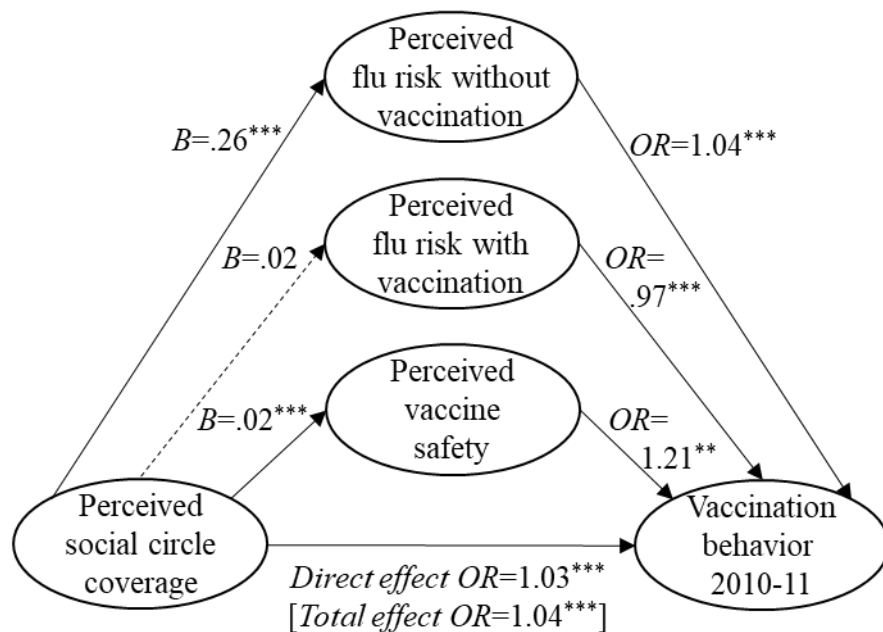
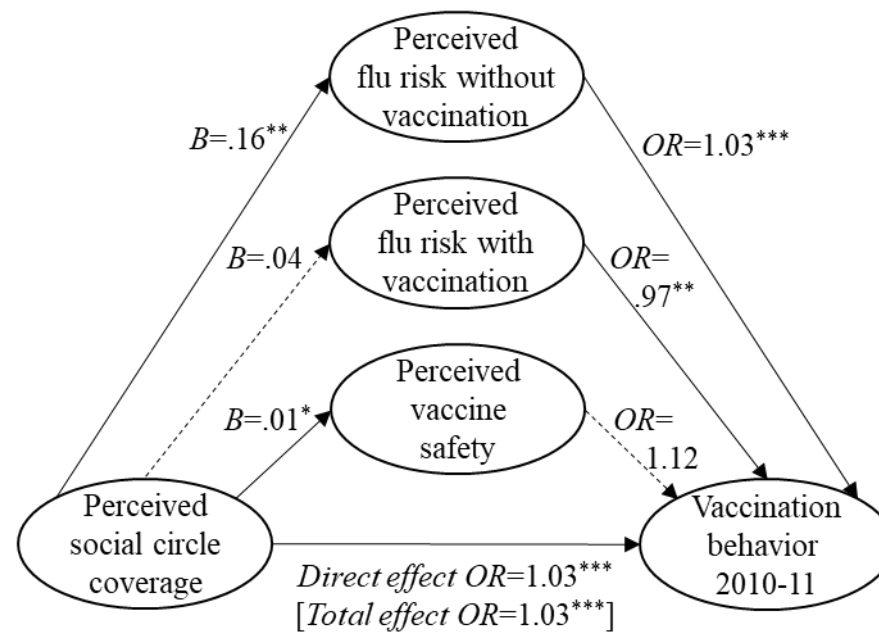


Figure S1: Mediation models predicting vaccination behavior in the 2010-11 flu season, controlling for (A) demographics and (B) vaccination behavior in the 2009-10 flu season

(A)



(B)

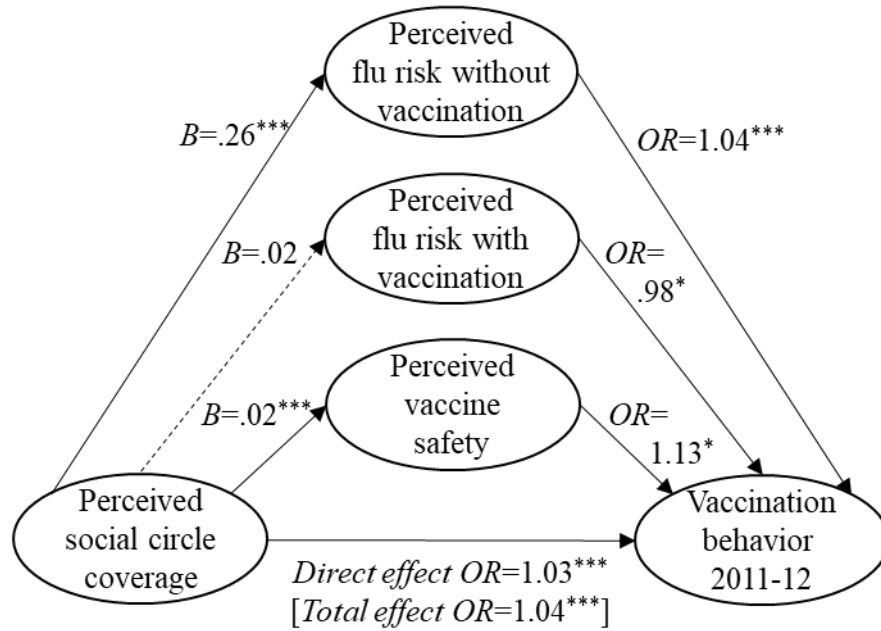


⁺ $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Note: Associated Sobel mediation tests appear in Table S3. Linear regressions (unstandardized B) were used to predict each of the three continuous mediator variables (perceived flu risk without vaccination, perceived flu risk with mediation, and perceived vaccine safety). Logistic regressions (OR) were used to predict the dichotomous outcome variable (vaccination behavior in 2010-11), respectively corresponding to models 1A-B and 2A-B in Table 2. The direct effect [vs. total effect] of perceived social circle vaccine coverage on vaccination behavior in 2010-11 reflects the relationship between these variables after [vs. before] controlling for the three mediator variables.

Figure S2: Mediation models predicting vaccination behavior in the 2011-12 flu season, controlling for (A) demographics, (B) vaccination behavior in the 2009-10 flu season, and (C) vaccination behavior in the 2010-11 flu season

(A)



(B)

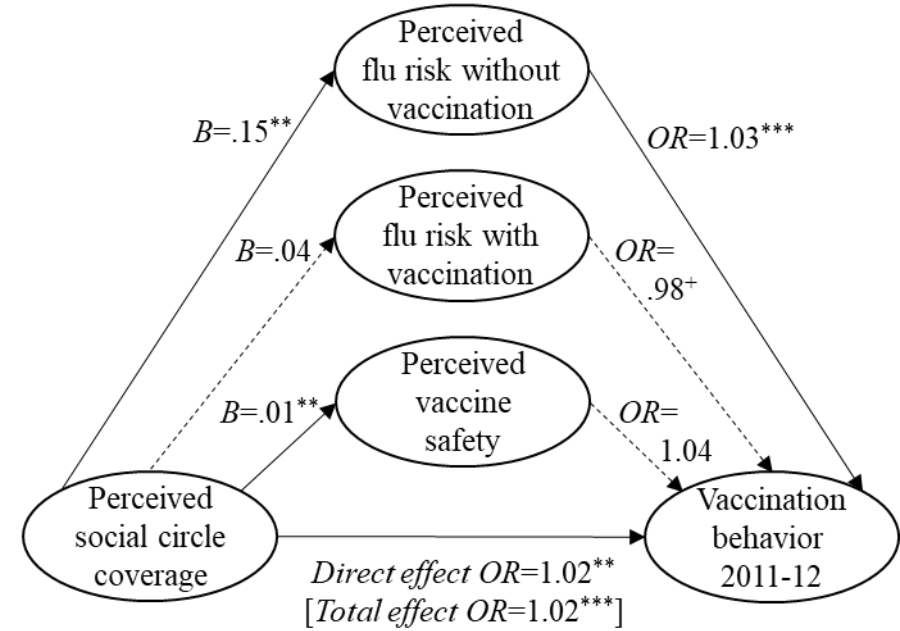
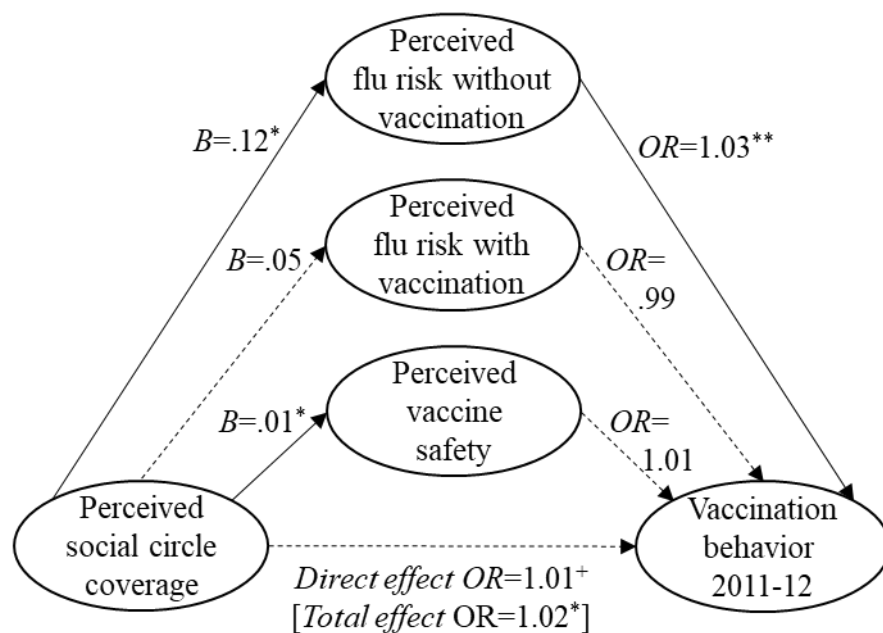


Figure S2 (contd.)

(C)

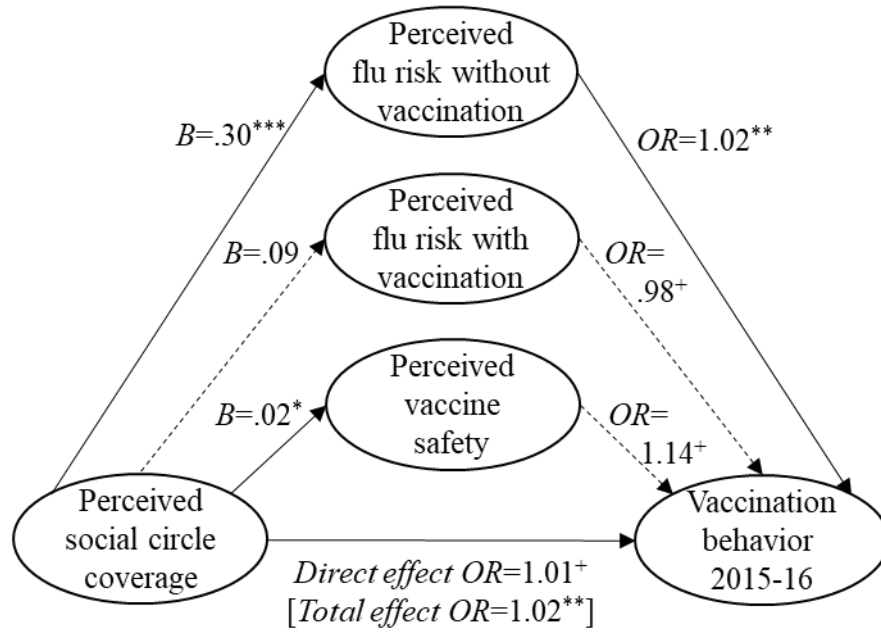


⁺ $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Note: Associated Sobel mediation tests appear in Table S3. Linear regressions (unstandardized B) were used to predict each of the three continuous mediator variables (perceived flu risk without vaccination, perceived flu risk with mediation, and perceived vaccine safety). Logistic regressions (OR) were used to predict the dichotomous outcome variable (vaccination behavior in 2011-12), respectively corresponding to models 1A-B, 2A-B, and 3A-B in Table 3. The direct effect [vs. total effect] of perceived social circle vaccine coverage on vaccination behavior in 2010-11 reflects the relationship between these variables after [vs. before] controlling for the three mediator variables.

Figure S3: Mediation models predicting vaccination behavior in the 2015-16 flu season, controlling for (A) demographics, (B) vaccination behavior in the 2009-10 flu season, (C) vaccination behavior in the 2010-11 flu season, and (D) vaccination behavior in the 2015-16 flu season.

(A)



(B)

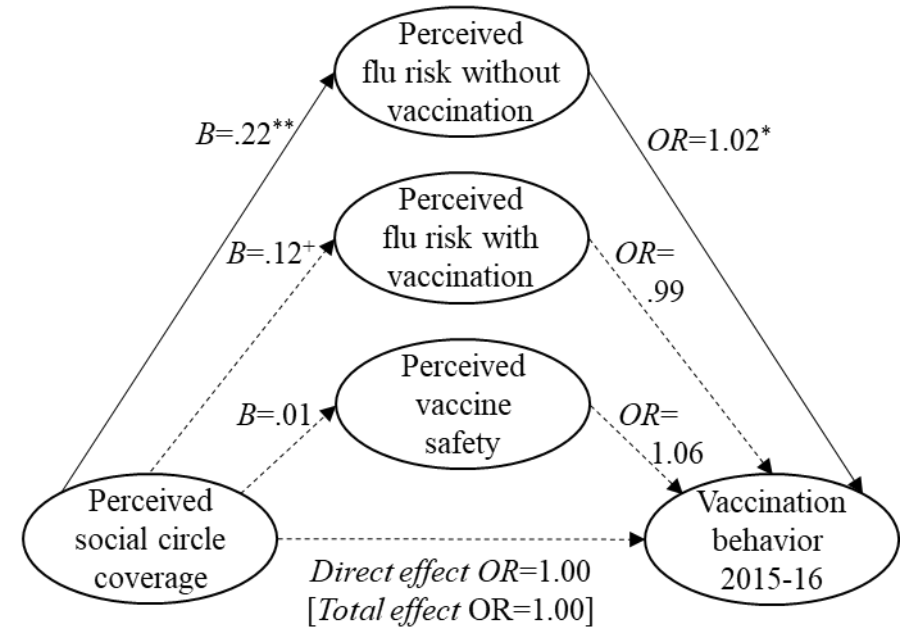
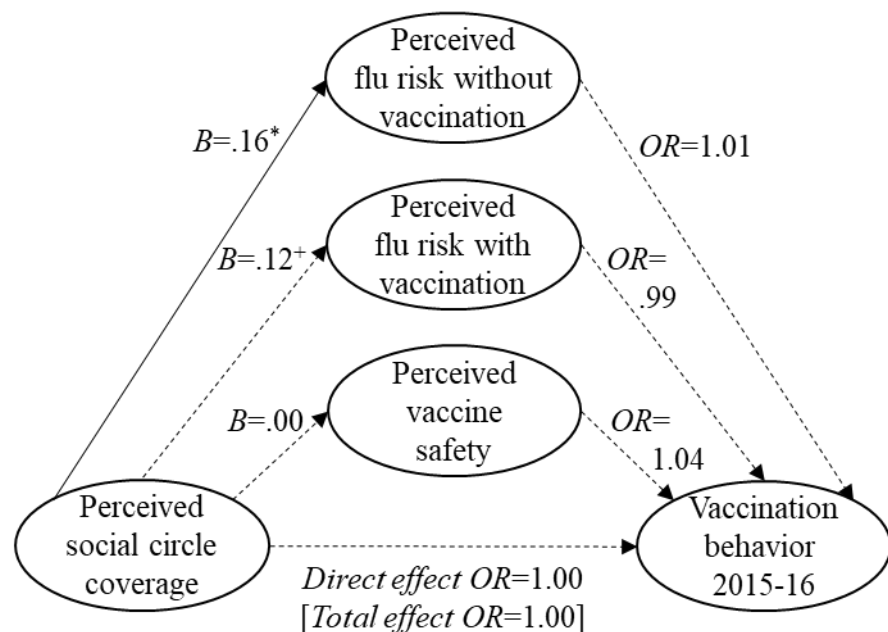
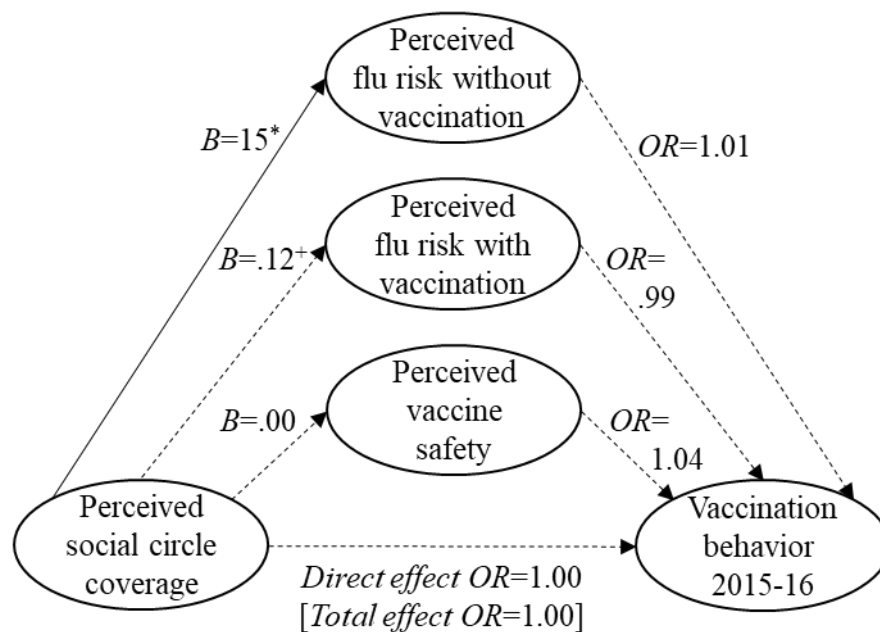


Figure S3 (contd.)

(C)



(D)



⁺ $p < .10$; * $p < .05$; ** $p < .01$; *** $p < .001$

Note: Associated Sobel mediation tests appear in Table S3. Linear regressions (unstandardized B) were used to predict each of the three continuous mediator variables (perceived flu risk without vaccination, perceived flu risk with mediation, and perceived vaccine safety). Logistic regressions (OR) were used to predict the dichotomous outcome variable (vaccination behavior in 2015-16), respectively corresponding to models 1A-B, 2A-B, 3A-B, and 4A-B in Table 4. The direct effect [vs. total effect] of perceived social circle vaccine coverage on vaccination behavior in 2010-11 reflects the relationship between these variables after [vs. before] controlling for the three mediator variables.