

Supplement: Survey Instrument

Business Characteristics (Contextual Factors)

What type of establishment is your business?

- Firearm Retailer
- Range
- Pawn Shop
- Training Center
- Gunsmith
- Ammunition Retailer
- Gun Club
- Firearm Safety Instructor
- Firearm-related Products or Services
- Other

How long has this establishment been in operation?

- Less than one year
- 1-4 years
- 5-10 years
- 10+ years
- Unsure

Approximately how many patrons (customers/visitors) do you have per week (interact with for anything related to firearms per week)?

- 0-25
- 26-50
- 51-100
- 101-500
- More than 500

Has this establishment been impacted by suicide in any way?

- Yes
- No
- Prefer not to respond

Urban vs. Rural Status

- *Study team determined this based on business address*

Individual Characteristics

What is your role at this establishment?

- Owner
- Manager
- Full-time employee (representative)
- Part-time employee (representative)

Approximately how long have you worked in the firearm industry?

- Less than one year
- 1-4 years
- 5-10 years
- 10+ years

- Not Applicable

Do you have any children aged 18 or under living in your household?

- Yes
- No

Have you ever served on active duty in the U.S. Armed Forces, Reserves, or National Guard?

- Yes
- No

Which of the following best describes you?

- Woman
- Man
- Other/these options do not describe me

What is your age?

- 24 or younger
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

Please select the racial group(s) that you most closely identify with:

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White or Caucasian
- Other

Are you of Hispanic, Latino, or Spanish origin?

- Yes
- No

Individual Behavioral Antecedents

Knowledge (correct response underlined)

1. Firearm storage is related to risk of death by suicide.
 - True
 - False
 - Don't Know
2. Asking someone if they are having suicidal thoughts puts them at greater risk for acting on suicidal feelings.
 - True
 - False
 - Don't Know

3. Temporarily reducing a person's access to firearms reduces their risk of dying by suicide.
 - True
 - False
 - Don't Know
4. Delaying a suicide attempt can allow a suicidal crisis to pass.
 - True
 - False
 - Don't Know
5. Suicide attempts with a firearm are _____ as attempts with other methods.
 - Not as deadly
 - Equally as deadly
 - More deadly
 - Don't know
6. Please select the true statement:
 - In Colorado, the number of suicide deaths involving a firearm is less than the number of homicides involving a firearm.
 - In Colorado, the number of suicide deaths involving a firearm is equal to the number of homicides involving a firearm.
 - In Colorado, the number of suicide deaths involving a firearm is greater than the number of homicides involving a firearm.
 - Don't know

Beliefs

Statements:

1. Temporary safe storage can prevent a suicide death.
2. Everyone has a role to play in preventing suicide.
3. If a person wants to die by suicide, there is nothing I can do to stop them.

Response Options:

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Self-Efficacy

Statements:

1. I am comfortable talking about the role safe storage can play in suicide prevention with the people I care about who own firearms.
2. I am confident I will seek temporary safe storage for my firearm(s) in the future to prevent my own suicide.
3. I am confident I will seek temporary safe storage for my firearm(s) in the future to prevent someone that lives with me from dying by suicide.

4. I am able to talk to customers/members about the role safe storage can play in suicide prevention.

Response Options:

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

Motivation

Statements:

1. Educating customers/members on the role safe storage can play in suicide prevention is a priority of this establishment.
2. I can see how educating customers/members on the role safe storage can play in suicide prevention will help reduce suicide deaths in our community.

Response Options:

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

GSP Participation

Prior to this survey, had you heard of the Colorado Gun Shop Project?

- Yes
- No

To the best of your knowledge, is your establishment part of the Colorado Gun Shop Project?

- Yes
- No
- Unsure

Have you been visited by someone who provided information and/or resources on safe storage and suicide prevention?

- Yes
- No

Which of the following factors contributed to your participation in the Colorado Gun Shop Project?

- I want to support customers/members
- I want to make a positive contribution to my community
- I want to learn more about firearm businesses' role in suicide prevention
- I want to help prevent suicide
- I want materials about suicide prevention to provide to customers/members
- Other
- None of these factors

Suicide Prevention Practices

Have you made any of the following materials available to customers? (select all that apply)

- GSP Rack Cards
- Colorado Crisis Services Wallet Cards
- GSP Posters
- GSP Info Sheets
- Man Therapy Materials
- National Shooting Sports Foundation and American Foundation for Suicide Prevention Foundation Materials
- Local Materials
- Other

Do you display any of the following materials in your establishment? (select all that apply)

- GSP Rack Cards
- Colorado Crisis Services Wallet Cards
- GSP Posters
- GSP Info Sheets
- Man Therapy Materials
- National Shooting Sports Foundation and American Foundation for Suicide Prevention Foundation Materials
- Local Materials
- Other

How often do you include any suicide prevention materials when you make a sale (e.g. handed along with receipt, included in bag/case) or interact with customers/members?

- Never
- Sometimes
- Often
- Usually
- All the time

Does this establishment provide firearm safety instruction on-site or online?

- Yes
- No
- Unsure

Does the instruction include information on suicide prevention?

- Yes
- No
- Unsure

Does this establishment require its representatives/employees to receive training on suicide prevention?

- Yes
- No
- Unsure

Does this establishment currently offer temporary, voluntary firearm storage when requested (as a policy or on an as-needed basis)?

- Yes
- No
- Unsure
- Not Applicable

Suicide Prevention Behaviors

How often do you engage customers/members in conversations about the role safe storage can play in suicide prevention?

- Never
- Sometimes
- Often
- Usually
- All the time

In the past 12 months, have you denied a sale because you noticed a customer was in crisis and/or displaying warning signs of suicide? (*asked only of firearm retailers*)

- Yes
- No

In the past 12 months, have you assisted customers/members) in arranging temporary safe storage of a firearm of someone in crisis and/or displaying signs of suicide?

- Yes
- No