

# Supporting Information

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Table S1. Effect of implementation intentions prompts on vaccination receipt, full regression results

Predictor variables	Dependent variable/sample				
	Vaccinated at work			Vaccinated anywhere	
	All	PPO only	PPO only	PPO only	PPO only
(1)	(2)	(3)	(4)	(5)	
Time plan condition	0.042** (0.019)	0.062*** (0.021)	0.060*** (0.021)	0.057*** (0.022)	0.055*** (0.020)
Date plan condition	0.015 (0.023)	0.039 (0.026)	0.053** (0.026)	0.029 (0.026)	0.049* (0.026)
Male	0.018 (0.021)	0.038 (0.024)	0.042* (0.024)	0.033 (0.025)	0.044* (0.024)
Age, years	0.003*** (0.001)	0.003*** (0.001)	0.001 (0.001)	0.004*** (0.001)	0.002 (0.001)
Married	-0.003 (0.018)	-0.003 (0.021)	-0.004 (0.020)	-0.001 (0.021)	-0.001 (0.021)
Has children	0.005 (0.018)	0.008 (0.020)	0.003 (0.020)	0.002 (0.020)	-0.004 (0.019)
African-American	-0.117*** (0.022)	-0.128*** (0.026)	-0.114*** (0.025)	-0.127*** (0.027)	-0.112*** (0.026)
Asian	-0.009 (0.052)	0.003 (0.056)	-0.016 (0.054)	-0.005 (0.057)	-0.032 (0.053)
HMO member	-0.090*** (0.022)	—	—	—	—
Vaccinated last year	—	—	0.281*** (0.027)	—	0.356*** (0.025)
Doctor's office visits 1/1/09–9/1/09	—	—	0.005* (0.003)	—	0.011*** (0.003)
Has diabetes	—	—	0.017 (0.032)	—	0.059* (0.032)
Has asthma	—	—	0.056 (0.058)	—	0.123** (0.059)
Has high blood pressure	—	—	0.031 (0.019)	—	0.041** (0.019)
Has high cholesterol	—	—	0.045** (0.020)	—	0.054*** (0.020)
Location fixed effects	Yes	Yes	Yes	Yes	Yes
R <sup>2</sup>	0.051	0.055	0.107	0.054	0.144
Sample size	n = 3,272	n = 2,629	n = 2,629	n = 2,629	n = 2,629

This table presents the ordinary least squares (OLS) regression coefficient estimates (with robust SEs in parentheses) from analyses measuring the impact of implementation intentions prompts on influenza vaccination. In columns (1)–(3), the outcome variable takes a value of one if the employee is vaccinated at a workplace clinic and a value of zero otherwise. In columns (4) and (5), the outcome variable takes a value of one if we observe the employee receiving an influenza vaccination at any site (by attending a workplace clinic or by submitting an insurance claim for receiving a vaccination elsewhere) and a value of zero otherwise. All subjects are included in the regression sample for column (1), whereas the regression sample is restricted to PPO members for columns (2)–(5). \*, \*\*, and \*\*\* indicate statistical significance at the 10%, 5%, and 1% levels, respectively.

**Table S2. Effect of implementation intentions prompts on vaccination receipt at 1-d clinic sites, full regression results**

Predictor variables	Dependent variable/sample				
	Vaccinated at work			Vaccinated anywhere	
	One-day clinics (6)	One-day clinics PPO only (7)	One-day clinics PPO only (8)	One-day clinics PPO only (9)	One-day clinics PPO only (10)
Time plan condition	0.079*** (0.028)	0.095*** (0.033)	0.094*** (0.033)	0.082** (0.034)	0.081** (0.033)
Date plan condition	—	—	—	—	—
Male	-0.040 (0.040)	-0.025 (0.048)	-0.014 (0.048)	-0.023 (0.051)	-0.002 (0.050)
Age, years	0.004** (0.002)	0.004** (0.002)	0.004* (0.002)	0.005** (0.002)	0.004* (0.002)
Married	-0.005 (0.033)	0.006 (0.039)	0.001 (0.038)	0.037 (0.039)	0.032 (0.039)
Has children	-0.007 (0.031)	0.021 (0.036)	0.017 (0.036)	0.023 (0.037)	0.015 (0.036)
African-American	-0.117*** (0.042)	-0.128*** (0.049)	-0.116** (0.048)	-0.138*** (0.050)	-0.128*** (0.049)
Asian	-0.298*** (0.072)	-0.286*** (0.078)	-0.292*** (0.082)	-0.274*** (0.090)	-0.299*** (0.093)
HMO member	-0.137*** (0.041)	—	—	—	—
Vaccinated last year	—	—	0.187*** (0.051)	—	0.283*** (0.049)
Doctor's office visits 1/1/09–9/1/09	—	—	0.007 (0.006)	—	0.010* (0.006)
Has diabetes	—	—	-0.084 (0.058)	—	0.002 (0.059)
Has asthma	—	—	0.076 (0.097)	—	0.174* (0.101)
Has high blood pressure	—	—	0.046 (0.036)	—	0.086** (0.036)
Has high cholesterol	—	—	0.057 (0.038)	—	0.085** (0.038)
Location fixed effects	Yes	Yes	Yes	Yes	Yes
R <sup>2</sup>	0.097	0.107	0.136	0.103	0.166
Sample size	n = 1,051	n = 799	n = 799	n = 799	n = 799

This table presents the OLS regression coefficient estimates (with robust SEs in parentheses) from analyses measuring the impact of implementation intentions prompts on influenza vaccination at sites that offered flu shot clinics on only one day. In columns (6)–(8), the outcome variable takes a value of one if the employee is vaccinated at a workplace clinic and a value of zero otherwise. In columns (9) and (10), the outcome variable takes a value of one if we observe the employee receiving an influenza vaccination at any site (by attending a workplace clinic or by submitting an insurance claim for receiving a vaccination elsewhere) and a value of zero otherwise. All subjects with access to 1-d flu shot clinics are included in the regression sample for column (6), whereas the regression sample is restricted to PPO members with access to 1-d flu shot clinics for columns (7)–(10). \*, \*\*, and \*\*\* indicate statistical significance at the 10%, 5%, and 1% levels, respectively.

**Table S3. Effect of implementation intentions prompts on vaccination receipt at multi-day clinic sites, full regression results**

Predictor variables	Dependent variable/sample				
	Vaccinated at work			Vaccinated anywhere	
	Multi-day clinics (11)	Multi-day clinics PPO only (12)	Multi-day clinics PPO only (13)	Multi-day clinics PPO only (14)	Multi-day clinics PPO only (15)
Time plan condition	0.017 (0.025)	0.043 (0.027)	0.041 (0.026)	0.043 (0.028)	0.041 (0.026)
Date plan condition	0.003 (0.025)	0.029 (0.027)	0.045* (0.027)	0.022 (0.028)	0.043 (0.027)
Male	0.036 (0.025)	0.054* (0.028)	0.052* (0.028)	0.048* (0.029)	0.054* (0.028)
Age, years	0.003** (0.001)	0.003** (0.001)	0.001 (0.001)	0.004*** (0.001)	0.001 (0.001)
Married	-0.001 (0.022)	-0.006 (0.025)	-0.007 (0.024)	-0.016 (0.025)	-0.015 (0.024)
Has children	0.012 (0.022)	0.004 (0.024)	0.000 (0.023)	-0.005 (0.024)	-0.010 (0.023)
African-American	-0.116*** (0.027)	-0.128*** (0.031)	-0.112*** (0.030)	-0.123*** (0.032)	-0.106*** (0.031)
Asian	0.074 (0.061)	0.099 (0.066)	0.077 (0.061)	0.084 (0.066)	0.059 (0.059)
HMO member	-0.073*** (0.027)	—	—	—	—
Vaccinated last year	—	—	0.315*** (0.031)	—	0.384*** (0.029)
Doctor's office visits 1/1/09–9/1/09	—	—	0.005 (0.004)	—	0.012*** (0.004)
Has diabetes	—	—	0.054 (0.038)	—	0.082** (0.038)
Has asthma	—	—	0.048 (0.072)	—	0.093 (0.073)
Has high blood pressure	—	—	0.024 (0.023)	—	0.022 (0.023)
Has high cholesterol	—	—	0.039* (0.023)	—	0.042* (0.023)
Location fixed effects	Yes	Yes	Yes	Yes	Yes
R <sup>2</sup>	0.036	0.038	0.105	0.039	0.144
Sample size	n = 2,221	n = 1,830	n = 1,830	n = 1,830	n = 1,830

This table presents the OLS regression coefficient estimates (with robust SEs in parentheses) from analyses measuring the impact of implementation intentions prompts on influenza vaccination at sites that offered flu shot clinics on multiple days. In columns (11)–(13), the outcome variable takes a value of one if the employee is vaccinated at a workplace clinic and a value of zero otherwise. In columns (14) and (15), the outcome variable takes a value of one if we observe the employee receiving an influenza vaccination at any site (by attending a workplace clinic or by submitting an insurance claim for receiving a vaccination elsewhere) and a value of zero otherwise. All subjects with access to multi-day flu shot clinics are included in the regression sample for column (11), whereas the regression sample is restricted to PPO members with access to multi-day flu shot clinics for columns (12)–(15). \*, \*\*, and \*\*\* indicate statistical significance at the 10%, 5%, and 1% levels, respectively.