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%                  |
| Female                  | 1538                      | 69.2%                  |
| **Age**                 |                           |                        |
| 18-24                   | 325                       | 14.6%                  |
| 25-34                   | 976                       | 43.7%                  |
| 35-44                   | 357                       | 16.1%                  |
| 45-54                   | 245                       | 11.0%                  |
| 55-64                   | 241                       | 10.8%                  |
| ≥65                     | 78                        | 4.2%                   |
| **Marital status**      |                           |                        |
| Unmarried               | 1076                      | 48.4%                  |
| Cohabitant              | 394                       | 17.7%                  |
| Married                 | 595                       | 26.8%                  |
| Widowed/widower         | 12                        | 0.5%                   |
| Separated               | 55                        | 2.5%                   |
| Divorced                | 69                        | 3.1%                   |
| Other                   | 20                        | 0.9%                   |
| **Years of instruction**|                           |                        |
| 5-8y                    | 23                        | 1.0%                   |
| 9-13y                   | 253                       | 11.3%                  |
| 14-16y                  | 253                       | 11.3%                  |
| 17-18y                  | 400                       | 18.0%                  |
| 19-21y                  | 265                       | 11.9%                  |
| ≥22y                    | 112                       | 4.7%                   |
| **Education qualification** |                         |                        |
| Primary school diploma  | 2                         | 0.1%                   |
| 8th grade diploma       | 80                        | 3.6%                   |
| High-school diploma     | 717                       | 32.3%                  |
| Bachelor's degree        | 385                       | 17.3%                  |
| Master’s degree          | 728                       | 32.7%                  |
| Specialisation degree    | 119                       | 5.4%                   |
| PhD                     | 186                       | 8.4%                   |
| **Study area**          |                           |                        |
| Scientific              | 836                       | 37.6%                  |
| Humanistic              | 778                       | 35.0%                  |
| Diploma                 | 360                       | 16.2%                  |
| Other                   | 221                       | 9.9%                   |
| **Employment status**   |                           |                        |
| Full-time job           | 1228                      | 55.2%                  |
| Part-time job           | 343                       | 15.4%                  |
| Housewife               | 41                        | 1.8%                   |
### Unemployed / Job searching

| Status         | Participants (N) | Percentage |
|----------------|------------------|------------|
| Unemployed     | 180              | 8.6%       |
| Retired        | 72               | 3.2%       |
| Student        | 149              | 6.7%       |
| N/A            | 165              | 7.4%       |

### Annual income

| Income Range          | Participants (N) | Percentage |
|-----------------------|------------------|------------|
| <8.000 €/year         | 444              | 20.0%      |
| 8.000-15.000 €/year   | 385              | 17.3%      |
| 15.000-28.000 €/year  | 671              | 30.2%      |
| 28.000-55.000 €/year  | 464              | 20.9%      |
| 55.000-75.000 €/year  | 91               | 4.1%       |
| >75.000 €/year        | 56               | 2.5%       |

### Flu-vaccine

| Flu-vaccine Status | Participants (N) | Percentage |
|--------------------|------------------|------------|
| Yes                | 712              | 32.0%      |
| Not                | 1503             | 67.6%      |

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| 209| 293| 219| 358| 257| 280| 253| 101| 141| 168| 493| 975| 460| 127 |
| Flu               | 470| 426| 381| 226| 303| 190| 124| 63 | 15 | 25 | 143| 403| 770| 503| 404 |
| Car Accident      | 18 | 14 | 31 | 19 | 125| 105| 237| 448| 368| 841| 147| 554| 1099|302|104 |
| Climate Change    | 36 | 51 | 78 | 69 | 174| 168| 277| 448| 305| 607| 245| 445| 722 |499|302 |
| Heart attack      | 38 | 27 | 25 | 17 | 77 | 61 | 107| 288| 396| 1175|1082|702 |366| 48 | 13 |
| HIV               | 56 | 23 | 19 | 10 | 50 | 42 | 98 | 255| 348| 1305|1647|417 |119 |14 | 9 |

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 | 35.6%| 1222 | 162 |
| Flu               | 2.33  | 0.7 | 199| 8.9%| 1179| 53%   | 749   | 33.7%| 964.3%| 2.47 | 0.68 | 132 | 101 | 971  | 109 |
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                  | 19         | 38                           | 362     | 1773             |
| Limiting your interaction with others | 3.30 | 1.08| 115                 | 439        | 620                          | 769     | 280              |
| Avoiding crowded places            | 3.93 | 0.97| 47                  | 165        | 353                          | 990     | 668              |
| Staying home                       | 2.20 | 1.11| 71                  | 730        | 443                          | 258     | 69               |
| Wearing face-mask protection       | 2.32 | 1.06| 558                 | 771        | 574                          | 250     | 62               |

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 (generic)                 | 3.49 | 1.35| 238     | 286      | 446          | 495     | 650      | 2.39 | 0.84| 372        | 688 | 978 | 209 | 21 |
| web newspapers                     | 3.30 | 1.33| 254     | 237      | 453          | 354     | 621      | 2.96 | 0.94| 152        | 463 | 900 | 538 | 71 |
| health organizations               | 3.72 | 1.31| 200     | 212      | 358          | 556     | 789      | 4.45 | 0.76| 18         | 33  | 147 | 703 | 54.9 |
| other / blog                       | 1.80 | 1.12| 1194    | 424      | 274          | 122     | 84       | 1.71 | 0.85| 1065       | 668 | 306 | 63  | 10 |
| TV (generic)                       | 2.91 | 1.41| 470     | 388      | 457          | 399     | 570      | 2.36 | 0.96| 435        | 723 | 707 | 200 | 30 |
| news                               | 3.22 | 1.42| 363     | 330      | 429          | 476     | 526      | 2.79 | 1.08| 283        | 551 | 720 | 463 | 104 |
| entertainment                      | 1.50 | 0.95| 1524    | 297      | 165          | 77      | 49       | 1.45 | 0.77| 1466       | 418 | 170 | 48  | 7  |
| scientific                         | 2.64 | 1.38| 654     | 332      | 496          | 391     | 244      | 3.92 | 0.96| 57         | 95  | 436 | 911 | 623 |
| Printed media                      | 1.77 | 1.12| 1260    | 350      | 271          | 153     | 66       | 2.74 | 0.96| 257        | 489 | 939 | 362 | 51 |
| newspapers                         | 1.92 | 1.22| 1168    | 352      | 312          | 179     | 109      | 2.78 | 1.03| 282        | 478 | 860 | 424 | 75 |
### Supplementary Material

| Social media               | Social media (generic) | Magazines | 73.5% | 12.4% | 6% | 1.9% | 1% | 0.9% | 31.2% | 30.1% | 26.1% | 6.5% | 0.9% |
|---------------------------|------------------------|-----------|-------|-------|----|------|----|------|-------|-------|-------|------|------|
| magazines                 | 1.36                   | 0.78      | 1633  | 276   | 133| 43   | 22 | 2.11 | 693   | 669   | 580  | 144  | 20   |
| Social media (generic)    | 2.76                   | 1.32      | 495   | 407   | 562| 394  | 250| 1.32 | 0.84  | 0.84  | 0.84 | 0.84 | 0.84 |
| Facebook                  | 2.55                   | 1.40      | 763   | 316   | 394| 199  | 144| 1.69 | 0.81  | 1.07  | 1.07 | 1.07 | 1.07 |
| Instagram                 | 1.72                   | 1.19      | 1461  | 63   | 262| 9.4% | 11.8| 191 | 1.52  | 0.76  | 1.31 | 23.8 | 10.7 |
| Twitter                   | 1.28                   | 0.81      | 1822  | 82.2%| 106| 84   | 61 | 35  | 1.61  | 0.86  | 1.26 | 470  | 55.9 |
| YouTube                   | 1.38                   | 0.87      | 1691  | 76.1%| 205| 122  | 5.5%| 2.7%| 43    | 1.63  | 0.83 | 1.19 | 14.9 |
| LinkedIn                  | 1.20                   | 0.65      | 1874  | 84.3%| 120| 73   | 28 | 20  | 1.65  | 0.90  | 1.24 | 222  | 16   |