Main Survey Questionnaire

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Part 1:

1 Pre-Screener Consent

2 Prolific-ID

1. What is your Prolific ID?
   Please note that this response should auto-fill with the correct ID
   [Text box]

3 Screening

1. {*citizenship*} Are you a U.S. citizen?
   [Yes; No] → Disqualified if not a U.S. citizen (cannot pay them survey money)

2. {*gender_question*} What is your **gender**?
   [Male; Female; Other (please specify)]

3. {*age*} What is your **age**?
   [Text box] → Disqualified if under 18

4. {*income_bracket*} What was your **total household income** from all sources in **2023, before taxes and other deductions**?
   Total household income is defined as the sum of: wages, salary and tips, business / self-employment / farm income and loss, taxable interest and dividends, taxable social security benefits, alimony payments you receive, capital gains and losses, rental / schedule K1 income and losses, unemployment compensation, taxable amount from pensions and individual retirement arrangements, taxable state refunds, other income not exempted from the income tax.
   [15 non-overlapping brackets from $0-$9,999; $10,000-$19,999; $20,000-$29,000; $30,000-$39,999; $40,000-$49,999; $50,000-$59,999; $60,000-$69,999; $70,000-$79,999; $80,000-$89,999; $90,000-$99,999; $100,000-$119,999; $120,000-$139,999; $140,000-$159,999; $160,000-$179,999; $180,000-$199,999; $200,000+]

5. {*race*} How would you describe your **ethnicity/race**?
   [Non-Hispanic White; Non-Hispanic African American/Black; Hispanic/Latino; Asian/Asian American; Mixed race; Other (please specify)]

6. {*pol_aff*} What do you consider to be your **political affiliation**, as of today?
   [Republican; Democrat; Independent; Other (please specify); Non-affiliated]

7. {*ZIP_code_current*} Which **ZIP code** do you currently live in?
   [Text box]

8. {*region*} What is your region?
   [Midwest, East/Northeast, South, West]

9. {*tick_pers_ownership*} Which of the following de you personally own? Select all that apply. Please select **all options** that apply to you:
   [Car, Motorcycle, Electric scooter, Bicycle, ATV, RV, Motorboat, Sailboat, Gun, Jet, Home security system, Safe, None of the above]

4 Background

1. {*marital_status*} Please indicate your **marital status**.
   [Single; Married; Legally separated or divorced; Widowed]

2. {*live_people*} How many people do you **live with**?
   [Dropbox: 0-More than 10]

3. {*live_detail*} If >0 List **all** the people you live with. (If you are currently living with more than 10 people, please list 10 youngest people.)
   [Table with 4 columns: Person (N); Relationship; Age; Gender. The number of rows is conditional on the answer given above]

4. {*educ*} Which category best describes your **highest level of education**?
   [No High School; Some High School; High School degree/GED; Some College; 2-year College Degree; 4-year College Degree; Master's Degree; Doctoral Degree; Professional Degree (JD, MD, MBA)]

5. {*emp_status*} What is your **current employment status**?
   [Full-time employee; Part-time employee; Self-employed or business owner; Unemployed and looking for work; Student; Not working and not looking for a job; Retiree]

6. {*emp_occupation*} [(If "Full-time employee", "Part-time employee", or "Self-employed or business owner" to employment_status)] Which category best describes your **main occupation**?
   [Text Box]

7. {*unemp_occupation*} [If "Unemployed and looking for work" to employment_status] Even if you are not currently working, which category best describes your most recent main occupation?
   [Text Box]

8. {*veteran*} Are you a veteran?
   [Yes; No]

9. {*media*} We're interested in where you might have heard **news about the economy in the past week**. Have you seen or heard news about the economy on the **following outlets** in the past week? *Please select all that apply.*
   [Social media; CNN; MSNBC; Fox News; Network News; Local TV; NPR; AM talk radio station; The New York Times; The Wall Street Journal; Local Newspapers; Other (please specify); None of the above]

10. {*religion*} What is your **current religion**?
[Protestant; Catholic; Jewish; Muslim; Hindu, Buddhist, Other Christian; Other Non-Christian; None]

5 Attention check 1

1. {*att_check_0*} Please click to verify that you are a human
[Captcha]
2. {*att_check_1*} This is a question to check whether you are still paying attention and reading the questions carefully. Please select the first two options starting from the bottom.
[Strongly disagree; Disagree; Neither disagree nor agree; Agree; Strongly agree] → Disqualified if 'Agree' and 'Strongly agree' not selected.

6 Firearm Ownership [Implied Lethal] (I)

Please note that all your responses are anonymous and will not be tracked.

1. {*number_firearms*} How many guns do you currently own?
[0; 1; 2 to 3; 4 to 5; 6 to 7; 8 to 9; 10 or more]

Part 2:

7 Post-Screener Consent

8 Firearm Ownership [Implied Lethal] (II)

If {*number_firearms*} > 0

1. {*howlong_gunown*} How long have you owned a gun? (in years)
[Numeric entry]

9 Models of Guns

If {*number_firearms*} > 0

1. {*type_firearms*} What is your main type of gun?
[Pistol; Rifle; Shotgun; Revolver; Other: please specify]

If {type_firearms} = type

2. {*brand_type*} What brand is this gun?

If {brand_pistol} = brand

3. {*model_brand*} What model is this brand gun?

10 Firearm Ownership - Reasons to Own/Not to Own

If {*number_firearms*} > 0

1. {*why_own_open*} What is the **main reason** you currently own a gun?
   [Open ended]

2. {*why_own_closed_1*} To what extent is each of the following an **important reason** for you to own a gun?
   [To manage pests on my property; To protect my family; To protect my community; To protect myself; To exercise my Constitutional rights; To maintain a gun collection; Because it's a tradition in my family; For hunting; For sporting competitions; For my job; Because it makes me feel more powerful; Other (please specify)]
   [For each of the reasons, participants can click: Not important at all; Slightly important; Moderately important; Very important; Extremely Important]

3. {*why_own_closed_2*} If selected more than one as 'extremely or very important' You said these are very or extremely important reasons for you to own a gun. Which one is the **most important**?
   [List options they said were very important or extremely important]

4. {*interest_own_another*} Are you interested in **acquiring another gun**?
   [Yes; No]

5. {*why_own_another_open*} If yes **Why** are you interested in **acquiring another gun**?
   [Open-ended]

6. {*why_own_another_closed_1*} If yes To what extent is each of the following an **important reason** for you to acquire another gun?
   [Table question. Statement: To manage pests on my property; To protect my family; To protect my community; To protect myself; To exercise my Constitutional rights; To maintain a gun collection; Because it's a tradition in my family; For hunting; For sporting competitions; For my job; Because it makes me feel more powerful; Other (please specify)]
   [Answers: Not important at all; Slightly important; Moderately important; Very important; Extremely Important]

7. {*why_own_another_closed_2*} If selected more than one as extremely or very important You said these are very or extremely important reasons for you to acquire another gun. Which one is the **most important**?
   [List options they said were very important or extremely important]

8. {*why_not_own_anymore*} What specific things, if any, would prompt you to consider not owning guns anymore?
   [*Textbox*]

If {*number_firearms*} = 0

9. {*why_not_own_open*} What is the **main reason** you currently do not own a gun?
   [open ended]

10. {*why_not_own_closed_1*} To what extent is each of the following an **important reason** for you not to own a gun?

[Table question. Statements: Concerns about accidentally harming the wrong person; Concerns about harming myself; Concerns about someone using my gun to harm themselves or others; Too expensive; Legal restrictions in my area; Ethical, religious, or moral reasons; Lack of knowledge on proper use; Other (please specify)]
[Answers: Not important at all; Slightly important; Moderately important; Very important; Extremely Important]

11. {*why_not_own_closed_2*} If selected more than one as very or extremely important You said these are very or extremely important reasons for you not to own a gun. Which one is the **most important**?
[List options they said were very important or extremely important]

12. {*interest_own_new*} Are you interested in **acquiring a gun**?
[Yes;No]

13. {*why_own_new_open*} If yes **Why** are you interested in **acquiring a gun**?
[open-ended]

14. {*why_own_new_closed_1*} If yes To what extent is each of the following an **important reason** for you to acquire a gun?
[Table question. Statements: To manage pests on my property; To protect my family; To protect my community; To protect myself; To exercise my Constitutional rights; To maintain a gun collection; Because it's a tradition in my family; For hunting; For sporting competitions; For my job; Because it makes me feel more powerful; Other]
[Answers: Not important at all; Slightly important; Moderately important; Very important; Extremely important

15. {*why_own_new_closed_2*} If selected several as very or extremely important ask You said these are very or extremely important reasons for you to acquire a gun. Which one is the **most important**?
[List options they said were very important or extremely important]

16. {*why_own*} Can you think of any reason or situation for you to **start owning a gun**? *Please list them here.*
[Textbox]

11 Attention check 2

1. {*att_check_2*} We are interested in whether you are paying attention to the survey. To show that you are reading the full set of instructions, just go ahead and select both strongly disagree and strongly agree among the alternatives below, no matter what your opinion is. **Please tell us whether you agree with the following statement**: "It is easy to find accurate and reliable information in the media these days".
[Strongly disagree; Disagree; Neither disagree nor agree; Agree; Strongly agree] → Disqualified if 'Strongly disagree' and 'Strongly agree' not selected.

12 Storage of Weapons

If {*number_firearms*} > 0

1. {*access_gun_closed*} How quickly can you access your gun if needed?
[I keep it with me; Within seconds; Within a few minutes; More than 10 minutes; I do not have immediate access to my gun]

2. {*storage_devices*} Do you own a gun storage device such as a gun safe or gun cabinet?
[Yes; No]

13 Gun Behaviors

13.1 Use of a firearm

If {*number_firearms*} > 0

1. {*frequency_carrying*} How often do you **carry a gun**, either openly or concealed?
[Never; A few times but less than once per month; Once per month; A few times per month, but less than once per week; About every week or more]

2. {*frequency_shooting*} How often do you **shoot a gun**?
[Never; A few times but less than once per month; Once per month; A few times per month, but less than once per week; About every week or more]

13.2 Hunting

3. {*hunting*} How often do you **hunt** during the season?
[Never; A few times but less than once per month; Once per month; A few times per month, but less than once per week; About every week or more]

13.3 Collecting

4. {*gun_collection*} Do you **collect** guns?
[Yes; No]

13.4 Gun rights activism and NRA support

5. {*polactivity_gunsupport*} How often do you take part in a **political activity to support gun rights** (for example, writing a note to your representative, calling them, taking part in a rally, etc.)
[Never; A few times but less than once per month; Once per month; A few times per month, but less than once per week; About every week or more]

6. {*donate_gunsupport*} How often do you **donate money to support gun rights**?
[Never; A few times but less than once per month; Once per month; A few times per month, but less than once per week; About every week or more]

7. {*progun_membership*} Are you a member of any **pro-gun organization**? *[Please select all that apply]*
[National Rifle Association (NRA); Second Amendment Foundation (SAF); Firearms Policy Coalition (FPC); Gun Owners of America (GOA); National Association for Gun Rights (NAGR); Other (please specify); None of the above]

13.5 Participating online and media

8. {*gun_onlineforums*} How often do you **participate in online forums** related to guns?
[Never; A few times but less than once per month; Once per month; A few times per month, but less than once per week; About every week or more]

9. {*subscriptions_magazines*} Do you have a subscription to the following magazines? *[Please select all that apply]*
[Options are: Guns and Ammo, American Rifleman; American Hunter; America's 1st Freedom; Shooting Illustrated; Military Times; Military Officers; Shooting Times; None of the above]

13.6 Sports Shooting and Tactical

10. {*sports_shooting*} How often do you engage in the following activities?
[Go to the shooting range; Participate in shooting competitions; Buy tactical gear; Participate in gun-related training; Attend gun shows; Purchase ammunition]
[Never; A few times but less than once per month; Once per month; A few times per month, but less than once per week; About every week or more]

14 Identity: Network

14.1 Factual questions

1. {*gun_passed_family*} If own a gun Are any of your guns **passed down** from your parents or other relatives?
[Yes;No]

2. {*childhood_gun_socialization*} Growing up, did any of your family members or guardians:
[Keep a gun in the house; Teach you how to shoot a gun; Take you hunting]
[Never, A few times, Regularly]

3. {*gun_family_tradition*} How important do you feel that owning guns is **in your family tradition**?
[Not important at all; Slightly important; Moderately important; Very important; Extremely important]

4. {*boy_scouts*} If Male Were you ever part of the Boy Scouts of America?
[Yes; No]

5. {*farmers_america*} Were you ever part of the Future Farmers of America?
[Yes; No]

6. {*partner_guns*} If married Does your partner or spouse own a gun?
[Yes; No]

7. {*acquaintance_gun_owner*} Among the people you know, how many of them do you think **own a gun**?
[None; Very few; Some; Many; Most]

14.2 Direct Assessment

If owns a gun

1. {*gun_community*} To what extent do you disagree or agree with the following statement:
[Table Question. Statements: Owning guns makes me part of a community; My friends would think less of me if I did not own a gun; When talking about gun owners, I usually refer to them as "we" instead of "they"]
[Strongly disagree; Disagree; Neither disagree nor agree; Agree; Strongly agree]

If does not own gun

2. {*nogun_community*} To what extent do you disagree or agree with the following statement:
[Table Question. Statements: Not owning a gun makes me part of a community; My friends would think less of me if I owned a gun]
[Strongly disagree; Disagree; Neither disagree nor agree; Agree; Strongly agree]

15 Self-View, Feelings, Emotions

If owns gun

1. {*gun_owning_feeling*} In one or two words, how does owning a gun **make you feel**?
[Textbox]

2. {*gun_noowning_feeling*} In one or two words, how would you feel if your **gun was taken away**?
[Textbox]

3. {*gun_ownfeeling*} To what extent does **owning** a gun **make you feel**:
[Table question, options are: To no extent; To a little extent; To a moderate extent; To a great extent. Questions are: Safe; Confident; More valuable to my family; Patriotic; Responsible; In control; Respected; Empowered, Unsafe; Nervous; Scared; Irresponsible; Less valuable to my family; Less in control; Less respected.]

4. {*gun_notownfeeling*} To what extent would **NOT being able to own a gun make you feel**:
[Table question, options are: To no extent; To a little extent; To a moderate extent; To a great extent. Questions are: Safe; Confident; More valuable to my family; Patriotic; Responsible; In control; Respected; Empowered, Unsafe; Nervous; Scared; Irresponsible; Less valuable to my family; Less in control; Less respected.]

If does not own a gun

5. {*nogun_owning_feeling*} In one or two words, how would owning a gun **make you feel**?
[Textbox]

6. {*nogun_noowning_feeling*} In one or two words, how does **not owning a gun make you feel**?
[Textbox]

7. {*nogun_ownfeeling*} To what extent would **owning** a gun **make you feel**:
[Table question, options are: To no extent; To a little extent; To a moderate extent; To a great extent. Questions are: Safe; Confident; More valuable to my family; Patriotic; Responsible; In control; Respected; Empowered, Unsafe; Nervous; Scared; Irresponsible; Less valuable to my family; Less in control; Less respected.]

8. {*nogun_ownfeeling*} To what extent does **not owning** a gun **make you feel**:
[Table question, options are: To no extent; To a little extent; To a moderate extent; To a great extent. Questions are: Safe; Confident; More valuable to my family; Patriotic; Responsible; In control; Respected; Empowered, Unsafe; Nervous; Scared; Irresponsible; Less valuable to my family; Less in control; Less respected.]

16 Self-Defense and Safety

16.1 Perceptions of threat

1. {*percent_usadults_withguns*} What **percent** of U.S. adults do you think **own guns**?
[Slider from 0 to 100]
2. {*safety_general*} How **unsafe or safe** do you feel in your daily life?
[Very unsafe; Somewhat unsafe; Neither safe nor unsafe, Somewhat safe; Very safe]
3. {*likely_victim*} How unlikely or likely do you think it is that you will be a **victim of a violent crime** in the next year?
[Very unlikely; Somewhat unlikely; Neither likely nor unlikely; Somewhat likely; Very likely]
4. {*cause_victim*} How unlikely or likely do you think it is that such a violent crime is **caused by guns**?
[Very unlikely; Somewhat unlikely; Neither likely nor unlikely; Somewhat likely; Very likely]
5. {*police_trust*} Do you **distrust or trust the police** to keep you safe?
[Completely distrust; Somewhat distrust; Neither trust nor distrust; Somewhat trust; Completely trust]

16.2 Direct Assessment

If owns a gun

When you carry a gun, do you feel more or less likely to be

6. {*gun_attacked_likely*} attacked or be the victim of a crime?
[Much less likely; Somewhat less likely; Neither less nor more likely; Somewhat more likely; Much more likely]
7. {*gun_hurt_likely*} hurt if attacked?
[Much less likely; Somewhat less likely; Neither less nor more likely; Somewhat more likely; Much more likely]

If does not own a gun

If you carried a gun, would you feel more or less likely to be

8. {*nogun_attacked_likely*} attacked or be the victim of a crime?
[Much less likely; Somewhat less likely; Neither less nor more likely; Somewhat more likely; Much more likely]
9. {*nogun_hurt_likely*} hurt if attacked?
[Much less likely; Somewhat less likely; Neither less nor more likely; Somewhat more likely; Much more likely]

16.3 Past Experience of Violence

10. {*victim_violence*} Have you ever been the **victim of a violent crime**?
[Yes; No]

11. {*victim_domesticviolence*} Have you ever been the **victim of domestic violence**?
[Yes; No]

17 Personal Rights and Freedoms

1. {*personal_rights_freedom*} To what extent do you disagree or agree with the following statements:
[Table Question. Statements: I should be able to get a gun if I want one; Any limitation on gun ownerships is a violation of the U.S. constitution; Owning a gun is an important part of being an American; Owning a gun is a Godgiven right]
[Options include: Strongly disagree; Disagree; Neither disagree or agree; Agree; Strongly agree]

18 Community Defense

If owns gun

1. {*member_defendcommnity*} Are you part of an **organized group for community defense**?
[Yes;No]

19 Private costs of firearms

19.1 Emotional

If owns a gun

1. {*emo_shootsd*} How upset would you feel if you **shot and killed someone in self-defense**?
[Not upset at all; Somewhat upset; Very upset; Extremely upset]

2. {*emo_shootsteal*} How upset would you feel if you **shot someone who is unarmed but stealing from you**?
[Not upset at all; Somewhat upset; Very upset; Extremely upset]

3. {*emo_suicide*} How upset would you feel if someone **used your gun to shoot and kill themselves**?
[Not upset at all; Somewhat upset; Very upset; Extremely upset]

4. {*emo_hurtothers*} How upset would you feel if someone **used your gun to shoot and kill another person**?
[Not upset at all; Somewhat upset; Very upset; Extremely upset]

If does not own a gun

If you owned a gun:

5. {*nogun_emo_shootsd*} How upset would you feel if you **shot and killed someone in self-defense**?
[Not upset at all; Somewhat upset; Very upset; Extremely upset]

6. {*nogun_emo_shootsteal*} How upset would you feel if you **shot someone who is unarmed but stealing from you**?
[Not upset at all; Somewhat upset; Very upset; Extremely upset]

7. {*nogun_emo_suicide*} How upset would you feel if someone **used your gun to shoot and kill themselves**?
[Not upset at all; Somewhat upset; Very upset; Extremely upset]

8. {*nogun_emo_hurtothers*} How upset would you feel if someone **used your gun to shoot and kill another person**?
[Not upset at all; Somewhat upset; Very upset; Extremely upset]

19.2 Children

If owns a gun

9. {*gun_children_family*} How worried are you that your **children or other family members** may **use your gun and hurt themselves or hurt others**?
[Not worried at all; Somewhat worried; Very worried; Extremely worried]

If does not own a gun

10. {*nogun_children_family*} If you owned a gun, how worried would you be that your **children or other family members** may **use your gun and hurt themselves or hurt others**?
[Not worried at all; Somewhat worried; Very worried; Extremely worried]

19.3 Legal/liability

If owns a gun

11. {*gun_legal_kill*} How worried would you be of being **arrested or sued** if someone took your gun and killed or hurt someone else?
[Not worried at all; Somewhat worried; Very worried; Extremely worried]

If does not own a gun

12. {*nogun_legal_kill*} If you owned a gun, how worried would you be of being **arrested or sued** if someone took your gun and killed or hurt someone else?
[Not worried at all; Somewhat worried; Very worried; Extremely worried]

20 Externalities

20.1 Accidents

1. {*ext_accidents_guns*} In your opinion, how serious of a problem are accidents from owning guns? For instance, imagine children accidentally accessing a gun at home and hurting themselves or

another person.
[Not serious at all; Slightly serious; Moderately serious; Very serious; Extremely serious]

20.2 Crime

2. {*ext_crime_causes*} In general, **what** do you think **causes violent crimes**?
[Text box]

3. {*ext_guns_crime*} On average, do you think that **gun ownership** in the US **discourages or encourages crime**?
[Discourages a lot; Somewhat discourages; Has no impact; Somewhat encourages; Encourages a lot]

20.3 Murder/Killings/Suicide

4. {*ext_gun_killing_suicides*} Overall, do you think that **easy access to guns** decreases or increases:
[Table question. Statement: homicides and murders; suicides. Answers: Decreases a lot; Somewhat decreases; Neither decreases nor increases; Somewhat increases; Increases a lot]

20.4 School shootings

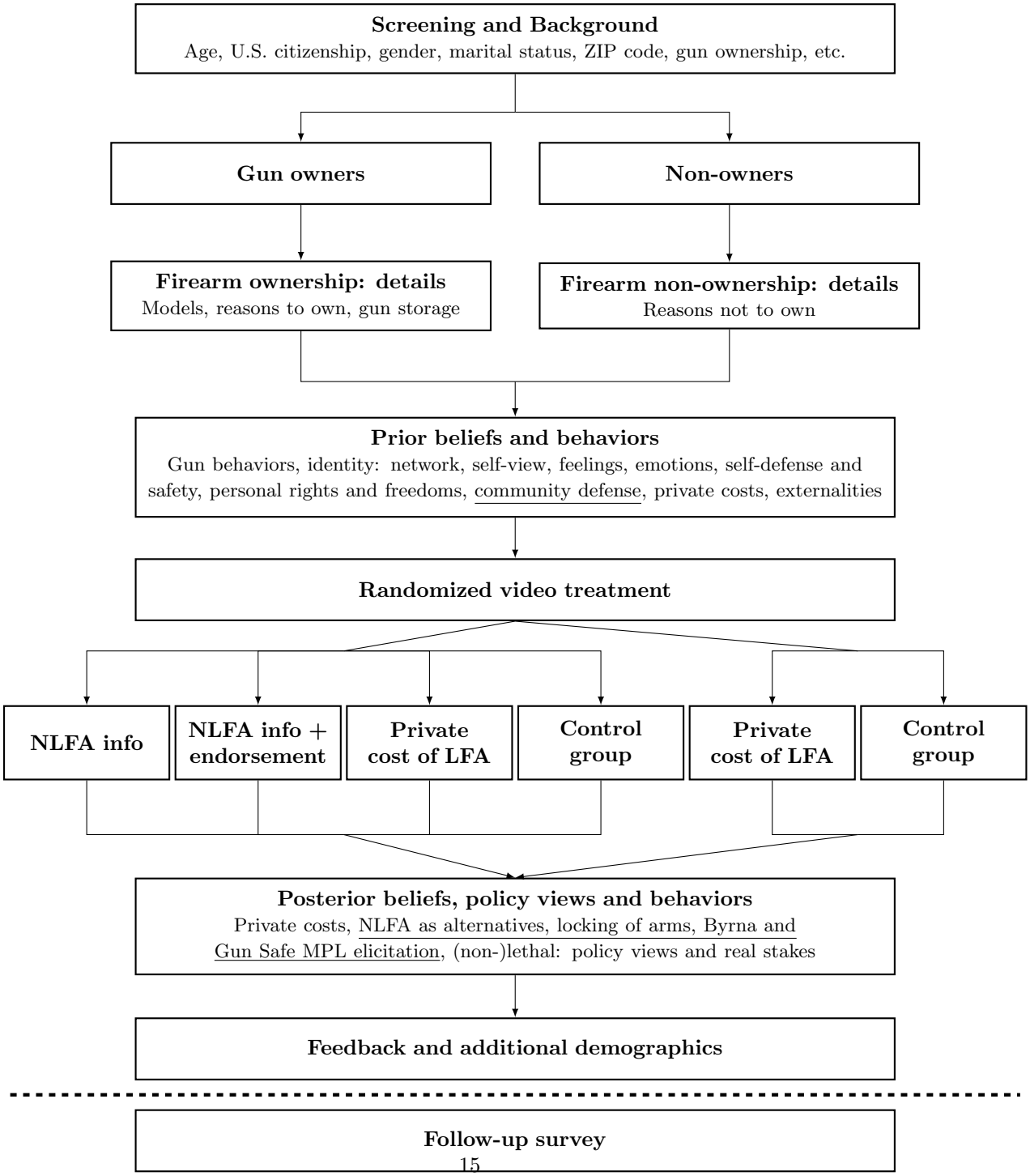
5. {*ext_schoolshooting_guns*} In your opinion, if **gun ownership were to increase**, would **school shootings** decrease or increase?
[Decrease a lot; Somewhat decrease; Neither increase nor decrease; Somewhat increase; Increase a lot]

21 Sound check

Please make sure your sound is on.

22 Treatment

Figure 1: Main Survey and Experimental Design



Notes: This figure presents the survey flow for the main survey. Participants are categorized into two groups: lethal firearm owners and non-owners. Owners were randomized to receive one of the following: a video treatment on private costs associated with lethal firearm ownership, information on a legal non-lethal firearm (Byrna), the non-lethal firearm information combined with an endorsement by conservative Fox News talk show host Sean Hannity, or a pure control. Non-owners were randomly assigned to receive the cost information treatment or to a pure control. The underlined text applies only to gun owners; non-owners were not asked these questions because they were not relevant and to avoid ethical concerns.

Video Treatments:

- Cost Information: `https://vimeo.com/987381143/cd1d2ae354?share=copy`
- NLFA Information: `https://vimeo.com/987381123/65831a8dba?share=copy`
- NLFA Information with Endorsement: `https://vimeo.com/987381189/e89dc6f001?share=copy`

22.1 Private Cost of Lethal Firearm Ownership Treatment

If assigned to watch cost information video
Please watch the 1:30 min video below.
[Private Cost of Lethal Firearm Ownership Treatment Video]

1. {*relevant_info_cost*} How **relevant** is this information to you?
   [Very relevant; Relevant; Some relevant; Not relevant]

2. {*att_check_video_sentence*} What is the **maximum prison sentence** that Jennifer and James Crumbley received?
   [Up to 5 years; Up to 10 years; Up to 15 years; Up to 20 years; They will not be sentenced]

22.2 Information on Non-Lethal Firearms on LFAO Without Endorsement Treatment

If assigned to watch Byrna without endorsement video (gun owners only)
Please watch the 1:20 min video below.
[Information on Non-Lethal Firearms on LFAO Without Endorsement Treatment Video]

1. {*relevant_info_byrna*} How **relevant** is this information to you?
   [Very relevant; Relevant; Some relevant; Not relevant]

2. {*att_check_byrna_2*} What is **required to purchase** a Byrna?
   [A firearm permit; A background check; Being over the age of 21; Membership in a shooting club; None of the above]

22.3 Information on Non-Lethal Firearms on LFAO With Endorsement Treatment

If assigned to watch Byrna with endorsement video (gun owners only)
Please watch the 2:00 min video below.
[Information on Non-Lethal Firearms on LFAO With Endorsement Treatment Video]

1. {*relevant_info_byrnaend*} How **relevant** is this information to you?
   [Very relevant; Relevant; Some relevant; Not relevant]

2. {*att_check_byrnaend_2*} What is **required to purchase** a Byrna?
   [A firearm permit; A background check; Being over the age of 21; Membership in a shooting club; None of the above]

23 Attention Check 3

1. {*att_check_3*} When deciding where to dine out, people often check online reviews to make an informed choice. We want to know which restaurant review websites are most trusted. We also want to know if people are paying attention to the question. To show that you've read this much, please ignore the question and select Yelp and Zagat as your two answers.
When choosing a restaurant, which is the one review website you would visit first?
[OpenTable; TripAdvisor; Google Reviews; Zagat; Uber Eats; Yelp; Chowhound; Grubhub; The Infatuation]

24 Outcomes on Private Cost of Lethal Firearm Ownership

If owns a gun

1. {*gun_first_stage_legal_kill*} How worried would you be of being **arrested or sued** if someone took your lethal firearm and killed or hurt someone else?
[Not worried at all; Somewhat worried; Very worried; Extremely worried]

If does not own a gun

2. {*nogun_first_stage_legal_kill*} If you owned a lethal firearm, how worried would you be of being **arrested or sued** if someone took your lethal firearm and killed or hurt someone else?
[Not worried at all; Somewhat worried; Very worried; Extremely worried]

If owns a gun

3. {*gun_first_stage_child_fam*} How worried are you that your children or other family members may use your lethal firearm and hurt themselves or hurt others?
[Not worried at all; Somewhat worried; Very worried; Extremely worried]

If does not own a gun

4. {*nogun_first_stage_child_fam*} If you owned a lethal firearm, how worried would you be that your children or other family members may use your lethal firearm and hurt themselves or hurt others?
[Not worried at all; Somewhat worried; Very worried; Extremely worried]

25 Outcomes on Non-Lethal Firearms as Alternatives

If owns a gun
Non-lethal firearms have been developed to shoot but not kill a person. They provide self-protection and cost less than an average handgun. The leading maker of legal non-lethal firearms is **Byrna**.
[Byrna Picture]

1. {*have_nonlethal*} Do you have a Byrna or another type of non-lethal firearm?
[Yes, I have a Byrna; Yes, I have other non-lethal firearm; No]

2. If 'No' is selected. {*purchasing_nonlethal*} Have you previously ever considered **purchasing a non-lethal firearm**?
[Yes, seriously considered; Yes, briefly considered; No, never considered]

3. {*nonlethal_replacement*} Do you consider non-lethal firearms such as the Byrna to be a **replacement** for a standard, lethal firearm?
[A complete replacement; A good replacement; A decent replacement; Not much of a replacement; Not a replacement at all]

4. If 'A complete replacement' is selected {*nonlethal_rep_why1*} Why do you consider non-lethal firearms like Byrna to be a complete replacement?
[Text box]

5. If 'A good replacement' is selected {*nonlethal_rep_why2*} Why do you consider non-lethal firearms like Byrna to be a good replacement?
[Text box]

6. If 'A decent replacement' is selected {*nonlethal_rep_why3*} Why do you consider non-lethal firearms like Byrna to be a decent replacement?
[Text box]

7. If 'Not much of a replacement' is selected {*nonlethal_rep_why4*} Why do you consider non-lethal firearms like Byrna not much of a replacement?
[Text box]

8. If 'Not a replacement at all' is selected {*nonlethal_rep_why5*} Why do you not consider non-lethal firearms like Byrna to be a replacement?
[Text box]

9. {*purchase_nonlethal*} From the scale of 1-7, how willing are you to purchase a non-lethal firearm? (1-unwilling, 4-undecided, 7-willing)
[Willingness to purchase a non-lethal firearm: Slider 1-7]

10. {*byrna_reduces_firearms*} If you decided to purchase the Byrna legal non-lethal firearm, would you **reduce the number of lethal firearms** you currently own?
[No longer hold any firearms; Reduce substantially; Reduce moderately; Reduce slightly; Not reduce at all]

11. {*firearm_incapacitate_kill*} To what extent do you disagree or agree with the following statement: I prefer a firearm that is able to incapacitate someone temporarily but not kill them
[Strongly disagree; Disagree; Neither disagree nor agree; Agree; Strongly agree]

26 Locking of Arms

If owns a gun

1. {*byrna_firearms_locked*} Some people feel better about safely locking away their lethal firearms after learning about effective non-lethal firearms. Others might still be reluctant to lock up their lethal firearms. Would you be more willing to **keep your lethal firearms locked** if you have a Byrna legal non-lethal firearm?
[Definitely yes; Probably yes; Might or might not; Probably not; Definitely not]

27 MPL Gun Safe

Refer to Section 34 for screenshots of MPL.

If owns a gun

Instructions

You will have to make several decisions by completing one list. Each row of the list will present two payment options:

The payment option **on the left** will involve you receiving **$5 as a bonus payment**, which you'll get if you select this option. [dollar image]

The payment option **on the right** will always involve getting a **discount on a RPNB Biometric Safe**. [RPNB Biometric Safe image]
The amount of the discount will increase from $5 to $90 as you proceed down the rows of the list. In the first row, you'd be able to purchase the RPNB Biometric Safe at a $5 discount (bringing the total price to roughly $100- $5 = $95) and in the last row you'd be able to purchase a RPNB Biomertric Safe at a $90 discount (bringing the total price to roughly $100- $90 = $10).

Your task is to decide which payment option you prefer on each row.

By participating in this survey, you are automatically entered into a lottery. If you win the lottery, one row from this list will be randomly selected. The payment option you select on that row would then be distributed to you free of charge.

27.1 Practice (Skittles Example)

Practice
As a **practice example** to show you how this works, consider the following two options:

- Option 1: A chocolate bar [picture]
- Option 2: Skittles [picture]

Option 2 changes in each row below. In particular, as you go down the list, the number of Skittles increases by ten all the way to 70 Skittles.

If you choose Option 2 over Option 1 at any point in the list, the rest of the Option 2 choices will be automatically filled. For example, if you choose a chocolate bar over 10 Skittles, but you choose 20 Skittles over a chocolate bar, the 30 to 70 Skittles option will be autofilled in the next row on the list. This is because, if you chose 20 Skittles over a chocolate bar, having 30 Skittles over a chocolate bar is an even better choice.

If you decide to change your mind and, for example, you would rather choose a chocolate bar over 20 Skittles, just change your response for that part of the list and the choice of 30 Skittles will not

be autofilled.

Practice indicating which option you like best.

- Which option do you prefer? *[A chocolate bar; 10 Skittles]*
- Which option do you prefer? *[A chocolate bar; 20 Skittles]*
- Which option do you prefer? *[A chocolate bar; 30 Skittles]*
- Which option do you prefer? *[A chocolate bar; 40 Skittles]*
- Which option do you prefer? *[A chocolate bar; 50 Skittles]*
- Which option do you prefer? *[A chocolate bar; 60 Skittles]*
- Which option do you prefer? *[A chocolate bar; 70 Skittles]*

Thank you for practicing! Given your practice choices – you preferred a Chocolate Bar more than XX Skittles but preferred XX Skittles to a Chocolate Bar.

Let's run the randomizer, and see what you "win"!

Since you selected [skittles/a chocolate bar] on row X, congratulations! You hypothetically won [XX skittles/a chocolate bar]!

Now you will move onto the actual task.

Refresher of the Instructions
Here is a quick summary of the previous instructions:

You will have to make several decisions by completing one list. Each row of the list will present two payment options.

The payment option **on the left** will involve you receiving **$5 as a bonus payment**, which you'll get if you select this option. [dollar image]

The payment option **on the right** will always involve getting a **discount on a RPNB Biometric Safe**. [RPNB Biometric Safe image]

The amount of the discount will increase from $5 to $90 as you proceed down the rows of the list. **Your task is to decide which payment option you prefer on each row.**

By participating in this survey, you are automatically entered into a lottery. If you win the lottery, one row from this list will be randomly selected. The payment option you select on that row would then be distributed to you free of charge.

Below are two quick questions to check your understanding:

- {*understanding_question_left*} If you chose the option **on the left** in the randomly selected row, what would happen?
  [I would get a discount on a RPNB Biometric Safe.; I would receive some amount of money as a bonus payment.]

- {*understanding_question_right*} If you chose the option **on the right** in the randomly selected row, what would happen?
  [I would get a discount on a RPNB Biometric Safe.; I would receive some amount of money as a bonus payment.]

If failed the understanding questions **Here are the correct responses:**

If you chose the option **on the left** in the randomly selected row, you would **receive some amount of money** as a bonus payment.

If you chose the option **on the right** in the random selected row, you would **get a discount on a RPNB Biometric Safe**.

27.2 Actual MPL

Please indicate **which payment option you prefer on each row.**
(Note that you cannot click on the submit button until you have selected an answer.)

- Which option do you prefer? *[Bonus payment of $5; A $5 discount, bringing the price of the RPNB Biometric Safe to $95]*
- Which option do you prefer? *[Bonus payment of $5; A $22 discount, bringing the price of the RPNB Biometric Safe to $78]*
- Which option do you prefer? *[Bonus payment of $5; A $39 discount, bringing the price of the RPNB Biometric Safe to $61]*
- Which option do you prefer? *[Bonus payment of $5; A $56 discount, bringing the price of the RPNB Biometric Safe to $44]*
- Which option do you prefer? *[Bonus payment of $5; A $73 discount, bringing the price of the RPNB Biometric Safe to $27]*
- Which option do you prefer? *[Bonus payment of $5; A $90 discount, bringing the price of the RPNB Biometric Safe to $10]*

28 MPL Byrna

If owns a gun

You will now make a similar sequence of decisions, but you will not be paid based on these decisions. The payment option on the left would involve you receiving $5 as a bonus payment. The payment option on the right would now involve you getting a discount on a Byrna legal non-lethal firearm,

roughly valued at $410.

(Note that you cannot click on the submit button until you have selected an answer.)

[dollar image] [Byrna image]

- Which option would you prefer? *[Bonus payment of $5; A $5 discount, bringing the price of the Byrna legal non-lethal firearm to $405]*
- Which option would you prefer? *[Bonus payment of $5; A $86 discount, bringing the price of the Byrna legal non-lethal firearm to $324]*
- Which option would you prefer? *[Bonus payment of $5; A $167 discount, bringing the price of the Byrna legal non-lethal firearm to $243]*
- Which option would you prefer? *[Bonus payment of $5; A $248 discount, bringing the price of the Byrna legal non-lethal firearm to $162]*
- Which option would you prefer? *[Bonus payment of $5; A $329 discount, bringing the price of the Byrna legal non-lethal firearm to $81]*
- Which option would you prefer? *[Bonus payment of $5; A $410 discount, bringing the price of the Byrna legal non-lethal firearm to $0]*

29 Non Lethal: Policy Views and Real-Stakes Questions

29.1 Policy Questions Non-Lethal

1. {*NRA_encouragenonlethal*} Do you oppose or support an **information campaign encouraging the purchase of non-lethal firearms** instead of lethal firearms?
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]
2. {*free_tradein*} Do you oppose or support a program that would allow gun owners to **exchange their lethal firearms for non-lethal firearms**?
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]
3. {*encourage*} Do you oppose or support **lower restrictions and fewer regulations** on non-lethal firearms than on lethal firearms?
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

29.2 Real Stakes Non-Lethal: Petitions

Now, we would like to ask you about two **petitions** that we will send to the federal government. When the survey is complete, we will send the results to **Congress**, informing them what **share** of people who took this survey were willing to support each petition. You will not be asked to provide your name and your answer will remain anonymous.

1. {*pet_advertise_nonlethal*} Would you like to sign the following petition?

   We, the undersigned, urge the Federal Government to promote and prioritize the use of **non-lethal self-defense tools** to protect the safety of all U.S. citizens. We believe that encouraging the adoption of non-lethal firearms is crucial to **reducing violent incidents and preventing unnecessary fatalities**. By doing so, we can ensure a safer and brighter future for our children.
   [Yes;No]

2. {*pet_encourage_swap*} Would you like to sign the following petition?

   We, the undersigned, urge the Federal Government to implement and promote a **lethal firearms swap program** to protect the safety of all U.S. citizens. We believe that encouraging citizens to exchange lethal firearms for non-lethal self-defense firearms is crucial to **reducing violent crimes and preventing accidental deaths**. By doing so, we can ensure a safer and brighter future for our children.
   [Yes;No]

30 Lethal: Policy Views and Real-Stakes Questions

30.1 Policy Questions Lethal Firearms

Do you oppose or support **prohibiting lethal firearm purchases** by the following groups of people:

1. {*proh_domestic_violence*} people subject to temporary **domestic violence** restraining order (for the duration of the order)
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

2. {*proh_under_21*} people under the age of 21
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

3. {*proh_drunk*} people **convicted of drunk** and disorderly conduct for ten years immediately after conviction
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

4. {*proh_risk_people*} people deemed to **be a risk** to themselves and others.
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

   Do you oppose or support the following **rules for anyone buying a lethal firearm**:

5. {*supp_background_checks*} Universal background checks
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

6. {*supp_permit_req*} Requiring a **permit** to purchase a lethal firearm
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

7. {*supp_safety_course_req*} Requiring a **lethal firearm safety course** before the purchase of a lethal firearm
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

8. {*supp_fingerprint*} Requiring **fingerprint identification before triggering** a lethal firearm
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

9. {*supp_teachers_carry_guns*} Do you oppose or support allowing **teachers** and officials to **carry lethal firearms** in K-12 schools?
   [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

10. {*supp_college_conccarry*} Do you oppose or support banning the carrying of concealed lethal firearms in **colleges and universities**?
    [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

11. {*supp_concealed_carry*} Do you oppose or support allowing **concealed carry** in more places?
    [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

12. {*supp_highcapmag_ban*} Do you oppose or support **banning high-capacity magazines** for lethal firearms (with 10 or more rounds) and military-style **semi-automatic assault weapons**?
    [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

13. {*supp_law_lockup*} Do you oppose or support requiring **by law** that a person **lock up** the lethal firearms in their homes when not in use?
    [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

14. {*supp_federal_database*} Do you oppose or support creating a **federal database** to track lethal firearm sales?
    [Strongly oppose; Somewhat oppose; Neither oppose nor support; Somewhat support; Strongly support]

30.2 Real Stakes Lethal Firearms

1. {*donation_charity*} By taking this survey, you are automatically entered into a **lottery** to win 90 dollars. In a few days, you will know whether you have been selected in the lottery. The payment will be made to you in the same way as your compensation for this survey, so no further action is required on your part. Should you be selected in the lottery, you can **donate a part of this additional compensation to one or both of the following charities**:

   Everytown for Gun Safety Support Fund, which has a proven track record in advocating for responsible gun ownership and community safety. It works towards reducing the impact of gun violence and supporting victims.

   Second Amendment Advocacy Foundation, which is dedicated to defending responsible gun ownership, safeguarding Second Amendment rights, and promoting lethal firearm safety.

Should you win the lottery, please enter your donation amount using the slider below.
[Everytown for Gun Safety Support Fund: Slider 0-90]
[Second Amendment Advocacy Foundation: Slider 0-90]

Now, we would like to ask you about two **petitions** that we will send to the federal government. When the survey is complete, we will send the results to **Congress**, informing them what **share** of people who took this survey were willing to support each petition. You will not be asked to provide your name and your answer will remain anonymous.

2. {*realstakes_restrict*} Would you like to sign the following petition?

   We, the undersigned, urge the Federal Government to **limit and restrict lethal firearms ownership to protect the safety of all U.S. citizens**. We believe that restricting the circulation of lethal firearms is **crucial to fight violent crimes and avoid accidental deaths**. By doing so, we can ensure a safer and brighter future for our children.
   [Yes;No]

3. {*realstakes_uphold*} Would you like to sign the following petition?

   We, the undersigned, urge the Federal Government to **preserve and uphold the right to lethal firearms ownership to empower the safety of all U.S. citizens**. We believe that maintaining the accessibility of lethal firearms is **crucial to preserve individual freedoms and promote self-defense**. By doing so, we can ensure a society where citizens can protect themselves and their families.
   [Yes;No]

4. If owns a gun {*wtp_another_lethal_go*} From the scale of 1-7, how willing are you to purchase another lethal firearm? (1-unwilling, 4-undecided, 7-willing)
   [Willingness to purchase another lethal firearm: Slider 1-7]

5. If does not own a gun {*wtp_another_lethal_ngo*} From the scale of 1-7, how willing are you to purchase a lethal firearm? (1-unwilling, 4-undecided, 7-willing)
   [Willingness to purchase a lethal firearm: Slider 1-7]

6. If owns a gun {*realstakes_buyback*} From the scale of 1-7, how willing are you to participate in a lethal firearm buyback? (1-unwilling, 4-undecided, 7-willing)
   [Willingness to participate in lethal firearm buyback: Slider 1-7]

30.3 Second Amendment Question

1. {*second_amendment*} In your view, which of the following types of arms are American civilians **guaranteed to personally own** under the **Second Amendment** of the U.S. Constitution? *Please check all that apply.*

   - None, it does not guarantee a right of individual civilians to personally own arms
   - Non-lethal firearms
   - Handguns
   - Pistols
   - Semi-automatic rifles

- Automatic rifles
- Machine guns
- Grenades
- Missiles
- Small arms drones
- Tanks
- Nuclear weapons

2. If None is selected {*second_amdt_explain*} You said that the Second Amendment does not guarantee a right of individual civilians to personally own arms. *Please explain.*
[Text box]

31 Additional Demographics

1. {*vote_2024*} Did you vote in the **2024 presidential election**?
[Yes;No]

2. {*vote_who*} If Yes In the **2024 presidential election**, who did you vote for?
[Donald Trump; Kamala Harris; Cornel West; Jill Stein; Other]

3. {*novote_who*} If No Even if you **did NOT vote**, please indicate the **candidate** that you would have voted for or who represented your views most closely.
[Donald Trump; Kamala Harris; Cornel West; Jill Stein; Other]

32 Feedback

If owns a gun

1. {*knew_byrna*} Have you heard about Byrna legal non-lethal firearms before the survey?
[Yes; No]

Shown to all

2. {*open_feedback*} Please provide us with any feedback on the survey
[Text box]

3. {*survey_purpose*} Please provide us your impression of the survey's purpose
[Text box]

4. {*left_right_bias*} Do you feel that this survey was biased?
[Not biased; Yes, left-wing biased; Yes, right-wing biased]

33 More Information About Byrna

If owns a gun
{*link_clicked*} For those of you who want more information, here is Byrna's official website.
`https://byrna.com/`
Please do not forget to click on the next button to submit your answers.

34 Screenshots of MPL

Figure 2: Screenshot of Instructions for Gun Safe MPL

Instructions

You will have to make several decisions by completing one list. Each row of the list will present two payment options:

The payment option **on the left** will involve you receiving **$5 as a bonus payment**, which you'll get if you select this option.	The payment option **on the right** will always involve getting a **discount on a RPNB Biometric Safe**.

The amount of the discount will increase from $5 to $90 as you proceed down the rows of the list. In the first row, you'd be able to purchase the RPNB Biometric Safe at a $5 discount (bringing the total price to roughly $100- $5 = $95) and in the last row you'd be able to purchase a RPNB Biomertric Safe at a $90 discount (bringing the total price to roughly $100- $90 = $10).

Your task is to decide which payment option you prefer on each row.

By participating in this survey, you are automatically entered into a lottery. If you win the lottery, one row from this list will be randomly selected. The payment option you select on that row would then be distributed to you free of charge.

Figure 3: Screenshot of Skittles Example

Practice

As a **practice example** to show you how this works, consider the following two options:

Option 1: A chocolate bar

Option 2: Skittles

Option 2 changes in each row below. In particular, as you go down the list, the number of Skittles increases by ten all the way to 70 Skittles.

If you choose Option 2 over Option 1 at any point in the list, the rest of the Option 2 choices will be automatically filled. For example, if you choose a chocolate bar over 10 Skittles, but you choose 20 Skittles over a chocolate bar, the 30 to 70 Skittles option will be autofilled in the next row on the list. This is because, if you chose 20 Skittles over a chocolate bar, having 30 Skittles over a chocolate bar is an even better choice.

If you decide to change your mind and, for example, you would rather choose a chocolate bar over 20 Skittles, just change your response for that part of the list and the choice of 30 Skittles will not be autofilled.

Practice indicating which option you like best.

Which option do you prefer?

A chocolate bar	10 Skittles
○	○

Which option do you prefer?

A chocolate bar	20 Skittles

Figure 4: Screenshot of Understanding Question

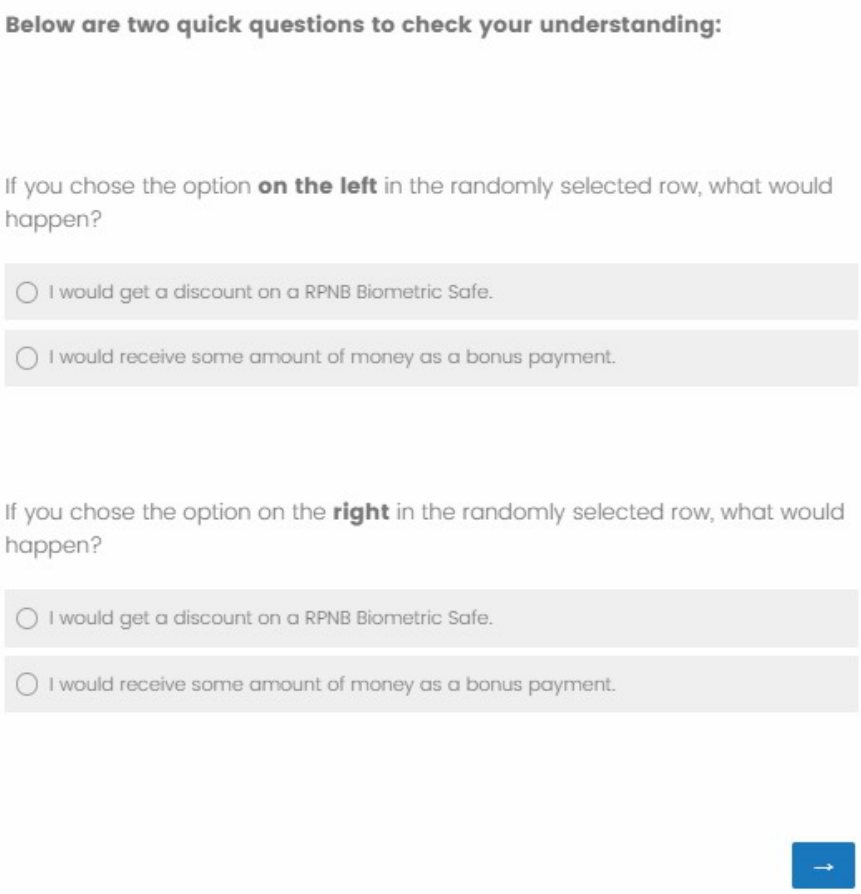


Figure 5: Screenshot of Gun Safe MPL

Please indicate **which payment option you prefer on each row**.

(Note that you cannot click on the submit button until you have selected an answer.)

Which option do you prefer?

Bonus payment of $5	A $5 discount, bringing the price of the RPNB Biometric Safe to $95
○	○

Which option do you prefer?

Bonus payment of $5	A $22 discount, bringing the price of the RPNB Biometric Safe to $78
○	○

Which option do you prefer?

Bonus payment of $5	A $39 discount, bringing the price of the RPNB Biometric Safe to $61
○	○

Figure 6: Screenshot of Byrna MPL