

Media usage predicts intention to be vaccinated against SARS-CoV-2 in the US and the UK

Supplementary materials

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Rank-order correlation matrix: Study 1 (US Sample I)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| 1 Age | | -.01 | -.19 | -.05 | .00 | -.27 | .15 | .41 | .51 | .11 |
| 2 Female | -.01 | | .03 | -.06 | -.15 | .07 | -.06 | -.04 | -.12 | -.10 |
| 3 Other than white | -.19 | .03 | | -.09 | -.15 | .09 | .00 | -.09 | -.27 | -.09 |
| 4 Education | -.05 | -.06 | -.09 | | .40 | .05 | .12 | .24 | .06 | .18 |
| 5 Income | .00 | -.15 | -.15 | .40 | | .00 | .09 | .20 | .18 | .12 |
| 6 Social Media | -.27 | .07 | .09 | .05 | .00 | | .21 | .01 | -.15 | .04 |
| 7 Legacy Media | .15 | -.06 | .00 | .12 | .09 | .21 | | .32 | .01 | .25 |
| 8 Vote: Main Left | .41 | -.04 | -.09 | .24 | .20 | .01 | .32 | | | .29 |
| 9 Vote: Main Right | .51 | -.12 | -.27 | .06 | .18 | -.15 | .01 | | | -.05 |
| 10 Vaccine Int. | .11 | -.10 | -.09 | .18 | .12 | .04 | .25 | .29 | -.05 | |

Rank-order correlation matrix: Study 2 (US Sample II)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--------------------|------|------|------|------|------|------|------|------|------|------|
| 1 Age | | .00 | -.24 | .02 | .05 | -.26 | .17 | .40 | .48 | .02 |
| 2 Female | .00 | | .02 | -.01 | -.11 | .05 | -.03 | .01 | -.10 | -.10 |
| 3 Other than white | -.24 | .02 | | -.13 | -.18 | .07 | -.03 | -.11 | -.32 | -.09 |
| 4 Education | .02 | -.01 | -.13 | | .37 | .04 | .12 | .22 | .15 | .18 |
| 5 Income | .05 | -.11 | -.18 | .37 | | .01 | .09 | .18 | .24 | .14 |
| 6 Social Media | -.26 | .05 | .07 | .04 | .01 | | .27 | .01 | -.15 | .04 |
| 7 Legacy Media | .17 | -.03 | -.03 | .12 | .09 | .27 | | .30 | .05 | .25 |
| 8 Vote: Main Left | .40 | .01 | -.11 | .22 | .18 | .01 | .30 | | | .22 |
| 9 Vote: Main Right | .48 | -.10 | -.32 | .15 | .24 | -.15 | .05 | | | -.10 |
| 10 Vaccine Int. | .02 | -.10 | -.09 | .18 | .14 | .04 | .25 | .22 | -.10 | |

Rank-order correlation matrix: Study 3 (UK Sample I)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|--------------------|------|------|------|------|------|------|------|------|------|
| 1 Age | | -.13 | -.12 | -.29 | -.30 | .13 | -.11 | .30 | .13 |
| 2 Female | -.13 | | .00 | .06 | .07 | -.07 | .01 | -.11 | -.02 |
| 3 Other than white | -.12 | .00 | | .10 | .07 | .00 | .08 | -.07 | -.08 |
| 4 Education | -.29 | .06 | .10 | | .13 | .10 | .18 | -.15 | .08 |
| 5 Social Media | -.30 | .07 | .07 | .13 | | .18 | .12 | -.10 | .02 |
| 6 Legacy Media | .13 | -.07 | .00 | .10 | .18 | | .04 | .04 | .19 |
| 7 Vote: Main Left | -.11 | .01 | .08 | .18 | .12 | .04 | | | .12 |
| 8 Vote: Main Right | .30 | -.11 | -.07 | -.15 | -.10 | .04 | | | .01 |
| 9 Vaccine Int. | .13 | -.02 | -.08 | .08 | .02 | .19 | .12 | .01 | |

Rank-order correlation matrix: Study 4 (UK sample II)

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
|---------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1 Age | | -.03 | -.29 | -.08 | -.11 | .05 | -.07 | -.43 | -.34 | -.37 | -.43 | -.48 | -.02 | -.06 | .30 | .23 |
| 2 Female | -.03 | | -.01 | -.01 | -.09 | .01 | -.03 | -.11 | .05 | -.02 | -.05 | -.01 | -.02 | .01 | -.04 | -.05 |
| 3 Other than white | -.29 | -.01 | | .03 | -.03 | .00 | .13 | .26 | .14 | .28 | .20 | .26 | .08 | .11 | -.11 | -.15 |
| 4 Education | -.08 | -.01 | .03 | | .31 | -.01 | .14 | -.03 | -.04 | .03 | .05 | -.01 | .10 | .11 | -.06 | .04 |
| 5 Income | -.11 | -.09 | -.03 | .31 | | .03 | .14 | .01 | -.02 | .07 | .08 | .02 | .12 | .03 | .08 | .06 |
| 6 TV/Radio | .05 | .01 | .00 | -.01 | .03 | | .22 | -.03 | .04 | .06 | -.01 | .00 | .68 | .02 | .08 | .13 |
| 7 News/Mag. | -.07 | -.03 | .13 | .14 | .14 | .22 | | .21 | .20 | .26 | .22 | .25 | .85 | .09 | .03 | .03 |
| 8 YouTube | -.43 | -.11 | .26 | -.03 | .01 | -.03 | .21 | | .53 | .59 | .56 | .80 | .14 | .04 | -.13 | -.15 |
| 9 Facebook | -.34 | .05 | .14 | -.04 | -.02 | .04 | .20 | .53 | | .55 | .47 | .82 | .17 | .03 | -.09 | -.14 |
| 10 WhatsApp | -.37 | -.02 | .28 | .03 | .07 | .06 | .26 | .59 | .55 | | .55 | .75 | .22 | .10 | -.06 | -.10 |
| 11 Twitter | -.43 | -.05 | .20 | .05 | .08 | -.01 | .22 | .56 | .47 | .55 | | .76 | .16 | .15 | -.10 | -.09 |
| 12 Social Media | -.48 | -.01 | .26 | -.01 | .02 | .00 | .25 | .80 | .82 | .75 | .76 | | .19 | .09 | -.14 | -.17 |
| 13 Legacy Media | -.02 | -.02 | .08 | .10 | .12 | .68 | .85 | .14 | .17 | .22 | .16 | .19 | | .07 | .06 | .09 |
| 14 Vote: Main Left | -.06 | .01 | .11 | .11 | .03 | .02 | .09 | .04 | .03 | .10 | .15 | .09 | .07 | | | .04 |
| 15 Vote: Main Right | .30 | -.04 | -.11 | -.06 | .08 | .08 | .03 | -.13 | -.09 | -.06 | -.10 | -.14 | .06 | | | .09 |
| 16 Vaccine Int. | .23 | -.05 | -.15 | .04 | .06 | .13 | .03 | -.15 | -.14 | -.10 | -.09 | -.17 | .09 | .04 | | .09 |