

Online Appendix for
***The Universal Pursuit of Safety and the Demand for (Lethal,
Non-Lethal or No) Guns***

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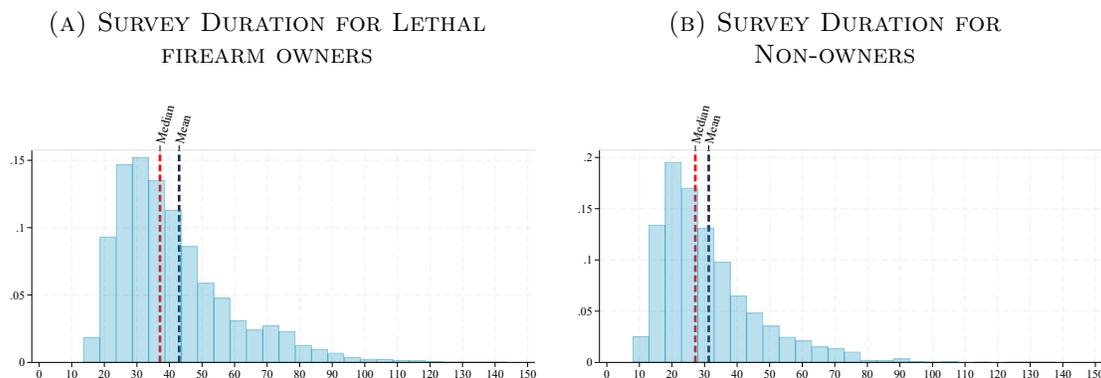
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A-1 Survey and sample information

FIGURE A-1: SURVEY DURATION IN MINUTES



Notes: Panel A displays the distribution of survey completion times among lethal firearm owners. The x-axis represents the survey duration in minutes, while the y-axis indicates the fraction of lethal firearm owners who completed the main survey within each time interval. The figure includes vertical dashed lines marking the median (red) and mean (blue) survey durations. Panel B presents the distribution of survey completion times for non-owners. The x-axis represents the survey duration in minutes, and the y-axis shows the fraction of non-owners who completed the main survey within each interval. As in Panel A, the mean and median survey durations are highlighted with blue and red dashed lines, respectively.

TABLE A-1: SURVEY PARTICIPANTS ATTRITION (I)

	Lethal firearm owners	Non-owners	Total
Participants who started survey	3,391	2,557	5,948
Don't agree to take firearm survey	0.35%	0.47%	0.40%
Failed either of two attention checks in firearm survey			
At start of survey	5.51%	7.55%	6.39%
After treatment	3.95%	3.83%	3.90%
Drop out voluntarily			
Before Treatment	1.65%	1.21%	1.46%
After Treatment	0.53%	0.31%	0.44%
Total Completion	88.00%	86.62%	87.41%

Notes: This table presents participant completion rates for lethal firearm owners and non-owners throughout the survey process. It details the number of participants who have started the survey (following the screener) and the different reasons for exclusion or dropout at various stages. It excludes those who were screened out due to reasons such as them not meeting the age requirements, having invalid prolific ids, duplicates, non-citizens. Don't agree to take firearm survey: Participants who did not provide consent at a later stage, where they are informed of the survey topic. Failed either of two attention checks: Participants removed due to failing either of the two attention checks in the survey. Drop out voluntarily: Before Treatment: Participants who left the survey voluntarily before receiving any treatment. After Treatment: Participants who dropped out voluntarily after being randomly assigned to a treatment arm. Total Completion: The percentage of participants who fully completed the survey after passing all checks. The difference of 164 observations between the total number of participants who started the survey and the sum of lethal firearm owners and non-owners is due to individuals who dropped out before answering any of the questions used to determine gun ownership status.

TABLE A-2: SURVEY PARTICIPANTS ATTRITION (II)

	Don't consent	Attention Check	Drop out voluntarily		Completes
			Before treat.	After treat.	
	(1)	(2)	(3)	(4)	(5)
Lethal firearm owner	-0.000 (0.002)	-0.013 (0.009)	0.006 (0.004)	0.002 (0.002)	0.005 (0.010)
Male	0.003 (0.002)	0.013 (0.008)	-0.004 (0.003)	0.000 (0.002)	-0.012 (0.009)
White	-0.001 (0.002)	-0.015 (0.010)	-0.003 (0.004)	-0.008** (0.003)	0.027* (0.011)
Age 30-49	-0.004 (0.003)	-0.027* (0.011)	-0.002 (0.004)	0.002 (0.002)	0.031* (0.012)
Age 50-64	-0.005 (0.003)	-0.043*** (0.012)	-0.003 (0.005)	0.002 (0.002)	0.048*** (0.013)
Income 40,000 - 100,000	-0.002 (0.002)	-0.020 (0.011)	-0.003 (0.004)	0.001 (0.002)	0.023 (0.012)
Income 100,000+	-0.000 (0.002)	-0.019 (0.011)	-0.001 (0.004)	0.001 (0.002)	0.020 (0.012)
East/Northeast	0.001 (0.003)	0.010 (0.013)	0.003 (0.005)	0.003 (0.003)	-0.017 (0.015)
South	-0.001 (0.002)	-0.006 (0.010)	-0.002 (0.004)	0.003 (0.002)	0.006 (0.011)
West	0.001 (0.003)	-0.010 (0.012)	0.001 (0.005)	0.001 (0.002)	0.007 (0.013)
Democrat	0.001 (0.002)	-0.021* (0.010)	-0.005 (0.004)	-0.002 (0.002)	0.028* (0.011)
Independent	-0.000 (0.002)	-0.003 (0.009)	-0.004 (0.004)	-0.003 (0.002)	0.010 (0.010)
Observations	5948	5948	5948	5948	5948

Notes: This table presents the results of a regression model analyzing the relationship between individual characteristics and survey dropout at different stages. The dependent variables include: Don't Consent (Column 1): Participants who did not provide consent at a later stage, where they are informed of the survey topic. Attention Check (Column 2): Indicator for participants who failed the attention check. Dropped out voluntarily before treatment (Column 3): Indicator for participants who dropped out before reaching the treatment stage. Dropped out voluntarily after treatment (Column 4): Indicator for participants who dropped out after being randomly assigned to a treatment. Completed Survey (Column 5): Indicator for participants who successfully completed the entire survey. Each column reports the coefficient estimates from separate regressions, where the dependent variable corresponds to each drop out stage, and the independent variables include demographic and socioeconomic characteristics, with the following categories: Race/Ethnicity: Non-white (baseline), White. Gender: Female (baseline), Male. Age Group: 18-29 (baseline), 30-49, 50-64. Household Income: Below \$40,000 (baseline), \$40,000-\$100,000, Over \$100,000. Region: Midwest (baseline), East/Northeast, South, West. Political Affiliation: Republican (baseline), Democrat, Independent. Personal Gun Ownership Status: Non-owner (baseline), Lethal firearm owner. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

TABLE A-3: FOLLOW-UP SURVEY PARTICIPANTS ATTRITION

	Follow-up Complete (1)
Personal Cost Non-Owners	0.003 (0.014)
Personal Cost Lethal Firearm Owners	-0.040* (0.020)
NLFA Information	0.004 (0.018)
NLFA Information + Endorsement	0.001 (0.018)
Lethal Firearm Owners	-0.026 (0.017)
Male	-0.024* (0.010)
White	0.048*** (0.013)
30-49 years old	0.051*** (0.014)
50-64 years old	0.056*** (0.015)
Income 40,000 - 100,000	0.020 (0.012)
Income 100,000+	-0.022 (0.013)
East/Northeast	0.016 (0.016)
South	0.001 (0.013)
West	0.015 (0.015)
Democrat	0.021 (0.013)
Independent	0.032** (0.012)
Other	-0.010 (0.041)
Non-affiliated	0.024 (0.027)
Observations	5199

Notes: This table presents the results of a regression model analyzing the relationship between individual characteristics and follow-up survey completion. The dependent variable is an indicator for participants who completed the follow-up survey. The independent variables include demographic, socioeconomic and experimental characteristics, with the following categories: Race/Ethnicity: Non-white (baseline), White. Gender: Female (baseline), Male. Age Group: 18-29 (baseline), 30-49, 50-64. Household Income: Below \$40,000 (baseline), \$40,000-\$100,000, Over \$100,000. Region: Midwest (baseline), East/Northeast, South, West. Political Affiliation: Republican (baseline), Democrat, Independent, Other, Non-affiliated. The model also controls for the experimental group assigned in the main survey. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

TABLE A-4: CORRELATION BETWEEN SELF-REPORTED POLICY VIEWS AND REAL-STAKES QUESTIONS ON LETHAL FIREARMS

	Donations		Petitions	
	Gun Safety (1)	2nd Amendment (2)	Limit LF (3)	Uphold LF right (4)
Panel A: Lethal firearm owners				
Prohibiting Purchases Index	0.699 (0.633)	-1.286 (0.808)	0.072*** (0.018)	-0.040** (0.018)
Support for Rules for Buying Index	3.315*** (0.474)	-1.239 (0.927)	0.178*** (0.014)	-0.077*** (0.019)
Support for Storage and Safety Index	4.642*** (0.639)	0.736 (0.730)	0.212*** (0.015)	-0.051*** (0.019)
Opposition to Carry in Schools	1.377** (0.623)	-1.608** (0.681)	0.138*** (0.019)	-0.097*** (0.019)
Support for Concealed Carry Regulations Index	2.132*** (0.601)	-1.638** (0.708)	0.161*** (0.015)	-0.129*** (0.018)
Support for Restrictions on High-Capacity LF	2.892*** (0.644)	-0.201 (0.748)	0.185*** (0.017)	-0.087*** (0.019)
Observations	744	742	744	744
Panel B: Non-owners				
Prohibiting Purchases Index	-0.919 (0.671)	-1.878*** (0.479)	0.057*** (0.015)	-0.021 (0.015)
Support for Rules for Buying Index	1.324*** (0.496)	-2.106*** (0.632)	0.148*** (0.013)	-0.062*** (0.017)
Support for Storage and Safety Index	1.086* (0.609)	-1.093* (0.569)	0.153*** (0.014)	-0.056*** (0.016)
Opposition to Carry in Schools	1.399** (0.632)	-1.674*** (0.489)	0.120*** (0.015)	-0.105*** (0.015)
Support for Concealed Carry Regulations Index	1.066 (0.663)	-2.317*** (0.490)	0.143*** (0.014)	-0.135*** (0.014)
Support for Restrictions on High-Capacity LF	1.338** (0.567)	-2.431*** (0.496)	0.106*** (0.015)	-0.072*** (0.015)
Observations	1085	1077	1085	1085

Notes: This table presents the correlations between participants' real-stakes behaviors (donations and petitions) and each policy views index on lethal firearms, estimated one at a time. Donations: Correlations with amounts allocated to Gun Safety and Second Amendment organizations. Petitions: Correlations with responses to petitions supporting limiting lethal firearms ownership (Limit LFA) and upholding firearms rights (Uphold LFA right). Regressions include controls for age, income, education, political affiliation, race, and gender. Estimates were obtained using a weighted sample to ensure a representative sample of the U.S. gun owner and non-gun owner populations. Robust standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$

TABLE A-5: CORRELATION BETWEEN SELF-REPORTED POLICY VIEWS AND REAL-STAKES QUESTIONS ON NON-LETHAL FIREARMS

	Petition promote NLF	Petition swap LF for NLF
Panel A: Lethal firearm owners		
Support for Non-Lethal Alternatives Index	0.254*** (0.013)	0.251*** (0.014)
Observations	744	744
Panel B: Non-owners		
Support for Non-Lethal Alternatives Index	0.165*** (0.014)	0.158*** (0.014)
Observations	1085	1085

Notes: This table reports the results of linear regressions estimating the correlation between the support for non-lethal firearm alternatives index and willingness to sign two real-stakes petitions to support NLFAs. Panel A presents results for lethal firearm owners and Panel B for non-owners. The first column "Petition promote NLFAs" measures support for a petition encouraging the promotion by the Federal Government of non-lethal self-defense tools. The second column "Petition swap LFAs for NLFAs" captures support for a petition to promote a swap program of lethal firearms for non-lethal alternatives. Petition responses are binary (1 = Yes, 0 = No). The Support for Non-Lethal Alternatives Index aggregates normalized responses to three policy questions on NLFA support. Regressions include controls for age, income, education, political affiliation, race, and gender. Estimates were obtained using a weighted sample to ensure a representative sample of the U.S. gun owner and non-gun owner populations. Robust standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-6: DO YOU FEEL THAT THIS SURVEY WAS BIASED?

	Control group	Cost info	Byrna info	Endorsement info
Not biased (%)	73	69	77	78
Left-wing biased (%)	24	29	21	18
Right-wing biased (%)	2	2	2	3
Observations	744	744	758	738

Notes: This table presents respondents’ perceptions of the survey’s political bias. Each column reports the percentage of participants with the treatment branch who viewed the survey as left-biased, right-biased, or not biased.

TABLE A-7: SAMPLE COMPOSITION OF OWNERSHIP GROUPS

	NO	NO-U	NO-I	LFAO
Male	42%	42%	44%	68%
Female	56%	56%	54%	31%
White	67%	69%	62%	85%
African American/Black	17%	15%	20%	7%
Hispanic/Latino	6%	5%	8%	3%
Asian/Asian American	5%	5%	3%	1%
18-29 years old	29%	26%	34%	15%
30-49 years old	39%	39%	40%	50%
50-64 years old	32%	35%	26%	35%
Income 0-40,000	35%	33%	39%	13%
Income 40,000 - 100,000	31%	31%	33%	43%
Income 100,000+	33%	36%	28%	43%
Midwest	21%	20%	22%	24%
East/Northeast	20%	21%	16%	12%
South	36%	36%	35%	46%
West	24%	23%	26%	18%
Republican	19%	18%	21%	45%
Democrat	34%	39%	24%	20%
Independent	40%	36%	48%	32%
No child	71%	71%	70%	55%
1 or 2 children	26%	26%	25%	36%
3 or more children	4%	4%	4%	9%
State with minimum age restriction	46%	47%	45%	33%
State with stringent storage laws	68%	68%	66%	57%
State with stringent gun restrictions	51%	52%	49%	34%
Guardians regularly kept a firearm in the house	33%	30%	39%	67%
Owning guns very important in the family tradition	5%	4%	6%	20%
Urban area	89%	89%	90%	80%

Notes: This table presents the demographic composition of the different ownership groups in our sample. The percentages shown for each category are based on the unweighted shares in each respective ownership groups. The variable “State with minimum age restrictions” is a dummy indicating whether the state has minimum age restrictions to buy at least some types fo firearms. The variable “State with stringent storage law” is an indicator equal to 1 if the state’s law is coded in the RAND State Firearm Law Database (Hoch et al., 2025) as “negligent storage” or “safe storage” law, and 0 otherwise (i.e., if only “intentional, reckless, or knowing provision” storage law is implemented or if no storage law is in effect). The variable “State with stringent gun restrictions” is a dummy equal to 1 if the state has a gun laws score greater than 30 in Everytown research ranking (<https://everytownresearch.org/rankings/>), and 0 otherwise. “Guardians regularly kept a firearm in the house” is an indicator for respondents who answered “regularly” to the question “Growing up, did any of your family members or guardians keep a gun in the house?”. “Owning guns very important in the family tradition” is an indicator equal to 1 for respondents who answered “very” or “extremely” to the question “How important do you feel that owning guns is in your family tradition?”. “Urban area” is a dummy defined at the ZIP code level, following the RUCA classification (U.S. Department of Agriculture, Economic Research Service, 2025), and is equal to 1 if their RUCA code is between 1 and 3, and 0 otherwise.

TABLE A-8: BALANCE TABLE LFAO

	Mean	Cost info	Byrna info	Endorsement	p-values		
	(1)	(2)	(3)	(4)	(2)-(3)	(2)-(4)	(3)-(4)
Male	0.735	0.001 (0.023)	-0.009 (0.023)	-0.026 (0.023)	0.667	0.249	0.466
Female	0.261	-0.004 (0.022)	0.008 (0.022)	0.025 (0.023)	0.609	0.210	0.454
White	0.879	-0.014 (0.017)	-0.003 (0.017)	-0.019 (0.017)	0.511	0.781	0.346
Non-white	0.121	0.014 (0.017)	0.003 (0.017)	0.019 (0.017)	0.511	0.781	0.346
18-29 years old	0.129	-0.001 (0.017)	0.001 (0.017)	0.009 (0.017)	0.915	0.574	0.648
30-49 years old	0.514	0.004 (0.027)	0.006 (0.027)	-0.006 (0.027)	0.935	0.696	0.635
50-64 years old	0.357	-0.003 (0.026)	-0.007 (0.026)	-0.002 (0.026)	0.876	0.975	0.851
Income 0-40,000	0.111	0.023 (0.016)	-0.012 (0.015)	-0.018 (0.015)	0.024	0.008	0.688
Income 40,000 - 100,000	0.357	0.025 (0.025)	0.022 (0.025)	0.028 (0.025)	0.904	0.901	0.805
Income 100,000+	0.532	-0.048 (0.027)	-0.010 (0.027)	-0.010 (0.027)	0.152	0.161	0.984
Midwest	0.299	-0.021 (0.026)	-0.038 (0.025)	-0.018 (0.026)	0.503	0.900	0.427
East/Northeast	0.076	0.016 (0.012)	-0.001 (0.012)	0.002 (0.012)	0.152	0.270	0.760
South	0.443	-0.001 (0.027)	0.031 (0.027)	-0.003 (0.027)	0.231	0.947	0.207
West	0.182	0.006 (0.021)	0.008 (0.021)	0.018 (0.021)	0.908	0.560	0.634
Republican	0.436	-0.046 (0.026)	-0.021 (0.026)	-0.044 (0.026)	0.324	0.925	0.373
Democrat	0.167	0.011 (0.019)	-0.001 (0.019)	0.008 (0.019)	0.527	0.874	0.636
Independent	0.363	0.035 (0.027)	0.012 (0.027)	0.047 (0.027)	0.392	0.682	0.205
Number of firearms	3.231	-0.058 (0.078)	0.046 (0.081)	0.081 (0.082)	0.198	0.090	0.678
Have safe/cabinet	0.733	-0.014 (0.024)	-0.028 (0.024)	-0.015 (0.024)	0.559	0.965	0.590
Knew Byrna	0.204	0.001 (0.022)	-0.006 (0.022)	0.002 (0.022)	0.757	0.939	0.700
Access immediately or in seconds	0.558	0.035 (0.027)	0.009 (0.027)	0.037 (0.027)	0.330	0.940	0.294
LFA family misuse concern	1.683	-0.025 (0.054)	0.014 (0.054)	0.048 (0.056)	0.468	0.192	0.548
LFA legal liability concern	2.208	0.088 (0.059)	0.052 (0.060)	-0.011 (0.059)	0.560	0.103	0.298
Not worried about legal concerns	0.374	-0.023 (0.026)	0.004 (0.026)	0.019 (0.026)	0.301	0.115	0.582

Notes: This table presents a balance check across demographic characteristics for lethal firearm owners, comparing the control and treatment groups (Cost information, yrna information, and Endorsement information). The demographic variables include: Gender: Male, Female. Race: White, Non-white. Age groups: 18-29, 30-49, 50-64. Income levels: Under \$40,000, \$40,000–\$100,000, Over \$100,000. Regions: Midwest, East/Northeast, South, West. Political affiliation: Republican, Democrat, Independent. Additionally, firearm-related characteristics include: Number of firearms owned, Ownership of a gun safe or cabinet, indicator for whether the respondent knew Byrna prior to the survey, whether they can access their lethal firearm in less than a few minutes, and their level of concern about family misuse or legal liability related to their lethal firearm. Column (1) reports the mean values for each characteristic within the LFAO control group, while Columns (2) - (4) display the coefficients from regressions of each characteristic on the treatment indicators. The final three columns present p-values for pairwise comparisons between treatment groups: Cost information vs. Byrna information, Cost information vs. Endorsement information, and Byrna information vs. Endorsement information. Robust standard errors are reported in parentheses below the coefficients.

TABLE A-9: BALANCE TABLE NON-OWNERS

	Mean	Coefficient
Male	0.387	0.026 (0.021)
Female	0.590	-0.028 (0.021)
White	0.655	0.010 (0.021)
Non-white	0.345	-0.010 (0.021)
18-29 years old	0.339	0.002 (0.021)
30-49 years old	0.394	-0.007 (0.021)
50-64 years old	0.267	0.006 (0.018)
Income 0-40,000	0.347	-0.014 (0.020)
Income 40,000 - 100,000	0.281	0.037 (0.020)
Income 100,000+	0.371	-0.023 (0.021)
Midwest	0.190	0.024 (0.017)
East/Northeast	0.197	-0.010 (0.017)
South	0.334	0.018 (0.020)
West	0.279	-0.031 (0.020)
Republican	0.163	-0.017 (0.014)
Democrat	0.295	0.007 (0.019)
Independent	0.463	0.001 (0.022)

Notes: This table presents a balance check across demographic characteristics for non-owners, comparing the control (baseline) and the treatment group (Cost information). Demographic and regional variables include: Gender: Male, Female. Race: White, Non-white. Age groups: 18-29, 30-49, 50-64. Income levels: Under \$40,000, \$40,000-\$100,000, Over \$100,000. Regions: Midwest, East/Northeast, South, West. Political affiliation: Republican, Democrat, Independent. Column (1) reports the mean values for each characteristic within the non-owners control group, while Column (2) displays the coefficient from regressions of each characteristic on the cost treatment indicator. Robust standard errors are reported in parentheses.

FIGURE A-2: SCREENSHOTS OF MULTIPLE PRICE LIST ELICITATION

(A) 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 <input type="radio"/>	A \$5 discount, bringing the price of the RPNB Biometric Safe to \$95 <input type="radio"/>
---	--

Which option do you prefer?

Bonus payment of \$5 <input type="radio"/>	A \$22 discount, bringing the price of the RPNB Biometric Safe to \$78 <input type="radio"/>
---	---

Which option do you prefer?

Bonus payment of \$5 <input type="radio"/>	A \$39 discount, bringing the price of the RPNB Biometric Safe to \$61 <input type="radio"/>
---	---

(B) BYRNA MPL

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.)



Which option would you prefer?

Bonus payment of \$5 <input type="radio"/>	A \$5 discount, bringing the price of the Byrna legal non-lethal firearm to \$405 <input type="radio"/>
---	--

Which option would you prefer?

Bonus payment of \$5 <input type="radio"/>	A \$86 discount, bringing the price of the Byrna legal non-lethal firearm to \$324 <input type="radio"/>
---	---

Which option would you prefer?

Bonus payment of \$5 <input type="radio"/>	A \$167 discount, bringing the price of the Byrna legal non-lethal firearm to \$243 <input type="radio"/>
---	--

Notes: The figure presents screenshots of the multiple price-list questions. Panel A shows the gun safe multiple price list, and Panel B shows the Byrna multiple price list.

TABLE A-10: COMPREHENSION OF THE MULTIPLE PRICE LIST TASK

	Lethal firearm owners
Understanding question left correct	97%
Understanding question right correct	95%
Both understanding questions correct	94%
Observations	2984

Notes: This table reports the share of lethal firearm owners who correctly answered comprehension (understanding) questions related to the Multiple Price List (MPL) task. Participants were asked two comprehension questions designed to test their understanding of how the MPL operated. The “Understanding question left correct” refers to those who correctly identified that choosing the option on the left would result in receiving a cash bonus payment. The “Understanding question right correct” refers to the share of respondents who correctly identified that choosing the option on the right would result in receiving a discount. “Both understanding questions correct” indicates the proportion of respondents who answered both questions correctly.

A-2 Additional descriptive results

TABLE A-11: REASONS FOR OWNING A GUN, BY PERSONAL CHARACTERISTICS

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18-29	30-49	50-64	< 40k	40-100k	> 100k	White	Black	Other
To protect my family	65.3%	65.3%	68.3%	63.8%	64.3%	65.6%	64.5%	51.3%	60.7%	70.9%	64.3%	68.3%	72.0%
To protect myself	12.0%	17.5%	12.7%	15.2%	17.7%	13.3%	12.7%	21.7%	19.0%	8.4%	12.7%	26.6%	15.7%
For hunting	9.8%	5.1%	8.2%	9.9%	8.7%	9.5%	7.3%	10.5%	6.2%	9.8%	9.4%	2.0%	4.6%
To manage pests on my property	3.1%	1.7%	2.1%	3.6%	2.3%	2.3%	3.4%	2.5%	2.3%	3.0%	3.1%	0.0%	0.0%
To exercise my Constitutional rights	3.3%	1.4%	2.2%	1.5%	3.1%	2.1%	3.6%	6.4%	3.4%	1.6%	3.1%	1.7%	0.0%
Because it is a tradition in my family	1.2%	1.4%	1.2%	0.7%	1.5%	0.7%	2.0%	0.9%	0.7%	1.7%	1.4%	0.0%	0.0%
For sporting competitions	1.4%	0.0%	0.2%	1.0%	0.0%	0.8%	1.7%	0.0%	1.5%	0.9%	1.2%	0.0%	0.0%
For my job	0.5%	0.6%	0.6%	0.0%	0.8%	0.5%	0.5%	0.0%	0.3%	0.8%	0.2%	0.0%	5.4%
Because it makes me feel more powerful	0.0%	0.9%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%
To maintain a firearm collection	0.2%	0.5%	0.6%	0.0%	1.1%	0.2%	0.0%	0.0%	0.3%	0.3%	0.3%	0.0%	0.0%
Other	3.2%	5.7%	3.9%	4.2%	0.7%	4.4%	4.3%	6.7%	5.5%	2.2%	4.2%	1.3%	2.2%

Notes: This table presents the share of LFAO who rated each reason as the most important for why they own a lethal firearm. Restricted to control group participants.

TABLE A-12: REASONS FOR ACQUIRING A GUN, BY PERSONAL CHARACTERISTICS

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18-29	30-49	50-64	< 40k	40-100k	> 100k	White	Black	Other
To protect my family	63.6%	52.4%	63.2%	50.0%	49.5%	59.5%	60.9%	51.9%	56.0%	62.3%	59.5%	50.9%	52.0%
To protect myself	25.3%	39.8%	24.4%	43.5%	39.0%	32.6%	29.1%	38.9%	36.0%	25.9%	29.3%	43.8%	38.4%
For hunting	1.1%	2.7%	3.7%	1.1%	3.1%	1.5%	3.1%	4.5%	1.3%	0.8%	3.0%	0.0%	3.4%
To exercise my Constitutional rights	3.2%	0.0%	1.1%	1.1%	2.3%	0.6%	0.9%	1.6%	0.7%	1.4%	1.1%	3.2%	0.0%
To manage pests on my property	0.7%	1.0%	1.3%	1.3%	0.0%	0.7%	2.5%	0.0%	1.2%	1.7%	1.5%	0.0%	0.0%
To maintain a firearm collection	1.6%	0.0%	1.7%	0.0%	0.9%	0.8%	0.0%	0.8%	0.0%	1.1%	1.1%	0.0%	0.0%
To protect my community	0.0%	0.5%	0.0%	1.3%	0.0%	0.8%	1.2%	0.8%	0.0%	0.9%	1.0%	0.0%	0.0%
For sporting competitions	0.0%	0.5%	1.6%	0.0%	0.9%	0.0%	0.0%	0.0%	1.1%	0.0%	0.5%	0.0%	0.0%
Because it is a tradition in my family	1.1%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	2.1%	0.0%
Other	3.3%	3.0%	2.9%	1.6%	3.1%	3.5%	2.3%	1.7%	2.2%	5.9%	3.1%	0.0%	6.1%

Notes: This table presents the share of NO-I who rated each reason as the most important for why they want to acquire a lethal firearm. Restricted to control group participants.

TABLE A-13: SITUATIONS IN WHICH A GUN MAY BE USED BY LFAO

Topic	Description	Share
Home Invasion Defense	This topic includes responses that describe using a gun to protect oneself and family during a break-in or home invasion scenario, emphasizing the need for personal safety against intruders.	31.0%
Self-Defense in Public	Responses under this topic refer to situations where individuals feel threatened or attacked in public spaces, such as during a robbery, assault, or violent confrontation, and the use of a gun as a means of protection.	23.9%
Target Practice and Recreational Shooting	Responses categorized here focus on using a gun for practice at shooting ranges or for recreational shooting activities, highlighting skill development and enjoyment.	12.9%
Emergency Situations	Responses in this category refer to using a gun in extreme scenarios, such as during civil unrest, natural disasters, or active shooter situations, where immediate action is required for safety.	10.1%
Hunting	This topic encompasses responses that mention using a gun for hunting purposes, whether for sport, food, or recreational activities in various environments.	9.3%
Animal Defense	This topic includes situations where individuals might use a gun to protect themselves from aggressive or dangerous animals, whether in urban or rural settings.	6.5%
Protection of Others	This topic captures responses that involve using a gun to defend or protect other individuals from harm, whether in public or private settings.	3.9%
Uncategorized	This category includes responses that do not fit into the above topics or are too vague to classify, such as general statements about gun ownership without specific scenarios.	2.5%

Notes: This table presents the share of LFAO responses falling into the different scenario categories in the Validation Survey. The original question that was asked is: “Please list three different situations in which you think your gun might be used. Think of things that could happen in everyday life, safety-related events, or even unusual or extreme scenarios.”. The indicated shares combine all responses, and are computed as the ratio between the number of responses fitting into a category, and the total number of responses collected (including all three answers from an individual respondent).

TABLE A-14: SITUATIONS IN WHICH A GUN MAY BE USED BY NO, IF THEY HAD ONE

Topic	Description	Share
Home Invasion Defense	This topic includes responses that describe using a gun to protect oneself and family during a break-in or home invasion scenario, emphasizing the need for personal safety against intruders.	28.7%
Self-Defense in Public	Responses under this topic refer to situations where individuals feel threatened or attacked in public spaces, such as during a robbery, assault, or violent confrontation, and the use of a gun as a means of protection.	28.4%
Emergency Situations	Responses in this category refer to using a gun in extreme scenarios, such as during civil unrest, natural disasters, or active shooter situations, where immediate action is required for safety.	9.5%
Animal Defense	This topic includes situations where individuals might use a gun to protect themselves from aggressive or dangerous animals, whether in urban or rural settings.	8.7%
Protection of Others	This topic captures responses that involve using a gun to defend or protect other individuals from harm, whether in public or private settings.	6.5%
Target Practice and Recreational Shooting	Responses categorized here focus on using a gun for practice at shooting ranges or for recreational shooting activities, highlighting skill development and enjoyment.	6.4%
Hunting	This topic encompasses responses that mention using a gun for hunting purposes, whether for sport, food, or recreational activities in various environments.	5.7%
Uncategorized	This category includes responses that do not fit into the above topics or are too vague to classify, such as general statements about gun ownership without specific scenarios.	6.1%

Notes: This table presents the share of NO responses falling into the different scenario categories in the Validation Survey. The original question that was asked is: “Please list three different situations in which you think your gun might be used if you had one. Think of things that could happen in everyday life, safety-related events, or even unusual or extreme scenarios.”. The indicated shares combine all responses, and are computed as the ratio between the number of responses fitting into a category, and the total number of responses collected (including all three answers from an individual respondent).

TABLE A-15: HOW WOULD YOU FEEL IF YOUR GUN WAS TAKEN AWAY? [OPEN-ENDED]

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18-29	30-49	50-64	< 40k	40 – 100k	> 100k	White	Black	Other
Feel Insecure And Vulnerable	23.9%	30.8%	28.6%	28.3%	27.7%	30.4%	18.2%	26.2%	23.4%	27.2%	23.9%	44%	34.7%
Feel Angry And Frustrated	30.1%	32.3%	33.9%	21.2%	20.3%	30.6%	34.6%	33.3%	32%	29.3%	32.4%	14.8%	21.5%
Feel That Rights Are Violated	19.5%	13%	18.6%	8.2%	28.6%	13.1%	20.8%	14.7%	20.1%	17%	18%	12.6%	20.5%
Feel Emotionally Distressed	11.2%	8%	7.9%	9.6%	7.6%	11.3%	9.9%	13.2%	8.7%	10.9%	10.1%	9.6%	13.8%
Feel Indifferent	6.5%	5.9%	1.6%	22.9%	7.2%	6%	6.5%	3.2%	6.9%	6.6%	6.7%	3.2%	4.4%
Feel Defenseless	5.5%	7.6%	6.5%	5.5%	7.2%	5.8%	5.9%	5.8%	6.2%	6%	6.1%	8.4%	2.6%
Uncategorized	2.7%	0.5%	2.5%	0.9%	0.5%	2.1%	2.7%	1.9%	1.9%	2.3%	2%	6%	1%
Feel Confused And Uncertain	0.6%	1.8%	0.5%	3.3%	0.8%	0.6%	1.4%	1.7%	0.8%	0.8%	0.9%	1.5%	1.5%

Notes: This table presents the share of response categories from LFAO to the open-ended question “In one or two words, how would you feel if your gun was taken away?”. The topic category “Feel angry and frustrated” captures expressions of anger, rage, or frustration about the idea of losing one’s gun. “Feel insecure and vulnerable” refers to feelings of exposure or fear for one’s safety without a firearm. “Feel that rights are violated” reflects perceptions that gun removal would infringe upon personal freedoms or constitutional rights. “Feel emotionally distressed” represents sadness, disappointment, or loneliness linked to the emotional value placed on gun ownership. “Feel indifferent” includes respondents expressing little concern or acceptance of the situation. “Feel defenseless” highlights respondents’ sense of being unable to protect themselves without a gun. “Feel confused and uncertain” describes individuals unsure or unclear about how to react to such a situation. “Uncategorized” covers responses that do not fit into any of the other topics. Restricted to control group participants and those with blank responses were excluded.

TABLE A-16: WHAT SPECIFIC FACTORS, IF ANY, WOULD PROMPT YOU TO CONSIDER NO LONGER OWNING GUNS? [OPEN-ENDED]

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18-29	30-49	50-64	< 40k	40 – 100k	> 100k	White	Black	Other
Do Not See Any Reason To Give Up Guns	41.7%	44.1%	50.6%	22.7%	30.6%	40.5%	49.1%	42%	41.9%	42.6%	42.3%	45.1%	39.5%
If There Are Safety And Storage Concerns At Home	11.6%	14.9%	14%	16.1%	16.8%	13.2%	9.8%	13.2%	10.9%	13.3%	12.4%	13.1%	13%
If There Are Legal Restrictions	12.1%	10.7%	8.5%	22.6%	13%	12.2%	10.5%	8.6%	10%	13.4%	12.4%	7.8%	5.3%
If There Are Lower Crime Rates	6.3%	9.8%	6%	9.7%	14.6%	5.1%	7.4%	11.8%	9.2%	4.9%	6.3%	15.5%	12.1%
Blank Responses	7.9%	4.1%	2.7%	7.3%	6.3%	8.2%	5.4%	6.9%	7%	6.9%	7%	1.6%	10.2%
If There Are Financial Constraints Or Major Life Changes	2.7%	5.1%	3.1%	6%	4.8%	3.8%	2.1%	3.2%	6.3%	1.4%	2.9%	6.4%	6.4%
Uncategorized	4.7%	4%	3.1%	3.5%	2.6%	4.8%	4.9%	7%	3%	5%	5%	2.7%	0%
Would Want To Keep A Gun For Protection	3.6%	1.3%	4.2%	2.7%	7%	2.9%	1.6%	1.4%	3.1%	3.2%	2.5%	7.9%	5.1%
If Physically Or Mentally Unable To Handle A Gun	3.7%	2.7%	5%	2.2%	3.4%	2%	5.5%	3.4%	2.3%	4.2%	3.8%	0%	1.4%
Already Willing To Give Up Guns	2%	1.6%	0.5%	3.7%	0%	2.5%	1.7%	1.2%	1.7%	2.1%	2.1%	0%	0%
If I Had An Alternative	1%	0.7%	1.1%	0.6%	0.7%	0.9%	1%	0%	1.4%	0.8%	0.7%	0%	4.2%
If Pest Control Or Protection Against Animals Is Not Needed	0.7%	1.2%	0.2%	1.2%	0%	1.3%	0.5%	1.2%	1.1%	0.6%	0.8%	0%	2.7%
If I Stopped Hunting Or Participating In Gun-Related Recreation	1.2%	0%	0.7%	0%	0%	1.4%	0.4%	0%	1%	1%	1%	0%	0%
If People Around Me Were Not Comfortable With Guns	0.9%	0%	0.3%	1.8%	0%	1.2%	0%	0%	1.2%	0.4%	0.7%	0%	0%

Notes: This table presents the distribution of topics in responses from LFAO to the open-ended question: “What specific factors, if any, would prompt you to consider no longer owning guns?” “Do not see any reason to give up guns” represents those who say nothing would convince them to relinquish firearms; “Safety/storage concerns at home” represents those who would give up guns if household risks, such as children or mental health concerns; “Legal restrictions” represents those who would comply only if required by law; “Lower crime rates” represents those who might give up guns if crime declined and they felt safer; “Blank responses” represents those who provided no response; “Financial constraints or major life changes” represents those who might give up guns due to cost, relocation, or similar shifts; “Physically or mentally unable to handle a gun” represents those who would relinquish if age or impairment made handling unsafe; “Would want to keep a gun for protection” represents those who intend to retain firearms for self-defense; “Already willing to give up guns” represents those open to disposing of or selling firearms, e.g., at a fair price; “If I had an alternative” represents those who would forgo ownership if effective non-gun options existed; “If people around me were not comfortable with guns” represents those who would give up guns if a partner or family were uncomfortable; “If pest control or protection against animals is not needed” represents those who would not own guns absent pest or predator threats; “If I stopped hunting or participating in gun-related recreation” represents those who would give up guns if they no longer hunted or engaged in shooting sports; “Uncategorized” represents responses that did not fit other topics. Restricted to control group participants.

TABLE A-17: CAN YOU THINK OF ANY REASON OR SITUATION FOR YOU TO START OWNING A GUN? [OPEN-ENDED]

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18-29	30-49	50-64	< 40k	40 – 100k	> 100k	White	Black	Other
If Concerned About Self-Defense And Crime	58.3%	58.7%	67.5%	58.2%	62.7%	58.5%	53.4%	55.3%	62.8%	58.2%	54.5%	69%	63.4%
To Prepare For Emergencies And Societal Collapse	12%	16%	9.5%	14.4%	11%	16.8%	15.1%	16.6%	13.6%	13.1%	16.8%	8.4%	11.4%
No Reason To Own Guns	10.2%	10.9%	9%	13.6%	5.8%	8.7%	19.4%	10.6%	9.7%	11.4%	11.3%	10.7%	8.2%
If Had Gun-Related Recreational Activities	11.6%	5.2%	7.4%	6.8%	10%	7.7%	5%	7.7%	6%	9%	8.2%	4.6%	8.8%
Have Mixed Feelings About Gun Ownership	2.2%	3.4%	2%	1.9%	4.3%	1.9%	2.6%	4.3%	3.5%	1.2%	2.7%	3.6%	3.3%
If Concerned About Wildlife	1.8%	3%	1.4%	2.3%	1.9%	3.4%	2.2%	3.5%	2%	2.1%	3%	1.1%	2.3%
Uncategorized	3%	1.9%	1.8%	2.3%	3.3%	2.1%	1.4%	1.3%	1.8%	3.7%	2.6%	2.1%	1.4%
If Needed For My Work	0.8%	0.5%	0.6%	0.4%	1%	0.8%	0%	0.6%	0.4%	0.9%	0.7%	0%	1.1%
If Gun Ownership Were To Rise	0.1%	0.3%	0.8%	0%	0%	0%	0.9%	0.2%	0.2%	0.3%	0.2%	0.7%	0%

Notes: This table presents the distribution of topics in responses from non-owners to the open-ended question: “Can you think of any reason or situation for you to start owning a gun? Please list them here.” The topic “If concerned about self-defense and crime” refers to motivations linked to personal protection against threats or crime. “To prepare for emergencies and societal collapse” captures answers about readiness for extreme events such as social unrest or societal breakdown. “No reason to own guns” reflects respondents who see no need for, or oppose, gun ownership. “If had gun-related recreational activities” relates to motivations involving leisure activities such as hunting or target shooting. “Have mixed feelings about gun ownership” represents ambivalent or uncertain attitudes toward owning a gun. “If concerned about wildlife” describes those mentioning protection from animals, often in rural contexts. “If needed for my work” refers to cases where gun ownership is seen as a professional requirement. “If gun ownership were to rise” includes respondents who might consider owning a gun if others around them did so. “Uncategorized” covers responses that do not fit any of the other topics. Restricted to control group participants and those with blank responses were excluded.

TABLE A-18: SHAPLEY DECOMPOSITION

Factor	Shapley estimate	Percent
Ownership status	0.01882	24.77%
Political affiliation	0.00459	6.04%
Gender	0.00690	9.08%
Income	0.01634	21.50%
Age	0.00423	5.57%
Race/Ethnicity	0.00513	6.76%
Children in the house	0.00035	0.46%
Crime rate	0.00424	5.58%
Poverty rate	0.00201	2.65%

Notes: This table presents the shares of explained variance attributable to different groups of variables, following a Shorrocks-Shapley decomposition of the R-squared of the regression specification presented in Appendix Figure A-9. This is a saturated fixed-effects regression of the “safety feeling” variable on a set of explanatory variables. These explanatory variables were then grouped by category/factor to perform the Shapley decomposition.

TABLE A-19: CORRELATION BETWEEN POSSESSION OF SAFETY DEVICES AND MULTIPLE GUN OWNERSHIP

	Lethal firearm owners	
	2-3 firearms	> 3 firearms
Tasers	0.027 (0.052)	0.049 (0.064)
Pepper Spray	0.059 (0.062)	0.013 (0.075)
Gun Safe or Gun Cabinet	0.058 (0.066)	0.320*** (0.075)
Home Security System	-0.048 (0.065)	0.202*** (0.074)
Safe	-0.050 (0.067)	0.159** (0.076)
Double-Lock or Multi-Lock Doors	0.055 (0.066)	0.289*** (0.078)
Security Cameras	0.026 (0.063)	0.185** (0.072)
Guard Dogs	-0.008 (0.065)	-0.012 (0.078)
Window Bars	-0.039 (0.046)	-0.046 (0.050)
Safety Device Index	0.032 (0.131)	0.509*** (0.133)

Notes: This table reports the results of linear regressions estimating the correlation between the possession of the respective safety device and multiple gun ownership (LFAO N = 297). The specification includes indicators for gun owners with 2-3 firearms and more than 3 firearms, with single-gun owners serving as the baseline. The Safety Device Index is constructed by averaging the z-scores of the safety devices and subsequently standardizing the resulting variable. Data comes from the validation survey. The regressions were weighted and controlled for age, income, education, political affiliation, race and gender. Robust standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-20: CORRELATION BETWEEN POSSESSION OF SAFETY DEVICES AND GUN OWNERSHIP FOR PROTECTION

	Lethal firearm owners
	Need gun to protect self or family
Home Security System	0.165*** (0.047)
Safe	0.032 (0.044)
Observations	692

Notes: This table reports the results of linear regressions estimating the correlation between the possession of the respective safety device and the likelihood that a gun owner stated that the most important reason for them to own guns is “to protect my family” or “to protect myself”. Data comes from the main survey. The regressions were weighted and controlled for age, income, education, political affiliation, race and gender. Robust standard errors in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-21: PERCEIVED PRIVATE COSTS BY PERSONAL CHARACTERISTICS

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18–29	30–49	50–64	< 40k	40–100k	> 100k	White	Black	Other
<i>Panel A: LFAO</i>													
Shot and killed someone in self-defense	46.1%	65.2%	44.7%	58.9%	45.2%	50.5%	54.7%	56.2%	48.2%	52.3%	52.1%	37.6%	51.3%
Shot somebody unarmed but stealing from me	59.5%	73.8%	58.3%	74.5%	62.7%	64.1%	62.7%	58.4%	60.6%	66.3%	65.2%	50.7%	50.4%
Somebody used my gun to kill themselves	82.4%	90.6%	84.9%	92.5%	88.0%	82.6%	86.3%	85.7%	83.2%	85.3%	84.9%	85.4%	79.9%
Somebody used my gun to kill someone else	71.0%	79.7%	69.4%	81.7%	69.1%	73.8%	74.4%	78.9%	71.6%	73.4%	73.2%	69.7%	78.7%
My children may use my gun and hurt themselves/others	27.9%	25.1%	24.4%	42.3%	26.1%	33.1%	19.2%	17.5%	22.4%	32.4%	26.3%	49.8%	20.6%
Being arrested/sued if someone took my gun and caused harm	44.6%	43.1%	46.3%	52.0%	48.7%	42.1%	45.9%	47.1%	40.3%	46.4%	44.5%	50.5%	36.5%
<i>Panel B: NO-U</i>													
Shot and killed someone in self-defense	56.3%	66.2%	56.8%	65.9%	59.4%	62.2%	66.3%	61.0%	63.8%	62.5%	63.3%	56.8%	63.8%
Shot somebody unarmed but stealing from me	63.4%	72.8%	54.0%	73.6%	66.7%	68.9%	74.3%	70.1%	71.0%	68.4%	70.8%	63.2%	71.2%
Somebody used my gun to kill themselves	85.8%	92.4%	85.8%	93.4%	90.4%	88.9%	91.4%	91.0%	85.9%	92.3%	92.0%	87.2%	85.1%
Somebody used my gun to kill someone else	82.0%	90.7%	79.5%	92.1%	86.2%	88.5%	87.5%	84.9%	87.3%	89.5%	88.7%	83.1%	86.2%
My children may use my gun and hurt themselves/others	69.8%	71.6%	71.7%	72.4%	71.2%	71.4%	67.9%	67.1%	71.7%	72.0%	68.0%	77.9%	72.9%
Being arrested/sued if someone took my gun and caused harm	69.0%	63.1%	66.2%	66.7%	64.8%	67.0%	64.5%	67.3%	61.0%	67.6%	64.6%	70.7%	65.0%
<i>Panel C: NO-I</i>													
Shot and killed someone in self-defense	53.5%	62.7%	57.6%	58.5%	57.9%	57.0%	64.3%	61.2%	60.5%	54.8%	62.9%	54.9%	51.5%
Shot somebody unarmed but stealing from me	66.3%	63.8%	64.4%	66.7%	66.6%	60.9%	68.6%	60.5%	65.9%	69.7%	67.8%	63.0%	57.8%
Somebody used my gun to kill themselves	75.6%	85.7%	77.8%	83.7%	81.1%	83.2%	81.1%	88.0%	78.6%	76.6%	82.8%	79.3%	81.6%
Somebody used my gun to kill someone else	75.6%	85.1%	78.8%	87.4%	79.2%	81.0%	85.0%	81.2%	81.5%	81.1%	82.8%	79.7%	78.2%
My children may use my gun and hurt themselves/others	48.8%	52.1%	44.6%	67.5%	42.5%	56.4%	55.5%	45.7%	52.1%	57.3%	49.8%	56.5%	49.3%
Being arrested/sued if someone took my gun and caused harm	50.8%	57.7%	52.2%	52.0%	56.0%	53.2%	55.7%	62.9%	52.6%	45.8%	51.6%	58.2%	61.1%

Notes: This table presents the share of respondents who reported feeling very upset or extremely upset and very worried or extremely worried about various scenarios involving the private costs of firearms, by personal characteristics. Panel A shows these shares for LFAO. Panel B shows these shares for non-owners who say they are not interested in acquiring an LFA, and Panel C shows these shares for non-owners interested in acquiring an LFA. Restricted to control group participants.

TABLE A-22: HOW DOES OWNING A GUN MAKE YOU FEEL? BY PERSONAL CHARACTERISTICS

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18–29	30–49	50–64	< 40k	40–100k	> 100k	White	Black	Other
<i>Panel A: LFAO</i>													
Safe	50.9%	60.3%	66.9%	32.6%	68.8%	52.2%	49.2%	48.2%	55.4%	52.9%	51.8%	60.6%	66.8%
Confident	21.1%	26.6%	31.8%	13.9%	27.4%	21.5%	22.0%	21.9%	23.5%	21.9%	20.3%	42.6%	33.7%
More valuable	15.6%	17.6%	21.6%	10.4%	19.5%	17.9%	12.2%	14.0%	17.4%	15.6%	15.3%	32.6%	12.8%
Patriotic	15.0%	13.3%	24.6%	6.3%	18.3%	13.1%	15.2%	11.1%	15.0%	14.9%	14.4%	15.5%	15.8%
Responsible	30.5%	32.4%	40.6%	21.5%	38.7%	28.0%	32.1%	28.3%	36.2%	27.8%	29.9%	35.9%	39.2%
In control	18.0%	27.8%	28.6%	14.9%	21.1%	21.9%	18.1%	17.3%	23.4%	19.2%	19.0%	31.2%	31.2%
Respected	7.1%	9.6%	12.3%	7.6%	10.2%	8.2%	6.1%	6.9%	7.3%	8.1%	6.7%	19.8%	11.2%
Empowered	12.6%	19.7%	17.8%	12.9%	13.1%	15.1%	14.0%	7.7%	16.2%	14.7%	12.9%	27.2%	24.4%
Unsafe	0.2%	1.0%	0.6%	0.0%	0.0%	0.8%	0.0%	1.5%	0.0%	0.5%	0.5%	0.0%	0.0%
Nervous	1.0%	2.0%	1.2%	2.1%	0.0%	1.8%	0.9%	1.5%	0.3%	1.8%	1.0%	6.2%	0.0%
Scared	0.1%	0.3%	0.0%	1.1%	0.0%	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.0%	0.0%
Irresponsible	0.4%	0.5%	0.5%	1.0%	0.0%	0.6%	0.3%	0.0%	0.0%	0.7%	0.1%	3.0%	1.5%
Less valuable	0.5%	0.0%	0.9%	0.0%	0.0%	0.6%	0.3%	0.0%	0.3%	0.5%	0.5%	0.0%	0.0%
Less in control	0.4%	0.4%	0.7%	0.9%	0.0%	0.2%	0.9%	0.0%	0.3%	0.6%	0.5%	0.0%	0.0%
Less respected	0.5%	0.8%	0.7%	1.0%	0.0%	0.7%	0.5%	0.0%	0.6%	0.7%	0.4%	3.0%	0.0%
<i>Panel B: NO-U</i>													
Safe	9.8%	7.9%	15.6%	8.0%	11.2%	8.0%	6.2%	6.8%	8.0%	10.2%	6.6%	17.2%	8.5%
Confident	4.9%	4.5%	10.3%	5.8%	7.4%	3.6%	3.1%	4.3%	4.5%	5.1%	3.3%	11.1%	4.5%
More valuable	3.0%	2.8%	7.1%	2.6%	4.8%	1.6%	2.7%	1.4%	3.8%	3.6%	2.2%	7.8%	1.6%
Patriotic	3.1%	1.4%	4.7%	2.2%	3.3%	1.5%	1.5%	1.9%	2.1%	2.3%	1.3%	5.5%	2.3%
Responsible	7.8%	6.2%	10.8%	4.9%	10.7%	5.0%	4.7%	7.6%	7.5%	5.7%	5.7%	10.4%	7.8%
In control	6.5%	6.2%	10.5%	5.7%	6.5%	6.5%	5.7%	6.5%	5.0%	7.1%	5.8%	11.6%	3.6%
Respected	4.0%	2.8%	11.0%	2.4%	4.9%	2.2%	2.9%	2.9%	4.0%	3.0%	3.0%	7.5%	0.7%
Empowered	6.8%	6.3%	16.7%	5.5%	9.4%	5.2%	4.6%	4.4%	7.0%	7.6%	5.7%	12.0%	4.3%
Unsafe	16.7%	26.9%	14.7%	29.2%	21.8%	22.7%	26.3%	23.1%	21.0%	25.4%	23.5%	20.0%	26.2%
Nervous	24.4%	41.7%	29.2%	42.8%	32.5%	35.0%	38.3%	35.6%	33.6%	35.8%	34.8%	39.5%	32.4%
Scared	12.9%	28.4%	16.3%	28.6%	20.6%	20.5%	27.2%	19.6%	20.7%	25.8%	22.0%	16.8%	28.8%
Irresponsible	8.7%	10.4%	7.5%	14.1%	7.7%	10.5%	12.6%	9.5%	8.7%	11.8%	10.5%	5.1%	13.4%
Less valuable	4.3%	2.8%	3.1%	3.8%	2.3%	3.6%	4.6%	3.9%	1.3%	4.7%	3.8%	1.8%	3.5%
Less in control	4.2%	4.9%	4.8%	4.8%	3.7%	5.0%	5.5%	6.1%	4.5%	3.7%	5.4%	2.6%	3.9%
Less respected	3.1%	3.9%	2.3%	5.4%	2.5%	3.9%	4.6%	3.2%	2.6%	4.8%	3.7%	1.9%	5.1%
<i>Panel C: NO-I</i>													
Safe	40.7%	56.1%	67.1%	52.8%	53.6%	46.5%	47.5%	48.7%	53.6%	46.5%	44.3%	56.9%	57.1%
Confident	20.4%	22.5%	25.2%	22.2%	21.6%	21.9%	19.2%	24.4%	21.0%	16.8%	17.7%	23.0%	29.5%
More valuable	12.4%	9.6%	12.7%	11.8%	15.8%	9.0%	6.2%	11.4%	10.6%	10.3%	9.2%	10.5%	16.0%
Patriotic	11.4%	5.5%	12.2%	12.2%	11.1%	5.1%	6.9%	7.9%	10.9%	4.7%	6.6%	9.7%	9.2%
Responsible	22.7%	23.9%	24.6%	23.4%	27.6%	26.6%	12.3%	29.6%	22.7%	16.2%	17.8%	37.4%	27.1%
In control	17.3%	23.2%	31.0%	22.4%	26.0%	21.1%	9.9%	25.1%	20.2%	14.0%	13.9%	31.7%	28.4%
Respected	8.3%	7.9%	10.0%	11.9%	11.0%	8.9%	2.7%	9.5%	6.9%	7.8%	3.2%	16.9%	14.8%
Empowered	13.0%	22.6%	20.5%	22.2%	24.6%	17.7%	12.4%	23.5%	19.5%	12.5%	14.2%	23.8%	28.6%
Unsafe	0.0%	1.5%	4.6%	0.0%	1.7%	0.6%	0.0%	0.5%	1.1%	1.1%	0.4%	3.2%	0.0%
Nervous	5.0%	9.0%	2.8%	10.8%	6.5%	6.2%	14.2%	8.2%	8.1%	8.3%	8.8%	7.5%	7.0%
Scared	3.1%	1.5%	1.2%	4.4%	4.8%	1.6%	2.0%	4.0%	0.8%	3.3%	2.4%	3.7%	3.5%
Irresponsible	0.0%	0.6%	0.0%	1.6%	0.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.7%	0.0%
Less valuable	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Less in control	0.6%	0.0%	0.0%	1.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.8%	0.4%	0.0%	0.0%
Less respected	1.0%	1.1%	1.6%	1.6%	2.7%	0.0%	0.0%	0.8%	1.1%	1.3%	0.5%	3.7%	0.0%

Notes: This table presents the respondents' attitudes toward owning or potentially owning a lethal firearm, by respondents' personal characteristics, and ownership status. Panel A shows them for LFAO. Panel B shows them for non-owners who say they are not interested in acquiring an LFA, and Panel C shows them for non-owners interested in acquiring an LFA. The survey question asked: "To what extent does/would owning a gun make you feel?" with response options: No extent, Some extent, A moderate extent, and A great extent. The table presents the share of respondents who answered "A great extent.". Restricted to control group participants.

TABLE A-23: PERCEIVED EXTERNALITIES BY PERSONAL CHARACTERISTICS

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18 – 29	30 – 49	50 – 64	< 40k	40 – 100k	> 100k	White	Black	Other
<i>Panel A: LFAO</i>													
Firearm ownership encourages crime	27.8%	26.3%	23.5%	54.0%	25.6%	30.0%	24.4%	25.4%	23.4%	30.5%	25.8%	43.3%	36.0%
Firearm availability increases murders	54.7%	51.5%	41.7%	84.9%	48.9%	56.9%	51.8%	42.3%	50.5%	58.8%	53.2%	67.9%	53.2%
Firearm availability increases suicides	60.5%	55.8%	49.1%	81.8%	57.7%	62.3%	55.9%	55.5%	54.0%	63.9%	58.8%	58.5%	68.9%
More firearms increase school shootings	35.1%	34.5%	25.8%	67.9%	31.9%	37.6%	32.6%	31.8%	33.2%	37.0%	33.9%	52.8%	36.0%
Firearms accidents are a serious problem	54.6%	66.0%	54.9%	78.6%	66.5%	57.7%	54.6%	56.5%	57.0%	58.5%	57.2%	65.2%	59.4%
<i>Panel B: NO-U</i>													
Firearm ownership encourages crime	60.5%	72.5%	48.1%	79.8%	72.7%	69.4%	61.4%	68.9%	66.3%	69.1%	66.6%	68.7%	74.6%
Firearm availability increases murders	80.6%	85.4%	71.0%	90.6%	85.2%	84.3%	81.2%	88.3%	77.6%	84.6%	84.3%	84.3%	81.1%
Firearm availability increases suicides	81.6%	81.2%	70.7%	87.6%	82.2%	83.3%	77.9%	86.8%	75.8%	81.2%	82.9%	74.5%	81.6%
More firearms increase school shootings	72.9%	75.4%	61.6%	87.2%	81.8%	73.6%	68.5%	77.6%	70.8%	75.7%	74.4%	76.2%	75.4%
Firearms accidents are a serious problem	79.8%	87.8%	75.0%	91.9%	87.1%	82.4%	85.7%	86.6%	82.7%	85.0%	82.3%	91.0%	89.4%
<i>Panel C: NO-I</i>													
Firearm ownership encourages crime	36.8%	45.9%	29.2%	63.0%	48.7%	42.7%	34.9%	41.3%	45.6%	43.1%	36.9%	65.4%	39.6%
Firearm availability increases murders	65.7%	78.8%	62.2%	81.6%	81.8%	68.6%	70.6%	68.7%	75.8%	79.4%	73.5%	78.5%	70.9%
Firearm availability increases suicides	65.3%	73.2%	64.0%	79.8%	68.8%	68.8%	76.5%	63.5%	70.7%	80.0%	71.9%	68.9%	68.4%
More firearms increase school shootings	50.3%	56.3%	43.7%	81.1%	63.3%	50.1%	49.2%	49.8%	62.5%	54.7%	54.0%	65.1%	47.2%
Firearms accidents are a serious problem	60.3%	80.5%	62.3%	84.4%	71.1%	71.8%	77.2%	75.2%	66.5%	75.2%	70.4%	84.5%	68.5%

Notes: This table presents the share of respondents who hold specific perceptions on the items listed in the rows, by gender, political affiliation and firearm ownership status. Panel A shows these shares for LFAO. Panel B shows these shares for non-owners who say they are not interested in acquiring an LFA, and Panel C shows these shares for non-owners interested in acquiring an LFA. *Firearm ownership encourages crime* is an indicator for respondents who believe that firearm ownership in the U.S. somewhat encourages crime or encourages crime a lot. *Firearm availability increases murders* is an indicator for respondents who believe that easy access to firearms somewhat increases the number of murders or increases the number of murders a lot. *Firearm availability increases suicides* is an indicator for respondents who believe that easy access to firearms somewhat increases the number of suicides or increases the number of suicides a lot. *More firearms increase school shootings* is an indicator for respondents who believe that if firearm ownership were to increase, school shootings would somewhat increase or increase a lot. *Firearms accidents are a serious problem* is an indicator for respondents who perceive accidents from owning a gun as a very serious or extremely serious problem. Restricted to control group participants.

TABLE A-24: ATTITUDES TOWARDS NLFA BY PERSONAL CHARACTERISTICS

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18 – 29	30 – 49	50 – 64	< 40k	40 – 100k	> 100k	White	Black	Other
Owms a NLFA	4.7%	3.7%	6.6%	6.0%	2.5%	3.8%	6.0%	1.6%	4.7%	4.9%	3.7%	15.4%	5.4%
Previously considered purchasing a NLFA	31.0%	23.8%	33.8%	29.2%	28.6%	27.8%	31.0%	27.0%	27.5%	30.4%	28.1%	43.3%	31.1%
Previously knew about Byrna	24.0%	10.6%	25.1%	14.4%	11.9%	17.8%	27.3%	11.5%	23.8%	20.0%	19.7%	27.7%	24.4%
Good replacement	13.4%	19.6%	14.5%	25.9%	13.0%	17.2%	13.1%	10.0%	13.5%	17.5%	14.7%	31.4%	9.4%
Incapacitate but not kill	39.7%	50.5%	37.5%	61.2%	35.3%	43.7%	43.7%	38.6%	37.9%	46.6%	42.1%	50.4%	43.7%
Interested in purchasing a NLFA	38.8%	48.2%	39.4%	44.9%	37.5%	41.6%	42.4%	36.7%	38.5%	44.3%	41.3%	49.1%	35.5%
Positive willingness to pay for NLFA	78.7%	78.8%	75.2%	81.9%	77.4%	79.3%	78.6%	76.3%	80.9%	78.0%	78.9%	76.7%	80.0%
Reduce number of LFA	21.2%	27.0%	25.4%	35.2%	22.6%	24.7%	19.8%	16.3%	18.7%	26.6%	20.8%	50.7%	23.4%
Willing to keep LFA locked if had NLFA	44.2%	55.3%	45.7%	60.0%	47.2%	48.6%	45.1%	47.5%	44.7%	48.8%	45.9%	54.4%	59.0%
Positive willingness to pay for a safe	54.8%	51.8%	53.8%	58.7%	62.7%	50.8%	55.5%	40.0%	53.4%	57.5%	54.0%	56.8%	52.9%

Notes: This table presents the distribution of LFAOs' responses to the items about non-lethal firearms listed in the rows, by personal characteristics. *Owms an NLFA* is an indicator for respondents who reported owning a Byrna or another NLFA. *Previously considered purchasing an NLFA* is an indicator for respondents without an NLFA who reported having briefly or seriously considered buying one in the past. *Previously knew about Byrna* is an indicator for respondents who reported having heard about Byrna NLFA before the survey. *Good replacement* is an indicator for responders who consider an NLFA as a good or complete replacement for a standard, lethal firearm. *Incapacitate but not kill* is an indicator for respondents who agree or strongly agree that they prefer a firearm capable of temporarily incapacitating without killing. *Interested in purchasing an NLFA* is an indicator for respondents who showed high willingness to purchase an NLFA non-lethal firearm by selecting 5, 6 or 7 on a 1 to 7 scale. *Positive willingness to pay for NLFA* is a dummy variable. *Willing to reduce number of LFAs* is an indicator for respondents who reported that they would reduce slightly, reduce moderately, reduce substantially or no longer hold any firearms if they purchased the Byrna legal non-lethal firearm. *Willing to keep LFAs locked if had NLFA* is an indicator for respondents who would definitely or probably keep their lethal firearms locked if they had a Byrna non-lethal firearm. *Positive willingness to pay for a safe* is a dummy variable. Restricted to control group participants.

TABLE A-25: ATTITUDES TOWARDS NLFA BY TYPE AND STRINGENCY OF GUN RESTRICTIONS

	Minimum age restrictions		Stringent storage laws		Stringency of gun laws	
	No	Yes	No	Yes	Low	High
Owns a NLFA	3.4%	6.4%	2.1%	6.1%	3.5%	6.2%
Previously considered purchasing a NLFA	27.1%	32.6%	27.2%	30.3%	27.4%	32.2%
Previously knew about Byrna	19.1%	22.7%	20.0%	20.7%	20.6%	20.0%
Good replacement	13.5%	18.2%	11.3%	18.0%	11.8%	21.8%
Incapacitate but not kill	41.5%	44.6%	38.7%	45.4%	40.5%	46.6%
Interested in purchasing a NLFA	38.7%	46.3%	40.4%	42.0%	40.7%	42.6%
Positive willingness to pay for NLFA	78.5%	79.5%	81.1%	77.2%	80.0%	76.6%
Reduce number of LFA	21.0%	25.6%	19.3%	25.0%	19.0%	29.5%
Willing to keep LFA locked if had NLFA	46.8%	47.8%	43.1%	50.1%	45.3%	50.7%
Positive willingness to pay for a safe	55.4%	51.6%	52.5%	55.2%	53.2%	55.7%

Notes: This table presents the distribution of LFAOs’ responses to the items about non-lethal firearms listed in the rows, by type and stringency of firearm-related state restrictions evaluated based on RAND State Firearm Law Database and Everytown research ranking. *Owns an NLFA* is an indicator for respondents who reported owning a Byrna or another NLFA. *Previously considered purchasing an NLFA* is an indicator for respondents without an NLFA who reported having briefly or seriously considered buying one in the past. *Previously knew about Byrna* is an indicator for respondents who reported having heard about Byrna NLFA before the survey. *Good replacement* is an indicator for responders who consider NLFA as a good or complete replacement for a standard, lethal firearm. *Incapacitate but not kill* is an indicator for respondents who agree or strongly agree that they prefer a firearm capable of temporarily incapacitating without killing. *Interested in purchasing an NLFA* is an indicator for respondents who showed high willingness to purchase an NLFA non-lethal firearm by selecting 5, 6 or 7 on a 1 to 7 scale. *Positive willingness to pay for NLFA* is a dummy variable. *Willing to reduce number of LFAs* is an indicator for respondents who reported that they would reduce slightly, reduce moderately, reduce substantially or no longer hold any firearms if they purchased the Byrna legal non-lethal firearm. *Willing to keep LFAs locked if had NLFA* is an indicator for respondents who would definitely or probably keep their lethal firearms locked if they had a Byrna non-lethal firearm. *Positive willingness to pay for a safe* is a dummy variable. Restricted to control group participants.

TABLE A-26: WHY DO YOU CONSIDER NON-LETHAL FIREARMS LIKE BYRNA TO BE A GOOD REPLACEMENT FOR LFAs? [OPEN-ENDED]

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18-29	30-49	50-64	< 40k	40 – 100k	> 100k	White	Black	Other
Because It Is Good For Self-Defense	59.9%	69.2%	65.4%	65.2%	57.6%	63.7%	63.2%	49.5%	62.4%	65.3%	61.4%	81.8%	61.8%
Because It Is Suited For Certain Threats, Though Not All	21.1%	10.2%	17.3%	13.7%	23.9%	19.2%	13.9%	21.9%	19.5%	16%	18.4%	3.9%	23.4%
Because It Reduces Mental Toll Of Having/Using Lethal Firearms	6.3%	8.6%	7%	8.9%	6%	6.8%	7.7%	10.1%	7.1%	6.5%	6.9%	2.8%	14.8%
Would Consider But Need To Know More About Product And Its Reliability	7%	6.6%	4.1%	8.4%	7.4%	5.8%	8.1%	8.7%	7.7%	6%	7.8%	0%	0%
Uncategorized	5.1%	4.5%	5.4%	2.5%	5.2%	4.5%	5.5%	9.7%	3.4%	5%	4.7%	11.6%	0%
Because It Is Easier To Access And Require No Permits	0.5%	0.9%	0.9%	1.2%	0%	0%	1.7%	0%	0%	1.1%	0.7%	0%	0%

Notes: This table presents the distribution of topics in responses from LFAO to the follow-up open-ended question: “Why do you consider non-lethal firearms like Byrna to be a decent/good/complete replacement?” (The exact wording varied based on their response to the previous question.) Participants first answered a closed-ended question on whether they viewed Byrna as a replacement, selecting from five options: “A complete replacement,” “A good replacement,” “A decent replacement,” “Not much of a replacement,” and “Not a replacement at all.” We then grouped those who selected “A complete replacement,” “A good replacement,” or “A decent replacement” and analyzed their open-ended explanations. The topic category “Because it is good for self-defense” highlights perceptions that NLFAs can improve safety by deterring attackers and reducing fatalities. “Because it is suited for certain threats, though not all” reflects that they are effective in some contexts but not against armed or determined attackers. “Would consider but need to know more about product and its reliability” points to requests for more evidence, testing, and training. “Because it reduces mental toll of having/using lethal firearms” emphasizes reduced emotional burden compared to lethal weapons. “Because it is easier to access and require no permits” mentions affordability and accessibility. “Uncategorized” includes responses that do not fit other topics. Restricted to control group participants.

TABLE A-27: WHY DO YOU CONSIDER NON-LETHAL FIREARMS LIKE BYRNA TO BE A BAD REPLACEMENT FOR LFAS? [OPEN-ENDED]

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18-29	30-49	50-64	< 40k	40 - 100k	> 100k	White	Black	Other
Because They Are Ineffective In High-Stakes Situations	52.4%	45.4%	52.3%	52.2%	56.9%	50.5%	48.8%	49.7%	51.5%	50.6%	49.9%	59.4%	55.5%
Because I Prioritize Safety And Do Not Want To Take Risks With Nlfas	19.4%	23.1%	22.4%	12.8%	17.6%	23.1%	17.1%	18.7%	18.9%	21.6%	19.9%	25.6%	21.2%
Because I Am Unsure About Nlfas' Effectiveness	8.4%	17.9%	6.5%	11.3%	10.8%	8.7%	13.2%	7.7%	15.1%	7.8%	11.1%	11.8%	3.5%
Because I Still Need Lfas For Hunting And Recreation	9.7%	6.4%	6.2%	16.8%	7.8%	10.5%	7%	8.6%	6.3%	10.9%	9.2%	0%	11%
Because Nlfas Are Not Reliable	4.1%	4.9%	5.3%	4.2%	6.9%	3%	5.1%	5.8%	3.1%	4.7%	4.4%	0%	4.6%
Uncategorized	3.5%	0.8%	4.1%	1.6%	0%	2.8%	4.3%	5.4%	3.2%	2.2%	3%	0%	4.1%
Because Nlfas Could Escalate Dangerous Situations	2.5%	1.4%	3.2%	1.2%	0%	1.4%	4.4%	4%	1.8%	2.2%	2.4%	3.2%	0%

Notes: This table displays the distribution of topics in responses from LFAO to the follow-up open-ended question: “Why do you consider non-lethal firearms like Byrna to be not much of a replacement/not a replacement at all?” (The exact wording varied based on their response to the previous question.) Participants first answered a closed-ended question on whether they viewed Byrna as a replacement, selecting from five options: “A complete replacement,” “A good replacement,” “A decent replacement,” “Not much of a replacement,” and “Not a replacement at all.” We then grouped those who selected “Not much of a replacement,” and “Not a replacement at all” and analyzed their open-ended explanations. The topic category “Because they are ineffective in high-stakes situations” corresponds to respondents raising concerns about insufficient stopping power. “Because I prioritize safety and do not want to take risks with NLFAs” stresses a preference for lethal firearms to ensure protection. “Because I am unsure about NLFAs’ effectiveness” shows skepticism about reliability. “Because I still need LFAs for hunting and recreation” refers to practical needs. “Because NLFAs are not reliable” mentions potential malfunctions. “Because NLFAs could escalate dangerous situations” conveys fears that non-lethal weapons might worsen violence. “Uncategorized” includes remaining responses. Restricted to control group participants.

TABLE A-28: POLICY VIEWS ON NON-LETHAL FIREARMS BY PERSONAL CHARACTERISTICS

	Gender		Political Affiliation		Age			Income			Race		
	Male	Female	Republican	Democrat	18 - 29	30 - 49	50 - 64	< 40k	40 - 100k	> 100k	White	Black	Other
<i>Panel A: LFAO</i>													
Encourage nonlethal purchase	52.0%	62.2%	49.5%	70.8%	42.8%	56.0%	57.0%	54.5%	46.3%	60.4%	54.8%	56.7%	51.9%
Exchange lethal for nonlethal	47.6%	50.9%	37.5%	73.5%	37.3%	50.8%	49.8%	44.6%	46.7%	50.9%	49.7%	54.4%	30.8%
Lower restrictions nonlethal	53.1%	49.3%	53.4%	51.6%	50.3%	53.6%	50.7%	53.4%	46.6%	55.6%	51.1%	49.5%	67.8%
<i>Panel B: NO-U</i>													
Encourage nonlethal purchase	56.8%	55.4%	48.6%	61.4%	61.2%	55.4%	52.7%	57.2%	57.4%	55.4%	57.6%	54.9%	54.0%
Exchange lethal for nonlethal	67.2%	71.3%	56.6%	76.8%	70.3%	71.9%	67.5%	67.5%	70.5%	71.9%	72.9%	64.4%	64.3%
Lower restrictions nonlethal	45.2%	32.6%	42.3%	38.6%	38.6%	38.9%	35.2%	33.1%	36.4%	42.4%	39.0%	37.2%	33.6%
<i>Panel C: NO-I</i>													
Encourage nonlethal purchase	50.7%	55.2%	44.2%	62.5%	54.1%	54.6%	52.8%	53.0%	47.3%	61.4%	56.0%	47.6%	54.3%
Exchange lethal for nonlethal	42.0%	49.5%	33.9%	62.6%	47.7%	45.6%	50.6%	46.1%	46.1%	50.9%	50.0%	44.6%	43.1%
Lower restrictions nonlethal	47.9%	42.9%	52.3%	42.9%	42.7%	45.7%	49.1%	45.4%	45.6%	45.2%	49.6%	38.6%	39.3%

Notes: This table presents respondents views on policies related to non-lethal firearms, by personal characteristics. Panel A shows them for LFAO. Panel B shows them for non-owners who say they are not interestd in acquiring an LFA, and Panel C shows them for non-owners interested in acquiring an LFA. *Encourage non-lethal purchase* is an indicator for respondents who somewhat support or strongly support an information campaign encouraging the purchase of non-lethal firearms instead of lethal firearms. *Exchange lethal for non-lethal* is an indicator for respondents who somewhat support or strongly support a program that would allow LFAO to exchange their lethal firearms for non-lethal firearms. *Lower restrictions non-lethal* is an indicator for respondents who somewhat support or strongly support lower restrictions and fewer regulations on non-lethal firearms compared to lethal firearms. Restricted to control group participants.

TABLE A-29: POLICY VIEWS ON NON-LETHAL FIREARMS BY TYPE AND STRINGENCY OF GUN RESTRICTIONS

	Minimum age restrictions		Stringent storage laws		Stringency of gun laws	
	No	Yes	No	Yes	Low	High
<i>Panel A: LFAO</i>						
Encourage nonlethal purchase	53.6%	56.7%	52.4%	56.3%	54.1%	55.8%
Exchange lethal for nonlethal	45.8%	54.0%	44.3%	51.9%	46.4%	53.0%
Lower restrictions nonlethal	50.7%	54.6%	52.5%	51.8%	51.9%	52.5%
<i>Panel B: NO-U</i>						
Encourage nonlethal purchase	53.3%	60.0%	54.9%	57.3%	54.2%	58.5%
Exchange lethal for nonlethal	68.9%	71.5%	73.4%	68.5%	70.8%	69.6%
Lower restrictions nonlethal	34.4%	41.4%	33.3%	40.0%	34.8%	40.4%
<i>Panel C: NO-I</i>						
Encourage nonlethal purchase	50.5%	57.9%	48.3%	56.6%	57.1%	51.0%
Exchange lethal for nonlethal	47.5%	47.6%	45.1%	48.7%	50.2%	45.1%
Lower restrictions nonlethal	44.6%	46.3%	46.9%	44.7%	46.9%	43.9%

Notes: This table presents respondents views on policies related to non-lethal firearms, by type and stringency of gun laws and restrictions in place in the state in which they live. Panel A shows them for LFAO. Panel B shows them for non-owners who say they are not interested in acquiring an LFA, and Panel C shows them for non-owners interested in acquiring an LFA. *Encourage non-lethal purchase* is an indicator for respondents who somewhat support or strongly support an information campaign encouraging the purchase of non-lethal firearms instead of lethal firearms. *Exchange lethal for non-lethal* is an indicator for respondents who somewhat support or strongly support a program that would allow LFAO to exchange their lethal firearms for non-lethal firearms. *Lower restrictions non-lethal* is an indicator for respondents who somewhat support or strongly support lower restrictions and fewer regulations on non-lethal firearms compared to lethal firearms. Restricted to control group participants.

A-3 Additional experimental results

TABLE A-30: TREATMENT EFFECTS OF THE PRIVATE COSTS OF LETHAL FIREARMS
TREATMENT ON ALL RESPONDENTS, BY PRIOR - WITHOUT CONTROLS

	Lethal firearm owners				Non-owners			
	All	Low Prior	High Prior	Control mean	All	Low Prior	High Prior	Control mean
<i>Panel A. Beliefs and behaviors related to LFAs</i>								
Worried about arrest	0.22*** (0.06)	0.36*** (0.08)	0.09 (0.06)	2.37	0.25*** (0.04)	0.54*** (0.10)	0.15*** (0.04)	2.76
Worried family use	0.05 (0.05)	0.10 (0.06)	-0.01 (0.07)	1.73	0.15*** (0.05)	0.19* (0.11)	0.09** (0.05)	2.89
Willing to reduce number of guns	0.05 (0.05)	0.08 (0.07)	0.02 (0.07)	1.46	-	-	-	-
Less willing to purchase another LFA	0.17 (0.11)	-0.03 (0.17)	0.27* (0.14)	2.88	-0.01 (0.09)	-0.08 (0.24)	-0.05 (0.09)	5.10
Positive WTP for a Safe	0.02 (0.03)	-0.01 (0.05)	0.03 (0.03)	0.54	-	-	-	-
Willing to keep LFA locked if had NLFA	0.20*** (0.07)	0.22* (0.13)	0.17* (0.09)	3.26	-	-	-	-
Will. to participate in a gun buyback program	-0.14 (0.10)	0.11 (0.15)	-0.30** (0.13)	2.56	-	-	-	-
<i>Panel B. Beliefs and behaviors related to NLFAs</i>								
Believes it is a good Replacement	0.06 (0.06)	0.17* (0.09)	-0.01 (0.07)	2.39	-	-	-	-
Prefer to incapacitate, not kill	0.03 (0.07)	0.03 (0.11)	0.02 (0.08)	3.14	-	-	-	-
Interested in purchasing a NLFA	-0.06 (0.11)	0.10 (0.19)	-0.17 (0.13)	3.85	-	-	-	-
Positive WTP for NLFA	-0.02 (0.02)	-0.05 (0.04)	-0.01 (0.03)	0.79	-	-	-	-
<i>Panel C. Policy views related to NLFAs</i>								
Support for NLFA Alternatives Index	0.05 (0.05)	0.09 (0.09)	0.01 (0.06)	0.00	0.16*** (0.04)	0.38*** (0.11)	0.10** (0.05)	0.00
Real Stakes NLFA Index	0.02 (0.05)	0.17* (0.09)	-0.07 (0.07)	0.00	0.06 (0.04)	0.21* (0.11)	0.01 (0.05)	0.00
<i>Panel D. Policy views related to LFAs</i>								
Prohibiting Purchases Index	0.04 (0.05)	0.05 (0.09)	0.02 (0.07)	0.00	0.05 (0.04)	0.16 (0.10)	0.03 (0.05)	0.00
Support for Rules for Buying Index	0.03 (0.05)	0.14 (0.09)	-0.04 (0.07)	0.00	0.06 (0.04)	0.19 (0.14)	0.02 (0.04)	0.00
Support for Storage and Safety Index	0.14*** (0.05)	0.23*** (0.09)	0.08 (0.07)	0.00	0.08* (0.04)	0.22* (0.13)	0.03 (0.04)	0.00
Opposition to Carry in Schools	0.01 (0.05)	-0.02 (0.09)	0.01 (0.07)	0.00	-0.03 (0.04)	0.02 (0.12)	-0.05 (0.05)	0.00
Support for Concealed Carry Regulations Index	0.04 (0.05)	0.07 (0.09)	0.01 (0.07)	0.00	0.05 (0.04)	0.04 (0.11)	0.04 (0.05)	0.00
Support for Restrictions on High-Capacity LF	-0.02 (0.05)	0.04 (0.09)	-0.06 (0.07)	0.00	0.02 (0.04)	0.08 (0.12)	0.00 (0.05)	0.00
Real Stakes Lethal Index	0.15*** (0.06)	0.11 (0.09)	0.16** (0.07)	0.00	0.05 (0.04)	0.07 (0.11)	0.03 (0.05)	0.00

Notes: This table presents the results of Equations 2 and 3 with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: All data: Results based on responses from all participants of the main survey. Low prior: Subsample of respondents who were not worried at all about arrest (LFAO N = 1,096; NO N = 361). High prior: Subsample of respondents who were worried about arrest (LFAO N = 1,888; NO N = 1,854). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-31: TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT, BY PRIOR - WITHOUT CONTROLS

	NLFA Information			NLFA Information + Endorsement			Control mean
	All	Low prior	High prior	All	Low prior	High prior	
<i>Panel A. Beliefs and behaviors related to LFAs</i>							
Worried about arrest	-0.00 (0.06)	0.00 (0.06)	-0.02 (0.13)	0.00 (0.06)	0.08 (0.06)	-0.32** (0.13)	2.37
Worried family use	0.05 (0.06)	0.08 (0.06)	-0.06 (0.14)	0.11** (0.06)	0.19*** (0.06)	-0.20 (0.13)	1.73
Willing to reduce number of guns	-0.02 (0.05)	-0.03 (0.06)	0.03 (0.12)	-0.00 (0.05)	0.00 (0.06)	-0.03 (0.12)	1.46
Less willing to purchase another LFA	0.17 (0.11)	0.21* (0.12)	-0.03 (0.24)	0.09 (0.11)	0.17 (0.12)	-0.23 (0.25)	2.88
Positive WTP for a Safe	0.01 (0.03)	-0.02 (0.03)	0.10* (0.06)	-0.01 (0.03)	-0.01 (0.03)	-0.01 (0.06)	0.54
Willing to keep LFA locked if had NLFA	0.20*** (0.07)	0.22*** (0.08)	0.11 (0.17)	0.20*** (0.07)	0.29*** (0.08)	-0.11 (0.17)	3.26
Will. to participate in a gun buyback program	-0.23** (0.10)	-0.26** (0.11)	-0.15 (0.22)	-0.01 (0.10)	0.07 (0.11)	-0.32 (0.22)	2.56
<i>Panel B. Beliefs and behaviors related to NLFAs</i>							
Believes it is a good Replacement	0.29*** (0.06)	0.33*** (0.07)	0.11 (0.13)	0.32*** (0.06)	0.43*** (0.06)	-0.10 (0.13)	2.39
Prefer to incapacitate, not kill	0.25*** (0.06)	0.25*** (0.07)	0.26* (0.14)	0.32*** (0.06)	0.41*** (0.07)	-0.02 (0.15)	3.14
Interested in purchasing a NLFA	0.76*** (0.11)	0.81*** (0.12)	0.60** (0.25)	0.97*** (0.11)	1.12*** (0.12)	0.36 (0.26)	3.85
Positive WTP for NLFA	0.04* (0.02)	0.03 (0.02)	0.07 (0.05)	0.06*** (0.02)	0.07*** (0.02)	0.01 (0.05)	0.79
<i>Panel C. Policy views related to NLFAs</i>							
Support for NLFA Alternatives Index	0.17*** (0.05)	0.19*** (0.06)	0.08 (0.12)	0.24*** (0.05)	0.30*** (0.06)	0.02 (0.12)	0.00
Real Stakes NLFA Index	0.01 (0.05)	0.03 (0.06)	-0.09 (0.12)	0.08 (0.05)	0.11* (0.06)	-0.04 (0.12)	0.00
<i>Panel D. Policy views related to LFAs</i>							
Prohibiting Purchases Index	0.01 (0.05)	0.01 (0.06)	0.01 (0.13)	0.04 (0.05)	0.06 (0.06)	-0.02 (0.13)	0.00
Support for Rules for Buying Index	-0.02 (0.05)	0.01 (0.06)	-0.17 (0.13)	0.11** (0.05)	0.17*** (0.06)	-0.13 (0.13)	0.00
Support for Storage and Safety Index	0.05 (0.05)	0.05 (0.06)	0.03 (0.12)	0.11** (0.05)	0.16*** (0.06)	-0.06 (0.12)	0.00
Opposition to Carry in Schools	-0.03 (0.05)	-0.03 (0.06)	-0.05 (0.12)	0.06 (0.05)	0.11* (0.06)	-0.10 (0.12)	0.00
Support for Concealed Carry Regulations Index	0.01 (0.05)	0.02 (0.06)	-0.03 (0.12)	0.02 (0.05)	0.07 (0.06)	-0.17 (0.12)	0.00
Support for Restrictions on High-Capacity LF	-0.04 (0.05)	-0.05 (0.06)	0.02 (0.11)	-0.05 (0.05)	-0.02 (0.06)	-0.13 (0.11)	0.00
Real Stakes Lethal Index	0.01 (0.06)	-0.01 (0.06)	0.06 (0.12)	0.13** (0.05)	0.12* (0.06)	0.18* (0.11)	0.00

Notes: This table presents the results of Equation 3. Each treatment group is reported under three cases: All data: Results based on responses from all participants of the main survey. Low prior: Subsample of respondents who had no prior awareness of Byrna for the NLFA treatments (LFAO N = 2,374). High prior: Subsample of respondents who were already aware of Byrna (LFAO N = 610). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LF. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-32: PERSISTENCE OF THE TREATMENT EFFECTS OF THE PRIVATE COSTS OF LETHAL FIREARMS TREATMENT ON ALL RESPONDENTS - WITHOUT CONTROLS

	Lethal firearm owners				Non-owners			
	Main (all)	Main (FU only)	Follow-up (all)	Control Mean	Main (all)	Main (FU only)	Follow-up (all)	Control Mean
<i>Panel A. Beliefs and behaviors related to LFAs</i>								
Worried about arrest	0.22*** (0.06)	0.21*** (0.06)	0.16*** (0.06)	2.37	0.25*** (0.04)	0.24*** (0.05)	0.08* (0.05)	2.76
Worried family use	0.05 (0.05)	0.04 (0.06)	0.01 (0.05)	1.73	0.15*** (0.05)	0.13** (0.05)	-0.00 (0.05)	2.89
Willing to reduce number of guns	0.05 (0.05)	0.04 (0.06)	0.00 (0.06)	1.46	- -	- -	- -	-
Less willing to purchase another LFA	0.05 (0.05)	0.04 (0.06)	0.01 (0.05)	2.88	0.15 (0.05)	0.13 (0.05)	-0.00 (0.05)	5.10
Positive WTP for a Safe	0.02 (0.03)	0.04 (0.03)	-0.00 (0.03)	0.54	- -	- -	- -	-
Willing to keep LFA locked if had NLFA	0.20*** (0.07)	0.19** (0.08)	0.06 (0.08)	3.26	- -	- -	- -	-
Will. to participate in a gun buyback program	-0.14 (0.10)	-0.11 (0.11)	-0.19* (0.11)	2.56	- -	- -	- -	-
<i>Panel B. Beliefs and behaviors related to NLFA</i>								
Believes it is a good Replacement	0.06 (0.06)	0.06 (0.06)	-0.03 (0.06)	2.39	- -	- -	- -	-
Prefer to incapacitate, not kill	0.03 (0.07)	0.05 (0.07)	-0.04 (0.07)	3.14	- -	- -	- -	-
Interested in purchasing a NLFA	-0.06 (0.11)	-0.06 (0.12)	-0.07 (0.11)	3.85	- -	- -	- -	-
Positive WTP for NLFA	-0.02 (0.02)	-0.01 (0.02)	0.01 (0.02)	0.79	- -	- -	- -	-
<i>Panel C. Policy views related to NLFAs</i>								
Support for NLFA Alternatives Index	0.05 (0.05)	0.02 (0.06)	-0.04 (0.06)	0.00	0.16*** (0.04)	0.15*** (0.05)	0.10** (0.04)	0.00
<i>Panel D. Policy views related to LFAs</i>								
Prohibiting Purchases Index	0.04 (0.05)	0.03 (0.06)	-0.04 (0.06)	0.00	0.05 (0.04)	0.05 (0.05)	0.06 (0.04)	0.00
Support for Rules for Buying Index	0.03 (0.05)	0.03 (0.06)	0.03 (0.06)	0.00	0.06 (0.04)	0.05 (0.04)	-0.00 (0.04)	0.00
Support for Storage and Safety Index	0.14*** (0.05)	0.16*** (0.06)	0.09 (0.06)	0.00	0.08* (0.04)	0.06 (0.04)	0.06 (0.04)	0.00
Opposition to Carry in Schools	0.01 (0.05)	-0.02 (0.06)	-0.06 (0.06)	0.00	-0.03 (0.04)	-0.04 (0.05)	-0.05 (0.05)	0.00
Support for Concealed Carry Regulations Index	0.04 (0.05)	0.08 (0.06)	0.04 (0.06)	0.00	0.05 (0.04)	0.05 (0.05)	0.02 (0.05)	0.00
Support for Restrictions on High-Capacity LF	-0.02 (0.05)	0.02 (0.06)	0.04 (0.06)	0.00	0.02 (0.04)	0.03 (0.05)	0.01 (0.05)	0.00

Notes: This table presents the results of Equations 2 and 3. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 2,984; NO N = 2,215). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,561; NO N = 1,974). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,561; NO N = 1,974). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-33: PERSISTENCE OF THE TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT - WITHOUT CONTROLS

	NLFA Information			NLFA Information + Endorsement			Control mean
	Main (all)	Main (FU only)	Follow-up (all)	Main (all)	Main (FU only)	Follow-up (all)	
<i>Panel A. Beliefs and behaviors related to LFAs</i>							
Worried about arrest	-0.00 (0.06)	0.02 (0.06)	-0.00 (0.06)	0.00 (0.06)	-0.00 (0.06)	0.01 (0.06)	2.37
Worried family use	0.05 (0.06)	0.05 (0.06)	-0.00 (0.05)	0.11* (0.06)	0.12** (0.06)	0.04 (0.05)	1.73
Willing to reduce number of guns	-0.02 (0.05)	-0.03 (0.06)	0.02 (0.06)	-0.00 (0.05)	-0.02 (0.06)	0.01 (0.06)	1.46
Less willing to purchase another LFA	0.17 (0.11)	0.12 (0.12)	0.08 (0.11)	0.09 (0.11)	0.03 (0.12)	0.04 (0.11)	2.88
Positive WTP for a Safe	0.01 (0.03)	0.01 (0.03)	0.01 (0.03)	-0.01 (0.03)	0.00 (0.03)	0.01 (0.03)	0.54
Willing to keep LFA locked if had NLFA	0.20** (0.07)	0.18** (0.08)	0.05 (0.08)	0.20** (0.07)	0.22** (0.08)	0.13 (0.08)	3.26
Will. to participate in a gun buyback program	-0.23** (0.10)	-0.21** (0.10)	-0.22** (0.11)	-0.01 (0.10)	0.02 (0.11)	-0.02 (0.11)	2.56
<i>Panel B. Beliefs and behaviors related to NLFAs</i>							
Believes it is a good replacement	0.29*** (0.06)	0.28*** (0.06)	0.10 (0.06)	0.32*** (0.06)	0.32*** (0.06)	0.12* (0.06)	2.39
Prefer to incapacitate, not kill	0.25*** (0.06)	0.24*** (0.07)	0.08 (0.07)	0.32*** (0.06)	0.33*** (0.07)	0.18** (0.07)	3.14
Interested in purchasing a NLFA	0.76*** (0.11)	0.79*** (0.12)	0.37*** (0.12)	0.97*** (0.11)	1.01*** (0.12)	0.53*** (0.12)	3.85
Positive WTP for NLFA	0.04* (0.02)	0.05* (0.02)	0.03 (0.02)	0.06** (0.02)	0.07*** (0.02)	0.06** (0.02)	0.79
<i>Panel C. Policy views related to NLFAs</i>							
Support for NLFA Alternatives Index	0.17*** (0.05)	0.17*** (0.06)	0.09 (0.06)	0.24*** (0.05)	0.25*** (0.06)	0.14** (0.06)	0.00
<i>Panel D. Policy views related to LFAs</i>							
Prohibiting Purchases Index	0.01 (0.05)	0.00 (0.06)	-0.06 (0.06)	0.04 (0.05)	0.05 (0.06)	-0.00 (0.06)	0.00
Support for Rules for Buying Index	-0.02 (0.05)	-0.02 (0.06)	-0.02 (0.06)	0.11* (0.05)	0.11* (0.06)	0.09 (0.06)	0.00
Support for Storage and Safety Index	0.05 (0.05)	0.05 (0.06)	0.03 (0.06)	0.11** (0.05)	0.11* (0.06)	0.09 (0.06)	0.00
Opposition to Carry in Schools	-0.03 (0.05)	-0.04 (0.06)	-0.10* (0.06)	0.06 (0.05)	0.06 (0.06)	0.01 (0.06)	0.00
Support for Concealed Carry Regulations Index	0.01 (0.05)	0.01 (0.06)	-0.04 (0.06)	0.02 (0.05)	0.02 (0.06)	0.03 (0.06)	0.00
Support for Restrictions on High-Capacity LF	-0.04 (0.05)	-0.06 (0.06)	-0.06 (0.06)	-0.05 (0.05)	-0.03 (0.06)	0.04 (0.06)	0.00

Notes: This table presents the results of Equation 3. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 2,984). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,561). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,561). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-34: EFFECT OF THE NLFA INFORMATION AND ENDORSEMENT TREATMENTS ON OPEN-ENDED ANSWERS ABOUT NLFAS, BY PRIOR - WITHOUT CONTROLS

	NLFA Information			NLFA Information + Endorsement		
	All	Low Prior	High Prior	All	Low Prior	High Prior
Because it is easier to access and require no permits	0.01 (0.01)	0.01 (0.00)	0.01 (0.02)	0.01 (0.00)	0.01** (0.01)	-0.01 (0.01)
Would consider but need to know more about product and its reliability	0.02** (0.01)	0.03** (0.01)	-0.00 (0.02)	0.02** (0.01)	0.03** (0.01)	-0.01 (0.02)
Because it reduces mental toll of having/using lethal firearms	0.01 (0.01)	0.01 (0.01)	0.00 (0.02)	0.03** (0.01)	0.03** (0.01)	0.02 (0.02)
Because it is suited for certain threats, though not all	0.03** (0.02)	0.04** (0.02)	-0.00 (0.03)	0.09*** (0.02)	0.10*** (0.02)	0.04 (0.04)
Because it is good for self-defense	0.06** (0.03)	0.05* (0.03)	0.07 (0.06)	0.03 (0.03)	0.04 (0.03)	-0.03 (0.05)
Because NLFAs could escalate dangerous situations	-0.00 (0.01)	-0.00 (0.01)	0.00 (0.02)	-0.00 (0.01)	-0.00 (0.01)	-0.01 (0.02)
Because NLFAs are unreliable	0.01 (0.01)	0.00 (0.01)	0.01 (0.02)	-0.00 (0.01)	-0.01 (0.01)	0.02 (0.02)
Because I still need LFAs for hunting and recreation	-0.02 (0.01)	-0.03** (0.01)	0.02 (0.02)	-0.02** (0.01)	-0.03*** (0.01)	0.02 (0.02)
Because I am unsure about NLFAs' effectiveness	-0.03** (0.01)	-0.03** (0.01)	-0.01 (0.02)	-0.03** (0.01)	-0.04*** (0.01)	-0.00 (0.02)
Because I prioritize safety and do not want to take risks	-0.02 (0.02)	-0.02 (0.02)	0.02 (0.04)	-0.01 (0.02)	-0.02 (0.02)	0.02 (0.04)
Because they are ineffective in high-stakes situations	-0.07*** (0.02)	-0.06** (0.03)	-0.12** (0.05)	-0.09*** (0.02)	-0.10*** (0.03)	-0.03 (0.05)

Notes: This table presents the results of Equation 3, analyzing responses to the open-ended question about why respondents would or would not consider Byrna as a replacement. The outcome variable is a binary indicator equal to 1 if the lethal firearm owner's open-ended response includes the corresponding reason and 0 otherwise. Each row reports the estimated treatment effect of the *Non-Lethal Firearm Information* treatment and *Non-Lethal Firearm Information and Endorsement* treatment, with results presented under three cases: All data: Results based on responses from all participants of the main survey (LFAO N = 2,984). Low prior: Subsample of respondents who had no prior awareness of Byrna for the NLFA treatments (LFAO N = 2,374). High prior: Subsample of respondents who were already aware of Byrna (LFAO N = 610). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-35: PERSISTENCE OF TREATMENT EFFECTS OF THE PRIVATE COST OF LETHAL FIREARM OWNERSHIP TREATMENT – UNWEIGHTED

	Lethal firearm owners			Non-owners		
	Main (all)	Main (FU only)	Follow-up (all)	Main (all)	Main (FU only)	Follow-up (all)
<i>Panel A. Perceived private costs</i>						
Worried about arrest	0.21*** (0.06)	0.21*** (0.06)	0.14** (0.06)	0.26*** (0.04)	0.25*** (0.05)	0.09** (0.04)
Worried family use	0.04 (0.05)	0.03 (0.06)	-0.01 (0.05)	0.15*** (0.05)	0.13*** (0.05)	0.01 (0.05)
<i>Panel B. Attitudes and behaviors related to NLFA</i>						
Good Replacement	0.03 (0.05)	0.02 (0.06)	-0.04 (0.06)	-	-	-
Incapacitate but not kill	0.03 (0.06)	0.05 (0.07)	-0.05 (0.07)	-	-	-
Interested in purchasing a NLFA	-0.06 (0.11)	-0.07 (0.12)	-0.08 (0.11)	-	-	-
Positive Willingness to Pay for NLFA	-0.04 (0.02)	-0.02 (0.02)	-0.00 (0.02)	-	-	-
<i>Panel C. Private behaviors related to LFA</i>						
Willing to keep LFA locked if had NLFA	0.16** (0.07)	0.15* (0.08)	0.01 (0.07)	-	-	-
Positive Willingness to Pay for a Safe	0.01 (0.03)	0.03 (0.03)	-0.02 (0.03)	-	-	-
Less willing to purchase another LFA	0.15 (0.11)	0.12 (0.11)	-0.07 (0.11)	0.00 (0.08)	-0.04 (0.09)	-0.06 (0.09)
Willing to participate in a gun buyback program	-0.15 (0.09)	-0.12 (0.10)	-0.20** (0.10)	-	-	-
Willing to reduce number of guns	0.06 (0.05)	0.06 (0.06)	0.00 (0.06)	-	-	-
<i>Panel D. Policy views on non-lethal</i>						
Support for NLFA Alternatives Index	0.05 (0.05)	0.03 (0.05)	-0.02 (0.05)	0.16*** (0.04)	0.15*** (0.05)	0.09** (0.04)
<i>Panel E. Policy views on lethal</i>						
Prohibiting Purchases Index	0.02 (0.05)	0.01 (0.06)	-0.06 (0.06)	0.05 (0.04)	0.05 (0.04)	0.04 (0.04)
Support for Rules for Buying Index	0.00 (0.05)	0.01 (0.05)	0.01 (0.05)	0.06 (0.04)	0.04 (0.04)	-0.01 (0.04)
Support for Storage and Safety Index	0.11** (0.05)	0.13** (0.05)	0.06 (0.05)	0.08** (0.04)	0.06 (0.04)	0.06 (0.04)
Opposition to Carry in Schools	-0.03 (0.05)	-0.06 (0.05)	-0.09* (0.05)	-0.02 (0.04)	-0.03 (0.04)	-0.04 (0.04)
Support for Concealed Carry Regulations Index	0.01 (0.05)	0.05 (0.05)	0.01 (0.05)	0.05 (0.04)	0.04 (0.04)	0.00 (0.04)
Support for Restrictions on High-Capacity LF	-0.03 (0.05)	0.00 (0.05)	0.05 (0.05)	0.01 (0.04)	0.01 (0.04)	0.00 (0.04)

Notes: This table presents the results of Equation 2 and 3, with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 2,984; NO N = 2,215). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,561; NO N = 1,974). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,561; NO N = 1,974). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools, Support for Restrictions on High-Capacity LFAs, Less willing to purchase another LFA, and Willing to participate in a gun buyback program. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. Estimates are based on unweighted data. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-36: TREATMENT EFFECTS OF THE PRIVATE COST OF LETHAL FIREARM OWNERSHIP TREATMENT, BY PRIOR – UNWEIGHTED

	Lethal firearm owners			Non-owners		
	All	Low Prior	High Prior	All	Low Prior	High Prior
<i>Panel A. Perceived private costs</i>						
Worried about arrest	0.21*** (0.06)	0.38*** (0.08)	0.08 (0.06)	0.26*** (0.04)	0.58*** (0.09)	0.15*** (0.04)
Worried family use	0.04 (0.05)	0.11* (0.06)	-0.01 (0.07)	0.15*** (0.05)	0.25** (0.11)	0.08* (0.04)
<i>Panel B. Attitudes and behaviors related to NLFA</i>						
Good Replacement	0.03 (0.05)	0.11 (0.08)	-0.03 (0.07)	-	-	-
Incapacitate but not kill	0.03 (0.06)	0.01 (0.10)	0.03 (0.08)	-	-	-
Interested in purchasing a NLFA	-0.06 (0.11)	0.08 (0.18)	-0.16 (0.13)	-	-	-
Positive Willingness to Pay for NLFA	-0.04 (0.02)	-0.06 (0.04)	-0.02 (0.03)	-	-	-
<i>Panel C. Private behaviors related to LFA</i>						
Willing to keep LFA locked if had NLFA	0.16** (0.07)	0.16 (0.12)	0.15* (0.09)	-	-	-
Positive Willingness to Pay for a Safe	0.01 (0.03)	-0.02 (0.04)	0.02 (0.03)	-	-	-
Less willing to purchase another LFA	0.15 (0.11)	-0.02 (0.17)	0.23* (0.13)	0.00 (0.08)	-0.06 (0.23)	-0.04 (0.09)
Willing to participate in a gun buyback program	-0.15 (0.09)	0.06 (0.14)	-0.29** (0.12)	-	-	-
Willing to reduce number of guns	0.06 (0.05)	0.08 (0.07)	0.03 (0.07)	-	-	-
<i>Panel D. Policy views on non-lethal</i>						
Support for NLFA Alternatives Index	0.05 (0.05)	0.09 (0.08)	0.03 (0.06)	0.16*** (0.04)	0.35*** (0.11)	0.11** (0.05)
Real Stakes NLFA Index	0.01 (0.05)	0.14* (0.08)	-0.07 (0.06)	0.07 (0.04)	0.22** (0.11)	0.03 (0.04)
<i>Panel E. Policy views on lethal</i>						
Prohibiting Purchases Index	0.02 (0.05)	0.05 (0.08)	-0.00 (0.06)	0.05 (0.04)	0.12 (0.10)	0.03 (0.05)
Support for Rules for Buying Index	0.00 (0.05)	0.09 (0.09)	-0.05 (0.06)	0.06 (0.04)	0.18 (0.14)	0.02 (0.04)
Support for Storage and Safety Index	0.11** (0.05)	0.19** (0.08)	0.05 (0.06)	0.08** (0.04)	0.26** (0.13)	0.03 (0.04)
Opposition to Carry in Schools	-0.03 (0.05)	-0.07 (0.08)	-0.01 (0.06)	-0.02 (0.04)	0.02 (0.11)	-0.04 (0.04)
Support for Concealed Carry Regulations Index	0.01 (0.05)	0.05 (0.08)	-0.01 (0.06)	0.05 (0.04)	0.05 (0.10)	0.03 (0.04)
Support for Restrictions on High-Capacity LF	-0.03 (0.05)	0.05 (0.08)	-0.09 (0.06)	0.01 (0.04)	0.05 (0.11)	-0.01 (0.04)
Real Stakes Lethal Index	0.11** (0.05)	0.04 (0.08)	0.14** (0.06)	0.04 (0.04)	0.06 (0.10)	0.03 (0.04)

Notes: This table presents the results of Equations 2 and 3, with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: All data: Results based on responses from all participants of the main survey. Low prior: Subsample of respondents who were not worried at all about arrest (LFAO N = 1,888). High prior: Subsample of respondents who were worried about arrest (LFAO N = 1,096). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools, Support for Restrictions on High-Capacity LF, Less willing to purchase another LFA, and Willing to participate in a gun buyback program. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. Estimates are based on unweighted data. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-37: PERSISTENCE OF THE TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT – UNWEIGHTED

	NLFA Information			NLFA Information + Endorsement		
	Main (all)	Main (FU only)	Follow-up (all)	Main (all)	Main (FU only)	Follow-up (all)
<i>Panel A. Perceived private costs</i>						
Worried about arrest	-0.03 (0.06)	-0.00 (0.06)	-0.01 (0.06)	-0.02 (0.06)	-0.02 (0.06)	-0.01 (0.06)
Worried family use	0.04 (0.05)	0.03 (0.06)	-0.03 (0.05)	0.10* (0.05)	0.11* (0.06)	0.03 (0.05)
<i>Panel B. Attitudes and behaviors related to NLFA</i>						
Good Replacement	0.26*** (0.06)	0.26*** (0.06)	0.10* (0.06)	0.30*** (0.05)	0.31*** (0.06)	0.11* (0.06)
Incapacitate but not kill	0.25*** (0.06)	0.26*** (0.07)	0.09 (0.07)	0.30*** (0.06)	0.32*** (0.07)	0.15** (0.07)
Interested in purchasing a NLFA	0.77*** (0.10)	0.81*** (0.11)	0.40*** (0.11)	0.94*** (0.10)	0.99*** (0.11)	0.52*** (0.11)
Positive Willingness to Pay for NLFA	0.03 (0.02)	0.04 (0.02)	0.03 (0.02)	0.05** (0.02)	0.06*** (0.02)	0.05** (0.02)
<i>Panel C. Private behaviors related to LFA</i>						
Willing to keep LFA locked if had NLFA	0.17** (0.07)	0.16** (0.08)	0.01 (0.07)	0.14** (0.07)	0.16** (0.08)	0.07 (0.07)
Positive Willingness to Pay for a Safe	0.01 (0.03)	0.00 (0.03)	0.01 (0.03)	-0.02 (0.03)	-0.01 (0.03)	-0.00 (0.03)
Less willing to purchase another LFA	0.13 (0.10)	0.10 (0.11)	0.06 (0.11)	0.03 (0.11)	-0.00 (0.11)	-0.01 (0.11)
Willing to participate in a gun buyback program	-0.19** (0.09)	-0.15 (0.10)	-0.13 (0.10)	-0.03 (0.09)	0.03 (0.10)	0.02 (0.10)
Willing to reduce number of guns	-0.00 (0.05)	-0.01 (0.06)	0.02 (0.06)	-0.00 (0.05)	-0.00 (0.05)	0.01 (0.06)
<i>Panel D. Policy views on non-lethal</i>						
Support for NLFA Alternatives Index	0.18*** (0.05)	0.19*** (0.05)	0.12** (0.05)	0.23*** (0.05)	0.24*** (0.05)	0.15*** (0.05)
<i>Panel E. Policy views on lethal</i>						
Prohibiting Purchases Index	-0.00 (0.05)	-0.01 (0.05)	-0.08 (0.05)	0.01 (0.05)	0.02 (0.06)	-0.05 (0.06)
Support for Rules for Buying Index	-0.05 (0.05)	-0.05 (0.05)	-0.03 (0.05)	0.05 (0.05)	0.05 (0.05)	0.05 (0.05)
Support for Storage and Safety Index	0.02 (0.05)	0.02 (0.05)	-0.00 (0.05)	0.07 (0.05)	0.07 (0.05)	0.05 (0.05)
Opposition to Carry in Schools	-0.06 (0.05)	-0.06 (0.05)	-0.11** (0.05)	0.03 (0.05)	0.02 (0.05)	-0.02 (0.05)
Support for Concealed Carry Regulations Index	-0.02 (0.05)	-0.01 (0.05)	-0.07 (0.05)	-0.02 (0.05)	-0.02 (0.05)	-0.02 (0.05)
Support for Restrictions on High-Capacity LF	-0.04 (0.05)	-0.05 (0.05)	-0.05 (0.05)	-0.08* (0.05)	-0.06 (0.05)	0.01 (0.05)

Notes: This table presents the results of Equation 3, with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 2,984). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,561). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,561). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are normalized: Opposition to Carry in Schools, Support for Restrictions on High-Capacity LFAs, Willing to purchase another LFA, and Willing to participate in a gun buyback program. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. Estimates are based on unweighted data. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-38: TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT, BY PRIOR – UNWEIGHTED

	NLFA Information			NLFA Information + Endorsement		
	All data	Low prior	High prior	All data	Low prior	High prior
<i>Panel A. Perceived private costs</i>						
Worried about arrest	-0.03 (0.06)	-0.02 (0.06)	-0.06 (0.12)	-0.02 (0.06)	0.07 (0.06)	-0.39*** (0.13)
Worried family use	0.04 (0.05)	0.07 (0.06)	-0.10 (0.13)	0.10* (0.05)	0.19*** (0.06)	-0.24* (0.12)
<i>Panel B. Attitudes and behaviors related to NLFA</i>						
Good Replacement	0.26*** (0.06)	0.31*** (0.06)	0.07 (0.13)	0.30*** (0.05)	0.40*** (0.06)	-0.08 (0.13)
Incapacitate but not kill	0.25*** (0.06)	0.27*** (0.07)	0.20 (0.14)	0.30*** (0.06)	0.38*** (0.07)	-0.02 (0.14)
Interested in purchasing a NLFA	0.77*** (0.10)	0.81*** (0.12)	0.60** (0.24)	0.94*** (0.10)	1.09*** (0.11)	0.32 (0.25)
Positive Willingness to Pay for NLFA	0.03 (0.02)	0.03 (0.02)	0.05 (0.05)	0.05** (0.02)	0.06*** (0.02)	-0.00 (0.05)
<i>Panel C. Private behaviors related to LFA</i>						
Willing to keep LFA locked if had NLFA	0.17** (0.07)	0.19** (0.08)	0.07 (0.16)	0.14** (0.07)	0.21*** (0.08)	-0.11 (0.16)
Positive Willingness to Pay for a Safe	0.01 (0.03)	-0.01 (0.03)	0.09 (0.06)	-0.02 (0.03)	-0.02 (0.03)	-0.03 (0.06)
Less willing to purchase another LFA	0.13 (0.10)	0.17 (0.12)	-0.02 (0.23)	0.03 (0.11)	0.08 (0.12)	-0.20 (0.24)
Willing to participate in a gun buyback program	-0.19** (0.09)	-0.18* (0.10)	-0.22 (0.21)	-0.03 (0.09)	0.05 (0.11)	-0.32 (0.21)
Willing to reduce number of guns	-0.00 (0.05)	-0.02 (0.06)	0.05 (0.12)	-0.00 (0.05)	0.02 (0.06)	-0.09 (0.12)
<i>Panel D. Policy views on non-lethal</i>						
Support for NLFA Alternatives Index	0.18*** (0.05)	0.22*** (0.06)	0.02 (0.11)	0.23*** (0.05)	0.28*** (0.05)	0.00 (0.11)
Real Stakes NLFA Index	0.03 (0.05)	0.06 (0.06)	-0.09 (0.11)	0.06 (0.05)	0.08 (0.06)	-0.03 (0.11)
<i>Panel E. Policy views on lethal</i>						
Prohibiting Purchases Index	-0.00 (0.05)	0.01 (0.06)	-0.04 (0.12)	0.01 (0.05)	0.03 (0.06)	-0.03 (0.12)
Support for Rules for Buying Index	-0.05 (0.05)	-0.02 (0.05)	-0.18* (0.11)	0.05 (0.05)	0.10* (0.05)	-0.15 (0.12)
Support for Storage and Safety Index	0.02 (0.05)	0.02 (0.05)	0.03 (0.11)	0.07 (0.05)	0.11** (0.05)	-0.06 (0.11)
Opposition to Carry in Schools	-0.06 (0.05)	-0.04 (0.05)	-0.12 (0.11)	0.03 (0.05)	0.07 (0.05)	-0.12 (0.11)
Support for Concealed Carry Regulations Index	-0.02 (0.05)	-0.00 (0.05)	-0.09 (0.10)	-0.02 (0.05)	0.02 (0.05)	-0.17 (0.11)
Support for Restrictions on High-Capacity LF	-0.04 (0.05)	-0.05 (0.05)	-0.01 (0.10)	-0.08* (0.05)	-0.07 (0.05)	-0.15 (0.10)
Real Stakes Lethal Index	-0.00 (0.05)	-0.01 (0.06)	0.02 (0.10)	0.09* (0.05)	0.08 (0.06)	0.15 (0.10)

Notes: This table presents the results of Equation 3, with the following control variables: age, gender, political affiliation, income and race. Main: Results based on responses from all participants of the main survey (LFAO N = 2,984). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,561). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,561). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are normalized: Opposition to Carry in Schools, Support for Restrictions on High-Capacity LFAs, Willing to purchase another LFA, and Willing to participate in a gun buyback program. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. Estimates are based on unweighted data. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-39: TREATMENT EFFECTS OF PROVIDING INFORMATION ON PRIVATE COSTS OF LFAO, BY RURAL/URBAN

	Lethal firearm owners					Non-owners				
	Rural	Urban	P-value (Test of Difference: Columns (1)-(2))	Rural control mean	Urban control mean	Rural	Urban	P-value (Test of Difference: Columns (6)-(7))	Rural control mean	Urban control mean
<i>Panel A. Beliefs and behaviors related to LFAs</i>										
Worried about arrest	0.29** (0.12)	0.20*** (0.07)	0.48	2.27	2.40	0.46*** (0.13)	0.24*** (0.05)	0.13	2.53	2.79
Worried family use	0.17 (0.12)	0.01 (0.06)	0.22	1.62	1.76	0.27* (0.14)	0.15*** (0.05)	0.42	2.66	2.91
Willing to reduce number of guns	-0.07 (0.10)	0.06 (0.06)	0.30	1.36	1.49	-	-	-	-	-
Less willing to purchase another LFA	0.12 (0.22)	0.14 (0.12)	0.95	2.61	2.95	-0.28 (0.27)	0.04 (0.09)	0.26	5.13	5.09
Positive WTP for a Safe	-0.07 (0.06)	0.05 (0.03)	0.10	0.58	0.53	-	-	-	-	-
Willing to keep LFA locked if had NLFA	0.36** (0.16)	0.14* (0.08)	0.22	3.13	3.29	-	-	-	-	-
Will. to participate in a gun buyback program	0.15 (0.22)	-0.27** (0.11)	0.09	2.33	2.62	-	-	-	-	-
<i>Panel B. Beliefs and behaviors related to NLFAs</i>										
Believes it is a good replacement	0.09 (0.12)	0.02 (0.06)	0.60	2.27	2.42	-	-	-	-	-
Prefer to incapacitate, not kill	0.21 (0.14)	-0.03 (0.07)	0.12	3.03	3.17	-	-	-	-	-
Interested in purchasing a NLFA	-0.04 (0.24)	-0.11 (0.12)	0.79	3.70	3.89	-	-	-	-	-
Positive WTP for NLFA	-0.13** (0.05)	0.00 (0.03)	0.02	0.83	0.78	-	-	-	-	-
<i>Panel C. Policy views related to NLFAs</i>										
Support for NLFA Alternatives Index	0.03 (0.11)	0.03 (0.06)	0.99	0.00	-0.00	0.09 (0.12)	0.16*** (0.05)	0.60	-0.06	0.01
Real Stakes NLFA Index	0.08 (0.12)	-0.02 (0.06)	0.48	-0.15	0.04	0.17 (0.13)	0.05 (0.04)	0.37	-0.20	0.02
<i>Panel D. Policy views related to LFAs</i>										
Prohibiting Purchases Index	0.13 (0.11)	-0.00 (0.06)	0.32	-0.05	0.01	0.15 (0.12)	0.05 (0.05)	0.41	-0.05	0.00
Support for Rules for Buying Index	0.19* (0.12)	-0.03 (0.06)	0.08	-0.18	0.05	0.10 (0.13)	0.06 (0.04)	0.81	-0.16	0.02
Support for Storage and Safety Index	0.19* (0.11)	0.11** (0.06)	0.55	-0.05	0.01	0.10 (0.13)	0.09** (0.04)	0.94	-0.17	0.02
Opposition to Carry in Schools	-0.14 (0.11)	0.01 (0.06)	0.22	-0.09	0.02	-0.05 (0.13)	-0.03 (0.04)	0.92	-0.06	0.00
Support for Concealed Carry Regulations Index	-0.01 (0.11)	0.02 (0.06)	0.83	-0.15	0.04	-0.01 (0.13)	0.06 (0.04)	0.62	-0.01	-0.00
Support for Restrictions on High-Capacity LF	0.11 (0.12)	-0.07 (0.06)	0.15	-0.14	0.04	0.06 (0.12)	0.02 (0.04)	0.76	-0.13	0.01
Real Stakes Lethal Index	0.20* (0.11)	0.10 (0.06)	0.44	-0.11	0.03	0.12 (0.11)	0.03 (0.04)	0.47	-0.10	0.01

Notes: This table presents the results of Equations 2 and 3, with the following control variables: age, gender, political affiliation, income and race. Results are split by residence: Urban (LFAO N=2,381; NO N=1,960) and Rural (LFAO N=589; NO N=244). The rural-urban classification was done based on USDA, Economic Research Service's (ERS) Rural-Urban Commuting Area (RUCA) codes. Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. The third and ninth columns report p-values from Wald tests of equality of the urban and rural treatment-effect estimates. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-40: PERSISTENCE OF THE TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT - AMONGST LOW PRIOR

	NLFA Information			NLFA Information + Endorsement		
	Main (all)	Main (FU only)	Follow-up (all)	Main (all)	Main (FU only)	Follow-up (all)
<i>Panel A. Beliefs and behaviors related to LFAs</i>						
Worried about arrest	-0.00 (0.06)	0.03 (0.07)	-0.01 (0.06)	0.07 (0.06)	0.08 (0.07)	0.00 (0.06)
Worried family use	0.08 (0.06)	0.09 (0.06)	-0.01 (0.05)	0.18*** (0.06)	0.20*** (0.07)	0.04 (0.05)
Willing to reduce number of guns	-0.03 (0.06)	-0.01 (0.06)	0.02 (0.06)	0.00 (0.06)	0.01 (0.06)	0.02 (0.05)
Less willing to purchase another LFA	0.22* (0.12)	0.20 (0.13)	0.06 (0.11)	0.13 (0.12)	0.09 (0.13)	0.01 (0.11)
Positive WTP for a Safe	-0.02 (0.03)	-0.02 (0.03)	0.01 (0.03)	-0.01 (0.03)	0.00 (0.03)	0.01 (0.03)
Willing to keep LFA locked if had NLFA	0.21** (0.08)	0.20** (0.09)	0.03 (0.08)	0.27*** (0.08)	0.27*** (0.09)	0.10 (0.08)
Will. to participate in a gun buyback program	-0.26** (0.11)	-0.22* (0.12)	-0.24** (0.10)	0.05 (0.11)	0.10 (0.12)	-0.03 (0.11)
<i>Panel B. Beliefs and behaviors related to NLFAs</i>						
Believes it is a good replacement	0.32*** (0.06)	0.36*** (0.07)	0.09 (0.06)	0.41*** (0.06)	0.43*** (0.07)	0.11* (0.06)
Prefer to incapacitate, not kill	0.25*** (0.07)	0.24*** (0.08)	0.09 (0.07)	0.38*** (0.07)	0.39*** (0.07)	0.16** (0.07)
Interested in purchasing a NLFA	0.77*** (0.12)	0.86*** (0.13)	0.36*** (0.11)	1.07*** (0.12)	1.13*** (0.13)	0.52*** (0.11)
Positive WTP for NLFA	0.03 (0.02)	0.04 (0.03)	0.03 (0.02)	0.06*** (0.02)	0.08*** (0.03)	0.05** (0.02)
<i>Panel C. Policy views related to NLFAs</i>						
Support for NLFA Alternatives Index	0.19*** (0.06)	0.21*** (0.06)	0.09 (0.05)	0.29*** (0.06)	0.29*** (0.06)	0.12** (0.05)
<i>Panel D. Policy views related to LFAs</i>						
Prohibiting Purchases Index	0.01 (0.06)	0.03 (0.06)	-0.06 (0.06)	0.03 (0.06)	0.05 (0.06)	-0.02 (0.06)
Support for Rules for Buying Index	0.01 (0.06)	0.03 (0.06)	-0.03 (0.06)	0.14** (0.06)	0.15** (0.06)	0.07 (0.06)
Support for Storage and Safety Index	0.04 (0.06)	0.05 (0.06)	0.02 (0.05)	0.13** (0.06)	0.12** (0.06)	0.08 (0.05)
Opposition to Carry in Schools	-0.03 (0.06)	-0.03 (0.06)	-0.11** (0.05)	0.09 (0.06)	0.09 (0.06)	-0.01 (0.05)
Support for Concealed Carry Regulations Index	0.02 (0.06)	0.03 (0.06)	-0.05 (0.06)	0.05 (0.06)	0.05 (0.06)	0.01 (0.06)
Support for Restrictions on High-Capacity LF	-0.05 (0.06)	-0.05 (0.06)	-0.06 (0.05)	-0.05 (0.06)	-0.02 (0.06)	0.02 (0.06)

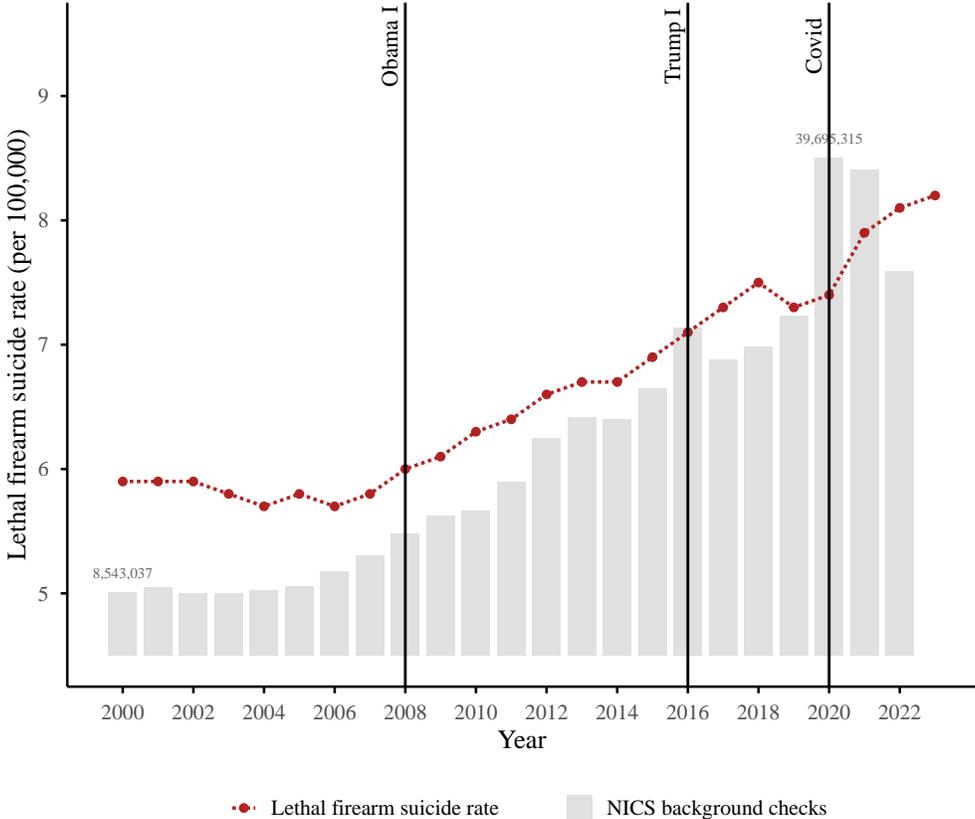
Notes: This table presents the results of Equation 3, with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 3,116). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,672). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,672). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-41: SHARE OF LFAO AND NON-OWNERS OWNING SAFE DEVICES

	LFAO	Non-owner	Total
<i>Panel A: Main Survey</i>			
Own a safe storage device	71.9%	.	.
<i>Panel B: Validation Survey</i>			
Tasers	19.9%	10.2%	15.4%
Pepper Spray	35.4%	38.0%	36.6%
Gun safe or Gun cabinet	52.9%	1.2%	29.0%
Gun	94.3%	2.0%	51.6%
Home security system	54.2%	42.4%	48.7%
Safe	53.9%	22.7%	39.5%
Double-Lock or Multi-Lock Doors	45.8%	42.0%	44.0%
Security Cameras	67.3%	55.3%	61.8%
Guard Dogs	33.7%	29.8%	31.9%
Window Bars	14.1%	17.3%	15.6%
None of the above	0.7%	14.5%	7.1%

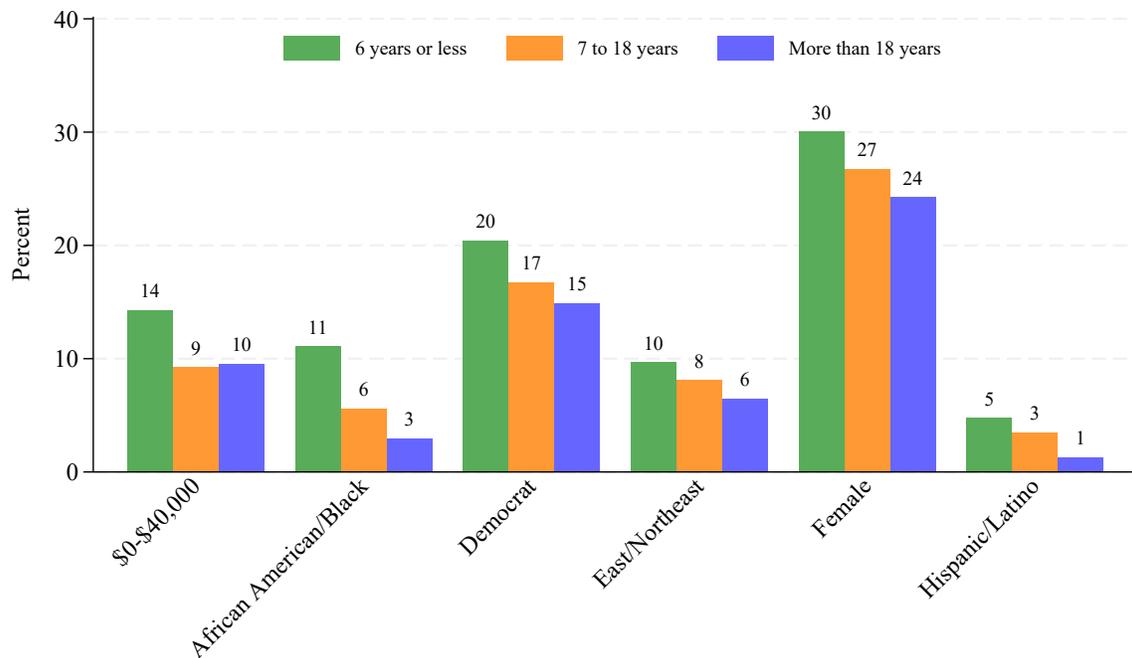
Notes: Panel A presents the share of Main Survey respondents answering “yes” to the question “Do you own a gun storage device such as a gun safe or gun cabinet?”. Panel B presents the answers from validation survey participants to the question “Which of the following do you personally own to keep you safe? Select all that apply.”

FIGURE A-3: LETHAL FIREARM SUICIDE RATE AND NICS BACKGROUND CHECKS (2000–PRESENT)



Notes: This figure shows the evolution of the lethal firearm suicide rate and of the number of NICS background checks in the U.S., over the 2000-2023 period. The lethal firearm suicide rate for a given year is computed as the number of lethal firearm related suicides reported by the CDC (Centers for Disease Control and Prevention, National Center for Health Statistics, 2024) divided by the total U.S. population for that year. The CDC also shows that the total number of suicides has increased over time (from 10.4 to 14.1 suicides per 100,000 inhabitants, between 2000 and 2023). The number of background checks is computed using the FBI's NICS dataset, which compiles all background checks filed in the United States (FBI, 2025).

FIGURE A-4: DEMOGRAPHIC COMPOSITION OF GUN OWNERS BY DURATION OF OWNERSHIP (PROXY FOR COMPOSITIONAL CHANGES OVER TIME)



Notes: This figure displays the demographic composition of each category of responses to the question “How long have you owned a gun? (in years)”. Bars show the weighted share of each demographic group within three categories of gun-ownership duration (6 years or less, 7–18 years, and more than 18 years). Duration of ownership is used here as a proxy for potential compositional changes in the gunowners population over time.

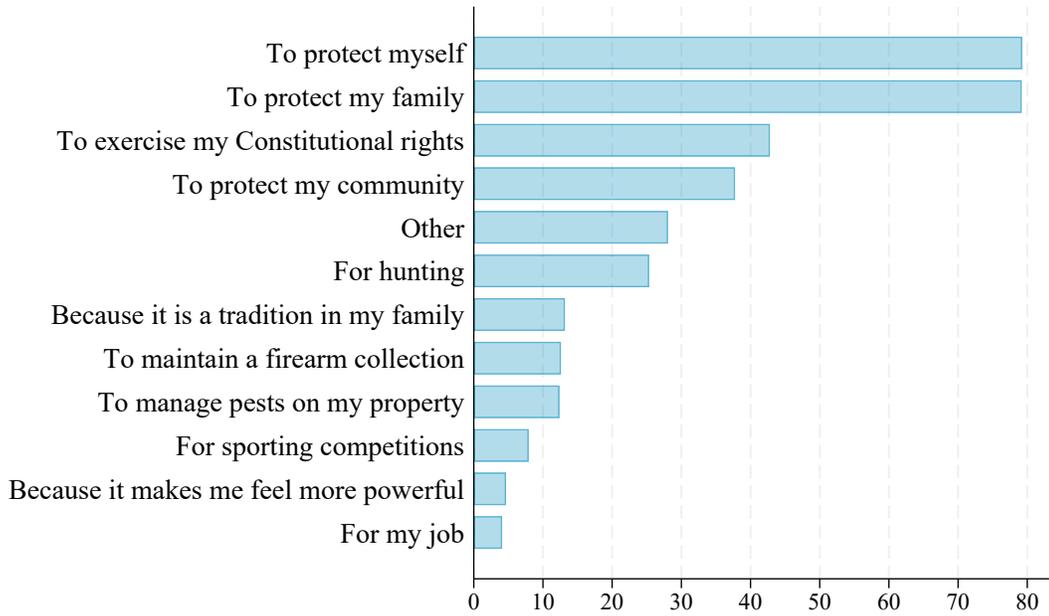
FIGURE A-5: WHAT SPECIFIC FACTORS, IF ANY, WOULD PROMPT YOU TO CONSIDER NO LONGER OWNING GUNS? [OPEN ENDED]



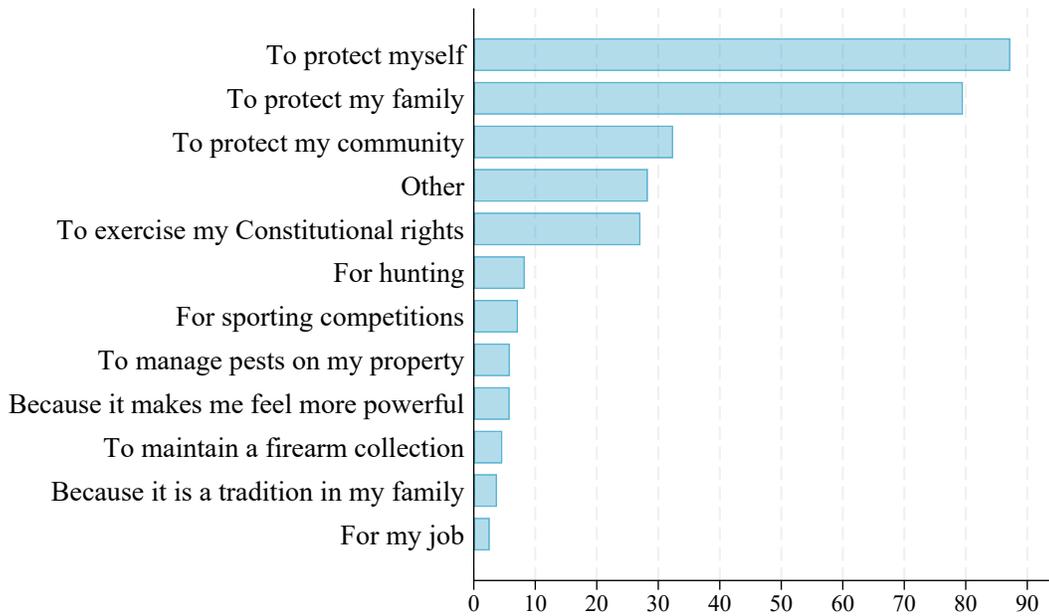
Notes: This figure displays the distribution of topics in responses from LFAO to the question: “What specific factors, if any, would prompt you to consider no longer owning guns?” “Do not see any reason to give up guns” represents those who say nothing would convince them to relinquish firearms; “Safety/storage concerns at home” represents those who would give up guns if household risks, such as children or mental health concerns; “Legal restrictions” represents those who would comply only if required by law; “Lower crime rates” represents those who might give up guns if crime declined and they felt safer; “Blank responses” represents those who provided no response; “Financial constraints or major life changes” represents those who might give up guns due to cost, relocation, or similar shifts; “Physically or mentally unable to handle a gun” represents those who would relinquish if age or impairment made handling unsafe; “Would want to keep a gun for protection” represents those who intend to retain firearms for self-defense; “Already willing to give up guns” represents those open to disposing of or selling firearms, e.g., at a fair price; “If I had an alternative” represents those who would forgo ownership if effective non-gun options existed; “If people around me were not comfortable with guns” represents those who would give up guns if a partner or family were uncomfortable; “If pest control or protection against animals is not needed” represents those who would not own guns absent pest or predator threats; “If I stopped hunting or participating in gun-related recreation” represents those who would give up guns if they no longer hunted or engaged in shooting sports; “Uncategorized” represents responses that did not fit other topics.

FIGURE A-6: REASONS FOR OWNING OR ACQUIRING A LETHAL FIREARM

(A) WHY DO YOU OWN A GUN? (LFAO)

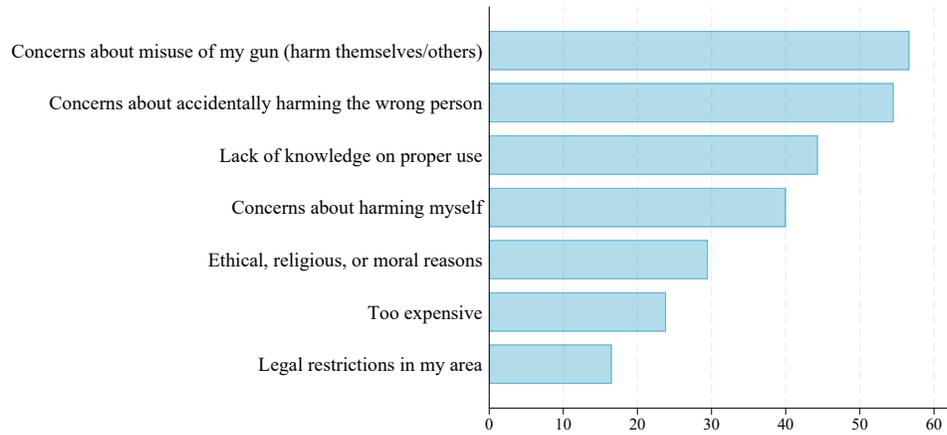


(B) WHY WOULD YOU ACQUIRE A GUN? (NO-I)



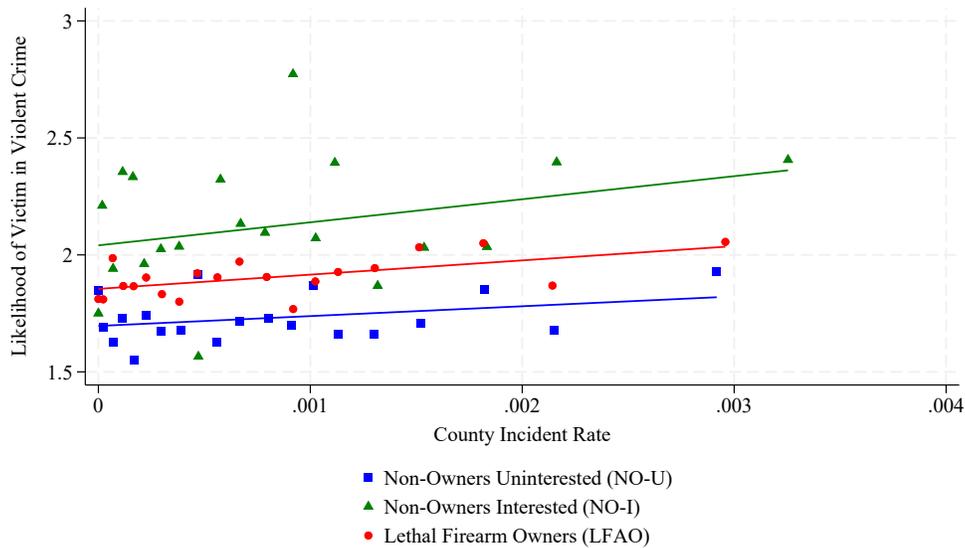
Notes: Panel A shows the share among gun owners who rated each reason as “very” or “extremely” important for owning a lethal firearm. Panel B shows the share among interested non-owners who rated each reason as “very” or “extremely” important for acquiring a lethal firearm. Restricted to control group participants.

FIGURE A-7: REASONS FOR NOT OWNING A LETHAL FIREARM AMONG NON-OWNERS



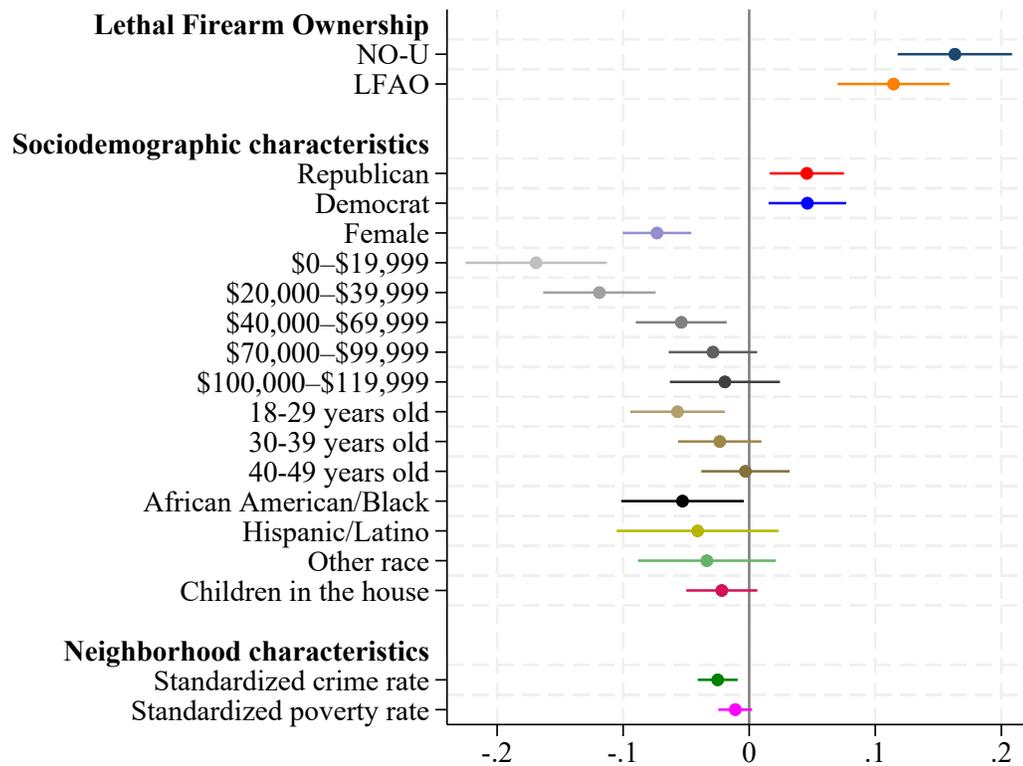
Notes: This figure shows the share among non-owners who rated each reason as “very” or “extremely” important for why they do not own a lethal firearm. Respondents were asked how important each of these eight potential reasons were for them not to own a gun. Restricted to control group participants

FIGURE A-8: PERCEIVED RISK OF BEING A VICTIM



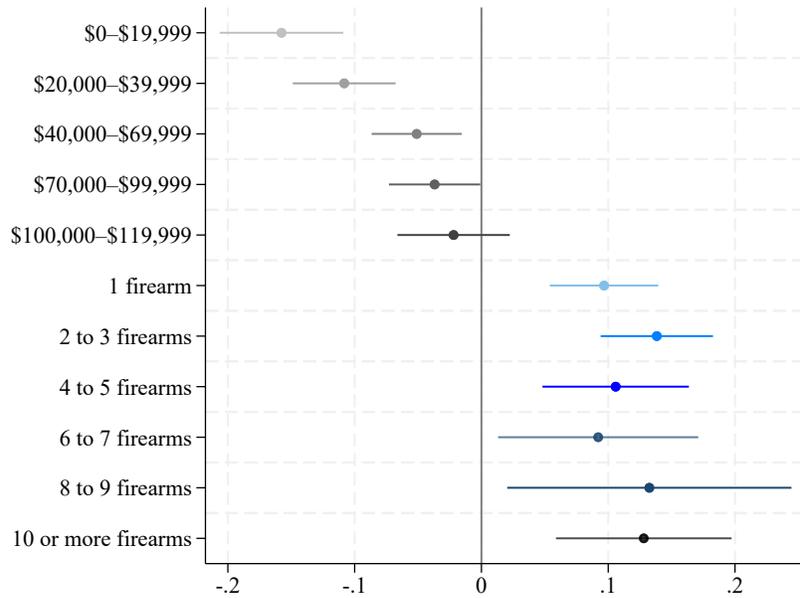
Notes: This is a binscatter plot of participants’ perceived likelihood of being a victim (measured on a 5-point scale) plotted against county-level violent crime incidence. Violent crime incidence is calculated using data from the FBI’s Uniform Crime Reporting (UCR) program. Specifically, the total number of violent crimes—comprising Murder and Non-Negligent Manslaughter, Forcible Rape, Robbery, and Aggravated Assault—is divided by the county’s population to obtain the incidence rate. Counties are then grouped into equal-sized bins based on these rates, and each dot represents the average perceived risk within a bin. Blue squares represent the NO-U group, green triangles the NO-I group, and red dots the LFAO group.

FIGURE A-9: ESTIMATED REGRESSION COEFFICIENTS FOR SAFETY FEELING, WITH FIXED EFFECTS



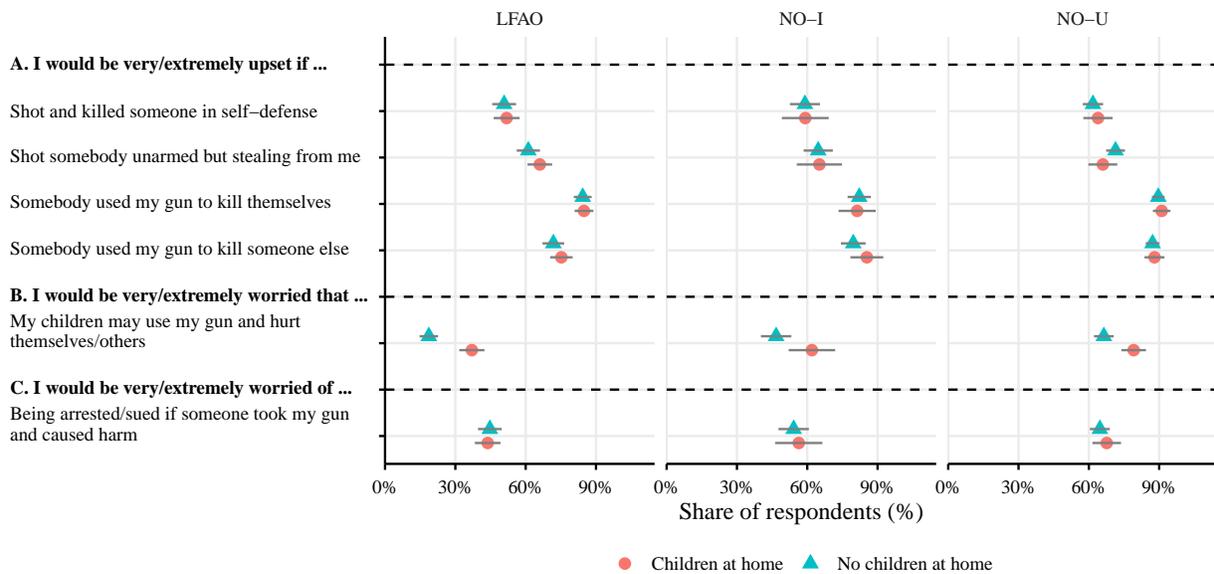
Notes: This figure plots the coefficients obtained from the OLS regression of the “Feel safe” variable, on a set of personal characteristics, and states fixed effects. This variable was constructed by dichotomizing respondents’ answers to the 1-to-5 scale question “How safe or unsafe do you feel in daily life?”, setting equal to 1 if the answer was “somewhat” or “very safe”, and 0 otherwise. The coefficients by type of Lethal Firearm Ownership are relative to NO-I respondents. The reference category for political affiliation is “Independent/other/unaffiliated”. The reference groups are “> 120,000\$” for income, “50 years or older” for age, and “White” for the race variable. The bars represent 95% confidence intervals, using robust standard errors.

FIGURE A-10: ESTIMATED REGRESSION COEFFICIENTS FOR SAFETY FEELING (INCOME AND NUMBER OF FIREARMS)



Notes: This figure plots the coefficients obtained from the OLS regression of the “Feel safe” variable, on a set of personal characteristics, and states fixed effects. This variable was constructed by dichotomizing respondents’ answers to the 1-to-5 scale question “How safe or unsafe do you feel in daily life?”, setting equal to 1 if the answer was “somewhat” or “very safe”, and 0 otherwise. The reference groups are “> 120,000\$” for income, and “0 firearm” for the number of firearms currently owned by the respondent. The bars represent 95% confidence intervals, using robust standard errors.

FIGURE A-11: PERCEIVED PRIVATE COSTS ASSOCIATED WITH LETHAL FIREARM OWNERSHIP ACROSS OWNERSHIP STATUS, WITH VERSUS WITHOUT CHILD



Notes: This figure displays the share of respondents who reported feeling very upset or extremely upset and very worried or extremely worried about various scenarios involving the private costs of firearms, by number of children. Each scenario was rated on a 4-point scale, from 1 (Not upset at all/Not worried at all) to 4 (Extremely upset/Extremely worried). Panel A displays these shares among LFAO respondents, panel B displays them across NO-I respondents, and panel C among NO-U. Restricted to control group participants.

A-4 Validation survey

The survey was fielded in two waves, yielding 549 responses in total (294 gun owners and 255 non-gun owners). The first wave included 236 responses (124 gun owners; 112 non-gun owners).

In the second wave, there were 313 responses (170 gun owners; 143 non-gun owners). We also implemented two survey revisions. First, we modified the questions asking respondents to predict others’ reasons for owning (or not owning) guns such that the shares allocated across reasons were required to sum to 100%. Second, to improve clarity for non-gun owners in the list experiment, we changed the phrasing from first person to third person. In particular, we replaced the statements “My number one reason for owning guns is safety” and “My number one reason for owning guns is because it gives me a feeling of power” with “The number one reason for gun owners to own guns is safety” and “The number one reason for gun owners to own guns is because it gives them a feeling of power,” respectively.

For analysis, we pool responses across both waves for all questions which were unchanged. For those which were revised, we only use the data from the second wave.

TABLE A-42: SAMPLE REPRESENTATIVITY VALIDATION SURVEY

	LFAO		Non Owners	
	Survey	Quota	Survey	Quota
Male	68%	73%	40%	41%
Female	31%	27%	60%	59%
White	86%	87%	65%	66%
Non white	14%	13%	35%	34%
Age 18-29	14%	13.1%	33%	34%
Age 30-49	100%	51.5%	100%	39%
Age 50-64	100%	35.4%	100%	27%
Income 0-40,000	10%	10.9%	32%	34%
Income 40,000 - 100,000	41%	37.6%	31%	30%
Income 100,000+	49%	51.5%	37%	36%
Midwest	27%	28%	21%	20.2%
East/Northeast	9%	8%	20%	19.2%
South	42%	45%	35%	34.3%
West	22%	19%	24%	26.3%
Republican	48%	42.2%	16%	16.8%
Democrat	20%	17.8%	34%	32.6%
Independent	29%	40%	41%	50.5%

Notes: The table presents the demographic representativeness benchmark comparison between GSS 2022 data, and our sample for the validation survey, divided by gun ownership status. The percentages shown for each category are based on the respective groups of LFAO and non-owners.

To validate our obfuscated recruitment process, we included a firearm identification task, a module in which respondents were shown an image of a handgun with seven numbered parts and asked to match each number to its correct label in 60 seconds (see Figure A-12). Table A-43 reports the average number of correct responses by gun ownership status. As expected, lethal firearm owners performed significantly better on average than non-owners.

FIGURE A-12: LETHAL FIREARM TASK SCREENSHOT



Time Left:
47

- Magazine Release
- Disassembly Lever
- Muzzle
- Thumb Safety
- Hammer
- Slide
- Front Sight

Notes: Screenshot of the firearm identification task shown to participants in the validation survey. Respondents were given 60 seconds to match each of the seven numbered parts of the handgun to its correct label from a provided list. This task served as a measure of firearm familiarity.

TABLE A-43: LETHAL FIREARM GAME RESULTS

	LFAO	Non Owners	Total
Average Correct Answers	2.81/7	2.15/7	2.51/7
p-value (LFAO vs NO)	0.000		

Notes: The table reports the mean number of correctly placed labels (out of seven) for gun owners, non-gun owners, and the full sample in the firearm identification “game”. Respondents were shown an image of a gun with seven numbered parts and asked to match each number to its correct label. Participants had 60 seconds to complete as many labels correctly as possible. The p-value shows the result of a two-sample t-test conducted to evaluate the null hypothesis $H_0 : \mu_{NO} - \mu_{LFAO} = 0$.

To assess potential social desirability bias in respondents’ stated motivations for gun ownership, we implemented two list experiments in the validation survey. In each experiment, participants were randomly assigned to a control or treatment group. Control group respondents saw a list of four non-sensitive statements, while treated respondents saw the same list with an additional sensitive item.

In List Experiment 1, the sensitive item was “My number one reason for owning guns is safety” for LFAO, and “The number one reason for gun owners to own guns is safety” for non-owners. Respondents were asked to indicate how many of the statements they agreed with, without specifying which ones. Table A-44 presents the results separately by gun ownership status. For each group, we report the average number of statements endorsed and test for differences between treated and control groups using a two-sample t-test.

TABLE A-44: LIST EXPERIMENT 1 - MY NUMBER ONE REASON FOR OWNING GUNS IS SAFETY

	LFAO		Non Owners	
	Control	Treated	Control	Treated
N of respondents	80	90	71	72
Mean N statements	3.60	4.27	3.77	4.36
p-value (diff.)	0.000		0.000	

Notes: This table presents the results of List Experiment 1 for both gun owners and non-gun owners. “Control” respondents saw only the list of non-sensitive items, while “Treated” respondents saw the same list plus the sensitive item “My number one reason for owning guns is safety.” “N of respondents” indicates the sample size in each cell. “Mean N statements” shows the average number of items participants agree with in the list. A two-sample t-test was performed separately for each ownership status to evaluate $H_0 : \mu_{\text{Treated}} - \mu_{\text{Control}} = 0$.

In List Experiment 2, the sensitive item was “My number one reason for owning guns is because it gives me a feeling of power” for LFAO, and “The number one reason for gun owners to own guns is because it gives them a feeling of power” for non-owners. Respondents were asked to indicate how many of the statements they agreed with, without specifying which ones. Table A-45 presents the results separately by gun ownership status.

TABLE A-45: LIST EXPERIMENT 2 - MY NUMBER ONE REASON FOR OWNING GUNS IS BECAUSE IT GIVES ME A FEELING OF POWER

	LFAO		Non Owners	
	Control	Treated	Control	Treated
N of respondents	83	87	71	72
Mean N statements	3.59	3.64	3.82	3.94
p-value (diff.)	0.773		0.449	

Notes: This table presents the results of List Experiment 2 for both gun owners and non-gun owners. “Control” respondents saw only the list of non-sensitive items, while “Treated” respondents saw the same list plus the sensitive item “My number one reason for owning guns is because it gives me a feeling of power” “N of respondents” indicates the sample size in each cell. “Mean N statements” shows the average number of items participants agree with in the list. A two-sample t-test was performed separately for each ownership status to evaluate $H_0 : \mu_{\text{Treated}} - \mu_{\text{Control}} = 0$.

To assess perceptions and potential misperceptions about firearm ownership motivations, we asked respondents to predict the percentage (0–100) of gun owners who would list each reason as their most important reason for owning or not owning a lethal firearm. Table A-46 reports the results. We compare these predictions to the actual shares observed in the main survey and present mean estimates separately for LFAO (LFAO Pred.) and non-owners (NO Pred.). For each group, we test whether the mean prediction differs significantly from the true value using one-sample t-tests.

TABLE A-46: PREDICTION REASONS TO OWN A LETHAL FIREARM

Reason	Actual	LFAO Pred.	Diff	NO Pred.	Diff
To manage pests on my property	2%	2.8%	0.001	2.7%	0.010
To protect my family	65%	29.0%	0.000	25.8%	0.000
To protect my community	0%	5.2%	0.000	5.6%	0.000
To protect myself	15%	23.1%	0.000	25.6%	0.000
To exercise my Constitutional rights	3%	9.5%	0.000	9.1%	0.000
To maintain a gun collection	1%	3.8%	0.000	4.5%	0.000
Because it's a tradition in my family	1%	4.0%	0.000	3.4%	0.000
For hunting	7%	11.5%	0.000	11.1%	0.000
For sporting competitions	1%	3.6%	0.000	3.7%	0.000
For my job	0%	4.1%	0.000	4.5%	0.000
Because it makes me feel more powerful	0%	3.3%	0.000	3.9%	0.000

Notes: Respondents were asked to predict the percentage (0–100) of lethal firearm owners who would list each reason as their most important reason for owning a gun. The *Actual* column reports the true share of gun owners who selected each reason in the main survey. *LFAO Pred.* and *NO Pred.* report the mean predictions made by gun owners and non-gun owners, respectively. The *Diff* columns display the p-values from tests of the difference between each group's mean prediction and the actual share. For each group, a one-sample t-test was conducted to evaluate $H_0 : \mu_{\text{Pred}} - \text{Actual} = 0$, where μ_{Pred} is the group's mean predicted share.

For non-owners, respondents were asked to estimate what percentage of non-owners would cite each reason as their primary motivation for not owning a lethal firearm. Results are shown in Table A-47. Again, we report average predictions by group and test whether the mean prediction differs significantly from the true value.

TABLE A-47: PREDICTION REASONS NOT TO OWN A GUN

Reason	Actual	LFAO Pred.	Diff	NO Pred.	Diff
Concerns about accidentally harming the wrong person	21%	17.9%	0.002	18.9%	0.065
Concerns about harming myself	8%	12.9%	0.000	10.8%	0.001
Concerns about someone using my gun to harm themselves or other	26%	20.5%	0.000	23.2%	0.067
Too expensive	12%	8.9%	0.001	7.1%	0.000
Legal restrictions in my area	4%	10.2%	0.000	8.3%	0.000
Ethical, religious, or moral reasons	12%	16.7%	0.000	18.9%	0.000
Lack of knowledge on proper use	17%	12.9%	0.000	12.8%	0.000

Notes: Respondents were asked to predict the percentage (0–100) of non-gun owners who would list each reason as their most important reason for not owning a gun. The *Actual* column reports the true share of non-gun owners who selected each reason in the main survey. *GO Pred.* and *NGO Pred.* report the mean predictions made by gun owners and non-gun owners, respectively. The *Diff* columns display the p-values from tests of the difference between each group's mean prediction and the actual share. For each group, a one-sample t-test was conducted to evaluate $H_0 : \mu_{\text{Pred}} - \text{Actual} = 0$, where μ_{Pred} is the group's mean predicted share.

A-5 Back of the envelope analysis of gun-related harm reduction

A-5.1 Impact of the treatment on net safety.

This section sketches the safety impact of policies that increase demand for NLFAs, for example, policies that scale up our *Non-Lethal Firearm Information and Endorsement* treatment.

Expanding on our analysis in Section 4, define the net safety of person i who chooses firearm bundle $f(i)$ as

$$NS_i = \sum_s \pi_{if(i)}(s) \times (b_{if(i)}(s) - h_{if(i)}(s)).$$

The likelihood of gun-related scenarios, as well as benefits and harms in those scenarios, depends not only on person i 's firearm-related choices, $f(i)$, but also the choices of others in the population. Let ϕ encode the choices of everyone in the population and write $NS_i = NS(i, f(i), \phi)$ to make explicit that person i 's safety depends not only on their own choices but also others' choices. Aggregate net safety then equals $\mathbb{E}_i[NS(i, f(i), \phi)]$.

To evaluate the safety impact of a policy that stimulates NLFA demand, let $\tilde{f}(i)$ denote person i 's firearm-related choices under the policy and $\tilde{\phi}$ encode everyone's choices. Aggregate net safety under the policy equals $\mathbb{E}_i[NS(i, \tilde{f}(i), \tilde{\phi})]$.

The overall safety impact of the policy equals:

$$\begin{aligned} \mathbb{E}_i [NS(i, \tilde{f}(i), \tilde{\phi}) - NS(i, f(i), \phi)] &= \underbrace{\mathbb{E}_i [NS(i, \tilde{f}(i), \phi) - NS(i, f(i), \phi)]}_{\text{direct effect}} \\ &+ \underbrace{\mathbb{E}_i [NS(i, \tilde{f}(i), \tilde{\phi}) - NS(i, \tilde{f}(i), \phi)]}_{\text{equilibrium effect}}. \end{aligned}$$

Qualifying and quantifying the equilibrium impact of the policy is beyond this section's scope—we have little to say, for example, about whether a person is more likely to grab for his NLFA over his LFA when he knows broader NLFA adoption has increased.

Focusing then on the direct effect, we can write it as

$$\begin{aligned} \mathbb{E}_i [NS(i, \tilde{f}(i), \phi) - NS(i, f(i), \phi)] &= \mathbb{E}_i \left[\sum_s \pi_{i\tilde{f}(i)}(s) (b_{i\tilde{f}(i)}(s) - h_{i\tilde{f}(i)}(s)) - \pi_{if(i)}(s) (b_{if(i)}(s) - h_{if(i)}(s)) \right] \\ &= \underbrace{\mathbb{E}_i \left[\sum_s \pi_{if(i)}(s) h_{if(i)}(s) - \pi_{i\tilde{f}(i)}(s) h_{i\tilde{f}(i)}(s) \right]}_{\text{harm reduction effect}} \\ &+ \underbrace{\mathbb{E}_i \left[\sum_s \pi_{i\tilde{f}(i)}(s) b_{i\tilde{f}(i)}(s) - \pi_{if(i)}(s) b_{if(i)}(s) \right]}_{\text{protective benefit effect}}. \end{aligned}$$

The harm-reduction and protective-benefit effects are theoretically ambiguous:

- Harm-reduction benefits: previous gun owners (i who went from $f(i)$ with only LFA to $\tilde{f}(i)$ with also NLFA) may be more likely to lock up their lethal firearms, which could lead to fewer accidents and

suicides (see the next section); previous gun owners may reach for an NLFA in situations where they would otherwise grab an LFA, which could avoid fatal harms; NO-I may purchase an NLFA instead of an LFA, which could lead to fewer accidents and suicides than if they purchased an LFA; etc.

- Harm-reduction costs: previous gun owners as well as non-owners who buy an NLFA may have access to NLFA in situations s where they would not have had access to an LFA, which could lead to accidental harms; people may reach for an NLFA in situations where they would not have reached for an LFA, which could lead to escalation, in particular if the NLFA is mistaken as an LFA; etc.
- Protective benefits: people may be able to protect themselves with an NLFA in situations where they would not or could not protect themselves with an LFA; etc.
- Protective costs: people may use an NLFA in situations where (i) they would otherwise use an LFA and (ii) the NLFA happens to be less effective than the LFA in those situations; etc.

Many of these effects are difficult to quantify; the next section attempts to quantify an important sliver of harm-reduction benefits.

A-5.2 Back of the envelope calculation of the impact of the treatment on firearm-related victimhood.

This section estimates the effect of the treatment on firearm-related victimhood, focusing on two main events: school shootings and youth suicides. Specifically, we study how the treatment potentially affects individuals' firearm storage behavior, in turn potentially reducing gun violence and accidents. Indeed, prior research shows that safe storage reduces youth suicide and school-shooting risks, which we build on below. Throughout this exercise, treatment-induced changes in storage refer to reported storage intentions conditional on having an NLFA, rather than observed changes in current storage practices.

We begin by providing a back-of-the-envelope estimate of the predicted treatment effect on safe lethal firearm storage. Storage can be expressed as a function of non-lethal firearm adoption (NLFA), and propensity to increase storage, which themselves may depend on treatment:

$$\Pr(\text{Storage}) = \Pr(\text{Storage}|NLFA) \times \Pr(NLFA) + \Pr(\text{Storage}|No NLFA) \times (1 - \Pr(NLFA))$$

This allows us to rewrite the overall treatment effect on gun storage in the following way, approximating by treating the treatment as continuous and differentiating:

$$\begin{aligned} \frac{\partial \Pr(\text{Storage})}{\partial T} &= [\Pr(\text{Storage}|NLFA) - \Pr(\text{Storage}|No NLFA)] \times \frac{\partial \Pr(NLFA)}{\partial T} + \frac{\partial \Pr(\text{Storage}|NLFA)}{\partial T} \times \Pr(NLFA) \\ &+ \frac{\partial \Pr(\text{Storage}|No NLFA)}{\partial T} \times (1 - \Pr(NLFA)) \end{aligned}$$

This decomposition highlights two major channels of the treatment effect on gun storage (we assume the third is negligible). (i) *NLFA adoption channel*: treatment increases the probability of adopting an NLFA, which in turn raises the likelihood of locking a lethal firearm. (ii) *Transformation rate channel*: treatment

directly affects the probability of locking a lethal firearm conditional on NLFA ownership, making some existing NLFA and LFA holders more likely to store their firearms safely.

We dichotomize the relevant variables and estimate treatment effects as shown in Table A-48. Substituting into the decomposition yields:

$$\widehat{ATE}_{storage} = \frac{\partial \Pr(Storage)}{\partial T} = 0.472 \times 0.20 + 0.07 \times 0.05 = 0.098 \quad (4)$$

implying that the treatment increases safe storage by about 10 ppt.²⁶

TABLE A-48: CONTROL GROUP MEAN AND TREATMENT EFFECTS FOR BACK OF THE ENVELOPE CALCULATIONS

	Control mean	NLFA Info. + Endorsement
Interested in purchasing NLFA	41.4%	0.20
More willing to keep LFA locked if has NLFA	47.2%	0.07

Notes: This table reports the control mean and estimated coefficients from Equation 3 for the *Non-Lethal Firearm Endorsement and Information Treatment*, with the following control variables: age, gender, political affiliation, income and race. Each variable has been dichotomized, in the same way as in Figure 13, hence control group means are the same. *Interested in purchasing an NLFA* is an indicator for respondents who showed willingness to purchase an NLFA non-lethal firearm by selecting 5, 6 or 7 on a 1 to 7 scale. *More Willing to keep LFAs locked if had NLFA* is an indicator for respondents who would definitely or probably be more willing to keep their lethal firearms locked if they had a non-lethal firearm.

We next combine this estimate with external evidence on firearm-related victimization. According to [Modan and Arundel \(2023\)](#), there were 340 school shootings in 2023, resulting in 227 casualties. In the same year, 1,253 firearm suicides and 144 unintentional firearm deaths occurred among individuals aged 19 or younger, totaling 1,397 youth deaths ([Centers for Disease Control and Prevention, National Center for Health Statistics, 2024](#)).

Evidence suggests that “over 80% of school shooters stole their guns from family members because they were not old enough to purchase firearms” ([Peterson, 2021](#)). Thus, if firearms were locked, up to 272 school shootings (implying around 182 casualties) could have been prevented in 2023. In addition, [Grossman et al. \(2005\)](#) estimate that safe storage reduces child firearm suicides and accidental deaths by 73%, which implies 1,020 preventable cases in 2023.

Applying our estimated treatment effect, the overall effects on number of deaths/victims are then:

- School shootings: $ATE_{storage} \times 182 = 0.098 \times 182 \approx 18$ victims prevented.
- Youth suicides and accidents: $ATE_{storage} \times 1020 = 0.098 \times 1020 \approx 100$ deaths prevented.

In sum, these back-of-the-envelope calculations suggest that increasing interest in NLFA through campaigns like our treatment could have prevented around 27 school shootings (≈ 18 victims) and about 100 youth firearm suicides or accidental deaths in 2023 alone. These estimates are scenario-based projections obtained by applying intention changes within a hypothetical policy scenario that expands NLFA ownership.

²⁶This exercise makes the heroic assumption that the 20 percentage point increase in respondents interested in purchasing an NLFA translates into a similar increase in NLFA demand. However, the treatment effect on storage remains sizable even if we halve this number.

A-6 Robustness checks: alternative datasets

In this section, we reproduce the main figures and tables using two alternative versions of our survey dataset. The first one is the most restrictive version, with more stringent data cleaning. The second one is the most extensive version of the dataset, using a more lenient data cleaning approach.

A-6.1 Restrictive sample cleaning

In the restrictive sample, we apply the same data-cleaning steps as in the main sample which include dropping observations that failed any of the attention checks and those who attrited from the survey. In addition, we also exclude rushers from the sample. Rushers are defined as as those who complete the survey in less than 15 minutes for NO and 21 minutes for LFAO (these thresholds correspond to the fastest 5% completion times observed within each group)

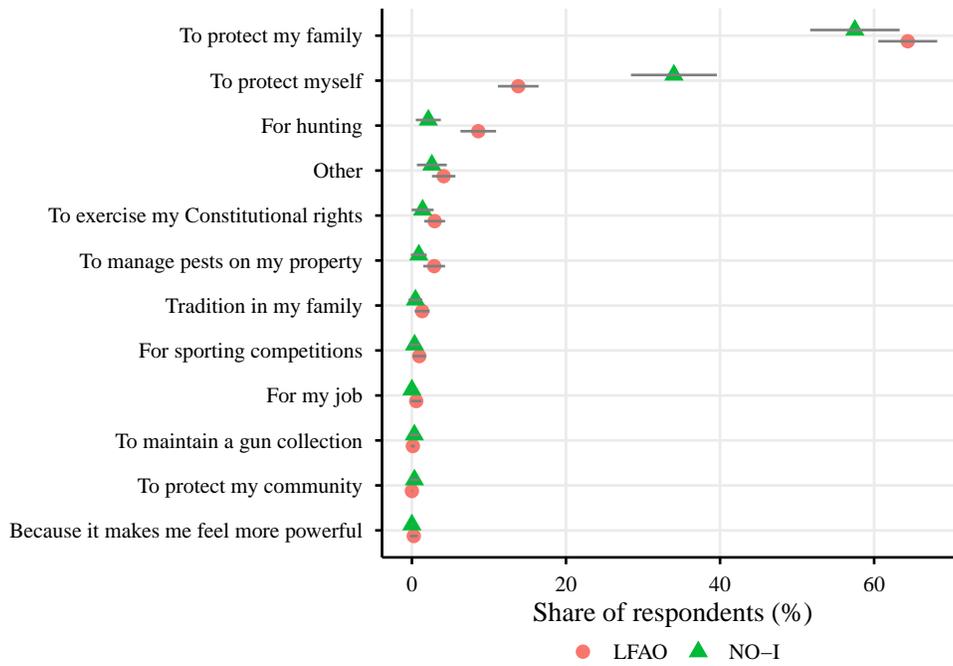
Below, Figures A-13 to A-24 and Tables A-49 to A-54 reproduce the main figures and tables using the restrictive specification of the dataset. The sample consists 2,849 LFAOs and 2,082 NOs.

TABLE A-49: SAMPLE REPRESENTATIVITY, RESTRICTIVE VERSION

	LFAO		Non-owners	
	Survey	Quota	Survey	Quota
Male	68%	73%	42%	41%
Female	32%	27%	56%	59%
White	85%	87%	66%	66%
Non-white	15%	13%	34%	34%
18-29 years old	14%	13.1%	28%	34%
30-49 years old	49%	51.5%	39%	39%
50-64 years old	37%	35.4%	33%	27%
Income 0-40,000	13%	10.9%	36%	34%
Income 40,000 - 100,000	43%	37.6%	31%	30%
Income 100,000+	43%	51.5%	33%	36%
Midwest	24%	28%	20%	20.2%
East/Northeast	12%	8%	19%	19.2%
South	46%	45%	36%	34.3%
West	18%	19%	24%	26.3%
Republican	45%	42.2%	19%	16.8%
Democrat	20%	17.8%	33%	32.6%
Independent	32%	40%	40%	50.5%

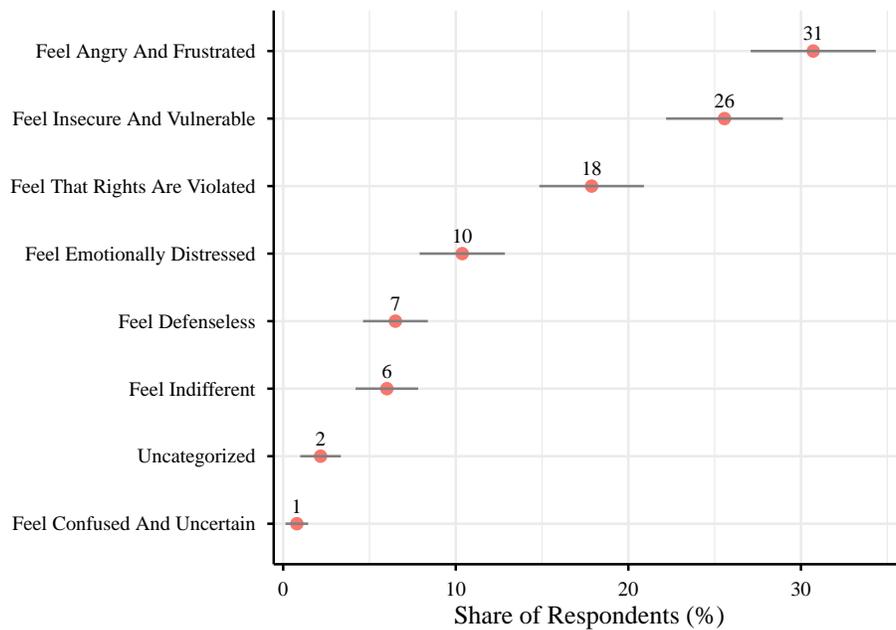
Notes: The table presents the demographic representativeness benchmark comparison between GSS 2022 data, and our restrictive sample (pre-reweight), divided by lethal firearm ownership status. The percentages shown for each category are based on the respective groups of LFAO and non-owners.

FIGURE A-13: REASONS FOR OWNING OR ACQUIRING A LETHAL FIREARM:
THE IMPORTANCE OF SAFETY



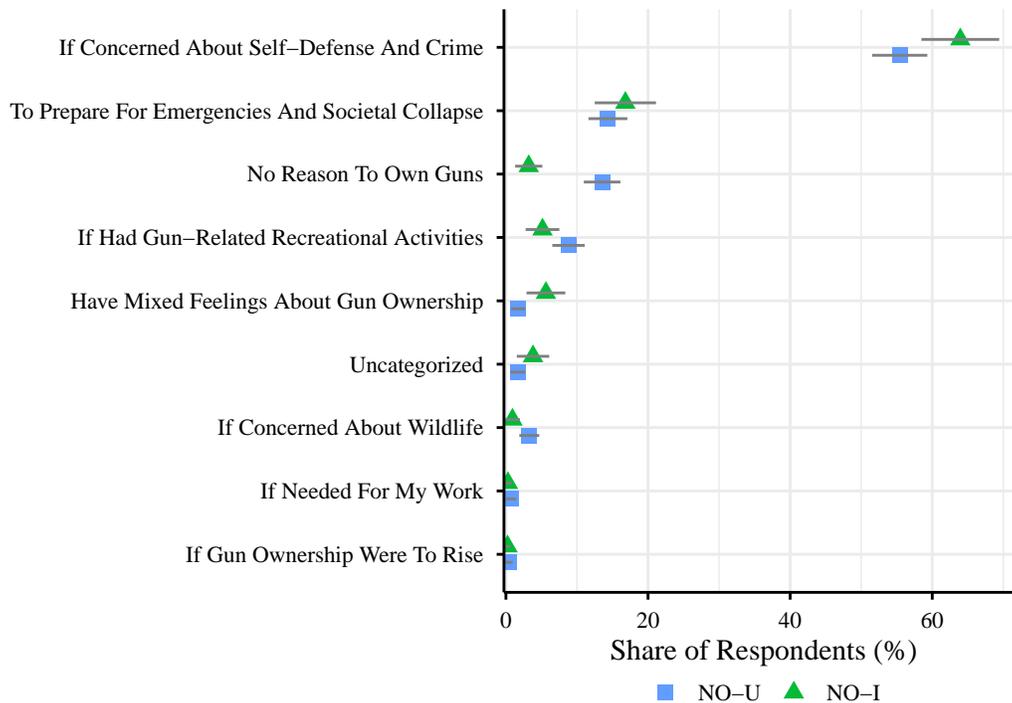
Notes: This figure shows the share of respondents who rated each reason as the "Most important" for owning (among LFAO) or acquiring (NO-I) a lethal firearm. Restricted to control group participants.

FIGURE A-14: IN ONE OR TWO WORDS, HOW WOULD YOU FEEL IF YOUR GUN WAS TAKEN AWAY? [OPEN ENDED]



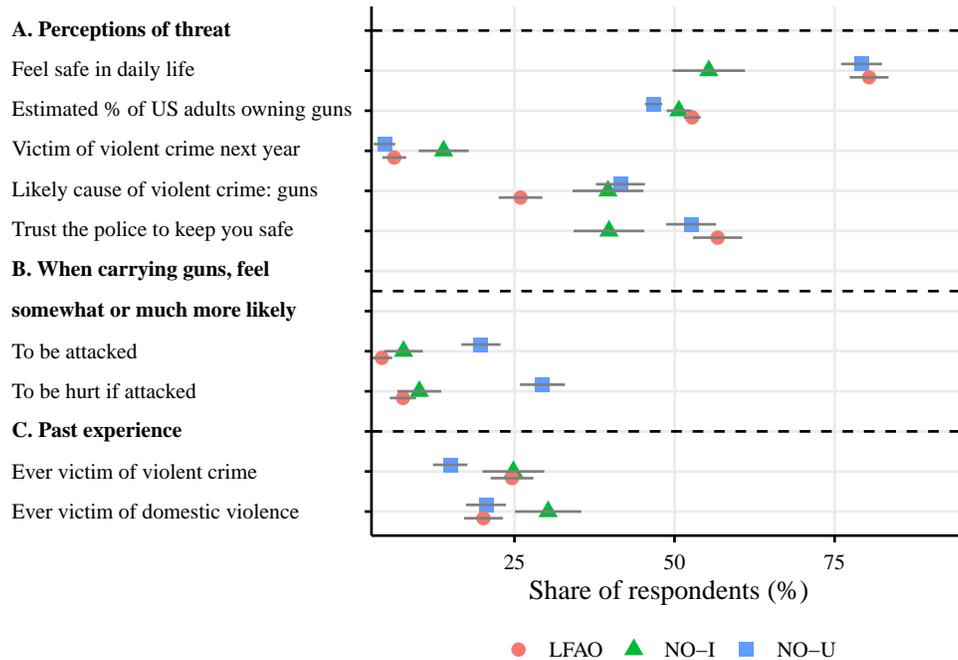
Notes: This figure displays the distribution of topics in responses from LFAO to the question: “In one or two words, how would you feel if your gun was taken away?” The topic category “Feel angry and frustrated” captures expressions of anger, rage, or frustration about the idea of losing one’s gun. “Feel insecure and vulnerable” refers to feelings of exposure or fear for one’s safety without a firearm. “Feel that rights are violated” reflects perceptions that gun removal would infringe upon personal freedoms or constitutional rights. “Feel emotionally distressed” represents sadness, disappointment, or loneliness linked to the emotional value placed on gun ownership. “Feel indifferent” includes respondents expressing little concern or acceptance of the situation. “Feel defenseless” highlights respondents’ sense of being unable to protect themselves without a gun. “Feel confused and uncertain” describes individuals unsure or unclear about how to react to such a situation. “Uncategorized” covers responses that do not fit into any of the other topics. Restricted to control group participants and those with blank responses were excluded.

FIGURE A-15: CAN YOU THINK OF ANY REASON OR SITUATION FOR YOU TO START OWNING A GUN? [OPEN ENDED]



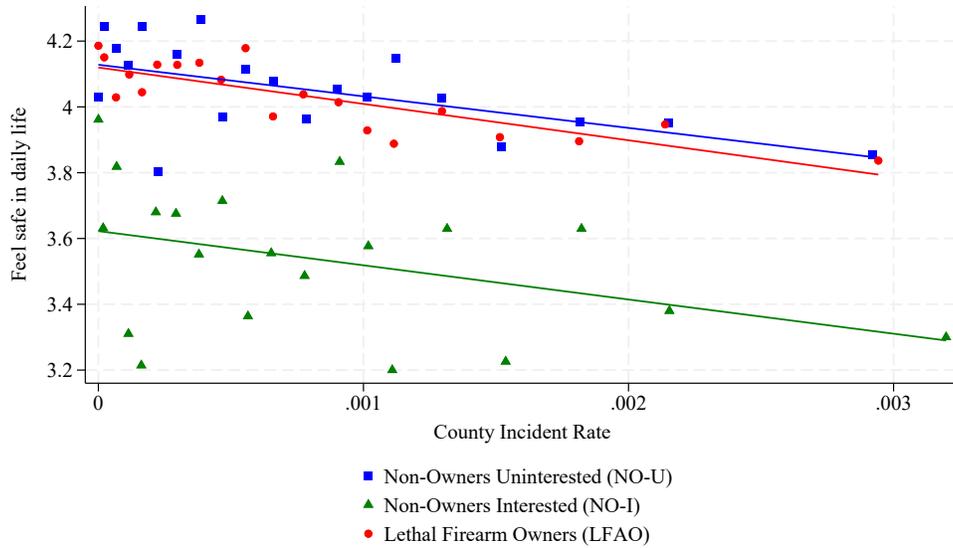
Notes: This figure displays the distribution of topics by types of non-owners responding to the question: “Can you think of any reason or situation for you to start owning a gun? Please list them here.” The topic “If concerned about self-defense and crime” refers to motivations linked to personal protection against threats or crime. “To prepare for emergencies and societal collapse” captures answers about readiness for extreme events such as social unrest or societal breakdown. “No reason to own guns” reflects respondents who see no need for, or oppose, gun ownership. “If had gun-related recreational activities” relates to motivations involving leisure activities such as hunting or target shooting. “Have mixed feelings about gun ownership” represents ambivalent or uncertain attitudes toward owning a gun. “If concerned about wildlife” describes those mentioning protection from animals, often in rural contexts. “If needed for my work” refers to cases where gun ownership is seen as a professional requirement. “If gun ownership were to rise” includes respondents who might consider owning a gun if others around them did so. “Uncategorized” covers responses that do not fit any of the other topics. Restricted to control group participants and those with blank responses were excluded.

FIGURE A-16: SAFETY PERCEPTIONS AND EXPERIENCES BY OWNERSHIP STATUS



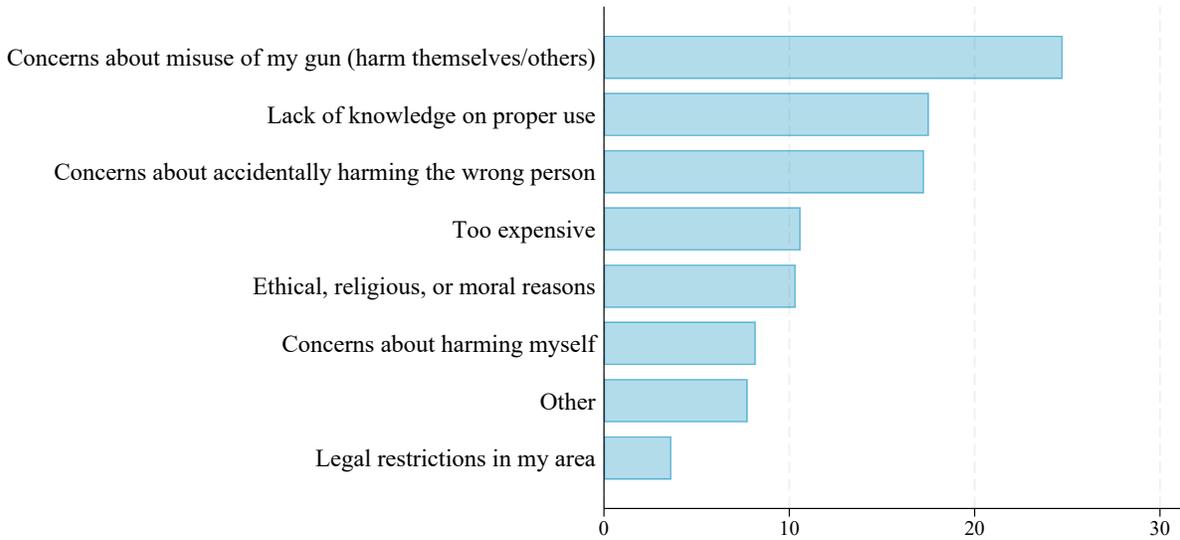
Notes: This figure shows the share of respondents who hold specific beliefs/perceptions or have past experiences related to the items listed in the rows, by firearm ownership status. *Estimated % of U.S. adults who own guns* is the average perceived percentage of U.S. adults who own a gun based on respondents' self-reported estimates. *Feel safe in daily life* is an indicator for respondents who feel somewhat safe or very safe in their daily life. *Victim of violent crime in the next year* is an indicator for respondents who believe they are somewhat or very likely to be a victim of violent crime within the next year. *Likelihood of violent crime caused by guns* is an indicator for respondents who believe a violent crime they may experience in the next year is somewhat or very likely to be caused by guns. *Trust the police to keep you safe* is an indicator for respondents who somewhat trust or completely trust the police to keep them safe. *Be the victim of crime* is an indicator for respondents who feel somewhat more likely or much more likely to be attacked or become a victim of crime when carrying a gun, or if they were to carry a gun. *Be hurt if attacked* is an indicator for respondents who feel somewhat more likely or much more likely to be hurt if attacked when carrying a gun, or if they were to carry a gun. *Ever victim of a violent crime* is an indicator for respondents who have ever been a victim of a violent crime. *Ever victim of domestic violence* is an indicator for respondents who have ever been a victim of domestic violence. Restricted to control group participants.

FIGURE A-17: PERCEIVED VS. OBJECTIVE SAFETY BY LETHAL FIREARM OWNERSHIP STATUS



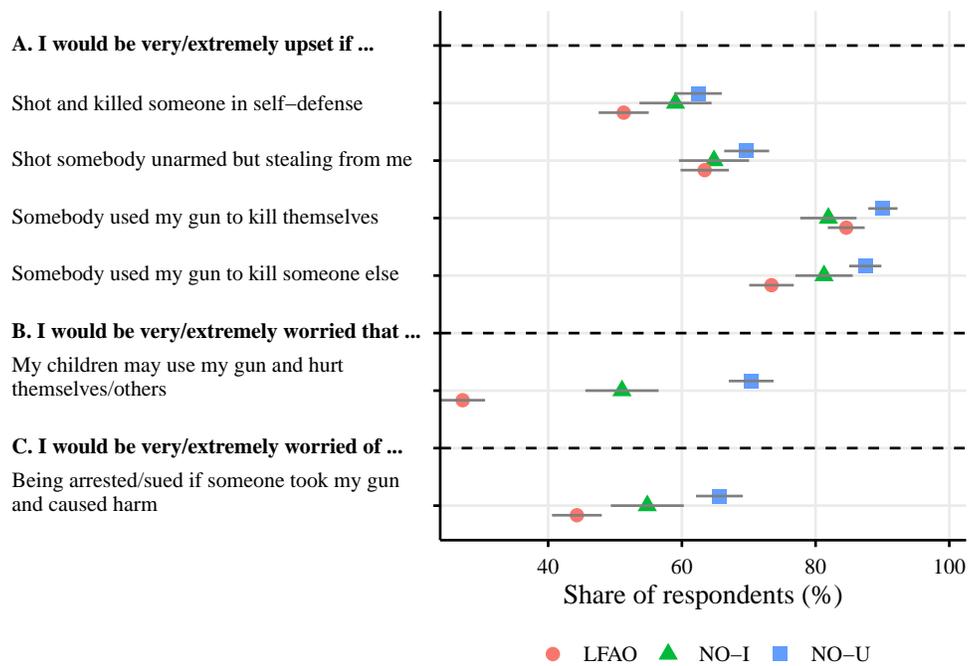
Notes: This is a binscatter plot of participants’ perceived feelings of safety (measured on a 5-point scale) plotted against county-level violent crime incidence. Violent crime incidence is calculated using data from the FBI’s Uniform Crime Reporting (UCR) program. Specifically, the total number of violent crimes—comprising Murder and Non-Negligent Manslaughter, Forcible Rape, Robbery, and Aggravated Assault—is divided by the county’s population to obtain the incidence rate. Counties are then grouped into equal-sized bins based on these rates, and each dot represents the average perceived risk within a bin. Blue dots represent the NO-U group, green dots the NO-I group, and red dots the LFAO group.

FIGURE A-18: REASONS FOR NOT OWNING A LETHAL FIREARM AMONG NON-OWNERS
CONCERNS ABOUT THE HARMS OF OWNERSHIPS



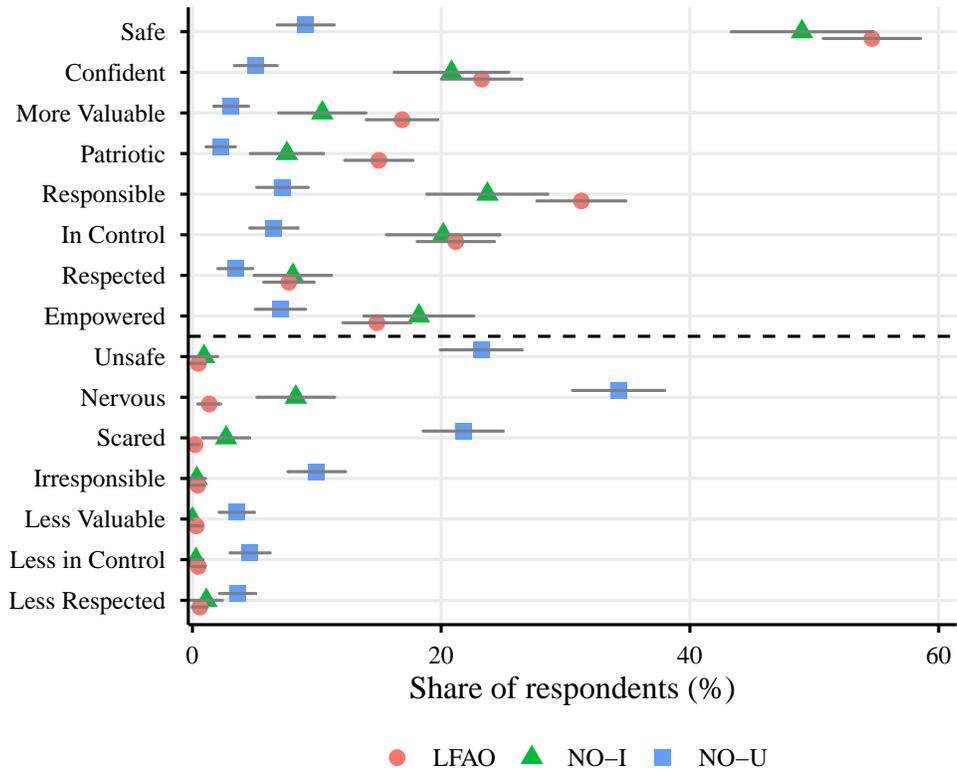
Notes: This figure shows the share among non-owners who rated each reason as the most important for why they do not own a lethal firearm. Respondents were first asked how important each of these eight potential reasons were for them not to own a gun. Restricting to the reasons they classified as “very” or “extremely” important, they were then asked “You said these are very or extremely important reasons for you not to own a gun. Which one is the most important?” Restricted to control group participants.

FIGURE A-19: PERCEIVED PRIVATE COSTS ASSOCIATED WITH LETHAL FIREARM OWNERSHIP ACROSS OWNERSHIP TYPES



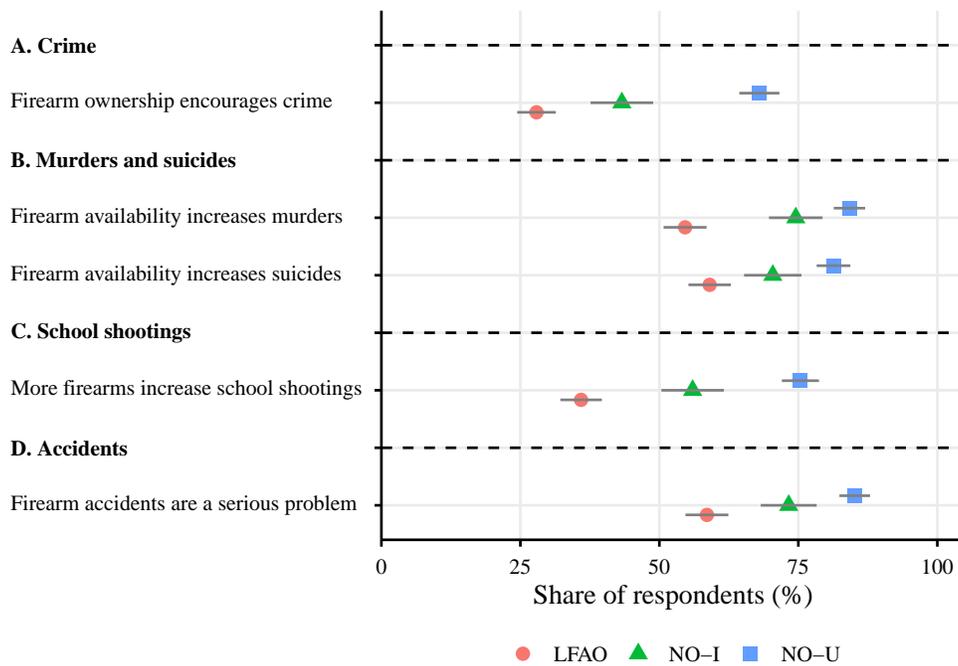
Notes: This figure displays the share of respondents who reported feeling very upset or extremely upset and very worried or extremely worried about various scenarios involving the private costs of firearms, by firearm ownership status. Each scenario was rated on a 4-point scale, from 1 (Not upset at all/Not worried at all) to 4 (Extremely upset/Extremely worried). Restricted to control group participants.

FIGURE A-20: HOW DOES OR WOULD OWNING A GUN MAKE YOU FEEL?



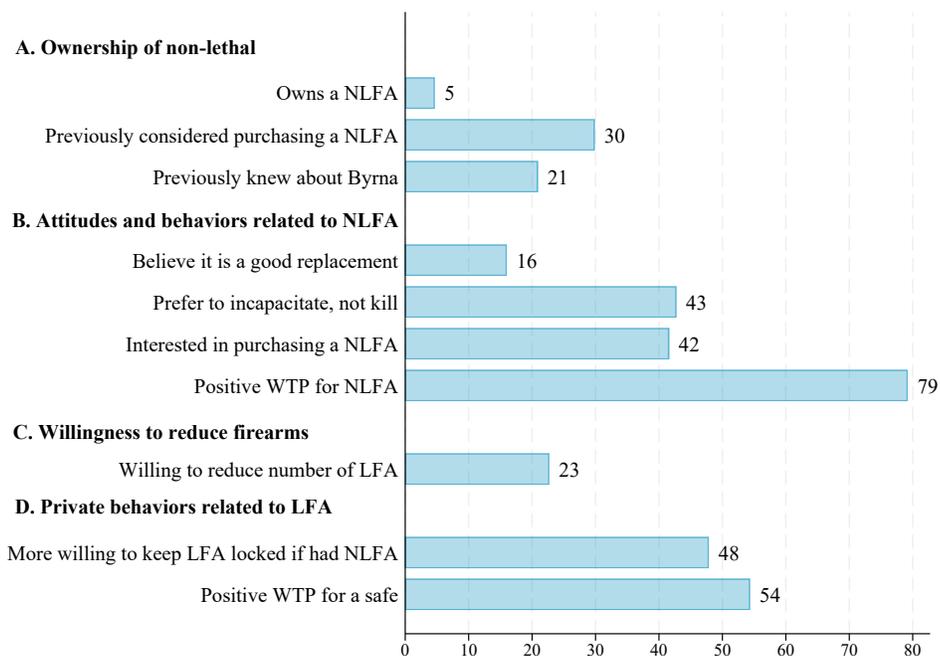
Notes: The figure illustrates respondents' perceptions about owning or potentially owning a lethal firearm, by firearm ownership status. 28.4% of respondents (1,396) are NO-U, 13.7% of them (676) are NO-I, and 57.9% (2,849) are LFAO. The survey question asked: "To what extent does/would owning a gun make you feel?" with response options: No extent, Some extent, A moderate extent, and A great extent. The figure presents the share of respondents who answered "A great extent." Restricted to control group participants.

FIGURE A-21: PERCEIVED SOCIAL COSTS ASSOCIATED WITH LETHAL FIREARM OWNERSHIP ACROSS OWNERSHIP TYPES
OWNERS PERCEIVE LOWER SOCIAL HARMS



Notes: This figure displays the share of respondents who hold specific perceptions on the items listed in the rows, by firearm ownership status. *Firearm ownership encourages crime* is an indicator for respondents who believe that firearm ownership in the U.S. somewhat encourages crime or that it encourages crime a lot. *Firearm availability increases murders* is an indicator for respondents who believe that easy access to firearms somewhat increases the number of murders or that it increases the number of murders a lot. *Firearm availability increases suicides* is an indicator for respondents who believe that easy access to firearms somewhat increases the number of suicides or that it increases the number of suicides a lot. *More firearms increase school shootings* is an indicator for respondents who believe that if firearm ownership were to increase, school shootings would somewhat increase or increase a lot. *Firearms accidents are a serious problem* is an indicator for respondents who perceive accidents from owning a gun as a very serious or extremely serious problem. Restricted to control group participants.

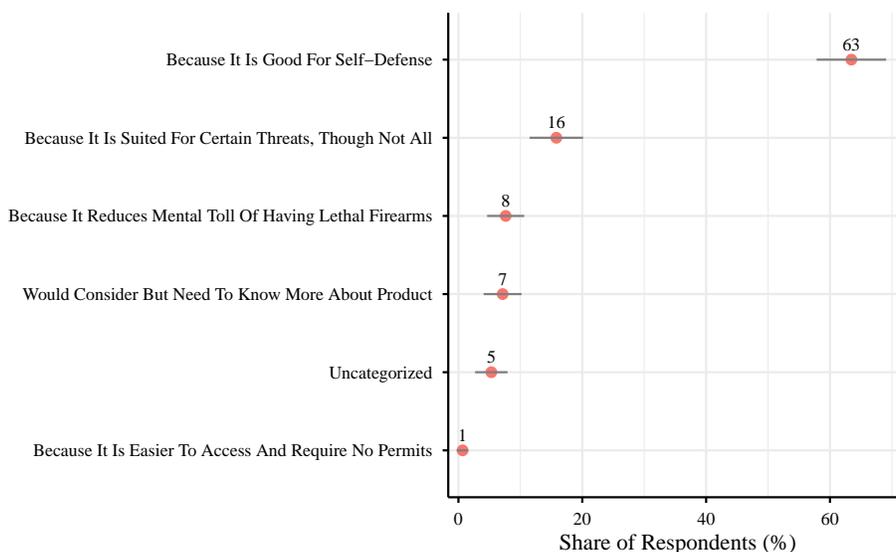
FIGURE A-22: BELIEFS ABOUT NLFAS AMONG LETHAL FIREARM OWNERS



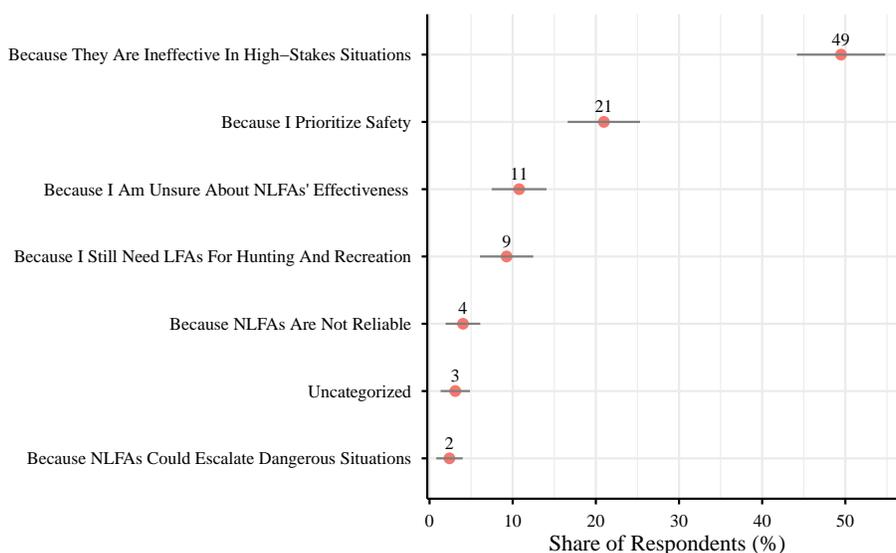
Notes: This figure displays the distribution of LFAOs' responses to the items listed in the rows. *Owns an NLFA* is an indicator for respondents who reported owning a Byrna or another NLFA. *Previously considered purchasing an NLFA* is an indicator for respondents without an NLFA who reported having briefly or seriously considered buying one in the past. *Previously knew about Byrna* is an indicator for respondents who reported having heard about Byrna NLFAs before the survey. *Good replacement* is an indicator for respondents who consider NLFAs as a good or complete replacement for a standard, lethal firearm. *Incapacitate but not kill* is an indicator for respondents who agree or strongly agree that they prefer a firearm capable of temporarily incapacitating without killing. *Interested in purchasing an NLFA* is an indicator for respondents who showed willingness to purchase an NLFA by selecting 5, 6 or 7 on a 1 to 7 scale. *Positive willingness to pay for NLFA* is a dummy variable. *Willing to reduce number of LFAs* is an indicator for respondents who reported that they would reduce slightly, reduce moderately, reduce substantially or no longer hold any firearms if they purchased the Byrna legal non-lethal firearm. *More willing to keep LFAs locked if had NLFA* is an indicator for respondents who would definitely or probably be more willing to keep their lethal firearms locked if they had a Byrna non-lethal firearm. *Positive willingness to pay for a safe* is a dummy variable. Restricted to control group participants.

FIGURE A-23: WHY ARE NLFAS A GOOD OR BAD REPLACEMENT FOR LFAS, AMONG LETHAL FIREARM OWNERS [OPEN ENDED]

(A) WHY DO YOU CONSIDER NONLETHAL FIREARMS LIKE BYRNA TO BE A GOOD REPLACEMENT FOR LFAS?

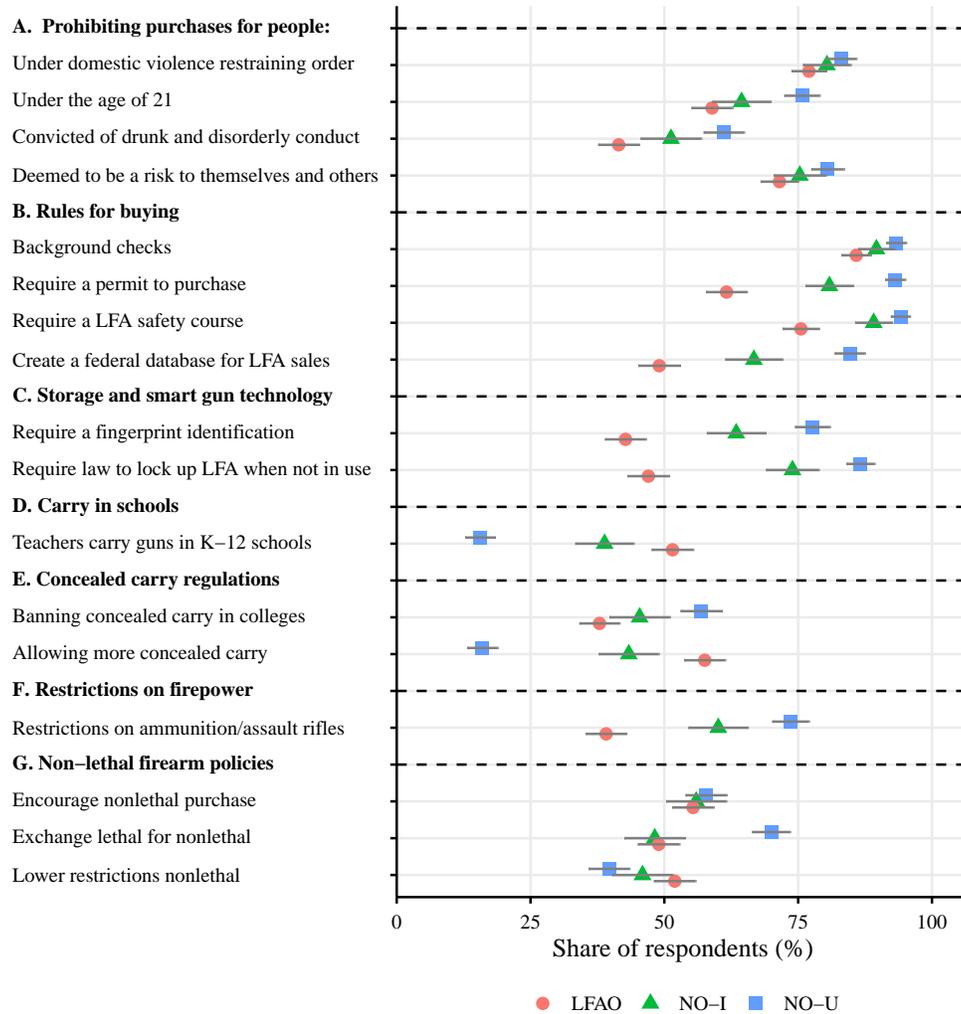


(B) WHY DO YOU CONSIDER NONLETHAL FIREARMS LIKE BYRNA TO BE A BAD REPLACEMENT FOR LFAS?



Notes: This figure displays the distribution of topics in responses from LFAO to open-ended questions on why they viewed NLFAs like Byrna as a good (Panel A) or bad (Panel B) replacement for LFAs. Participants first answered a closed-ended question on whether Byrna was “a complete,” “good,” “decent,” “not much of,” or “not a replacement at all.” Panel A covers reasons for viewing Byrna as a decent, good, or complete replacement. “Because it is good for self-defense” highlights perceptions that NLFAs can improve safety by deterring attackers and reducing fatalities. “Because it is suited for certain threats, though not all” reflects that they are effective in some contexts but not against armed or determined attackers. “Would consider but need to know more about product and its reliability” points to requests for more evidence, testing, and training. “Because it reduces mental toll of having/using lethal firearms” emphasizes reduced emotional burden compared to lethal weapons. “Because it is easier to access and require no permits” mentions affordability and accessibility. “Uncategorized” includes responses that do not fit other topics. Panel B covers reasons for viewing Byrna as not much or not a replacement. “Because they are ineffective in high-stakes situations” raises concerns about insufficient stopping power. “Because I prioritize safety and do not want to take risks with NLFAs” stresses a preference for lethal firearms to ensure protection. “Because I am unsure about NLFAs’ effectiveness” shows skepticism about reliability. “Because I still need LFAs for hunting and recreation” refers to practical needs. “Because NLFAs are not reliable” mentions potential malfunctions. “Because NLFAs could escalate dangerous situations” conveys fears that non-lethal weapons might worsen violence. “Uncategorized” includes remaining responses. Restricted to control group participants.

FIGURE A-24: SHARE OF RESPONDENTS WHO SUPPORT SPECIFIC POLICIES ON LETHAL AND NON-LETHAL FIREARMS



Notes: This figure illustrates respondents' views on policies related to lethal and non-lethal firearms, by firearm ownership status. Support for each policy was measured on a 5-point scale ranging from 1 ("Strongly oppose") to 5 ("Strongly support"). The figure displays the share of respondents who expressed "Somewhat support" and "Strongly support" to each policy. Restricted to control group participants.

TABLE A-50: TREATMENT EFFECTS OF THE PRIVATE COSTS OF LETHAL FIREARMS
TREATMENT ON ALL RESPONDENTS, RESTRICTIVE SAMPLE

	Lethal firearm owners				Non-owners			
	All	Low Prior	High Prior	Control mean	All	Low Prior	High Prior	Control mean
<i>Panel A. Beliefs and behaviors related to LFAs</i>								
Worried about arrest	0.20*** (0.06)	0.36*** (0.09)	0.06 (0.06)	2.40	0.26*** (0.04)	0.63*** (0.10)	0.15*** (0.04)	2.76
Worried family use	0.04 (0.06)	0.09 (0.07)	-0.02 (0.07)	1.74	0.16*** (0.05)	0.26** (0.12)	0.10** (0.05)	2.88
Willing to reduce number of guns	0.03 (0.06)	0.07 (0.07)	-0.00 (0.07)	1.48	-	-	-	-
Less willing to purchase another LFA	0.14 (0.11)	-0.02 (0.17)	0.21 (0.14)	2.87	0.04 (0.09)	0.15 (0.24)	-0.04 (0.09)	5.04
Positive WTP for a Safe	0.03 (0.03)	-0.01 (0.05)	0.04 (0.03)	0.54	-	-	-	-
Willing to keep LFA locked if had NLFA	0.19** (0.08)	0.25* (0.13)	0.14 (0.09)	3.26	-	-	-	-
Will. to participate in a gun buyback program	-0.17* (0.10)	0.11 (0.15)	-0.35*** (0.13)	2.55	-	-	-	-
<i>Panel B. Beliefs and behaviors related to NLFAs</i>								
Believes it is a good replacement	0.03 (0.06)	0.18** (0.09)	-0.06 (0.07)	2.40	-	-	-	-
Prefer to incapacitate, not kill	0.02 (0.07)	0.05 (0.11)	-0.01 (0.08)	3.14	-	-	-	-
Interested in purchasing a NLFA	-0.08 (0.11)	0.12 (0.20)	-0.22 (0.14)	3.85	-	-	-	-
Positive WTP for NLFA	-0.02 (0.02)	-0.04 (0.04)	-0.01 (0.03)	0.79	-	-	-	-
<i>Panel C. Policy views related to NLFAs</i>								
Support for NLFA Alternatives Index	0.04 (0.05)	0.11 (0.09)	-0.01 (0.07)	0.00	0.12*** (0.04)	0.35*** (0.11)	0.07 (0.05)	0.00
Real Stakes NLFA Index	0.01 (0.05)	0.19** (0.09)	-0.11 (0.07)	0.00	0.05 (0.04)	0.26** (0.11)	-0.01 (0.05)	0.00
<i>Panel D. Policy views related to LFAs</i>								
Prohibiting Purchases Index	0.02 (0.05)	0.06 (0.09)	-0.00 (0.07)	0.00	0.07 (0.04)	0.21** (0.10)	0.04 (0.05)	0.00
Support for Rules for Buying Index	0.02 (0.05)	0.16* (0.10)	-0.07 (0.06)	0.00	0.06 (0.04)	0.24* (0.14)	0.01 (0.04)	0.00
Support for Storage and Safety Index	0.13** (0.05)	0.25*** (0.09)	0.05 (0.06)	0.00	0.11*** (0.04)	0.30** (0.13)	0.05 (0.04)	0.00
Opposition to Carry in Schools	-0.02 (0.05)	-0.04 (0.09)	-0.02 (0.07)	0.00	-0.03 (0.04)	0.02 (0.12)	-0.05 (0.05)	0.00
Support for Concealed Carry Regulations Index	0.03 (0.05)	0.08 (0.09)	-0.00 (0.07)	0.00	0.05 (0.04)	0.08 (0.11)	0.03 (0.05)	0.00
Support for Restrictions on High-Capacity LF	-0.05 (0.05)	0.04 (0.09)	-0.11* (0.07)	0.00	0.01 (0.04)	0.12 (0.11)	-0.01 (0.05)	0.00
Real Stakes Lethal Index	0.11** (0.06)	0.12 (0.09)	0.11 (0.07)	0.00	0.07 (0.04)	0.12 (0.11)	0.05 (0.04)	0.00

Notes: This table presents the results of Equations 2 and 3 with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: All data: Results based on responses from all participants of the main survey. Low prior: Subsample of respondents who were not worried at all about arrest (LFAO N = 1,041; NO N = 339). High prior: Subsample of respondents who were worried about arrest (LFAO N = 1,808; NO N = 1,743). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-51: TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT, RESTRICTIVE SAMPLE

	NLFA Information			NLFA Information + Endorsement			Control mean
	All	Low prior	High prior	All	Low prior	High prior	
<i>Panel A. Beliefs and behaviors related to LFAs</i>							
Worried about arrest	-0.03 (0.06)	-0.02 (0.07)	-0.05 (0.13)	-0.03 (0.06)	0.05 (0.07)	-0.33** (0.13)	2.40
Worried family use	0.04 (0.06)	0.08 (0.06)	-0.08 (0.13)	0.09* (0.06)	0.18*** (0.06)	-0.22* (0.13)	1.74
Willing to reduce number of guns	-0.02 (0.05)	-0.02 (0.06)	0.00 (0.12)	-0.01 (0.05)	-0.00 (0.06)	-0.06 (0.12)	1.48
Less willing to purchase another LFA	0.16 (0.11)	0.22* (0.13)	-0.09 (0.24)	0.05 (0.11)	0.13 (0.13)	-0.25 (0.25)	2.87
Positive WTP for a Safe	0.01 (0.03)	-0.01 (0.03)	0.10* (0.06)	-0.01 (0.03)	-0.01 (0.03)	-0.01 (0.06)	0.54
Willing to keep LFA locked if had NLFA	0.16** (0.08)	0.20** (0.08)	0.01 (0.17)	0.15** (0.08)	0.25*** (0.08)	-0.18 (0.17)	3.26
Will. to participate in a gun buyback program	-0.23** (0.10)	-0.23** (0.11)	-0.25 (0.22)	-0.03 (0.10)	0.07 (0.11)	-0.37* (0.21)	2.55
<i>Panel B. Beliefs and behaviors related to NLFAs</i>							
Believes it is a good replacement	0.27*** (0.06)	0.33*** (0.07)	0.05 (0.13)	0.28*** (0.06)	0.40*** (0.06)	-0.14 (0.13)	2.40
Prefer to incapacitate, not kill	0.23*** (0.07)	0.25*** (0.07)	0.19 (0.15)	0.27*** (0.07)	0.37*** (0.07)	-0.10 (0.15)	3.14
Interested in purchasing a NLFA	0.74*** (0.11)	0.80*** (0.13)	0.54** (0.25)	0.94*** (0.11)	1.10*** (0.12)	0.30 (0.26)	3.85
Positive WTP for NLFA	0.03 (0.02)	0.03 (0.03)	0.05 (0.05)	0.05** (0.02)	0.07*** (0.02)	-0.01 (0.05)	0.79
<i>Panel C. Policy views related to NLFAs</i>							
Support for NLFA Alternatives Index	0.16*** (0.05)	0.20*** (0.06)	0.02 (0.12)	0.22*** (0.05)	0.29*** (0.06)	-0.01 (0.12)	0.00
Real Stakes NLFA Index	-0.01 (0.05)	0.03 (0.06)	-0.15 (0.12)	0.05 (0.05)	0.08 (0.06)	-0.06 (0.12)	0.00
<i>Panel D. Policy views related to LFAs</i>							
Prohibiting Purchases Index	-0.00 (0.05)	0.00 (0.06)	-0.02 (0.13)	0.00 (0.06)	0.02 (0.06)	-0.04 (0.13)	0.00
Support for Rules for Buying Index	-0.04 (0.05)	0.01 (0.06)	-0.25** (0.12)	0.07 (0.05)	0.13** (0.06)	-0.16 (0.12)	0.00
Support for Storage and Safety Index	0.03 (0.05)	0.04 (0.06)	-0.01 (0.11)	0.07 (0.05)	0.11* (0.06)	-0.06 (0.11)	0.00
Opposition to Carry in Schools	-0.04 (0.05)	-0.01 (0.06)	-0.16 (0.12)	0.05 (0.05)	0.09 (0.06)	-0.13 (0.12)	0.00
Support for Concealed Carry Regulations Index	0.02 (0.05)	0.05 (0.06)	-0.10 (0.12)	0.01 (0.05)	0.06 (0.06)	-0.18 (0.12)	0.00
Support for Restrictions on High-Capacity LF	-0.05 (0.05)	-0.06 (0.06)	-0.03 (0.11)	-0.08 (0.05)	-0.06 (0.06)	-0.14 (0.11)	0.00
Real Stakes Lethal Index	0.00 (0.05)	0.01 (0.06)	-0.03 (0.11)	0.10* (0.05)	0.09 (0.06)	0.14 (0.10)	0.00

Notes: This table presents the results of Equation 3, with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: All data: Results based on responses from all participants of the main survey. Low prior: Subsample of respondents who have not heard of Byrna before the survey (LFAO N = 2,254). High prior: Subsample of respondents who have heard of Byrna before the survey (LFAO N = 595). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-52: EFFECT OF THE NLFA INFORMATION AND ENDORSEMENT TREATMENTS ON OPEN-ENDED ANSWERS ABOUT NLFAs, RESTRICTIVE SAMPLE

	NLFA Information			NLFA Information + Endorsement		
	All	Low Prior	High Prior	All	Low Prior	High Prior
Because it is easier to access and require no permits	0.01** (0.01)	0.01* (0.00)	0.03* (0.02)	0.01** (0.01)	0.01** (0.01)	-0.00 (0.01)
Would consider but need to know more about product and its reliability	0.01 (0.01)	0.01 (0.01)	0.00 (0.02)	0.01 (0.01)	0.02 (0.01)	-0.00 (0.02)
Because it reduces mental toll of having/using lethal firearms	0.00 (0.01)	0.01 (0.01)	-0.01 (0.02)	0.00 (0.01)	0.01 (0.01)	-0.01 (0.02)
Because it is suited for certain threats, though not all	0.04** (0.02)	0.04** (0.02)	0.02 (0.03)	0.08*** (0.02)	0.10*** (0.02)	0.03 (0.04)
Because it is good for self-defense	0.07** (0.03)	0.09*** (0.03)	0.00 (0.06)	0.06** (0.03)	0.08** (0.03)	-0.02 (0.06)
Because NLFAs could escalate dangerous situations	-0.00 (0.01)	-0.00 (0.01)	-0.00 (0.02)	-0.01 (0.01)	-0.01 (0.01)	0.00 (0.02)
Because NLFAs are unreliable	-0.01 (0.01)	-0.01* (0.01)	0.03 (0.02)	-0.01 (0.01)	-0.01 (0.01)	0.00 (0.02)
Because I still need LFAs for hunting and recreation	-0.02** (0.01)	-0.02 (0.01)	-0.03 (0.02)	-0.03** (0.01)	-0.03** (0.01)	-0.02 (0.02)
Because I am unsure about NLFAs' effectiveness	-0.02 (0.01)	-0.02 (0.01)	0.00 (0.02)	-0.03** (0.01)	-0.04*** (0.01)	0.02 (0.03)
Because I prioritize safety and do not want to take risks	-0.01 (0.02)	-0.01 (0.02)	-0.00 (0.04)	-0.01 (0.02)	-0.02 (0.02)	0.02 (0.04)
Because they are ineffective in high-stakes situations	-0.07*** (0.02)	-0.07** (0.03)	-0.04 (0.05)	-0.08*** (0.02)	-0.10*** (0.03)	0.01 (0.05)

Notes: This table presents the results of Equation 3 with the following control variables: age, gender, political affiliation, income and race. The outcome variables are binary indicators of the responses to the open-ended question about why respondents would or would not consider Byrna as a replacement (i.e., it is 1 if the LFAO's open-ended response includes the corresponding reason and 0 otherwise). Each row reports the estimated treatment effect of the *Non-Lethal Firearm Information* treatment and *Non-Lethal Firearm Information and Endorsement* treatment, with results presented under three cases: All data: Results based on responses from all participants of the main survey (LFAO N = 2,849). Low prior: Subsample of respondents who had no prior awareness of Byrna for the NLFA treatments (LFAO N = 2,254). High prior: Subsample of respondents who were already aware of Byrna (LFAO N = 595). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-53: PERSISTENCE OF THE TREATMENT EFFECTS OF THE PRIVATE COSTS OF LETHAL FIREARMS TREATMENT, RESTRICTIVE SAMPLE

	Lethal firearm owners			Non-owners		
	Main (all)	Main (FU only)	Follow-up (all)	Main (all)	Main (FU only)	Follow-up (all)
<i>Panel A. Beliefs and behaviors related to LFAs</i>						
Worried about arrest	0.20*** (0.06)	0.18*** (0.06)	0.15** (0.06)	0.26*** (0.04)	0.25*** (0.05)	0.09* (0.05)
Worried family use	0.04 (0.06)	0.02 (0.06)	-0.02 (0.06)	0.16*** (0.05)	0.13*** (0.05)	0.01 (0.05)
Willing to reduce number of guns	0.03 (0.06)	0.02 (0.06)	0.01 (0.06)	- -	- -	- -
Less willing to purchase another LFA	0.04 (0.06)	0.02 (0.06)	-0.02 (0.06)	0.16 (0.05)	0.13 (0.05)	0.01 (0.05)
Positive WTP for a Safe	0.03 (0.03)	0.04 (0.03)	0.01 (0.03)	- -	- -	- -
Willing to keep LFA locked if had NLFA	0.19** (0.08)	0.18** (0.08)	0.04 (0.08)	- -	- -	- -
Will. to participate in a gun buyback program	-0.17* (0.10)	-0.12 (0.11)	-0.19* (0.11)	- -	- -	- -
<i>Panel B. Beliefs and behaviors related to NLFA</i>						
Believes it is a good replacement	0.03 (0.06)	0.03 (0.06)	-0.04 (0.06)	- -	- -	- -
Prefer to incapacitate, not kill	0.02 (0.07)	0.05 (0.07)	-0.05 (0.07)	- -	- -	- -
Interested in purchasing a NLFA	-0.08 (0.11)	-0.07 (0.12)	-0.05 (0.12)	- -	- -	- -
Positive WTP for NLFA	-0.02 (0.02)	-0.00 (0.03)	0.01 (0.02)	- -	- -	- -
<i>Panel C. Policy views related to NLFAs</i>						
Support for NLFA Alternatives Index	0.04 (0.05)	0.01 (0.06)	-0.04 (0.06)	0.12*** (0.04)	0.11** (0.05)	0.07 (0.05)
<i>Panel D. Policy views related to LFAs</i>						
Prohibiting Purchases Index	0.02 (0.05)	0.03 (0.06)	-0.04 (0.06)	0.07 (0.04)	0.06 (0.05)	0.07 (0.05)
Support for Rules for Buying Index	0.02 (0.05)	0.02 (0.06)	0.02 (0.06)	0.06 (0.04)	0.05 (0.04)	-0.00 (0.04)
Support for Storage and Safety Index	0.13** (0.05)	0.15** (0.06)	0.07 (0.06)	0.11*** (0.04)	0.09** (0.04)	0.09* (0.04)
Opposition to Carry in Schools	-0.02 (0.05)	-0.06 (0.06)	-0.08 (0.06)	-0.03 (0.04)	-0.04 (0.05)	-0.06 (0.05)
Support for Concealed Carry Regulations Index	0.03 (0.05)	0.08 (0.06)	0.04 (0.06)	0.05 (0.04)	0.04 (0.05)	0.01 (0.05)
Support for Restrictions on High-Capacity LF	-0.05 (0.05)	-0.01 (0.06)	0.01 (0.06)	0.01 (0.04)	0.02 (0.05)	0.00 (0.05)

Notes: This table presents the results of Equations 2 and 3, with the following control variables: age, gender, political affiliation, income, race. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 2,849; NO N = 2,082). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,561; NO N = 1,974). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,561; NO N = 1,974). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-54: PERSISTENCE OF THE TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT, RESTRICTIVE SAMPLE

	NLFA Information			NLFA Information + Endorsement		
	Main (all)	Main (FU only)	Follow-up (all)	Main (all)	Main (FU only)	Follow-up (all)
<i>Panel A. Beliefs and behaviors related to LFAs</i>						
Worried about arrest	-0.03 (0.06)	-0.01 (0.07)	-0.02 (0.06)	-0.03 (0.06)	-0.04 (0.06)	-0.00 (0.06)
Worried family use	0.04 (0.06)	0.04 (0.06)	-0.01 (0.05)	0.09 (0.06)	0.11* (0.06)	0.03 (0.05)
Willing to reduce number of guns	-0.02 (0.05)	-0.03 (0.06)	0.03 (0.06)	-0.01 (0.05)	-0.02 (0.06)	0.03 (0.06)
Less willing to purchase another LFA	0.16 (0.11)	0.12 (0.12)	0.05 (0.11)	0.05 (0.11)	0.00 (0.12)	0.00 (0.11)
Positive WTP for a Safe	0.01 (0.03)	0.01 (0.03)	0.01 (0.03)	-0.01 (0.03)	-0.00 (0.03)	0.01 (0.03)
Willing to keep LFA locked if had NLFA	0.16** (0.08)	0.15* (0.08)	0.01 (0.08)	0.15** (0.08)	0.17** (0.08)	0.06 (0.08)
Will. to participate in a gun buyback program	-0.23** (0.10)	-0.19* (0.11)	-0.23** (0.11)	-0.03 (0.10)	0.02 (0.11)	-0.02 (0.11)
<i>Panel B. Beliefs and behaviors related to NLFAs</i>						
Believes it is a good replacement	0.27*** (0.06)	0.27*** (0.07)	0.10 (0.06)	0.28*** (0.06)	0.29*** (0.06)	0.11* (0.06)
Prefer to incapacitate, not kill	0.23*** (0.07)	0.23*** (0.07)	0.07 (0.07)	0.27*** (0.07)	0.29*** (0.07)	0.15** (0.07)
Interested in purchasing a NLFA	0.74*** (0.11)	0.79*** (0.12)	0.39*** (0.12)	0.94*** (0.11)	0.99*** (0.12)	0.52*** (0.12)
Positive WTP for NLFA	0.03 (0.02)	0.04* (0.02)	0.03 (0.02)	0.05** (0.02)	0.07*** (0.02)	0.05** (0.02)
<i>Panel C. Policy views related to NLFAs</i>						
Support for NLFA Alternatives Index	0.16*** (0.05)	0.16** (0.06)	0.09 (0.06)	0.22*** (0.05)	0.23*** (0.06)	0.12** (0.06)
<i>Panel D. Policy views related to LFAs</i>						
Prohibiting Purchases Index	-0.00 (0.05)	-0.00 (0.06)	-0.05 (0.06)	0.00 (0.06)	0.01 (0.06)	-0.03 (0.06)
Support for Rules for Buying Index	-0.04 (0.05)	-0.04 (0.06)	-0.03 (0.06)	0.07 (0.05)	0.08 (0.06)	0.06 (0.06)
Support for Storage and Safety Index	0.03 (0.05)	0.02 (0.06)	0.01 (0.06)	0.07 (0.05)	0.07 (0.06)	0.06 (0.06)
Opposition to Carry in Schools	-0.04 (0.05)	-0.06 (0.05)	-0.10* (0.06)	0.05 (0.05)	0.03 (0.06)	-0.00 (0.06)
Support for Concealed Carry Regulations Index	0.02 (0.05)	0.02 (0.06)	-0.04 (0.06)	0.01 (0.05)	0.01 (0.06)	0.02 (0.06)
Support for Restrictions on High-Capacity LF	-0.05 (0.05)	-0.07 (0.06)	-0.07 (0.06)	-0.08 (0.05)	-0.06 (0.06)	-0.00 (0.06)

Notes: This table presents the results of Equation 3, with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 2,849). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,561). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,561). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

A-6.2 Extensive sample cleaning

In the extensive sample, we keep respondents who failed any attention check, those who dropped out before the end of the survey, and the first response of those who entered the survey more than once (duplicates). This corresponds to the “Attention check” and “Drop out voluntarily” lines in table A-1, to which we add the first response of those who entered the survey more than once and were excluded from the benchmark sample for robustness.

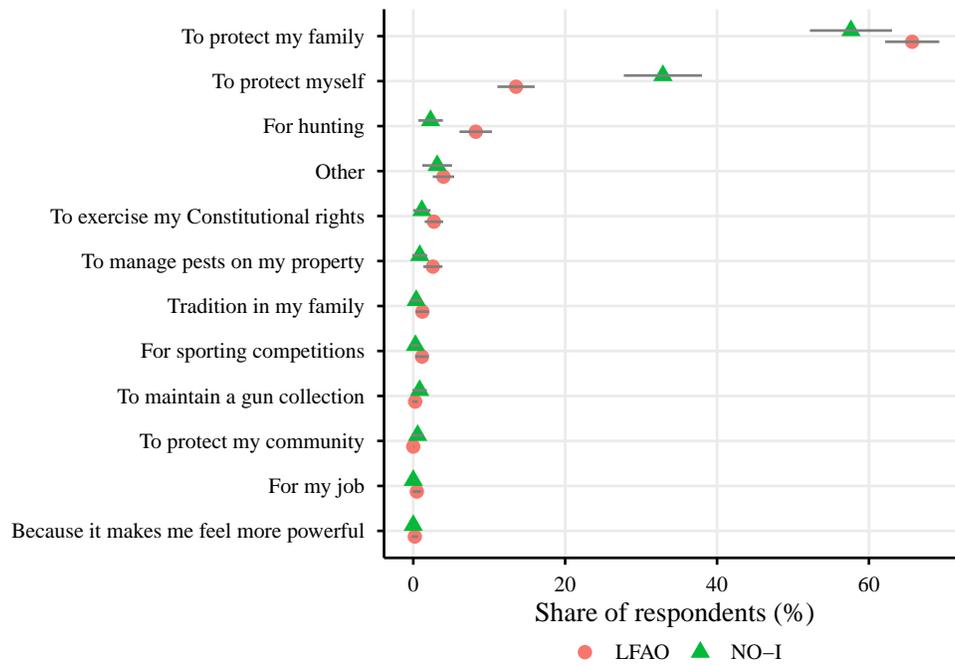
Below, Figures A-25 to A-36 and Tables A-55 to A-60 reproduce the main figures and tables using the extensive specification of the dataset. The number of LFAOs increases to 3,470 while the number of NO reaches 2,669.

TABLE A-55: SAMPLE REPRESENTATIVITY, EXTENSIVE VERSION

	LFAO		Non-owners	
	Survey	Quota	Survey	Quota
Male	68%	73%	43%	41%
Female	32%	27%	55%	59%
White	84%	87%	65%	66%
Non-white	16%	13%	35%	34%
18-29 years old	15%	13.1%	30%	34%
30-49 years old	50%	51.5%	39%	39%
50-64 years old	34%	35.4%	31%	27%
Income 0-40,000	14%	10.9%	36%	34%
Income 40,000 - 100,000	43%	37.6%	31%	30%
Income 100,000+	43%	51.5%	33%	36%
Midwest	24%	28%	20%	20.2%
East/Northeast	12%	8%	20%	19.2%
South	46%	45%	36%	34.3%
West	18%	19%	23%	26.3%
Republican	45%	42.2%	20%	16.8%
Democrat	20%	17.8%	33%	32.6%
Independent	32%	40%	40%	50.5%

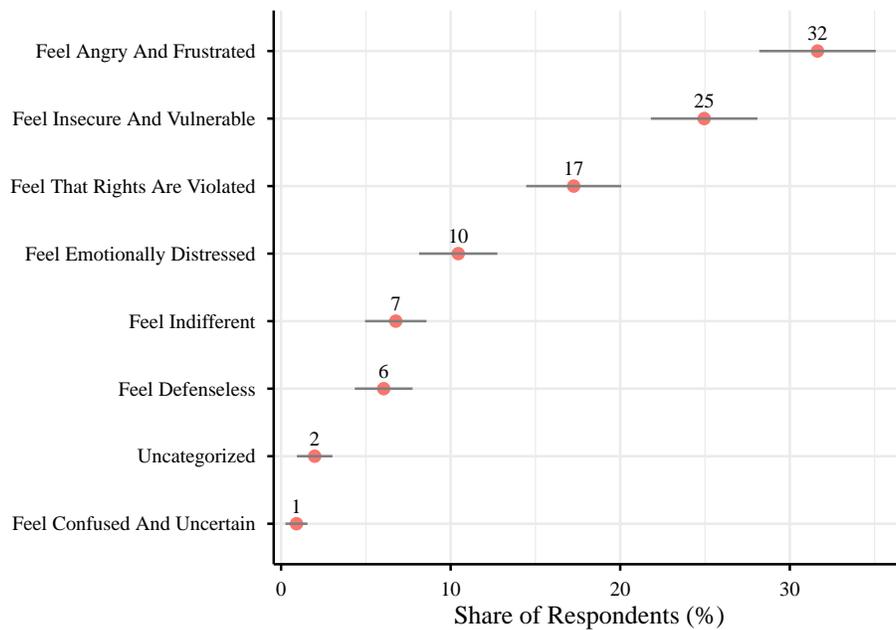
Notes: The table presents the demographic representativeness benchmark comparison between GSS 2022 data, and our extensive sample (pre-reweight), divided by lethal firearm ownership status. The percentages shown for each category are based on the respective groups of LFAO and non-owners.

FIGURE A-25: REASONS FOR OWNING OR ACQUIRING A LETHAL FIREARM



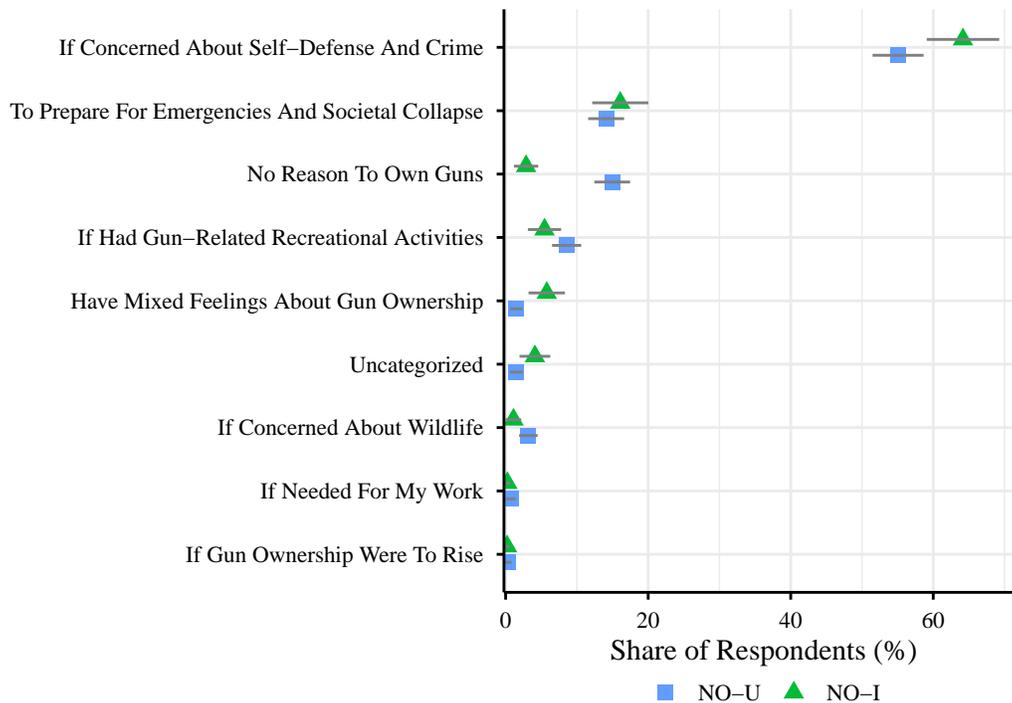
Notes: This figure shows the share of respondents who rated each reason as the "Most important" for owning (among LFAO) or acquiring (NO-I) a lethal firearm. Restricted to control group participants.

FIGURE A-26: IN ONE OR TWO WORDS, HOW WOULD YOU FEEL IF YOUR GUN WAS TAKEN AWAY? [OPEN ENDED]



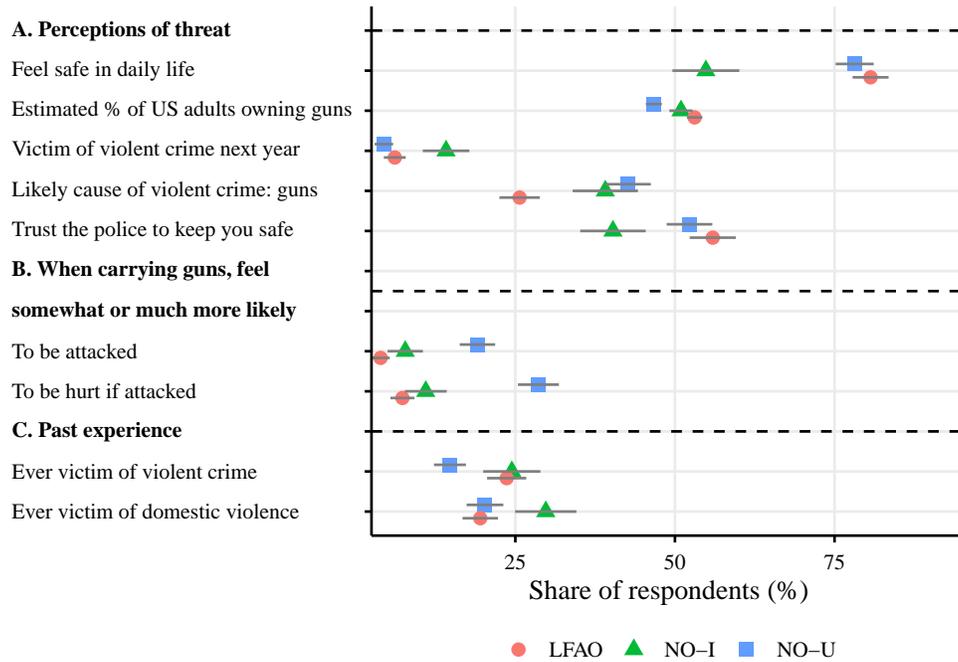
Notes: This figure displays the distribution of topics in responses from LFAO to the question: “In one or two words, how would you feel if your gun was taken away?” The topic category “Feel angry and frustrated” captures expressions of anger, rage, or frustration about the idea of losing one’s gun. “Feel insecure and vulnerable” refers to feelings of exposure or fear for one’s safety without a firearm. “Feel that rights are violated” reflects perceptions that gun removal would infringe upon personal freedoms or constitutional rights. “Feel emotionally distressed” represents sadness, disappointment, or loneliness linked to the emotional value placed on gun ownership. “Feel indifferent” includes respondents expressing little concern or acceptance of the situation. “Feel defenseless” highlights respondents’ sense of being unable to protect themselves without a gun. “Feel confused and uncertain” describes individuals unsure or unclear about how to react to such a situation. “Uncategorized” covers responses that do not fit into any of the other topics. Restricted to control group participants and those with blank responses were excluded.

FIGURE A-27: CAN YOU THINK OF ANY REASON OR SITUATION FOR YOU TO START OWNING A GUN? [OPEN ENDED]



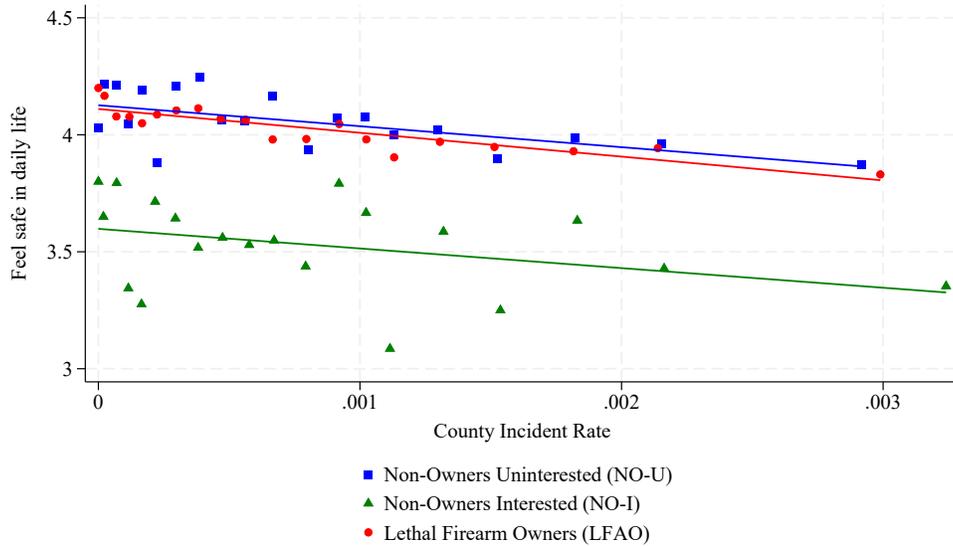
Notes: This figure displays the distribution of topics by types of non-owners responding to the question: “Can you think of any reason or situation for you to start owning a gun? Please list them here.” The topic “If concerned about self-defense and crime” refers to motivations linked to personal protection against threats or crime. “To prepare for emergencies and societal collapse” captures answers about readiness for extreme events such as social unrest or societal breakdown. “No reason to own guns” reflects respondents who see no need for, or oppose, gun ownership. “If had gun-related recreational activities” relates to motivations involving leisure activities such as hunting or target shooting. “Have mixed feelings about gun ownership” represents ambivalent or uncertain attitudes toward owning a gun. “If concerned about wildlife” describes those mentioning protection from animals, often in rural contexts. “If needed for my work” refers to cases where gun ownership is seen as a professional requirement. “If gun ownership were to rise” includes respondents who might consider owning a gun if others around them did so. “Uncategorized” covers responses that do not fit any of the other topics. Restricted to control group participants and those with blank responses were excluded.

FIGURE A-28: SAFETY PERCEPTIONS AND EXPERIENCES BY OWNERSHIP STATUS



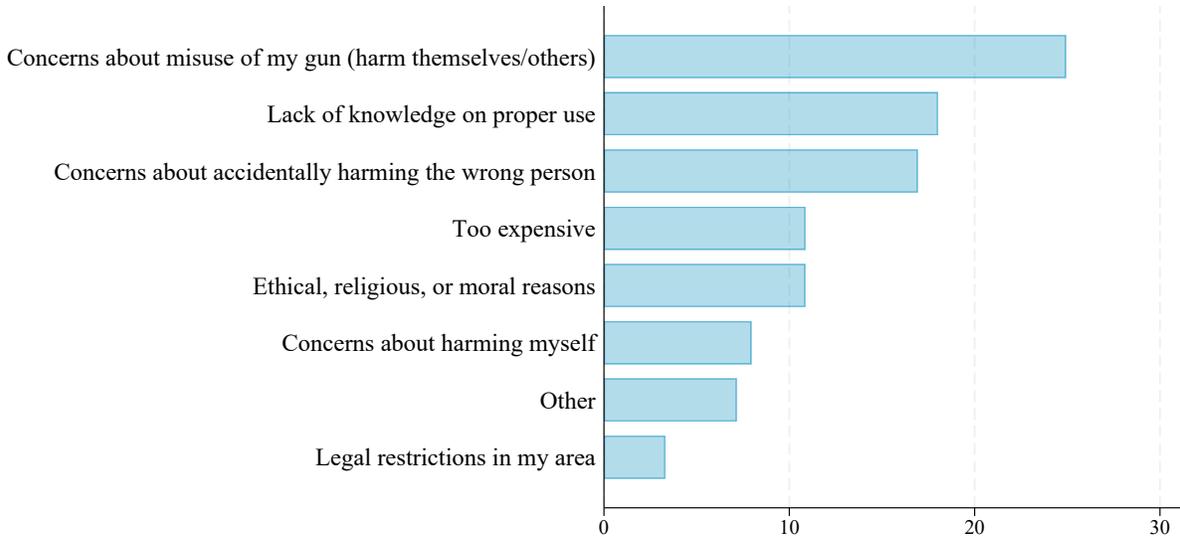
Notes: This figure shows the share of respondents who hold specific beliefs/perceptions or have past experiences related to the items listed in the rows, by firearm ownership status. *Estimated % of U.S. adults who own guns* is the average perceived percentage of U.S. adults who own a gun based on respondents' self-reported estimates. *Feel safe in daily life* is an indicator for respondents who feel somewhat safe or very safe in their daily life. *Victim of violent crime in the next year* is an indicator for respondents who believe they are somewhat or very likely to be a victim of violent crime within the next year. *Likelihood of violent crime caused by guns* is an indicator for respondents who believe a violent crime they may experience in the next year is somewhat or very likely to be caused by guns. *Trust the police to keep you safe* is an indicator for respondents who somewhat trust or completely trust the police to keep them safe. *Be the victim of crime* is an indicator for respondents who feel somewhat more likely or much more likely to be attacked or become a victim of crime when carrying a gun, or if they were to carry a gun. *Be hurt if attacked* is an indicator for respondents who feel somewhat more likely or much more likely to be hurt if attacked when carrying a gun, or if they were to carry a gun. *Ever victim of a violent crime* is an indicator for respondents who have ever been a victim of a violent crime. *Ever victim of domestic violence* is an indicator for respondents who have ever been a victim of domestic violence. Restricted to control group participants.

FIGURE A-29: PERCEIVED VS. OBJECTIVE SAFETY BY LETHAL FIREARM OWNERSHIP STATUS



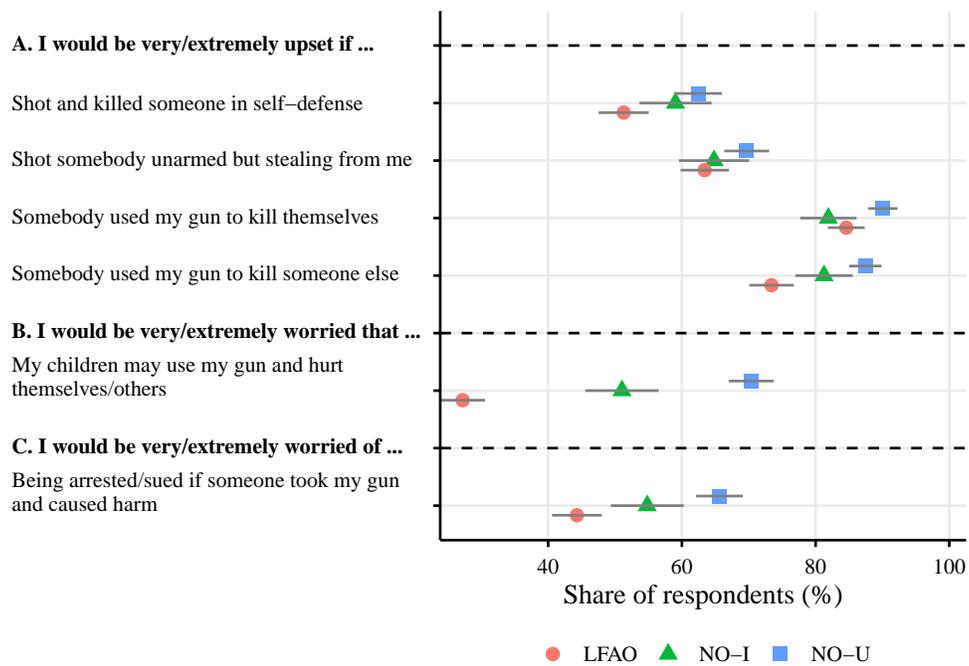
Notes: This is a binscatter plot of participants’ perceived feelings of safety (measured on a 5-point scale) plotted against county-level violent crime incidence. Violent crime incidence is calculated using data from the FBI’s Uniform Crime Reporting (UCR) program. Specifically, the total number of violent crimes—comprising Murder and Non-Negligent Manslaughter, Forcible Rape, Robbery, and Aggravated Assault—is divided by the county’s population to obtain the incidence rate. Counties are then grouped into equal-sized bins based on these rates, and each dot represents the average perceived risk within a bin. Blue dots represent the NO-U group, green dots the NO-I group, and red dots the LFAO group.

FIGURE A-30: REASONS FOR NOT OWNING A LETHAL FIREARM AMONG NON-OWNERS
CONCERNS ABOUT THE HARMS OF OWNERSHIPS



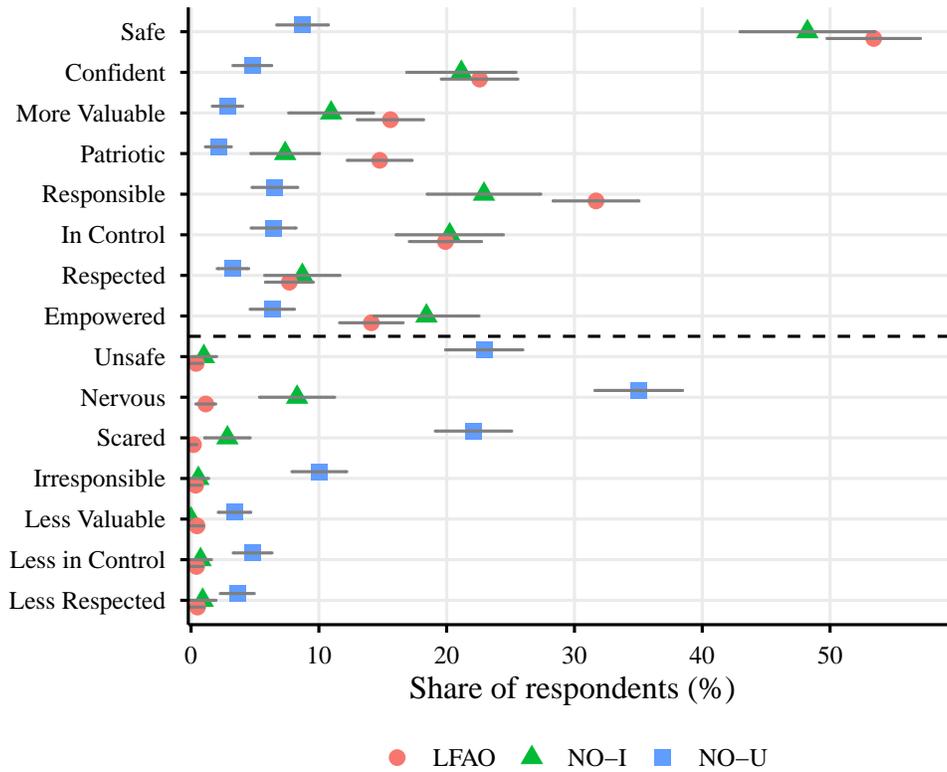
Notes: This figure shows the share among non-owners who rated each reason as the most important for why they do not own a lethal firearm. Respondents were first asked how important each of these eight potential reasons were for them not to own a gun. Restricting to the reasons they classified as “very” or “extremely” important, they were then asked “You said these are very or extremely important reasons for you not to own a gun. Which one is the most important?” Restricted to control group participants.

FIGURE A-31: PERCEIVED PRIVATE COSTS ASSOCIATED WITH LETHAL FIREARM OWNERSHIP ACROSS OWNERSHIP TYPES



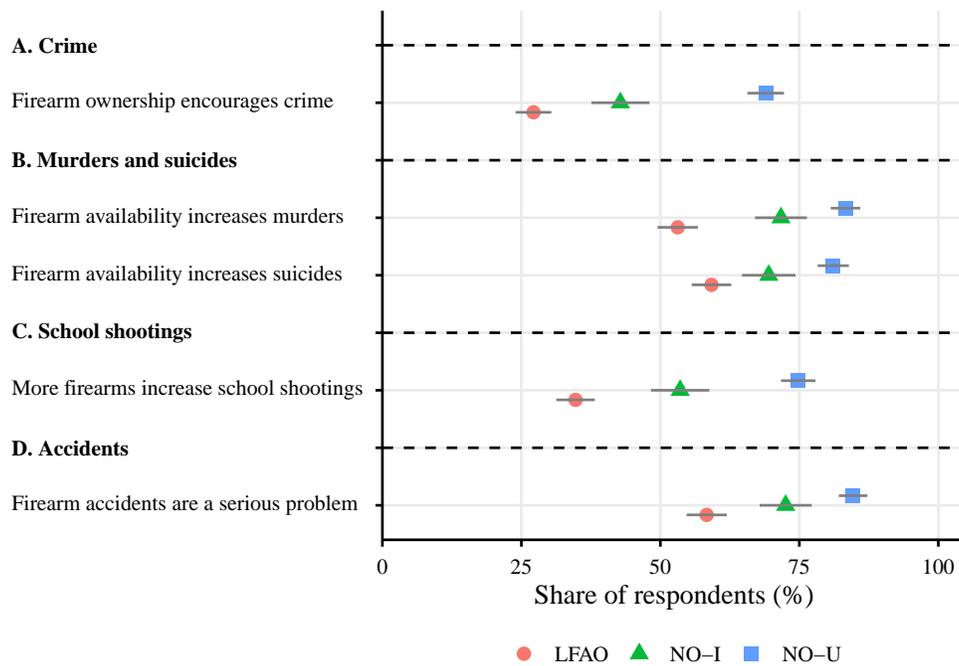
Notes: This figure displays the share of respondents who reported feeling very upset or extremely upset and very worried or extremely worried about various scenarios involving the private costs of firearms, by firearm ownership status. Each scenario was rated on a 4-point scale, from 1 (Not upset at all/Not worried at all) to 4 (Extremely upset/Extremely worried). Restricted to control group participants.

FIGURE A-32: HOW DOES OR WOULD OWNING A GUN MAKE YOU FEEL?



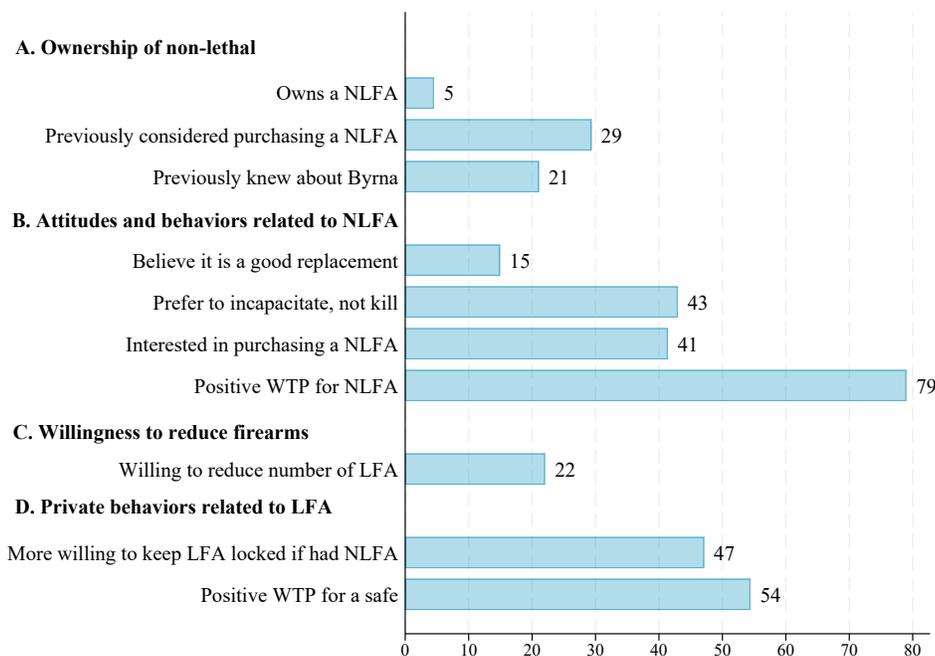
Notes: The figure illustrates respondents' perceptions about owning or potentially owning a lethal firearm, by firearm ownership status. 28.5% of respondents (1,713) are NO-U, 13.7% of them (820) are NO-I, and 57.8% (3,470) are LFAO. The survey question asked: "To what extent does/would owning a gun make you feel?" with response options: No extent, Some extent, A moderate extent, and A great extent. The figure presents the share of respondents who answered "A great extent." Restricted to control group participants.

FIGURE A-33: PERCEIVED SOCIAL COSTS ASSOCIATED WITH LETHAL FIREARM OWNERSHIP ACROSS OWNERSHIP TYPES
OWNERS PERCEIVE LOWER SOCIAL HARMS



Notes: This figure displays the share of respondents who hold specific perceptions on the items listed in the rows, by firearm ownership status. *Firearm ownership encourages crime* is an indicator for respondents who believe that firearm ownership in the U.S. somewhat encourages crime or that it encourages crime a lot. *Firearm availability increases murders* is an indicator for respondents who believe that easy access to firearms somewhat increases the number of murders or that it increases the number of murders a lot. *Firearm availability increases suicides* is an indicator for respondents who believe that easy access to firearms somewhat increases the number of suicides or that it increases the number of suicides a lot. *More firearms increase school shootings* is an indicator for respondents who believe that if firearm ownership were to increase, school shootings would somewhat increase or increase a lot. *Firearms accidents are a serious problem* is an indicator for respondents who perceive accidents from owning a gun as a very serious or extremely serious problem. Restricted to control group participants.

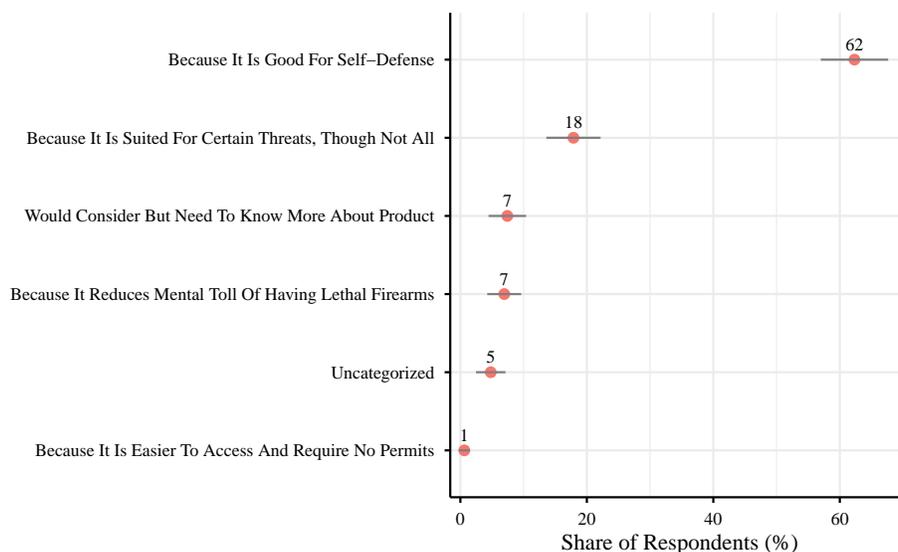
FIGURE A-34: BELIEFS ABOUT NLFAS AMONG LETHAL FIREARM OWNERS



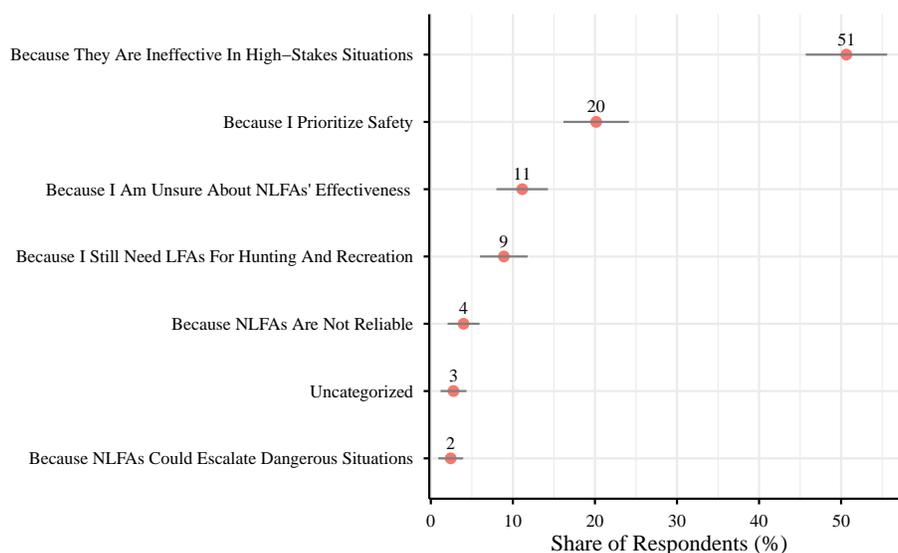
Notes: This figure displays the distribution of LFAOs' responses to the items listed in the rows. *Owns an NLFA* is an indicator for respondents who reported owning a Byrna or another NLFA. *Previously considered purchasing an NLFA* is an indicator for respondents without an NLFA who reported having briefly or seriously considered buying one in the past. *Previously knew about Byrna* is an indicator for respondents who reported having heard about Byrna NLFAs before the survey. *Good replacement* is an indicator for respondents who consider NLFAs as a good or complete replacement for a standard, lethal firearm. *Incapacitate but not kill* is an indicator for respondents who agree or strongly agree that they prefer a firearm capable of temporarily incapacitating without killing. *Interested in purchasing an NLFA* is an indicator for respondents who showed willingness to purchase an NLFA by selecting 5, 6 or 7 on a 1 to 7 scale. *Positive willingness to pay for NLFA* is a dummy variable. *Willing to reduce number of LFAs* is an indicator for respondents who reported that they would reduce slightly, reduce moderately, reduce substantially or no longer hold any firearms if they purchased the Byrna legal non-lethal firearm. *More willing to keep LFAs locked if had NLFA* is an indicator for respondents who would definitely or probably be more willing to keep their lethal firearms locked if they had a Byrna non-lethal firearm. *Positive willingness to pay for a safe* is a dummy variable. Restricted to control group participants.

FIGURE A-35: WHY ARE NLFAS A GOOD OR BAD REPLACEMENT FOR LFAS, AMONG LETHAL FIREARM OWNERS [OPEN ENDED]

(A) WHY DO YOU CONSIDER NONLETHAL FIREARMS LIKE BYRNA TO BE A GOOD REPLACEMENT FOR LFAS?

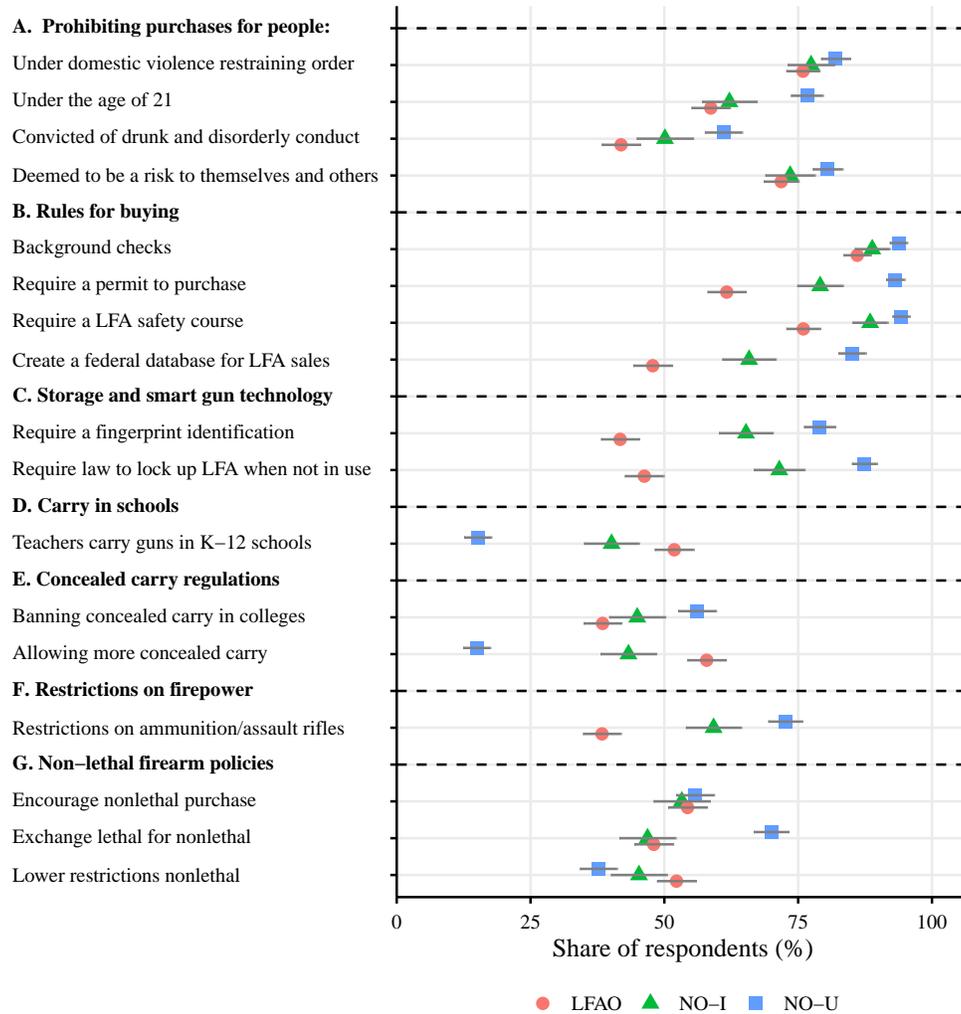


(B) WHY DO YOU CONSIDER NONLETHAL FIREARMS LIKE BYRNA TO BE A BAD REPLACEMENT FOR LFAS?



Notes: This figure displays the distribution of topics in responses from LFAO to open-ended questions on why they viewed NLFAs like Byrna as a good (Panel A) or bad (Panel B) replacement for LFAs. Participants first answered a closed-ended question on whether Byrna was “a complete,” “good,” “decent,” “not much of,” or “not a replacement at all.” Panel A covers reasons for viewing Byrna as a decent, good, or complete replacement. “Because it is good for self-defense” highlights perceptions that NLFAs can improve safety by deterring attackers and reducing fatalities. “Because it is suited for certain threats, though not all” reflects that they are effective in some contexts but not against armed or determined attackers. “Would consider but need to know more about product and its reliability” points to requests for more evidence, testing, and training. “Because it reduces mental toll of having/using lethal firearms” emphasizes reduced emotional burden compared to lethal weapons. “Because it is easier to access and require no permits” mentions affordability and accessibility. “Uncategorized” includes responses that do not fit other topics. Panel B covers reasons for viewing Byrna as not much or not a replacement. “Because they are ineffective in high-stakes situations” raises concerns about insufficient stopping power. “Because I prioritize safety and do not want to take risks with NLFAs” stresses a preference for lethal firearms to ensure protection. “Because I am unsure about NLFAs’ effectiveness” shows skepticism about reliability. “Because I still need LFAs for hunting and recreation” refers to practical needs. “Because NLFAs are not reliable” mentions potential malfunctions. “Because NLFAs could escalate dangerous situations” conveys fears that non-lethal weapons might worsen violence. “Uncategorized” includes remaining responses. Restricted to control group participants.

FIGURE A-36: SHARE OF RESPONDENTS WHO SUPPORT SPECIFIC POLICIES ON LETHAL AND NON-LETHAL FIREARMS



Notes: This figure illustrates respondents' views on policies related to lethal and non-lethal firearms, by firearm ownership status. Support for each policy was measured on a 5-point scale ranging from 1 ("Strongly oppose") to 5 ("Strongly support"). The figure displays the share of respondents who expressed "Somewhat support" and "Strongly support" to each policy. Restricted to control group participants.

TABLE A-56: TREATMENT EFFECTS OF THE PRIVATE COSTS OF LETHAL FIREARMS
TREATMENT ON ALL RESPONDENTS, EXTENSIVE SAMPLE

	Lethal firearm owners				Non-owners			
	All	Low Prior	High Prior	Control mean	All	Low Prior	High Prior	Control mean
<i>Panel A. Beliefs and behaviors related to LFAs</i>								
Worried about arrest	0.22*** (0.06)	0.39*** (0.08)	0.09 (0.06)	2.37	0.26*** (0.04)	0.62*** (0.09)	0.14*** (0.04)	2.77
Worried family use	0.05 (0.05)	0.12* (0.07)	-0.01 (0.07)	1.73	0.16*** (0.05)	0.26** (0.11)	0.09** (0.04)	2.90
Willing to reduce number of guns	0.05 (0.05)	0.06 (0.07)	0.04 (0.07)	1.45	-	-	-	-
Less willing to purchase another LFA	0.20* (0.10)	-0.01 (0.16)	0.29** (0.13)	2.85	0.01 (0.08)	-0.07 (0.23)	-0.03 (0.08)	5.11
Positive WTP for a Safe	0.03 (0.03)	-0.00 (0.04)	-0.14*** (0.03)	0.54	-	-	-	-
Willing to keep LFA locked if had NLFA	0.18*** (0.07)	0.23* (0.12)	0.15* (0.09)	3.27	-	-	-	-
Will. to participate in a gun buyback program	-0.15 (0.09)	0.06 (0.14)	-0.30** (0.12)	2.55	-	-	-	-
<i>Panel B. Beliefs and behaviors related to NLFAs</i>								
Believes it is a good replacement	0.06 (0.05)	0.18** (0.09)	-0.01 (0.07)	2.38	-	-	-	-
Prefer to incapacitate, not kill	0.02 (0.06)	0.02 (0.11)	0.01 (0.08)	3.15	-	-	-	-
Interested in purchasing a NLFA	-0.09 (0.11)	0.07 (0.18)	-0.20 (0.13)	3.85	-	-	-	-
Positive WTP for NLFA	-0.02 (0.02)	-0.06 (0.04)	-0.08*** (0.02)	0.79	-	-	-	-
<i>Panel C. Policy views related to NLFAs</i>								
Support for NLFA Alternatives Index	0.04 (0.05)	0.08 (0.08)	-0.00 (0.06)	0.00	0.16*** (0.04)	0.36*** (0.10)	0.11** (0.04)	0.00
Real Stakes NLFA Index	0.00 (0.05)	0.14 (0.08)	-0.08 (0.06)	0.00	0.08** (0.04)	0.25** (0.11)	0.04 (0.04)	0.00
<i>Panel D. Policy views related to LFAs</i>								
Prohibiting Purchases Index	0.04 (0.05)	0.08 (0.08)	0.02 (0.06)	0.00	0.06 (0.04)	0.15 (0.10)	0.04 (0.05)	0.00
Support for Rules for Buying Index	0.04 (0.05)	0.14 (0.09)	-0.03 (0.06)	0.00	0.07* (0.04)	0.21 (0.13)	0.02 (0.04)	0.00
Support for Storage and Safety Index	0.14*** (0.05)	0.21** (0.08)	0.09 (0.06)	0.00	0.09** (0.04)	0.25** (0.12)	0.04 (0.04)	0.00
Opposition to Carry in Schools	-0.01 (0.05)	-0.01 (0.08)	-0.01 (0.06)	0.00	-0.01 (0.04)	0.06 (0.11)	-0.04 (0.04)	0.00
Support for Concealed Carry Regulations Index	0.03 (0.05)	0.09 (0.08)	-0.01 (0.06)	0.00	0.04 (0.04)	0.06 (0.10)	0.03 (0.04)	0.00
Support for Restrictions on High-Capacity LF	-0.03 (0.05)	0.05 (0.08)	-0.08 (0.06)	0.00	0.02 (0.04)	0.07 (0.11)	0.00 (0.04)	0.00
Real Stakes Lethal Index	0.13** (0.05)	0.10 (0.08)	0.15** (0.07)	0.00	0.03 (0.04)	0.08 (0.10)	0.01 (0.04)	0.00

Notes: This table presents the results of Equations 2 and 3 with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: All data: Results based on responses from all participants of the main survey. Low prior: Subsample of respondents who were not worried at all about arrest (LFAO N = 1,155; NO N = 376). High prior: Subsample of respondents who were worried about arrest (LFAO N = 2,315; NO N = 2,293). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-57: TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT, EXTENSIVE SAMPLE

	NLFA Information			NLFA Information + Endorsement			Control mean
	All	Low prior	High prior	All	Low prior	High prior	
<i>Panel A. Beliefs and behaviors related to LFAs</i>							
Worried about arrest	-0.00 (0.06)	0.01 (0.06)	-0.03 (0.12)	-0.01 (0.06)	0.07 (0.06)	-0.30** (0.13)	2.37
Worried family use	0.05 (0.05)	0.09 (0.06)	-0.08 (0.12)	0.11** (0.05)	0.18*** (0.06)	-0.17 (0.12)	1.73
Willing to reduce number of guns	0.01 (0.05)	-0.00 (0.06)	0.06 (0.11)	0.01 (0.05)	0.01 (0.06)	0.02 (0.12)	1.45
Less willing to purchase another LFA	0.20* (0.11)	0.26** (0.12)	-0.03 (0.22)	0.07 (0.11)	0.12 (0.12)	-0.14 (0.24)	2.85
Positive WTP for a Safe	0.00 (0.03)	-0.02 (0.03)	0.09 (0.06)	-0.02 (0.03)	-0.01 (0.03)	-0.02 (0.06)	0.54
Willing to keep LFA locked if had NLFA	0.16** (0.07)	0.21*** (0.08)	-0.02 (0.16)	0.18** (0.07)	0.27*** (0.08)	-0.16 (0.17)	3.27
Will. to participate in a gun buyback program	-0.23** (0.09)	-0.24** (0.10)	-0.18 (0.20)	-0.03 (0.10)	0.04 (0.11)	-0.28 (0.20)	2.55
<i>Panel B. Beliefs and behaviors related to NLFAs</i>							
Believes it is a good replacement	0.29*** (0.06)	0.34*** (0.06)	0.06 (0.12)	0.31*** (0.05)	0.41*** (0.06)	-0.10 (0.12)	2.38
Prefer to incapacitate, not kill	0.23*** (0.06)	0.25*** (0.07)	0.16 (0.14)	0.29*** (0.06)	0.38*** (0.07)	-0.05 (0.14)	3.15
Interested in purchasing a NLFA	0.72*** (0.11)	0.75*** (0.12)	0.60** (0.24)	0.93*** (0.11)	1.05*** (0.12)	0.47* (0.25)	3.85
Positive WTP for NLFA	0.03* (0.02)	0.03 (0.02)	0.07* (0.04)	0.05** (0.02)	0.06** (0.02)	0.01 (0.05)	0.79
<i>Panel C. Policy views related to NLFAs</i>							
Support for NLFA Alternatives Index	0.14*** (0.05)	0.18*** (0.06)	0.01 (0.11)	0.23*** (0.05)	0.28*** (0.05)	0.02 (0.11)	0.00
Real Stakes NLFA Index	0.01 (0.05)	0.04 (0.06)	-0.11 (0.11)	0.05 (0.05)	0.08 (0.06)	-0.05 (0.11)	0.00
<i>Panel D. Policy views related to LFAs</i>							
Prohibiting Purchases Index	0.01 (0.05)	0.01 (0.06)	-0.03 (0.12)	0.03 (0.05)	0.04 (0.06)	0.02 (0.12)	0.00
Support for Rules for Buying Index	-0.02 (0.05)	0.02 (0.06)	-0.22* (0.12)	0.09* (0.05)	0.14*** (0.05)	-0.10 (0.12)	0.00
Support for Storage and Safety Index	0.04 (0.05)	0.05 (0.05)	0.00 (0.11)	0.09* (0.05)	0.12** (0.05)	-0.01 (0.11)	0.00
Opposition to Carry in Schools	-0.03 (0.05)	-0.01 (0.05)	-0.12 (0.11)	0.04 (0.05)	0.10* (0.06)	-0.13 (0.11)	0.00
Support for Concealed Carry Regulations Index	-0.01 (0.05)	0.03 (0.06)	-0.14 (0.11)	0.00 (0.05)	0.06 (0.06)	-0.20* (0.11)	0.00
Support for Restrictions on High-Capacity LF	-0.04 (0.05)	-0.05 (0.06)	-0.03 (0.10)	-0.07 (0.05)	-0.05 (0.06)	-0.13 (0.10)	0.00
Real Stakes Lethal Index	-0.01 (0.05)	0.00 (0.06)	-0.05 (0.11)	0.11** (0.05)	0.10* (0.06)	0.14 (0.10)	0.00

Notes: This table presents the results of Equation 3, with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: All data: Results based on responses from all participants of the main survey. Low prior: Subsample of respondents who have not heard of Byrna before the survey (LFAO N = 2,469). High prior: Subsample of respondents who have heard of Byrna before the survey (LFAO N = 653). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-58: EFFECT OF THE NLFA INFORMATION AND ENDORSEMENT TREATMENTS ON OPEN-ENDED ANSWERS ABOUT NLFAs, EXTENSIVE SAMPLE

	NLFA Information			NLFA Information + Endorsement		
	All	Low Prior	High Prior	All	Low Prior	High Prior
Because it is easier to access and require no permits	0.01** (0.01)	0.01* (0.00)	0.03* (0.02)	0.01** (0.01)	0.02** (0.01)	0.00 (0.01)
Would consider but need to know more about product and its reliability	0.01 (0.01)	0.01 (0.01)	-0.01 (0.02)	0.01 (0.01)	0.02 (0.01)	0.00 (0.02)
Because it reduces mental toll of having/using lethal firearms	0.01 (0.01)	0.01 (0.01)	-0.01 (0.02)	0.01 (0.01)	0.01 (0.01)	-0.00 (0.02)
Because it is suited for certain threats, though not all	0.03* (0.02)	0.03* (0.02)	0.02 (0.03)	0.07*** (0.02)	0.08*** (0.02)	0.02 (0.03)
Because it is good for self-defense	0.07*** (0.02)	0.09*** (0.03)	0.00 (0.05)	0.06** (0.02)	0.08*** (0.03)	-0.01 (0.05)
Because NLFAs could escalate dangerous situations	0.00 (0.01)	0.00 (0.01)	0.00 (0.02)	-0.01 (0.01)	-0.01 (0.00)	-0.01 (0.02)
Because NLFAs are unreliable	-0.00 (0.01)	-0.01 (0.01)	0.03 (0.02)	-0.01 (0.01)	-0.01 (0.01)	0.00 (0.02)
Because I still need LFAs for hunting and recreation	-0.02** (0.01)	-0.02* (0.01)	-0.02 (0.02)	-0.02** (0.01)	-0.03** (0.01)	-0.02 (0.02)
Because I am unsure about NLFAs' effectiveness	-0.02* (0.01)	-0.03* (0.01)	0.01 (0.02)	-0.03** (0.01)	-0.04*** (0.01)	0.02 (0.02)
Because I prioritize safety and do not want to take risks	-0.01 (0.02)	-0.02 (0.02)	-0.00 (0.03)	-0.00 (0.02)	-0.01 (0.02)	0.03 (0.04)
Because they are ineffective in high-stakes situations	-0.07*** (0.02)	-0.07*** (0.03)	-0.04 (0.05)	-0.09*** (0.02)	-0.11*** (0.02)	-0.01 (0.05)

Notes: This table presents the results of Equation 3 with the following control variables: age, gender, political affiliation, income and race. The outcome variables are binary indicators of the responses to the open-ended question about why respondents would or would not consider Byrna as a replacement (i.e., it is 1 if the LFAO's open-ended response includes the corresponding reason and 0 otherwise). Each row reports the estimated treatment effect of the *Non-Lethal Firearm Information* treatment and *Non-Lethal Firearm Information and Endorsement* treatment, with results presented under three cases: All data: Results based on responses from all participants of the main survey (LFAO N = 3,470). Low prior: Subsample of respondents who had no prior awareness of Byrna for the NLFA treatments (LFAO N = 2,469). High prior: Subsample of respondents who were already aware of Byrna (LFAO N = 653). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-59: PERSISTENCE OF THE TREATMENT EFFECTS OF THE PRIVATE COSTS OF LETHAL FIREARMS TREATMENT, EXTENSIVE SAMPLE

	Lethal firearm owners			Non-owners		
	Main (all)	Main (FU only)	Follow-up (all)	Main (all)	Main (FU only)	Follow-up (all)
<i>Panel A. Beliefs and behaviors related to LFAs</i>						
Worried about arrest	0.22*** (0.06)	0.21*** (0.06)	0.15*** (0.06)	0.26*** (0.04)	0.25*** (0.05)	0.09** (0.05)
Worried family use	0.05 (0.05)	0.03 (0.06)	0.00 (0.05)	0.16*** (0.05)	0.13*** (0.05)	0.01 (0.05)
Willing to reduce number of guns	0.05 (0.05)	0.03 (0.06)	-0.00 (0.06)	- -	- -	- -
Less willing to purchase another LFA	0.05* (0.05)	0.03 (0.06)	0.00 (0.05)	0.16 (0.05)	0.13 (0.05)	0.01 (0.05)
Positive WTP for a Safe	0.03 (0.03)	0.04 (0.03)	0.00 (0.03)	- -	- -	- -
Willing to keep LFA locked if had NLFA	0.18*** (0.07)	0.18** (0.08)	0.06 (0.08)	- -	- -	- -
Will. to participate in a gun buyback program	-0.15 (0.09)	-0.15 (0.10)	-0.22** (0.10)	- -	- -	- -
<i>Panel B. Beliefs and behaviors related to NLFA</i>						
Believes it is a good replacement	0.06 (0.05)	0.03 (0.06)	-0.05 (0.06)	- -	- -	- -
Prefer to incapacitate, not kill	0.02 (0.06)	0.04 (0.07)	-0.05 (0.07)	- -	- -	- -
Interested in purchasing a NLFA	-0.09 (0.11)	-0.07 (0.12)	-0.09 (0.11)	- -	- -	- -
Positive WTP for NLFA	-0.02 (0.02)	-0.00 (0.02)	0.01 (0.02)	- -	- -	- -
<i>Panel C. Policy views related to NLFAs</i>						
Support for NLFA Alternatives Index	0.04 (0.05)	0.01 (0.06)	-0.05 (0.05)	0.16*** (0.04)	0.15*** (0.04)	0.09** (0.04)
<i>Panel D. Policy views related to LFAs</i>						
Prohibiting Purchases Index	0.04 (0.05)	0.03 (0.06)	-0.04 (0.05)	0.06 (0.04)	0.05 (0.04)	0.05 (0.04)
Support for Rules for Buying Index	0.04 (0.05)	0.02 (0.06)	0.02 (0.05)	0.07* (0.04)	0.05 (0.04)	-0.01 (0.04)
Support for Storage and Safety Index	0.14*** (0.05)	0.15*** (0.05)	0.09* (0.05)	0.09** (0.04)	0.07 (0.04)	0.07* (0.04)
Opposition to Carry in Schools	-0.01 (0.05)	-0.06 (0.06)	-0.09* (0.05)	-0.01 (0.04)	-0.05 (0.04)	-0.06 (0.04)
Support for Concealed Carry Regulations Index	0.03 (0.05)	0.06 (0.06)	0.03 (0.05)	0.04 (0.04)	0.04 (0.04)	0.01 (0.04)
Support for Restrictions on High-Capacity LF	-0.03 (0.05)	0.01 (0.06)	0.03 (0.05)	0.02 (0.04)	0.02 (0.04)	0.01 (0.04)

Notes: This table presents the results of Equations 2 and 3, with the following control variables: age, gender, political affiliation, income, race. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 3,470; NO N = 2,669). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,965; NO N = 2,189). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,965; NO N = 2,189). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

TABLE A-60: PERSISTENCE OF THE TREATMENT EFFECTS OF PROVIDING INFORMATION ON NON-LETHAL FIREARMS ON LFAO, WITH AND WITHOUT ENDORSEMENT, EXTENSIVE SAMPLE

	NLFA Information			NLFA Information + Endorsement		
	Main (all)	Main (FU only)	Follow-up (all)	Main (all)	Main (FU only)	Follow-up (all)
<i>Panel A. Beliefs and behaviors related to LFAs</i>						
Worried about arrest	-0.00 (0.06)	0.02 (0.06)	-0.01 (0.06)	-0.01 (0.06)	-0.00 (0.06)	-0.00 (0.06)
Worried family use	0.05 (0.05)	0.04 (0.06)	-0.01 (0.05)	0.11** (0.05)	0.12** (0.06)	0.04 (0.05)
Willing to reduce number of guns	0.01 (0.05)	-0.03 (0.06)	0.02 (0.06)	0.01 (0.05)	-0.01 (0.05)	0.02 (0.05)
Less willing to purchase another LFA	0.20* (0.11)	0.12 (0.12)	0.07 (0.11)	0.07 (0.11)	0.01 (0.12)	0.02 (0.11)
Positive WTP for a Safe	0.00 (0.03)	0.01 (0.03)	0.01 (0.03)	-0.02 (0.03)	0.00 (0.03)	0.01 (0.03)
Willing to keep LFA locked if had NLFA	0.16** (0.07)	0.16** (0.08)	0.03 (0.08)	0.18** (0.07)	0.20** (0.08)	0.10 (0.08)
Will. to participate in a gun buyback program	-0.23** (0.09)	-0.22** (0.10)	-0.23** (0.10)	-0.03 (0.10)	0.01 (0.11)	-0.02 (0.11)
<i>Panel B. Beliefs and behaviors related to NLFAs</i>						
Believes it is a good replacement	0.29*** (0.06)	0.27*** (0.06)	0.09 (0.06)	0.31*** (0.05)	0.31*** (0.06)	0.11* (0.06)
Prefer to incapacitate, not kill	0.23*** (0.06)	0.24*** (0.07)	0.09 (0.07)	0.29*** (0.06)	0.31*** (0.07)	0.16** (0.07)
Interested in purchasing a NLFA	0.72*** (0.11)	0.77*** (0.12)	0.37*** (0.11)	0.93*** (0.11)	0.97*** (0.12)	0.53*** (0.11)
Positive WTP for NLFA	0.03* (0.02)	0.04* (0.02)	0.03 (0.02)	0.05** (0.02)	0.07*** (0.02)	0.05** (0.02)
<i>Panel C. Policy views related to NLFAs</i>						
Support for NLFA Alternatives Index	0.14*** (0.05)	0.17*** (0.06)	0.09* (0.05)	0.23*** (0.05)	0.24*** (0.06)	0.14** (0.05)
<i>Panel D. Policy views related to LFAs</i>						
Prohibiting Purchases Index	0.01 (0.05)	-0.00 (0.06)	-0.07 (0.05)	0.03 (0.05)	0.02 (0.06)	-0.01 (0.05)
Support for Rules for Buying Index	-0.02 (0.05)	-0.03 (0.06)	-0.03 (0.05)	0.09* (0.05)	0.09 (0.06)	0.07 (0.05)
Support for Storage and Safety Index	0.04 (0.05)	0.03 (0.05)	0.02 (0.05)	0.09* (0.05)	0.09 (0.05)	0.08 (0.05)
Opposition to Carry in Schools	-0.03 (0.05)	-0.05 (0.05)	-0.11** (0.05)	0.04 (0.05)	0.04 (0.05)	-0.01 (0.05)
Support for Concealed Carry Regulations Index	-0.01 (0.05)	-0.00 (0.06)	-0.05 (0.05)	0.00 (0.05)	-0.00 (0.06)	0.01 (0.05)
Support for Restrictions on High-Capacity LF	-0.04 (0.05)	-0.06 (0.05)	-0.06 (0.05)	-0.07 (0.05)	-0.05 (0.06)	0.02 (0.05)

Notes: This table presents the results of Equation 3, with the following control variables: age, gender, political affiliation, income and race. Each treatment group is reported under three cases: Main: Results based on responses from all participants of the main survey (LFAO N = 3,470). Main (FU only): Results based on main survey data using responses from participants who took the follow-up survey (LFAO N = 2,965). Follow-up: Results based on responses from the follow-up survey (LFAO N = 2,965). Coefficients represent the estimated effects of the respective treatments on the specified outcomes. The following variables are standardized: Opposition to Carry in Schools and Support for Restrictions on High-Capacity LFAs. Positive Willingness to Pay for Byrna and Positive Willingness to Pay for a Safe are binary variables. Robust standard errors are reported in parentheses. * $p < 0.10$, ** $p < 0.05$, *** $p < 0.01$.

A-7 Main survey questionnaire

Part 1:

A-7.1 Pre-Screener Consent

A-7.2 Prolific-ID

1. What is your Prolific ID?

Please note that this response should auto-fill with the correct ID

[Text box]

A-7.3 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 do 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]

A-7.4 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]

A-7.5 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.

A-7.6 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:

A-7.7 Post-Screener Consent

A-7.8 Firearm Ownership [Implied Lethal] (II)

If $\{number_firearms\} > 0$

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

A-7.9 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?

A-7.10 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]

A-7.11 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.

A-7.12 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]

A-7.13 Gun Behaviors

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]

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]

Collecting

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

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]

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]

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]

A-7.14 Identity: Network

Factual questions

- {gun_passed_family} **If own a gun** Are any of your guns **passed down** from your parents or other relatives?
[Yes;No]
- {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]
- {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]
- {boy_scouts} **If Male** Were you ever part of the Boy Scouts of America?
[Yes; No]
- {farmers_america} Were you ever part of the Future Farmers of America?
[Yes; No]
- {partner_guns} **If married** Does your partner or spouse own a gun?
[Yes; No]
- {acquaintance_gun_owner} Among the people you know, how many of them do you think **own a gun**?
[None; Very few; Some; Many; Most]

Direct Assessment

If owns a gun

- {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]

A-7.15 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.]

A-7.16 Self-Defense and Safety

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]

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]
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]

A-7.17 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]

A-7.18 Community Defense

If owns gun

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

A-7.19 Private costs of firearms

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_hurttothers} 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]

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]

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]

A-7.20 Externalities

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]

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]

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]

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]

A-7.21 Sound check

Please make sure your sound is on.

A-7.22 Treatments

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>

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]

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]

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]

A-7.23 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]

A-7.24 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]

A-7.25 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]

A-7.26 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]

A-7.27 MPL Gun Safe

Refer to Section A-7.34 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 Biometric 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.

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**.

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]*

A-7.28 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*]

A-7.29 Non Lethal: Policy Views and Real-Stakes Questions

Policy Questions Non-Lethal

1. {*NRA_encourage_nonlethal*} 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_trade_in*} 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*]

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*]

A-7.30 Lethal: Policy Views and Real-Stakes Questions

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]

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]

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]

A-7.31 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]

A-7.32 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]

A-7.33 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.

A-7.34 Screenshots of MPL

FIGURE A-37: 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 Biometric 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 A-38: 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 <input type="radio"/>	10 Skittles <input type="radio"/>
--	--------------------------------------

Which option do you prefer?

A chocolate bar <input type="radio"/>	20 Skittles <input type="radio"/>
--	--------------------------------------

FIGURE A-39: SCREENSHOT OF UNDERSTANDING QUESTION

Below are two quick questions to check your understanding:

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.

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.



FIGURE A-40: 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 A-41: SCREENSHOT OF BYRNA MPL

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.)



Which option would you prefer?

Bonus payment of \$5 <input type="radio"/>	A \$5 discount, bringing the price of the Byrna legal non-lethal firearm to \$405 <input type="radio"/>
---	--

Which option would you prefer?

Bonus payment of \$5 <input type="radio"/>	A \$86 discount, bringing the price of the Byrna legal non-lethal firearm to \$324 <input type="radio"/>
---	---

Which option would you prefer?

Bonus payment of \$5 <input type="radio"/>	A \$167 discount, bringing the price of the Byrna legal non-lethal firearm to \$243 <input type="radio"/>
---	--

A-8 Validation survey questionnaire

A-8.1 Pre-Screener Consent

A-8.2 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 do 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]

A-8.3 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]

A-8.4 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.**

A-8.5 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:

A-8.6 Post-Screener Consent

A-8.7 Gun Game

The first part of our survey is a game to identify parts of an object.

- Parts of the object will be indicated with numbers.
- There are labels underneath the object.
- Drag and drop the numbers corresponding to the correct label in the box provided.
- You have 60 seconds to label 7 parts of the object. Your time starts when you click "Start Game".

[Photo of a gun with seven numbered arrows; participants are required to identify the following parts: Muzzle, Slide, Magazine Release, Hammer, Front Sight, Thumb Safety, and Disassembly Lever]

A-8.8 Firearm Ownership [Implied Lethal] (II)

Shown to all

1. $\{nguns_past\}$ How many lethal firearms **have you ever owned**, currently or in the past?
[0; 1; 2 to 3; 4 to 5; 6 to 7; 8 to 9; 10 or more]

If $\{number_firearms\} > 0$

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

A-8.9 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 of gun** ?

A-8.10 Firearm Ownership - Reasons to Own/Not to Own

If $\{number_firearms\} > 0$

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

If $\{number_firearms\} = 0$

2. $\{interest_own_new\}$ Are you interested in acquiring a gun?
[Yes;No]

A-8.11 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.**

A-8.12 Additional Questions

If $\{number_firearms\} > 0$

1. $\{scenarios_open_go\}$ In the boxes below, please list **three** different **situations in which you think your gun might be used**. Think of things that could happen in everyday life, safety-related events, or even unusual or extreme scenarios.

[Text entry 1] [Text entry 2] [Text entry 3]

If $\{number_firearms\} = 0$

2. $\{scenarios_open_ngo\}$ In the boxes below, please list **three** different **situations in which you think your gun might be used if you had one**. Think of things that could happen in everyday life, safety-related events, or even unusual or extreme scenarios.

[Text entry 1] [Text entry 2] [Text entry 3]

Randomization Control and Treatment Group

If Control

3. $\{list_experiment1_c\}$ Of the following 5 statements, could you tell us how many of them you agree with? We do not want to know which ones, just how many:

[I think that climate change is an important issue; Inflation has been significantly higher in the last year than before; I believe that healthcare should be accessible to everyone; The legal drinking age should be lowered to 18; I think the government should do more to address homelessness]

[Numeric entry 0-5]

If Treated

4. $\{list_experiment1_t\}$ Of the following 6 statements, could you tell us how many of them you agree with? We do not want to know which ones, just how many:

[I think that climate change is an important issue; Inflation has been significantly higher in the last year than before; I believe that healthcare should be accessible to everyone; The legal drinking age should be lowered to 18; My number one reason for owning guns is safety; I think the government should do more to address homelessness]

[Numeric entry 0-6]

A-8.13 Prediction Questions

Shown to all

5. $\{prediction_go\}$ For each statement below, **predict what percent (0–100) of gun owners you think gave it as the most important reason for them to own a gun**. You will earn a bonus payment based on how close your guesses are to the true number. You will earn \$20 in addition to the survey payment for every answer that is correct.

Share (0–100) of gun owners who listed this as the most important reason for owning 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]
[Numeric entry 0-100]

6. {*prediction_most_go*} Which one of the following do you think is **the most important reason for gun owners 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]

7. {*prediction_ngo*} For each statement below, **predict what percent (0–100) of non-gun owners you think gave it as the most important reason for them *not* to own a gun.** You will earn a bonus payment based on how close your guesses are to the true number. You will earn \$20 in addition to the survey payment for every answer that is correct.

Share (0–100) of non-gun owners who listed this as the most important reason for *not* owning a gun:

[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]

[Numeric entry 0-100]

8. {*prediction_most_ngo*} Which one of the following do you think is **the most important reason for non gun owners *not* to own a gun?**

[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]

A-8.14 Additional Questions (II)

9. {*tick_persown_safe*} Which of the following do you **personally own to keep you safe?** Select all that apply.

Please select **all options** that apply to you:

[Tasers, Pepper Spray, Gun safe or Gun cabinet, Gun, Home security system, Safe, Double-Lock or Multi-Lock Doors, Security Cameras, Guard Dogs, Window Bars, None of the above]

Randomization Control and Treatment Group

If Control

10. {*list_experiment2_c*} Of the following 5 statements, could you tell us how many of them you agree with? We do not want to know which ones, just how many:

[I believe public transportation fares should be reduced; My primary concern about public Wi-Fi is the reliability of the connection; I think mental health support is vital in our communities; Education programs on financial literacy are essential; Bike lanes improve urban mobility]

[Numeric entry 0-5]

If Treated

11. *{list_experiment2_t}* Of the following 6 statements, could you tell us how many of them you agree with? We do not want to know which ones, just how many:

[I believe public transportation fares should be reduced; My primary concern about public Wi-Fi is the reliability of the connection; My number one reason for owning guns is because it gives me a feeling of power; I think mental health support is vital in our communities; Education programs on financial literacy are essential; Bike lanes improve urban mobility]

[Numeric entry 0-6]

Shown to all

A-8.15 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
- Legal 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]

A-8.16 Additional Demographic Questions

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]

A-8.17 Feedback

If owns a gun

1. *{knew_byrna}* Have you heard about Byrna?
[Yes; No]
2. *{knew_byrna2}* Can you define what Byrna is?
[Text box]

Shown to all

3. *{open_feedback}* Please provide us with any feedback on the survey
[Text box]
4. *{survey_purpose}* Please provide us your impression of the survey's purpose
[Text box]
5. *{left_right_bias}* Do you feel that this survey was biased?
[Not biased; Yes, left-wing biased; Yes, right-wing biased]

A-9 Evidence on multiple firearms and safety

Survey data indicate that owning multiple firearms is widespread among U.S. gun owners. The 2017 Pew survey on “America’s Complex Relationship With Guns” reports that 66% of gun owners have more than one firearm and 29% own five or more. The 2015 National Firearms Survey (Azrael et al.) similarly finds that roughly 3% of adults (“super-owners”) possess about half of all civilian firearms, with an average of 17 guns each. Industry and media outlets routinely frame multiple firearm ownership as practical and desirable: guides such as The Magshack’s (2025) “How Many Guns Should You Own?” and The Armory Life’s (2024) “Do You Own Too Many Guns?” recommend distinct firearms for different roles. NRA publications likewise promote multi-gun ownership through product reviews, collector-oriented content, and explicit opposition to limits on firearm purchases, including NRA-ILA’s 2019 campaign against proposed one-gun-a-month legislation in Virginia. Although federal law imposes no numerical limit on firearm ownership, some states restrict magazine capacity or purchase frequency. Overall, the evidence suggests that owning multiple firearms is common and supported by both cultural and institutional messaging, with safety typically framed in terms of selecting appropriate firearms (having the “right gun”) for each context rather than limiting total ownership.

A-10 Important milestones in the failed development of safer lethal firearms and the uneven development of non-lethal firearms

Table A-61 reviews important milestones in the development of both safer lethal firearms (LFAs) and non-lethal firearms (NLFAs), illustrating the firearm industry’s resistance to safety-oriented innovations and the factors that hindered the emergence of a viable market for non-lethal alternatives over many decades.

The period from the late 1960s through the 1970s reveals how—despite growing interest in NLFAs from federal agencies—early regulatory choices placed disproportionate burdens on non-lethal technologies, limiting their commercialization while exempting lethal firearms from scrutiny. The modern pursuit of individual-use NLFAs began in 1967, when the President’s Commission on Law Enforcement and Administration of Justice—established under Lyndon B. Johnson—issued “The Challenge of Crime in a Free Society,” and called for research into non-lethal weapon technologies that could replace the handgun. These technologies were intended to enable officers to defend themselves in life-threatening situations without risking the lives of suspects as well as bystanders. In 1972, the National Science Foundation similarly called for federally funded testing and evaluation of NLFAs. Its report pointed out limited safety and effectiveness data and noted that exaggerated claims about the effectiveness of NLFAs by manufacturers hindered their adoption. That same year, the NRA supported an exemption that excluded firearms from the Consumer Product Safety Act, limiting federal authority to regulate firearm design. Although the 1970s saw the introduction of the first non-lethal weapon for individual use—the TASER—widespread commercialization remained limited. Both the Consumer Product Safety Commission and the Bureau of Alcohol, Tobacco, Firearms and Explosives took regulatory actions affecting TASER commercialization, with the former halting sales to investigate safety concerns and the latter classifying the TASER as a Title II firearm.

Throughout the decades after 1980, opposition to safer LFAs remained strong, while expanding federal initiatives continued to advance research on NLFAs for law-enforcement applications. Federal initiatives in 1986 and 1996 highlighted the operational need for close-proximity NLFAs and provided funding to support their research and development. Meanwhile, the NRA and NSSF lobbied against several safety-oriented

firearm regulations. They supported restrictions on federal gun-violence research in 1996, and opposed a 2000 federal agreement that would have required Smith & Wesson—the largest gun manufacturer in the U.S.—to implement safety enhancements following the school shooting at Columbine. Moreover, they opposed mandates for smart guns, such as the one introduced in New Jersey in 2002, supported statutory immunity for firearm manufacturers from liability suits, written into law with the Protection of Lawful Commerce in Arms Act in 2005, and lobbied against the renewal of the federal Assault Weapons Ban in 2013.

Widespread commercialization of NLFAs emerged only in the 2010s, a development that—next to the historical focus on law-enforcement applications—appears partly attributable to regulatory constraints and uncertainty. Among these were the prohibition on permissible adverse-effect risks for NLFAs, which was not lifted until 2012—and the inclusion of NLFA projectile devices within the statutory definition of firearms. This designation remains under legal challenge as of 2025. Moreover, international guidance on the use of NLFAs was introduced only in 2020 by the United Nations, which for the first time articulated comprehensive international standards governing the design, testing, procurement, deployment, and accountability mechanisms associated with less-lethal weapons. In 2019, the Byrna entered the market as the second major non-lethal firearm developed for civilian use. Its recent expansion—including partnerships with organizations such as the United States Concealed Carry Association and recognition in *Forbes*' small-cap rankings—suggests a new phase in the commercialization and public visibility of NLFA technologies.

TABLE A-61: TIMELINE

Year	Political Constraints on Safer Lethal Firearms	Uneven Development of Non-Lethal Firearms
1967		Presidential commission calls for research on non-lethal technologies to develop a suitable replacement for the handgun. ¹
1972	Lethal firearms (LFA), which the National Rifle Association (NRA) supported exempting, are not covered under the Consumer Product Safety Act. ²	National Science Foundation report urges federally funded testing/evaluation of non-lethal firearms (NLFAs) due to limited safety/effectiveness data. ³
1974		First-generation TASER introduced to law enforcement. ⁴
1975		The Consumer Product Safety Commission (CPSC) halts TASER sales; finds device non-lethal for healthy individuals and lifts ban. ⁵
1976		The Bureau of Alcohol, Tobacco, Firearms and Explosives classifies TASERs as Title II firearms. ⁶
1985		Supreme Court decision, <i>Tennessee v. Garner</i> , increases interest in NLFAs by limiting police lethal force. ⁷
1986		National Institute of Justice (NIJ) conference highlights need for NLFAs; NIJ creates Less-than-Lethal Technology Program. ⁸
1994		AIR TASER obtains non-firearm classification. ⁹
1996	The Dickey Amendment, supported by the NRA, restricts Centers for Disease Control and Prevention (CDC) gun-violence research. ¹⁰	Department of Defense (DoD) establishes Non-Lethal Weapons Program. ¹¹
2000	Smith & Wesson agrees to federal safety settlement after the Columbine shooting; the proposed reforms are not implemented, with the NRA and the National Shooting Sports Foundation (NSSF) voicing opposition. ¹²	
2002	New Jersey passes smart-gun mandate law; no viable models exist by 2025; NRA and NSSF oppose such laws. ¹³	
2005	Endorsed by the NRA and the NSSF, the Protection of Lawful Commerce in Arms Act grants broad immunity from liability lawsuits to gun manufacturers. ¹⁴	
2012		DoD Instruction 3200.19 sets NLFA development policy, allowing some adverse-effect risk. ¹⁵
2013	Reinstatement of the Assault Weapons Ban fails despite post-Sandy Hook support; NRA campaigns against it. ¹⁶	
2019		Security Devices International launches Byrna, a non-lethal personal security device. ¹⁷
2020		The United Nations publishes NLFA guidance; Security Devices International, founded in 2005, rebrands as Byrna Technologies. ¹⁸
2025		Byrna partners with United States Concealed Carry Association; bill introduced to exclude NLFA projectile devices from firearm definition; Byrna ranked in Forbes small-cap list. ¹⁹

¹ The report is issued by the President’s Commission on Law Enforcement and Administration of Justice and titled “The Challenge of Crime in a Free Society.” It points out that no technology is available that could incapacitate the suspect as fast as a handgun with little risk of permanent injury (Davison (2009); President’s Commission on Law Enforcement and Administration of Justice (1967)). ² The exemption applies specifically to handguns and rifles. Its adoption effectively blocks an amendment that would have granted the CPSC authority to ban firearms (U.S. Consumer Product Safety Commission (2011); Kopel (2011); Cavataro (2024)). ³ The report maintains that exaggerated claims by manufacturers and insufficient testing hindered adoption of NLFAs, and it recommends a government-funded program for systematic evaluation (Davison (2009); Metz (2021)). ⁴ Nielsen (2004). ⁵ Davison (2009). ⁶ Davison (2009); Bureau of Alcohol, Tobacco, Firearms and Explosives (1976). ⁷ Davison (2009). ⁸ The NIJ’s final report emphasizes the need for weapons suitable for close-proximity encounters (Davison (2009); Metz (2021)). ⁹ Nielsen (2004). ¹⁰ The amendment also bars CDC from treating gun violence as an epidemic (Smyth (2020); Rostron (2018); Goldschmidt (2018)). ¹¹ Metz (2021). ¹² Smith & Wesson—the largest gun maker in the country—agrees to historic settlement with Clinton Administration following 1999 Columbine school shooting. NRA and NSSF organize boycotts against the company and dealers return its products, leading to declining sales and deterring other manufacturers from signing similar agreements. The company undergoes leadership changes, and its ownership is transferred at a reduced valuation (Selk (2018); Sipos (2002); Everytown Research & Policy (2023)). ¹³ This is the first U.S. statute mandating childproof smart handguns once commercially viable (Mansnerus (2002); Levin (2016); New Jersey Legislature (2002); MacBride (2018)). ¹⁴ Gerhart and Alcantara (2018); Craig (2005); NRA-PVF (2005); Everytown Research & Policy (2023). ¹⁵ DoDI 3200.19 assigns formal responsibilities and outlines a human-effects characterization process for NLFAs (U.S. Department of Defense (2012)). ¹⁶ NRA launches its campaign before the bill was introduced; at a time when the majority of Americans favors stricter gun-control measures (Gerhart and Alcantara (2018); Williams (2024)). ¹⁷ Byrna Technologies Inc. (2019). ¹⁸ Office of the United Nations High Commissioner for Human Rights (2020); Byrna Technologies Inc. (2020). ¹⁹ The partnership aims to position Byrna as a firearm alternative and promote self-defense training (Byrna Technologies Inc. (2025b); Fitzgerald (2025); Byrna Technologies Inc. (2025a)).