**S1 Table. Questions used to develop Health Belief Model (HBM) constructs and scoring**

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| **HBM construct** | **Wording of questions** | **Scoring** | **Range of possible values for construct** |

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| Susceptibility | How likely are you to get sick with influenza? | 1=Unlikely 2=Neither likely nor unlikely 3= Likely | 2 – 6 |
|  | How likely is someone in your family or group of friends to get sick with influenza? | 1=Unlikely 2=Neither likely nor unlikely 3= Likely |  |
| Severity | How likely are you to get severely sick (require hospitalization) with influenza? | 1=Unlikely 2=Neither likely nor unlikely 3= Likely | 3 – 9 |
|  | How likely is someone in your family or group of friends to get severely sick (require hospitalization) with influenza? | 1=Unlikely 2=Neither likely nor unlikely 3= Likely |  |
|  | How likely it is that influenza will disrupt the hospitals and clinics in your area (for example, overcrowded hospitals?) | 1=Unlikely 2=Neither likely nor unlikely 3= Likely |  |
| Benefits | How good or bad do you think the influenza vaccine shot is in preventing someone from becoming ill with influenza? | 1= Bad 2=Neither bad nor good 3=Good | 1 – 3 |
| Barriers | Ever experienced side effects from vaccination  | 0=No 1=Yes  | 1 – 4 |
|  | How safe do you think the influenza vaccine is?  | 1=Safe 2=Neither safe nor unsafe 3=Unsafe  |  |
| Cues to action | In the last three months, did a doctor, nurse or healthcare worker recommend that you get an influenza vaccination? | 0=No 1=Yes | 0 – 4 |
|  | In the last three months, did a friend or relative recommend that you get an influenza vaccination?  | 0=No 1=Yes |  |
|  | In the last three months, have you heard anyone give a health message about influenza or the influenza vaccine, on the radio, television or in person?  | 0=No 1=Yes |  |
|  | In the last three months, have you seen any posters or flyers on influenza or the influenza vaccine?  | 0=No 1=Yes |  |