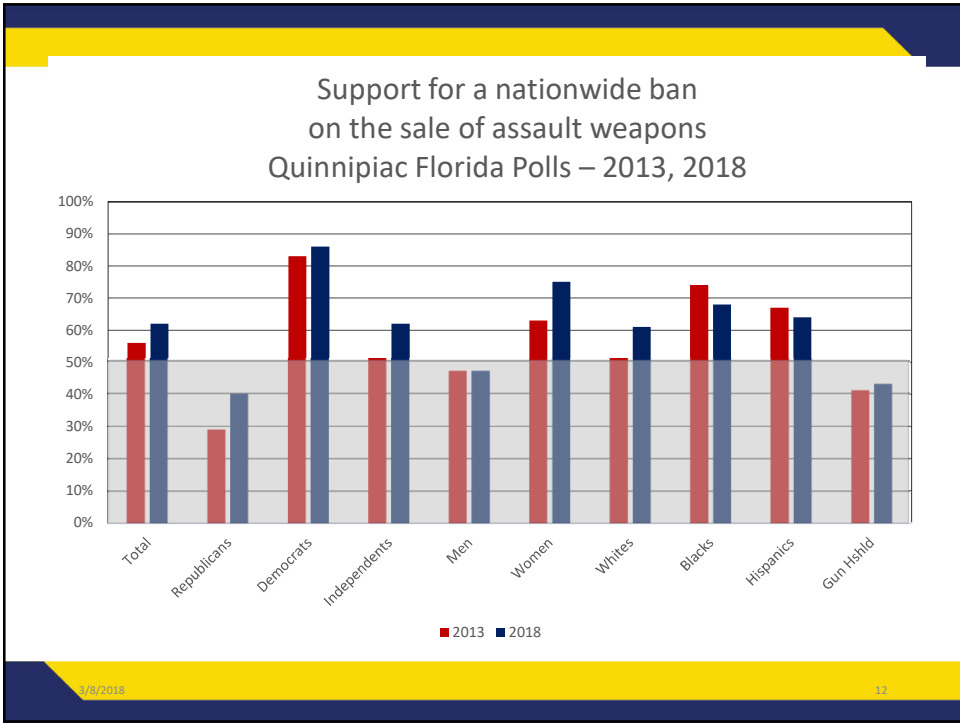
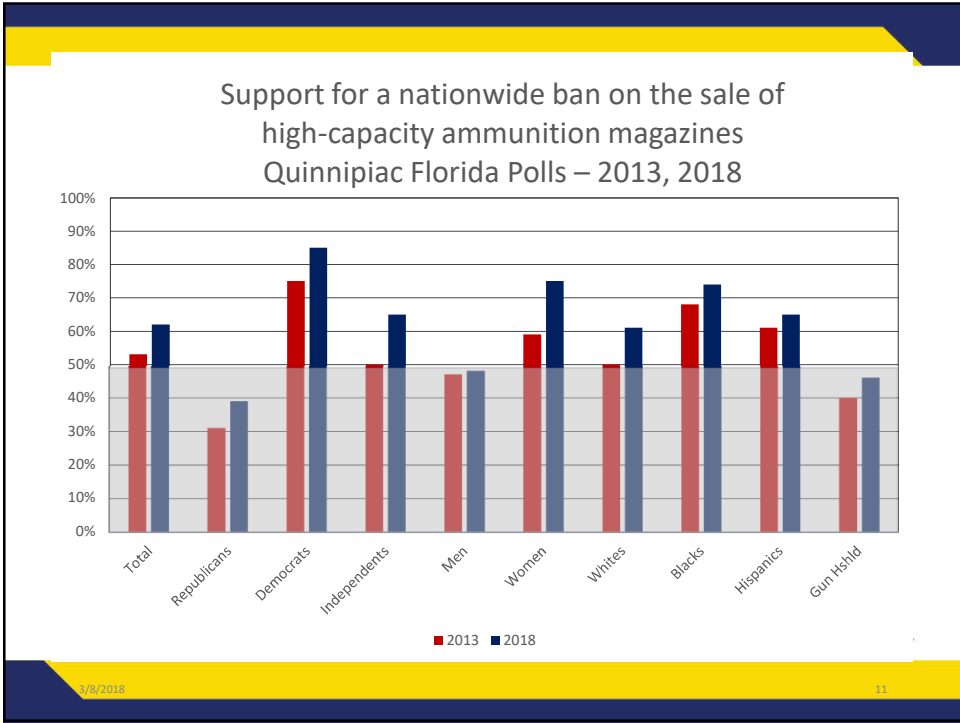
- Lessons for Leaders











Dynamics of Public Opinion

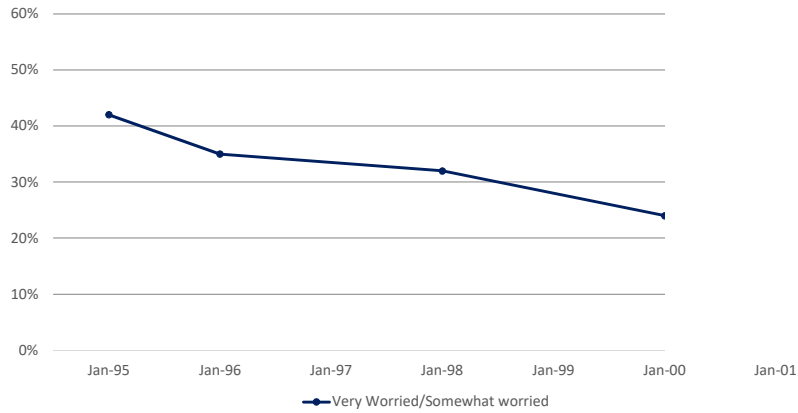


3/8/2018

13

History Effect

“How worried are you that you or someone in your family will become a victim of terrorism?”



3/8/2018

Data compiled from http://www.gallup.com/file/poll/162077/Terrorism_Reaction.pdf

14

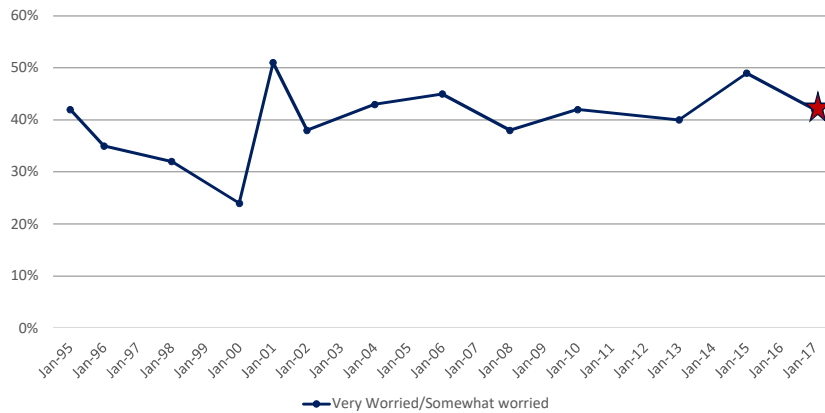
Snapshots and Trends

In June of 2017, a Gallup poll found that **42%** of Americans were “very worried” or “somewhat worried” that they or someone they love will become a victim of terrorism.



Snapshots and Trends

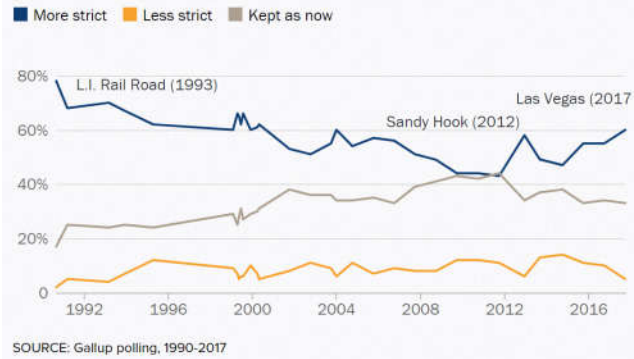
“How worried are you that you or someone in your family will become a victim of terrorism?”



Support for Stricter Gun Laws: Long-Term National Trend

Support for stricter gun laws sagged last decade

But Americans' backing of stronger gun laws tends to spike after mass shootings.



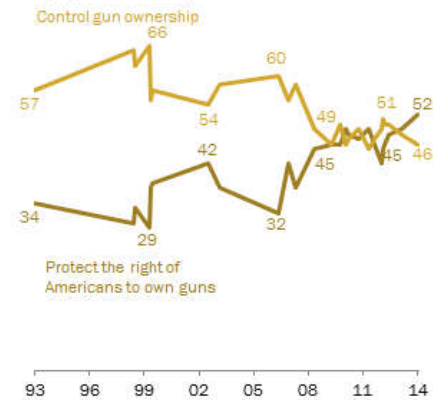
3/8/2018

<https://www.politico.com/story/2018/02/28/gun-control-polling-parkland-430099>

17

Two Years After Newtown, A Shift in Favor of Gun Rights

% saying it is more important to ...



Survey conducted Dec. 3-7, 2014.

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<http://www.people-press.org/2014/12/10/growing-public-support-for-gun-rights/>

18

Lessons for Leaders

Public opinion is dynamic

Assessing trends in public opinion is difficult



Lessons for Leaders

Events can have profound short-term effects on public opinion

Some events or series of events affect long-term public opinion trends



Lessons for Leaders

How leaders frame events can influence both short- and long-term public opinion



Questions???



Upcoming FLCU Online Learning Opportunities

March 14: Septic to Sewer: Getting There From Here

March 28: Post-session Legislative Recap

April 12: Ethics Law Update

April 18: How to Start & Maintain Youth Councils

May 10: Social Media



3/8/2018

23

Upcoming FLCU and FLC Events

April 7-8 CMRI MuniMod - Orlando

April 27-28 AIEMO – Tampa

Summit Series

Investigations, Accusations, Confrontations:

How Cities Should Respond

May 4 Panama City

May 18 Gainesville

May 11 North Port

May 24 Plantation



3/8/2018

24

Thank you!

