

Supplementary Material

1 Supplementary Tables

Supplementary Table 1. Study participants demographics and comparative data of Italian population (60.244.639 resident people). All data on Italian population is from the Italian National Institute of Statistics (ISTAT) at beginning of 2019; data on income levels is from Ministero dell'Economia e delle Finanze. Abbreviations: Ph.D., Doctor of Philosophy; N.A. Not available.

		Study Participants (N; %)		Italian population (%)
Gender	Male	675	30.4%	48.7%
	Female	1538	69.2%	51.3%
Age	18-24	325	14.6%	6.9%
	25-34	976	43.7%	10.8%
	35-44	357	16.1%	13.1%
	45-54	245	11.0%	16.1%
	55-64	241	10.8%	14.1%
	≥65	78	4.2%	21.9%
Marital status	Unmarried	1076	48.4%	42.66%
	Cohabitant	394	17.7%	N.A.
	Married	595	26.8%	47.21%
	Widowed/widower	12	0.5%	7.37%
	Separated	55	2.5%	N.A.
	Divorced	69	3.1%	2.76%
	Other	20	0.9%	N.A.
Years of instruction	5-8y	23	1.0%	N.A.
	9-13y	253	11.3%	N.A.
	14-16y	253	11.3%	N.A.
	17-18y	400	18.0%	N.A.
	19-21y	265	11.9%	N.A.
	≥22y	112	4.7%	N.A.
Education qualification	Primary school diploma	2	0.1%	16.2% ¹
	8th grade diploma	80	3.6%	32.4% ¹
	High-school diploma	717	32.3%	36.4% ¹
	Bachelor's degree	385	17.3%	15.0% ^{1,2}
	Master's degree	728	32.7%	N.A.
	Specialisation degree	119	5.4%	N.A.
	PhD	186	8.4%	N.A.
Study area	Scientific	836	37.6%	N.A.
	Humanistic	778	35.0%	N.A.
	Diploma	360	16.2%	N.A.
	Other	221	9.9%	N.A.
Employment status	Full-time job	1228	55.2%	31.4%
	Part-time job	343	15.4%	7.4%
	Housewife	41	1.8%	13.2%

	Unemployed / Job searching	180	8.6%	4.3%
	Retired	72	3.2%	26.6%
	Stage	149	6.7%	N.A.
	Student	165	7.4%	17.1%
Annual income	<8.000 €/year	444	20,0%	23.9% ³
	8.000-15.000 €/year	385	17.3%	20.0% ³
	15.000-28.000 €/year	671	30.2%	35.3% ³
	28.000-55.000 €/year	464	20.9%	16.2% ³
	55.000-75.000 €/year	91	4.1%	2.2% ³
	>75.000 €/year	56	2.5%	2.4% ³
Flu-vaccine	Yes	712	32,0%	16.8%
	Not	1503	67.6%	83.2%

Notes: (1) of residents > 15y; (2) Bachelor's degree or more; (3) of total taxpayers (approx. 69% of pop.).

Supplementary Table 2 (A). Participants regions of birth and domicile.

Region	Birth		Domicile	
	PARTICIPANTS (N; %)		PARTICIPANTS (N; %)	
Abruzzo	21	0.9%	17	0.8%
Basilicata	13	0.6%	5	0.2%
Calabria	43	1.9%	12	0.5%
Campania	82	3.7%	44	2.0%
Emilia Romagna	79	3.6%	98	4.4%
Friuli-Venezia Giulia	25	1.1%	21	0.9%
Lazio	86	3.9%	100	4.5%
Liguria	138	6.2%	151	6.8%
Lombardia	1127	50.7%	1315	59.2%
Marche	23	1.0%	13	0.6%
Molise	7	0.3%	2	0.1%
Piemonte	100	4.5%	116	5.2%
Puglia	108	4.9%	56	2.5%
Sardegna	26	1.2%	11	0.5%
Sicilia	93	4.2%	44	2.0%
Toscana	100	4.5%	94	4.2%
Trentino-Alto Adige	27	1.2%	25	1.1%
Umbria	19	0.9%	11	0.5%
Valle D'Aosta	3	0.1%	2	0.1%
Veneto	81	3.6%	77	3.5%
Abroad	22	1.0%	N.A.	N.A.

Supplementary Table 2 (B). Type of city where participants lived.

TYPE OF CITY	PARTICIPANTS (N; %)	
A metropolitan city (more than a million inhabitants)	711	32.0%
A big city (between 500 thousand and one million inhabitants)	177	8.0%
A medium-sized city (between 250 thousand and 500 thousand inhabitants)	130	5.8%
A small town (between 50 thousand and 250 thousand inhabitants)	316	14.2%
A medium-sized country (between 10 thousand and 50 thousand inhabitants)	457	20.6%
A small town (between 1000 and 10 thousand inhabitants)	398	17.9%
A rural area (under 1000 inhabitants)	34	1.5%

Supplementary Table 3. Participants travels.

PREVIOUS TRAVELS		PARTICIPANTS (N; %)	
Travel abroad in the last 6 months	Yes	727	32.7%
	No	1487	66.9%
If yes. where	Europe	563	25.3%
	Asia	85	3.8%
	North America	49	2.2%
	South America	16	0.7%
	Oceania	5	0.2%
	Africa	42	1.9%
Travel in Italy in the last 2 weeks	Yes. for work	186	8.4%
	Yes. for pleasure	440	19.8%
	Yes. For work and pleasure	1487	66.9%
	No	108	4.9%

Supplementary Table 4. Risk perception.

HARMFUL CONDITION	PERCEIVED SEVERITY										PERCEIVED VULNERABILITY				
	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5
COVID-19	112 5%	209 9.4%	293 13.2%	219 9.9%	358 16.1%	257 11.6%	280 12.6%	253 11.4%	101 4.5%	141 6.3%	168 7.6%	493 22.2%	975 43.9%	460 20.7%	127 5.5%
Flu	470 21.2%	426 19.2%	381 17.1%	226 10.2%	303 13.6%	190 8.5%	124 5.6%	63 2.8%	15 0.7%	25 1.1%	143 6.4%	403 18.1%	770 34.6%	503 22.6%	404 18.2%
Car Accident	18 0.8%	14 0.6%	31 1.4%	19 0.9%	125 5.6%	105 4.7%	237 10.7%	448 20.2%	368 16.6%	841 37.8	147 6.6%	554 24.9%	1099 49.2%	302 13.6%	104 4.7%
Climate Change	36 1.6%	51 2.3%	78 3.5%	69 3.1%	174 7.8%	168 7.6%	277 12.5%	448 20.2%	305 13.7%	607 27.3%	245 11%	445 20%	722 32.5%	499 22.4%	302 13.6%
Heart attack	38 1.7%	27 1.2%	25 1.1%	17 0.8%	77 3.5%	61 2.7%	107 4.8%	288 13%	396 17.8 %	1175 52.9%	1082 48.7	702 31.6%	366 16.5%	48 2.2%	13 0.6%
HIV	56 2.5%	23 1%	19 0.9%	10 0.4%	50 2.2%	42 1.9%	98 4.4%	255 11.5%	348 15.7%	1305 58.7%	1647 74.1%	417 18.8%	119 5.4%	14 0.6%	9 0.4%

Note: perceived severity is the answer to “How serious (scale from 1 to 10) would it be for you if you got [the disease] in the next year?”; Perceived vulnerability is the answer to “How likely do you think it is that you will develop or contract a [disease] in the next year; very unlikely (1) to very likely (5).

Supplementary Table 5. Efficacy beliefs.

HARMFUL CONDITION	RESPONSE EFFICACY						SELF-EFFICACY					
	mean	SD	1	2	3	4	mean	SD	1	2	3	4
COVID-19	2.64	0.69	72 3.2%	874 39.32%	1,069 48.9%	208 9.26%	2.67	0.64	48 2.2%	793 35.6%	1222 54.9%	162 7.24%
Flu	2.33	0.7	199 8.9%	1179 53%	749 33.7%	96 4.3%	2.47	0.68	132 5.9%	1011 45.5%	971 43.7%	109 4.9%

Note: Response-efficacy is the answer to “To what extent do you think people can take effective actions to prevent getting COVID-19/flu in case of an outbreak”; not at all (1) to very much (4); Self-efficacy is the answer to “How confident are you that you can prevent getting COVID-19/flu in case of an outbreak”; not confident (1) to very confident (4).

Supplementary Table 6. Perceived Utility of different protective behaviors in preventing virus spreading.

BEHAVIOURS	PERCEIVED UTILITY						
	mean	SD	1 Strongly Disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly Agree
Washing your hands often	4.72	0.67	31 1.4%	19 0.9%	38 1.7%	362 16.3%	1773 79.8%
Limiting your interaction with others	3.30	1.08	115 5.2%	439 19.7%	620 27.9%	769 34.6%	280 12.6%
Avoiding crowded places	3.93	0.97	47 2.1%	165 7.4%	353 15.9%	990 44.5%	668 30%
Staying home	2.20	1.11	730 32.8%	723 32.5%	443 19.9%	258 11.6%	69 3.1%
Wearing face-mask protection	2.32	1.06	558 25.2%	771 34.8%	574 25.9%	250 11.3%	62 2.8%

Supplementary Table 7. Media usage and trustfulness.

MEDIA		USAGE							TRUSTFULNESS						
		mean	SD	1 Never	2 Rarely	3 Some times	4 Often	5 Always	mean	SD	1 No Trust	2	3	4	5 Total Trust
Websites	Websites (generic)	3.49	1.35	238 10.7%	286 12.9%	446 20.1%	495 22.3%	650 29.2%	2.59	0.84	212 9.5%	688 30.9%	978 44%	209 9.4%	21 0.9%
	web newspapers	3.50	1.33	254 11.4%	237 10.7%	453 20.4%	554 24.9%	621 27.9%	2.96	0.94	152 6.83%	463 20.8%	900 40.5%	538 24.2%	71 3.2%
	health organizations	3.72	1.31	200 9%	212 9.5%	358 16.1%	556 25%	789 35.5%	4.45	0.76	18 0.8%	33 1.5%	147 6.6%	703 31.6%	1221 54.9%
	other / blog	1.80	1.12	1194 53.7%	424 19.1%	274 12.3%	122 5.5%	84 3.8%	1.71	0.85	1065 47.9%	668 30%	300 13.5%	63 2.8%	10 0.5%
TV	TV (generic)	2.91	1.41	470 21.1%	385 17.3%	457 20.6%	399 17.9%	370 16.6%	2.36	0.96	435 19.6%	723 32.5%	707 31.8%	200 9%	30 1.4%
	news	3.22	1.42	363 16.3%	330 14.8%	429 19.3%	476 21.4%	526 23.7%	2.79	1.08	283 12.7%	551 24.8%	720 32.4%	463 20.9%	104 4.7%
	entertainment	1.50	0.95	1524 68.6%	297 13.4%	165 7.4%	77 3.5%	49 2.2%	1.45	0.77	1466 65.9%	418 18.8%	176 7.9%	48 2.2%	7 0.3%
	scientific	2.64	1.38	654 29.4%	332 14.9%	496 22.3%	391 17.6%	244 11%	3.92	0.96	57 2.6%	95 4.3%	436 19.6%	911 41%	623 28%
Printed media	Printed media (generic)	1.77	1.12	1260 56.7%	350 15.7%	271 12.2%	153 6.9%	66 3%	2.74	0.96	257 11.6%	489 22%	939 42.2%	362 16.3%	51 2.3%
	newspapers	1.92	1.22	1168 52.5%	352 15.8%	312 14%	179 8%	109 4.9%	2.78	1.03	282 12.7%	478 21.5%	860 38.7%	424 19.1%	75 3.4%

Supplementary Material

	magazines	1.36	0.78	1633 73.5%	276 12.4%	133 6%	43 1.9%	22 1%	2.11	0.98	693 31.2%	669 30.1%	580 26.1%	144 6.5%	20 0.9%
Social media	Social media (generic)	2.76	1.32	495 22.3%	407 18.3%	562 25.3%	394 17.7%	250 11.2%	1.82	0.84	899 40.4%	747 33.6%	404 18.2%	57 2.6%	3 0.1%
	Facebook	2.55	1.40	703 31.6%	394 17.7%	443 19.9%	321 14.4%	261 11.7%	1.69	0.81	1071 48.2%	696 31.3%	309 13.9%	42 1.9%	4 0.2%
	Instagram	1.72	1.19	1401 63%	262 11.8%	208 9.4%	124 5.6%	119 5.4%	1.52	0.76	1310 58.9%	528 23.8%	237 10.7%	32 1.4%	2 0.1%
	Twitter	1.28	0.81	1828 82.2%	106 4.8%	84 3.8%	61 2.7%	35 1.6%	1.61	0.86	1262 56.8%	470 21.1%	304 13.8%	59 2.7%	6 0.3%
	YouTube	1.38	0.87	1691 76.1%	205 9.2%	122 5.5%	60 2.7%	43 1.9%	1.63	0.83	1193 53.7%	524 23.6%	330 14.9%	42 1.9%	4 0.2%
	LinkedIn	1.20	0.65	1874 84.3%	120 5.4%	73 3.3%	28 1.3%	20 0.9%	1.65	0.90	1243 55.9%	422 19%	355 16%	61 2.7%	11 0.5%

