

Gun Safety Survey Report



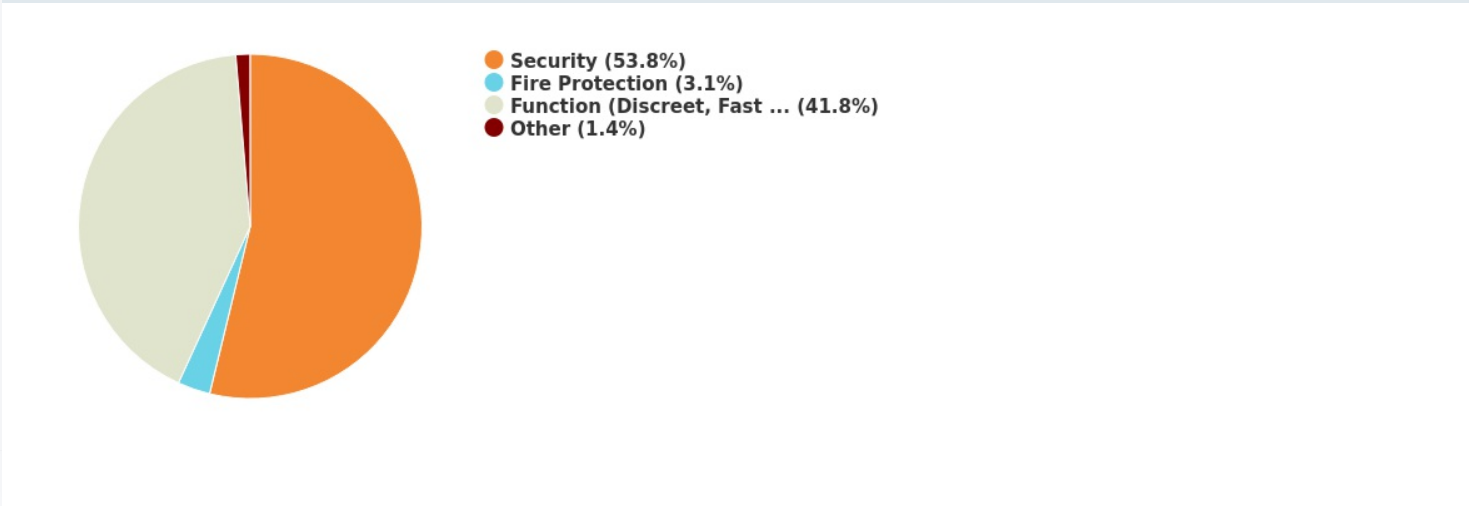
Survey Name : Gun Safety Survey

Date Range : 2020/08/14 - 2020/09/14

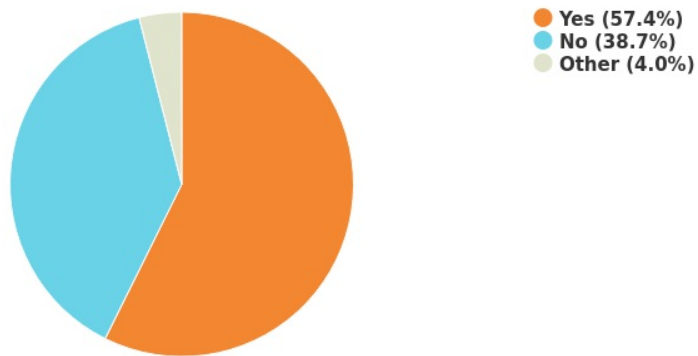
On a scale of 1 (worst) - 10 (best), how accessible are your firearms in the event of an emergency?

	1	2	3	4	5	6	7	8	9	10
No. of users :	11	17	28	28	69	65	177	265	207	267
Average Score :	7.82									

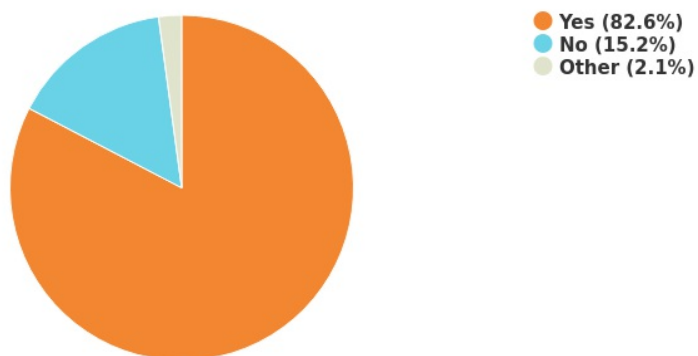
When considering buying a safe or cabinet, what is most important to you?



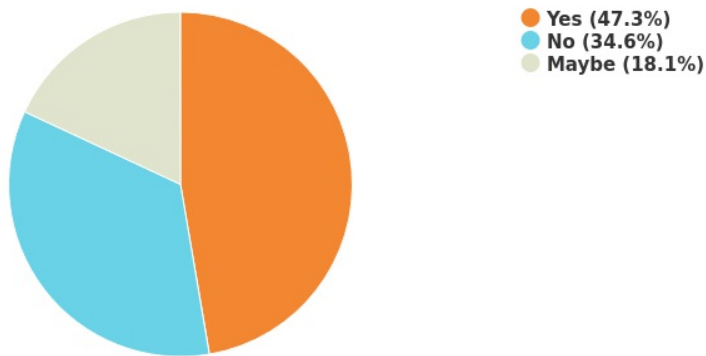
Do those firearms have any locks, such as trigger locks, or fast-access security devices?



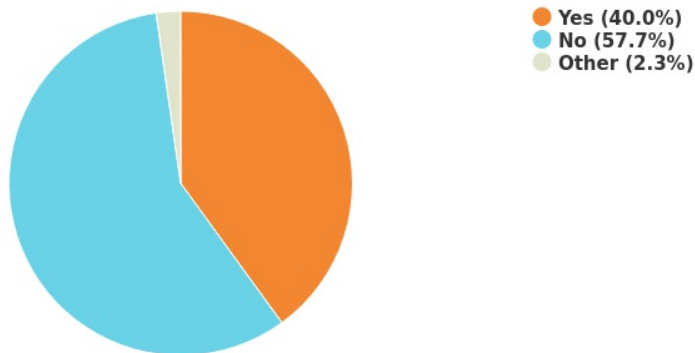
Do you store any guns outside of your main safe for the purposes of home defense?



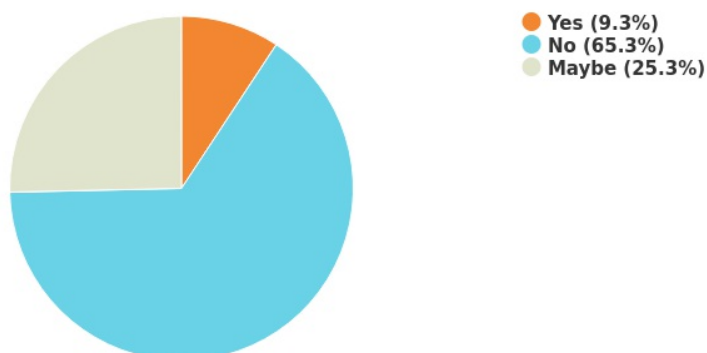
Do you anticipate having to move a gun safe or cabinet within the next 5 years?



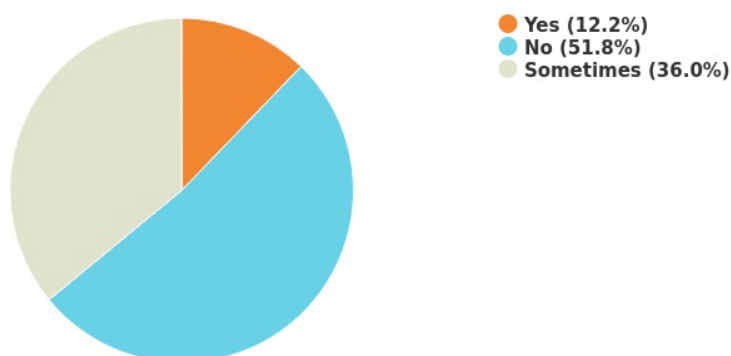
The gun safe industry has been criticized for its use of formaldehyde, a highly corrosive material, in adhesives and interior carpeting. Do you use any product to control corrosion in your safe?



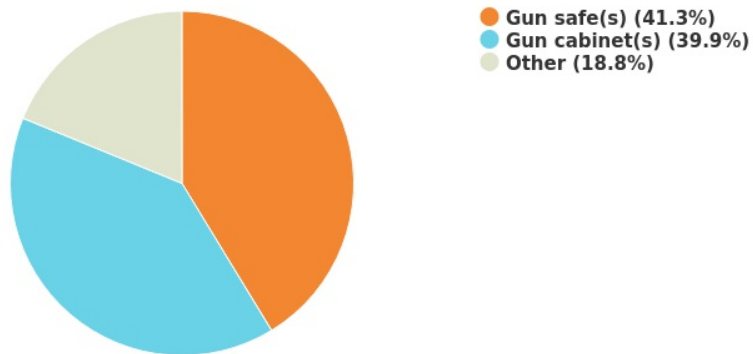
Do you believe your gun safe will protect your firearms from any uncontrolled fire?



The gun safe industry has been criticized for overstating the capabilities of their safes. Do you believe the gun safe industry accurately reports their fire and security ratings?



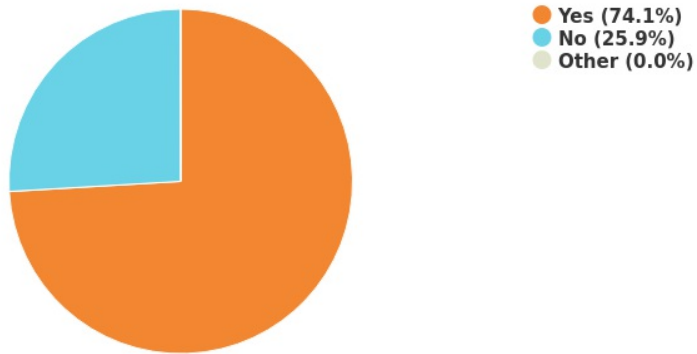
Which do you own? Select all that apply.



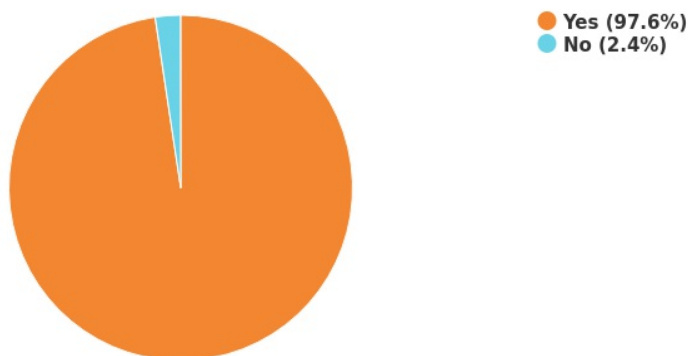
Where do you primarily store your firearms?

Options	Percentage(%)
Master Bedroom	60.07
Guest Room	11.90
Kitchen	5.74
Study	9.65
Office	19.30
Living Room	9.90
Hall Closet	11.48
Attic	2.16
Basement	19.22
Garage	10.32
Tool Shed	1.16
Vehicle	12.48
Friend/Relative's Home	2.66
Other	28.12

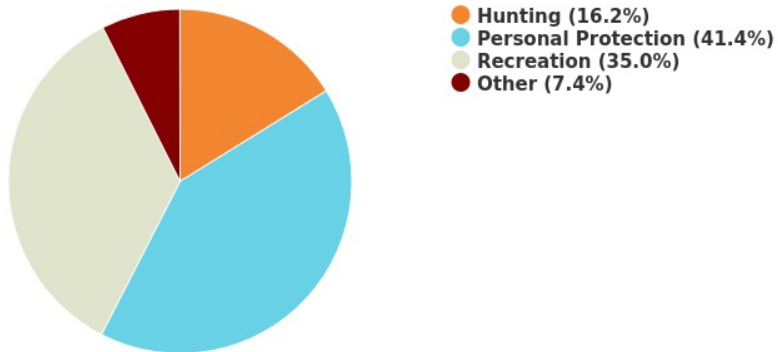
Are you planning on taking a safety course and/or practicing at the range?



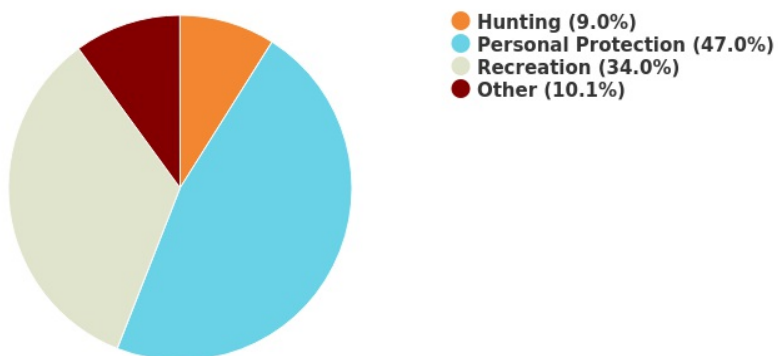
Have you ever taken a safety course and/or practiced at the range?



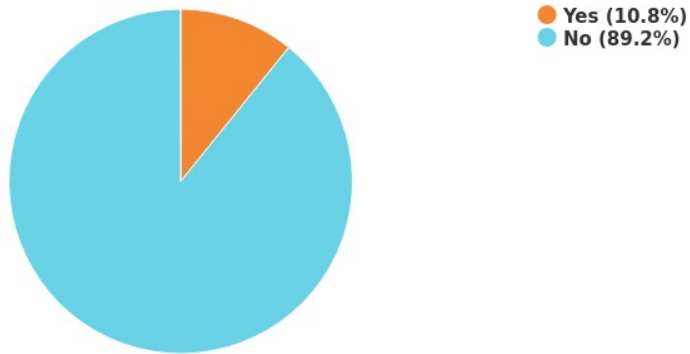
In general, why do you own firearms?



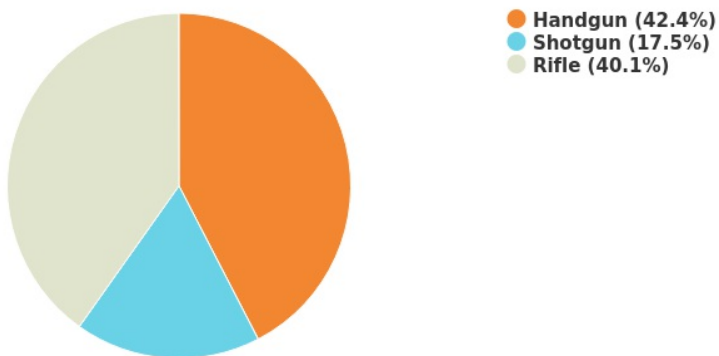
Why did you purchase the firearm(s)?



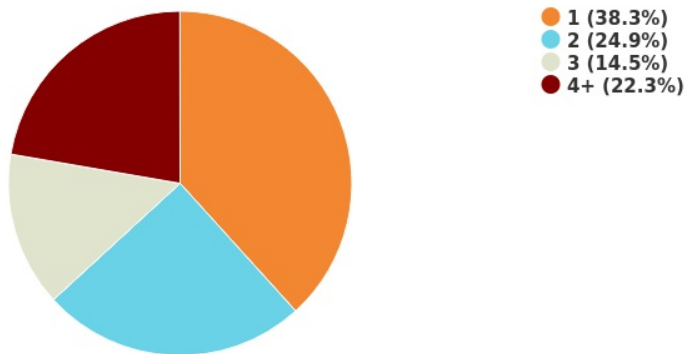
Was it your first firearm purchase?



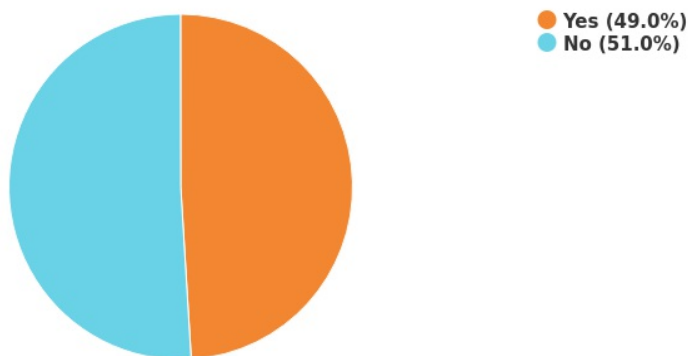
What type of gun(s) did you purchase?



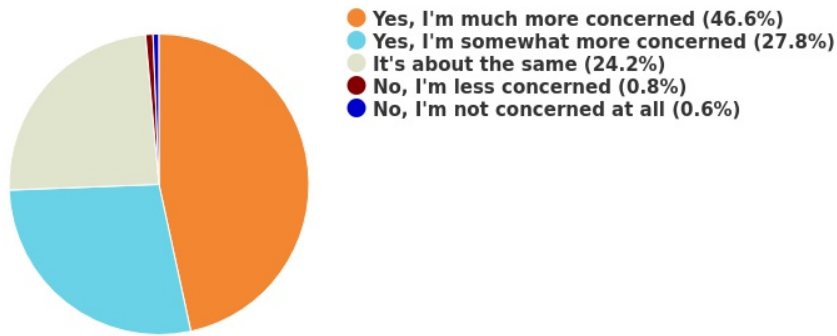
How many guns did you purchase?



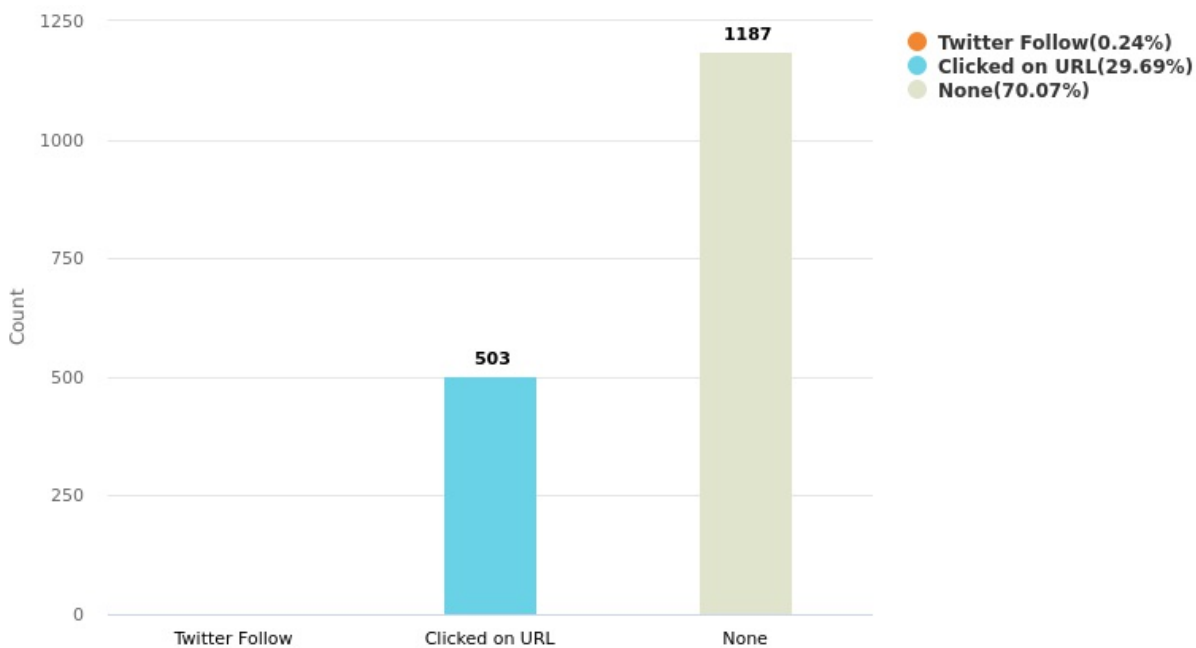
Have you purchased a firearm since the government lockdowns began in March, due to COVID-19?



Are you concerned about your personal security and home defense more now than you were a year ago?



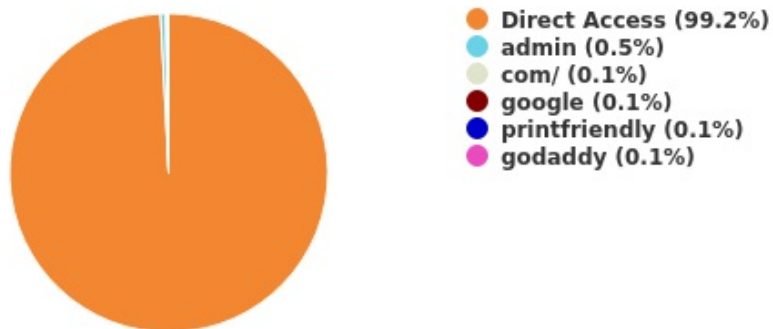
Engagements



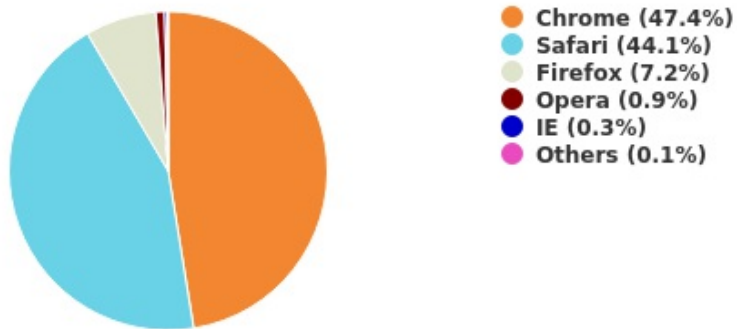
Location

Country	Visitors	Starts	Completed	Conversion	Engagments
Italy	1	1	1	1	0
Vietnam	1	0	0	0	0
Djibouti	1	1	1	1	1
Mexico	9	8	6	5	3
Venezuela	2	2	2	2	2
Switzerland	1	1	1	1	0
Sweden	1	1	1	1	1
Russia	1	0	0	0	0
Turkey	1	1	1	1	1
Romania	1	1	1	0	0
Panama	1	1	1	1	1
United Kingdom	3	2	1	1	1
Netherlands	4	2	2	2	0
Canada	6	6	6	4	1
United States	1667	1221	1128	906	499

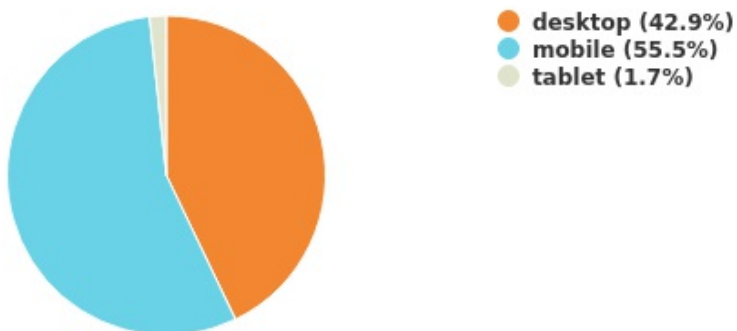
Social Network



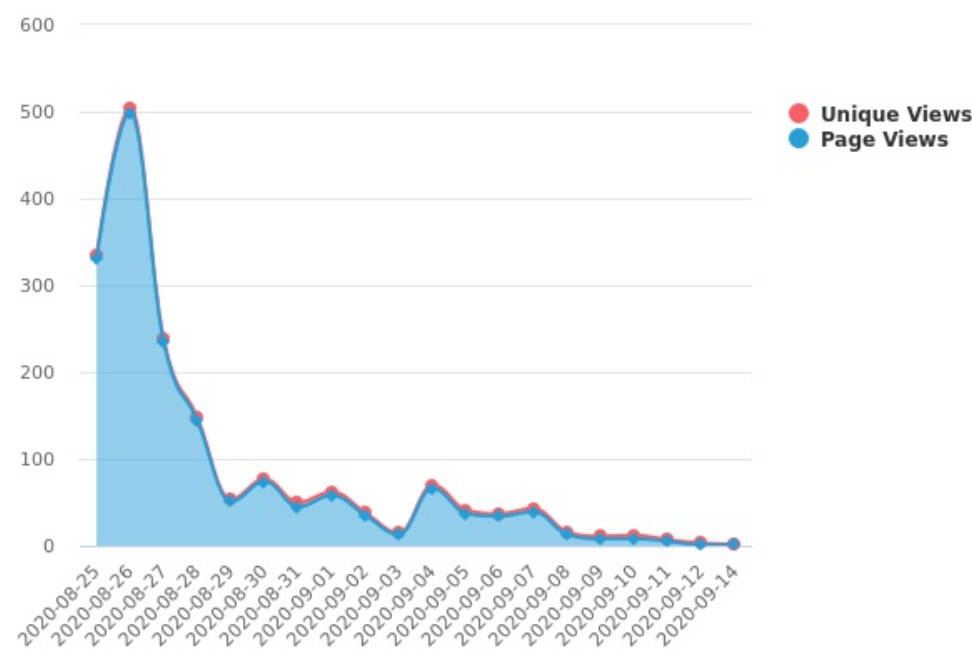
Browser



Device Category



Traffic



Overview

1694

Users Visited

1243

Users Started

1149

Users Completed

54.55%

Conversion Rate

924

Conversions

507

Engagements