Supplementary Information

Supplementary Table 1

Demographic characteristics of this sample (Total *N* = 3,933).

|  |  |  |
| --- | --- | --- |
| Variable | Weighted (%) | Unweighted (%) |
| Age |  |  |
| 18-29 | 19 | 18 |
| 30-39 | 34 | 38 |
| 50-64 | 27 | 25 |
| 65+ | 20 | 19 |
| Sex |  |  |
| Male | 49 | 47 |
| Female | 51 | 53 |
| Race/Ethnicity |  |  |
| White, non-Hispanic | 62 | 65 |
| Black, non-Hispanic | 12 | 13 |
| Hispanic/Latino | 17 | 16 |
| Other or 2+ races, non-Hispanic | 8 | 7 |
| Education |  |  |
| Less than high school | 9 | 3 |
| High school | 29 | 26 |
| Some college | 29 | 41 |
| Bachelor’s degree or higher | 33 | 29 |
| Political Party |  |  |
| Democrat | 44 | 44 |
| Independent | 11 | 11 |
| Republican | 38 | 37 |
| No party/Not interested | 7 | 7 |

Supplementary Table 2

Measurement and coding for all variables used in the analyses.

|  |  |  |
| --- | --- | --- |
| Variable | Measure | Coding |
| Preventive behaviors | Question stem: *“Which, if any, of the following actions have you taken because of the spread of the coronavirus?”* [27 separate items] - More frequently washed your hands with soap and water - Bought protective masks - Worn a mask in public to help protect yourself or others from getting sick - More frequently covered your mouth and nose with a tissue when coughing or sneezing - More frequently coughed or sneezed into your elbow or shoulder - More frequently cleaned or disinfected your home or workspace - Stopped shaking hands with people - Stopped hugging and kissing close friends or relatives  - Limited your use of public transportation, buses, or trains - Limited your use of ridesharing services (e.g., taxis, Lyft, Uber) - Kept at least 6 feet away from other people outside your home - Stayed home instead of going to work, school, or other regular activities - Avoided places where many people gather, like shopping centers, markets, movie theaters, or sporting events - Reduced your attendance at church, temple, mosque, or other place of worship - Avoided family or personal events, such as parties, wedding ceremonies, or funeral services - Avoided getting together with family and friends - Sought mental health counseling - Called or checked in on friends, family, or neighbors - Made preparations to stay at home if you or a family member are sick - Stopped traveling outside my local area - Applied for unemployment insurance - Stocked up on items such as food, household supplies, or prescription medications - Purchased a gun and/or ammunition - Worked from home - Chosen to keep children at home or away from others (e.g., playgrounds) - Avoided restaurants - More frequently used hand sanitizer | Yes = 1 No, I prefer not to = 0  No, I’m not able to = 0\*  Don’t know = missing\* Does not apply to me = missing  \*Tables S3-S5 report the results when using alternate coding for these two response options. |
| Day respondent completed the survey (for analyses within the initial time period: April 3 and April 4) | Coded from timestamp automatically recorded by Qualtrics survey software | April 3 = 0; April 4 = 1 |
| Day respondent completed the survey (for analyses between time periods: April 3-4 to April 5-7) | Coded from timestamp automatically recorded by Qualtrics survey software | April 3-4 = 0; April 5-7 =1 |
| Sex | Are you…? | Male = 1; Female = 2 |
| Age | What is your age? | Open response |
| Income | We would like to get an estimate of your total HOUSEHOLD income in the past 12 months before taxes. Was it…? | Under $50,000 = 1; $50,000-$99,999 = 2; $100,000 or more =3 |
| Education | What is the highest level of school you have completed? | Less than high school = 1; High school = 2; Some college = 3; Bachelor’s degree or higher =4 |
| Race/Ethnicity | Are you Spanish, Hispanic, or Latino? (Yes; No); Please choose one or more race(s) that you consider yourself to be (White; Black or African American; American Indian or Alaska Native; Asian; Native Hawaiian or other Pacific Islander; Some other race) | White, Non-Hispanic = 1; Person of color = 2 |
| Political party | Generally speaking, do you think of yourself as… (Republican; Democrat; Independent; Other; No party / not interested in politics); [If “Independent” or “Other”] Do you consider yourself closer to the… (Republican Party; Democratic Party; Neither) | Coded into dummy variables with Independents as the reference group |
| Region | What U.S. State do you live in? Or do you live in a U.S. Territory or other country? | Coded into dummy variables representing regions Northeast, Midwest, South, and West with South as the reference group |
| Source Trust | How much do you trust or distrust the following organizations or people as a source of accurate information about the coronavirus? [Infectious disease experts; The U.S. Centers for Disease Control (CDC); President Trump] | Strongly distrust = 1, Somewhat distrust = 2, Somewhat trust = 3, Strongly trust = 4 |
| Attention to COVID-19 news | How closely have you been following news about the coronavirus? | Not at all closely = 1, Not too closely = 2, Fairly closely = 3, Very closely = 4 |

Supplementary Table 3

Results for each behavior in each comparison period (i.e., April 3 vs April 4; April 3-4 vs April 5-7) when coding responses to the behavior items corresponds to those stated in Table S1. “Yes” = Yes (1), “No, I prefer not to” = No (0), “No, I’m not able to” = No (0), “Don’t know” = missing, “Does not apply to me” = missing. This coding and the results below correspond with the results reported in the main text.

|  |  |  |
| --- | --- | --- |
| Preventive Behaviors | April 3 vs  April 4  *b* [95% CI] | April 3-4 vs  April 5-7  *b* [95% CI] |
| Hand washing | .01 [-.00, .03] | .04 [.02, .07]\* |
| Mask buying | .02 [-.02, .05] | .07 [.02, .13] |
| Mask wearing | .00 [-.03, .04] | .12 [.07, .18] |
| Tissue use for coughing/sneezing | .00 [-.02, .02] | .04 [.01, .07]\* |
| Cough/sneeze into elbow | .00 [-.02, .03] | .04 [.00, .07]\* |
| Disinfect home/workspace | -.03 [-.05, -.01] | .06 [.02, .09]\* |
| Stopped shaking hands | .00 [-.02, .02] | .04 [.01, .07]\* |
| Stopped hugging/kissing | -.02 [-.04, .00] | .06 [.03, .10] |
| Limit public transportation | .01 [-.02, .04] | .05 [.01, .09]\* |
| Limit ridesharing (taxis, Lyft, Uber) | .02 [-.02, .05] | .06 [.01, .10] |
| Maintain 6ft from others | .00 [-.02, .02] | .03 [.00, .06]\* |
| Stayed home school/work/other | -.03 [-.05, .00] | .03 [-.01, .07]\* |
| Avoid crowded places | .01 [-.01, .03] | .00 [-.03, .04]\* |
| Reduced visiting place of worship | .02 [-.00, .04] | .04 [.01, .08]\* |
| Avoid personal events | .01 [-.02, .03] | .01 [-.02, .04]\* |
| Avoid being with family/friends | -.01 [-.03, .02] | .02 [-.02, .05]\* |
| Prepare to stay at home | .01 [-.01, .04] | .05 [.02, .09]\* |
| Stopped traveling outside local area | .01 [-.01, .04] | .01 [-.02, .05]\* |
| Stocked up on food/supplies/medication | -.02 [-.05, .01] | .04 [-.01, .08]\* |
| Worked from home | -.06 [-.10, -.02] | -.04 [-.10, .02]\* |
| Kept children home | .02 [-.01, .06] | .05 [.01, .10] |
| Avoided restaurants | .01 [-.01, .03] | .00 [-.03, .03]\* |
| Used hand sanitizer | .00 [-.02, .03] | .02 [-.02, .06]\* |

*Note:* \*Increase in mask wearing was significantly larger than increase in corresponding preventive behavior over the same time period.

Supplementary Table 4

Results for each behavior in each comparison period (i.e., April 3 vs April 4; April 3-4 vs April 5-7) when using an alternative coding method. In this method, the responses to the behavioral items were coded as: “Yes” = Yes (1), “No, I prefer not to” = No (0), “No, I’m not able to” = missing, “Don’t know” = missing, “Does not apply to me” = missing.

|  |  |  |
| --- | --- | --- |
| Preventive Behaviors | April 3 vs  April 4  *b* [95% CI] | April 3-4 vs  April 5-7  *b* [95% CI] |
| Hand washing | .00 [-.01, .01] | .02 [-.00, .03]\* |
| Mask buying | -.01 [-.05, .03] | .07 [.01, .13] |
| Mask wearing | -.02 [-.05, .02] | .10 [.05, .16] |
| Tissue use for coughing/sneezing | -.00 [-.02, .01] | .01 [-.01, .04]\* |
| Cough/sneeze into elbow | -.01 [-.01, .02] | .01 [-.01, .04]\* |
| Disinfect home/workspace | -.02 [-.04, -.01] | .03 [.01, .06]\* |
| Stopped shaking hands | .00 [-.02, .02] | .02 [-.00, .04]\* |
| Stopped hugging/kissing | -.03 [-.05, -.01] | .04 [.01, .07]\* |
| Limit public transportation | -.01 [-.03, .01] | .04 [.01, .07]\* |
| Limit ridesharing (taxis, Lyft, Uber) | .01 [-.01, .04] | .04 [.00, .07]\* |
| Maintain 6ft from others | .00 [-.01, .02] | .02 [-.00, .04]\* |
| Stayed home school/work/other | -.00 [-.02, .01] | .03 [.00, .05]\* |
| Avoid crowded places | .02 [.00, .03] | -.00 [-.03, .02]\* |
| Reduced visiting place of worship | .01 [-.01, .03] | .02 [-.01, .04]\* |
| Avoid personal events | .00 [-.01, .02] | -.02 [-.05, .00]\* |
| Avoid being with family/friends | -.01 [-.03, .01] | .01 [-.02, .03]\* |
| Prepare to stay at home | .00 [-.01, .02] | .02 [-.01, .04]\* |
| Stopped traveling outside local area | -.00 [-.02, .02] | .01 [-.02, .04]\* |
| Stocked up on food/supplies/medication | -.02 [-.05, .00] | .02 [-.02, .06]\* |
| Worked from home | .02 [-.01, .05] | .04 [.00, .08] |
| Kept children home | -.01 [-.04, .01] | .03 [-.01, .06]\* |
| Avoided restaurants | -.01 [-.03, .01] | -.02 [-.04, .01]\* |
| Used hand sanitizer | .01 [-.02, .03] | .01 [-.02, .05]\* |

*Note:* \*Increase in mask wearing was significantly larger than increase in corresponding preventive behavior over the same time period.

Supplementary Table 5

Results for each behavior in each comparison period (i.e., April 3 vs April 4; April 3-4 vs April 5-7) when using an alternative coding method. In this method, the responses to the behavioral items were coded as: “Yes” = Yes (1), “No, I prefer not to” = No (0), “No, I’m not able to” = No (0), “Don’t know” = No (0), “Does not apply to me” = missing.

|  |  |  |
| --- | --- | --- |
| Preventive Behaviors | April 3 vs  April 4  *b* [95% CI] | April 3-4 vs  April 5-7  *b* [95% CI] |
| Hand washing | .01 [.01, .03] | .06 [.03, .08]\* |
| Mask buying | .01 [-.02, .05] | .08 [.03, .13] |
| Mask wearing | .01 [-.03, .04] | .12 [.07, .17] |
| Tissue use for coughing/sneezing | -.00 [-.03, .02] | .06 [.02, .09]\* |
| Cough/sneeze into elbow | -.00 [-.03, .02] | .05 [.02, .09]\* |
| Disinfect home/workspace | -.03 [-.05, -.01] | .07 [.04, .11] |
| Stopped shaking hands | .00 [-.02, .02] | .05 [.02, .08]\* |
| Stopped hugging/kissing | -.02 [-.05, .01] | .08 [.04, .12] |
| Limit public transportation | .01 [-.02, .04] | .07 [.03, .11] |
| Limit ridesharing (taxis, Lyft, Uber) | .01 [-.03, .04] | .07 [.02, .11] |
| Maintain 6ft from others | .00 [-.02, .02] | .03 [-.00, .06]\* |
| Stayed home school/work/other | -.03 [-.06, .00] | .03 [-.01, .07]\* |
| Avoid crowded places | .01 [-.02, .03] | -.01 [-.03, .04]\* |
| Reduced visiting place of worship | .01 [-.01, .04] | .05 [.01, .09]\* |
| Avoid personal events | .01 [-.01, .04] | .02 [-.01, .06]\* |
| Avoid being with family/friends | -.01 [-.03, .02] | .02 [-.01, .06]\* |
| Prepare to stay at home | .01 [-.01, .04] | .05 [.02, .09]\* |
| Stopped traveling outside local area | .01 [-.02, .03] | .03 [-.00, .07]\* |
| Stocked up on food/supplies/medication | -.02 [-.05, .01] | .05 [.00, .09]\* |
| Worked from home | -.06 [-.10, -.02] | -.02 [-.08, .04]\* |
| Kept children home | .02 [-.02, .05] | .07 [.02, .12] |
| Avoided restaurants | .01 [-.01, .03] | .00 [-.03, .04]\* |
| Used hand sanitizer | -.00 [-.03, .02] | .03 [-.01, .07]\* |

*Note:* \*Increase in mask wearing was significantly larger than increase in corresponding preventive behavior over the same time period.

Supplementary Table 6

Results for each behavior in each comparison period (i.e., April 3 vs April 4; April 3-4 vs April 5-7) when using another covariate adjustment method (i.e., entropy balancing; Hainmueller, 2012). Coding of behavior items corresponds to those stated in Table S1 and the main text.

|  |  |  |
| --- | --- | --- |
| Preventive Behaviors | April 3 vs  April 4  *b* [95% CI] | April 3-4 vs  April 5-7  *b* [95% CI] |
| Hand washing | .02 [-.00, .03] | .04 [.02, .06]\* |
| Mask buying | .01 [-.03, .05] | .08 [.02, .13] |
| Mask wearing | .01 [-.03, .04] | .13 [.07, .18] |
| Tissue use for coughing/sneezing | .00 [-.02, .02] | .04 [.01, .07]\* |
| Cough/sneeze into elbow | .01 [-.01, .03] | .04 [.00, .07]\* |
| Disinfect home/workspace | -.03 [-.05, -.01] | .06 [.02, .09]\* |
| Stopped shaking hands | .01 [-.01, .03] | .04 [.01, .07]\* |
| Stopped hugging/kissing | -.02 [-.05, .00] | .06 [.02, .10]\* |
| Limit public transportation | .01 [-.02, .04] | .05 [.01, .09]\* |
| Limit ridesharing (taxis, Lyft, Uber) | .01 [-.02, .04] | .06 [.01, .10]\* |
| Maintain 6ft from others | .00 [-.02, .02] | .03 [.00, .06]\* |
| Stayed home school/work/other | -.02 [-.05, .00] | .03 [-.01, .07]\* |
| Avoid crowded places | .01 [-.01, .03] | .00 [-.04, .03]\* |
| Reduced visiting place of worship | .02 [-.00, .04] | .04 [.01, .08]\* |
| Avoid personal events | .01 [-.01, .03] | .01 [-.03, .04]\* |
| Avoid being with family/friends | -.01 [-.03, .01] | .02 [-.02, .05]\* |
| Prepare to stay at home | .01 [-.01, .04] | .05 [.02, .09]\* |
| Stopped traveling outside local area | .01 [-.01, .03] | .01 [-.02, .05]\* |
| Stocked up on food/supplies/medication | -.03 [-.06, .01] | -.04 [-.01, .08]\* |
| Worked from home | -.08 [-.12, -.04] | -.04 [-.10, .02]\* |
| Kept children home | .03 [-.01, .06] | .05 [.01, .09]\* |
| Avoided restaurants | .01 [-.01, .03] | -.00 [-.03, .03]\* |
| Used hand sanitizer | .01 [-.02, .03] | .02 [-.03, .06]\* |

*Note:* \*Increase in mask wearing was significantly larger than increase in corresponding preventive behavior over the same time period.