

Supplementary Material D: Surveys

Below are the five surveys used in our study. The basic text appeared in all treatments and control. The modifications made in the different treatments are clearly marked by the treatment name. Questions were presented one at a time with no option to go back.

General Instructions - All treatments and Control:

Hello and Thank you for participating in a short survey dealing with vaccination.

The survey is distributed as part of a research project conducted by researchers from the University of Haifa and is not related to the HMOs or any other institute.

The survey includes five questions and is expected to take only a few minutes to complete.

The survey is phrased in masculine form but is addressed to women and men alike.

The survey deals with your preferences and therefore there are no right or wrong answers.

The survey is completely anonymous.

Messages - All treatments and Control:

Imagine that on October 1st you will receive the following message from your HMO:

Dear Madam or Sir,

As winter approaches we would like to bring to your attention that you are eligible for the Influenza vaccine (flu shot) starting today, October 1st, 2019 and until March 31st, 2020. The vaccine is given against influenza types that the World Health Organization's experts assume will be active in the coming season and is recommended by the ministry of health.

Control: : *The vaccination is free. You can get the shot in your clinic or any other clinic within the HMO.*

Recommendation: *In addition, the ministry of health recommends to get the shot early, in the beginning of the season, until December 31st, in order to increase its effectiveness for you and for the rest of the population.*

The vaccination is free. You can get the shot in your clinic or any other clinic within the HMO.

Stock: *In addition, the ministry of health recommends getting the shot early, in the beginning of the season, until December 31st, in order to increase its effectiveness for you and for the rest of the population.*

Note: The chance that the vaccine will run out of stock is higher for those who get the shot late, after December 31st, than for those who get the shot early, before December 31st.

The vaccination is free. You can get the shot in your clinic or any other clinic within the HMO.

Cost: *In addition, the ministry of health recommends getting the shot early, in the beginning of the season, until December 31st, in order to increase its effectiveness for you and for the rest of the population.*

Note: The vaccine is free for those who get the shot early, until December 31st, but it costs 20 ILS for those who get the shot late, after December 31st.

You can get the shot in your clinic or any other clinic within the HMO.

Benefit: *In addition, the ministry of health recommends getting the shot early, in the beginning of the season, until December 31st, in order to increase its effectiveness for you and for the rest of the population.*

Note: Those who get the shot early, until December 31st receive a benefit of 20 ILS in copay for doctor visits within the HMO. Those who get the shot late, after December 31st, will not receive this benefit. Those who do not get the shot will also not receive this benefit.

The vaccination is free. You can get the shot in your clinic or any other clinic within the HMO.

All treatments and Control:

Pleasant winter blessings,

Your HMO

Question 1. How will you act?

Control:

- I will get the flu shot
- I won't get the flu shot

Recommendation:

- I will get the flu shot early, before December 31st
- I will get the flu shot late, after December 31st
- I won't get the flu shot

Stock:

- I will get the flu shot early, before December 31st, when the chance that the vaccine is **still in stock** is higher
- I will get the flu shot late, after December 31st, when the chance that the vaccine is **out of stock** is higher
- I won't get the flu shot

Cost:

- I will get the flu shot early, before December 31st, when the vaccine is free
- I will get the flu shot late, after December 31st, when the vaccine costs 20 ILS
- I won't get the flu shot

Benefit:

- I will get the flu shot early, before December 31st, and receive the 20 ILS benefit
- I will get the flu shot late, after December 31st, and won't receive the benefit
- I won't get the flu shot and won't receive the benefit

All treatments and control

Question 2. To the previous question you answered:

Please briefly explain your choice:

Question 3. How certain are you regarding your willingness to get the flu shot?

Note that in this question we are not asking whether you are willing to get the shot or not but rather how certain you are with respect to it.

1. Not certain at all
2. Low level of certainty
3. Medium level of certainty
4. Highly certain
5. Very highly certain

Question 4. Did you receive the flu shot last year?

- Yes
- No
- I don't remember

Question 5. How many times did you receive the flu shot in the **past 5 years**?

(If you do not remember the exact number, please mark the option that you think is closest to the real number)

- None
- One time
- Twice
- 3 times
- 4 times
- 5 times