Table S1: Descriptive statistics for invited and participating panel members.

	Invited panel members (N=598)		Participating panel members (N=493)	
	Partici-pated (N=493)	Did not partici-pate (N=41)	Respon-ded in September 2011 (N=351)	Respon-ded after September 2011 (N=142)
Population estimates				
Mean (SD) population estimate of vaccine coverage	43.92 (22.11)	-	43.93 (21.21)	43.92 (24.28)
Mean (SD) population estimate of flu prevalence	34.99 (23.36)	-	35.18 (23.98)	34.54 (21.82)
Social circle perceptions				
Mean (SD) perceived percent of social circle getting vaccinated in previous flu season	37.33 (27.07)	-	37.04 (26.54)	38.04 (28.42)
Mean (SD) perceived percent of social circle getting flu in previous flu season	20.02 (22.83)	-	20.48 (23.62)	18.88 (20.79)
Personal experiences				
Percent (N) who reported getting vaccinated in previous flu season	40% (199)	-	44%* (154)	32% (45)
Percent (N) who reported getting flu in previous flu season	21% (103)	-	20% (71)	23% (32)
Vaccination intentions				
Mean (SD) percent chance of vaccinating	48.50 (42.75)	-	51.17* (42.97)	41.88 (41.62)
Demographics				
Mean (SD) age	48.12** (15.62)	42.70 (15.06)	49.80*** (15.27)	43.96 (15.76)
Percent (N) female	53% (262)	48% (42)	52% (181)	57% (81)
Percent (N) with college education	42% (208)	40% (35)	45%* (158)	35% (50)
Percent (N) white	86% (423)	81% (71)	89%** (311)	79% (112)

Note: Differences between groups were tested by t-tests for reported means, and by chi-square tests for reported percentages. * p<.05; ** p<.01; *** p<.001.

Table S2: Standardized estimates [and unstandardized estimates, standard errors] from linear regression models predicting population estimates, from personal experience (Model 1), dichotomized social circle perceptions (Model 2), or both (Model 3)

	Vaccination			Flu		
	Model 1A	Model 2A	Model 3A	Model 1B	Model 2B	Model 3B
Predictor variables						
Personal experience (yes=1; no=0)	.16*** [6.81, 2.31]	--	.05 [1.98, 2.40]	.26*** [15.56, 2.90]	--	.17** [12.74, 2.83]
Social circle perceptions (<50%=0; ≥50%=1)	--	.30*** [13.83, 2.27]	.29*** [13.06, 2.45]	--	.30*** [19.55, 3.17]	.26*** [16.95, 3.14]
Demographic control variables						
Age	.00 [.00, .08]	.03 [.04, .07]	.02 [.02, .07]	-.24*** [-.37, .08]	-.24*** [-.38, .08]	-.21*** [-.33, .08]
Female	.08 [3.39, 2.21]	.09 [3.84, 2.13]	.09 [3.84, 2.13]	.13* [5.98, 2.32]	.12* [5.73, 2.29]	.12* [5.60, 2.23]
College education	-.20*** [-8.55, 2.22]	-.18*** [-7.78, 2.14]	-.18*** [-7.84, 2.14]	-.13** [-6.23, 2.33]	-.14** [-6.74, 2.30]	-.13** [-6.26, 2.24]
White	-.07 [-4.93, 3.52]	-.08 [-5.51, 3.38]	-.08 [-5.54, 3.39]	-.11* [-8.44, 3.70]	-.09 [-6.44, 3.64]	-.10* [-7.79, 3.56]
Model statistics	R^2=.08 F(5, 350)= 6.01***	R^2=.15 F(5, 350)= 12.04***	R^2=.14 F(6, 350)= 10.14***	R^2=.21 F(5, 350)= 18.28***	R^2=.21 F(5, 350)= 18.28***	R^2=.27 F(6, 350)= 21.34***

Note: Social circle perceptions were dichotomized by using 0 if social circle reports were <50% and 1 if they were ≥50%.
* p<.05; ** p<.01; *** p<.001

Table S3: Standardized estimates [and unstandardized estimates, standard errors] for interactions added to linear regressions predicting population estimates.

Interaction of social circle perceptions with	Vaccination	Flu
Personal experience of vaccination	.07	.06
	[.05, .09]	[.07, .09]
Personal experience of flu	.07	.09
	[.09, .07]	[.12, .10]
Percent of known vs. suspected vaccinations in social circle	.06	-.12
	[.06, .11]	[-.17, .12]
Size of social circle	.00	.11
	[.00, .00]	[.00, .00]
Number of social groups represented in social circle	.05	.36*
	[.01, .03]	[.08, .03]

Note: Social circle perceptions for vaccination were entered in regressions predicting population estimates for vaccination. Social circle perceptions for flu were entered in regressions predicting population estimates for flu. Each interaction was entered separately to Table 2's Model 3A for vaccination, and Table 2's Model 3B for flu, while controlling for its main effects.

Table S4: Pearson correlations.

Variable	1. Vaccination intentions	2. Population estimate for vaccination	3. Social circle perception for vaccination	4. Personal experience with vaccination	5. Population estimate for flu	6. Social circle perception for flu	7. Personal experience with flu
1. Vaccination intentions	-						
2. Population estimate for vaccination	.15**	-					
3. Social circle perception for vaccination	.37***	.30***	-				
4. Personal experience with vaccination	.76***	.15**	.43***	-			
5. Population estimate for flu	-.02	.21***	.01	-.03	-		
6. Social circle perception for flu	.06	.12*	.19***	.03	.43***	-	
7. Personal experience with flu	.02	-.06	.05	.03	.30***	.28***	-

* p<.05; ** p<.01; *** p<.001