

Appendices

Appendix 1: Vaccine intention survey

3. Below is a list of sources where people go to get information about COVID-19. We'd like to know which ones you trust.

Do you trust COVID-19 advice from:

(a) Your doctor or healthcare provider	(0) No	(1) Maybe	(2) Yes
(b) Your faith leader, minister, priest, pastor	(0) No	(1) Maybe	(2) Yes
(c) Your close friends	(0) No	(1) Maybe	(2) Yes
(d) Members of your family	(0) No	(1) Maybe	(2) Yes
(e) People you work with or other people you know	(0) No	(1) Maybe	(2) Yes
(f) News on the radio, TV, online and newspapers	(0) No	(1) Maybe	(2) Yes
(g) Celebrities you admire	(0) No	(1) Maybe	(2) Yes
(h) Your contacts on social media	(0) No	(1) Maybe	(2) Yes
(i) Drug companies	(0) No	(1) Maybe	(2) Yes
(j) Scientists	(0) No	(1) Maybe	(2) Yes
(k) The government	(0) No	(1) Maybe	(2) Yes
(l) Dr Ashley Bloomfield Director-General of the New Zealand Ministry of Health (If overseas, the most prominent health leader)	(0) No	(1) Maybe	(2) Yes
(m) Prime Minister Jacinda Ardern (If overseas, the prime minister or president in the country where you live)	(0) No	(1) Maybe	(2) Yes
(n) Chris Hipkins, Minister for COVID-19 (If overseas, please leave blank)	(0) No	(1) Maybe	(2) Yes

Appendix 2: Sensitivity analyses: New Zealand-based Study members

This analysis included the 670 Dunedin Study members who participated in the COVID-19 survey and were living in New Zealand at the time of data collection. Participant characteristics are displayed in Appendix Table 1, excluding one individual with no SES information. All were aged 48 or 49. These participant characteristics were similar to those in the main analyses.

Overall trust in each source

Appendix Figure 1 shows the percentage of New Zealand-based participants who said “yes,” they trusted that source for COVID-19 advice. Consistent with the results from the main analyses, the most trusted sources of COVID-19 advice were healthcare providers (82%), followed by scientists (62%), the government (46%) and family members (36%). The least trusted sources of COVID-19 advice were still admired celebrities (2%), followed by social media contacts (2%) and faith leaders (6%).

Statistical comparisons between trusted sources

Consistent with the results from the main analyses, compared with healthcare providers, a significantly lower percentage of participants trusted scientists (21%, $p<.001$), the government (36%, $p<.001$), family members (47%, $p<.001$), news (57%, $p<.001$) and close friends (60%, $p<.001$). Compared with the government, a significantly

higher percentage of participants trusted scientists (16%, $p<.001$), whereas a significantly lower proportion of participants still trusted their family members (10%, $p<.001$), news organisations (21%, $p<.001$) or their close friends (24%, $p<.001$).

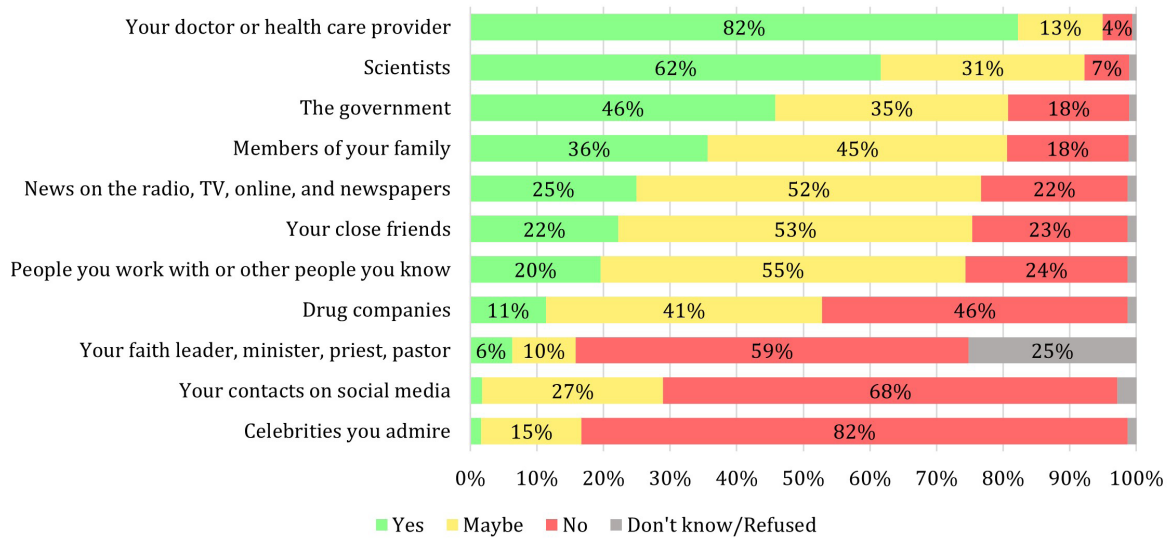
Demographic differences (sensitivity analyses)

Consistent with the results from the main analyses, females trusted scientists significantly more than males ($p=.01$), but the observed difference between female and male trust in colleagues no longer reached statistical significance ($p=.113$), as shown in Appendix Figure 2a. Those with formal qualifications trusted doctors/healthcare providers ($p=.009$), scientists ($p<.001$) and the government ($p=.003$) significantly more than those without formal qualifications, and family members ($p=.02$) and social media contacts ($p=.009$) significantly less (Appendix Figure 2b). Respondents with higher SES trusted doctors/healthcare providers ($p<.001$), scientists ($p<.001$) and the government ($p=.002$) significantly more than those with lower SES, and those with lower SES still trusted faith leaders ($p=.037$) and admired celebrities ($p=.007$) significantly more than those with higher SES (Appendix Figure 2c). As opposed to the main analyses with all respondents, those with higher SES trusted drug companies significantly more than those with lower SES ($p=.037$) and those with lower SES trusted social media contacts significantly more than those with higher SES ($p=.005$).

Appendix Table 1: Participant characteristics for New Zealand-based respondents (n=669).

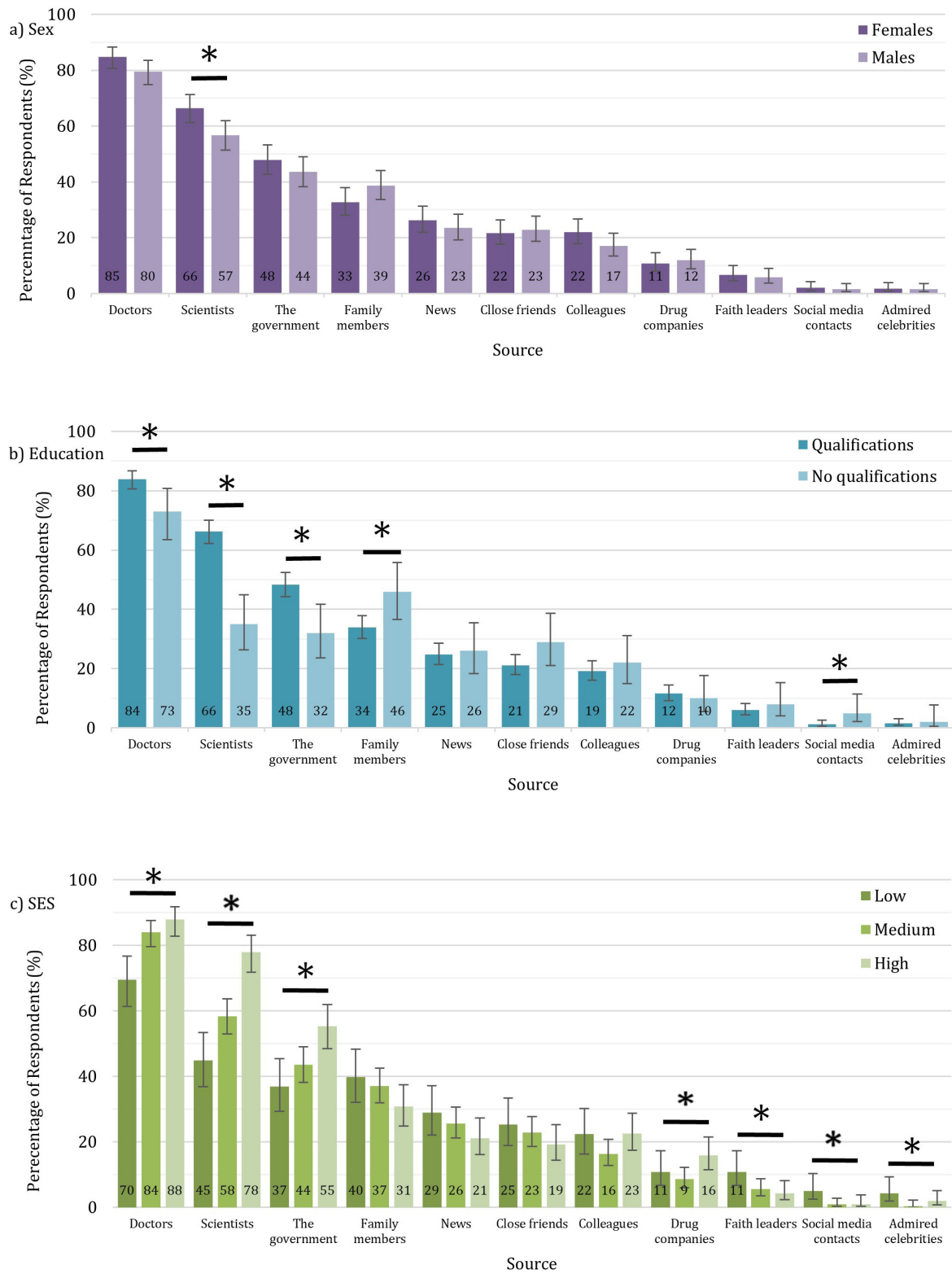
Characteristic	n	%
Sex		
Female	342	51%
Male	327	49%
Education level		
Formal qualifications	569	85%
No formal qualifications	100	15%
SES		
Low	138	21%
Medium	323	48%
High	208	31%

Appendix Figure 1: The proportion of New Zealand-based respondents that trust different sources of COVID-19 advice.



Note: data labels below 4% are not shown.

Appendix Figure 2a, b, c: The proportion of New Zealand-based respondents that trust each source by sex, education and SES.



Note: data labels below 9% are not shown.

*Significant differences between subgroups of $p < .05$ are marked by an asterisk.