Supplemental Information

A Power Analysis

Prior to survey fieldwork, we conducted a power analysis using the DeclareDesign package in R (Version 0.26.0) (Blair 2019) to determine optimal sample size given an α of .05 and 80% power. We used Motta (2021) to inform expected effect sizes for attribute levels. That is, we used an effect size of .05 for 75%, and .12 for 95% effectiveness, .21 for China (country), .06 for UK (country), and .18 for Russia (country). Given our lack of strong priors on the effect sizes of other attribute levels, we assumed the need to detect a small effect (.03). The power analysis with 1,000 iterations revealed that a conjoint experiment with eight trials requires a minimum sample of $N = 1,500$.

B Ethics

We obtained IRB approval for this study from a major European University on October 9, 2020 (University name and reference number of ethical approval remain blinded for the review process) (project no. 202021-015). This research complies with General Data Protection Regulation requirements. The data were collected, and made available on OSF without identifying information, and with informed consent from the respondents.

C Survey Pre-Registration and Deviations

We pre-registered our hypotheses, primary, and seccondary analyses on 26 March, 2021, on OSF. We provide our material, data, and code on the OSF project repository (anonymized pre=registration link: `https://osf.io/ncfbr?view_only=503cc9d9287649859b9786000be` anonymized project link: `https://osf.io/esmdt/?view_only=2016797092e44488bbc04d20`

There are is an important deviation from our pre-registration that we want to be transparent about. While our pre-registration clearly states that we will perform analyses for the AMCEs and MMs.[1] While we conduct the full slate of ACME and MM analyses for both types of outcomes are available in the SI file, we choose to focus on the MMs of the vaccination uptake outcome in the main text of the manuscript (all results are substantively similar). Not only are MMs easier to interpret (**?**), in this instance we believe this focus also better represents the outcome of interest (how likely are people to take a vaccine, given its attributes).

---

[1]Technically, our preregistration only specifically mentions the binary conjoint outcome, and not the likelihood to take each profiled vaccine. We consider this a mistake in the pre-registration; we believe that it is clear that by including these questions as outcomes that we intended to analyse them

D Demographics

Table D1: Demographics

Variable	N	Sample%	Population%
Gender	2,512		
Male	1,150	45.80	46.90
Female	1,362	54.20	53.10
Age	2,512		
18-24	281	11.20	8.90
25-34	446	17.80	15.30
35-44	514	20.50	18.20
45-54	446	17.80	17.70
55+	825	32.80	39.90
Region	2,512		
Central Hungary	795	31.60	29.60
Central Transdanubia	273	10.90	10.90
Western Transdanubia	234	9.30	9.90
Southern Transdanubia	222	8.80	9.40
Northern Hungary	289	11.50	12.10
Northern Great Plain	380	15.10	15.00
Southern Great Plain	319	12.70	13.10

E   Regression Outputs for Main Sample

E.1   Continuous Measure of Vaccine Uptake

Table E1.1: MMs for self-reported likelihood of uptake

	Attribute	Level	Estimate	SE	Lower CI	Upper CI
1	Side effects	1 in 10 000	4.48	0.05	4.38	4.58
2	Side effects	1 in 100 000	4.79	0.05	4.68	4.89
3	Side effects	1 in 1 000 000	5.15	0.06	5.04	5.26
4	Effectiveness	55%	4.30	0.05	4.19	4.40
5	Effectiveness	75%	4.80	0.05	4.69	4.91
6	Effectiveness	95%	5.31	0.06	5.20	5.43
7	Country	China	4.21	0.07	4.08	4.34
8	Country	Russia	4.72	0.07	4.59	4.85
9	Country	UK	4.97	0.06	4.84	5.09
10	Country	USA	5.05	0.06	4.92	5.17
11	Country	Germany	5.06	0.06	4.94	5.18
12	Type	Live Virus Vaccine	4.59	0.06	4.47	4.71
13	Type	Viral Vector Vaccine	4.84	0.06	4.72	4.95
14	Type	Subunit Vaccine	4.72	0.06	4.60	4.83
15	Type	mRNA Vaccine	5.06	0.06	4.95	5.18
16	People	1 million	4.70	0.05	4.59	4.80
17	People	10 million	4.75	0.05	4.65	4.86
18	People	100 million	4.96	0.06	4.85	5.06
19	Duration	In 9 months	4.73	0.05	4.63	4.84
20	Duration	In 6 months	4.85	0.05	4.74	4.95
21	Duration	In 3 months	4.83	0.05	4.72	4.94
22	Cost	100 x population HUF	4.74	0.05	4.63	4.85
23	Cost	50 x population HUF	4.80	0.05	4.70	4.91
24	Cost	10 x population HUF	4.86	0.05	4.76	4.97

Table E1.2: AMCEs for self-reported likelihood of uptake

	Attribute	Level	Estimate	SE	Lower CI	Upper CI
1	Side effects	1 in 10 000	0.00			
2	Side effects	1 in 100 000	0.31	0.05	0.20	0.41
3	Side effects	1 in 1 000 000	0.66	0.05	0.55	0.76
4	Effectiveness	55%	0.00			
5	Effectiveness	75%	0.50	0.05	0.40	0.60
6	Effectiveness	95%	1.01	0.06	0.89	1.12
7	Country	China	0.00			
8	Country	Russia	0.51	0.07	0.36	0.65
9	Country	UK	0.76	0.07	0.62	0.91
10	Country	USA	0.83	0.08	0.68	0.98
11	Country	Germany	0.86	0.07	0.71	1.00
12	Type	Live Virus Vaccine	0.00			
13	Type	Viral Vector Vaccine	0.24	0.06	0.11	0.36
14	Type	Subunit Vaccine	0.12	0.06	0.00	0.25
15	Type	mRNA Vaccine	0.47	0.07	0.34	0.60
16	People	1 million	0.00			
17	People	10 million	0.07	0.05	-0.03	0.17
18	People	100 million	0.26	0.05	0.16	0.37
19	Duration	In 9 months	0.00			
20	Duration	In 6 months	0.13	0.05	0.03	0.23
21	Duration	In 3 months	0.10	0.05	0.00	0.20
22	Cost	100 x population HUF	0.00			
23	Cost	50 x population HUF	0.06	0.05	-0.05	0.16
24	Cost	10 x population HUF	0.10	0.05	0.00	0.21

Note: Reference categories for AMCEs: Side effects = '1 in 10,000', Effectivenessness = 55%, Country of origin = China, vaccine Type = live virus vaccine, vaccinated People = 1 million, vaccination coverage = in 9 months, Costs = 100 x population HUF.

Figure E.1: AMCEs for likelihood of uptake
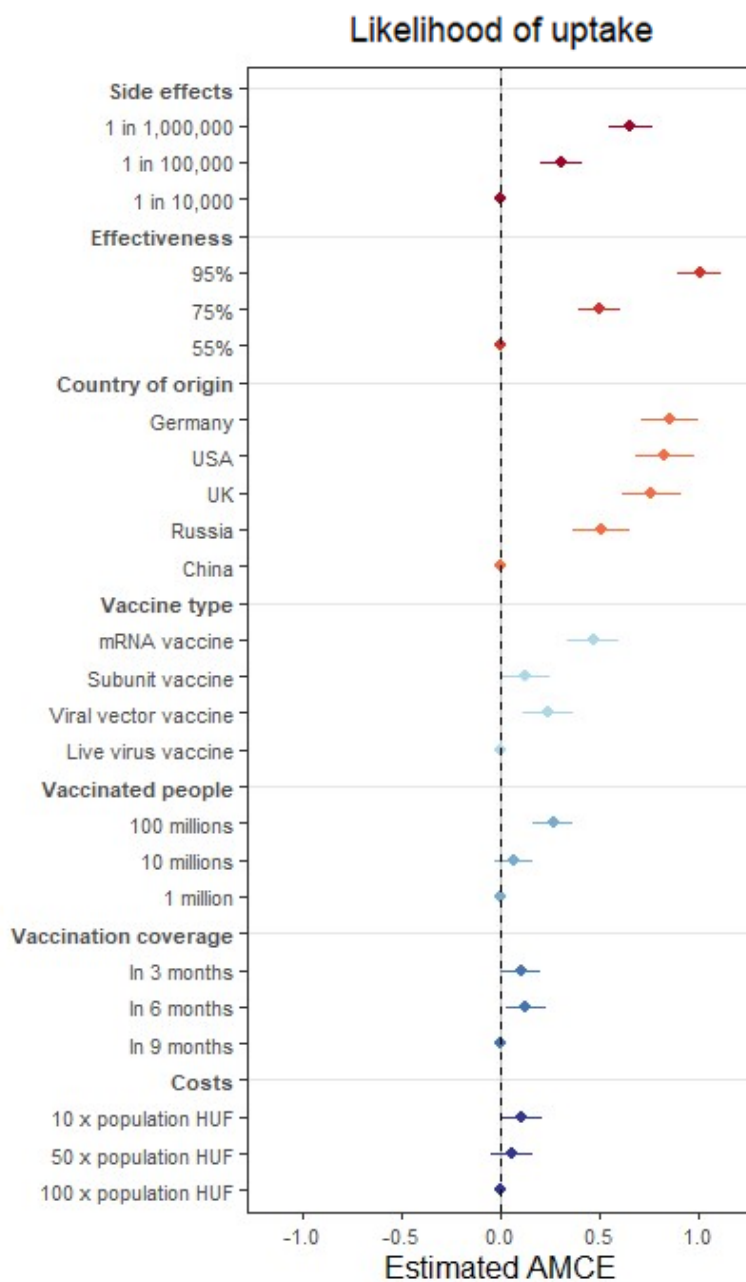
Likelihood of uptake

Note. Each dot and error bar represents an AMCE (and its 95% CI). They represent the estimated effect sizes for the attribute levels (compared to the reference attribute level) on likelihood of uptake.
Reference categories for AMCEs: Side effects = '1 in 10,000', effectiveness = 55%, country of origin = China, vaccine type = live virus vaccine, vaccinated people = 1 million, vaccination coverage = in 9 months, costs = 100 x population HUF.

E.2 Binary Measure of Vaccine Choice

Table E2.1: MMs for vaccine choice

	Attribute	Level	Estimate	SE	Lower CI	Upper CI
1	Side effects	1 in 10 000	0.42	0.00	0.41	0.43
2	Side effects	1 in 100 000	0.50	0.00	0.49	0.51
3	Side effects	1 in 1 000 000	0.58	0.01	0.57	0.59
4	Effectiveness	55%	0.39	0.00	0.38	0.40
5	Effectiveness	75%	0.51	0.00	0.50	0.52
6	Effectiveness	95%	0.61	0.01	0.60	0.62
7	Country	China	0.41	0.01	0.40	0.43
8	Country	Russia	0.49	0.01	0.48	0.51
9	Country	UK	0.52	0.01	0.51	0.53
10	Country	USA	0.54	0.01	0.52	0.55
11	Country	Germany	0.54	0.01	0.53	0.55
12	Type	Live Virus Vaccine	0.45	0.01	0.44	0.47
13	Type	Viral Vector Vaccine	0.52	0.01	0.51	0.53
14	Type	Subunit Vaccine	0.50	0.01	0.49	0.51
15	Type	mRNA Vaccine	0.53	0.01	0.52	0.54
16	People	1 million	0.48	0.00	0.47	0.49
17	People	10 million	0.50	0.00	0.49	0.51
18	People	100 million	0.52	0.00	0.51	0.53
19	Duration	In 9 months	0.49	0.00	0.48	0.50
20	Duration	In 6 months	0.50	0.00	0.49	0.51
21	Duration	In 3 months	0.51	0.00	0.50	0.52
22	Cost	100 x population HUF	0.48	0.00	0.47	0.49
23	Cost	50 x population HUF	0.49	0.00	0.48	0.50
24	Cost	10 x population HUF	0.53	0.00	0.52	0.54

Table E2.2: AMCEs for vaccine choice

|	Attribute	Level	Estimate	SE	Lower CI	Upper CI
1	Side effects	1 in 10 000	0.00			
2	Side effects	1 in 100 000	0.08	0.01	0.06	0.10
3	Side effects	1 in 1 000 000	0.16	0.01	0.15	0.18
4	Effectiveness	55%	0.00			
5	Effectiveness	75%	0.12	0.01	0.10	0.14
6	Effectiveness	95%	0.22	0.01	0.20	0.24
7	Country	China	0.00			
8	Country	Russia	0.08	0.01	0.06	0.10
9	Country	UK	0.11	0.01	0.08	0.13
10	Country	USA	0.12	0.01	0.10	0.14
11	Country	Germany	0.12	0.01	0.10	0.15
12	Type	Live Virus Vaccine	0.00			
13	Type	Viral Vector Vaccine	0.06	0.01	0.04	0.08
14	Type	Subunit Vaccine	0.04	0.01	0.02	0.06
15	Type	mRNA Vaccine	0.07	0.01	0.05	0.09
16	People	1 million	0.00			
17	People	10 million	0.02	0.01	0.01	0.04
18	People	100 million	0.05	0.01	0.03	0.06
19	Duration	In 9 months	0.00			
20	Duration	In 6 months	0.01	0.01	-0.01	0.03
21	Duration	In 3 months	0.01	0.01	-0.00	0.03
22	Cost	100 x population HUF	0.00			
23	Cost	50 x population HUF	0.02	0.01	0.00	0.03
24	Cost	10 x population HUF	0.05	0.01	0.04	0.07

Note: Reference categories for AMCEs: Side effects = '1 in 10,000', Effectivenessness = 55%, Country of origin = China, vaccine Type = live virus vaccine, vaccinated People = 1 million, vaccination coverage = in 9 months, Costs = 100 x population HUF.

Figure E2.1: MMs for vaccine choice
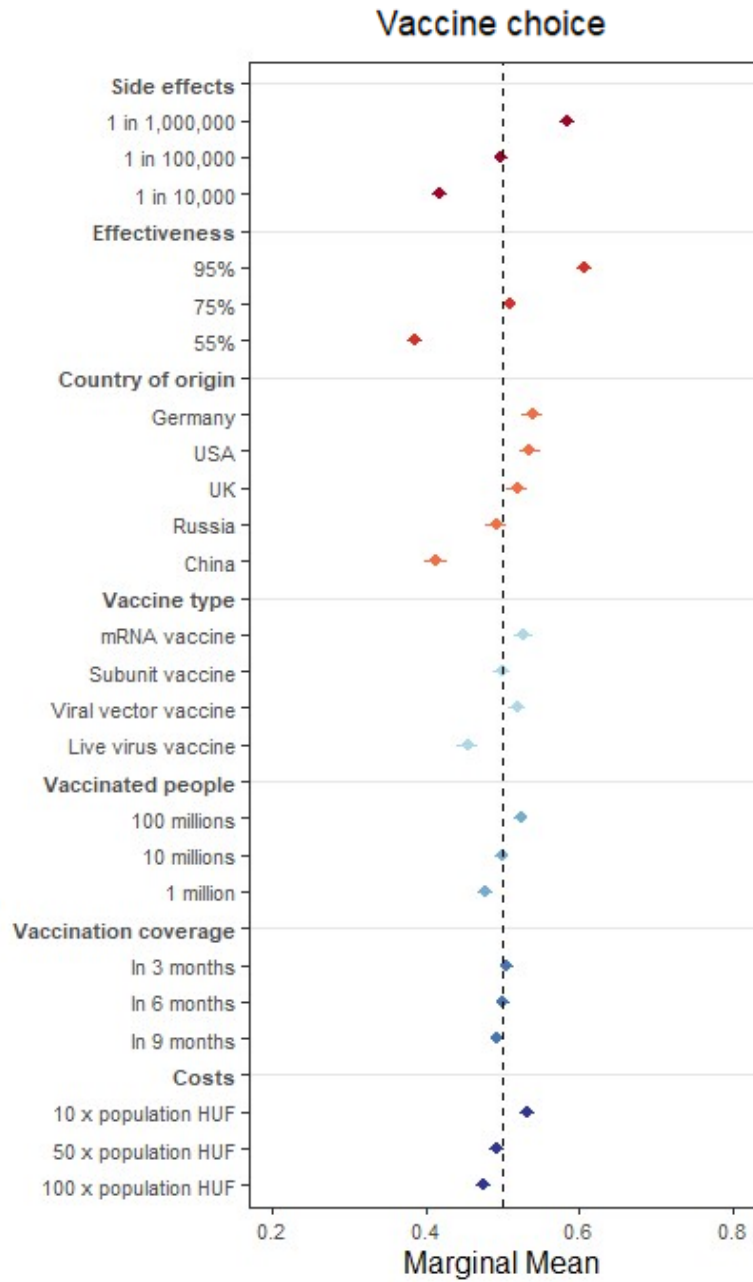
Note. The figure reports the marginal mean point estimates are plotted with 95% CIs, representing the average vaccine choice at each vaccine attribute level. The dashed line represents the grand mean (4.80).

Figure E2.2: AMCEs for vaccine choice
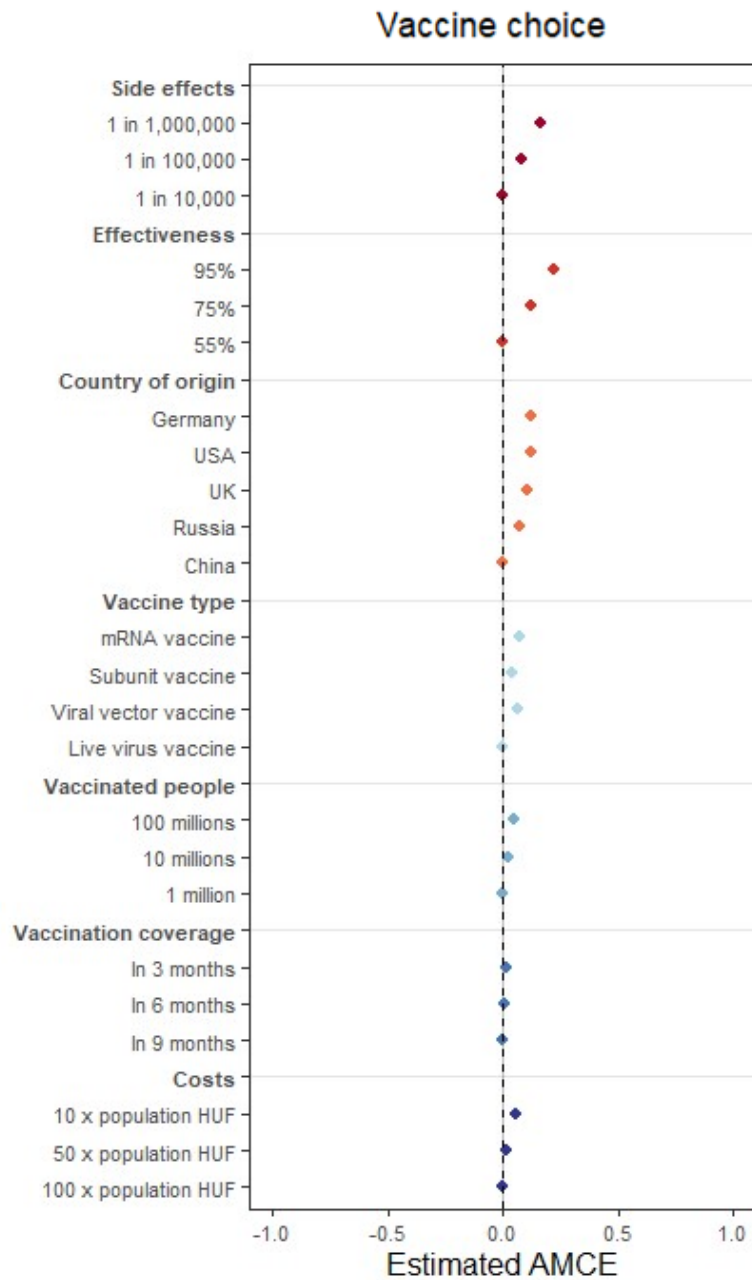
Note. Each dot and error bar represents an AMCE (and its 95% CI). They represent the estimated effect sizes for the attribute levels (compared to the reference attribute level) on vaccine choice.
Reference categories for AMCEs: Side effects = '1 in 10,000', effectiveness = 55%, country of origin = China, vaccine type = live virus vaccine, vaccinated people = 1 million, vaccination coverage = in 9 months, costs = 100 x population HUF.

F Regression Outputs for Subgroup Analyses

## F.1 Continuous Measure of Vaccine Uptake

Table F1.1: MMs for self-reported likelihood of uptake for different trust groups

	Country	Attribute	Level	Estimate	SE	Lower CI	Upper CI
1	Low trust	Side effects	1 in 10 000	3.78	0.09	3.60	3.95
2	Low trust	Side effects	1 in 100 000	4.18	0.09	4.00	4.37
3	Low trust	Side effects	1 in 1 000 000	4.58	0.10	4.39	4.77
4	Low trust	Effectiveness	55%	3.57	0.09	3.39	3.74
5	Low trust	Effectiveness	75%	4.16	0.09	3.97	4.34
6	Low trust	Effectiveness	95%	4.81	0.10	4.61	5.01
7	Low trust	Country	China	3.35	0.11	3.14	3.57
8	Low trust	Country	Russia	3.84	0.11	3.63	4.06
9	Low trust	Country	UK	4.42	0.11	4.21	4.64
10	Low trust	Country	USA	4.65	0.12	4.43	4.88
11	Low trust	Country	Germany	4.59	0.11	4.37	4.81
12	Low trust	Type	Live Virus Vaccine	3.86	0.10	3.66	4.06
13	Low trust	Type	Viral Vector Vaccine	4.34	0.10	4.13	4.54
14	Low trust	Type	Subunit Vaccine	3.99	0.10	3.79	4.19
15	Low trust	Type	mRNA Vaccine	4.52	0.11	4.31	4.72
16	Low trust	People	1 million	4.07	0.09	3.89	4.25
17	Low trust	People	10 million	4.14	0.09	3.96	4.32
18	Low trust	People	100 million	4.32	0.10	4.14	4.51
19	Low trust	Duration	In 9 months	4.12	0.09	3.93	4.30
20	Low trust	Duration	In 6 months	4.24	0.09	4.06	4.43
21	Low trust	Duration	In 3 months	4.17	0.09	3.99	4.36
22	Low trust	Cost	100 x population HUF	4.11	0.10	3.92	4.30
23	Low trust	Cost	50 x population HUF	4.17	0.09	3.99	4.34
24	Low trust	Cost	10 x population HUF	4.26	0.09	4.07	4.44
25	Mid trust	Side effects	1 in 10 000	4.64	0.08	4.49	4.79
26	Mid trust	Side effects	1 in 100 000	4.84	0.08	4.68	5.00
27	Mid trust	Side effects	1 in 1 000 000	5.21	0.08	5.05	5.37
28	Mid trust	Effectiveness	55%	4.48	0.08	4.33	4.64
29	Mid trust	Effectiveness	75%	4.90	0.08	4.75	5.05
30	Mid trust	Effectiveness	95%	5.30	0.08	5.13	5.47
31	Mid trust	Country	China	4.30	0.10	4.11	4.49
32	Mid trust	Country	Russia	4.80	0.10	4.61	4.99
33	Mid trust	Country	UK	5.09	0.09	4.91	5.27
34	Mid trust	Country	USA	5.15	0.09	4.97	5.32
35	Mid trust	Country	Germany	5.15	0.09	4.97	5.33
36	Mid trust	Type	Live Virus Vaccine	4.71	0.09	4.54	4.88
37	Mid trust	Type	Viral Vector Vaccine	4.93	0.09	4.75	5.10
38	Mid trust	Type	Subunit Vaccine	4.88	0.09	4.71	5.05
39	Mid trust	Type	mRNA Vaccine	5.05	0.08	4.89	5.21
40	Mid trust	People	1 million	4.80	0.08	4.65	4.95
41	Mid trust	People	10 million	4.87	0.08	4.72	5.02
42	Mid trust	People	100 million	5.02	0.08	4.86	5.18
43	Mid trust	Duration	In 9 months	4.83	0.08	4.67	4.98
44	Mid trust	Duration	In 6 months	4.94	0.08	4.79	5.09
45	Mid trust	Duration	In 3 months	4.92	0.08	4.77	5.08
46	Mid trust	Cost	100 x population HUF	4.81	0.08	4.65	4.97
47	Mid trust	Cost	50 x population HUF	4.92	0.08	4.76	5.08
48	Mid trust	Cost	10 x population HUF	4.95	0.08	4.80	5.11
49	High trust	Side effects	1 in 10 000	5.35	0.10	5.15	5.55
50	High trust	Side effects	1 in 100 000	5.67	0.10	5.46	5.87
51	High trust	Side effects	1 in 1 000 000	5.97	0.11	5.76	6.18
52	High trust	Effectiveness	55%	5.15	0.11	4.94	5.35
53	High trust	Effectiveness	75%	5.68	0.11	5.47	5.89
54	High trust	Effectiveness	95%	6.16	0.10	5.96	6.37
55	High trust	Country	China	5.49	0.13	5.24	5.74
56	High trust	Country	Russia	5.96	0.12	5.73	6.19
57	High trust	Country	UK	5.67	0.12	5.44	5.91
58	High trust	Country	USA	5.51	0.12	5.26	5.75
59	High trust	Country	Germany	5.65	0.12	5.41	5.89
60	High trust	Type	Live Virus Vaccine	5.56	0.12	5.33	5.79
61	High trust	Type	Viral Vector Vaccine	5.51	0.11	5.29	5.73
62	High trust	Type	Subunit Vaccine	5.61	0.11	5.39	5.82
63	High trust	Type	mRNA Vaccine	5.95	0.11	5.73	6.17
64	High trust	People	1 million	5.58	0.10	5.38	5.78
65	High trust	People	10 million	5.53	0.10	5.34	5.72
66	High trust	People	100 million	5.87	0.10	5.66	6.07
67	High trust	Duration	In 9 months	5.57	0.10	5.37	5.77
68	High trust	Duration	In 6 months	5.65	0.10	5.45	5.85
69	High trust	Duration	In 3 months	5.76	0.10	5.56	5.97
70	High trust	Cost	100 x population HUF	5.66	0.10	5.47	5.86
71	High trust	Cost	50 x population HUF	5.64	0.10	5.44	5.84
72	High trust	Cost	10 x population HUF	5.68	0.10	5.47	5.88

Table F1.2: AMCEs for likelihood of uptake for different trust groups

	Subgroup	Attribute	Level	Estimate	SE	Lower CI	Upper CI
1	Low trust	Side effects	1 in 10 000	0.00			
2	Low trust	Side effects	1 in 100 000	0.38	0.08	0.21	0.55
3	Low trust	Side effects	1 in 1 000 000	0.79	0.09	0.61	0.97
4	Low trust	Effectiveness	55%	0.00			
5	Low trust	Effectiveness	75%	0.60	0.09	0.42	0.78
6	Low trust	Effectiveness	95%	1.22	0.10	1.03	1.41
7	Low trust	Country	China	0.00			
8	Low trust	Country	Russia	0.51	0.12	0.27	0.74
9	Low trust	Country	UK	1.08	0.13	0.83	1.33
10	Low trust	Country	USA	1.30	0.13	1.03	1.56
11	Low trust	Country	Germany	1.25	0.13	1.00	1.51
12	Low trust	Type	Live Virus Vaccine	0.00			
13	Low trust	Type	Viral Vector Vaccine	0.44	0.11	0.23	0.65
14	Low trust	Type	Subunit Vaccine	0.09	0.11	-0.12	0.30
15	Low trust	Type	mRNA Vaccine	0.64	0.12	0.41	0.87
16	Low trust	People	1 million	0.00			
17	Low trust	People	10 million	0.08	0.09	-0.09	0.24
18	Low trust	People	100 million	0.27	0.09	0.10	0.45
19	Low trust	Duration	In 9 months	0.00			
20	Low trust	Duration	In 6 months	0.14	0.08	-0.03	0.30
21	Low trust	Duration	In 3 months	0.07	0.09	-0.10	0.24
22	Low trust	Cost	100 x population HUF	0.00			
23	Low trust	Cost	50 x population HUF	0.07	0.09	-0.10	0.24
24	Low trust	Cost	10 x population HUF	0.16	0.09	-0.03	0.34
25	Mid trust	Side effects	1 in 10 000	0.00			
26	Mid trust	Side effects	1 in 100 000	0.21	0.08	0.06	0.37
27	Mid trust	Side effects	1 in 1 000 000	0.57	0.08	0.42	0.73
28	Mid trust	Effectiveness	55%	0.00			
29	Mid trust	Effectiveness	75%	0.41	0.08	0.26	0.56
30	Mid trust	Effectiveness	95%	0.81	0.08	0.65	0.98
31	Mid trust	Country	China	0.00			
32	Mid trust	Country	Russia	0.50	0.11	0.28	0.73
33	Mid trust	Country	UK	0.79	0.11	0.58	1.00
34	Mid trust	Country	USA	0.83	0.11	0.61	1.05
35	Mid trust	Country	Germany	0.85	0.11	0.63	1.06
36	Mid trust	Type	Live Virus Vaccine	0.00			
37	Mid trust	Type	Viral Vector Vaccine	0.21	0.09	0.03	0.40
38	Mid trust	Type	Subunit Vaccine	0.18	0.09	-0.01	0.36
39	Mid trust	Type	mRNA Vaccine	0.33	0.10	0.14	0.52
40	Mid trust	People	1 million	0.00			
41	Mid trust	People	10 million	0.08	0.08	-0.07	0.23
42	Mid trust	People	100 million	0.21	0.08	0.06	0.36
43	Mid trust	Duration	In 9 months	0.00			
44	Mid trust	Duration	In 6 months	0.11	0.08	-0.04	0.26
45	Mid trust	Duration	In 3 months	0.09	0.08	-0.06	0.24
46	Mid trust	Cost	100 x population HUF	0.00			
47	Mid trust	Cost	50 x population HUF	0.09	0.08	-0.07	0.25
48	Mid trust	Cost	10 x population HUF	0.12	0.08	-0.04	0.27
49	3	Side effects	1 in 10 000	0.00			
50	3	Side effects	1 in 100 000	0.33	0.11	0.11	0.54
51	3	Side effects	1 in 1 000 000	0.61	0.12	0.38	0.84
52	3	Effectiveness	55%	0.00			
53	3	Effectiveness	75%	0.52	0.11	0.30	0.73
54	3	Effectiveness	95%	1.00	0.12	0.77	1.23
55	3	Country	China	0.00			
56	3	Country	Russia	0.42	0.14	0.14	0.69
57	3	Country	UK	0.19	0.15	-0.10	0.49
58	3	Country	USA	0.02	0.15	-0.29	0.32
59	3	Country	Germany	0.16	0.14	-0.12	0.44
60	3	Type	Live Virus Vaccine	0.00			
61	3	Type	Viral Vector Vaccine	-0.04	0.13	-0.30	0.21
62	3	Type	Subunit Vaccine	0.05	0.12	-0.19	0.29
63	3	Type	mRNA Vaccine	0.41	0.13	0.14	0.67
64	3	People	1 million	0.00			
65	3	People	10 million	-0.03	0.10	-0.23	0.17
66	3	People	100 million	0.30	0.11	0.10	0.51
67	3	Duration	In 9 months	0.00			
68	3	Duration	In 6 months	0.10	0.11	-0.11	0.32
69	3	Duration	In 3 months	0.20	0.10	-0.00	0.40
70	3	Cost	100 x population HUF	0.00			
71	3	Cost	50 x population HUF	-0.01	0.10	-0.21	0.20
72	3	Cost	10 x population HUF	0.03	0.10	-0.17	0.24

Figure F1.1: Differences across different trust groups (AMCEs for likelihood of uptake)
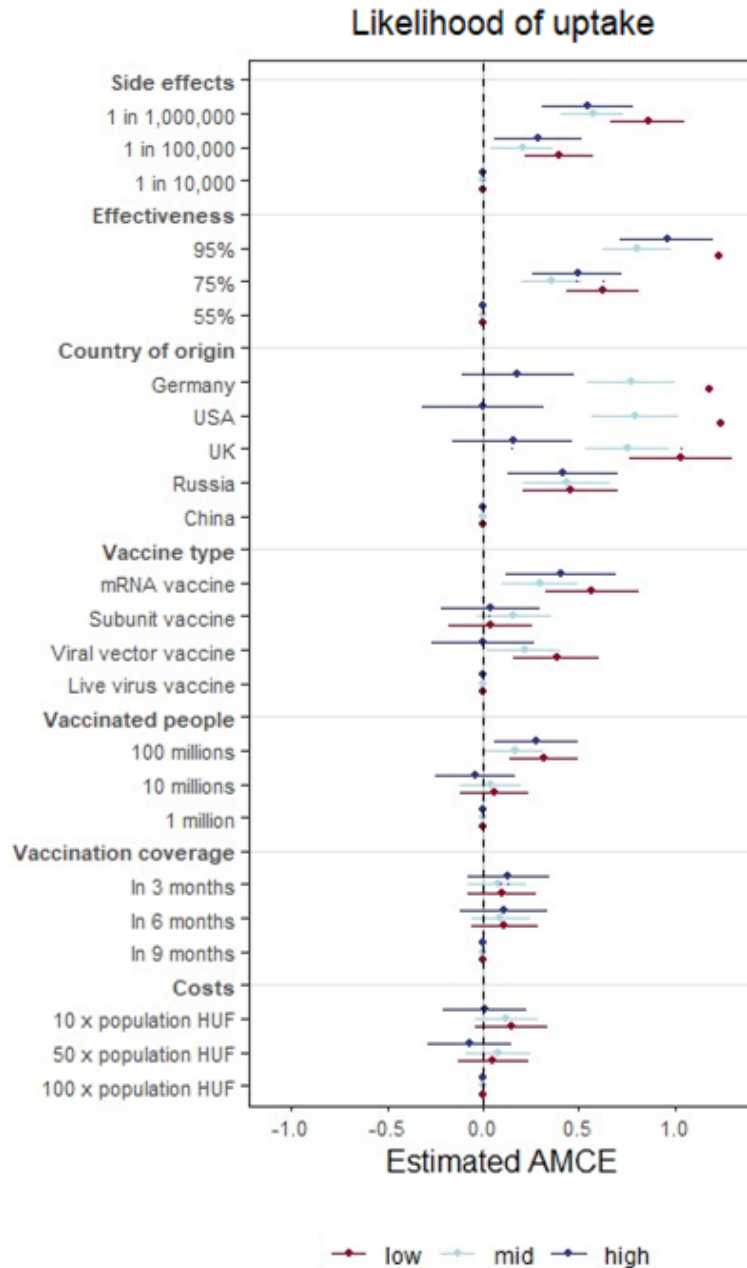
Note. Each dot and error bar represents an AMCE (and its 95% CI). They represent the estimated effect sizes for the attribute levels (compared to the reference attribute level) on vaccine choice.
Reference categories for AMCEs: Side effects = '1 in 10,000', effectiveness = 55%, country of origin = China, vaccine type = live virus vaccine, vaccinated people = 1 million, vaccination coverage = in 9 months, costs = 100 x population HUF.

## F.2 Binary Measure of Vaccine Choice

Table F2.1: MMs for vaccine choice

	Subgroup	Attribute	Level	Estimate	SE	Lower CI	Upper CI
1	Low trust	Side effects	1 in 10 000	3.78	0.09	3.60	3.95
2	Low trust	Side effects	1 in 100 000	4.18	0.09	4.00	4.37
3	Low trust	Side effects	1 in 1 000 000	4.58	0.10	4.39	4.77
4	Low trust	Effectiveness	55%	3.57	0.09	3.39	3.74
5	Low trust	Effectiveness	75%	4.16	0.09	3.97	4.34
6	Low trust	Effectiveness	95%	4.81	0.10	4.61	5.01
7	Low trust	Country	China	3.35	0.11	3.14	3.57
8	Low trust	Country	Russia	3.84	0.11	3.63	4.06
9	Low trust	Country	UK	4.42	0.11	4.21	4.64
10	Low trust	Country	USA	4.65	0.12	4.43	4.88
11	Low trust	Country	Germany	4.59	0.11	4.37	4.81
12	Low trust	Type	Live Virus Vaccine	3.86	0.10	3.66	4.06
13	Low trust	Type	Viral Vector Vaccine	4.34	0.10	4.13	4.54
14	Low trust	Type	Subunit Vaccine	3.99	0.10	3.79	4.19
15	Low trust	Type	mRNA Vaccine	4.52	0.11	4.31	4.72
16	Low trust	People	1 million	4.07	0.09	3.89	4.25
17	Low trust	People	10 million	4.14	0.09	3.96	4.32
18	Low trust	People	100 million	4.32	0.10	4.14	4.51
19	Low trust	Duration	In 9 months	4.12	0.09	3.93	4.30
20	Low trust	Duration	In 6 months	4.24	0.09	4.06	4.43
21	Low trust	Duration	In 3 months	4.17	0.09	3.99	4.36
22	Low trust	Cost	100 x population HUF	4.11	0.10	3.92	4.30
23	Low trust	Cost	50 x population HUF	4.17	0.09	3.99	4.34
24	Low trust	Cost	10 x population HUF	4.26	0.09	4.07	4.44
25	Mid trust	Side effects	1 in 10 000	4.64	0.08	4.49	4.79
26	Mid trust	Side effects	1 in 100 000	4.84	0.08	4.68	5.00
27	Mid trust	Side effects	1 in 1 000 000	5.21	0.08	5.05	5.37
28	Mid trust	Effectiveness	55%	4.48	0.08	4.33	4.64
29	Mid trust	Effectiveness	75%	4.90	0.08	4.75	5.05
30	Mid trust	Effectiveness	95%	5.30	0.08	5.13	5.47
31	Mid trust	Country	China	4.30	0.10	4.11	4.49
32	Mid trust	Country	Russia	4.80	0.10	4.61	4.99
33	Mid trust	Country	UK	5.09	0.09	4.91	5.27
34	Mid trust	Country	USA	5.15	0.09	4.97	5.32
35	Mid trust	Country	Germany	5.15	0.09	4.97	5.33
36	Mid trust	Type	Live Virus Vaccine	4.71	0.09	4.54	4.88
37	Mid trust	Type	Viral Vector Vaccine	4.93	0.09	4.75	5.10
38	Mid trust	Type	Subunit Vaccine	4.88	0.09	4.71	5.05
39	Mid trust	Type	mRNA Vaccine	5.05	0.08	4.89	5.21
40	Mid trust	People	1 million	4.80	0.08	4.65	4.95
41	Mid trust	People	10 million	4.87	0.08	4.72	5.02
42	Mid trust	People	100 million	5.02	0.08	4.86	5.18
43	Mid trust	Duration	In 9 months	4.83	0.08	4.67	4.98
44	Mid trust	Duration	In 6 months	4.94	0.08	4.79	5.09
45	Mid trust	Duration	In 3 months	4.92	0.08	4.77	5.08
46	Mid trust	Cost	100 x population HUF	4.81	0.08	4.65	4.97
47	Mid trust	Cost	50 x population HUF	4.92	0.08	4.76	5.08
48	Mid trust	Cost	10 x population HUF	4.95	0.08	4.80	5.11
49	High trust	Side effects	1 in 10 000	5.35	0.10	5.15	5.55
50	High trust	Side effects	1 in 100 000	5.67	0.10	5.46	5.87
51	High trust	Side effects	1 in 1 000 000	5.97	0.11	5.76	6.18
52	High trust	Effectiveness	55%	5.15	0.11	4.94	5.35
53	High trust	Effectiveness	75%	5.68	0.11	5.47	5.89
54	High trust	Effectiveness	95%	6.16	0.10	5.96	6.37
55	High trust	Country	China	5.49	0.13	5.24	5.74
56	High trust	Country	Russia	5.96	0.12	5.73	6.19
57	High trust	Country	UK	5.67	0.12	5.44	5.91
58	High trust	Country	USA	5.51	0.12	5.26	5.75
59	High trust	Country	Germany	5.65	0.12	5.41	5.89
60	High trust	Type	Live Virus Vaccine	5.56	0.12	5.33	5.79
61	High trust	Type	Viral Vector Vaccine	5.51	0.11	5.29	5.73
62	High trust	Type	Subunit Vaccine	5.61	0.11	5.39	5.82
63	High trust	Type	mRNA Vaccine	5.95	0.11	5.73	6.17
64	High trust	People	1 million	5.58	0.10	5.38	5.78
65	High trust	People	10 million	5.53	0.10	5.34	5.72
66	High trust	People	100 million	5.87	0.10	5.66	6.07
67	High trust	Duration	In 9 months	5.57	0.10	5.37	5.77
68	High trust	Duration	In 6 months	5.65	0.10	5.45	5.85
69	High trust	Duration	In 3 months	5.76	0.10	5.56	5.97
70	High trust	Cost	100 x population HUF	5.66	0.10	5.47	5.86
71	High trust	Cost	50 x population HUF	5.64	0.10	5.44	5.84
72	High trust	Cost	10 x population HUF	5.68	0.10	5.47	5.88

Table F2.2: AMCEs for vaccine choice for different trust groups

	Subgroup	Attribute	Level	Estimate	SE	Lower CI	Upper CI
1	Low trust	Side effects	1 in 10 000	0.00			
2	Low trust	Side effects	1 in 100 000	0.38	0.08	0.21	0.55
3	Low trust	Side effects	1 in 1 000 000	0.79	0.09	0.61	0.97
4	Low trust	Effectiveness	55%	0.00			
5	Low trust	Effectiveness	75%	0.60	0.09	0.42	0.78
6	Low trust	Effectiveness	95%	1.22	0.10	1.03	1.41
7	Low trust	Country	China	0.00			
8	Low trust	Country	Russia	0.51	0.12	0.27	0.74
9	Low trust	Country	UK	1.08	0.13	0.83	1.33
10	Low trust	Country	USA	1.30	0.13	1.03	1.56
11	Low trust	Country	Germany	1.25	0.13	1.00	1.51
12	Low trust	Type	Live Virus Vaccine	0.00			
13	Low trust	Type	Viral Vector Vaccine	0.44	0.11	0.23	0.65
14	Low trust	Type	Subunit Vaccine	0.09	0.11	-0.12	0.30
15	Low trust	Type	mRNA Vaccine	0.64	0.12	0.41	0.87
16	Low trust	People	1 million	0.00			
17	Low trust	People	10 million	0.08	0.09	-0.09	0.24
18	Low trust	People	100 million	0.27	0.09	0.10	0.45
19	Low trust	Duration	In 9 months	0.00			
20	Low trust	Duration	In 6 months	0.14	0.08	-0.03	0.30
21	Low trust	Duration	In 3 months	0.07	0.09	-0.10	0.24
22	Low trust	Cost	100 x population HUF	0.00			
23	Low trust	Cost	50 x population HUF	0.07	0.09	-0.10	0.24
24	Low trust	Cost	10 x population HUF	0.16	0.09	-0.03	0.34
25	Mid trust	Side effects	1 in 10 000	0.00			
26	Mid trust	Side effects	1 in 100 000	0.21	0.08	0.06	0.37
27	Mid trust	Side effects	1 in 1 000 000	0.57	0.08	0.42	0.73
28	Mid trust	Effectiveness	55%	0.00			
29	Mid trust	Effectiveness	75%	0.41	0.08	0.26	0.56
30	Mid trust	Effectiveness	95%	0.81	0.08	0.65	0.98
31	Mid trust	Country	China	0.00			
32	Mid trust	Country	Russia	0.50	0.11	0.28	0.73
33	Mid trust	Country	UK	0.79	0.11	0.58	1.00
34	Mid trust	Country	USA	0.83	0.11	0.61	1.05
35	Mid trust	Country	Germany	0.85	0.11	0.63	1.06
36	Mid trust	Type	Live Virus Vaccine	0.00			
37	Mid trust	Type	Viral Vector Vaccine	0.21	0.09	0.03	0.40
38	Mid trust	Type	Subunit Vaccine	0.18	0.09	-0.01	0.36
39	Mid trust	Type	mRNA Vaccine	0.33	0.10	0.14	0.52
40	Mid trust	People	1 million	0.00			
41	Mid trust	People	10 million	0.08	0.08	-0.07	0.23
42	Mid trust	People	100 million	0.21	0.08	0.06	0.36
43	Mid trust	Duration	In 9 months	0.00			
44	Mid trust	Duration	In 6 months	0.11	0.08	-0.04	0.26
45	Mid trust	Duration	In 3 months	0.09	0.08	-0.06	0.24
46	Mid trust	Cost	100 x population HUF	0.00			
47	Mid trust	Cost	50 x population HUF	0.09	0.08	-0.07	0.25
48	Mid trust	Cost	10 x population HUF	0.12	0.08	-0.04	0.27
49	High trust	Side effects	1 in 10 000	0.00			
50	High trust	Side effects	1 in 100 000	0.33	0.11	0.11	0.54
51	High trust	Side effects	1 in 1 000 000	0.61	0.12	0.38	0.84
52	High trust	Effectiveness	55%	0.00			
53	High trust	Effectiveness	75%	0.52	0.11	0.30	0.73
54	High trust	Effectiveness	95%	1.00	0.12	0.77	1.23
55	High trust	Country	China	0.00			
56	High trust	Country	Russia	0.42	0.14	0.14	0.69
57	High trust	Country	UK	0.19	0.15	-0.10	0.49
58	High trust	Country	USA	0.02	0.15	-0.29	0.32
59	High trust	Country	Germany	0.16	0.14	-0.12	0.44
60	High trust	Type	Live Virus Vaccine	0.00			
61	High trust	Type	Viral Vector Vaccine	-0.04	0.13	-0.30	0.21
62	High trust	Type	Subunit Vaccine	0.05	0.12	-0.19	0.29
63	High trust	Type	mRNA Vaccine	0.41	0.13	0.14	0.67
64	High trust	People	1 million	0.00			
65	High trust	People	10 million	-0.03	0.10	-0.23	0.17
66	High trust	People	100 million	0.30	0.11	0.10	0.51
67	High trust	Duration	In 9 months	0.00			
68	High trust	Duration	In 6 months	0.10	0.11	-0.11	0.32
69	High trust	Duration	In 3 months	0.20	0.10	-0.00	0.40
70	High trust	Cost	100 x population HUF	0.00			
71	High trust	Cost	50 x population HUF	-0.01	0.10	-0.21	0.20
72	High trust	Cost	10 x population HUF	0.03	0.10	-0.17	0.24

Figure F2.1: Differences across different trust groups (MMs for vaccine choice)
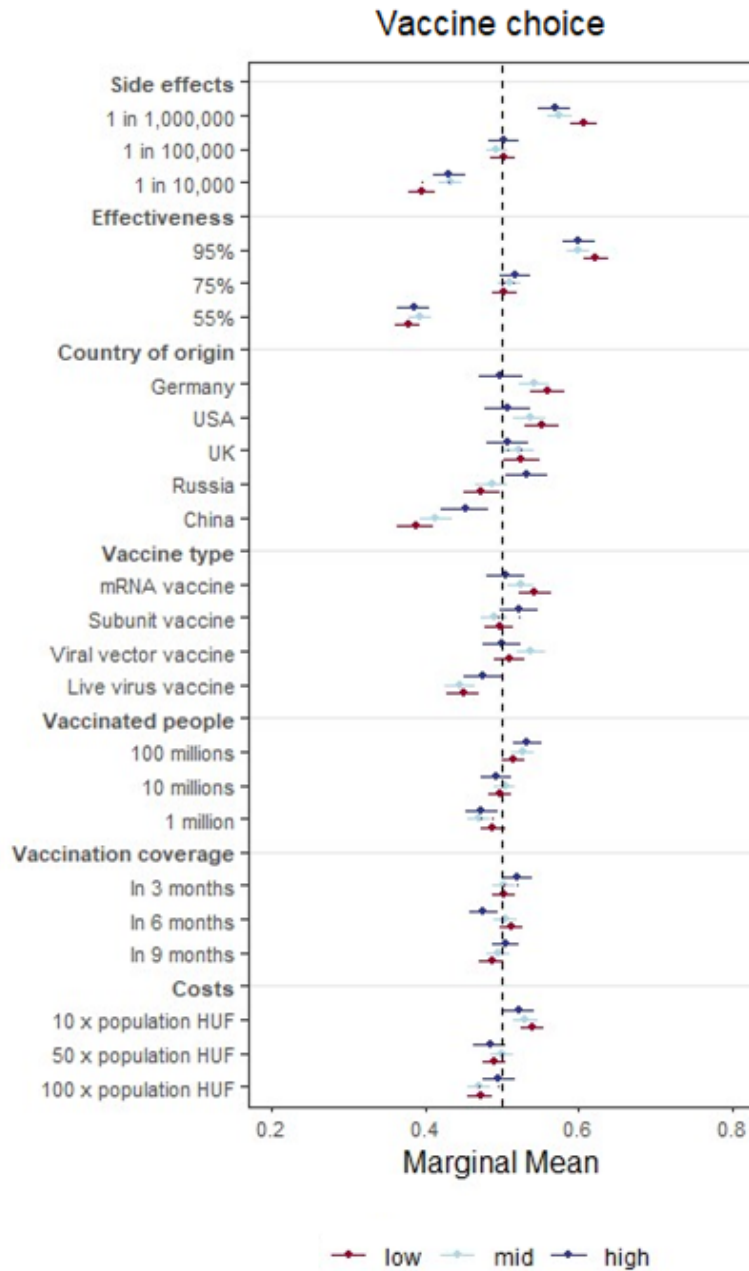
Note. The figure reports the marginal mean point estimates are plotted with 95% CIs, representing the average vaccine choice at each vaccine attribute level. The dashed line represents the grand mean (4.80).

Figure F2.2: Differences across different trust groups (AMCEs for vaccine choice)

Note. Each dot and error bar represents an AMCE (and its 95% CI). They represent the estimated effect sizes for the attribute levels (compared to the reference attribute level) on vaccine choice.
Reference categories for AMCEs: Side effects = '1 in 10,000', effectiveness = 55%, country of origin = China, vaccine type = live virus vaccine, vaccinated people = 1 million, vaccination coverage = in 9 months, costs = 100 x population HUF.