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REGIONAL PERCEPTION SURVEY ON THE USE, POSSESSION, AND DANGERS OF FIREARMS IN SOUTH EAST EUROPE

JULIANA BUZI

SEESAC REGIONAL COOPERATION COORDINATOR



WWW.SEESAC.ORG

MAIN OBJECTIVE & TIMELINE:

- TO SOURCE RELIABLE DATA AND TO DEVELOP A BETTER UNDERSTANDING OF THE PUBLIC PERCEPTION ON THE USE, POSSESSION AND DANGERS OF FIREARMS IN SOUTH EAST EUROPE
- 23 OCTOBER – 27 NOVEMBER (INCLUDING FIELD TESTING)
- SEESAC COMMISSIONED RIWI CORP. TO CONDUCT THE ONLINE SURVEY USING ITS PATENTED RANDOM DOMAIN INTERCEPT TECHNOLOGY™ (RDIT).

METHODOLOGY - RANDOM DOMAIN INTERCEPT TECHNOLOGY (RDIT)

● ADVANTAGES OF THE RDIT METHODOLOGY ARE:

ANONYMITY - NO PERSONALLY IDENTIFIABLE INFORMATION WAS COLLECTED FROM RESPONDENTS OF THIS SURVEY.

RANDOMIZED RESPONDENTS - REACHING A TRULY RANDOM SAMPLE OF THE INTERNET POPULATION.

DEPLOYED IN ALL LOCATIONS AND RESPECTIVE LANGUAGES SIMULTANEOUSLY.

SURVEYING ACROSS ALL PLATFORMS UNAFFECTED BY DEVICE-TYPE BIAS.

ADJUSTING SURVEYS WHILE IN-FIELD BASED ON EARLY RESULTS AND PARTICIPATORY FEEDBACK FROM THE RESPONDENTS.

QUESTIONNAIRE STRUCTURE

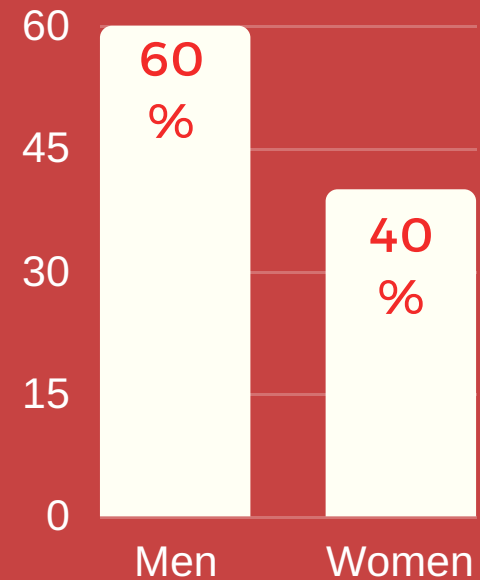
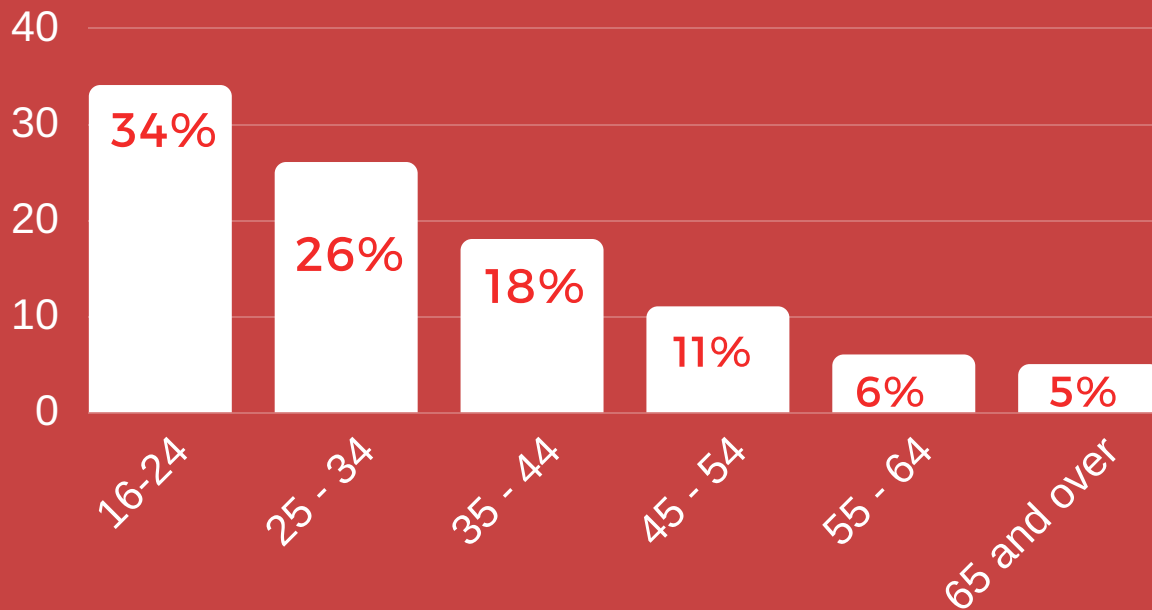
- GENERAL QUESTIONS (AGE, GENDER, EMPLOYMENT, EDUCATION)
- PERCEPTIONS ON GUN USE (HAVE YOU EXPERIENCED USE OF GUN, WHEN, WHICH SITUATION DESCRIBES IT BEST)
- PERCEPTIONS ON POSSESSION (WOULD YOU OWN A GUN, WHAT WOULD BE THE MAIN REASONS, ETC)
- PERCEPTIONS OF SAFETY (WOULD A GUN AT HOME MAKE YOU FEEL...)



PARTICIPATION & DEMOGRAPHIC BREAKDOWN

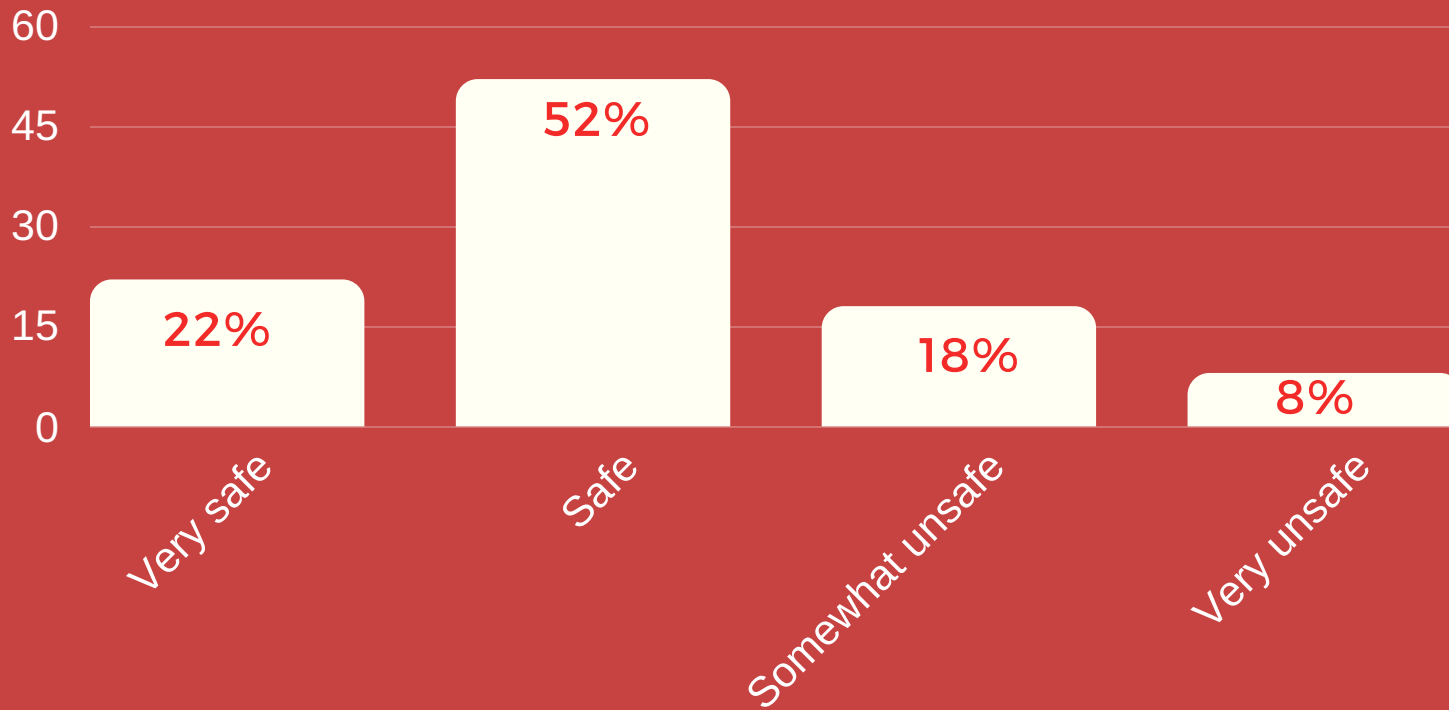
- 53,936 RESPONDENTS FROM THE SEVEN LOCATIONS WERE EXPOSED TO THE SURVEY;
- OVER 12,771 RESPONDENTS ANSWERED THE SURVEY IN FULL.

AGE & GENDER BREAKDOWN



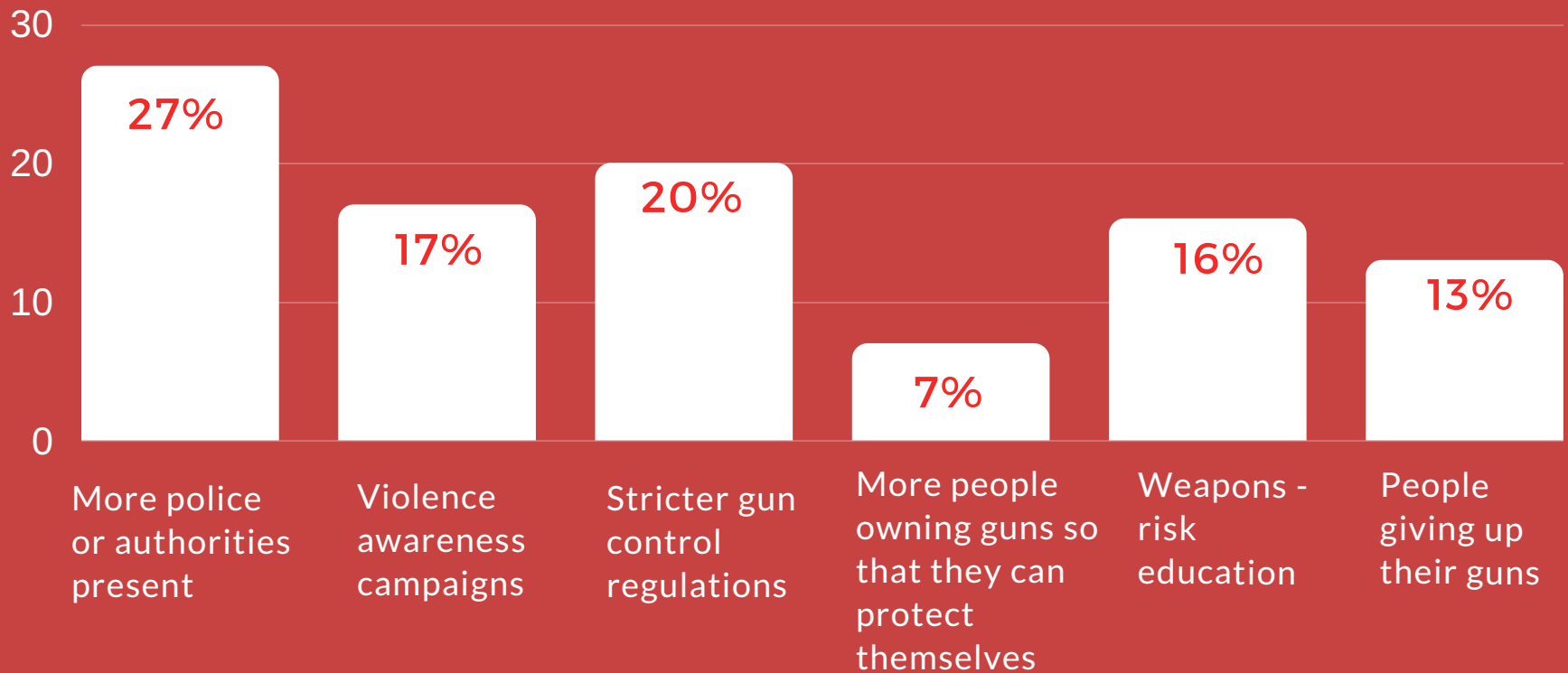
MAIN FINDINGS – PERCEPTIONS OF SAFETY

● DO YOU FEEL THAT YOUR NEIGHBOURHOOD IS:



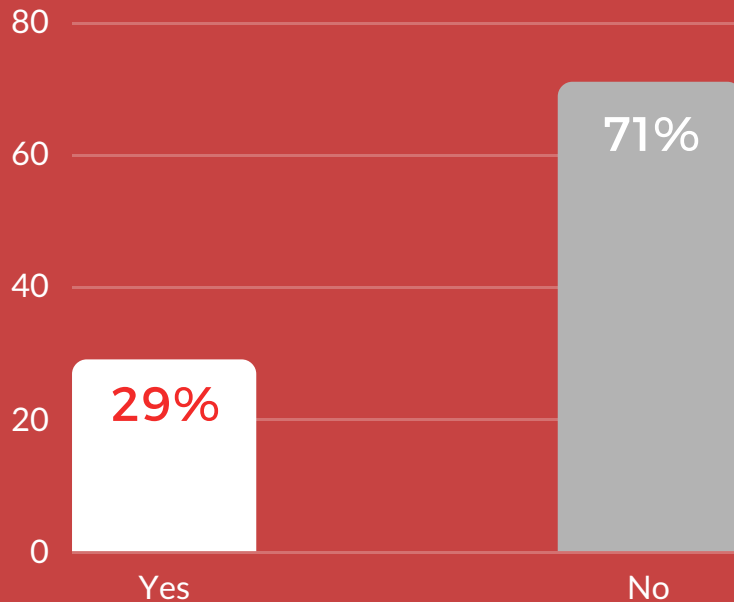
MAIN FINDINGS – PERCEPTIONS OF SAFETY

● WHICH WOULD MAKE YOUR COMMUNITY SAFER?

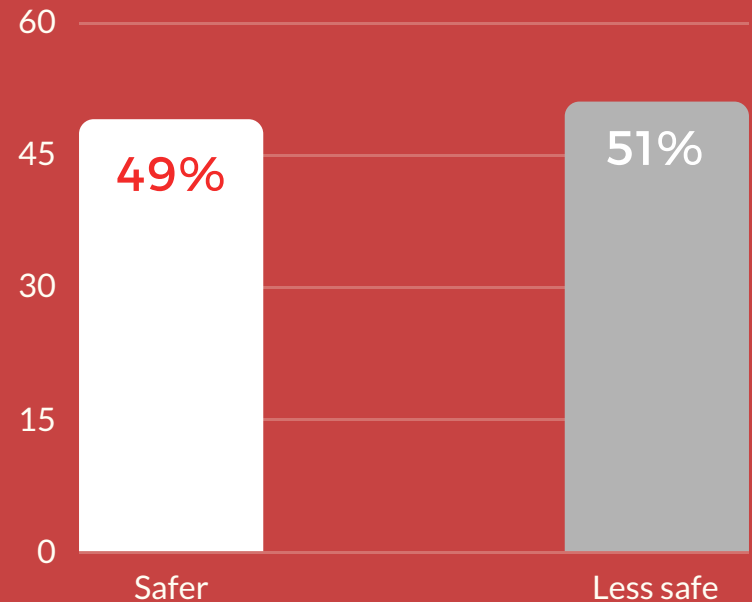


MAIN FINDINGS – PERCEPTIONS OF SAFETY & POSSESSION

● WOULD YOU PERSONALLY OWN A GUN?

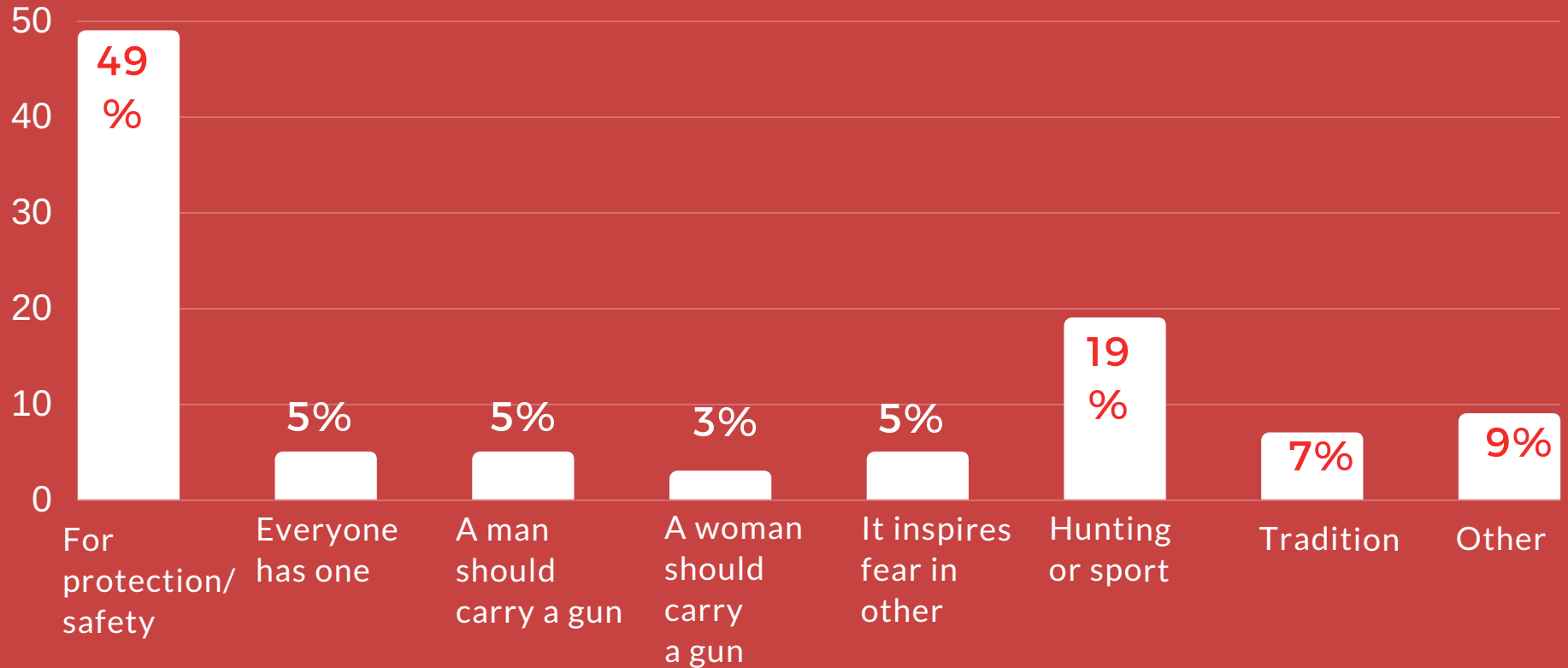


● WOULD HAVING A GUN AT HOME MAKE YOU FEEL:



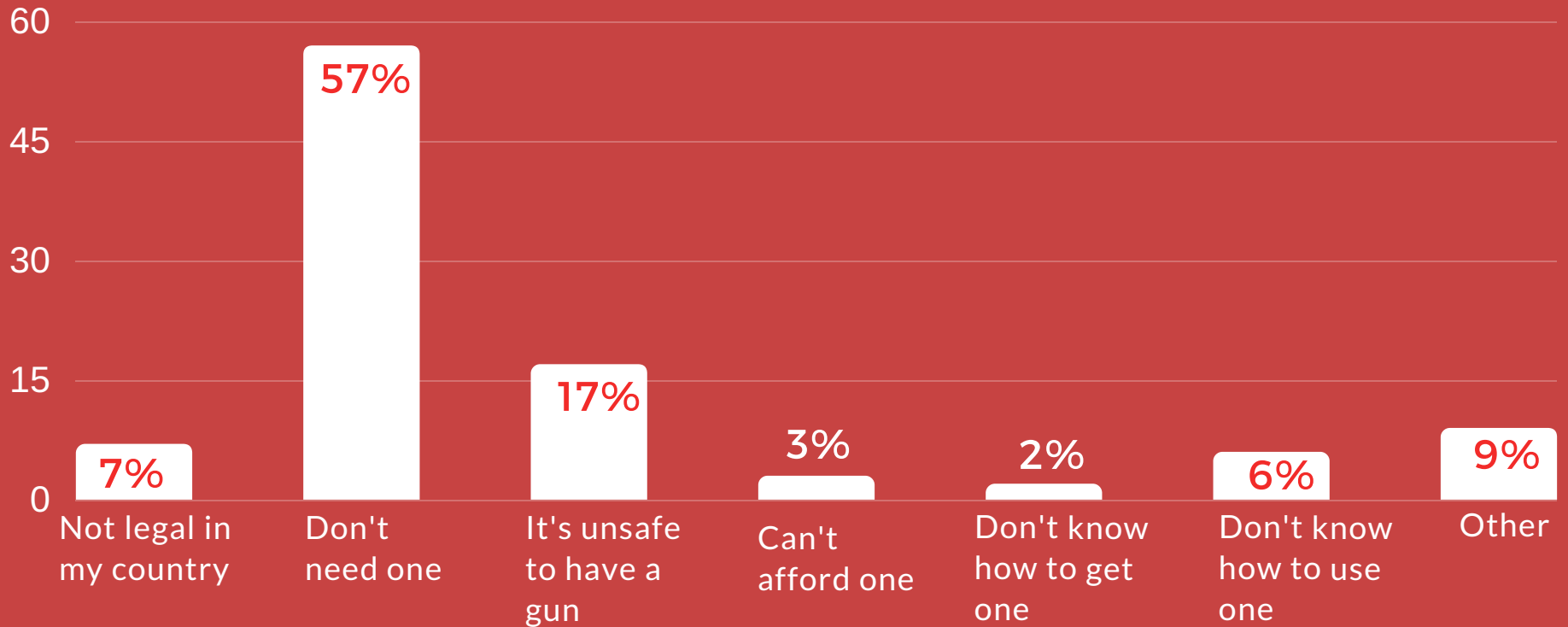
MAIN FINDINGS – PERCEPTIONS OF POSSESSION

● WHAT WOULD BE THE MAIN REASON FOR OWNING A GUN?

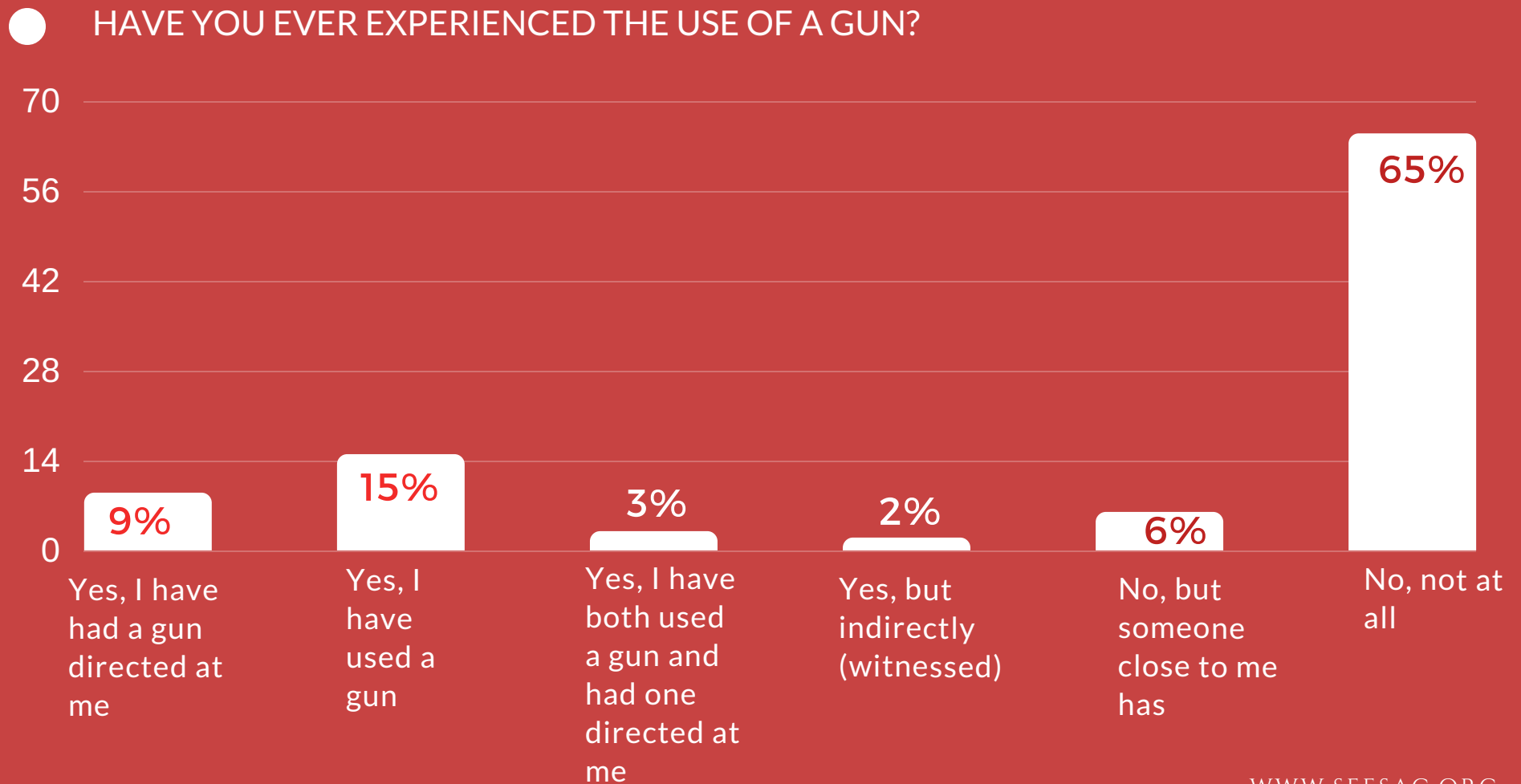


MAIN FINDINGS – PERCEPTIONS OF POSSESSION

● WHAT IS THE MAIN REASON YOU WOULD NOT OWN A GUN?

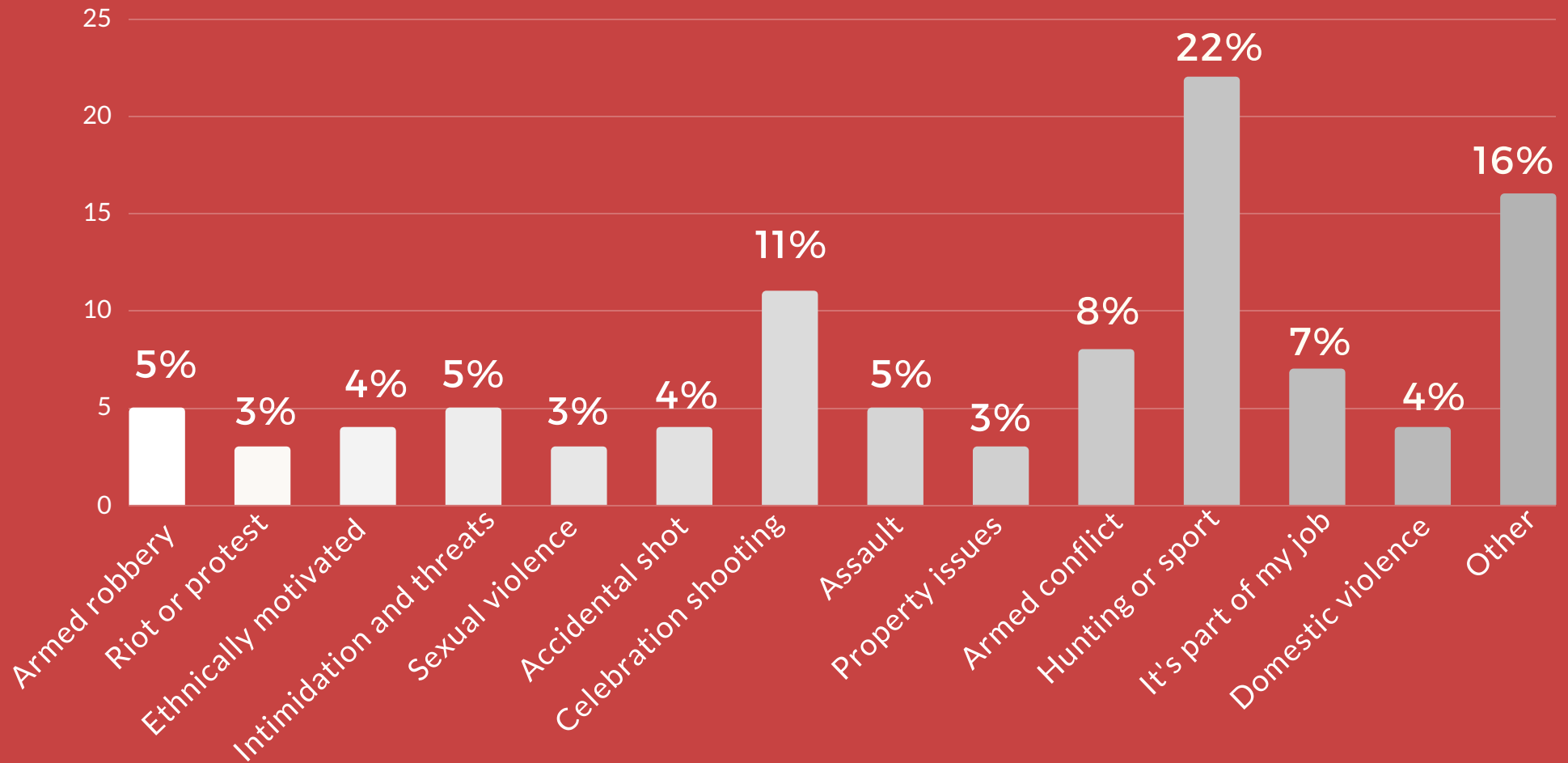


MAIN FINDINGS – PERCEPTIONS OF USE



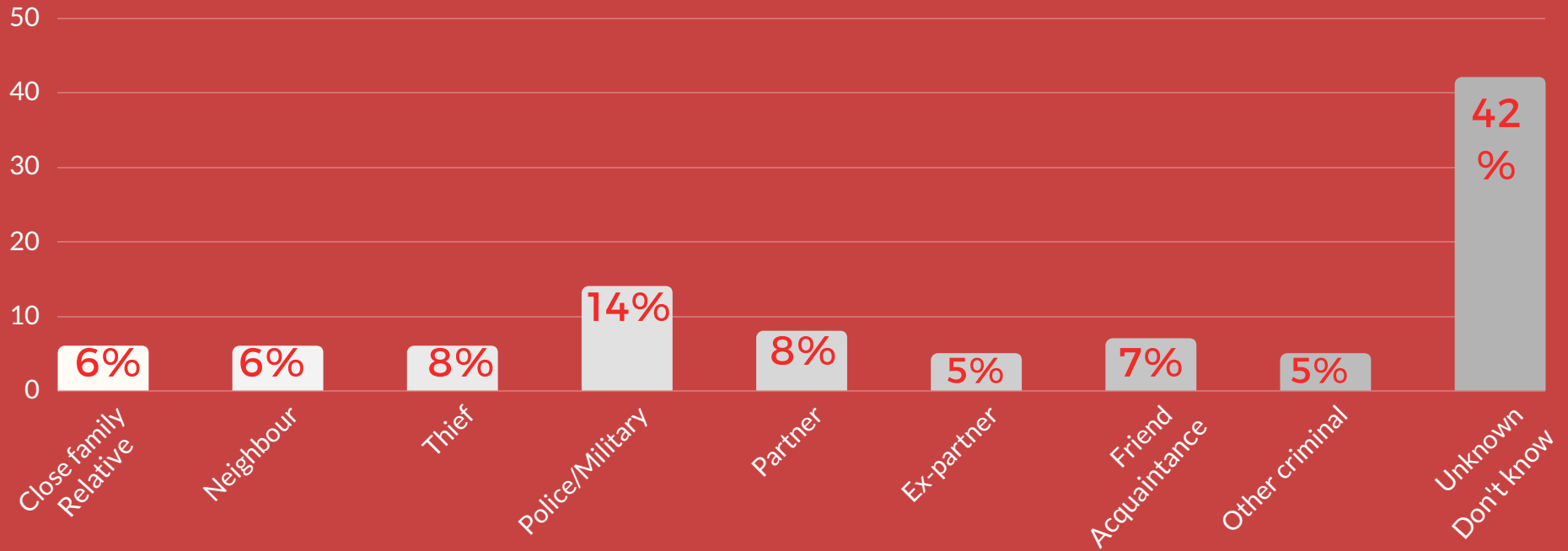
MAIN FINDINGS – PERCEPTIONS OF USE

● MOST FREQUENT EXPERIENCE OF GUN USE



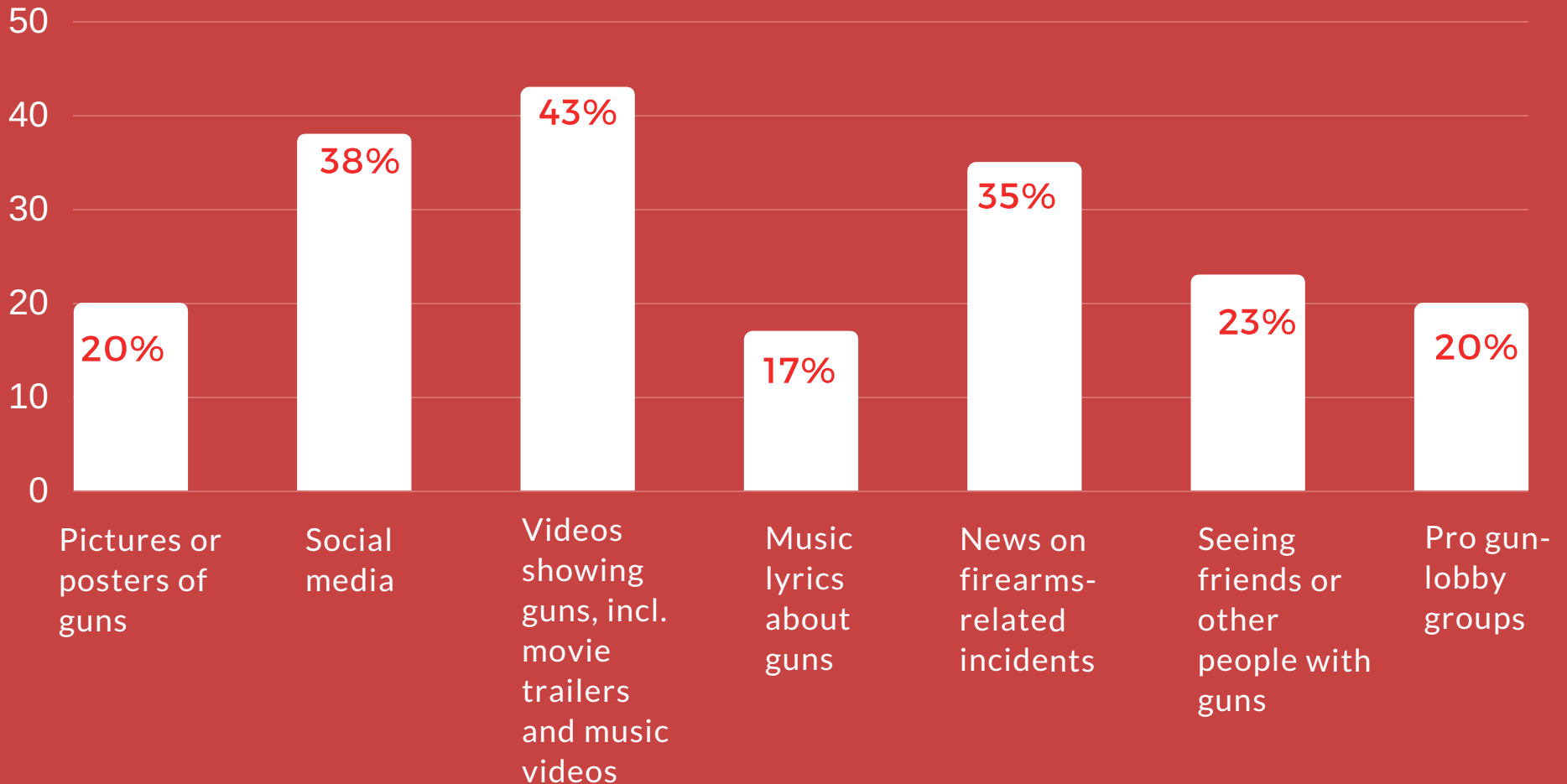
MAIN FINDINGS – PERCEPTIONS OF USE

● WHO COMMITTED THE MOST RECENT GUN VIOLENCE?

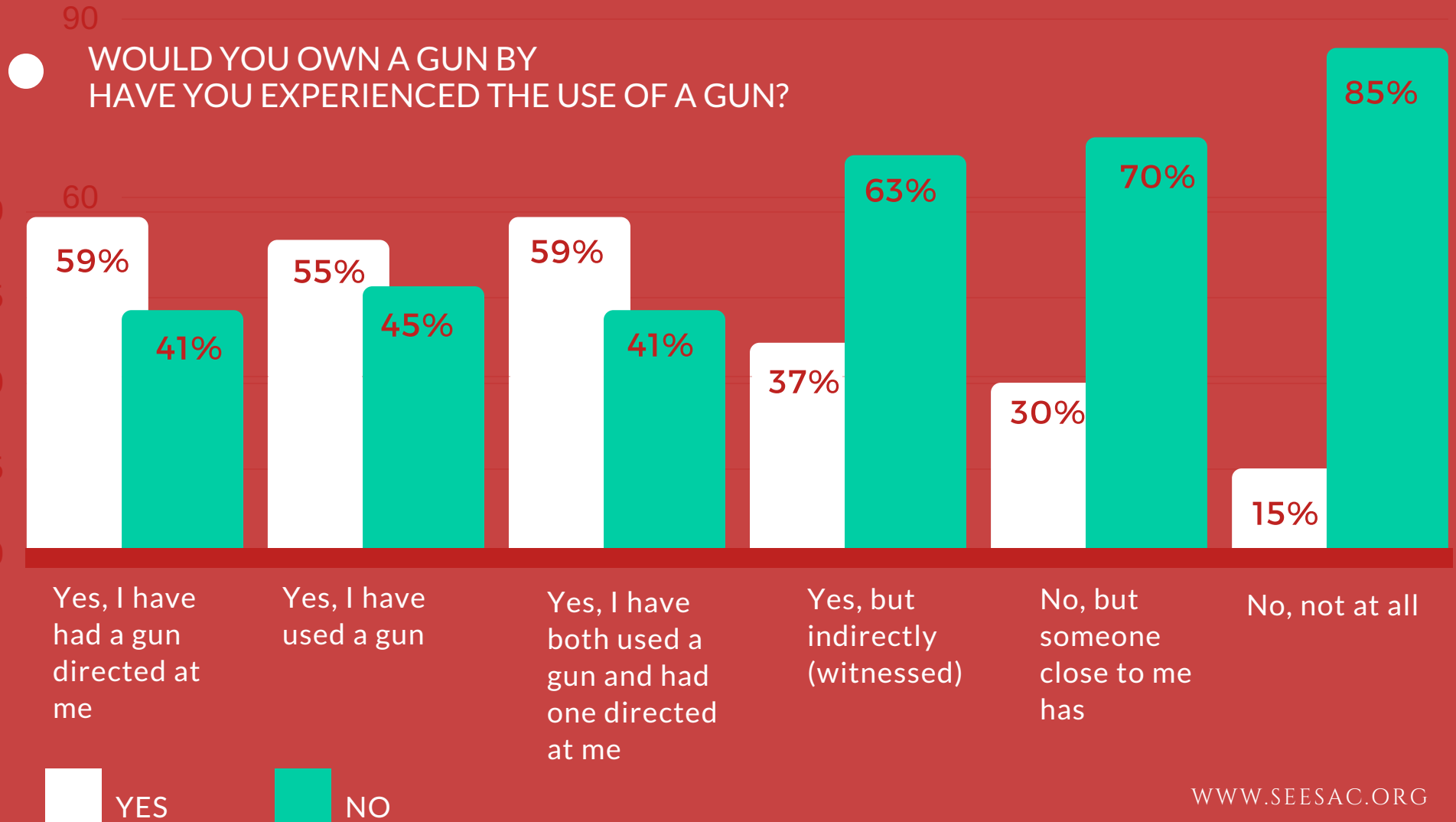


MAIN FINDINGS – PERCEPTIONS OF USE

● WHICH MOST PROMOTES THE USE OF GUNS?

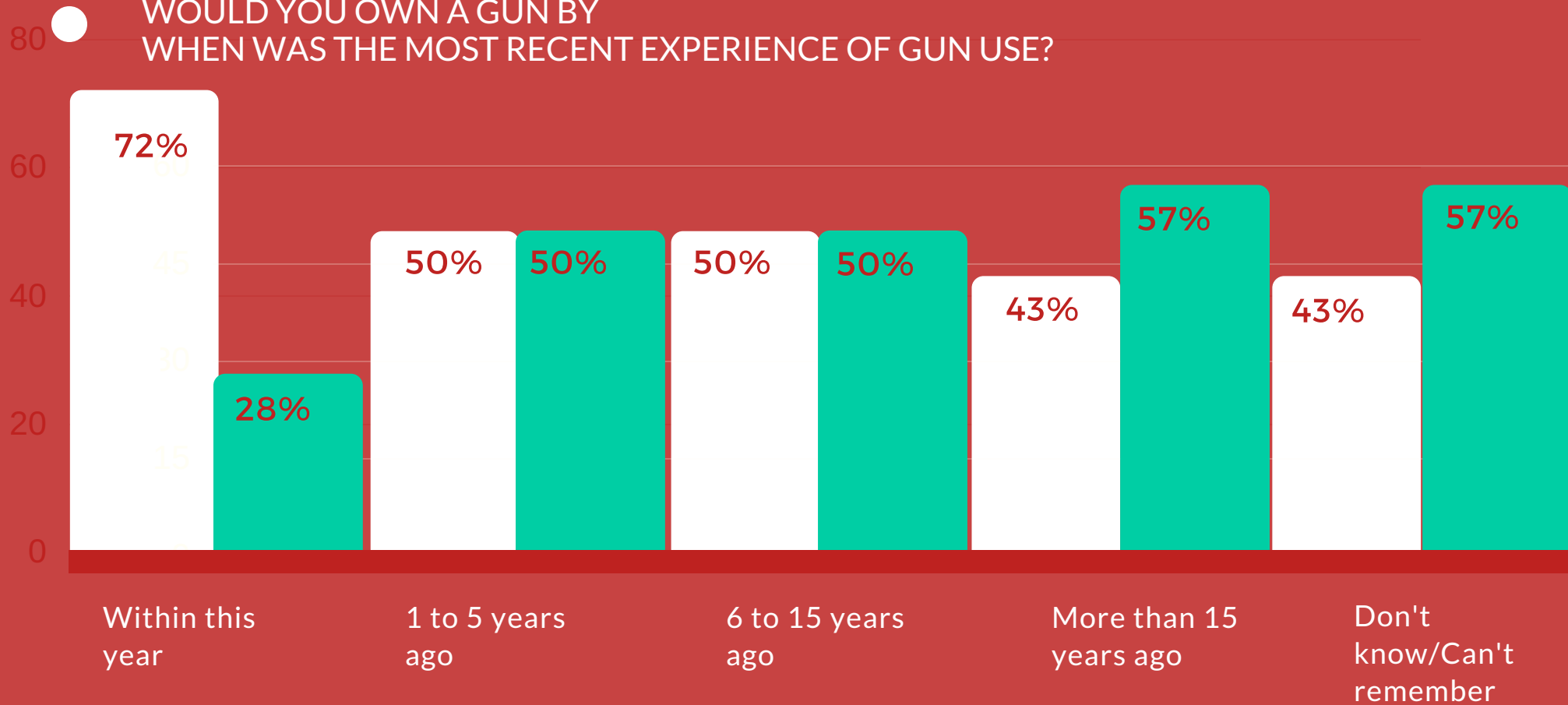


MAIN FINDINGS – PERCEPTIONS OF USE & POSSESSION



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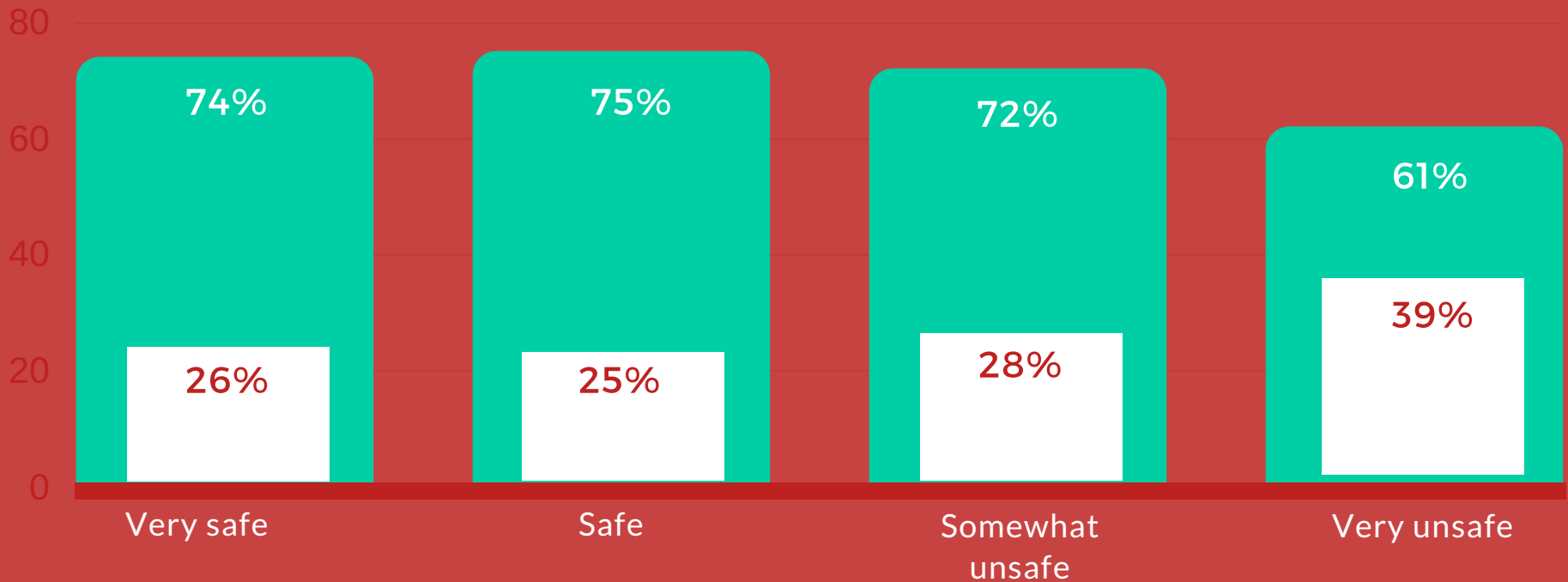
WOULD YOU OWN A GUN BY WHEN WAS THE MOST RECENT EXPERIENCE OF GUN USE?



YES NO

MAIN FINDINGS – PERCEPTIONS OF POSSESSION & SAFETY

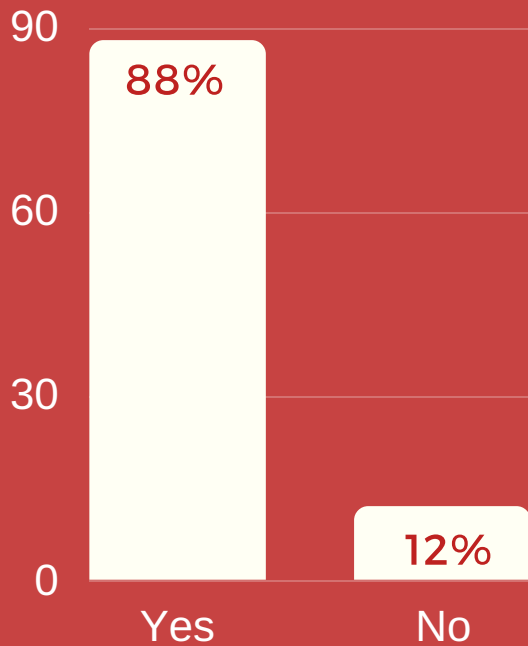
WOULD YOU OWN A GUN BY
DO YOU FEEL YOUR NEIGHBOURHOOD IS:



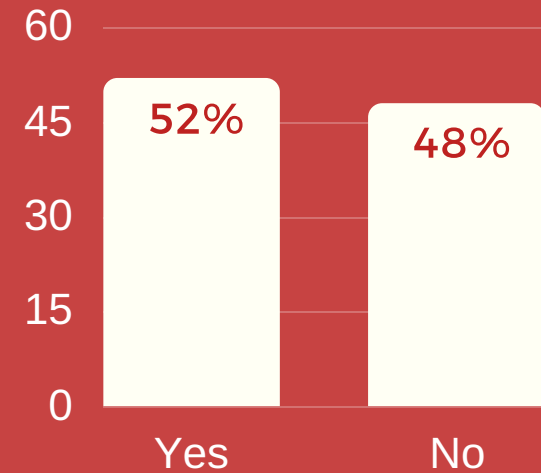
YES NO

MAIN FINDINGS – PERCEPTIONS OF POSSESSION & SAFETY

WOULD YOU OWN A GUN BY
WOULD HAVING A GUN AT HOME MAKE YOU FEEL SAFE



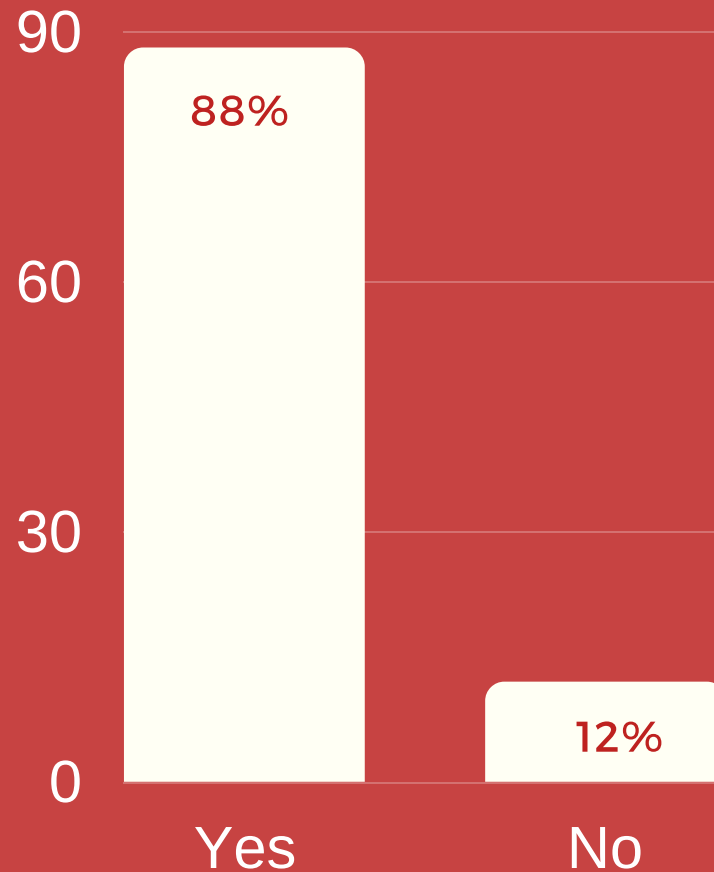
LESS SAFE



SAFER

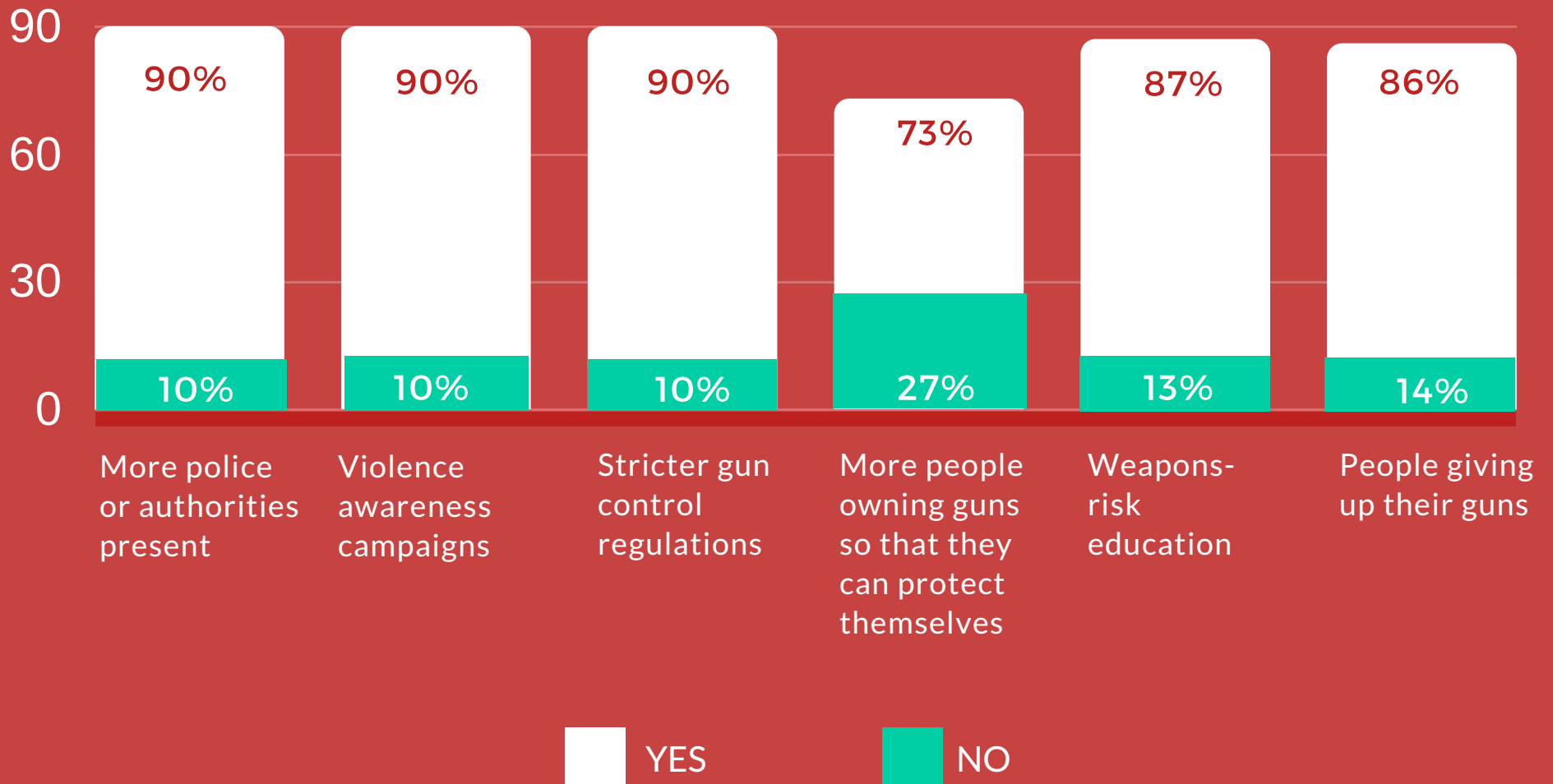
MAIN FINDINGS – AWARENESS

● ARE YOU AWARE THAT THERE ARE PENALTIES FOR ILLEGAL POSSESSION OF GUNS?



MAIN FINDINGS – AWARENESS

● AWARENESS OF PENALTIES BY WHICH IS MOST EFFECTIVE TO MAKING YOUR COMMUNITY SAFER?



KEY FINDINGS

MAJORITY OF RESPONDENTS WOULD NOT OWN A GUN (71%).

MAJORITY OF RESPONDENTS HAVE NOT HAD EXPOSURE TO THE USE OF A GUN (65%).

74% FEEL THEIR NEIGHBOURHOOD IS SAFE.

MEN HAVE BOTH HIGHER INTENTION OF OWNING A GUN AND EXPOSURE TO GUNS.

EXPOSURE TO GUNS DIRECTLY INCREASES INTEREST IN OWNERSHIP.