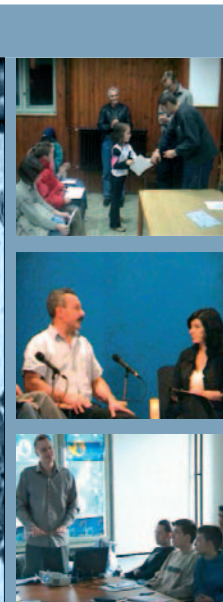


SASP Test in North East Serbia Evaluation Report



SEESAC

South Eastern Europe Clearinghouse for the
Control of Small Arms and Light Weapons



The **South Eastern Europe Clearinghouse for the Control of Small Arms and Light Weapons** (SEESAC) has a mandate from the United Nations Development Programme (UNDP) and the Stability Pact for South East Europe (SPSEE) to provide operational assistance, technical assistance and management information in support of the formulation and implementation of SALW co-ordination, control and reduction measures, projects and activities in order to support the Stability Pact Regional Implementation Plan, thereby contributing to enhanced regional stability and further long-term development in South Eastern Europe.

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SASP Test in North East Serbia Evaluation Report

Background to the campaign

The initial idea for the project was to implement a targeted SALW Awareness campaign around the town of Zrenjanin in North East Serbia. As well as aiming to have a positive effect on the attitudes of local people towards firearms possession and safety, the project was designed as a test for the principles of the SEESAC SALW Awareness Support Pack (SASP) in a project with limited resources at its disposal; (the total budget for all project activities was US\$10,000). The project also offered a local NGO, European Movement Zrenjanin,¹ the opportunity to build capacities in carrying out an awareness campaign following the principles of SASP.

The effects of SALW on the local area were made clear by a phase of initial information gathering. European Movement gathered the information from the local police department, a local hospital and the courts. Where information was confidential or not systematically collated to provide figures specifically useful to the campaign, informal methods were used to allow the initial profile of the problem to be as detailed as possible. The initial assessment identified a significant number of local casualties and criminal prosecutions related to the problems of weapons in local society.

Initial Information Gathering

SALW Possession

Official police data indicates that there are around about 40,000 registered SALW in the municipality, plus an unknown number of illegal weapons.

Criminal Data

The local police department informed the campaign that 21 people were prosecuted for illegal use, handling or sale of weapons in the municipality of Zrenjanin from November 2003 to January 2004. For the period August 2003 – January 2004, juvenile court records indicated that three persons aged 16-17 years were convicted of illegal possession of M-59-66 7.62 mm caliber semi-automatic rifles. Two persons aged 15 years were convicted of illegal possession of M-75 defensive grenades. Their sentences were 6 months and 1 year in a juvenile correction centre.

The data collected from municipal and regional court archive indicates that usual convicted persons are males aged 30 -70, 60% from the rural area around Zrenjanin and 40% from the city. It was also possible to determine the most common type of weapons used, the social status of offenders, their marital status and their national origin. This information was to prove useful in giving activists a detailed knowledge of the nature of the small arms problem in the local area, which was useful to them in their campaigning work.

	SENTENCE	WEAPON TYPE/CALIBRE	SOCIAL STATUS	AGE
1	1 year	Attempted murder, M-75 grenade	Unemployed, widower, 2 children	54
2	'Liberated from conviction'	Illegal possession, M-70 assault rifle, 63 rounds ammo 7.65 mm	Unemployed, married, 2 children	52
3	1 year	Attempted murder and causing injuries M-75 grenade	Single, no children	28
4	1 year, 3 months	Attempted murder, M-75 grenade	Married, 1 child	37

¹ www.epuszr.org.yu



	SENTENCE	WEAPON TYPE/CALIBRE	SOCIAL STATUS	AGE
5	2 years	Illegal possession, land mine, 17 rounds 7.62, and semi-automatic rifle	Unemployed, married, no children	25
6	1 year	Illegal sale M-70 assault rifle, 3 models	Unemployed, married, 2 children	48
7	6 months, 2 years parole	Illegal possession and sale of rifle ammunition and pistol	Unemployed, divorced, 3 children	53
8	6 months	Illegal possession, home-made pen pistol	Divorced 2 children	43
9	3 years	Arms dealer, automatic weapons, hand grenades, ammunition - various	Unemployed, single	23
10	1 year	Attempted murder, M-75 grenade	Unemployed, married 2 children	47
11	1 year	Illegal sale of ammo	Employed, married, no children	42
12	8 months	Illegal sale of ammo	Employed, married, 1 child	55
13	1 year	Attempted murder, M-75 grenade	Retired, married, 2 children	67
14	6 months	Illegal possession of M-48 rifle, 10 rounds 7.65 ammo.	Unemployed, married, 3 children	53
15	Committed to mental institution for treatment	Murder used M-75 grenade	Employed, married, 2 children.	38
16	1 year	Illegal sale of 45 rounds 7.62mm and 32 rounds 7.9 mm ammunition.	Unemployed, single	38
17	6 months	Illegal sale, explosives	Unemployed, married, 2 children, female	30
18	1 year	Illegal possession, 3 models M-70 assault rifle ammo, 30 rounds	Employed, married, 2 children	34
19	10 months	Illegal sale, 110 rounds 7.62 ammunition and M-57 semi-automatic pistol	Unemployed, married, 2 children, female	53
20	7 months	Illegal sale, 79 rounds, 7.62 mm.	Employed, single,	31

Table 1: Local court records of firearm-related sentences

Casualty Data

Informal inquiry with personnel at Zrenjanin General Hospital revealed the following estimates of SALW-related casualties in 2003:

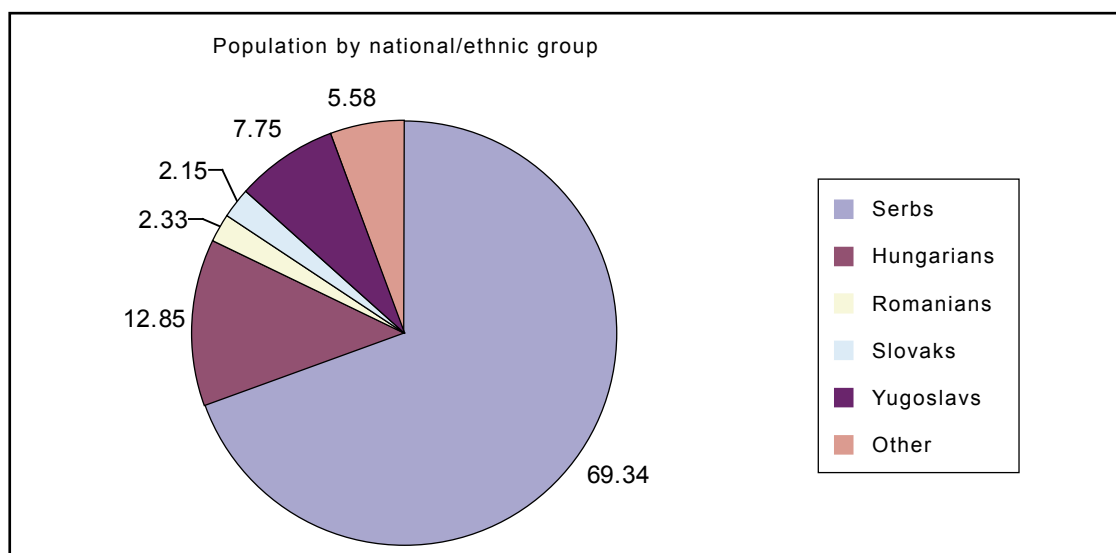
- 7 deaths (circumstances not specified).
- 4 people permanently disabled through loss of limbs.
- 15 heavy injuries due to various explosives and firearms.
- 23 light injuries, patients aged 9-16 years, due to mishandling of weapons.

The inclusion in the hospital data of a number of incidents related to minors indicated a problem with the involvement of youth in SALW problems. There was difficulty in accessing more detailed information, owing to the confidentiality of patient records, and this made it difficult to pinpoint the specific types of accidents that were leading to injury in the municipality.



Demographic data

Demographic data was also of use in the initial phase in indicating the major population groups in the area to be targeted. According to the last census (1991) there are 136,778 inhabitants in the Municipality of Zrenjanin, 81,382 of whom live in the town of Zrenjanin itself. The population of the municipality declares itself to be of 23 different ethnic or national groups. The major groups among these are Serbs 69.34%, Hungarians 12.85%, Yugoslavs 7.75%, Romanians 2.33% and Slovaks 2.15%.



European Movement's knowledge of social conditions in the surrounding area also helped shape the campaign. The large number of refugees from Croatia and Bosnia inhabiting the Municipality of Zrenjanin, whose social condition is relatively difficult, resulted in an influx of SALW into the municipality from war-afflicted areas.

Initial Strategy

On the basis of the above information, it was determined that there was a problem with SALW on the local level which would provide a good environment for conducting risk education and advocacy to increase the practices of safe behaviors, and to make participation in future amnesty or registration initiatives more likely in the local area. In accordance with this the initial structure of a project with the working title 'Give Up From Guns' was planned as follows.

The aims of the project were:

- To reach the local population with messages and materials relevant to the local SALW problem
- To bring about a change in attitudes to weapons possession and safety
- To lower the number of incidents related to SALW in society
- To learn lessons about the application of SASP in a small-scale NGO project

It was initially envisaged that target groups could include the male population aged 30 - 75 from suburban areas and villages surrounding Zrenjanin City, which would encompass both typical gun owners and illicit arms vendors (usually unemployed married men aged from 30 - 65 in poor social condition). Data on victims and convictions among minors suggested another target group of school children.

The plan was for a project in three phases. It would contain materials that would target different ethnic populations in their own language, including TV spots which did not include dialogue in order to be available for application



both with all local ethnic/national groups and elsewhere in the region. It would also aim to take account of the perceptions of local people by examining attitudes through a Knowledge, Attitudes and Practices survey and a field- testing focus group. A variety of materials and methods would then be used tackle the key issues raised by the survey, before outcomes would be examined in a final evaluation phase.

PHASE	KEY ACTIVITIES	
1 Preparation	<ul style="list-style-type: none"> ■ Training of campaign activists ■ Gathering information to aid in the design of materials ■ Design of messages and materials ■ Production of TV spots 	
2 Implementation	<ul style="list-style-type: none"> ■ Door-to-door campaign involving the delivery of leaflets in a variety of local languages ■ Broadcasting of TV spots ■ Broadcasting of TV discussion ■ Art competition in elementary schools ■ Programme of risk education in high schools 	→MONITORING→
3 Evaluation	<ul style="list-style-type: none"> ■ Questionnaire to examine impacts of the campaign amongst the local population ■ Meeting with campaign activists ■ Meeting with school teachers 	

Table 2: Project phases and key activities



Preparation for the Campaign

Door-to-door Campaign

The most labor-intensive part of the planned campaign was the door-to door campaign. A door-to door campaign was felt to be vital to take the message into the village communities around the city. It offered the advantage of being an interactive method of communication, which would help bring the print and other materials to life, engaging the local population in discussion of the key issues. The campaign was to be conducted by activists aged 15 - 19 from the municipality drawn from across the range of ethnic groups found locally. The activists were to visit the target members of their own ethnicity in their local area, with the goal of visiting households containing up to 100,000 of the municipal population. The activists were recruited and assigned as follows:

- 6 volunteers covering the City of Zrenjanin
- 2 volunteers covering the village of Aradac
- 2 volunteers covering the village of Ecka
- 2 volunteers covering the village of Banatsko Karadjordjevo
- 2 volunteers covering the village of Žitište
- 2 volunteers covering the village Muzlja in Zrenjanin

It was hoped that the familiarity of the faces of the young people within their communities would help to overcome potential lack of enthusiasm or hostility in the households visited. Activists were selected on the recommendation of their teachers, on the basis of their ability to speak English, performance at school and enthusiasm for the issue. Although they were prepared to work for the campaign as volunteers, the activists were given an honorarium in recognition of their professionalism and the demands placed on them in successive stages of the campaign.

Activists' Training



SEESAC assists in activist training

On 12 - 13 April 2004 activists received two days of training from SEESAC and European Movement Local Council Zrenjanin (EM-Z) to equip them to conduct a Knowledge, Attitudes and Practices questionnaire to help in the design of awareness-raising materials, and to attain a good knowledge of small arms issues as a basis for conducting household visits with campaign materials. The training was conducted partly in English and partly in the Serbian language, with Serbian speakers on hand to clarify any difficult points in the English training materials.

The training was designed using materials provided in the SASP handbook, the SASP CD ROM, locally collected casualty and criminal data and 'Action Against Small Arms', a resource and training handbook published by Saferworld, International Alert and Oxfam.² The curriculum consisted of the following components:

- Introduction to SALW;
- Impacts of SALW in SEE;
- Impacts of SALW in the project area;



Householder receives a leaflet from the door-to-door campaigners

² See <http://www.saferworld.org.uk/publications/Handbook%20Order%20form.htm>



- Attitudes to SALW possession;
- Risks and hazards of SALW;
- Introduction to the 'Give Up From Guns' project;
- Introduction to SALW awareness-raising: research and messages;
- Guide to using the 'Quick-look' questionnaire;
- Research and door-to-door campaign best practices; and
- Evaluation and feedback session.



Activists review the Specially prepared training materials

SEESAC, 2004.

Activists were given specific information about the most common types of weapon in the local area, as well as information on crime and casualties. They were also taken through the project process step by step, so that they understood the purpose of the campaign, and the components for which their help was required. There was group discussion of attitudes towards SALW, and the social aspects of the small arms problem on the global and local levels.

Guest lectures were also included to draw on the professional data gathering and marketing expertise of Strategic Marketing and Media Research Institute (SMMRI), Belgrade, and the research experience of Balkan Youth Union. SMMRI offered the activists professional guidance on how to approach people in their households with campaign messages, and methods for increasing the reliability of data gathered. The session offered by Balkan Youth Union discussed the process of gathering research for, and the findings of, their survey 'Small Arms Problems in Belgrade – a survey of young people's knowledge and attitudes'.³

A role-play exercise was included in one of the sessions to familiarize the activists with the process of household visits, and to pre-prepare them for the range of responses they would encounter amongst the general public.

The Knowledge, Attitudes and Practices questionnaire that the activists were trained to use was designed to collect a small quantity of data to serve as a guide in message design for the next phase of the project. As well as collecting a small amount of demographic data, it looked into reasons for SALW possession, levels of insecurity, and the appeal of campaign messages. During the training, activists tested the questionnaire on each other and suggested amendments to questions that seemed unclear or irrelevant to local concerns. The revised questionnaire was then tested overnight by each of the activists on a member of their family. Feedback from this second test produced final modifications to the questionnaire, which was then conducted in the local area, with each activist gathering responses from ten people.

In retrospect it was recognized that the sample size was rather small for providing statistically reliable data for the local population, particularly for small groups within the local population. At the time it was felt that it was impractical to collect and analyse more information given the financial resources and time available. The broad information produced by the Knowledge, Attitudes and Practices questionnaire remained a very useful basis for approaching the target audience, and it was planned that the second questionnaire conducted in the evaluation phase of the project would cover an increased number of respondents, with greater accuracy achieved through partnership with professional consultants (SMMRI).

The final session of the training offered activists the chance to comment anonymously on the content and presentation of all parts of the training. All activists said that they were satisfied with the content, teaching and written materials they had received, and most were very positive in their comments. Amongst the suggestions for improvements that could have been made were the inclusion of more pictures and statistics in presentations and written materials.

³ Published in December 2003 and available to download at <http://www.seesac.org/reports/BYU%20report.pdf>



KAP Questionnaire

The Knowledge, Attitudes and Practices questionnaire was conducted between 15 - 25 May 2004. The full text of the questionnaire can be viewed at Annex A. Data from the questionnaire were input by the European Movement team into a database for analysis and then a professional data analyst turned the information into tables. Once this information was available it formed the basis for a narrative report on the statistical findings, (included below). This narrative report was the basis for detailed discussions on the content of the campaign leaflets and the choice of video clips for broadcast on local TV.

Statistical findings

In particular the most worrying data was that only 0.7% of people questioned had never been in a situation where shooting had occurred, while 50.3% had encountered the discharge of firearms in their neighborhood (45.7% at a wedding, 28.5% at the birth of a child and 21.2% on the occasion of a sporting victory). There was a tendency for the people who had come into contact with weapons to be from the Serbian or Hungarian communities. A total of 51% of people thought that 'virtually everyone' (9.9%) or 'many' people (41.1%) own a weapon where they live. It was also very worrying that 15.9% of people questioned had been threatened with a weapon.

19.2% of all the people questioned admitted to owning a weapon. A higher proportion of people admitted to owning a weapon in the Serb (22.4%) or 'other' (25%) ethnic groups. Bigger samples of each ethnic group would have made it more possible to gauge possession levels accurately. A higher proportion of people aged 50+, of males and of those with the lowest level of education admitted to owning a weapon. The biggest percentage of people questioned thought that the owners of weapons were all men. Groups owning weapons were identified as criminals, young people who own a weapon for fun or for fashion and those people who have returned from areas of conflict.

The most common reasons given for owning a weapon were fear of crime (66.2%), fear of future conflict (29.1%), fear of other ethnic groups (17.2%), fear of the security forces (10.6%) and fear of neighbors (5.3%). Additional reasons given for owning a weapon were as a symbol of masculinity or prestige, fear, burglars, personal security and the ability to retaliate. The fear of crime was therefore assessed as something the campaign could address with a strong message. Possibilities included: stressing that stopping crime is everyone's responsibility, showing how weapons possession corresponds with the murder rate in countries worldwide, or stressing that possessors of guns are as often the victims of killings as perpetrators. The message 'Guns won't protect you, and they may harm your children' was considered as a possibility (given the predicted power of messages stressing risks to children highlighted below).

Fear of future conflict, cited by 29.1% of respondents overall, and 43.3% of Serbian respondents was another area considered for treatment in campaign materials. Serbs (22.4%) were also only matched by 'others' (33.3%) in their fear of other ethnic groups. In this area messages were debated about people choosing their future security for themselves and for their communities: for example, 'building peace begins at home', 'while you might be afraid of others, maybe they're most afraid of you: think about a community without weapons'. This was, however, also assessed to be a delicate matter by project staff - not an issue that could be discussed directly in campaign materials, let alone resolved by them.

34.4% of respondents said that security had worsened in the last year, while 80.8% said it was the same or worsening. On the contrary 13.2% of people believed that it had improved. This matched with the data about the number of guns in the society where the people who were questioned live: 33.8% believed that the number of weapons had increased, while a bigger percentage of people questioned from all ethnic groups felt that the number of weapons had increased than the percentage that thought the number of weapons had decreased. 50% of Romanians, 46.7% of Hungarians, and 50% of 'others' considered the number of weapons in their community to have increased, while high proportions of Romanians (58.3%), Serbs (38.8%) and Hungarians (33.3%) felt that the level of security in their community had worsened in the last year. No Hungarians thought security had got better. Insecurity was therefore worthy of heavy emphasis in campaigning among these groups.



Slightly more women than men (36.2% against 33.3%) thought security was worsening, while more women than men (49.3% against 43.2%) also said security levels had stayed the same. More respondents aged 13-29 (40.9%) thought security had worsened in the last year than respondents in both the 30-49 (29.2%) and 50+ (29.7%) age groups.

70.9% of respondents said that owning a weapon had either no impact on their personal safety (40.4%) or increased it (30.5%). 34.3% of Serbs took the latter view – more than any other ethnic group. Only one Romanian thought owning a weapon made an individual less safe. The responses to this question produced a marked gender difference: 40.7% of men thought owning a weapon made an individual more safe, but only 11.1% less safe; conversely, only 17.4% of women thought owning a weapon made the individual more safe, with 31.9% taking the opposite view. This gender difference was similar for the corresponding family and community safety questions.

Another pronounced difference in responses to this question was the response of those aged 13-29: 39.4% of young people thought possessing a weapon made you safer as an individual, compared to 22.9% of respondents aged 30-49 and 24.3% of those aged 50+. From this question it was assessed that there was a need to target males, young people, Serbs and Romanians with a strong message about the increased threat to the individual inherent in weapons ownership. One option considered was posters carrying this message targeting areas where young males spent time (basketball courts, sports/youth centres, bars/entertainment venues). There was also discussion about placing radio spots on stations commanding a younger audience in the local area. In a campaign with greater resources available, these ideas would have been pursued.

Even more respondents thought that owning a weapon made their family safer (33.8%), and less were neutral on this question, with 24.5% thinking weapons ownership made their family less safe (compared to only 20.5% for individuals). 66.7% of Romanians thought owning a weapon made their family safer. Respondents who stated they were of 'Other' ethnic groups showed a much higher belief in weapons increasing personal (52.4%), family (66.7%) and community (42.9%) safety. To pursue the significance of this data it was necessary to return to the original questionnaires and establish some defining characteristics of these individuals. Further analysis revealed the profile of respondents of the 'other' ethnic group to be: mostly male, resident in Zrenjanin and Banatsko Karadjordjevo (the latter location is where Serb refugees from Croatia are a key constituent of the local population). It was then possible to ensure that their attitudes were duly considered in the targeting of the campaign, through the leaflet design and the briefing of the activists about the target population.

More old people thought that owning weapons made families (37.8%) and communities (37.8%), as opposed to individuals, safer. Older respondents thus roughly matched the proportion of young people holding these views (around 37% in each case), while those aged 30-49 were less likely to hold this view: only 16.7% of them believed weapons possession made communities safer. Many young people also thought that weapons negatively affected family and community safety, as they were less likely to be undecided than the other groups. The video clips the project developed contained particularly good messages about the danger posed by weapons to family safety. The KAP questionnaire suggested that they needed to be shown most around programmes watched by the 13-29 and 50+ age groups, and by males.

More respondents still thought weapons made their community less safe (31.1%), but this was still only equal to those who thought the opposite (31.1%). Only Slovaks (52.6%) boasted an overall majority of respondents who thought that weapon ownership decreased community safety. The next highest proportion for this figure was among Serbs (31.3%). For Serbs, Hungarians and Romanians, more respondents said that weapons made their community safer than said less safe. It was concluded from this that the project should strongly emphasise casualty rates to change this attitude.

47% thought that weapons either increased (8.6%) or had no influence on (38.4%) the standard of living in their community. A further 16.6% did not know or did not answer. The campaign materials accordingly included a message asserting the negative effects of SALW on economic development.

All but one of the respondents said they had heard the issue of SALW raised in the last twelve months - 88% in the media, and 74.8% of these on the television. 30.5% also mentioned the issue occurring in newspapers and 17.9% on the radio. The question was therefore raised of whether newspapers could be persuaded to cover the

campaign, perhaps printing the materials/leaflets for their specific language, or interviewing one of the activists. The findings, in reaffirming the primacy of television as the most universal medium for reaching the population, gave positive confirmation of the access which video clips were likely to attain.

Only 2.6% of people questioned had heard that NGOs and humanitarian organizations are dealing with the issue of SALW. It therefore appeared that the association of NGOs with previous campaigns to date had barely registered in the minds of local people. This percentage is even lower than the percentage of people questioned who speak spontaneously about weapons with neighbors or friends in the community.

The tabulated data received suggested that 53.7% of respondents are familiar with no more than one of the risk education messages. The following chart places the risk education messages tested in order of the familiarity they had before the campaign began: the least known messages would be especially important to include in the subsequent materials.

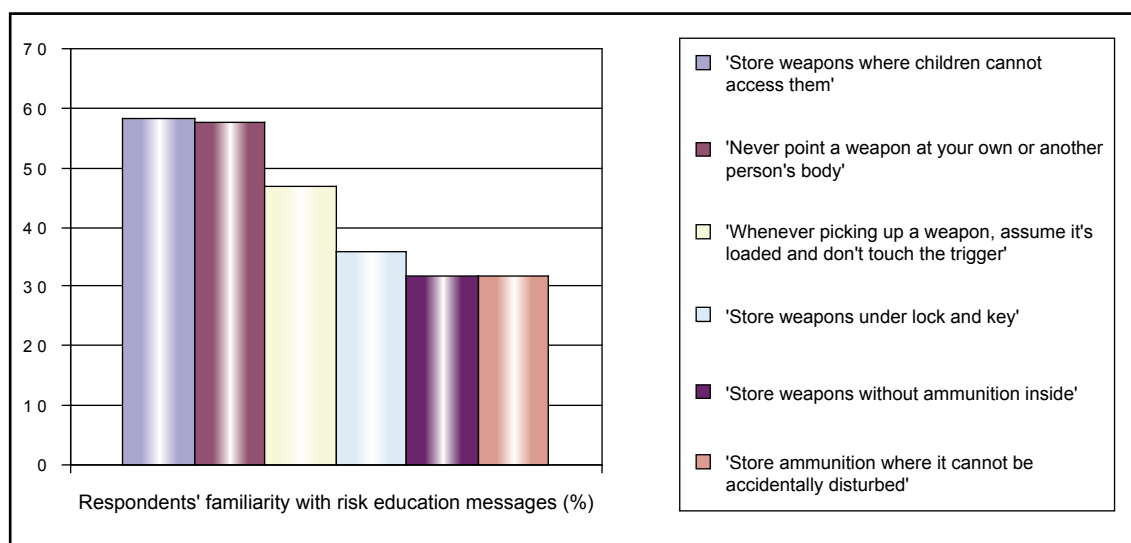


Figure 1

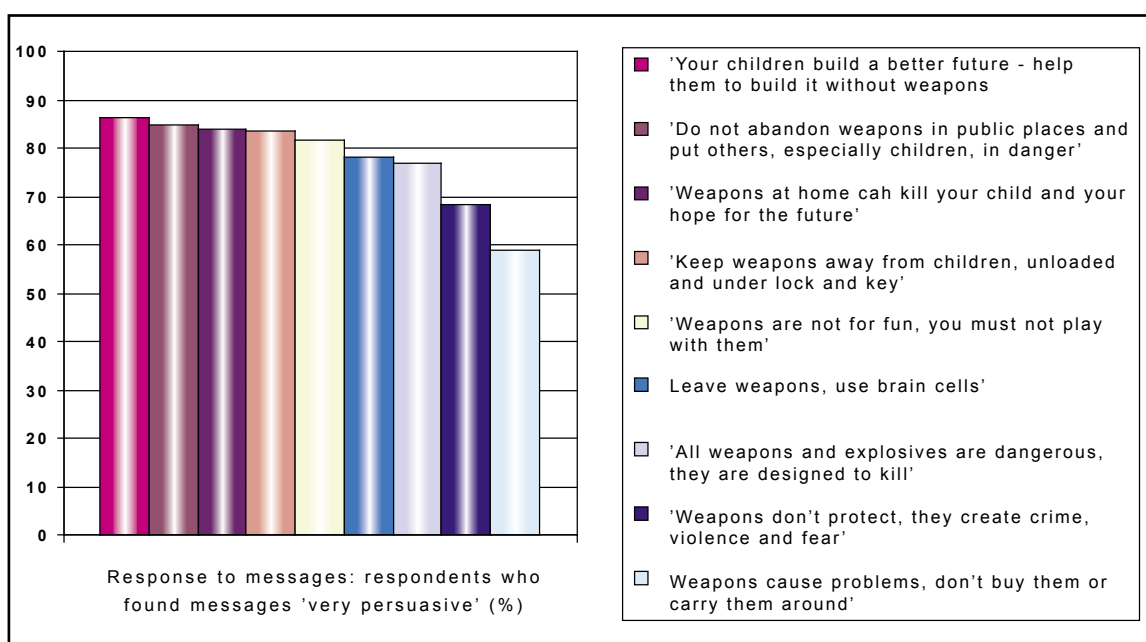


Figure 2



On the evidence of all three of the charts included here, messages about risks to children or discouraging possession for the sake of children came out as: most persuasive, least likely to raise people's opposition and also most familiar in the case of risk education messages. This raised the question of whether such messages should be adopted by the campaign as a safe bet, or whether they were too bland to be the main focus. 58.6% of weapons owners found the message 'weapons create problems, don't buy them or carry them around' 'very persuasive', while only 20.7% disagreed with it. This high level of acceptance by weapons owners of this message suggested that actually controversial messages could be pushed: it seemed to indicate that the campaign might be able to encourage weapons owners to contemplate the inconsistency of possessing a gun with contradictory ideas which they simultaneously accept. The survey showed however that this was the most controversial message overall, as it was favoured as 'very persuasive' by the least respondents, and was viewed as 'not persuasive' by 10.6%, and 'neither persuasive nor unpersuasive' by a further 10.6%. 7.5% of people questioned who did not state that they owned weapons also found this message unpersuasive. They could be considered as undeclared or potential weapons owners (10.8% of the people questioned are undecided about owning a weapon so this could also apply to them). It is plausible to suggest that disagreement with the messages was substantially higher than the survey revealed, with respondents offering what they deemed to be socially acceptable responses.

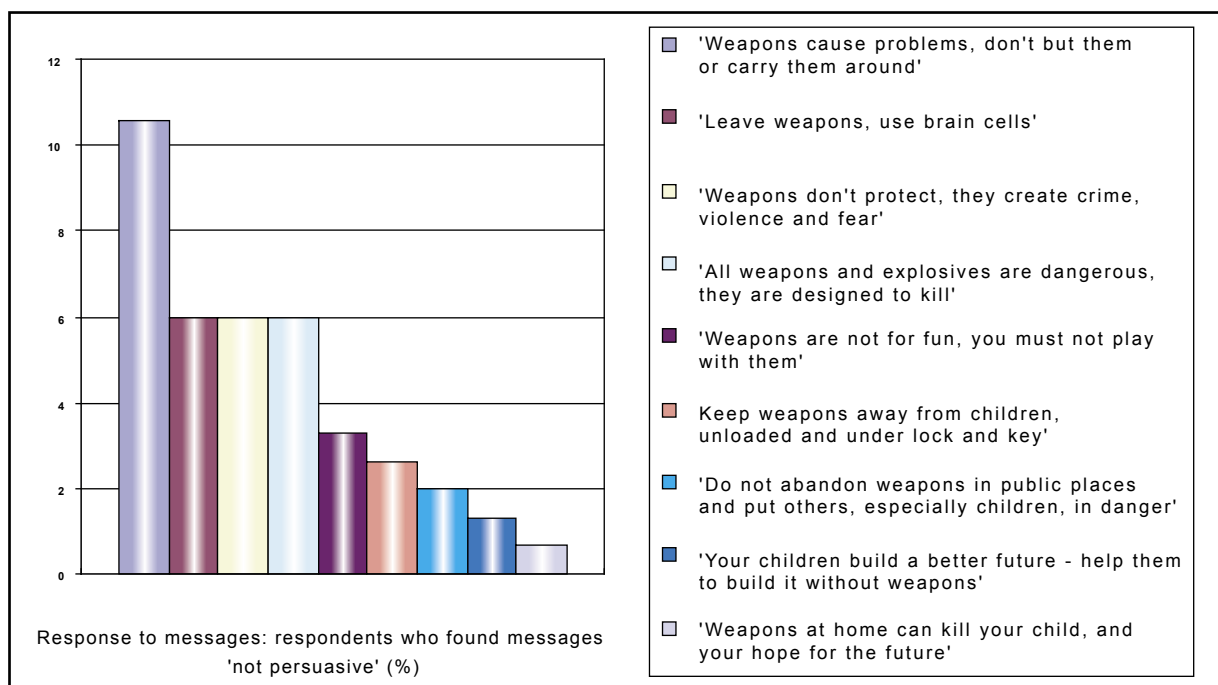


Figure 3

When asked who should deal with weapons reduction, more people replied 'Ministry of Interior' (45%) than any other group, 32.5% favored the army, while only 8.6% favored NGOs or the International Community.

A low, but significant percentage of people questioned (16.6%) approved of the discharge of firearms at weddings (14.6% accepted the discharge of firearms when celebrating the birth of a child). A considerably smaller percentage accepted the discharge of firearms to celebrate a sporting victory (5.3%). More Hungarians than any other specific ethnic group thought that shooting at a wedding was appropriate (26.7%, 23.3% for the birth of a child), Romanians showed the next highest proportion (16.7%, 16.7% for the birth of a child), then Serbs (13.4%, 7.5% for the birth of a child). The undefined group of 'others', 33.3% of whom approved shooting at weddings (41.7% at the birth of a child), again displayed worrying attitudes which required analysis and targeting. It was thus decided that messages discouraging the use of firearms for celebratory fire should be used to target all ethnic groups except for Slovaks. Age, sex and educational level affected attitudes to all three cases of discharging firearms. They were more acceptable to males, those under the age of 29, and those educated to a lower level. It was suggested that materials conveying these messages could have been used to target places frequented by young people, males and those of lower educational level (e.g. beer mats for drinking venues, posters at sports centres/shops).

It was also clear at this stage that slogans needed to be discussed in terms of their appeal in the languages used, rather than simply in terms of their idea content.

Qualitative Data

When people questioned were asked what message they would give to the community, their replies could be divided into several categories:

- Messages relating to the dangers of using a weapon and the possibility of it leading to death, those who focus on consequences such as suffering, pain and fear;
- Messages against purchasing and using a weapon;
- Messages for the control of weapons;
- Messages appealing to parental responsibility;
- Messages opposing weapons as a means of solving arguments; and
- Messages giving alternatives to weapons (abstract categories – freedom, companionship, strength, reason and education, positive emotions).

There were three defined categories: 1) messages against weapons use or in favour of limitation of use; 2) messages which highlighted consequences of weapons; and 3) messages which stressed alternatives to weapons.

When questioned about the reasons for owning a weapon people gave the following reasons: hunting/sport, family tradition, ownership by family member, safety, fear of other ethnic groups, possible future conflict, positive emotions connected with weapon ownership ('I like to have a weapon by my side', 'a gun gives me self confidence').

The most expressed reasons for not owning a weapon were:

- Having no need or interest;
- Feeling secure without owning a weapon; or
- Fear (from moderate negative attitudes to more active fear).

The least expressed reasons for not owning a weapon were:

- Taxes;
- Ignorance of how to handle a weapon; or
- The attitude that weapons should be owned by some other person.

Reasons expressed for not owning a weapon that did not preclude possible future weapon ownership were:

- Not being of legal age; or
- Lack of military experience.

A large number of people did not give a definite reason but used common slogans against using weapons. It was interesting that some people questioned stated that they did not need a weapon at the present time – leaving open the possibility that they might acquire a weapon in the future. This was noted as a potential indicator of uncertainty about future security among the respondents.



Box 1: Conclusions from KAP questionnaire findings by target group

All ethnicities

- Fear crime and should be told about the link between weapons and crime
- Are unaware of the negative impact of weapons on economic development (although this will not be the primary campaign message)
- Respond well to messages about hazards to children

Serbs

- More than any other group fear future conflicts (also fear other ethnic groups), and require a message that responds to this concern without provoking people.
- Need to be dissuaded from ownership
- Need messages stressing hazards of weapons ownership for individuals, families and communities
- Require a message about celebratory fire at weddings/childbirth

Romanians

- Perceive a deterioration of security more than any other ethnic group
- Perceive an increase in possession
- Are ignorant of hazards of weapons ownership for individuals, communities, and families in particular
- Require a message about celebratory fire at weddings/childbirth

Hungarians

- Need to be dissuaded from ownership
- Perceive an increase in possession
- Need messages stressing hazards of weapons ownership for families, communities and individuals
- Perceive a deterioration of security
- Require a message about celebratory fire at weddings/childbirth

Slovaks

- Present the least worrying attitudes and beliefs of all groups
- Are aware of the bad effect of possession on the community

'Other' ethnicities

- Present the most worrying category of respondents.
- Require further checking within surveys to ascertain a geographic/gender/age profile which can be targeted.
- Are thought to be in general mixed ethnicity-Serbian
- Require dissuasion from ownership (worst of all ethnicities)
- Require a message about celebratory fire at weddings/childbirth (worst of all ethnicities)
- Need messages stressing hazards of weapons ownership for individuals, families and communities. They are more unaware of hazards to families than any other group
- Fear other ethnic groups more than other ethnicities

Priority groups

Ages 13-29

- Perceive a worsening of security
- Are more ignorant than other age groups of the negative impact of weapons possession on individual safety, are just as ignorant as the oldest age group about family and community safety
- Require a message about celebratory fire at weddings/childbirth

Ages 50+

- Need to be dissuaded from ownership
- Are significantly more ignorant of the hazard of weapons for the family and the community than the individual
- Require a message about celebratory fire at weddings/childbirth

Those educated to elementary level

- Need to be dissuaded from ownership
- Require a message about celebratory fire at weddings/childbirth

Males

- Need to be dissuaded from ownership
- Need messages stressing hazards of weapons ownership for individuals, families and communities
- Require a message about celebratory fire at weddings/childbirth

Weapons owners

- Did not admit that they directly opposed a message stating that 'weapons create problems...', which suggests that they could be persuaded to give up arms.



Designing Messages, Activities and Materials

TV Spots

The financial constraints under which the project was implemented meant that if TV spots were to be a feature of the campaign, they would have to be produced and broadcast at a very limited cost. The opportunity to use local facilities arose at a time when Knowledge, Attitudes and Practices research had not yet been undertaken. Therefore the decision was made to proceed with the production of a range of video clips based on European Movement Local Council Zrenjanin's knowledge of the local environment, and the casualty and crime data already available to the campaign.



SEESAC, 2004.

A well meaning relative offers a toy gun as a present in a campaign TV spot

The fact that the TV spots were produced before the background research into suitable messages and materials had been undertaken was clearly not ideal: cost is generally saved by delaying production until concepts and ideas have been reconciled with objective sociological research; story boards which present these concepts and ideas can then be rigorously field-tested. Only at that stage would money be committed to production under normal circumstances. However, given the choice between taking studio time when it was offered and not having TV spots at all, it was naturally preferable for six TV spots to be produced on the basis of the information available at the time. When the questionnaire findings were available, and at the stage of field-testing, three of the six clips produced were selected for broadcast.

TARGET AUDIENCE		STORY	CORE MESSAGE
1	Gun owners/ males	A father returns home from drinking with friends, gun in his belt; father leaves gun on kitchen table and falls asleep on the sofa; father dreams about his macho prowess but is awoken by the sound of a gunshot; a child's head lies flat on the kitchen table with the gun nearby	Don't allow children access to weapons; weapons present a risk to family safety; don't handle weapons when drunk; macho attitudes are foolish and unpopular with wives and children; weapons backfire on their owners
2		A father is at the gun club with a friend; he shoots at a human-shaped target, then begins to get blurred vision with images of his family flashing up in front of the target	Weapons often harm their owner's family
3	Children aged 6-12	A boy plays with a violent, weapon-related action-figure; the boy awakes from a nightmare about the toy figure and throws away his frightening toy	Weapons and violence are not appropriate themes for child's play - they could even be disturbing
4	Females	Squabbling children are quietened by their mother who plays a violent film to keep them occupied; one morning the boy sets out from home with a rifle on his back	Exposure to trivialised violence could harm your child - one day they might act out what they have seen with a real weapon
5	Parents; Children aged 13-16	A child unwraps a present: it is a toy weapon; children play with toy weapons and violent video games; a child goes secretly upstairs to find a grenade in a drawer; the clip ends as the pin is being pulled from the grenade	Violent toys could be confused with real weapons; weapons which are thought to be hidden and safe could cause a tragic death in the owner's family; children will find hidden weapons
6	Children aged 13-16	Tough boys are playing at soldiers with guns; a younger girl approaches them with a ball; the boys tease her and reject her; an older girl is looking at a photograph of one of the young boys, with a mourning ribbon hanging from the side	Violent games and exposure to weapons among young people (boys) can lead to death or accident

Table 3: Content of the six TV spots

The campaign leaflet

The campaign budget dictated that it was not possible to pursue all the ideas generated as a result of the findings of the questionnaire. However, the attempt was made in the leaflet to raise all the most prominent issues for each ethnic group as identified by the KAP questionnaire findings. In a series of meetings and discussions, leaflets were composed to do this for distribution in the Romanian, Hungarian, Slovak and Serbian languages.

Field-testing

Because of the very high fees charged by market research companies for the professional organisation of focus group discussions, European Movement organised its own meeting with randomly selected members of the general public to discuss the approach of the campaign and gather comments and suggestions on the draft print materials and TV spots.

The meeting to field-test campaign materials was held on 21 May 2004. It contained:

- 16 young people aged 15-22;
- 5 men aged 25-35;
- 7 men aged 35-55;
- 2 men aged 55-75;
- 6 women aged 25-35;
- 4 women aged 35-55; and
- 5 women aged 55-75.

The first part of the meeting was the evaluation of video clips.

Summary of conclusions

- All groups agreed that the video clip with the father in the pub (Clip 1) was the best and had the biggest impact on them during playback. The group said that this clip was the most effective for sending the message about SALW problems, and that the end of the clip had a very strong effect on them.
- The second most popular video clip was the one that featured a grenade (Clip 5). All participants in the focus group agreed that the message of this video clip was understandable and clear. No special further comments were made on the content.
- The third video clip featuring a child with a pistol and a ball (Clip 6) was also felt to be easily understandable offering a clear message to youngsters on the problem of SALW.
- Other video clips were designated as non-understandable, with a confusing message and storyline. The group was unable to judge clearly if the response of the audience would bring about a positive impact on SALW problems.
- The video clip with a boy and toys (Clip 3) was assessed to be addressing the subject to the wrong target audience.
- The video clip with men on a shooting range (Clip 2) was assessed to be an unfinished idea and non-understandable.



- The video clip with the mother showing her children a violent film (Clip 4) was assessed as not being hard-hitting enough, but better than the rest of the rejected clips.
- A large majority of both genders agreed that the three video clips selected (Clips 1, 5 and 6) should be publicly broadcast on local TV except two gentlemen age over 60, who considered the clip with the father in the pub too violent.

The second half of the focus group evaluated the draft leaflet, drawing the following conclusions:

- All content of leaflet was acceptable and understandable. There was no major objection to the content of the text except from one old lady who thought that all text should be reversed and printed in that order.
- When the inclusion of pictures of injured people was discussed, 70% considered that this would be too strong and grotesque. It was commented that this could remind people of Milosevic-era propaganda, repulsing and alienating those reached by the leaflet.
- A suggestion for using newspaper clippings was well received because people could thereby be informed about cases in their own neighborhood.
- The group suggested that the key messages should be printed in different colors and in larger font than the rest of the text, so that people would pay more attention and be more receptive to key messages. Also they should not be printed in small letters.
- The UNDP logo should not be given priority and volunteers should not mention that the activity was supported by the western community and UN, as this would risk creating a counter-effect.
- The leaflet size was chosen as an A4 sheet, folded once in the middle.

Finalization of Materials

There was discussion about whether to include the logos of all campaign partners in the campaign materials. The priority of ensuring transparency about the organizers of the campaign conflicted with concern about alienating those sectors of the population suspicious of international organizations or the goals of European Movement. After these concerns were weighed up, it was decided that rather than acting to conceal the involvement of international partners, which would have a strong negative impact if later exposed, the front of the leaflet should bear the insignia of Municipality of Zrenjanin, Ministry of Internal Affairs, SEESAC and European Movement Local Council Zrenjanin, signifying a broad spectrum of unified endorsement for the campaign and thereby increasing its legitimacy. Activists were briefed to avoid introducing the campaign as a UN initiative.

The leaflet colors were chosen to be easily recognizable. During the door-to-door campaign activists noted in some cases an association made by the public between the leaflet and the colors of one of the local political parties. This association would have been eliminated with more extensive field-testing and can be regarded as one of the lessons learnt of the campaign. It was estimated that there were approximately 25,000 house holders in the campaign area. The leaflets were then printed locally and the distribution phase began. In total 45,000 leaflets were printed for the campaign.⁴

A further lesson learnt was that the process of gathering and analyzing data, designing field-testing and modifying materials is much more time consuming than anticipated, even in a project which incorporated these activities into its strategy at the outset. This is something that should be factored into future project plans. Too often materials are produced that are compromised in terms of quality because a time pressure is created that derives solely from the assumption by project managers and co-coordinators that a communication initiative will be simple and quick to execute.

⁴ After the end of the campaign a further 15,000 were produced with left-over ink for dissemination in the local newspaper before New Year's Eve (a celebration which is commonly marked by gunfire throughout the Balkans).



Box 3: Contents of the campaign leaflets



Give up from Guns!

In Zrenjanin municipality from Nov 2003 to Jan 2004 there were

- 7 deaths caused by firearms
- 23 light injuries to patients aged 9-16 years due to mishandling of weapons
- 4 people permanently disabled through loss of limb.
- 15 heavy injuries due to various explosives and firearms.

For two out of every three people in Zrenjanin, fear of crime is the main reason for possessing a weapon. In fact, giving up from guns would mean less crime and less fear for everyone. Around the world, the more guns in societies, the more murders and suicides take place. Weapons, ammuniton and explosives are never safe for yourself and your family.

Weapons at home can kill your child and your hope for the future

Gun injuries in real life

To be maimed by a firearm is a daily struggle. If you are maimed, it can be difficult to carry out your daily activities and earn an income; it can be a struggle to be accepted within society and to have a normal life. Victims may lose their family support. The family may be unable to cope with the emotional and financial difficulties of caring for a disabled person. The injured person may not be able to cope with the consequences of the accident. Gun victims may lose their self-confidence and pride and be depressed.

Parents should realise that children's natural curiosity leaves them vulnerable to all types of SALW. Children usually know where guns are kept in the house. While playing they may search for them, or try to handle weapons and explosives they find outdoors. It is the parent's responsibility to protect children from their natural curiosity. Any future amnesty or weapons collection will be your only opportunity finally to free yourself from this danger. Until then, tell your child that **'weapons are not for fun, never play with them'**.

If you want to purchase a weapon **did you know?**

- **Owners are the most common victims of gun violence**
- Weapons increase the number of **injuries** at home
- Weapons **increase the crime rate**
- Weapons **make society poorer**
- Weapons **increase domestic violence**



If you are gun owner:

- Keep your weapon **locked and safe** from hands of children.
- Store weapons without ammunition inside
- Ammunition and explosives are inherently unstable. They can spontaneously explode when they become old. If you have old or corroded ammunition or explosives in your possession you should alert the authorities before an accident happens.
- Never keep military items like hand grenades and explosives in your home. If you decide to continue putting your family and community at risk by keeping these items, store them outside the home in a secure, dry location.
- Never leave a weapon unguarded.
- When you pick up a weapon, always assume it is loaded and **don't touch the trigger**.
- **Never** point a weapon at any other person or yourself.
- Never load a weapon in the home
- **Do not** make your own domestic home-made ammunition such as shells for hunting rifles and pistols - it is extremely dangerous.
- If you notice any of previous noted sorts of explosives, any sort of explosive devices or explosive charges, do not touch them and **call the authorities**.

Don't turn a celebration into a funeral

Injuries and deaths are caused by discharge of weapons at celebrations such as weddings, the birth of children or farewell parties for conscripts to the army. Every now and then somebody dies or gets injured on such happy occasion.

Manhood is not proved by putting yourself and your community in danger. Showing a weapon or discharging it in public places creates a risk of injury and death.

The cost to society

For every person injured by weapons, ammunition or explosives, society pays medical costs and support, and loses an able-bodied worker. Gun violence puts off investors needed for the economy to grow, and means money for your schools and hospitals are spent on fighting crime.

Implementation of the campaign

Door-to-door campaign

The door-to-door campaign lasted from 25 June to 20 July 2004. The campaign was monitored by random check-ups on activists during their visits to households – five control visits were made to activists in the thirty-day period. More systematic monitoring was provided by the submission of a weekly Feedback Form from activists to the project co-ordinator. On the basis of these weekly reports it was possible to estimate the numbers of leaflets, which were delivered to mailboxes, to hand at the door, and to people who were willing to talk about the campaign itself. During the campaign 45,000 leaflets were distributed, 30,000 directly to households by campaign activists, and 15,000 by newspaper.

	LEAFLET DELIVERED AND CAMPAIGN DISCUSSED	LEAFLETS DELIVERED TO HOUSEHOLDER'S HAND	LEAFLETS DISTRIBUTED TO HOUSEHOLD MAILBOXES	LEAFLETS DISTRIBUTED BY NEWSPAPER	EXTRA LEAFLETS DISTRIBUTED BY NEWSPAPER AT NEW YEAR
	5,650	11,200	13,150	15,000	15,000
TOTAL	45,000				15,000

Feedback forms also offered an overview of difficulties faced by campaigners during their work, which could be addressed by the programme co-ordinator by advising activists how to approach difficult questions when they arose, or in trying out a different approach in areas which were particularly hostile to the campaign.

TV Discussion

During the door-to-door campaign period a TV discussion was broadcast on the local TV channel Santos, which covers the municipality of Zrenjanin, in the evening on 14 July 2004, and later repeated at a different time of day. The aims of this broadcast were to promote the “Give up from arms” campaign by presenting the results of the Knowledge, Attitudes and Practices questionnaire that was conducted in the municipality of Zrenjanin, by introducing the campaign leaflets and by interviewing the campaign activists about their reasons for wishing to contribute to the success of the campaign. The broadcast also featured endorsement of the campaign from the local police, who shared their understanding of the small arms problem at the local level. Participants in this emission were as follows: Professor Nikola Slajh and Aleksandar Piperski (European Movement Zrenjanin), Milan Cezek (President of Municipality of Zrenjanin), Major Pavle Levnajic (MUP/Ministry of Internal Affairs, Zrenjanin), and three campaign activists.



Televised discussion - the Mayor of Zrenjanin Municipality gives his impression of the local SALW problem

TV Spots

The three TV spots selected by the focus group were broadcast during the period of the door-to-door campaign, again on the local TV channel Santos. The clips were shown 90 times in total, or three times daily for 30 days: at 13.45 before the news, at 17.00 after the news and at 20.00 after the news.

Schools Programme

Because the process of gathering and analysing the information to design messages and materials took longer than was estimated at the planning stage, any activities to be run in schools were delayed until after the summer holiday period. The activities conducted in schools offered a chance to experiment with approaches that had



SEESAC, 2004.

Pictures by local elementary school children for the art competition

been used elsewhere and to develop an understanding of what worked for teachers of pupils from different age groups. Two activities were carried out in local schools to support the project.

The first activity was an art competition in eight local primary schools where the pupils drew and painted pictures against weapons and violence. In total 250 art works were submitted to European Movement. An exhibition and prize giving was held on 17 November 2004 for the children from the three best schools. From the 40 pictures displayed, the painters of the best three pictures were given vouchers to spend at a local sports shop.



SEESAC, 2004.

A local child receives a prize for her painting

The second activity was a series of classes in high schools piloting ways to raise the SALW issue with children from the older age group. 2,010 children from seven different schools attended classes organised by the project. The first stage was for SEESAC and European Movement jointly to develop potential activities and lesson content to present to local schoolteachers responsible for the civil education classes at local schools.

In a meeting to determine lesson content on 20 October 2004, the teachers commented on the proposed material, saying that they were happy to use material written especially to support the classes as well as the campaign leaflet, but preferred to present it to students using their own methodology. The teachers' ideas reflected the information received from small arms education practitioners elsewhere in the region, who had reported that especially with older children it is more effective to present a topic for modified discussion than to preach a set of fixed ideas to them.

The teachers used four main methods to teach the curriculum: the first was a straightforward lecture to introduce the subject; a second, more local-specific and interactive method was to give students an assignment to collect newspaper stories on subjects related to SALW, such as gun crime. The news stories were then discussed to give the students a sense of problems caused by weapons in society, reinforced by information on the local SALW problem gathered by European movement at the start of the campaign. A third approach was for the teacher to give some basic information about weapons and then to start a classroom discussion. The teacher drew a line dividing the board in two and listed on one side the arguments for the availability of weapons to civilians, and on the other side arguments against. The class would then actively think through the negative and positive consequences of weapons availability and come to a judgement about whether civilians should have access to weapons. The fourth teaching method was to gauge the students' level of knowledge either at the beginning or the end of the session through a quiz. Classes were monitored by European Movement.

Evaluation of the Impacts of the Campaign

Methodology for Project Evaluation

The project was evaluated jointly by European Movement and SEESAC using a variety of methods. Activities were monitored and in many cases filmed by European Movement to be available for use in the next edition of SEESAC's SALW Awareness Support Pack. A further primary monitoring tool was also the feedback form submitted to the campaign co-ordinator by email on a weekly basis. The SEESAC NGO/SALW Awareness Facilitator also monitored many project activities while directly participating in their execution. Evaluation meetings were also held between SEESAC, European Movement and campaign activists (17 November 2004) and the teachers involved in the schools programme (08 December 2004). The major evaluation tool was the Evaluation Questionnaire, which aimed to gather data which could be compared to the findings of the Knowledge, Attitudes and Practices Questionnaire conducted before campaign activities were implemented. Ideally, it would have been possible to include the collection of qualitative data in the evaluation of the campaign, to complement the findings of the final survey. However, the high costs associated with conducting focus groups or in-depth interviews prevented their use in the evaluation process.

Activist Feedback Forms

Activist feedback forms registered the following difficulties with the greatest frequency:

- Householders had been irritated by political parties canvassing in the local area which made them react in a more hostile way to door-to-door campaigning;
- Particularly in the town of Zrenjanin itself only a small proportion of householders were prepared to listen to activists. In villages outside of the town such as Žitište people tended to be more receptive to discussion with door-to-door campaigners and appeared to absorb more of the information; and
- Old people were easier to target in the door-to-door campaign while young people displayed more limited interest.

Evaluation Meeting with Campaign Activists

The evaluation meeting with campaign activists provided an opportunity to probe the activists for qualitative data about the reaction of the local community to the messages and methodology used in the door-to-door campaign. The key comments made were as follows:

- In general few people were willing to speak to campaigners. They often claimed to be busy, were noticeably not listening, or were sometimes too old and infirm to grasp the issues;
- It was hard to campaign because the public was distrustful of people speaking out against weapons; an alternative comment was that people were positive about a campaign against guns but did not appreciate being approached in their homes on the subject;
- People in general did not want to give up weapons. The activists came away with the feeling that guns were deeply ingrained in local culture;
- Future campaign materials would be more powerful if materials demonstrate to the public more direct consequences of owning weapons;
- Weapons owners generally believe that they already know how to handle weapons. A future campaign should feature messages about how people who considered themselves safe with weapons could still be vulnerable;



- Activists had mixed experiences with different kinds of people: one stated that younger people are often less paranoid about opening the door, while middle-aged people generally had stronger, more developed opinions and were often more difficult to debate with; another found that only middle-aged people let him in to talk; a third repeated the comment from activist feedback forms that people in the town were more nervous about opening the door than people in the village;
- On the subject of the TV spots, it was commented that the local TV channel used has a relatively small audience, so it would be more effective to use popular channels; and
- Commenting specifically on the evaluation phase, activists remarked that: the evaluation questionnaire was too long to hold the public's attention and that question 19 was frequently badly understood, so would probably not produce reliable results; frequently respondents, especially in villages, preferred not to discuss their income; it was also noted that even respondents known by activists to possess weapons frequently claimed that they did not in response to the questionnaire, which suggests that results in the Knowledge, Attitudes and Practices questionnaire and the Evaluation questionnaire may have reported more negative attitudes to weapons than were really felt by respondents.

Evaluation Meeting with School Teachers

The evaluation meeting with school teachers took place on 08 December 2004. Three teachers reported on the methodology they had used with students (described in the section 'Schools Programme' above). The teachers taught 45-minute sessions in more than one school each, covering students aged 15 - 18 across the ability spectrum. Teachers reported that:

- Students found the classes very interesting.
- The technique of asking students to gather SALW-related newspaper clippings was apparently very successful. One class selected as the best story an article about a grandfather giving a gun to his grandson, who then accidentally killed his grandmother. Importantly, this led to students recalling their own stories about the danger of weapons: one student remarked that when his uncle gave him a gun he felt disturbed. Another recalled how one child had shot another with a pellet gun. Many other students talked about having held weapons in their hands.
- As well as drawing on the written guidelines, one of the teachers went into a wide range of subject matter: the system of values within a community, and especially relations between men; the meaning of small arms; the appearance of different types of weapon; the history of guns and their role in human culture. After giving some background on these themes he then initiated the debate over the advantages and disadvantages of weapons availability to civilians.
- Response to the SALW issue tended to be different in schools for students of different ability range: in the Gymnasium, or top stream of students, discussion was less about technical specification of weapons, and more about the peaceful resolution of problems. In vocational high schools for Electro-Technical and Construction, students were generally more positive about guns.
- Typical debates began with the sentiment that guns were necessary, but gradually a greater sense of the costs of weapons availability emerged. Most classes were reported to have come to the conclusion that weapons should be eliminated from civilian ownership – although it was reportedly impossible to steer one class of 'rascals' to this conclusion.
- Girls tended to be more moderate in their views, while boys in general at least began by talking in favour of weapons.
- There was a clear recognition of a type of gun owner: ostentatious individuals who believe that weapons give the owner a high status. Generally students were dismissive of this kind of behaviour, some of the male students who usually show off still asserted that weapons were cool, and could help them to impress girls.

- Students' knowledge about guns was quite developed (manufacturers, models and calibres) but they knew less about explosives. They were discouragingly interested in the lethal range and power of different weapons. Teachers were equipped with good technical knowledge to teach about weapons because they had received army training, but found that some students' knowledge of weapons already exceeded their own.
- Students also pointed out that weapons trading is a lucrative business.
- Other students were aggressive in their desire for weapons.
- Teachers were of the view that direct victim testimony would be a powerful tool in future campaigns – it would make it even easier to press home the consequences of armed violence.



Discussing the issues in the classroom

Evaluation Questionnaire

The Evaluation Questionnaire was conducted between 09 October and 12 November 2004 by the 16 campaign activists. It gathered data from 819 households based on a three-phase random representative stratified sample designed by Strategic Marketing and Media Research Institute. The sample was much bigger than was the case in the initial Knowledge, Attitudes and Practices Questionnaire, and it therefore allowed a more accurate picture to be drawn of local attitudes to SALW after the campaign. The text of the questionnaire is reproduced at Annex C, and full statistical data is provided at Annex D.

Key findings

The findings of the evaluation questionnaire are generally positive. They report a fair degree of exposure to campaign activities, and gentle positive shifts in attitudes when compared to the responses gathered in the initial Knowledge, Attitudes and Practices questionnaire.

- 80% of respondents had heard weapons discussed in the past six months, compared to all but one of the respondents in the previous questionnaire. Although this represents a decrease the evaluation questionnaire also gauged the number of people who had heard the issue of weapons raised through particular activities which could be ascribed to the campaign. The highest number had heard the issue raised in leaflets (22.9%). 14.9% had heard the issue raised through televised TV spots, 11.2% in TV debates, 1.9% had heard about campaigners, and 1.4% had heard the issue raised by NGOs or humanitarian organizations.

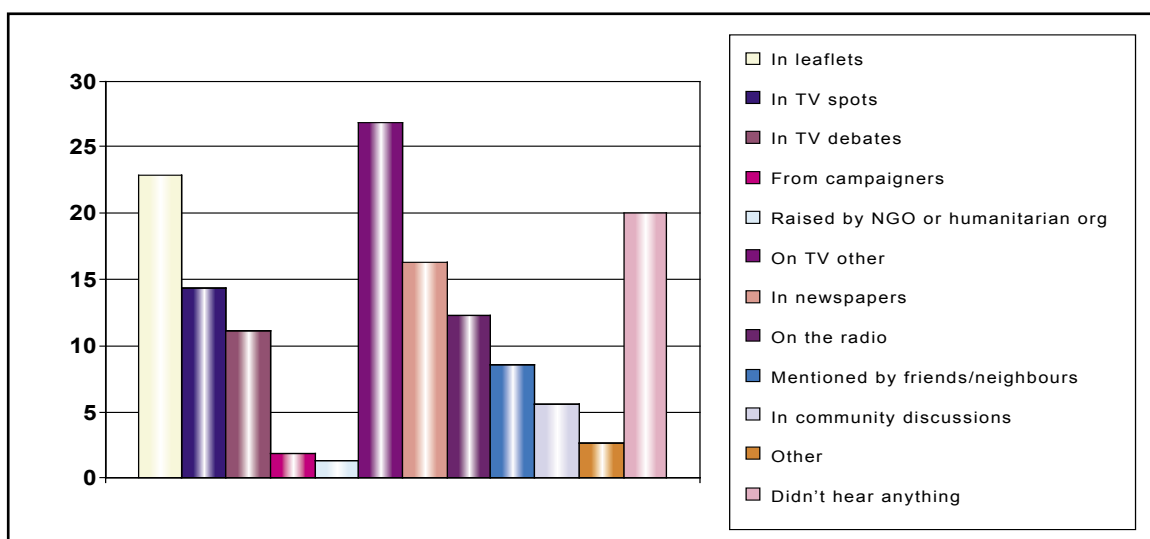


Figure 4: Where respondents had heard weapons discussed in the last 6 months (%)



- As respondents could offer multiple responses to the above question, the responses could also be categorized dividing those who had heard of at least one activity which could with confidence be ascribed to the campaign from those who had not. Overall, 40.5% of respondents had heard the issue of weapons raised by campaign activities (i.e. had indicated at least one of the responses ‘in leaflets’, ‘in TV spots’, ‘in TV debates’, ‘from campaigners’ or ‘raised by an NGO or humanitarian organisation’). A further 39.5% had heard the issue of weapons raised but not through activities that could be directly ascribed to the campaign. Some of these respondents, in particular those who indicated ‘in newspapers’, ‘mentioned by friends/neighbours’ or ‘in community discussions’ may have heard about the issue through momentum generated by the campaign.

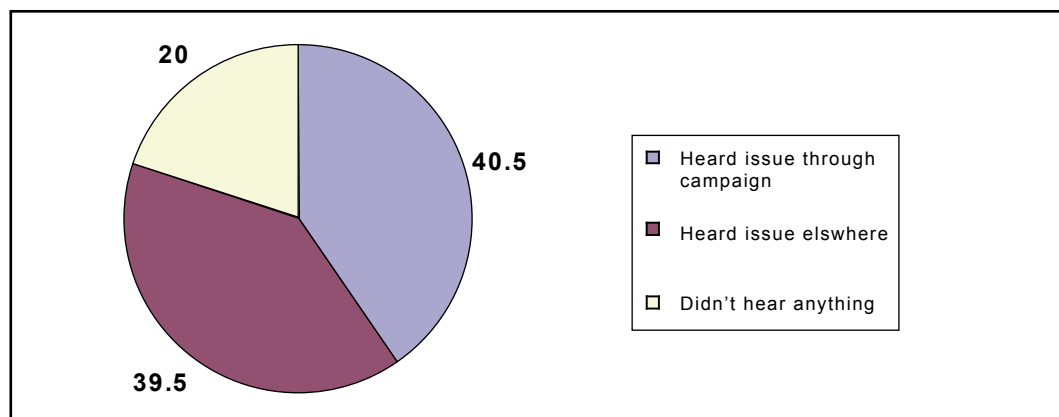


Figure 5: Respondents' exposure to the weapons issue (%)

- 8.8% of respondents said they remembered slogans from the campaign, of whom 66% quoted the campaign slogan ‘Give up from arms’ without prompting.
- 39.3% of respondents after the campaign thought that weapons make their owner less safe, compared to 20.5% before the campaign; 25.1% now thought weapons made their owner safer, compared to a previous 30.5%;
- 39.6% of respondents now thought that owning weapons made a family less safe (24.5% before the campaign); 26.2% now thought owning weapons made a family safer (previously 33.8%)
- 35.7% of respondents felt weapons ownership made people less secure as a community, compared to a previous 31.1%; 30.4% said weapons make a community safer, compared to a previous 31.1%
- 3.8% of people thought that weapons improve the standard of living in a community, compared to a previous 8.6%; although this was encouraging, 34.7% now thought weapons decrease the standard of living, compared to a previous 36.4%
- When asked how successful a weapons amnesty would be, 9.4% replied very successful, 49.0% partially successful, 31.0% not very successful, 6.8% completely unsuccessful and 3.7% don't know. If this is compared to the responses to the same question gathered by the national SALW survey data gathered by Saferworld in July 2004, more people locally believe that an amnesty would be very successful (9.4% compared to 7% nationwide) and partially successful (49% compared to 33% nationwide).
- The Knowledge, Attitudes and Practices questionnaire found that 8.6% of people thought NGOs should deal with weapons reduction, but the evaluation questionnaire recorded that 15.5% of respondents thought NGOs would be the most successful implementer of a weapons amnesty. This finding is somewhat anomalous considering that only 1.4% of respondents had heard the issue of weapons raised by NGOs or humanitarian organizations during the campaign.

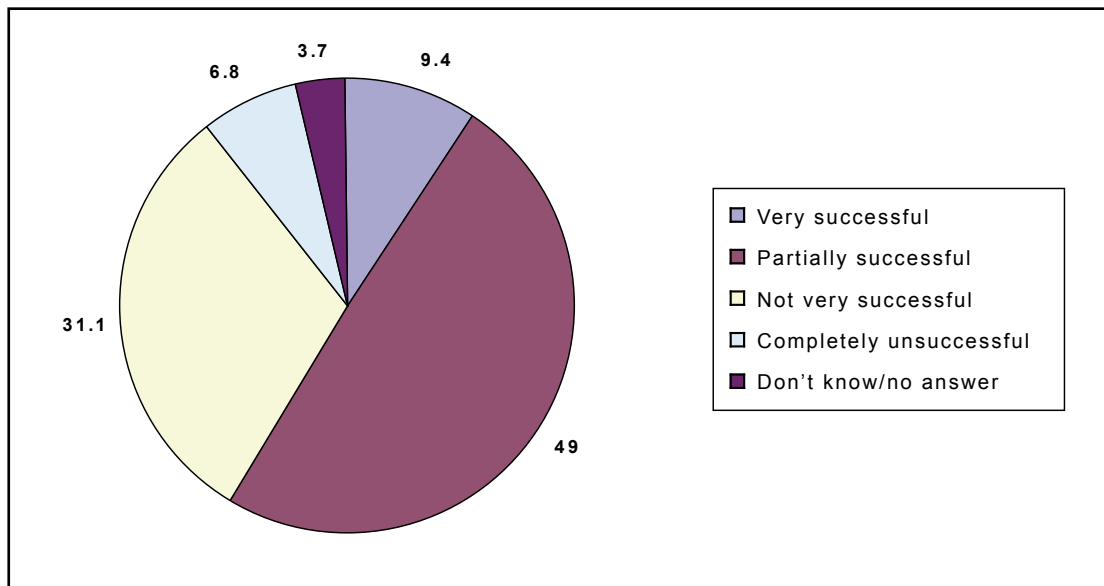


Figure 6: How successful would a weapons amnesty be? [Campaign area]

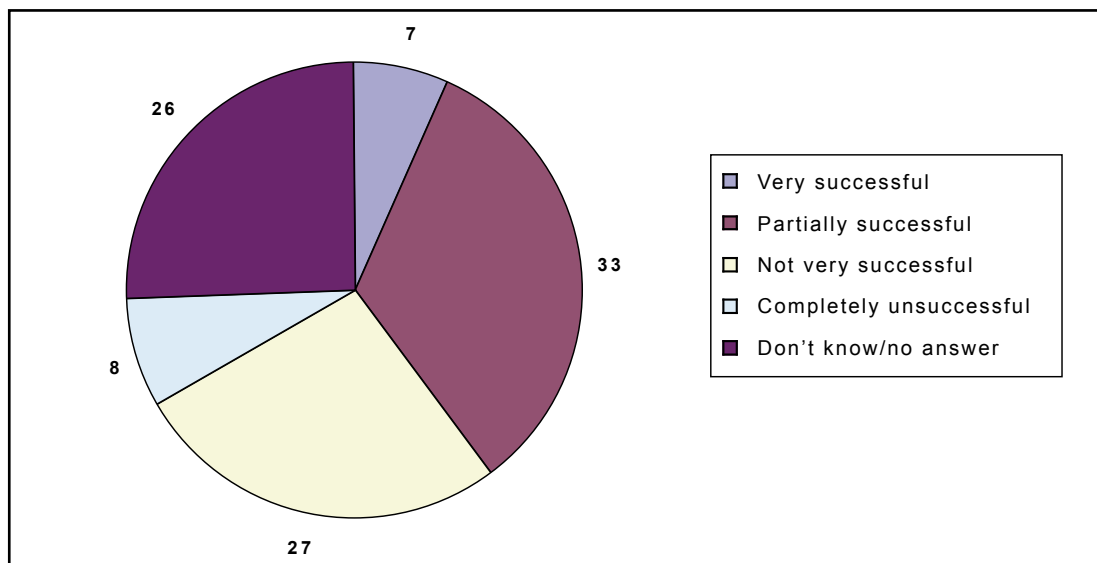


Figure 7: How successful would a weapons amnesty be? [Nationwide]

New statistical data about injuries, arrests and incidents

Casualty data is being monitored to provide evidence of a change in the levels of weapons-related incidents since the campaign, but since this data is not available from official sources it is not possible to state with confidence any statistics that can be considered reliable. There have been reports of anonymous hand-ins to police of automatic rifles and pistols, but it is hard to assess whether this has been the result of campaign activities. Longer-term monitoring with access to medical data would be required to enable an analysis of rates of weapons-related injury.

External factors influencing the success of the campaign

During the campaign, especially during the distribution of the campaign leaflet and the gathering of data for the evaluation questionnaire, the political relations between ethnic Hungarians and Serbs may have increased inter-ethnic distrust and added to the need for weaponry among some sectors of the population.



Canvassing by political parties for presidential and local elections at the time of the campaign and during the evaluation phase also had a negative impact on the campaign and the quality of the evaluation information gathered, as householders' patience had been eroded before being confronted with campaign messages and survey questions.

Conclusions

For a campaign with a budget of only \$10,000, the number of activities piloted and the experience gained for future projects is impressive: the budget included two questionnaires and analyses, the broadcasting of specially prepared TV spots and a discussion programme, leaflet production, training of activists, field-testing of messages, door-to-door campaigning, an art competition for young children, and risk education classes in high schools.

The conclusions of the evaluation were broadly positive, as one or other of the campaign activities can with confidence be said to have reached 40.5% of the local population, and an overall improvement in attitudes to weapons was observed by comparing the surveys before and after the campaign period, as well as by comparing evaluation questionnaire data with the nationwide view of the likely success of a weapons amnesty.

Lessons learnt

- Video clips were an expensive part of the campaign budget, but should have been produced after both initial research into local Knowledge, Attitudes and Practice and extensive critical examination of storyboards. They would also ideally have been shown on more popular channels to reach a wider audience. Although they were not thought to be confusing or potentially dangerous, the TV spots should not have shown children handling even toy weapons.
- Future projects should avoid coinciding with political party campaigning where possible, or else take care to distinguish their materials from those of other ongoing local campaigns.
- Timetables for activities should take adequate account of the time required for analysis of data on public perceptions. Failing to allow enough time in the project timeline creates undue time-pressure on the production of campaign materials, which should never be rushed in order to avoid unforeseen associations or negative impacts.
- It is worth negotiating professional help at the stage of initial information gathering to ensure that data is gathered in a way which 1) will ensure its statistical reliability 2) create a variety of baselines from which to evaluate progress during and at the end of the campaign. A little early planning makes the process of examining accomplishments at the end of the programme much easier.
- More emphasis could have been placed on ensuring that activists were able to articulate key messages effectively, and to engage with problems encountered in communities where the campaign was badly received. The availability of more detailed statistics on local impacts of weapons would have made it easier for campaigners to argue their case.

Annex A - Knowledge, Attitudes and Practices Questionnaire

Interviewer name _____ Location _____ Date ____/____/____ Start time _____ Finish time _____

Introduce yourself. Explain that the questionnaire will help the municipality to design a programme to change attitudes to SALW possession, to improve awareness of the risks involved and to educate people in avoiding risks related to possession and storage of weapons. Explain that all answers are confidential: no record will be kept of the respondent's name or address.

Respondent's sex	<input type="checkbox"/> M	<input type="checkbox"/> F				
Respondent's age	<input type="checkbox"/> 13-19	<input type="checkbox"/> 20-29	<input type="checkbox"/> 30-39	<input type="checkbox"/> 40-49	<input type="checkbox"/> 50-59	<input type="checkbox"/> 60+
Respondent's ethnicity	[It will not usually be necessary to ask the respondent's ethnicity since it will be obvious because of language or location. However it is one important variable to be recorded during survey implementation.]					
Education						
Location	[Record area where survey carried out - name of town or village and municipality]					
Household income per month						
Number of members in household						

1. Compared to one year ago, how do you think that the levels of security in your community have changed?

- Levels of security have improved
- Levels of security have stayed the same
- Levels of security have deteriorated
- Don't know
- No answer given

2. Do you believe that possessing weapons makes you safer or less safe?

As an individual:

- Safer
- Less safe
- Makes no difference
- Don't know
- No answer given

As a family:

- Safer
- Less safe
- Makes no difference
- Don't know
- No answer given

As a community:

- Safer
- Less safe
- Makes no difference
- Don't know
- No answer given

3. How do weapons change the standard of living/economy of a community?

- They improve the standard of living/economy
- They have no influence
- They decrease the standard of living/economy
- Don't know
- No answer given



4. Where have you heard weapons discussed in the last twelve months?

- In community discussions
- Mentioned by friends or neighbours
- By religious groups or leaders
- Raised by NGOs or humanitarian organisations operating in the area
- On television
- On the radio
- In a newspaper
- Other (Specify) _____

5. Which of the following messages about handling and storing weapons and ammunition are you familiar with?

- Whenever picking up a weapon, assume that it is loaded and don't touch the trigger
- Store weapons where children cannot access them
- Store weapons without ammunition inside
- Store weapons under lock and key
- Store ammunition where it cannot be accidentally disturbed
- Never point a weapon at your own or another person's body
- None of the messages

6. How persuasive would people in your community find the following messages?

		Very persuasive	Slightly persuasive	Neither persuasive nor unpersuasive	Slightly unpersuasive	Very unpersuasive	No answer given
A	"All weapons, ammunition and explosives are dangerous. They are designed to kill."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B	"Do not abandon weapons in public places and put others, especially children, in danger."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C	"Weapons are not for fun. You must not play with them."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
D	"Your children build a better future - help them to build it by giving up from weapons."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
E	"Weapons at home can kill your child and your hope for the future. Talk to your neighbours and friends and help spread the message."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F	"Weapons cause problems: don't buy them or carry them around."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
G	"Make children safe from your unloaded weapons: keep them unloaded and locked away."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H	"Leave weapons, use brain cells"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I	"Weapons don't protect, they create crime, violence and fear"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Can you suggest another message about weapons which would make people aware of the dangers of weapons?

(Specify) _____

-

8. If there were an announcement of an amnesty to allow the public to surrender illegal weapons without punishment, do you think that such an initiative would be:

- Likely to be very successful
- Likely to have some success
- Likely to be unsuccessful
- It depends (for example on the situation at the time and the type of collection scheme)
- Don't know
- No answer given

9. Who should collect the weapons in an amnesty?

- Ministry of Interior
- Ministry of Defence
- The international community
- Non-governmental organizations
- No answer given

10. What do you think about shooting...

	Appropriate	Inappropriate
At a wedding?	<input type="checkbox"/>	<input type="checkbox"/>
After a sporting event?	<input type="checkbox"/>	<input type="checkbox"/>
To celebrate the birth of a child?	<input type="checkbox"/>	<input type="checkbox"/>

11. Have you heard gunshots in the last six months?

	Yes	No
In your neighbourhood?	<input type="checkbox"/>	<input type="checkbox"/>
At a wedding?	<input type="checkbox"/>	<input type="checkbox"/>
After a sporting event?	<input type="checkbox"/>	<input type="checkbox"/>
To celebrate the birth of a child?	<input type="checkbox"/>	<input type="checkbox"/>

a) How many times? (Specify) _____

12. Compared to one year ago, do you think that the number of weapons in your neighbourhood has changed?

- The number has decreased
- The number has increased
- The number has stayed about the same
- Don't know
- No answer given



13. Has anyone ever threatened you with a weapon??

- Yes
- No
- Don't know
- No answer given

14. Do you think people possess weapons because they fear...

- Crime?
- Their neighbours?
- Future conflict?
- Security forces?
- Other ethnic groups?
- No answer given
- Other

(Specify) _____

15. How would you describe the number of weapons where you live?

- Virtually everyone owns a weapon
- Many people own a weapon
- A few people own a weapon
- There are hardly any weapons
- There are no weapons
- Don't know
- No answer given

16. Who typically owns the weapons where you live?

- Men and women alike, young and old
- All men
- Only older men
- Only younger men
- Women may own guns when men are absent
- No-one has them
- Other

(Specify) _____

17. Do you own a weapon?

- Yes
- No
- No answer given

18. If yes or no, please say why

(Specify) _____

The questionnaire is now finished. Thank the respondent for his/her time and move on.

Annex B - KAP Questionnaire (Tabulated Data)

Demographic data

Gender

	FREQUENCY	PERCENT
Other	1	0.7
Male	81	53.6
Female	69	45.7
Total	151	100.0

Age

AGE		FREQUENCY	PERCENT	FREQUENCY	PERCENT
13-19	Young	39	25.8	66	43.7
20-29		27	17.9		
30-39	Middle	26	17.2	48	31.8
40-49		22	14.6		
50-59	Old	20	13.2	37	24.5
60-		17	11.3		
Total		151	100.0	151	100.0

Ethnicity

	FREQUENCY	PERCENT
Other	11	7.3
Serbs	67	44.4
Hungarians	30	19.9
Romanians	12	7.9
Slovak	19	12.6
Rest	12	7.9
Total	151	100.0

Level of education

	FREQUENCY	PERCENT
Other	13	8.6
Elementary	36	23.8
Middle	76	50.3
High	26	17.2
Total	151	100.0



Response to questions (in percent unless otherwise stated)

In comparison to last year has the level of security in your community changed?

	FREQUENCY	PERCENT
The level of security is higher	20	13.2
The level of security has remained the same	70	46.4
The level of security is lower	52	34.4
Don't know	8	5.3
No reply	1	0.7
Total	151	100.0

Do you believe that owning a weapon makes you safer?

	FREQUENCY	PERCENT
Safer	46	30.5
Less Safe	31	20.5
No difference	61	40.4
Don't know	7	4.6
No reply	6	4.0
Total	151	100.0

Do you believe that owning a weapon makes your family safer?

	FREQUENCY	PERCENT
Safer	51	33.8
Less Safe	37	24.5
No difference	50	33.1
Don't know	10	6.6
No reply	3	2.0
Total	151	100.0

Do you believe owning a weapon makes you more or less safe as a community?

	FREQUENCY	PERCENT
Safer	47	31.1
Less Safe	47	31.1
No difference	41	27.2
Don't know	12	7.9
No reply	4	2.6
Total	151	100.0

How do weapons change the standard of living in your community?

	FREQUENCY	PERCENT
Increases life standard	13	8.6
No influence	58	38.4
Decreases life standard	55	36.4
Don't know	16	10.6
No answer	9	6.0
Total	151	100.0



In comparison to last year has the level of security in your community changed? – By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Increased	20.9	0	8.3	0	25.0	18.2	13.2
No change	35.8	66.7	25.0	57.9	41.7	63.6	46.4
Decreased	38.8	33.3	58.4	15.8	33.3	18.2	34.4
Don't know	3.0	0	8.3	26.3	0	0	5.3
No reply	1.5	0	0	0	0	0	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Do you believe owning a weapon makes you safer? – By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Safer	34.3	26.7	25.0	5.3	33.3	63.6	30.5
Less safe	22.4	20.0	8.3	36.8	0	18.2	20.5
No difference	40.3	40.0	66.7	31.6	58.4	9.1	40.4
Don't know	0	3.3	0	26.3	0	9.1	4.6
No reply	3.0	10.0	0	0	3.3	0	4.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Do you believe owning a weapon makes your family safer? – By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Safer	23.9	30.0	66.7	21.1	50.0	72.7	33.8
Less safe	37.3	16.7	8.3	26.3	0	9.1	24.5
No difference	37.3	40.0	25.0	21.1	41.7	9.1	33.1
Don't know	0	10	0	26.3	8.3	9.1	6.6
No reply	1.5	3.3	0	5.4	0	0	2.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Do you believe owning a weapon makes you more or less safe as a community? – By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Safer	35.8	30.0	25.0	10.5	33.3	45.45	31.1
Less safe	31.3	23.3	16.7	52.7	16.7	45.45	31.1
No difference	28.4	33.3	41.6	10.5	41.7	0	27.2
Don't know	1.5	6.7	16.7	26.3	8.3	9.1	7.9
No reply	3.0	6.7	0	0	0	0	2.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0



In comparison to last year has the level of security in your community changed? – By gender

	MALE		FEMALE		NO ANSWER		TOTAL
	FREQUENCY	PERCENT	FREQUENCY	PERCENT	FREQUENCY	PERCENT	
Increased	15	18.5	5	7.2	0	0	13.2
No change	35	43.2	34	49.3	1	100.0	46.4
Decreased	27	33.3	25	36.2	0	0	34.4
Don't know	3	3.7	5	7.2	0	0	5.3
No reply	1	1.2	0	0	0	0	0.7
Total	81	100.0	69	100.0	1	100.0	100.0

Do you believe owning a weapon makes you safer? – By gender

	MALE		FEMALE		NO ANSWER		TOTAL
	FREQUENCY	PERCENT	FREQUENCY	PERCENT	FREQUENCY	PERCENT	
Safer	33	40.7	12	17.4	1	100.0	30.5
Less safe	9	11.1	22	31.9	0	0	20.5
No difference	33	40.7	28	40.6	0	0	40.4
Don't know	3	3.7	4	5.8	0	0	4.6
No reply	3	3.7	3	4.3	0	0	4.0
Total	81	100.0	69	100.0	1	100.0	100.0

Do you believe owning a weapon makes your family safer? – By gender

	MALE		FEMALE		NO ANSWER		TOTAL
	FREQUENCY	PERCENT	FREQUENCY	PERCENT	FREQUENCY	PERCENT	
Safer	35	43.2	15	21.7	1	100.0	33.8
Less safe	16	19.8	21	30.4	0	0	24.5
No difference	23	28.4	27	39.1	0	0	33.1
Don't know	4	4.9	6	8.7	0	0	6.6
No reply	3	3.7	0	0	0	0	2.0
Total	81	100.0	69	100.0	1	100.0	100.0

Do you believe that owning a weapon makes you more or less safe as a community? – By gender

	MALE		FEMALE		NO ANSWER		TOTAL
	FREQUENCY	PERCENT	FREQUENCY	PERCENT	FREQUENCY	PERCENT	
Safer	31	38.3	15	21.7	1	100.0	31.1
Less safe	23	28.4	24	34.8	0	0	31.1
No difference	21	25.9	20	29.0	0	0	27.2
Don't know	4	4.9	8	11.6	0	0	7.9
No reply	2	2.5	2	2.9	0	0	2.6
Total	81	100.0	69	100.0	1	100.0	100.0



In comparison to last year has the level of security in your community changed? - By age

	YOUNG		MIDDLE AGE		OLD		TOTAL
	FREQUENCY	PERCENT	FREQUENCY	PERCENT	FREQUENCY	PERCENT	
Increased	14	21.2	5	10.4	1	2.7	13.2
No change	25	37.9	28	58.3	17	45.9	46.4
Decreased	27	40.9	14	29.2	11	29.7	34.4
Don't know	0	0	1	2.1	7	18.9	5.3
No reply	0	0	0	0	1	2.7	0.7
Total	66	100.0	48	100.0	37	100.0	100.0

Do you believe owning a weapon makes you safer? - By age

	YOUNG		MIDDLE AGE		OLD		TOTAL
	FREQUENCY	PERCENT	FREQUENCY	PERCENT	FREQUENCY	PERCENT	
Safer	26	39.4	11	22.9	9	24.3	30.5
Less safe	12	18.2	12	25.0	7	18.9	20.5
No difference	26	39.4	18	37.5	17	45.9	40.4
Don't know	1	1.5	3	6.3	3	8.1	4.6
No reply	1	1.5	4	8.3	1	2.7	4.0
Total	66	100.0	48	100.0	37	100.0	100.0

Do you believe that weapon makes you safer or less safe as a family? - By age

	YOUNG		MIDDLE AGE		OLD		TOTAL
	FREQUENCY	PERCENT	FREQUENCY	PERCENT	FREQUENCY	PERCENT	
Safer	24	36.4	13	27.1	14	37.8	33.8
Less safe	19	28.8	13	27.1	5	13.5	24.5
No difference	21	31.8	16	33.3	13	35.1	33.1
Don't know	1	1.5	5	10.4	4	10.8	6.6
No reply	1	1.5	1	2.1	1	2.7	2.0
Total	66	100.0	48	100.0	37	100.0	100.0

Do you believe that owning a weapon makes you more or less safe as a community? - By age

	YOUNG		MIDDLE AGE		OLD		TOTAL
	FREQUENCY	PERCENT	FREQUENCY	PERCENT	FREQUENCY	PERCENT	
Safer	25	37.9	8	16.7	14	37.8	31.1
Less safe	23	34.8	16	33.3	8	21.6	31.1
No difference	18	27.3	14	29.2	9	24.3	27.2
Don't know	0	0	8	16.7	4	10.8	7.9
No reply	0	0	2	4.2	2	5.4	2.6
Total	66	100.0	48	100.0	37	100.0	100.0



Where have you heard weapons discussed in the last twelve months?

	YES	NO
In community discussions	4.0	96.0
Mentioned by friends or neighbors	11.3	88.7
By religious leaders	2.0	98.0
Raised by NGOs or humanitarian organizations	2.6	97.4
In the media	88.7	11.3
On TV	74.8	25.2
In newspapers	30.5	69.5
On the radio	17.9	82.1
Other	2.0	98.0

Which of the following messages about handling and storing weapons and ammunition are you familiar with?

	FAMILIAR	NOT FAMILIAR
Whenever picking up a weapon, assume that it is loaded and don't touch the trigger	47.0	53.0
Store weapons where children cannot access them	58.3	41.7
Store weapons without ammunition inside	31.8	68.2
Store weapons under lock and key	35.8	64.2
Store ammunition where it cannot be accidentally disturbed	31.8	68.2
Never point a weapon at your own or another person's body	57.6	42.4
[None of the messages]	2.0	-

Familiarity of respondents with risk reduction messages

NUMBER OF MESSAGES FAMILIAR WITH	PERCENT
0	2.0
1	52.0
2	6.7
3	6.0
4	5.3
5	9.3
6	18.7
Total	100.0



How persuasive would people in your community find the following messages?

	VERY PERSUASIVE	SLIGHTLY PERSUASIVE	NEITHER PERSUASIVE NOR UNPERSUASIVE	UNPERSUASIVE	NO ANSWER
All weapons, ammunition and explosives are dangerous. They are designed to kill.	76.8	10.6	5.3	6.0	1.3
Do not abandon weapons in public places and put others, especially children, in danger.	84.8	9.3	2.6	2.0	1.3
Weapons are not for fun. You must not play with them.	81.5	10.6	3.3	3.3	1.3
Your children build a better future – help them to build it by giving up from weapons.	86.1	7.9	2.0	1.3	2.7
Weapons at home can kill your child and your hope for the future. Talk to your neighbours and friends and help spread the message.	84.1	9.9	2.6	0.7	2.7
Weapons cause problems: don't buy them or carry them around.	58.9	17.9	10.6	10.6	2.0
Make children safe from your unloaded weapons: keep them unloaded and locked away.	83.4	8.6	3.3	2.7	2.0
Leave weapons, use brain cells	78.1	8.6	2.6	6.0	4.7
Weapons don't protect, they create crime, violence and fear	68.2	13.2	9.3	6.0	3.3

How persuasive would people in your community find the message 'Weapons cause problems: don't buy them or carry them around'? – Responses cross-tabulated with gun ownership

	DO YOU OWN A WEAPON?		OVERALL
	YES	NO	
Very persuasive	58.7	60.0	58.9
Slightly persuasive	10.3	20.0	17.9
Neither persuasive nor unpersuasive	10.3	10.8	10.6
Unpersuasive	20.7	7.5	10.6
No answer	0	1.7	2.0
Total	100.0	100.0	100.0

Who should collect the weapons in an amnesty? (Multiple response)

	PERCENT
(MUP) Police	45.0
Army	32.5
NGO	8.6
International community	8.6
No answer	7.3

What do you think about shooting...

	APPROPRIATE	INAPPROPRIATE	NO ANSWER
At a wedding?	16.5	82.8	0.7
After a sporting event?	5.3	94.0	0.7
To celebrate the birth of a child?	14.6	84.7	0.7



What do you think about shooting at a wedding? - By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Appropriate	13.4	26.7	16.7	5.3	33.3	9.1	16.5
Inappropriate	85.1	73.3	83.3	94.7	66.7	90.9	82.8
No answer	1.5	0	0	0	0	0	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

What do you think about shooting after a sporting event? - By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Appropriate	7.5	6.7	0	0	8.3	0	5.3
Inappropriate	91.0	93.3	100.0	100.0	91.7	100.0	94.0
No answer	1.5	0	0	0	0	0	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

What do you think about shooting to celebrate the birth of a child? - By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Appropriate	7.5	23.3	16.7	5.3	41.7	18.2	14.6
Inappropriate	91.0	76.7	83.3	94.7	58.3	81.8	84.7
No answer	1.5	0	0	0	0	0	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

What do you think about shooting at a wedding? - By age

	YOUNG	MIDDLE AGE	OLD	TOTAL
Appropriate	28.8	8.3	5.4	16.5
Inappropriate	71.2	91.7	91.9	82.8
No answer	0	0	2.7	0.7
Total	100.0	100.0	100.0	100.0

What do you think about shooting after a sporting event? - By age

	YOUNG	MIDDLE AGE	OLD	TOTAL
Appropriate	10.6	2.1	0	5.3
Inappropriate	89.4	97.9	97.3	94.0
No answer	0	0	2.7	0.7
Total	100.0	100.0	100.0	100.0

What do you think about shooting to celebrate the birth of a child? - By age

	YOUNG	MIDDLE AGE	OLD	TOTAL
Appropriate	24.2	6.3	8.1	14.6
Inappropriate	75.8	93.7	89.2	84.7
No answer	0	0	2.7	0.7
Total	100.0	100.0	100.0	100.0



What do you think about shooting at a wedding? – By level of education

	ELEMENTARY	HIGH SCHOOL	UNIVERSITY	OTHER	TOTAL
Appropriate	25.0	13.2	11.5	23.1	16.5
Inappropriate	75.0	86.8	84.6	76.9	82.8
No answer	0	0	3.8	0	0.7
Total	100.0	100.0	100.0	100.0	100.0

What do you think about shooting after a sporting event? – By level of education

	ELEMENTARY	HIGH SCHOOL	UNIVERSITY	OTHER	TOTAL
Appropriate	8.3	5.3	0	7.7	5.3
Inappropriate	91.7	94.7	96.2	92.3	94.0
No answer	0	0	3.8	0	0.7
Total	100.0	100.0	100.0	100.0	100.0

What do you think about shooting to celebrate the birth of a child? - By level of education

	ELEMENTARY	HIGH SCHOOL	UNIVERSITY	OTHER	TOTAL
Appropriate	19.4	11.8	11.5	23.1	14.6
Inappropriate	80.6	88.2	84.6	76.9	84.7
No answer	0	0	3.8	0	0.7
Total	100.0	100.0	100.0	100.0	100.0

What do you think about shooting at a wedding? – By gender

	MALE	FEMALE	OTHER	TOTAL
Appropriate	24.7	7.2	0	16.5
Inappropriate	74.1	92.8	100.0	82.8
No answer	1.2	0	0	0.7
Total	100.0	100.0	100.0	100.0

What do you think about shooting after a sporting event? – By gender

	MALE	FEMALE	OTHER	TOTAL
Appropriate	8.7	1.4	0	5.3
Inappropriate	90.1	98.6	100.0	94.0
No answer	1.2	0	0	0.7
Total	100.0	100.0	100.0	100.0

What do you think about shooting to celebrate the birth of a child? - By gender

	MALE	FEMALE	OTHER	TOTAL
Appropriate	21.0	5.8	100.0	14.6
Inappropriate	77.8	94.2	0	84.8
No answer	1.2	0	0	0.7
Total	100.0	100.0	100.0	100.0



Have you heard gunshots in the last six months...

	YES	NO	NO ANSWER
In your neighbourhood	50.3	48.4	1.3
At a wedding?	45.7	51.7	2.6
After a sporting event?	21.2	76.8	2.0
To celebrate the birth of a child?	28.5	68.9	2.6

How many times have you heard gunshots in the last six months?

	PERCENT
None	0.7
Once	2.0
Twice	0
Three times	0
Four times	5.3
Five times	21.2
Six times	18.5
Seven times	21.8
Eight times	30.5
Total	100.0

Have you heard gunshots in the last six months in the neighbourhood? - By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Yes	49.2	56.7	33.3	42.1	58.3	63.6	50.4
No	47.8	43.3	66.7	57.9	41.7	36.4	48.3
No answer	3.0	0	0	0	0	0	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Have you heard gunshots in the last six months at a wedding? - By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Yes	44.8	53.3	33.3	36.8	25.0	81.8	45.7
No	49.2	46.7	66.7	63.2	75.0	18.2	51.7
No answer	6.0	0	0	0	0	0	2.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Have you heard gunshots in the last six months after a sporting event? - By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Yes	31.3	16.7	0	10.5	8.3	27.3	21.2
No	64.2	83.3	100.0	89.5	91.7	72.7	76.8
No answer	4.5	0	0	0	0	0	2.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Have you heard gunshots in the last six months to celebrate the birth of a child? - By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Yes	34.3	23.3	16.7	10.5	8.3	72.7	28.5
No	59.7	76.7	83.3	89.5	91.7	27.3	68.9
No answer	6.0	0	0	0	0	0	2.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Compared to one year ago, do you think that the number of weapons in your neighbourhood has changed?

	PERCENT
Increased	33.8
Remained the same	32.4
Decreased	9.3
Don't know	23.8
No Answer	0.7
Total	100.0

Compared to one year ago, do you think that the number of weapons in your neighbourhood has changed?

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Increased	28.4	46.7	50.0	15.8	50.0	27.2	33.8
Remained the same	28.4	36.7	25.0	36.8	41.7	36.4	32.4
Decreased	16.4	3.3	0	5.3	8.3	0	9.3
Don't know	25.3	13.3	25.0	42.1	0	36.4	23.8
No Answer	1.5	0	0	0	0	0	0.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

How would you describe the number of weapons where you live?

	PERCENT
All people own guns	9.9
Lot of people owns guns	41.1
Only few own guns	33.1
Barely some own guns	6.0
There are no guns	2.6
Don't know	6.6
No answer	0.7
Total	100.0

Has anyone ever threatened you with a weapon?

	PERCENT
Yes	15.9
No	83.4
No answer	0.7
Total	0



Who typically owns the weapons where you live?

	YES	NO
Men	31.8	68.2
All people	39.1	60.9
Young people	4.6	95.6
Old people	15.6	84.1
Women	3.3	96.0
Other	7.9	92.1

Do you own a weapon?

	PERCENT
Yes	19.2
No	79.5
No answer	1.3
Total	100.0

Do You Own a weapon? – By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Yes	22.4	13.3	8.3	21.1	25.0	18.2	19.2
No	76.1	83.3	91.7	78.9	75.0	81.8	79.5
No answer	1.5	3.3	0	0	0	0	1.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Do You Own a weapon? – By age

	YOUNG	MIDDLE AGE	OLD	TOTAL
Yes	16.7	18.8	24.3	19.2
No	81.8	81.2	73.0	79.5
No answer	1.5	0	2.7	1.3
Total	100.0	100.0	100.0	100.0

Do You Own a weapon? – By level of education

	ELEMENTARY	HIGH SCHOOL	UNIVERSITY	OTHER	TOTAL
Yes	22.2	18.4	15.4	23.1	19.2
No	77.8	81.6	76.9	76.9	79.5
No answer	0	0	7.7	0	1.3
Total	100.0	100.0	100.0	100.0	100.0

Do You Own a weapon? – By gender

	MALE	FEMALE	OTHER	TOTAL
Yes	22.2	14.5	100.0	19.2
No	75.3	85.5	0	79.5
No answer	2.5	0	0	1.3
Total	100.0	100.0	100.0	100.0



Do you think people possess weapons because they fear...

	YES	NO
Crime?	66.2	33.8
Their neighbours?	5.3	94.7
Future conflict?	29.1	70.9
Security forces?	10.6	88.7
Other ethnic groups?	17.2	82.8
No answer	11.3	88.7
Other	7.3	92.7

Do you think people possess weapons because they fear future conflict? – By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Yes	43.3	26.7	25.0	10.5	8.3	9.1	29.1
No	56.7	73.3	75.0	89.5	91.7	90.9	70.9
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Do you think people possess weapons because they fear other ethnic groups? – By ethnicity

	ETHNICITY						TOTAL
	SERBS	HUNGARIANS	ROMANIANS	SLOVAKS	OTHERS	UNKNOWN	
Yes	22.4	20.0	0	0	33.3	9.1	17.2
No	77.6	80.0	100.0	100.0	66.7	90.9	82.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0





Annex C - Evaluation Questionnaire

Interviewer name _____ Location _____ Date ___/___/___ Start time _____ Finish time _____
--

Introduce yourself. Explain that the questionnaire will help the municipality to design a programme to change attitudes to SALW possession, to improve awareness of the risks involved and to educate people in avoiding risks related to possession and storage of weapons. Explain that all answers are confidential: no record will be kept of the respondent's name or address.

Respondent's sex	<input type="checkbox"/> M	<input type="checkbox"/> F				
Respondent's age	<input type="checkbox"/> 13-19	<input type="checkbox"/> 20-29	<input type="checkbox"/> 30-39	<input type="checkbox"/> 40-49	<input type="checkbox"/> 50-59	<input type="checkbox"/> 60+
Respondent's ethnicity						
Education						
Location						
Household income per month						
Number of members in household						

1. Compared to one year ago, how do you think that the levels of security in your community have changed?

- Levels of security have improved
- Levels of security have stayed the same
- Levels of security have deteriorated
- Don't know
- No answer given

2. How do you estimate your security level compared with the rest of Serbia?

- Safer than the rest of Serbia
- Same as the rest of Serbia
- More dangerous than the rest of Serbia
- Don't know
- No answer given

3. Do you believe that possessing weapons makes you safer or less safe?

As an individual:

- Safer
- Less safe
- Makes no difference
- Don't know
- No answer given

As a family:

- Safer
- Less safe
- Makes no difference
- Don't know
- No answer given

As a community:

- Safer
- Less safe
- Makes no difference
- Don't know
- No answer given



4. How do weapons change the standard of living/economy of a community?

- They improve the standard of living/economy
- They have no influence
- They decrease the standard of living/economy
- Don't know
- No answer given

5. Where have you heard weapons discussed in the last six months?

- In community discussions
- Mentioned by friends or neighbours
- By religious groups or leaders
- Raised by NGOs or humanitarian organisations operating in the area
- On television in advertisements
- On television in a discussion
- On television elsewhere
- On the radio
- In a newspaper
- In leaflets
- From a campaigner visiting your home visiting friends
- I heard about campaigners
- Other

(Specify) _____

- I didn't hear anything of that kind

6. If there were an announcement of an amnesty to allow the public to surrender illegal weapons without punishment, do you think that such an initiative would be:

- Very successful
- Partially successful
- Not very successful
- Completely unsuccessful
- Don't know
- No answer given

7. Which attitude is closest to your opinion about an amnesty?

- Declaration of amnesty and public surrender of illegal weapons should be organized at any cost because many would respond and a considerable amount of weapons would be collected
- Such an amnesty cannot do any harm, it is worth doing even if a small quantity of weapons is collected
- Declaring an amnesty is a waste of time because anyone who wanted to surrender weapons could already have done it
- No answer

8. Who in your opinion would be able most successfully to conduct an amnesty or a public surrender of illegal weapons? (spontaneous response – don't read options)

- Army
- Police
- NGO

- Other (specify) _____
- Don't know
- No answer

9. Have you heard gunshots in the last two months?

	Yes	No	9a. If Yes, how many times?
In your neighbourhood?	<input type="checkbox"/>	<input type="checkbox"/>	
At a wedding?	<input type="checkbox"/>	<input type="checkbox"/>	
After a sporting event?	<input type="checkbox"/>	<input type="checkbox"/>	
To celebrate the birth of a child?	<input type="checkbox"/>	<input type="checkbox"/>	

10. Why in your opinion do some people possess weapons? (spontaneous response – don't read possible answers – multiple response possible)

- Fear
- For work
- Hobby/collection
- Sports shooting/hunting
- Valuable family property
- Self-confidence
- Prestige/bragging
- Part of Serbian tradition
- Other (specify) _____
- Don't know

11. Do you think some people possess weapons because they are afraid of...

- Crime?
- Their neighbours?
- Future conflict?
- Security forces?
- Other ethnic groups?

12. How would you describe the number of weapons where you live on a scale from 1 to 5 where 1 means not many people own weapons and 5 means many people own weapons?

Not many people own weapons 1 2 3 4 5 Many people own weapons

13. Do you or does anyone in your household own a weapon?

- Yes
- No
- No answer given



(Respondents who do not possess arms)

14. Please say why you do not possess a weapon

- It's dangerous
- Don't need it
- I'm afraid
- I don't know how to use it
- Licences are expensive
- Licences are hard to get
- Other (specify) _____
- Don't know
- No answer

15. Do you plan to get a weapon?

- Yes
- No
- Don't know (DON'T READ OUT)
- No answer (DON'T READ OUT)

(Respondents who do possess arms)

16. Please say why you possess a weapon (spontaneous response – don't read possible answers – multiple response possible)

- Protection of self and family
- Protection of property
- Sports/hunting
- Collecting/hobby
- Self-confidence
- Inheritance
- Tradition
- Don't know
- No answer

17. Would you give up your weapon in an amnesty, even if legally possessed?

- Yes
- No
- Don't know (DON'T READ OUT)
- No answer (DON'T READ OUT)

(All respondents)

18. Do you recall hearing any campaign slogans about weapons?

- Yes
- No

18a If yes, please specify _____

19. a) Have you heard the following messages recently?

b) To what an extent do you agree with the following messages (on a scale from 1 to 5 where 1 means totally disagree and 5 means totally agree)?

		Yes	No	Degree of agreement
A	Give up from arms	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA
B	Weapons don't protect, they create crime, violence and fear	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA
C	Weapons increase crime rate	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA
D	Weapons make society poorer	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA
E	Weapons increase domestic violence	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA
F	Don't turn a celebration into a funeral	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA
G	Owners are the most common victims of gun violence	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA
H	Owning illegal weapons is not just dangerous, it makes you vulnerable to prosecution	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA
I	Weapons don't solve problems, they cause them	<input type="checkbox"/>	<input type="checkbox"/>	1 2 3 4 5 NA

20. Can you remember anything specific about TV spots concerning weapons? (give specific answers: a child with a grenade; a man leaves a weapon in front of the children)

At the very end I would like to ask you for some personal data, the data will remain confidential and will be used exclusively for statistical purposes

Sex	<input type="checkbox"/> M	<input type="checkbox"/> F
Age		
Ethnic background		
Education level	1. No schooling 2. Elementary (1-7 years schooling) 3. Elementary (all 8 grades) 4. 1 or 2 years technical school 5. 3 year vocational training 6. 4 year vocational training 7. High school 8. 2 year university 9. University graduate 10. Postgraduate 11. Doctor 12. No answer	
Location		
Household monthly income		
No in household		

The questionnaire is now finished. Thank the respondent for his/her time and move on.



Annex D - Evaluation Questionnaire Findings

Response to questions (in percent unless otherwise stated)

Cells of the table have been coloured in blue or red if the value shown in them is above or below average. To distinguish between three levels of statistical significance, three different shades of blue or red have been used: the lightest ones indicate statistical significance of 0.10, medium 0.05 and the darkest 0.01.

Above average			Does not deviate			Below average		
0.01	0.05	0.10				0.10	0.05	0.01

Compared to one year ago, how do you think that the levels of security in your community have changed?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovakians	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
Level of security improved	20.3	22	19	17	25	24	04	08	24	21	22	11	35	03	27	19	23	21
Level of security remained the same	54.8	57	53	60	52	52	60	65	54	49	54	46	54	77	57	56	53	56
Level of security has fallen	21.5	19	24	18	20	21	35	24	20	27	21	39	10	15	16	23	21	19
Don't know	03.3	03	04	05	03	03	01	03	03	03	04	04	01	05		03	03	05
Total	100%																	

	TOTAL	INCOME PER FAMILY MEMBER				TYPE OF HABITATION		LOCATION					SAFETY AS OPPOSED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	No answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
Level of security improved	20.3	25	19	22	17	16	25	02	28	15	19	37	35	14	05
Level of security remained the same	54.8	58	56	56	51	51	59	78	58	51	52	49	50	64	28
Level of security has fallen	21.5	12	24	20	28	28	14	15	14	31	17	12	13	20	64
Don't know	03.3	05	01	02	04	05	02	05	00	03	11	02	02	02	02
Total	100%														



How do you estimate your security level compared with the rest of Serbia?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovakians	Other	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
Safer than in other parts of Serbia	35.5	34	37	38	37	33	28	28	39	35	41	23	26	48	48	35	38	33
The same as in other parts of Serbia	51.9	53	51	49	50	54	60	60	51	48	46	57	68	45	42	55	48	52
More dangerous than in other parts of Serbia	10.3	12	09	11	10	10	11	12	09	15	10	19	06	05	10	09	12	08
Don't know/No answer	02.1	01	03	02	02	03	01	00	02	01	03	01		02		01	01	06
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY AS OPPOSED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	No answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
Safer than in other parts of Serbia	035.5	038	030	044	032	036	034	046	023	040	024	046	100		
The same as in other parts of Serbia	051.9	052	056	047	052	048	057	046	067	045	059	047		100	
More dangerous than in other parts of Serbia	010.3	007	013	008	012	012	008	005	009	014	008	007			100
Don't know/No answer	002.1	002	001	001	003	003	001	002	001	001	010				
Total	100%														

Do you believe that possessing weapons makes you safer or less safe as an individual?

		SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovakians	Other	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
More secure	25.1	28	22	29	24	21	29	17	26	24	30	19	17	18	47	23	31	18
Less secure	39.3	38	41	41	38	41	35	35	39	45	37	59	40	11	40	39	36	46
No difference	30.0	30	30	26	32	32	27	42	31	22	28	17	38	58	10	31	28	31
Don't know	05.6	04	07	04	06	06	09	06	04	09	05	05	04	13	03	06	04	06
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	No answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
More secure	25.1	23	27	23	26	27	23	17	14	22	42	43	33	19	29
Less secure	39.3	33	40	37	44	45	33	13	44	48	36	27	35	44	32
No difference	30.0	36	30	36	22	23	38	56	39	26	14	24	24	34	34
Don't know	05.6	08	03	03	07	05	06	14	03	04	09	06	07	02	05
Total	100%														

Do you believe that possessing weapons makes you safer or less safe as a family?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovakians	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
More secure	26.2	29	24	31	24	24	29	21	27	22	30	23	20	17	50	25	30	21
Less secure	39.6	37	42	42	40	40	32	29	40	52	38	57	40	14	42	40	38	43
No difference	29.2	29	29	23	32	30	32	44	30	20	27	18	36	57	08	31	28	26
Don't know	05.0	04	06	04	05	06	07	06	03	05	05	02	04	12	04	04	10	
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	No answer	city	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
More secure	26.2	25	24	32	25	28	24	16	16	26	38	42	33	21	30
Less secure	39.6	32	45	38	42	45	33	15	43	48	35	27	39	41	34
No difference	29.2	36	28	29	25	22	37	56	37	24	18	23	22	34	34
Don't know	05.0	07	02	02	07	04	06	12	04	02	08	07	05	03	02
Total	100%														



Do you believe that possessing weapons makes you safer or less safe as a community?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovakians	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
More secure	30.4	34	27	34	25	35	32	38	30	21	26	42	35	20	32	27	33	34
Less secure	35.7	34	37	38	37	36	27	22	35	50	39	26	38	25	55	36	37	32
No difference	28.6	28	29	24	35	25	27	34	30	22	27	26	27	50	12	31	26	27
Don't know	05.3	04	07	04	04	04	14	06	04	07	07	06	00	05	05	05	07	07
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	No answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
More secure	30.4	35	15	25	40	32	29	18	29	31	36	37	32	27	43
Less secure	35.7	28	47	48	26	36	35	28	40	36	38	31	39	35	30
No difference	28.6	33	30	23	29	26	31	49	30	29	17	21	23	34	24
Don't know	05.3	04	08	05	06	06	05	06	01	05	09	12	07	03	03
Total	100%														

How do weapons change the standard of living/economy of a community?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
Improve	03.8	04	04	04	03	04	04	02	05	04	03	07	03	01	02	04	05	02
No influence	43.3	43	43	39	42	48	48	53	40	45	50	58	16	32	49	46	39	43
Worsen	34.7	35	35	38	32	34	36	34	37	34	29	26	50	48	45	34	36	35
Don't know	18.2	18	18	19	22	14	12	11	18	18	18	09	31	18	03	16	20	20
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
Improve	03.8	02	06	06	02	05	02	01	03	06	01	03	05	03	04
No influence	43.3	26	42	46	55	50	35	32	17	53	39	69	41	44	54
Worsen	34.7	42	39	37	25	30	40	48	54	32	24	10	33	38	29
Don't know	18.2	29	14	12	17	15	22	19	26	09	36	18	21	15	12
Total	100%														



Where have you heard weapons discussed in the last six months?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovaks	Other	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
From sources attributable to the campaign	40.5	40	41	45	38	39	43	42	40	30	37	48	49	27	34	37	42	49
From sources not directly attributable to the campaign	39.5	43	35	44	42	38	25	34	40	52	41	27	50	35	42	39	41	36
Haven't heard	20.0	17	23	11	20	23	32	24	20	19	22	25	01	38	24	24	17	15
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	Town	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
From sources attributable to the campaign	40.5	51	34	35	40	47	33	4	43	36	86	19	33	47	35
From sources not directly attributable to the campaign	39.5	31	51	44	35	29	52	40	57	35	09	51	44	38	39
Haven't heard	20.0	18	15	21	25	24	16	33		29	05	30	24	16	26
Total	100%														



If there were an announcement of an amnesty to allow the public to surrender illegal weapons without punishment, do you think that such an initiative would be:

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovaks	Other	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
Very successful	09.4	09	10	09	10	08	11	07	09	10	09	13	07	04	15	09	11	07
Partially successful	49.0	47	51	51	47	51	47	45	49	54	52	57	44	30	50	52	47	46
Sum +	58.4	56	61	60	57	59	58	52	58	63	61	70	51	35	66	61	58	52
Sum -	37.9	40	35	36	41	34	40	39	39	36	35	28	47	55	34	35	41	40
Not very successful	31.1	35	27	32	34	26	29	27	33	31	30	20	44	32	28	27	35	35
Completely unsuccessful	06.8	05	08	04	07	07	12	13	06	05	05	08	03	23	06	08	06	04
Don't know/ No answer	03.7	03	04	04	02	08	01	09	03	01	04	03	02	10	04	01	08	
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	Town	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The same	More dangerous
N	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
Very successful	09.4	11	05	09	11	12	06	02	06	12	12	08	11	07	12
Partially successful	49.0	37	50	53	54	52	45	29	44	50	58	59	46	55	34
Sum +	58.4	49	56	62	65	65	51	31	50	63	70	67	58	62	46
Sum -	37.9	45	44	35	31	32	45	57	48	34	24	32	38	35	53
Not very successful	31.1	36	37	30	24	24	39	34	47	25	21	30	31	29	44
Completely unsuccessful	06.8	09	06	05	07	07	06	24	01	09	03	02	07	06	08
Don't know/ No answer	03.7	06	01	03	05	04	04	12	02	03	06	01	05	03	02
Total	100%														



Which attitude is closest to your opinion about an amnesty?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
At any cost	14.7	15	15	18	14	14	12	12	14	16	14	23	12	06	15	14	17	11
Cannot do any harm	53.7	56	51	52	55	57	46	40	56	60	54	55	63	28	59	56	50	55
Waste of time	25.5	25	26	25	26	22	33	37	25	22	26	15	22	48	26	24	27	25
No answer	06.0	04	08	05	05	07	09	10	05	02	05	07	02	18		06	05	09
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
At any cost	14.7	15	11	14	17	19	10	05	14	19	19	06	13	15	15
Cannot do any harm	53.7	49	61	57	50	53	55	28	65	52	55	56	51	58	44
Waste of time	25.5	27	24	25	26	22	30	51	19	23	19	32	27	23	38
No answer	06.0	09	04	04	07	06	06	16	02	06	07	05	09	04	03
Total	100%														



Who in your opinion would be able most successfully to conduct an amnesty or a public surrender of illegal weapons? (Spontaneous response)

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
Army	40.1	37	43	40	37	40	51	43	38	37	40	54	31	28	46	36	41	49
Police	35.1	34	36	31	33	41	38	39	33	35	33	36	31	53	31	41	31	28
NGO	15.5	18	13	21	17	10	07	08	19	19	15	05	29	13	12	14	17	15
Other	01.7	01	02	02	02	02			02	03	02	01	01	02	10	01	02	03
Don't know	07.6	10	05	07	10	06	03	09	08	05	10	04	08	04		08	09	05

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
Army	40.1	37	27	36	54	46	33	29	25	47	45	49	47	38	30
Police	35.1	40	32	42	29	38	32	52	27	37	41	27	36	36	34
NGO	15.5	16	30	13	07	10	22	14	39	11	05	01	10	16	28
Other	01.7	01	02	02	02	02	01	02	00	02	02	02	01	01	06
Don't know	07.6	06	09	08	08	04	12	03	10	04	06	22	07	09	02



Have you heard gunshots in the last two months?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NO IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
In the neighbourhood	07.5	08	07	07	09	05	07	04	08	07	09	06	06	03	25	05	11	08
At a wedding	30.1	29	32	24	32	29	40	29	29	23	44	13	21	11	28	30	32	28
After a sports victory	06.1	06	07	07	06	07	01	07	04	10	08	08		06	07	05	08	05
At childbirth celebration	13.5	12	15	11	15	13	15	12	11	14	23	05	02	06	06	13	14	15

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Baratsko Karadjordjevo	Safer	The Same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
In the neighbourhood	07.5	10	07	11	04	10	04	01	05	10	10	06	09	07	08
At a wedding	30.1	19	43	31	29	26	35	10	23	15	64	72	27	33	28
After a sports victory	06.1	03	07	09	06	09	02	06		08	14	04	04	06	11
At childbirth celebration	13.5	10	21	17	09	16	10	06	02	05	54	28	09	16	17



Why in your opinion do some people possess weapons? (Spontaneous response)

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slavaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
For fear	69.7	69	70	73	67	65	80	68	67	67	73	66	77	45	67	68	72	70
It is a part of serbian tradition	21.2	21	21	21	18	23	31	25	19	18	18	48	09	11	10	24	15	28
For the sake of self-confidence	20.5	18	23	20	19	25	17	29	21	17	16	43	12	21	15	24	16	19
For sports shooting/hunting	14.9	16	14	13	17	14	12	11	17	13	22	09	02	13	20	18	14	09
For hobby/collection	11.7	09	14	12	11	08	21	17	11	09	14	14	01	14	17	12	10	14
For in-service purpose	07.9	08	08	10	09	07	03	05	07	08	11	05	03	03	16	08	07	09
Valuable family property	07.1	08	07	09	07	06	04	11	06	07	08	09	05	02	06	08	06	05
Safety, protection	02.7	03	03	03	03	01	06	03	03	03	03	01	04	16	03	02	02	02
Showing-off	02.0	02	02	03	02	00	02	02	02	03	03	02		06	02	02	02	02
Other	02.7	02	03	01	01	04	09	02	03	03	02	05	05	03	03	02	02	04
Doesn't know/refuses to answer	03.6	03	04	02	03	07	01	05	04	01	03	01	06	09	03	03	07	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
For fear	69.7	62	75	68	73	69	71	45	78	62	92	76	63	76	64
It is a part of serbian tradition	21.2	16	16	20	29	32	09	11	08	29	40	10	14	23	38
For the sake of self-confidence	20.5	15	16	18	30	27	12	23	12	33	08	07	23	19	23
For sports shooting/hunting	14.9	11	12	22	15	19	10	15	01	20	14	22	23	11	05
For hobby/collection	11.7	07	08	19	13	16	07	16	01	16	13	11	13	10	15
For in-service purpose	07.9	06	06	14	07	11	04	05	04	11	10	05	11	06	04
Valuable family property	07.1	03	07	11	08	09	04	02	07	10	08	01	06	06	14
Safety, protection	02.7	02	00	06	02	04	01	02		06		01	03	02	05
Showing-off	02.0	01	02	03	02	04				05			03	01	01
Other	02.7	02	02	04	02	04	01	05		05		01	03	02	03
Doesn't know/refuses to answer	03.6	07	03	02	02	03	05	09	05	02	04	02	06	02	

Do you think some people possess weapons because they are afraid of...

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
Crime	78.6	78	79	80	78	82	71	76	77	84	80	84	70	73	86	80	74	83
Neighbours	17.0	21	13	22	16	14	15	17	17	21	16	10	33	05	09	20	17	07
Future conflict	44.2	49	39	48	47	37	40	41	44	55	48	41	45	28	53	43	50	34
Security agencies	25.4	29	22	30	24	26	18	32	22	35	20	38	32	14	26	26	27	19
Other ethnic groups	40.8	43	38	50	33	43	42	48	39	46	39	59	38	20	44	45	39	33

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
Criminal	78.6	69	77	87	81	83	74	71	76	84	77	72	81	77	78
Own neighbourhood	17.0	18	27	19	08	12	23	06	39	14	06	06	17	16	23
Future conflict	44.2	32	60	50	38	43	45	29	55	42	49	40	43	43	59
Security agencies	25.4	20	31	27	24	24	27	16	38	30	03	15	25	23	38
Other ethnic groups	40.8	26	48	46	43	45	35	23	51	51	24	18	36	40	60



How would you describe the number of weapons where you live on a scale from 1 to 5 where 1 means not many people own weapons and 5 means many people own weapons?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
1 Few people possess arms	21.3	16.2	26.6	23.4	18.0	24.1	21.7	33.6	19.3	23.4	15.9	35.7	09.3	47.2	12.0	23.0	21.4	16.0
2	18.3	21.3	15.1	22.2	16.2	19.5	13.6	18.7	20.6	17.0	16.5	18.7	23.3	20.1	06.6	18.0	17.7	20.2
Sum -	39.6	37.5	41.7	45.6	34.2	43.6	35.4	52.2	39.9	40.4	32.5	54.4	32.5	67.3	18.6	41.0	39.0	36.2
3	32.7	32.2	33.2	32.1	36.3	27.1	33.5	22.6	32.7	33.2	37.5	22.5	38.8	11.9	45.9	31.0	34.3	34.3
Sum +	27.5	30.1	24.7	22.0	29.1	29.3	31.1	25.2	27.1	25.8	29.8	23.2	28.7	19.3	35.5	27.7	26.4	29.5
4	19.5	23.0	15.9	13.5	21.7	21.9	21.1	13.2	20.2	18.5	21.0	15.5	27.3	04.0	21.4	18.7	19.7	21.4
5 Many people possess arms	08.0	07.1	08.9	08.5	07.4	07.4	9.9	12.0	06.9	07.4	08.8	07.7	01.4	15.2	14.1	08.9	06.6	08.1
Don't know/No answer	00.2	00.2	00.3	00.4	00.4				00.3	00.5	00.2			01.6		00.3	00.3	
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
1 Few people possess arms	21.3	20.3	19.1	17.3	26.1	23.1	19.2	46.8	15.9	29.4	01.0	05.3	23.5	17.7	28.0
2	18.3	18.4	17.2	23.4	15.5	18.4	18.1	18.3	24.6	21.7	06.8	06.8	17.8	19.5	16.2
Sum -	39.6	38.6	36.3	40.7	41.7	41.4	37.3	65.1	40.5	51.1	07.8	12.1	41.3	37.2	44.1
3	32.7	33.5	31.6	28.5	35.6	29.1	37.0	13.7	35.7	25.9	40.5	55.7	35.7	32.0	21.3
Sum +	27.5	27.9	31.0	30.8	22.7	29.5	25.2	19.6	23.4	23.0	51.8	32.2	22.9	30.5	33.6
4	19.5	24.1	23.5	20.5	12.8	19.0	20.2	04.1	22.3	13.8	37.1	27.9	15.2	23.3	19.4
5 Many people possess arms	08.0	03.8	07.5	10.3	9.9	10.5	05.0	15.5	01.1	09.3	14.7	04.3	07.7	07.2	14.3
Don't know/No answer	00.2		01.1				00.5	01.6	00.4					00.3	00.9
Total	100%														

Do you or does anyone in your household own a weapon?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER OF HOUSEHOLD MEMBERS		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
Yes	18.0	21	14	18	20	14	21	16	19	13	22	13	14	13	29	17	20	18
No	79.9	76	84	81	77	84	79	81	79	85	76	85	83	87	68	81	78	80
No answer	02.1	03	01	01	03	03		03	02	01	02	02	03	01	03	02	02	02
Total	100%																	

	TOTAL	INCOME PER A HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
Yes	18.0	15	19	21	18	20	15	13	11	16	35	23	16	18	28
No	79.9	82	79	76	81	77	83	87	87	82	62	74	80	81	71
No answer	02.1	03	02	03	01	02	02		02	02	03	03	04	01	01
Total	100%														



Please say why you do not possess a weapon. (Respondents who do not possess arms)

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	654	318	336	174	242	161	77	115	366	120	311	131	128	68	16	324	226	105
Don't need it	71.8	78	66	73	72	78	55	78	73	67	71	72	70	78	72	67	74	80
It is dangerous	24.1	21	27	19	25	26	26	20	24	30	29	36	08	14	12	24	24	26
Afraid	15.0	06	24	17	14	09	25	07	15	20	19	17	12	02	06	17	14	11
Don't know how to use it	09.3	07	12	09	09	08	12	08	10	06	10	11	03	14	09	12	05	11
Expensive licences	04.8	07	03	05	05	06	02	07	06	00	02	10	10	02		05	05	06
Other	03.7	04	04	01	03	05	11	08	03	04	05	04		05	06	06	01	04
Licence hard to get	02.3	03	01	02	02	02	04	05	02	00	02	05	03			04	01	01
No answer	01.8	02	02	01	02	02	04	01	02	01	02	00	03	08	02	02		

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	654	161	144	131	218	344	311	67	163	282	61	80	233	345	60
Don't need it	71.8	71	70	71	74	73	71	76	69	71	79	71	76	69	66
It is dangerous	24.1	14	23	32	27	31	16	14	14	35	13	21	26	21	32
Afraid	15.0	07	25	16	14	20	10	02	18	19	24		13	16	17
Don't know how to use it	09.3	06	10	10	11	11	08	14	02	11	10	13	09	10	03
Expensive licences	04.8	06	05	04	04	05	04	02	08	06			04	05	05
Other	03.7	04	02	07	03	05	03	07		06		05	03	05	02
Licence hard to get	02.3	01	01	05	02	03	01		02	04	02		02	01	09
No answer	01.8	00	01	03	03	01	02		02	01	05	05	01	02	01

Do you plan to get a weapon?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	654	318	336	174	242	161	77	115	366	120	311	131	128	68	16	324	226	105
Yes	003.7	005	003	005	002	005	004	009	003	002	002	008	006	002		004	004	001
No	090.5	089	092	090	094	086	091	083	092	095	089	089	090	098	100	089	091	095
Don't know	005.8	006	006	006	004	009	006	008	004	003	009	004	003		007	005	004	
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	654	161	144	131	218	344	311	67	163	282	61	80	233	345	60
Yes	03.7	04	02	04	05	04	03	02	05	05		01	02	04	10
No	90.5	90	96	90	88	91	90	98	92	91	92	78	90	91	89
Don't know	05.8	06	03	06	08	05	07	02	04	08	21	08	05	01	
Total	100%														



Please say why you possess a weapon. (Respondents who do possess arms - spontaneous response)

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER IN HOUSEHOLD		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	147	90	58	38	63	26	21	22	87	19	89	20	21	10	7	67	57	24
Sports/hunting	40.2	42	38	47	36	30	53	55	32	20	53	11	14	38	43	34	41	55
Protection of self and family	39.6	46	29	45	38	33	44	16	41	42	43	36	46	12	22	41	42	31
Protection of property	22.5	25	19	34	20	15	18	12	24	29	30	07	16	13	10	28	18	18
Tradition	15.5	15	17	12	10	24	26	20	11	19	18	18	04	13	14	14	12	28
Self-confidence	10.8	11	11	10	12	17		08	13	14	07	40	03		14	10	11	13
Inheritance	09.2	07	12	07	07	12	15		12	09	12		15		15	06		
No answer	08.3	06	11	08	10	11		16	06	15	05		16	38	11	05	10	13
Collecting/hobby	06.3	01	14	02	09		15	14	05	08	06	05	08		14	11	02	02

	TOTAL	INCOME PER A HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY AS OPPOSED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	147	29	34	36	48	91	56	10	21	57	34	25	46	75	23
Sports/hunting	40.2	19	51	50	38	42	37	38	09	20	80	58	34	41	54
Protection of self and family	39.6	39	43	50	30	46	30		57	40	54	20	39	41	36
Protection of property	22.5	16	18	49	10	26	17	25	22	26	26	11	34	15	19
Tradition	15.5	12	29	10	13	17	14	13	07	11	26	20	16	11	29
Self-confidence	10.8	04	08	04	22	15	05		03	21	04	08	12	13	04
Inheritance	09.2	09	13	10	06	10	08		15	09	12	05	13	06	14
No answer	08.3	16	06	04	09	06	13	37	09	09		06	09	09	05
Collecting/hobby	06.3	02		15	07	08	03		03	08	09	05	02	10	04



Would you give up your weapon in an amnesty, even if legally possessed? (Respondents who do possess arms)

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER OF HOUSEHOLD MEMBERS		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	147	90	58	38	63	26	21	22	87	19	89	20	21	10	7	67	57	24
Yes	17.9	16	20	19	19	23	06	16	18	09	09	66	08	13	28	17	15	28
No	61.7	69	50	57	50	72	94	65	60	62	73	30	54	50	53	72	57	45
Don't know	20.4	14	30	25	31	05		19	21	29	18	05	38	19	12	28	27	
Total	100%																	

	TOTAL	INCOME PER A HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	147	29	34	36	48	91	56	10	21	57	34	25	46	75	23
Yes	17.9	13	02	08	40	26	05	12	04	32	15	03	20	16	19
No	61.7	59	68	77	47	61	63	50	65	53	74	66	66	58	69
I don't know	20.4	28	30	14	14	13	32	38	32	14	11	31	14	26	12
Total	100%														



Do you recall hearing any campaign slogans about weapons?

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER OF HOUSEHOLD MEMBERS		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	Slovaks	Others	3 and less	4	5 and more
Base	819	419	400	215	313	193	98	142	462	141	408	154	153	79	24	399	290	131
Yes	008.8	007	011	008	009	008	012	007	005	007	013	009			018	008	006	017
No	091.2	093	089	092	091	092	088	093	095	093	087	091	100	100	082	092	094	083
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	819	196	182	173	268	445	374	77	188	345	99	109	291	425	84
Yes	008.8	003	009	010	012	015	001		000	006	048	004	008	009	008
No	091.2	097	091	090	088	085	099	100	100	094	052	096	092	091	092
Total	100%														



What campaign slogans about weapons do you recall hearing? (Respondents who recalled hearing campaign slogans about weapons)

	TOTAL	SEX		AGE GROUPS				EDUCATION			ETHNIC GROUP					NUMBER OF HOUSEHOLD MEMBERS		
		Male	Female	15-29	30-49	50-64	65+	Elementary	High school	College, university	Serbs	Hungarians	Romanians	slovaks	Others	3 and less	4	5 and more
Base	72	28	44	17	27	16	12	9	22	10	54	13	0	0	4	32	17	23
Give up from arms	66.0	70	64	80	58	82	45	47	56	69	78	28	0	0	32	63	63	72
Weapons are bad	06.7	02	09		18				22		01	22	0	0	28	05	11	06
Do not turn a wedding into a funeral	04.2	03	05	05		14					06		0	0		10		
Other	23.0	25	22	15	25	05	55	53	22	31	15	50	0	0	40	22	25	23
Total	100%																	

	TOTAL	INCOME PER HOUSEHOLD MEMBER				TYPE OF SETTLEMENT		LOCATION					SAFETY COMPARED TO OTHER REGIONS		
		Up to 4500 din	4501-7000 din	Over 7000 din	Refuses to answer	City	Village	Aradac	Ečka	Zrenjanin	Žitište	Banatsko Karadjordjevo	Safer	The Same	More dangerous
Base	72	6	16	18	32	67	5	0	1	20	48	4	23	36	7
Give up from arms	066.0	076	068	064	064	069	028	00		036	082	034	075	056	058
Weapons are bad	006.7				015	004	041	00		015		049	014	004	
Do not turn a wedding into a funeral	004.2		005	013		005		00			006			008	
Other	023.0	024	027	023	021	023	031	00	100	049	011	017	011	031	042
Total	100%														





Annex E - Financial report on campaign expenditure

ITEM	COST	
	SERBIAN NEW DINAR	US DOLLAR ⁵
Video clips production and developing	75,000	1,250
Leaflets printing and preparation	75,000	1,250
Video clips broad cast 10 days rest is free	10,500	175
Co-coordinator salary	20,000	333
Salaries of members of staff 4 members	80,000	1,333
Travel costs	8,500	142
Activist salaries 16x4,500	72,000	1,200
Accountant	11,000	183
Trainers salaries BYU and SMMRI	40,000	667
Office costs telephone paper internet etc.	70,000	1,167
Bank and money transfer costs	1,500	25
Meals for training activists seminary	1,500	25
Evaluation of first questionnaire	18,000	300
SMMRI evaluation of second questionnaire	78,000	1,300
Gift voucher prizes for art contest	9,000	150
Miscellaneous other	30,000	500
TOTAL	600,000	10,000

⁵ At the rate Serbian New Dinar 59 = US\$1

Ne változtassa az ünnepélyt temetéssé!

Sérülések és halálesetek, amelyek fegyver használatából erednek mepségeken mint pl eskvő, gyermek születése, katonaság -vonalasakor ldöröl időre valaki meghal, vagy megsérül az ilyen erencés eseményekben. A férfiaságot nem azzal bizonyítjuk, gy saját magunkat és környezetünket veszélyeztetjük. A fegyver ogtatás vagy használat nyilvános helyen riziket jelent a sérülésre és lálesetre.

társadalom tartozása

Inden olyan személy részére, aki fegyver, lözzer és robbanóanyag al sérült, a társadalom egészségügyi védelmet fizet, de ezzel veszít y dolgozót. A fegyveres erőszak elölja a szükséges befekteteket a zedassági fejlődésnek, és az iskolázatlanságra és korházakra szant zkozöket pedig a büntények elleni harcra fordítják.



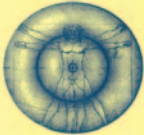


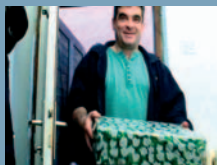
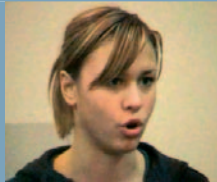
nem legális fegyvertartás nem csak veszélye, de büntetendő is.

nagybecskereki község 2002 novemberétöl 2004 januárjáig :

- 21 személy ellen büntetendő eljárás lett elindítva nemlegális fegyver használat és forgalomba hozása miatt.
- 3 kiskorú gyermek, 16-17 évesek nem törvényes fegyvertartás miatt lettek megvádolva.
- 23 személy, 15 évesek nem legális robbanószerkek tartása miatt lettek megvádolva.

MONDJ LE A FEGYVERRÖL

SEESAC

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