All the statistical analyses were conducted with Stata version 16 (LightStone Corp, Tokyo, Japan).

Variables:

- **no:** ID number

- **pref:** Prefecture of residence

- **area:** Area of residence, which is a broader regional category than prefecture of residence

- **control (dummy)**: Control group

- **nudge_a (dummy):** Treatment A, "X out of 10 people in your age group answered they would receive this vaccine."

- **nudge_b (dummy):** Treatment B, "Your vaccination uptake can encourage the vaccination uptake of the people around you."

- **nudge_c (dummy):** Treatment C, "If you do not receive the vaccine, the people around you may also not do so."

- **age**

- **female (dummy)**

- **married (dummy):** Married status

- **separation (dummy):** Divorce / Bereavement status

- **num_family:** Number of family members living together

- **over65 (dummy):** Family members living together aged 65 or older

- **schooling:** Educational years

- **income:** Household annual income (Unit: 10 thousand yen)

- **noincome (dummy):** No income information

- **inattention (dummy):** We set a question to ascertain whether or not respondents skip over our descriptions. We displayed a caution message to those who were found to skip over them, while empirically controlling for them.

- **psevere:** Respondents' subjective probability of becoming severely ill and suffering severe sequelae if they becaome infected with COVID-19

- **free_vaccine (dummy):** "Suppose you can receive this vaccine without having to pay out-of-pocket, will you visit the vaccination camp and receive it?"

- **wtp_vaccine:** Willingness to pay for COVID-19 vaccine

- **pay_vaccine:** This variable changed negative WTP values (below ¥0) to ¥0, and then focused on positive WTP values in the payment setting.

- **receipt_vaccine:** This variable changed positive WTP values (over ¥0) to ¥0, and then focused

on negative WTP values in the receipt setting.

- **p30000 (dummy):** Willingness to receive COVID-19 vaccine even when they need to pay 30,000 yen.
- **n30000 (dummy):** Unwillingness to receive COVID-19 vaccine even when they can obtain 30,000 yen.

- **voluntary (5-point scale):** "Did you want to receive the vaccine voluntarily?"
- **forced (5-point scale):** "Did you think you were being forced to receive the vaccine?"
- **distressed (5-point scale):** "Did you feel distressed when you received the explanation of the vaccine?"
- **improved (5-point scale):** "Did you feel that the explanation of the vaccine needed to be improved?"

- **post_free_vaccine (binary):** At the end of this experiment, we explained the research purpose to the respondents and clarified that the information on the vaccination intentions of others was described differently for each group We then presented them with another question to ascertain whether they would receive the free vaccine and offered them an opportunity to change their decision.
- **change_decision:** 1 is "Change to receive," 0 is "No change," and -1 is "Change to do not receive."