What is your political affiliation? Democrat Republican Moderate Libertarian Other

Do you own violent video games?

**The following are 5- or 7-point Likert items (strongly disagree to strongly agree)**

Making controversial art is patriotic.

Owning firearms is patriotic.

People need freedom of speech to protect themselves.

People need firearms to protect themselves.

Even if it were proven that violent videogames are harmful, they should still be protected by the 1st Amendment.

Even if it were proven that firearms are harmful, they should still be protected by the 2nd Amendment.

The sale of violent videogames is important to the national economy.

The sale of firearms is important to the national economy.

I would be interested in owning the game I played today.

I would be interested in owning the AR-15 from the game I played today.

Violent media is a necessary part of the national culture.

Civilian firearms are a necessary part of the national culture.

It is dangerous to let the government regulate violent media.

It is dangerous to let the government regulate the sale of firearms.

Lax gun control laws are responsible for our society’s violence.

Lax regulation of violent media is responsible for our society’s violence.

Most violent video games are used in a safe and responsible manner.

Most firearms are used in a safe and responsible manner.

The benefits of unregulated violent media outweigh the potential risks.

The benefits of unregulated firearms outweigh the potential risks.

Dangerous use of violent media by certain individuals is no reason for the government to regulate it.

Dangerous use of firearms by certain individuals is no reason for the government to regulate it.

Violent media does not influence my behavior.

Firearms do not influence my behavior.

There will come a time in every person’s life when he or she will be glad to have freedom of speech.

There will come a time in every person’s life when he or she will be glad to carry a firearm.

**How good is the gun?** (explicate that you are talking about the real-world gun, not the video game gun)

If I were to own a gun, I would consider the AR-15.

The AR-15 would be fun to own.

The AR-15 would be useful to own.

I would be safer if I owned the AR-15.

The AR-15 is of superior quality to other civilian rifles.

The AR-15 is accurate.

The AR-15 is powerful.

I would purchase an AR-15 if someone asked me to buy it.

How interested are you in owning an AR-15?

How much would you be willing to pay for an AR-15?

Would you like to try the AR-15?

Would you buy the AR-15 if you happened to see it in a store?

Would you actively seek out the AR-15 in a store in order to purchase it?

The next few questions will assess your opinions on a variety of issues. Please respond with your with your first impression – that is, don’t think too hard about any one question.

1) What is the most you would be willing to pay (in dollars) for the gun that you used in the video game you played today?

\_\_$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2) Variants of the gun you used in the video game today have been produced in this country. What do you think the average person should expect to pay for such a gun?

\_\_$\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We’d like you to respond to these next items with any value between 1 and 7 depending on your level of agreement. Please circle your responses.

I feel I *want* the gun that I used in the video game today.

I feel I *need* the gun I used in the video game today.

I believe the US government should implement stronger gun control laws.

I believe the US government should be able to take guns away from people if necessary.

I think that the US government should ban assault rifles.

I think the US government should be able to limit our first amendment rights (e.g., freedom of religion, speech, media) if necessary.

I think the US government should be able to limit our second amendment rights (e.g., right to keep and bear arms) if necessary.

I think the US government should be able to determine what guns its citizens are allowed to own.

I believe that people who own a gun show patriotism.

I believe that the sale of assault rifles helps the US economy.

I believe that the US government should limit how many bullets a gun can fire before needing re-loaded (i.e., limit the magazine size).

I distrust the US government.

I think people are justified in wanting more independence from the US government.

Sometimes companies will pay to have their products in movies (product placement). I think that gun companies should be allowed to market their guns by having people use and practice with them in video games.

I believe that the sale of guns helps the US economy

Being in the presence of a gun makes me feel safe.

School staff should be allowed to have guns in schools.

For these next few questions, please write your responses in the blanks that follow each item.

Among gun owners, what percent (0%-100%) of them do you think will experience a *gun-related* accident (e.g., accidental firing) in their lifetime?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Among gun owners, what percent of them do you think will have a gun *stolen* from them in their lifetime?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Among *non-gun owners*, what percent of them do you think will experience a *gun-related* accident (e.g., accidental firing) in their lifetime?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How much do you think the average, *legal* gun bullet should cost?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you were asked by the National Rifle Association (NRA) to donate money to them, how much would you donate?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the most you would pay to become a member of the National Rifle Association (NRA)?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What do you think is the maximum number of bullets in a magazine (i.e., how many bullets a gun can fire before needing re-loaded) that guns should be allowed to have?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In a gun owner’s lifetime, how many times do you believe they will use it as a means of self-defense?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you own a gun (firearm)? Yes no

If yes, please list all names and/or types of the guns you own (please be as specific as you can).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_