

Regulatory Focus Pride and COVID-19 (Supplementary Material)

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Contents

Study Materials and Procedures Beyond RFQ and Demographic Questionnaires	2
2019 Data (Pre-Covid-19 Pandemic)	2
2020 Study 1 Data (Post-Covid-19 Pandemic)	2
2020 Study 2 Data (Post-Covid-19 Pandemic)	2
Complete Model Output for All Key Analyses	3
Study 1 Results	3
Differences in Regulatory Focus Before Versus After Start of Covid-19 Pandemic	3
Results Without Controlling for Demographic Covariates	3
Associations Between Post-Covid-19 Regulatory Focus Pride and Behavioral Outcomes	3
Study 2 Results	6
Differences in Regulatory Focus Before Versus After Start of Covid-19 Pandemic	6
Associations Between Post-Covid-19 Regulatory Focus Pride and Behavioral Outcomes	7

Study Materials and Procedures Beyond RFQ and Demographic Questionnaires

As described in the manuscript, the present research involves secondary data analyses of three existing datasets: one that was collected by one of the authors ([Redacted for peer review]) before the COVID-19 pandemic began in December 2019 and a second that was collected by another of the authors ([Redacted for peer review]) in collaboration with marketing research firm [Redacted for peer review] after the COVID-19 pandemic began in June 2020. Each of these datasets includes the Regulatory Focus Questionnaire (RFQ; Higgins et al. 2001) and demographic items related to age and political orientation. In addition to the key items of interest described in the manuscript, the studies included a range of additional measures unrelated to the present investigation. Please see below for a description of these measures and the studies' procedures.

2019 Data (Pre-Covid-19 Pandemic)

After consenting to participate in the study, participants first completed the Regulatory Focus Strength measure (Higgins, Shah, and Friedman 1997), an implicit accessibility measure that uses participants' response latency when responding to questions about their ideals (promotion) versus oughts (prevention) to measure their regulatory focus. Participants were then asked to rate the importance of 39 different everyday activities (e.g., *explore, advance, prevent*). Next, participants completed the Regulatory Focus Questionnaire (Higgins et al. 2001) to assess their motivational orientations with respect to promotion pride and prevention pride, as well as the Regulatory Mode Questionnaire (Kruglanski et al. 2000) to assess their motivational orientations with respect to locomotion and assessment. Then, participants completed a series of self-report questionnaires to assess their motivation and personality, including: the Need for Closure Scale (Kruglanski, Webster, and Klem 1993; Webster and Kruglanski 1994), the Five-Dimensional Curiosity Scale (Kashdan et al. 2018), the Interest/Deprivation Epistemic Curiosity Scale (Litman and Spielberger 2003), the System Justification Scale (Kay and Jost 2003), the Aggression-Submission-Conventionalism Scale (Dunwoody and Funke 2016), the Capacity for Self-Control Scale (Hoyle and Davison 2017), and the Big Five Inventory (John, Donahue, and Kentle 1991). Finally, participants optionally provided brief demographic information, including their age, gender, native language, ethnicity, current location, student status, education, household income, religious affiliation and background, and political orientation. Before finishing the study, participants were asked to complete an attention check item asking them to briefly describe the "general gist" of one question they answered during the study. Participants were then debriefed and compensated.

2020 Study 1 Data (Post-Covid-19 Pandemic)

After consenting to participate in the study, participants first completed the RFQ, followed by several novel single-item measures intended to probe participants' regulatory focus. After these regulatory focus measures, participants completed a series of self-report measures indicating their knowledge about the open or closed status of food establishments and salons and barbershop, as well as whether they had visited such establishments for in-person service in the last 14 days or planned to do so in the next 14 days (see the manuscript for a full description of these measures). Next, participants indicated whether they are currently using vitamin supplements to maintain their health and well-being, as described in the manuscript. After this measure, participants completed a wide range of measures probing their consumer behavior and intentions, including: plans to purchase or refurbish a computer for oneself or one's family; credit card and life insurance usage and preferred benefits; usage of financial technology such as contactless payments and mobile banking apps; tendency to shop at specific retailers and preferred benefits when shopping with these retailers; and whether participants purchase frozen food. Finally, participants provided demographic information including their ethnicity, education, income, political orientation, and age group.

2020 Study 2 Data (Post-Covid-19 Pandemic)

After consenting to participate in the study, participants completed a series of self-report measures indicating their past behavior and likelihood of future behavior in the domains of transportation, entertainment, and shopping, followed by items probing the preventative behaviors and Covid-19 threat perceptions (see the

manuscript for a full description of these measures). Next, participants completed the RFQ, followed by several single-item measures intended to probe participants' regulatory focus (similar to 2020 Study 1). After these regulatory focus measures, participants completed a series of additional self-report measures, including the Attention to Social Comparison Information Scale (Bearden and Rose 1990) and the generalized Sense of Power Scale (Anderson and Galinsky 2006). Finally, participants provided demographic information including their ethnicity, education, income, political orientation, and age group.

Complete Model Output for All Key Analyses

Study 1 Results

Differences in Regulatory Focus Before Versus After Start of Covid-19 Pandemic

Table 1: Parameter Estimates from Multiple Regression Analysis Predicting Promotion Pride

Predictor	Estimate	SE	t	p	
Intercept	3.66	0.04	90.87	< .001	***
Pre- vs. Post-Covid	-0.22	0.05	-4.58	< .001	***
Age Group	0.07	0.02	4.86	< .001	***
Political Orientation	-0.03	0.01	-2.61	.009	**

Table 2: Parameter Estimates from Multiple Regression Analysis Predicting Prevention Pride

Predictor	Estimate	SE	t	p	
Intercept	3.51	0.05	69.35	< .001	***
Pre- vs. Post-Covid	-0.14	0.06	-2.28	.023	*
Age Group	0.10	0.02	5.09	< .001	***
Political Orientation	-0.03	0.02	-2.02	.044	*

Results Without Controlling for Demographic Covariates

Table 3: Parameter Estimates from Regression Analysis Predicting Promotion Pride

Predictor	Estimate	SE	t	p	
Intercept	3.59	0.04	92.06	< .001	***
Pre- vs. Post-Covid	-0.13	0.05	-2.81	.005	**

Table 4: Parameter Estimates from Regression Analysis Predicting Prevention Pride

Predictor	Estimate	SE	t	p	
Intercept	3.43	0.05	69.87	< .001	***
Pre- vs. Post-Covid	-0.03	0.06	-0.47	.639	

Associations Between Post-Covid-19 Regulatory Focus Pride and Behavioral Outcomes Actively Searching for Information About the Opening of the Market

Table 5: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Knowing with Certainty If Food Establishments Are Open or Closed for Dine-In Service

Predictor	Estimate	SE	z	p	
Intercept	0.94	0.83	1.13	.257	
Promotion Pride	0.59	0.20	2.93	.003	**
Prevention Pride	-0.30	0.16	-1.86	.063	†
Age Group	0.00	0.08	0.01	.994	
Political Orientation	0.03	0.07	0.44	.662	

Table 6: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Knowing with Certainty If Salons and Barbershops Are Open or Closed for In-Person Service

Predictor	Estimate	SE	z	p	
Intercept	-0.44	0.80	-0.55	.58	
Promotion Pride	0.53	0.20	2.63	.009	**
Prevention Pride	0.15	0.15	1.00	.317	
Age Group	0.00	0.08	-0.06	.954	
Political Orientation	-0.05	0.07	-0.64	.523	

Likelihood of Moving Forward with Marketplace Activity in the Next 14 Days

Table 7: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Planning to Dine at a Food Establishment in the Next 14 Days

Predictor	Estimate	SE	z	p	
Intercept	0.34	0.73	0.46	.645	
Promotion Pride	0.24	0.18	1.31	.19	
Prevention Pride	-0.43	0.15	-2.94	.003	**
Age Group	-0.14	0.08	-1.83	.067	†
Political Orientation	-0.21	0.07	-3.11	.002	**

Table 8: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Planning to Visit a Salon or Barbershop for In-Person Service in the Next 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-0.24	0.76	-0.31	.756	
Promotion Pride	-0.01	0.19	-0.05	.957	
Prevention Pride	-0.28	0.15	-1.80	.072	†
Age Group	-0.10	0.08	-1.29	.196	
Political Orientation	-0.15	0.07	-2.18	.029	*

Behavior Involving Moving Forward with Marketplace Activity in the Past 14 Days

Table 9: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Already Dined at a Food Establishment in the Last 14 Days

Predictor	Estimate	SE	z	p	
Intercept	0.36	0.77	0.47	.641	
Promotion Pride	0.09	0.19	0.45	.654	
Prevention Pride	-0.43	0.15	-2.75	.006	**
Age Group	-0.22	0.08	-2.68	.007	**
Political Orientation	-0.16	0.07	-2.30	.021	*

Table 10: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Already Visited a Salon or Barbershop for In-Person Service in the Last 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-1.92	0.82	-2.35	.019	*
Promotion Pride	0.30	0.20	1.48	.139	
Prevention Pride	-0.15	0.16	-0.96	.335	
Age Group	0.05	0.08	0.63	.53	
Political Orientation	-0.16	0.07	-2.29	.022	*

Usage of Vitamin Supplements for Health and Well-Being

Table 11: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Currently Using Vitamins, Minerals, or Natural Immunity Boosters to Maintain Health and Well-Being

Predictor	Estimate	SE	z	p	
Intercept	-1.94	0.60	-3.26	.001	**
Promotion Pride	0.62	0.15	4.17	< .001	***
Prevention Pride	0.05	0.11	0.47	.641	
Age Group	0.15	0.06	2.56	.01	*
Political Orientation	-0.06	0.05	-1.10	.272	

Purchases Frozen Food

Table 12: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Purchasing Frozen Food

Predictor	Estimate	SE	z	p	
Intercept	2.07	1.01	2.06	.04	*
Promotion Pride	0.33	0.24	1.33	.182	
Prevention Pride	-0.23	0.19	-1.16	.247	
Age Group	0.15	0.10	1.43	.154	
Political Orientation	-0.06	0.09	-0.64	.52	

Study 2 Results

Differences in Regulatory Focus Before Versus After Start of Covid-19 Pandemic

Table 13: Parameter Estimates from Multiple Regression Analysis Predicting Promotion Pride

Predictor	Estimate	SE	t	p	
Intercept	3.59	0.03	115.31	< .001	***
Pre- vs. Post-Covid	-0.74	0.04	-19.72	< .001	***
Age Group	-0.01	0.01	-0.87	.386	
Political Orientation	-0.02	0.01	-2.04	.042	*

Table 14: Parameter Estimates from Multiple Regression Analysis Predicting Prevention Pride

Predictor	Estimate	SE	t	p	
Intercept	3.45	0.04	89.64	< .001	***
Pre- vs. Post-Covid	-0.43	0.05	-9.27	< .001	***
Age Group	0.02	0.01	1.27	.205	
Political Orientation	-0.01	0.01	-0.56	.577	

Results Without Controlling for Demographic Covariates

Table 15: Parameter Estimates from Regression Analysis Predicting Promotion Pride

Predictor	Estimate	SE	t	p	
Intercept	3.59	0.03	120.85	< .001	***
Pre- vs. Post-Covid	-0.74	0.04	-20.48	< .001	***

Table 16: Parameter Estimates from Regression Analysis Predicting Prevention Pride

Predictor	Estimate	SE	t	p	
Intercept	3.43	0.04	93.65	< .001	***
Pre- vs. Post-Covid	-0.41	0.04	-9.20	< .001	***

Monthly Analysis

Table 17: Parameter Estimates from Multiple Regression Analysis Predicting Promotion Pride

Predictor	Estimate	SE	t	p	
Intercept	3.81	0.04	91.34	< .001	***
Month	-0.09	0.01	-14.84	< .001	***
Age Group	0.04	0.01	3.97	< .001	***
Political Orientation	-0.03	0.01	-3.29	.001	**

Table 18: Parameter Estimates from Multiple Regression Analysis Predicting Prevention Pride

Predictor	Estimate	SE	t	p	
Intercept	3.60	0.05	72.62	< .001	***
Month	-0.06	0.01	-7.58	< .001	***
Age Group	0.07	0.01	5.30	< .001	***
Political Orientation	-0.03	0.01	-2.63	.009	**

Associations Between Post-Covid-19 Regulatory Focus Pride and Behavioral Outcomes Intentions and Behavior Regarding Marketplace Activity

Moving Forward with Marketplace Activity in the Past 14 Days: Entertainment Activities

Table 19: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Gone Out to a Restaurant in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-2.49	1.03	-2.42	.016	*
Promotion Pride	0.69	0.26	2.66	.008	**
Prevention Pride	-0.06	0.19	-0.31	.76	
Age Group	-0.03	0.06	-0.51	.607	
Political Orientation	-0.20	0.05	-3.73	< .001	***

Table 20: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Gone Out to a Public Event in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-2.15	1.36	-1.59	.112	
Promotion Pride	0.43	0.34	1.25	.21	
Prevention Pride	-0.30	0.25	-1.18	.239	
Age Group	-0.23	0.08	-2.91	.004	**
Political Orientation	-0.12	0.07	-1.76	.078	†

Table 21: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Gone Out to a Restaurant in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-0.63	1.44	-0.44	.659	
Promotion Pride	0.58	0.37	1.54	.123	
Prevention Pride	-1.04	0.28	-3.76	< .001	***
Age Group	-0.18	0.09	-2.09	.036	*
Political Orientation	-0.22	0.08	-2.77	.006	**

Moving Forward with Marketplace Activity in the Past 14 Days: Shopping Activities

Table 22: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Gone to a Shopping Mall in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-2.31	1.42	-1.62	.105	
Promotion Pride	0.63	0.36	1.73	.084	†
Prevention Pride	-0.49	0.27	-1.83	.067	†
Age Group	-0.25	0.08	-2.96	.003	**
Political Orientation	-0.14	0.07	-1.93	.053	†

Table 23: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Gone to the Grocery Store in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	2.31	1.54	1.50	.134	
Promotion Pride	0.11	0.38	0.30	.766	
Prevention Pride	-0.16	0.29	-0.53	.595	
Age Group	0.18	0.09	2.02	.043	*
Political Orientation	-0.09	0.08	-1.19	.234	

Table 24: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Ordered Groceries for Delivery in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	0.92	1.14	0.80	.423	
Promotion Pride	-0.02	0.29	-0.07	.946	
Prevention Pride	-0.70	0.22	-3.19	.001	**
Age Group	-0.39	0.07	-5.59	< .001	***
Political Orientation	0.03	0.06	0.49	.624	

Table 25: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Ordered Groceries for Pickup in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-1.75	1.25	-1.40	.161	
Promotion Pride	0.65	0.32	2.05	.041	*
Prevention Pride	-0.55	0.24	-2.35	.019	*
Age Group	-0.35	0.07	-4.72	< .001	***
Political Orientation	-0.01	0.06	-0.18	.854	

Moving Forward with Marketplace Activity in the Past 14 Days: Transportation Activities

Table 26: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Gone on a Road Trip in a Car in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	0.16	1.07	0.15	.883	
Promotion Pride	-0.03	0.27	-0.13	.9	
Prevention Pride	-0.38	0.21	-1.84	.065	†
Age Group	-0.05	0.06	-0.73	.467	
Political Orientation	-0.15	0.06	-2.63	.009	**

Table 27: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Traveled by Airplane in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-0.62	2.51	-0.25	.806	
Promotion Pride	0.52	0.67	0.77	.439	
Prevention Pride	-1.60	0.48	-3.33	.001	***
Age Group	-0.50	0.18	-2.71	.007	**
Political Orientation	-0.18	0.15	-1.18	.238	

Table 28: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Taken a Rideshare in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	-0.85	1.76	-0.48	.629	
Promotion Pride	0.80	0.46	1.75	.08	†
Prevention Pride	-1.42	0.34	-4.16	< .001	***
Age Group	-0.40	0.11	-3.47	.001	***
Political Orientation	-0.15	0.10	-1.55	.121	

Table 29: Parameter Estimates from Multiple Logistic Regression Analysis Predicting Having Taken a Taxi in the Past 14 Days

Predictor	Estimate	SE	z	p	
Intercept	1.16	2.25	0.51	.607	
Promotion Pride	0.14	0.59	0.23	.815	
Prevention Pride	-1.78	0.45	-3.93	< .001	***
Age Group	-0.56	0.17	-3.21	.001	**
Political Orientation	-0.07	0.14	-0.48	.629	

Likelihood of Moving Forward with Marketplace Activity in the Next 14 Days: Entertainment Activities

Table 30: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Going Out to a Restaurant in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	2.33	0.98	2.38	.017	*
Promotion Pride	0.49	0.25	1.99	.047	*
Prevention Pride	-0.21	0.19	-1.15	.25	
Age Group	-0.11	0.06	-1.93	.054	†
Political Orientation	-0.24	0.05	-4.91	< .001	***

Table 31: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Going Out to a Public Event in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	2.39	0.81	2.95	.003	**
Promotion Pride	0.31	0.20	1.53	.128	
Prevention Pride	-0.31	0.15	-2.01	.045	*
Age Group	-0.23	0.05	-4.89	< .001	***
Political Orientation	-0.16	0.04	-3.81	< .001	***

Table 32: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Going Out to a Bar in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	2.79	0.74	3.75	< .001	***
Promotion Pride	0.30	0.19	1.58	.114	
Prevention Pride	-0.56	0.14	-3.95	< .001	***
Age Group	-0.19	0.04	-4.23	< .001	***
Political Orientation	-0.11	0.04	-2.80	.005	**

Likelihood of Moving Forward with Marketplace Activity in the Next 14 Days: Shopping Activities

Table 33: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Going to a Shopping Mall in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	1.27	0.83	1.53	.127	
Promotion Pride	0.55	0.21	2.62	.009	**
Prevention Pride	-0.15	0.16	-0.95	.343	
Age Group	-0.18	0.05	-3.68	< .001	***
Political Orientation	-0.12	0.04	-2.84	.005	**

Table 34: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Going to the Grocery Store in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	6.92	0.77	8.99	< .001	***
Promotion Pride	-0.20	0.19	-1.01	.313	
Prevention Pride	-0.16	0.15	-1.09	.277	
Age Group	0.18	0.05	3.92	< .001	***
Political Orientation	0.00	0.04	-0.07	.944	

Table 35: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Ordering Groceries for Delivery in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	4.57	0.97	4.73	< .001	***
Promotion Pride	0.15	0.24	0.64	.525	
Prevention Pride	-0.72	0.18	-3.91	< .001	***
Age Group	-0.34	0.06	-5.88	< .001	***
Political Orientation	0.10	0.05	1.99	.048	*

Table 36: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Ordering Groceries for Pickup in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	3.83	0.95	4.04	< .001	***
Promotion Pride	0.30	0.24	1.27	.206	
Prevention Pride	-0.63	0.18	-3.46	.001	***
Age Group	-0.31	0.06	-5.60	< .001	***
Political Orientation	0.05	0.05	1.06	.29	

Likelihood of Moving Forward with Marketplace Activity in the Next 14 Days: Transportation Activities

Table 37: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Going on a Road Trip in a Car in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	4.26	0.99	4.32	< .001	***
Promotion Pride	-0.01	0.25	-0.02	.982	
Prevention Pride	-0.43	0.19	-2.30	.022	*
Age Group	-0.01	0.06	-0.23	.82	
Political Orientation	-0.09	0.05	-1.72	.086	†

Table 38: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Traveling by Airplane in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	2.21	0.54	4.12	< .001	***
Promotion Pride	0.08	0.13	0.62	.536	
Prevention Pride	-0.34	0.10	-3.32	.001	***
Age Group	-0.09	0.03	-2.90	.004	**
Political Orientation	-0.06	0.03	-2.04	.042	*

Table 39: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Taking a Rideshare in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	1.69	0.70	2.40	.017	*
Promotion Pride	0.44	0.18	2.51	.012	*
Prevention Pride	-0.40	0.13	-2.98	.003	**
Age Group	-0.18	0.04	-4.40	< .001	***
Political Orientation	-0.05	0.04	-1.37	.172	

Table 40: Parameter Estimates from Multiple Regression Analysis Predicting the Likelihood of Taking a Taxi in the Next 14 Days

Predictor	Estimate	SE	t	p	
Intercept	2.06	0.56	3.64	< .001	***
Promotion Pride	0.21	0.14	1.50	.133	
Prevention Pride	-0.38	0.11	-3.57	< .001	***
Age Group	-0.14	0.03	-4.20	< .001	***
Political Orientation	-0.01	0.03	-0.50	.619	

Engagement in Pandemic-Related Safety Behaviors

Table 41: Parameter Estimates from Multiple Regression Analysis Predicting Washing Hands or Uses Hand Sanitizer Upon Returning Home

Predictor	Estimate	SE	t	p	
Intercept	7.99	0.74	10.74	< .001	***
Promotion Pride	-0.53	0.19	-2.85	.005	**
Prevention Pride	-0.21	0.14	-1.46	.144	
Age Group	0.06	0.04	1.34	.18	
Political Orientation	0.19	0.04	5.11	< .001	***

Table 42: Parameter Estimates from Multiple Regression Analysis Predicting Wearing Masks When Leaving One's House to Protect Oneself and One's Family

Predictor	Estimate	SE	t	p	
Intercept	7.71	0.84	9.21	< .001	***
Promotion Pride	-0.54	0.21	-2.56	.011	*
Prevention Pride	-0.16	0.16	-1.03	.304	
Age Group	0.07	0.05	1.40	.161	
Political Orientation	0.30	0.04	7.05	< .001	***

Table 43: Parameter Estimates from Multiple Regression Analysis Predicting Wearing Masks When Leaving One's House to Protect Others

Predictor	Estimate	SE	t	p	
Intercept	7.14	0.80	8.91	< .001	***
Promotion Pride	-0.47	0.20	-2.35	.019	*
Prevention Pride	-0.02	0.15	-0.15	.88	
Age Group	0.11	0.05	2.35	.019	*
Political Orientation	0.35	0.04	8.44	< .001	***

Table 44: Parameter Estimates from Multiple Regression Analysis Predicting Wearing Gloves When Leaving One's House

Predictor	Estimate	SE	t	p	
Intercept	4.10	0.90	4.56	< .001	***
Promotion Pride	-0.16	0.23	-0.72	.472	
Prevention Pride	-0.33	0.17	-1.92	.056	†
Age Group	-0.17	0.05	-3.22	.001	**
Political Orientation	0.03	0.05	0.67	.502	

Table 45: Parameter Estimates from Multiple Regression Analysis Predicting Avoiding Going to Places that Do Not Enforce Social Distancing

Predictor	Estimate	SE	t	p	
Intercept	6.97	0.87	7.99	< .001	***
Promotion Pride	-0.49	0.22	-2.24	.026	*
Prevention Pride	-0.11	0.17	-0.64	.521	
Age Group	0.13	0.05	2.56	.011	*
Political Orientation	0.30	0.04	6.80	< .001	***

Table 46: Parameter Estimates from Multiple Regression Analysis Predicting Regularly Cleaning and Disinfecting One's Home

Predictor	Estimate	SE	t	p	
Intercept	8.32	0.76	10.90	< .001	***
Promotion Pride	-0.59	0.19	-3.08	.002	**
Prevention Pride	-0.50	0.15	-3.44	.001	***
Age Group	-0.10	0.04	-2.29	.022	*
Political Orientation	0.06	0.04	1.58	.115	

Perceived Covid-19 Threat Level

Table 47: Parameter Estimates from Multiple Regression Analysis Predicting the Level of Threat Covid-19 Poses to One Personally

Predictor	Estimate	SE	t	p	
Intercept	5.14	0.84	6.14	< .001	***
Promotion Pride	0.06	0.21	0.30	.765	
Prevention Pride	-0.42	0.16	-2.64	.009	**
Age Group	0.06	0.05	1.15	.249	
Political Orientation	0.13	0.04	3.07	.002	**

Table 48: Parameter Estimates from Multiple Regression Analysis Predicting the Level of Threat Covid-19 Poses to Most of One's Peers

Predictor	Estimate	SE	t	p	
Intercept	5.66	0.75	7.49	< .001	***
Promotion Pride	-0.06	0.19	-0.31	.759	
Prevention Pride	-0.43	0.14	-2.98	.003	**
Age Group	0.11	0.04	2.44	.015	*
Political Orientation	0.17	0.04	4.43	< .001	***

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