

Supplement: Analysis Procedures

We conducted reliability analyses to determine item redundancy and low inter-item correlations for the behavioral antecedent scales which resulted in the removal of some items. The final items in these scales are listed above in the Individual Behavioral Antecedents section in the Supplemental Methods: Data Collection Instrument. We then dichotomized responses to items in these scales to determine if the behavioral antecedents were present for respondents. For knowledge to be present, respondents had to correctly answer four or more of the six statements related to firearm access and storage, and suicide risk and burden, as listed above. For beliefs to be present, respondents had to answer “agree” or “strongly agree” to the statements “Temporary safe storage can prevent a suicide death.” and “Everyone has a role to play in preventing suicide.” Respondents also had to answer “disagree” or “strongly disagree” with the statement “If a person wants to die by suicide, there is nothing I can do to stop them.” For self-efficacy, respondents had to answer “agree” or “strongly agree” to all four statements related to their confidence in recognizing and preventing firearm suicide. For motivation, respondents had to answer “agree” or “strongly agree” to both statements related to their belief that firearm businesses could support firearm suicide prevention.