Contents

A. Results of Ordinal Logistic Regression

TABLE S1. News story effects on attitudes about persons with serious mental illness (N=1,797)

News Story	N	Attitudes About Persons with Serious Mental Illness Coefficient[1] (SE)		
		Social Distance: Work closely with (ref=no exposure)	Social Distance: Have as neighbor (ref=no exposure)	Perceived Dangerousness (ref=no exposure)
Story 1: Mass Shooting Event	923	0.59 (0.15)***	0.58 (0.15)***	0.50 (0.15)**
Story 2: Mass Shooting Event + Serious Mental Illness Gun Restrictions	894	0.029 (0.15)	0.53 (0.15)***	0.06 (0.15)
Story 3: Mass Shooting Event + Large Capacity Magazine Ban	892	0.45 (0.15)**	0.51 (0.15)**	0.24 (0.14)

***p<0.001, **P<0.01, *P<0.05
[1] Ordered logit regression coefficient

TABLE S2. News story effects on support for gun policies (N=1,797)

News Story	N	Policy Support Coefficient[1] (SE)	
		Serious mental illness gun restrictions (ref=no exposure)	Large capacity magazine ban (ref=no exposure)
Story 1: Mass Shooting Event	923	0.43 (0.16)**	0.18 (0.15)
Story 2: Mass Shooting Event + Serious Mental Illness Gun Restrictions	894	0.55 (0.15)	0.40 (0.15)**
Story 3: Mass Shooting Event + Large Capacity Magazine Ban	892	0.40 (0.16)*	0.71 (0.15)***

***p<0.001, **P<0.01, *P<0.05
[1] Ordered logit regression coefficient

B. Question Block Order Sensitivity Analysis

TABLE S3. News story message effects on attitudes about persons with serious mental illness among participants who answered questions on attitudes about persons with serious mental illness prior to gun policy questions (N=884)

News Story	N	Attitudes About Persons with Serious Mental Illness (OR, 95% CI)		
		Social Distance: Work closely with (ref=no exposure)	Social Distance: Have as neighbor (ref=no exposure)	Perceived Dangerousness (ref=no exposure)
Story 1: Mass Shooting Event	448	2.25 (1.40-3.63)**	2.03 (1.21-3.42)**	2.16 (1.34-3.46)**
Story 2: Mass Shooting Event + Serious Mental Illness Gun Restrictions	416	1.95 (1.21-3.13)**	2.77 (1.65-4.64)***	1.32 (0.82-2.12)
Story 3: Mass Shooting Event + Large Capacity Magazine Ban	433	1.74 (1.09-2.78)**	2.38 (1.43-3.95)**	1.33 (0.83-2.12)

***p<0.001, **P<0.01, *P<0.05

TABLE S4. News story message effects on attitudes about persons with serious mental illness among participants who answered gun policy questions prior to questions on attitudes about persons with serious mental illness (N=913)

News Story	N	Attitudes About Persons with Serious Mental Illness (OR, 95% CI)		
		Social Distance: Work closely with (ref=no exposure)	Social Distance: Have as neighbor (ref=no exposure)	Perceived Dangerousness (ref=no exposure)
Story 1: Mass Shooting Event	470	1.34 (0.83-2.18)	1.29 (0.78-2.11)	1.55 (0.97-2.49)
Story 2: Mass Shooting Event + Serious Mental Illness Gun Restrictions	438	1.04 (0.63-1.72)	1.20 (0.72-1.98)	1.28 (0.79-2.08)
Story 3: Mass Shooting Event + Large Capacity Magazine Ban	455	1.62 (0.99-2.63)	1.33 (0.81-2.19)	1.38 (0.86-2.22)

***p<0.001, **P<0.01, *P<0.05

TABLE S5. News story effects on support for gun policies among participants who answered questions on attitudes about persons with serious mental illness prior to gun policy questions (N=884)

News Story	N	Policy Support (OR, 95% CI)	
		Serious mental illness gun restrictions (ref=no exposure)	Large capacity magazine ban (ref=no exposure)
Story 1: Mass Shooting Event	448	0.86 (0.50-1.46)	0.77 (0.48-1.24)
Story 2: Mass Shooting Event + Serious Mental Illness Gun Restrictions	416	1.05 (0.60-1.83)	1.26 (0.78-2.03)
Story 3: Mass Shooting Event + Large Capacity Magazine Ban	433	1.05 (0.61-1.81)	2.21 (1.35-3.62)**

***p<0.001, **P<0.01, *P<0.05

TABLE S6. News story effects on support for gun policies among participants who answered gun policy questions prior to questions on attitudes about persons with serious mental illness (N=913)

News Story	N	Policy Support (OR, 95% CI)	
		Serious mental illness gun restrictions (ref=no exposure)	Large capacity magazine ban (ref=no exposure)
Story 1: Mass Shooting Event	470	2.81 (1.63-4.86)***	2.47 (1.53-3.96)***
Story 2: Mass Shooting Event + Serious Mental Illness Gun Restrictions	438	1.55 (0.88-2.71)	2.47 (1.50-4.07)***
Story 3: Mass Shooting Event + Large Capacity Magazine Ban	455	2.06 (1.18-3.57)*	2.59 (1.61-4.17)***

***p<0.001, **P<0.01, *P<0.05

C. Characteristics of Survey Respondents, Weighted and Unweighted

TABLE S7. Unweighted and weighted characteristics of GfK Knowledge Networks survey respondents compared with national rates

	Full Sample Unweighted (N=1,797)	Full Sample Weighted (N=1,797)	National Rates
Individual characteristics[1]			
Female (%)	50.5	51.4	52.4
Age (%)			
Age 18 – 24	8.3	11.0	11.3
Age 25 – 34	11.7	16.8	16.7
Age 35 – 44	14.6	16.5	16.7
Age 45 – 54	19.2	16.7	19.0
Age 55 – 64	22.8	21.2	17.3
Age 65 +	23.4	17.8	18.9
Race (%)			
White only	76.8	68.4	82.4
Black only	9.0	11.5	9.9
Other	14.2	20.1	7.7
Hispanic Ethnicity			
Hispanic	7.9	13.5	11.3
Non-Hispanic	92.1	86.5	88.7
Education (%)			
< high school degree	7.9	12.4	13.0
High school degree	29.3	30.3	30.3
Some college	29.2	28.9	28.7
Bachelor's degree or higher	33.6	28.4	28.0
Household income (%)			
Under $10,000	4.8	6.7	6.8
$10,000-24,999	12.0	12.6	16.8
$25,000-49,999	22.8	22.6	26.2
$50,000-74,999	19.3	19.6	19.2
$75,000	41.1	38.5	30.9
Employment status (%)			
Employed	55.3	56.7	NA
Unemployed	8.9	10.5	NA
Retired	22.4	17.9	NA
Other (e.g. disabled, homemaker, other)	13.4	14.9	NA
Region (%)			
Northeast	18.7	18.1	18.4
Midwest	24.0	22.3	21.7
South	35.7	37.5	36.7
West	21.6	22.1	23.2

(TABLE S7, Continued)

Political Party Affiliation (%)[2]			
Republican	44.9	41.6	51.0
Undecided/Independent/Other	3.4	3.9	11.0[3]
Democrat	51.7	54.5	37.0

[1] Comparison data extracted from the December 2010 Current Population Survey, as cited by http://www.knowledgenetworks.com/knpanel/docs/GfK-KnowledgePanel%28R%29-Demographic-Profile. Question wording differences for employment variable in GfK KN and CPS, therefore no comparison data provided.

[2] Comparison data extracted from the 2008 American National Election Study (NES). http://www.electionstudies.org/nesguide/toptable/tab2a_2.htm

[3] Independent