Regulatory Focus Pride and Covid-19 (Analysis Code)

[Author names redacted for blind peer review]

Contents

Setup and Data Cleaning

Load Libraries and Themes

```
# Load libraries
library(knitr) # Required for knitting
library(readxl) # Required to load .xlsx file
library(tidyverse) # Required for data cleaning
library(broman) # Required for myround() function that doesn't truncate digits
library(ggsignif) # Required for plots with significance stars
library(grid) # Required to print plots side by side
library(gridExtra) # Required to print plots side by side

# Load themes
mythemeweb = theme_classic(base_size = 13) +
    theme(legend.position = 'none',
          panel.grid.minor = element_blank(),
          panel.grid.major = element_blank(),
          plot.background = element_rect(fill = "transparent", color = NA),
```

```
          panel.background = element_rect(fill = "transparent", color = NA),
          strip.text.x = element_blank(),
          panel.spacing = unit(0.1, "cm"),
          panel.border = element_rect(color="black", fill=NA),
          text = element_text(family="Helvetica", size=13),
          axis.text.x = element_text(size=11, margin=unit(c(5,0,2,0), "mm")),
          axis.text.y = element_text(size=11, margin=unit(c(0,5,0,0), "mm")),
          axis.ticks = element_line(size = .5),
          axis.ticks.length=unit(-2, "mm"))
theme_set(mythemeweb)
```

Load and Clean Data

```
# IMPORT DATA
rf_2019 <- read.csv(file="data/RFQ_Dec2019.csv", header = TRUE)
rf_2020 <- read_excel("data/RAW DATA BeSci Analytic Engine without zipcode.xlsx", col_names = TRUE)
rf_2020b <- read_excel("data/Mindset Survey 1 Data 2020-08-13 Definitions TDJ.xlsx", col_names = TRUE)

## PREPARE DATA FOR CLEANING AND ANALYSIS

# Select RFQ columns from 2019 data
rf_2019 <- rf_2019[,3:24]

# Rename location column
rf_2019 <- dplyr::rename(rf_2019, state = location)

# Remove second header line in 2020 Study 1 data, then rename and grab numeric scores from RFQ columns
rf_2020 <- rf_2020 %>%
  dplyr::filter(RESP_GENDER != "Gender") %>%
  dplyr::rename(gender = RESP_GENDER,
                state = SCREENER1,
                rfq_1 = Q2086001786,
                rfq_2 = Q2073796874,
                rfq_3 = Q2026604185,
                rfq_4 = Q2038294139,
                rfq_5 = Q2097149062,
                rfq_6 = Q2005076527,
                rfq_7 = Q2099986100,
                rfq_8 = Q2014137399,
                rfq_9 = Q2047821109,
                rfq_10 = Q2071138905,
                rfq_11 = Q2082031934,
                ach_pos = Q2005648795,
                prev_neg = Q2064967607,
                rf_moremot = Q2096417839,
                obtainprotect_moremot = Q2061616163,
                foodest_open = Q2078453979,
                foodest_been = Q2015373138,
                foodest_plan = Q2067606070,
                salon_open = Q2029531417,
                salon_been = Q2077930763,
                salon_plan = Q2098211869,
                vitamins = Q2004035326,
```

```
                timewithpet = Q2063144300,
                computer_me = Q2071690348__1,
                computer_kids = Q2071690348__2,
                computer_secondhand = Q2071690348__3,
                computer_refurb = Q2071690348__4,
                computer_handdown = Q2071690348__5,
                computer_specupgrade = Q2071690348__6,
                computer_none = Q2071690348__7,
                creditcard = Q2097300961,
                rf_creditcard = Q2035360696,
                lifeins = Q2026863539,
                rf_lifeins = Q2093059946,
                contactless_first = Q2002812802,
                contactless_more = Q2051778461,
                bankapp_first = Q2077157945,
                bankapp_more = Q2060012316,
                rf_shopinperson = Q2001253794,
                target = Q2001547641,
                rf_target = Q2050454100,
                frozenfood = Q2097632970,
                rf_frozenfood = Q2079137883,
                ethnicity = Q2091531022,
                education = Q2057920686,
                income = Q2014095963,
                pol_orient = Q2066820448,
                agegroup = Q2090985821)
rf_2020$rfq_1 <- str_extract(rf_2020$rfq_1, "^.{1}")
rf_2020$rfq_2 <- str_extract(rf_2020$rfq_2, "^.{1}")
rf_2020$rfq_3 <- str_extract(rf_2020$rfq_3, "^.{1}")
rf_2020$rfq_4 <- str_extract(rf_2020$rfq_4, "^.{1}")
rf_2020$rfq_5 <- str_extract(rf_2020$rfq_5, "^.{1}")
rf_2020$rfq_6 <- str_extract(rf_2020$rfq_6, "^.{1}")
rf_2020$rfq_7 <- str_extract(rf_2020$rfq_7, "^.{1}")
rf_2020$rfq_8 <- str_extract(rf_2020$rfq_8, "^.{1}")
rf_2020$rfq_9 <- str_extract(rf_2020$rfq_9, "^.{1}")
rf_2020$rfq_10 <- str_extract(rf_2020$rfq_10, "^.{1}")
rf_2020$rfq_11 <- str_extract(rf_2020$rfq_11, "^.{1}")

rf_2020$state <- str_sub(rf_2020$state, start= -2)

# Do the same for 2020 Study 2 data
rf_2020b <- rf_2020b %>%
  dplyr::filter(RESP_GENDER != "Gender") %>%
  dplyr::rename(gender = RESP_GENDER,
                state = SCREENER1,
                travel_car = "Q2032311582 (Gone on a roadtrip in a car)",
                travel_air = "Q2032311582 (Traveled by airplane)",
                travel_pubtrans = "Q2032311582 (Taken local public transportation (eg bus subwa",
                travel_rideshare = "Q2032311582 (Taken ridesharing services (eg Uber Lyft))",
                travel_taxi = "Q2032311582 (Taken a taxi)",
                stay_hotel = "Q2032311582 (Stayed in a hotel)",
                stay_rental = "Q2032311582 (Stayed in a vacation rental (eg Airbnb))",
                travel_car_1 = "Q2040372016 (Go on a roadtrip in a car)",
```

```
travel_air_l = "Q2040372016 (Travel by airplane)",
travel_pubtrans_l = "Q2040372016 (Take local public transportation (eg bus subway",
travel_rideshare_l = "Q2040372016 (Take ridesharing services (eg Uber Lyft))",
travel_taxi_l = "Q2040372016 (Take a taxi)",
stay_hotel_l = "Q2040372016 (Stay in a hotel)",
stay_rental_l = "Q2040372016 (Stay in a vacation rental (eg Airbnb))",
out_restaurant = "Q2038689152 (Gone out to a restaurant with friends/family)",
out_publicevent = "Q2038689152 (Gone out to an event in public with friends/fam",
out_bar = "Q2038689152 (Gone out to a bar with friends/family)",
out_largegathering = "Q2038689152 (Gone out to a large gathering (eg more than 10",
drank_home = "Q2038689152 (Drank alcoholic beverages at home)",
online_gathering = "Q2038689152 (Participated in an online social gathering (eg",
out_restaurant_l = "Q2027016490 (Go out to a restaurant with friends/family)",
out_publicevent_l = "Q2027016490 (Go out to an event in public with friends/famil",
out_bar_l = "Q2027016490 (Go out to a bar with friends/family)",
out_largegathering_l = "Q2027016490 (Go out to a large gathering (eg more than 10 pe",
drink_home_l = "Q2027016490 (Drink alcoholic beverages at home)",
online_gathering_l = "Q2027016490 (Participate in an online social gathering (eg Z",
shop_mall = "Q2007850037 (Gone to a shopping mall)",
shop_grocery = "Q2007850037 (Gone to a grocery store)",
order_grocery_delivery = "Q2007850037 (Ordered groceries online for delivery)",
order_grocery_pickup = "Q2007850037 (Ordered groceries online for pickup)",
new_prod_brand = "Q2007850037 (Tried a new product or brand for the first time",
shop_nonessential_instore = "Q2007850037 (Shopped for non-essential items in a store)",
shop_nonessential_online = "Q2007850037 (Shopped for non-essential items online)",
shop_mall_l = "Q2074949376 (Go to a shopping mall)",
shop_grocery_l = "Q2074949376 (Go to a grocery store)",
order_grocery_delivery_l = "Q2074949376 (Order groceries online for delivery)",
order_grocery_pickup_l = "Q2074949376 (Order groceries online for pickup)",
new_prod_brand_l = "Q2074949376 (Try a new product or brand for the first time)",
shop_nonessential_instore_l = "Q2074949376 (Shop for non-essential items in a store)",
shop_nonessential_online_l = "Q2074949376 (Shop for non-essential items online)",
wash_hands_sanitizer = "Q2094454301 (I always wash hands or use hand sanitizer as so",
wear_mask_self_family = "Q2094454301 (I wear masks whenever I leave my house to prote",
wear_mask_others = "Q2094454301b (I wear masks whenever I leave my house to prote",
wear_gloves = "Q2094454301 (I wear gloves whenever I leave my house)",
social_distancing = "Q2094454301 (I practice social distancing whenever I leave m",
avoid_places_no_socdist = "Q2094454301 (I avoid going to places that do not enforce soc
clean_disinfect = "Q2094454301 (I regularly clean and disinfect my home)",
tested_covid = "Q2019985903 (Have you been tested for Covid-19 (or antibodie",
tested_covid_plan = "Q2019985903 (Do you plan to get tested for Covid-19 (or anti",
covid_threat_personal = "Q2040189607 (What level of threat do you think Covid-19 pose",
covid_threat_peers = "Q2040189607 (What level of threat do you think Covid-19 pose2",
life_return_normal = "Q2005528889",
rfq_1 = "Q2014987959 (Compared to most people are you typically unabl",
rfq_2 = "Q2014987959 (Do you often do well at different things that y",
rfq_3 = "Q2014987959 (Not being careful enough has gotten me into tro",
rfq_4 = "Q2014987959 (Growing up did you ever act in ways that your p",
rfq_5 = "Q2014987959 (Did you get on your parents' nerves often when",
rfq_6 = "Q2014987959 (Growing up would you ever "cross the line" by d",
rfq_7 = "Q2011014226 (I feel like I have made progress toward being s",
rfq_8 = "Q2011014226 (I have found very few hobbies or activities in",
rfq_9 = "Q2076338533",
```

```
                rfq_10 = "Q2058289486",
                rfq_11 = "Q2031600708",
                ach_pos_outcomes = "Q2087337059 (I tend to focus on achieving positive outcomes)",
                avoid_neg_cons = "Q2087337059 (I tend to focus on avoiding negative consequenc",
                ach_new_exps = "Q2087337059 (I tend to focus on achieving new experiences)",
                duties_oblig = "Q2087337059 (I tend to focus on my duties and obligations)",
                get_to_do = "Q2087337059 (I tend to focus on things I get to do)",
                have_to_do = "Q2087337059 (I tend to focus on things I have to do)",
                proper_behavior = "Q2016440512 (It is my feeling that if everyone else in a gro",
                avoid_outofstyle = "Q2016440512 (I actively avoid wearing clothes that are not i",
                parties_fit_in = "Q2016440512 (At parties I usually try to behave in a manner",
                uncertain_look_to_others = "Q2016440512 (When I am uncertain how to act in a social situ
                avoid_outofplace = "Q2016440512 (I try to pay attention to the reactions of othe",
                slang = "Q2016440512 (I find that I tend to pick up slang expressions",
                what_others_wear = "Q2016440512 (I tend to pay attention to what others are wear",
                disapproval_change = "Q2090610647 (The slightest look of disapproval in the eyes o",
                imp_fit_in = "Q2090610647 (Its important to me to fit into the group Im wi",
                beh_depends_on_others = "Q2090610647 (My behavior often depends on how I feel others",
                uncertain_look_to_others2 = "Q2090610647 (If I am the least bit uncertain as to how to a
                keep_up_clothing = "Q2090610647 (I usually keep up with clothing style changes b",
                not_follow_crowd = "Q2090610647 (When in a social situation I tend not to follow",
                risks_fun = "Q2017707446 (Taking risks makes life more fun)",
                risk_taker = "Q2017707446 (My friends would say that Im a risk taker)",
                enjoy_risk = "Q2017707446 (I enjoy taking risks in most aspects of my life",
                risk_even_if_hurt = "Q2017707446 (I would take a risk even if it meant I might ge",
                risks_imp = "Q2017707446 (Taking risks is an important part of my life)",
                common_risky_dec = "Q2017707446 (I commonly make risky decisions)",
                believe_taking_chances = "Q2017707446 (I am a believer of taking chances)",
                attracted_by_risk = "Q2017707446 (I am attracted rather than scared by risk)",
                people_listen = "Q2060172177 (I can get people to listen to what I say)",
                wishes_dont_carry_weight = "Q2060172177 (My wishes do not carry much weight)",
                get_others_todo = "Q2060172177 (I can get others to do what I want)",
                views_little_sway = "Q2060172177 (Even if I voice them my views have little sway)",
                have_power = "Q2060172177 (I think I have a great deal of power)",
                ideas_op_ignored = "Q2060172177 (My ideas and opinions are often ignored)",
                unable_get_way = "Q2060172177 (Even when I try I am not able to get my way)",
                make_decisions = "Q2060172177 (If I want to I get to make the decisions)",
                age = "Q2022382998",
                ethnicity = "Q2038877242",
                pol_orient = "Q2058714381",
                education = "Q2066913167",
                income = "Q2035596434")
rf_2020b$rfq_1 <- str_extract(rf_2020b$rfq_1, "^.{1}")
rf_2020b$rfq_2 <- str_extract(rf_2020b$rfq_2, "^.{1}")
rf_2020b$rfq_3 <- str_extract(rf_2020b$rfq_3, "^.{1}")
rf_2020b$rfq_4 <- str_extract(rf_2020b$rfq_4, "^.{1}")
rf_2020b$rfq_5 <- str_extract(rf_2020b$rfq_5, "^.{1}")
rf_2020b$rfq_6 <- str_extract(rf_2020b$rfq_6, "^.{1}")
rf_2020b$rfq_7 <- str_extract(rf_2020b$rfq_7, "^.{1}")
rf_2020b$rfq_8 <- str_extract(rf_2020b$rfq_8, "^.{1}")
rf_2020b$rfq_9 <- str_extract(rf_2020b$rfq_9, "^.{1}")
rf_2020b$rfq_10 <- str_extract(rf_2020b$rfq_10, "^.{1}")
rf_2020b$rfq_11 <- str_extract(rf_2020b$rfq_11, "^.{1}")
```

```r
# Grab text labels for demographic columns
rf_2020b$ethnicity <- str_sub(rf_2020b$ethnicity, start = 5)
rf_2020b$pol_orient <- str_sub(rf_2020b$pol_orient, start = 5)
rf_2020b$education <- str_sub(rf_2020b$education, start = 5)
rf_2020b$income <- str_sub(rf_2020b$income, start = 5)

# Recode demographics in 2020 Study 2 data to match 2020 Study 1 coding
rf_2020b$pol_orient <- case_when(rf_2020b$pol_orient == "Very conservative" ~ "Strongly Conservative",
                                 rf_2020b$pol_orient == "Very liberal" ~ "Strongly Liberal",
                                 rf_2020b$pol_orient == "Conservative" ~ "Conservative",
                                 rf_2020b$pol_orient == "Liberal" ~ "Liberal",
                                 rf_2020b$pol_orient == "Slightly conservative" ~ "Slightly Conservative",
                                 rf_2020b$pol_orient == "Slightly liberal" ~ "Slightly Liberal",
                                 rf_2020b$pol_orient == "Moderate" ~ "Moderate")
rf_2020b$agegroup <- case_when(rf_2020b$age < 25 ~ "18 - 24",
                               rf_2020b$age < 35 ~ "25 - 34",
                               rf_2020b$age < 45 ~ "35 - 44",
                               rf_2020b$age < 55 ~ "45 - 54",
                               rf_2020b$age < 65 ~ "55 - 64",
                               rf_2020b$age >= 65 ~ "65 or older")
rf_2020b$education <- case_when(rf_2020b$education == "Elementary School" ~ "Other",
                                rf_2020b$education == "Some High School" ~ "Other",
                                rf_2020b$education == "High School Graduate or GED" ~ "High School Diploma",
                                rf_2020b$education == "Some College" ~ "High School Diploma",
                                rf_2020b$education == "Associate Degree" ~ "Associates Degree",
                                rf_2020b$education == "Bachelor's Degree" ~ "Bachelors Degree",
                                rf_2020b$education == "Master's Degree" ~ "Graduate Degree",
                                rf_2020b$education == "MD, JD, PhD" ~ "Graduate Degree")
rf_2020b$income <- case_when(rf_2020b$income == "$0-$10,000" ~ "$0 - $10,000",
                             rf_2020b$income == "$10,001 - $20,000" ~ "$10,000 - $20,000",
                             rf_2020b$income == "$20,001 - $40,000" ~ "$20,001 - $40,000",
                             rf_2020b$income == "$40,001 - $70,000" ~ "$40,001 - $70,000",
                             rf_2020b$income == "$70,001 - $100,000" ~ "$70,001 - $100,000",
                             rf_2020b$income == "$100,001 - $250,000" ~ "$100,001 - $250,000",
                             rf_2020b$income == "$250,001+" ~ "$250,001+")

# Add study month columns and then merge dataframes
rf_2020$month <- "Jun"
rf_2020b$month <- "July"
rf_2020 <- merge(rf_2020, rf_2020b, all = T)
rm(rf_2020b)

# Calculate agegroup in 2019 data (consistent with 2020 age group levels)
rf_2019$agegroup <- case_when(rf_2019$age < 25 ~ "18 - 24",
                              rf_2019$age < 35 ~ "25 - 34",
                              rf_2019$age < 45 ~ "35 - 44",
                              rf_2019$age < 55 ~ "45 - 54",
                              rf_2019$age < 65 ~ "55 - 64",
                              rf_2019$age >= 65 ~ "65 or older")
rf_2019$age <- NULL

# Recode demographics in 2019 data to match 2020 coding
rf_2019$income <- case_when(rf_2019$income == "$10K-$20K" ~ "$10,000 - $20,000",
```

```
                              rf_2019$income == "$20K-$40K" ~ "$20,001 - $40,000",
                              rf_2019$income == "$40K-$70K" ~ "$40,001 - $70,000",
                              rf_2019$income == "$70K-$100K" ~ "$70,001 - $100,000",
                              rf_2019$income == "$100K-$250K" ~ "$100,001 - $250,000",
                              rf_2019$income == "$250K+" ~ "$250,001+")
rf_2019$education <- case_when(rf_2019$education == "Some High School" ~ "Other",
                              rf_2019$education == "High School" ~ "High School Diploma",
                              rf_2019$education == "Some College" ~ "High School Diploma",
                              rf_2019$education == "Associate's" ~ "Associates Degree",
                              rf_2019$education == "Bachelor's" ~ "Bachelors Degree",
                              rf_2019$education == "Master's" ~ "Graduate Degree",
                              rf_2019$education == "Doctorate" ~ "Graduate Degree",
                              rf_2019$education == "No Response" ~ "Other")
rf_2019$pol_orient <- case_when(rf_2019$pol_orient == "Very Conservative" ~ "Strongly Conservative",
                              rf_2019$pol_orient == "Very Liberal" ~ "Strongly Liberal",
                              rf_2019$pol_orient == "Conservative" ~ "Conservative",
                              rf_2019$pol_orient == "Liberal" ~ "Liberal",
                              rf_2019$pol_orient == "Slightly Conservative" ~ "Slightly Conservative",
                              rf_2019$pol_orient == "Slightly Liberal" ~ "Slightly Liberal",
                              rf_2019$pol_orient == "Moderate" ~ "Moderate")

# Convert RFQ columns to numeric in rf_2020
num <- c("rfq_1", "rfq_2", "rfq_3", "rfq_4", "rfq_5", "rfq_6",
         "rfq_7", "rfq_8", "rfq_9", "rfq_10", "rfq_11") # Define numeric columns
rf_2020[num] <- lapply(rf_2020[num], as.character) # Convert numeric columns to character (before numer
rf_2020[num] <- lapply(rf_2020[num], as.numeric) # Convert numeric columns to numeric
rm(num) # Clear mfraw.num from workspace as it is no longer needed

# Add pre vs. post Covid column and then merge dataframes
rf_2019$covid <- "Pre-Covid"
rf_2020$covid <- "Post-Covid"
rf <- bind_rows(rf_2019, rf_2020)
rm(rf_2019, rf_2020)

# Calculate prevention pride and promotion pride scores
rf$prev <- ((6-rf$rfq_2) + (6-rf$rfq_4) + rf$rfq_5 +
              (6-rf$rfq_6) + (6-rf$rfq_8))/5
rf$prom <- ((6-rf$rfq_1) + rf$rfq_3 + rf$rfq_7 + (6-rf$rfq_9) +
              rf$rfq_10 + (6-rf$rfq_11))/6

# Calculate promotion dominance scores
rf$promdom <- rf$prom - rf$prev

# Dummy-code pre vs. post Covid
rf$covid.d <- NA
rf$covid.d[rf$covid == "Pre-Covid"] <- 0
rf$covid.d[rf$covid == "Post-Covid"] <- 1

# Create ordered factor version of Covid variable for plotting
rf$covidF <- factor(rf$covid, levels = c("Pre-Covid", "Post-Covid"), ordered = TRUE)

# Create an ordinal numeric version of the political orientation variable and mean-center
rf$pol_orient.num <- dplyr::recode(rf$pol_orient, `Strongly Conservative` = 1,
```

```
                              `Conservative` = 2, `Slightly Conservative` = 3,
                              `Moderate` = 4, `Slightly Liberal` = 5,
                              `Liberal` = 6, `Strongly Liberal` = 7, .default = NA_real_)
rf$pol_orient.num.c <- as.numeric(scale(rf$pol_orient.num, center = TRUE, scale = FALSE))

# Create an ordinal numeric version of the age group variable and mean-center
rf$agegroup.num <- dplyr::recode(rf$agegroup, `18 - 24` = 1, `25 - 34` = 2,
                            `35 - 44` = 3, `45 - 54` = 4, `55 - 64` = 5,
                            `65 or older` = 6, .default = NA_real_)
rf$agegroup.num.c <- as.numeric(scale(rf$agegroup.num, center = TRUE, scale = FALSE))

## DUMMY-CODE BEHAVIORAL OUTCOME VARIABLES (2020 Study 1)

rf$foodest_open_certain.d <- case_when(rf$foodest_open == "Yes" ~ 1,
                                rf$foodest_open == "Uncertain" ~ 0,
                                rf$foodest_open == "No" ~ 1)
rf$foodest_been.d <- case_when(rf$foodest_been == "Yes" ~ 1,
                                rf$foodest_been == "Does not apply" ~ 0,
                                rf$foodest_been == "No" ~ 0)
rf$foodest_plan.d <- case_when(rf$foodest_plan == "Yes" ~ 1,
                                rf$foodest_plan == "No" ~ 0)
rf$salon_open_certain.d <- case_when(rf$salon_open == "Yes" ~ 1,
                              rf$salon_open == "Uncertain" ~ 0,
                              rf$salon_open == "No" ~ 1)
rf$salon_been.d <- case_when(rf$salon_been == "Yes" ~ 1,
                              rf$salon_been == "Does not apply" ~ 0,
                              rf$salon_been == "No" ~ 0)
rf$salon_plan.d <- case_when(rf$salon_plan == "Yes" ~ 1,
                              rf$salon_plan == "No" ~ 0)
rf$vitamins_current.d <- case_when(rf$vitamins == "Currently using" ~ 1,
                                rf$vitamins == "Considering using" ~ 0,
                                rf$vitamins == "Not considering using" ~ 0)
rf$frozenfood.d <- case_when(rf$frozenfood == "Yes" ~ 1,
                              rf$frozenfood == "No" ~ 0)

# Create Study 1 subsets where needed for analyses
foodest <- filter(rf, foodest_open == "Yes" | foodest_open == "Uncertain") # n = 365
salon <- filter(rf, salon_open == "Yes" | salon_open == "Uncertain") # n = 412


## EXTRACT NUMERIC DATA FOR BEHAVIORAL OUTCOME VARIABLES (2020 Study 2)

# 1 = yes, 2 = no
rf$travel_car <- str_to_title(str_sub(rf$travel_car, start = 5))
rf$travel_air <- str_to_title(str_sub(rf$travel_air, start = 5))
rf$travel_pubtrans <- str_to_title(str_sub(rf$travel_pubtrans, start = 5))
rf$travel_rideshare <- str_to_title(str_sub(rf$travel_rideshare, start = 5))
rf$travel_taxi <- str_to_title(str_sub(rf$travel_taxi, start = 5))
rf$stay_hotel <- str_to_title(str_sub(rf$stay_hotel, start = 5))
rf$stay_rental <- str_to_title(str_sub(rf$stay_rental, start = 5))
rf$out_restaurant <- str_to_title(str_sub(rf$out_restaurant, start = 5))
rf$out_publicevent <- str_to_title(str_sub(rf$out_publicevent, start = 5))
rf$out_bar <- str_to_title(str_sub(rf$out_bar, start = 5))
```

```r
rf$out_largegathering <- str_to_title(str_sub(rf$out_largegathering, start = 5))
rf$drank_home <- str_to_title(str_sub(rf$drank_home, start = 5))
rf$online_gathering <- str_to_title(str_sub(rf$online_gathering, start = 5))
rf$shop_mall <- str_to_title(str_sub(rf$shop_mall, start = 5))
rf$shop_grocery <- str_to_title(str_sub(rf$shop_grocery, start = 5))
rf$order_grocery_delivery <- str_to_title(str_sub(rf$order_grocery_delivery, start = 5))
rf$order_grocery_pickup <- str_to_title(str_sub(rf$order_grocery_pickup, start = 5))
rf$new_prod_brand <- str_to_title(str_sub(rf$new_prod_brand, start = 5))
rf$shop_nonessential_instore <- str_to_title(str_sub(rf$shop_nonessential_instore, start = 5))
rf$shop_nonessential_online <- str_to_title(str_sub(rf$shop_nonessential_online, start = 5))
rf$tested_covid <- str_to_title(str_sub(rf$tested_covid, start = 5))
rf$tested_covid_plan <- str_to_title(str_sub(rf$tested_covid_plan, start = 5))

# 1 = very unlikely, 7 = very likely
rf$travel_car_1 <- str_extract(rf$travel_car_1, "^.{1}")
rf$travel_air_1 <- str_extract(rf$travel_air_1, "^.{1}")
rf$travel_pubtrans_1 <- str_extract(rf$travel_pubtrans_1, "^.{1}")
rf$travel_rideshare_1 <- str_extract(rf$travel_rideshare_1, "^.{1}")
rf$travel_taxi_1 <- str_extract(rf$travel_taxi_1, "^.{1}")
rf$stay_hotel_1 <- str_extract(rf$stay_hotel_1, "^.{1}")
rf$stay_rental_1 <- str_extract(rf$stay_rental_1, "^.{1}")
rf$out_restaurant_1 <- str_extract(rf$out_restaurant_1, "^.{1}")
rf$out_publicevent_1 <- str_extract(rf$out_publicevent_1, "^.{1}")
rf$out_bar_1 <- str_extract(rf$out_bar_1, "^.{1}")
rf$out_largegathering_1 <- str_extract(rf$out_largegathering_1, "^.{1}")
rf$drink_home_1 <- str_extract(rf$drink_home_1, "^.{1}")
rf$online_gathering_1 <- str_extract(rf$online_gathering_1, "^.{1}")
rf$shop_mall_1 <- str_extract(rf$shop_mall_1, "^.{1}")
rf$shop_grocery_1 <- str_extract(rf$shop_grocery_1, "^.{1}")
rf$order_grocery_delivery_1 <- str_extract(rf$order_grocery_delivery_1, "^.{1}")
rf$order_grocery_pickup_1 <- str_extract(rf$order_grocery_pickup_1, "^.{1}")
rf$new_prod_brand_1 <- str_extract(rf$new_prod_brand_1, "^.{1}")
rf$shop_nonessential_instore_1 <- str_extract(rf$shop_nonessential_instore_1, "^.{1}")
rf$shop_nonessential_online_1 <- str_extract(rf$shop_nonessential_online_1, "^.{1}")

# 1 = strongly disagree, 7 = strongly agree
rf$wash_hands_sanitizer <- str_extract(rf$wash_hands_sanitizer, "^.{1}")
rf$wear_mask_self_family <- str_extract(rf$wear_mask_self_family, "^.{1}")
rf$wear_mask_others <- str_extract(rf$wear_mask_others, "^.{1}")
rf$wear_gloves <- str_extract(rf$wear_gloves, "^.{1}")
rf$social_distancing <- str_extract(rf$social_distancing, "^.{1}")
rf$avoid_places_no_socdist <- str_extract(rf$avoid_places_no_socdist, "^.{1}")
rf$clean_disinfect <- str_extract(rf$clean_disinfect, "^.{1}")
rf$risks_fun <- str_extract(rf$risks_fun, "^.{1}")
rf$risk_taker <- str_extract(rf$risk_taker, "^.{1}")
rf$enjoy_risk <- str_extract(rf$enjoy_risk, "^.{1}")
rf$risk_even_if_hurt <- str_extract(rf$risk_even_if_hurt, "^.{1}")
rf$risks_imp <- str_extract(rf$risks_imp, "^.{1}")
rf$common_risky_dec <- str_extract(rf$common_risky_dec, "^.{1}")
rf$believe_taking_chances <- str_extract(rf$believe_taking_chances, "^.{1}")
rf$attracted_by_risk <- str_extract(rf$attracted_by_risk, "^.{1}")
rf$people_listen <- str_extract(rf$people_listen, "^.{1}")
rf$wishes_dont_carry_weight <- str_extract(rf$wishes_dont_carry_weight, "^.{1}")
```

```r
rf$get_others_todo <- str_extract(rf$get_others_todo, "^.{1}")
rf$views_little_sway <- str_extract(rf$views_little_sway, "^.{1}")
rf$have_power <- str_extract(rf$have_power, "^.{1}")
rf$ideas_op_ignored <- str_extract(rf$ideas_op_ignored, "^.{1}")
rf$unable_get_way <- str_extract(rf$unable_get_way, "^.{1}")
rf$make_decisions <- str_extract(rf$make_decisions, "^.{1}")

# 1 = very low threat, 7 = very high threat
rf$covid_threat_personal <- str_extract(rf$covid_threat_personal, "^.{1}")
rf$covid_threat_peers <- str_extract(rf$covid_threat_peers, "^.{1}")

rf$state <- str_sub(rf$state, start= -2)

# 1 = strongly disagree, 5 = strongly agree
rf$ach_pos_outcomes <- str_extract(rf$ach_pos_outcomes, "^.{1}")
rf$avoid_neg_cons <- str_extract(rf$avoid_neg_cons, "^.{1}")
rf$ach_new_exps <- str_extract(rf$ach_new_exps, "^.{1}")
rf$duties_oblig <- str_extract(rf$duties_oblig, "^.{1}")
rf$get_to_do <- str_extract(rf$get_to_do, "^.{1}")
rf$have_to_do <- str_extract(rf$have_to_do, "^.{1}")

# 1 = always false, 7 = always true
rf$proper_behavior <- str_extract(rf$proper_behavior, "^.{1}")
rf$avoid_outofstyle <- str_extract(rf$avoid_outofstyle, "^.{1}")
rf$parties_fit_in <- str_extract(rf$parties_fit_in, "^.{1}")
rf$uncertain_look_to_others <- str_extract(rf$uncertain_look_to_others, "^.{1}")
rf$avoid_outofplace <- str_extract(rf$avoid_outofplace, "^.{1}")
rf$slang <- str_extract(rf$slang, "^.{1}")
rf$what_others_wear <- str_extract(rf$what_others_wear, "^.{1}")
rf$disapproval_change <- str_extract(rf$disapproval_change, "^.{1}")
rf$imp_fit_in <- str_extract(rf$imp_fit_in, "^.{1}")
rf$beh_depends_on_others <- str_extract(rf$beh_depends_on_others, "^.{1}")
rf$uncertain_look_to_others2 <- str_extract(rf$uncertain_look_to_others2, "^.{1}")
rf$keep_up_clothing <- str_extract(rf$keep_up_clothing, "^.{1}")
rf$not_follow_crowd <- str_extract(rf$not_follow_crowd, "^.{1}")

# Recode life_return_normal columns
rf$life_return_normal <- case_when(rf$life_return_normal == "It has already been contained" ~ 1,
                                   rf$life_return_normal == "1-2 months from now" ~ 2,
                                   rf$life_return_normal == "3-5 months from now" ~ 3,
                                   rf$life_return_normal == "6-8 months from now " ~ 4,
                                   rf$life_return_normal == "9-12 months from now" ~ 5,
                                   rf$life_return_normal == "More than 12 months from now" ~ 6)

# Dummy-code 2020 Study 2 behavioral outcome variables
rf$travel_car.d <- case_when(rf$travel_car == "Yes" ~ 1,
                             rf$travel_car == "No" ~ 0)
rf$travel_air.d <- case_when(rf$travel_air == "Yes" ~ 1,
                             rf$travel_air == "No" ~ 0)
rf$travel_pubtrans.d <- case_when(rf$travel_pubtrans == "Yes" ~ 1,
                             rf$travel_pubtrans == "No" ~ 0)
rf$travel_rideshare.d <- case_when(rf$travel_rideshare == "Yes" ~ 1,
                             rf$travel_rideshare == "No" ~ 0)
```

```
rf$travel_taxi.d <- case_when(rf$travel_taxi == "Yes" ~ 1,
                              rf$travel_taxi == "No" ~ 0)
rf$stay_hotel.d <- case_when(rf$stay_hotel == "Yes" ~ 1,
                              rf$stay_hotel == "No" ~ 0)
rf$stay_rental.d <- case_when(rf$stay_rental == "Yes" ~ 1,
                              rf$stay_rental == "No" ~ 0)
rf$out_restaurant.d <- case_when(rf$out_restaurant == "Yes" ~ 1,
                              rf$out_restaurant == "No" ~ 0)
rf$out_publicevent.d <- case_when(rf$out_publicevent == "Yes" ~ 1,
                              rf$out_publicevent == "No" ~ 0)
rf$out_bar.d <- case_when(rf$out_bar == "Yes" ~ 1,
                              rf$out_bar == "No" ~ 0)
rf$out_largegathering.d <- case_when(rf$out_largegathering == "Yes" ~ 1,
                              rf$out_largegathering == "No" ~ 0)
rf$drank_home.d <- case_when(rf$drank_home == "Yes" ~ 1,
                              rf$drank_home == "No" ~ 0)
rf$online_gathering.d <- case_when(rf$online_gathering == "Yes" ~ 1,
                              rf$online_gathering == "No" ~ 0)
rf$shop_mall.d <- case_when(rf$shop_mall == "Yes" ~ 1,
                              rf$shop_mall == "No" ~ 0)
rf$shop_grocery.d <- case_when(rf$shop_grocery == "Yes" ~ 1,
                              rf$shop_grocery == "No" ~ 0)
rf$order_grocery_delivery.d <- case_when(rf$order_grocery_delivery == "Yes" ~ 1,
                              rf$order_grocery_delivery == "No" ~ 0)
rf$order_grocery_pickup.d <- case_when(rf$order_grocery_pickup == "Yes" ~ 1,
                              rf$order_grocery_pickup == "No" ~ 0)
rf$new_prod_brand.d <- case_when(rf$new_prod_brand == "Yes" ~ 1,
                              rf$new_prod_brand == "No" ~ 0)
rf$shop_nonessential_instore.d <- case_when(rf$shop_nonessential_instore == "Yes" ~ 1,
                              rf$shop_nonessential_instore == "No" ~ 0)
rf$shop_nonessential_online.d <- case_when(rf$shop_nonessential_online == "Yes" ~ 1,
                              rf$shop_nonessential_online == "No" ~ 0)
rf$tested_covid.d <- case_when(rf$tested_covid == "Yes" ~ 1,
                              rf$tested_covid == "No" ~ 0)
rf$tested_covid_plan.d <- case_when(rf$tested_covid_plan == "Yes" ~ 1,
                              rf$tested_covid_plan == "No" ~ 0)

# Create numeric month variable
rf$month.num[rf$covid == "Pre-Covid"] <- 1 # December 2019
rf$month.num[rf$covid == "Post-Covid" & rf$month == "Jun"] <- 7 # June 2020
rf$month.num[rf$covid == "Post-Covid" & rf$month == "July"] <- 8 # July 2020

# Make character month variable an ordered factor
rf$month <- factor(rf$month, levels=c("Jun", "July"), ordered=TRUE)

# Convert numeric columns to numeric
num <- c("ach_pos_outcomes", "rf_moremot", "obtainprotect_moremot", "travel_car_l", "travel_air_l", "tra
rf[num] <- lapply(rf[num], as.character) # Convert numeric columns to character (before numeric) to pre
rf[num] <- lapply(rf[num], as.numeric) # Convert numeric columns to numeric
rm(num) # Clear mfraw.num from workspace as it is no longer needed

## CREATE 2019 AND 2020 SUBSETS
```

```r
rf_2019 <- dplyr::filter(rf, covid == "Pre-Covid")
rf_2020 <- dplyr::filter(rf, covid == "Post-Covid")
rf_2020a <- dplyr::filter(rf, covid == "Post-Covid" & month == "Jun")
rf_2020b <- dplyr::filter(rf, covid == "Post-Covid" & month == "July")
```

Participants

2019 Data (Pre-Covid-19 Pandemic)

```r
# Gender
male <- sum(rf_2019$gender == "Male", na.rm = T) # n = 143
female <- sum(rf_2019$gender == "Female", na.rm = T) # n = 135
malepct <- round(male/nrow(rf_2019)*100, digits = 0) # 51%
femalepct <- round(female/nrow(rf_2019)*100, digits = 0) # 48%

# Age Group
eighteen24 <- round(nrow(filter(rf_2019, agegroup == "18 - 24"))/
                      nrow(rf_2019)*100, digits = 0) # 8%
twentyfive34 <- round(nrow(filter(rf_2019, agegroup == "25 - 34"))/
                        nrow(rf_2019)*100, digits = 0) # 42%
thirtyfive44 <- round(nrow(filter(rf_2019, agegroup == "35 - 44"))/
                        nrow(rf_2019)*100, digits = 0) # 29%
fortyfive54 <- round(nrow(filter(rf_2019, agegroup == "45 - 54"))/
                       nrow(rf_2019)*100, digits = 0) # 12%
fiftyfive64 <- round(nrow(filter(rf_2019, agegroup == "55 - 64"))/
                       nrow(rf_2019)*100, digits = 0) # 6%
sixtyfiveplus <- round(nrow(filter(rf_2019, agegroup == "65 or older"))/
                         nrow(rf_2019)*100, digits = 0) # 3%

# Income
ten20 <- round(nrow(filter(rf_2019, income == "$10,000 - $20,000"))/nrow(rf_2019)*100, digits = 0) # 5%
twenty40 <- round(nrow(filter(rf_2019, income == "$20,001 - $40,000"))/nrow(rf_2019)*100, digits = 0) #
forty70 <- round(nrow(filter(rf_2019, income == "$40,001 - $70,000"))/nrow(rf_2019)*100, digits = 0) #
seventy100 <- round(nrow(filter(rf_2019, income == "$70,001 - $100,000"))/nrow(rf_2019)*100, digits = 0
hundred250 <- round(nrow(filter(rf_2019, income == "$100,001 - $250,000"))/nrow(rf_2019)*100, digits = 0

# Education
highschool <- round(nrow(filter(rf_2019, education == "High School Diploma"))/nrow(rf_2019)*100, digits
associates <- round(nrow(filter(rf_2019, education == "Associates Degree"))/nrow(rf_2019)*100, digits =
bachelors <- round(nrow(filter(rf_2019, education == "Bachelors Degree"))/nrow(rf_2019)*100, digits = 0
grad <- round(nrow(filter(rf_2019, education == "Graduate Degree"))/nrow(rf_2019)*100, digits = 0) # 10
edother <- round(nrow(filter(rf_2019, education == "Other"))/nrow(rf_2019)*100, digits = 0) # <1%

# Political Orientation
stronglycons <- round(nrow(filter(rf_2019, pol_orient == "Strongly Conservative"))/
                        nrow(rf_2019)*100, digits = 0) # 4%
cons <- round(nrow(filter(rf_2019, pol_orient == "Conservative"))/
                nrow(rf_2019)*100, digits = 0) # 11%
slightlycons <- round(nrow(filter(rf_2019, pol_orient == "Slightly Conservative"))/
                        nrow(rf_2019)*100, digits = 0) # 11%
moderate <- round(nrow(filter(rf_2019, pol_orient == "Moderate"))/
                    nrow(rf_2019)*100, digits = 0) # 18%
```

```
slightlylib <- round(nrow(filter(rf_2019, pol_orient == "Slightly Liberal"))/
                       nrow(rf_2019)*100, digits = 0) # 15%
lib <- round(nrow(filter(rf_2019, pol_orient == "Liberal"))/
               nrow(rf_2019)*100, digits = 0) # 22%
stronglylib <- round(nrow(filter(rf_2019, pol_orient == "Strongly Liberal"))/
                       nrow(rf_2019)*100, digits = 0) # 18%
```

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

```
# Gender
male <- sum(rf_2020a$gender == "Male", na.rm = T) # n = 294
female <- sum(rf_2020a$gender == "Female", na.rm = T) # n = 306
malepct <- round(male/nrow(rf_2020a)*100, digits = 0) # 49%
femalepct <- round(female/nrow(rf_2020a)*100, digits = 0) # 51%

# Age Group
eighteen24 <- round(nrow(filter(rf_2020a, agegroup == "18 - 24"))/
                      nrow(rf_2020a)*100, digits = 0) # 8%
twentyfive34 <- round(nrow(filter(rf_2020a, agegroup == "25 - 34"))/
                        nrow(rf_2020a)*100, digits = 0) # 27%
thirtyfive44 <- round(nrow(filter(rf_2020a, agegroup == "35 - 44"))/
                        nrow(rf_2020a)*100, digits = 0) # 8%
fortyfive54 <- round(nrow(filter(rf_2020a, agegroup == "45 - 54"))/
                       nrow(rf_2020a)*100, digits = 0) # 16%
fiftyfive64 <- round(nrow(filter(rf_2020a, agegroup == "55 - 64"))/
                       nrow(rf_2020a)*100, digits = 0) # 35%
sixtyfiveplus <- round(nrow(filter(rf_2020a, agegroup == "65 or older"))/
                         nrow(rf_2020a)*100, digits = 0) # 6%

# Income
zero10 <- round(nrow(filter(rf_2020a, income == "$0 - $10,000"))/nrow(rf_2020a)*100, digits = 0) # 8%
ten20 <- round(nrow(filter(rf_2020a, income == "$10,000 - $20,000"))/nrow(rf_2020a)*100, digits = 0) #
twenty40 <- round(nrow(filter(rf_2020a, income == "$20,001 - $40,000"))/nrow(rf_2020a)*100, digits = 0)
forty70 <- round(nrow(filter(rf_2020a, income == "$40,001 - $70,000"))/nrow(rf_2020a)*100, digits = 0)
seventy100 <- round(nrow(filter(rf_2020a, income == "$70,001 - $100,000"))/nrow(rf_2020a)*100, digits =
hundred250 <- round(nrow(filter(rf_2020a, income == "$100,001 - $250,000"))/nrow(rf_2020a)*100, digits =
twofiftyplus <- round(nrow(filter(rf_2020a, income == "$250,001+"))/nrow(rf_2020a)*100, digits = 0) # 3

# Education
highschool <- round(nrow(filter(rf_2020a, education == "High School Diploma"))/nrow(rf_2020a)*100, digi
associates <- round(nrow(filter(rf_2020a, education == "Associates Degree"))/nrow(rf_2020a)*100, digits
bachelors <- round(nrow(filter(rf_2020a, education == "Bachelors Degree"))/nrow(rf_2020a)*100, digits =
grad <- round(nrow(filter(rf_2020a, education == "Graduate Degree"))/nrow(rf_2020a)*100, digits = 0) #
edother <- round(nrow(filter(rf_2020a, education == "Other"))/nrow(rf_2020a)*100, digits = 0) # 5%

# Political Orientation
stronglycons <- round(nrow(filter(rf_2020a, pol_orient == "Strongly Conservative"))/
                        nrow(rf_2020a)*100, digits = 0) # 11%
cons <- round(nrow(filter(rf_2020a, pol_orient == "Conservative"))/
                nrow(rf_2020a)*100, digits = 0) # 16%
slightlycons <- round(nrow(filter(rf_2020a, pol_orient == "Slightly Conservative"))/
                        nrow(rf_2020a)*100, digits = 0) # 10%
moderate <- round(nrow(filter(rf_2020a, pol_orient == "Moderate"))/
```

```
                    nrow(rf_2020a)*100, digits = 0) # 36%
slightlylib <- round(nrow(filter(rf_2020a, pol_orient == "Slightly Liberal"))/
                       nrow(rf_2020a)*100, digits = 0) # 8%
lib <- round(nrow(filter(rf_2020a, pol_orient == "Liberal"))/
               nrow(rf_2020a)*100, digits = 0) # 10%
stronglylib <- round(nrow(filter(rf_2020a, pol_orient == "Strongly Liberal"))/
                       nrow(rf_2020a)*100, digits = 0) # 9%
```

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

```
# Gender
male <- sum(rf_2020b$gender == "Male", na.rm = T) # n = 294
female <- sum(rf_2020b$gender == "Female", na.rm = T) # n = 306
malepct <- round(male/nrow(rf_2020b)*100, digits = 0) # 49%
femalepct <- round(female/nrow(rf_2020b)*100, digits = 0) # 51%

# Age Group
eighteen24 <- round(nrow(filter(rf_2020b, agegroup == "18 - 24"))/
                      nrow(rf_2020b)*100, digits = 0) # 8%
twentyfive34 <- round(nrow(filter(rf_2020b, agegroup == "25 - 34"))/
                        nrow(rf_2020b)*100, digits = 0) # 28%
thirtyfive44 <- round(nrow(filter(rf_2020b, agegroup == "35 - 44"))/
                        nrow(rf_2020b)*100, digits = 0) # 8%
fortyfive54 <- round(nrow(filter(rf_2020b, agegroup == "45 - 54"))/
                       nrow(rf_2020b)*100, digits = 0) # 13%
fiftyfive64 <- round(nrow(filter(rf_2020b, agegroup == "55 - 64"))/
                       nrow(rf_2020b)*100, digits = 0) # 39%
sixtyfiveplus <- round(nrow(filter(rf_2020b, agegroup == "65 or older"))/
                         nrow(rf_2020b)*100, digits = 0) # 3%

# Income
zero10 <- round(nrow(filter(rf_2020b, income == "$0 - $10,000"))/nrow(rf_2020b)*100, digits = 0) # 5%
ten20 <- round(nrow(filter(rf_2020b, income == "$10,000 - $20,000"))/nrow(rf_2020b)*100, digits = 0) #
twenty40 <- round(nrow(filter(rf_2020b, income == "$20,001 - $40,000"))/nrow(rf_2020b)*100, digits = 0)
forty70 <- round(nrow(filter(rf_2020b, income == "$40,001 - $70,000"))/nrow(rf_2020b)*100, digits = 0)
seventy100 <- round(nrow(filter(rf_2020b, income == "$70,001 - $100,000"))/nrow(rf_2020b)*100, digits =
hundred250 <- round(nrow(filter(rf_2020b, income == "$100,001 - $250,000"))/nrow(rf_2020b)*100, digits =
twofiftyplus <- round(nrow(filter(rf_2020b, income == "$250,001+"))/nrow(rf_2020b)*100, digits = 0) # 2

# Education
highschool <- round(nrow(filter(rf_2020b, education == "High School Diploma"))/nrow(rf_2020b)*100, digi
associates <- round(nrow(filter(rf_2020b, education == "Associates Degree"))/nrow(rf_2020b)*100, digits
bachelors <- round(nrow(filter(rf_2020b, education == "Bachelors Degree"))/nrow(rf_2020b)*100, digits =
grad <- round(nrow(filter(rf_2020b, education == "Graduate Degree"))/nrow(rf_2020b)*100, digits = 0) #
edother <- round(nrow(filter(rf_2020b, education == "Other"))/nrow(rf_2020b)*100, digits = 0) # 2%

# Political Orientation
stronglycons <- round(nrow(filter(rf_2020b, pol_orient == "Strongly Conservative"))/
                        nrow(rf_2020b)*100, digits = 0) # 8%
cons <- round(nrow(filter(rf_2020b, pol_orient == "Conservative"))/
                nrow(rf_2020b)*100, digits = 0) # 14%
slightlycons <- round(nrow(filter(rf_2020b, pol_orient == "Slightly Conservative"))/
                        nrow(rf_2020b)*100, digits = 0) # 11%
```

```
moderate <- round(nrow(filter(rf_2020b, pol_orient == "Moderate"))/
                    nrow(rf_2020b)*100, digits = 0) # 35%
slightlylib <- round(nrow(filter(rf_2020b, pol_orient == "Slightly Liberal"))/
                       nrow(rf_2020b)*100, digits = 0) # 8%
lib <- round(nrow(filter(rf_2020b, pol_orient == "Liberal"))/
               nrow(rf_2020b)*100, digits = 0) # 13%
stronglylib <- round(nrow(filter(rf_2020b, pol_orient == "Strongly Liberal"))/
                       nrow(rf_2020b)*100, digits = 0) # 10%
```

Regulatory Focus Questionnaire: Summary Statistics

2019 Data (Pre-Covid-19 Pandemic)

```
prommean <- myround(mean(rf_2019$prom, na.rm = T), digits = 2) # 3.59
promsd <- myround(sd(rf_2019$prom, na.rm = T), digits = 2) # 0.71
prom <- select(rf_2019, rfq_1, rfq_3, rfq_7, rfq_9, rfq_10, rfq_11)
prom$rfq_1 <- 6 - prom$rfq_1
prom$rfq_9 <- 6 - prom$rfq_9
prom$rfq_11 <- 6 - prom$rfq_11
promalpha <- myround(psych::alpha(prom, check.keys = TRUE)$total["raw_alpha"],
                     digits = 2) # 0.74

prevmean <- myround(mean(rf_2019$prev, na.rm = T), digits = 2) # 3.43
prevsd <- myround(sd(rf_2019$prev, na.rm = T), digits = 2) # 0.84
prev <- select(rf_2019, rfq_2, rfq_4, rfq_5, rfq_6, rfq_8)
prev$rfq_2 <- 6 - prev$rfq_2
prev$rfq_4 <- 6 - prev$rfq_4
prev$rfq_6 <- 6 - prev$rfq_6
prev$rfq_8 <- 6 - prev$rfq_8
prevalpha <- myround(psych::alpha(prev, check.keys = TRUE)$total["raw_alpha"],
                     digits = 2) # 0.84
```

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

```
prommean <- myround(mean(rf_2020a$prom, na.rm = T), digits = 2) # 3.46
promsd <- myround(sd(rf_2020a$prom, na.rm = T), digits = 2) # 0.62
prom <- select(rf_2020a, rfq_1, rfq_3, rfq_7, rfq_9, rfq_10, rfq_11)
prom$rfq_1 <- 6 - prom$rfq_1
prom$rfq_9 <- 6 - prom$rfq_9
prom$rfq_11 <- 6 - prom$rfq_11
promalpha <- myround(psych::alpha(prom, check.keys = TRUE)$total["raw_alpha"],
                     digits = 2) # 0.63

prevmean <- myround(mean(rf_2020a$prev, na.rm = T), digits = 2) # 3.40
prevsd <- myround(sd(rf_2020a$prev, na.rm = T), digits = 2) # 0.81
prev <- select(rf_2020a, rfq_2, rfq_4, rfq_5, rfq_6, rfq_8)
prev$rfq_2 <- 6 - prev$rfq_2
prev$rfq_4 <- 6 - prev$rfq_4
prev$rfq_6 <- 6 - prev$rfq_6
prev$rfq_8 <- 6 - prev$rfq_8
prevalpha <- myround(psych::alpha(prev, check.keys = TRUE)$total["raw_alpha"],
                     digits = 2) # 0.80
```

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

```
prommean <- myround(mean(rf_2020b$prom, na.rm = T), digits = 2) # 2.85
promsd <- myround(sd(rf_2020b$prom, na.rm = T), digits = 2) # 0.35
prom <- select(rf_2020b, rfq_1, rfq_3, rfq_7, rfq_9, rfq_10, rfq_11)
prom$rfq_1 <- 6 - prom$rfq_1
prom$rfq_9 <- 6 - prom$rfq_9
prom$rfq_11 <- 6 - prom$rfq_11
promalpha <- myround(psych::alpha(prom, check.keys = TRUE)$total["raw_alpha"],
                     digits = 2) # 0.61

prevmean <- myround(mean(rf_2020b$prev, na.rm = T), digits = 2) # 3.02
prevsd <- myround(sd(rf_2020b$prev, na.rm = T), digits = 2) # 0.46
prev <- select(rf_2020b, rfq_2, rfq_4, rfq_5, rfq_6, rfq_8)
prev$rfq_2 <- 6 - prev$rfq_2
prev$rfq_4 <- 6 - prev$rfq_4
prev$rfq_6 <- 6 - prev$rfq_6
prev$rfq_8 <- 6 - prev$rfq_8
prevalpha <- myround(psych::alpha(prev, check.keys = TRUE)$total["raw_alpha"],
                     digits = 2) # 0.59
```

Study 1 Results

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

```
prom.covid <- lm(prom ~ covid.d + agegroup.num.c + pol_orient.num.c, data = filter(rf, covid == "Pre-Co
summary(prom.covid)
```

```
##
## Call:
## lm(formula = prom ~ covid.d + agegroup.num.c + pol_orient.num.c,
##     data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" &
##         month == "Jun")))
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -2.17825 -0.41374  0.00355  0.44643  1.61887
##
## Coefficients:
##                  Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       3.66016    0.04028  90.874 < 0.0000000000000002 ***
## covid.d          -0.22496    0.04911  -4.581          0.00000530 ***
## agegroup.num.c    0.07459    0.01534   4.864          0.00000137 ***
## pol_orient.num.c -0.03261    0.01250  -2.609             0.00924 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.6401 on 874 degrees of freedom
##   (1 observation deleted due to missingness)
## Multiple R-squared:  0.04561,    Adjusted R-squared:  0.04234
## F-statistic: 13.92 on 3 and 874 DF,  p-value: 0.000000007114
```

```r
prom.covid.data <- summary(prom.covid)$coefficients

prom.covid.b <- prom.covid.data["covid.d", "Estimate"]
prom.covid.se <- prom.covid.data["covid.d", "Std. Error"]
prom.covid.t <- prom.covid.data["covid.d", "t value"]
prom.covid.df <- summary(prom.covid)$df[2]
prom.covid.p <- prom.covid.data["covid.d", "Pr(>|t|)"]

confint(prom.covid)
```

```
##                         2.5 %       97.5 %
## (Intercept)       3.58111121  3.739214876
## covid.d          -0.32134382 -0.128580123
## agegroup.num.c    0.04449303  0.104693195
## pol_orient.num.c -0.05715125 -0.008078047
```

```r
prev.covid <- lm(prev ~ covid.d + agegroup.num.c + pol_orient.num.c, data = filter(rf, covid == "Pre-Co
summary(prev.covid)
```

```
##
## Call:
## lm(formula = prev ~ covid.d + agegroup.num.c + pol_orient.num.c,
##     data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" &
##         month == "Jun")))
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -2.34328 -0.52856 -0.02377  0.56414  1.81838
##
## Coefficients:
##                  Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       3.51452    0.05068  69.347 < 0.0000000000000002 ***
## covid.d          -0.14103    0.06179  -2.282               0.0227 *
## agegroup.num.c    0.09819    0.01930   5.088          0.000000442 ***
## pol_orient.num.c -0.03174    0.01573  -2.018               0.0439 *
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.8055 on 874 degrees of freedom
##   (1 observation deleted due to missingness)
## Multiple R-squared:  0.03611,    Adjusted R-squared:  0.03281
## F-statistic: 10.92 on 3 and 874 DF,  p-value: 0.0000004828
```

```r
prev.covid.data <- summary(prev.covid)$coefficients

prev.covid.b <- prev.covid.data["covid.d", "Estimate"]
prev.covid.se <- prev.covid.data["covid.d", "Std. Error"]
prev.covid.t <- prev.covid.data["covid.d", "t value"]
prev.covid.df <- summary(prev.covid)$df[2]
prev.covid.p <- prev.covid.data["covid.d", "Pr(>|t|)"]

confint(prev.covid)
```

```
##                         2.5 %        97.5 %
## (Intercept)       3.41505331  3.6139915198
```

```
## covid.d          -0.26230112 -0.0197509862
## agegroup.num.c    0.06031523  0.1360637160
## pol_orient.num.c -0.06261117 -0.0008634889
```

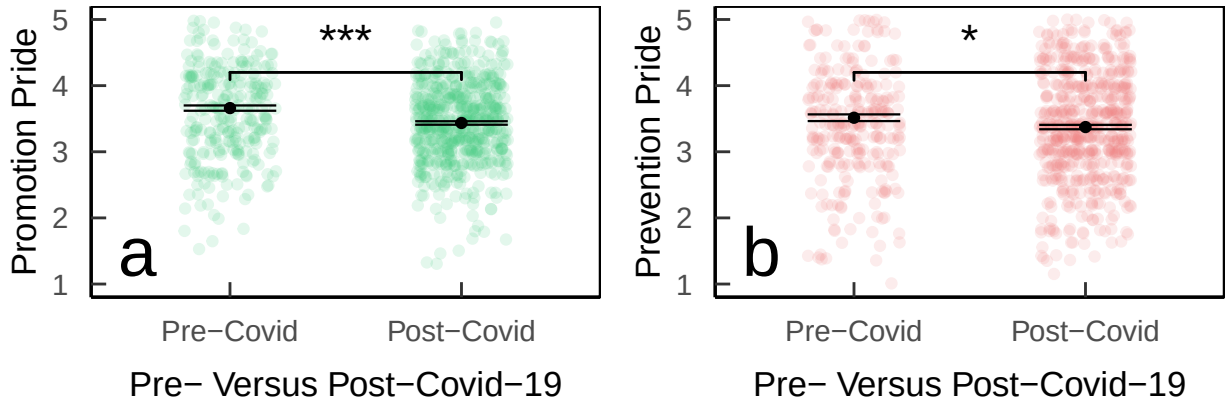
```
# Determining pre- vs. post-Covid predictions at typical
# levels of age group and political orientation
pred <- data.frame(
  covidF = c("Pre-Covid", "Post-Covid"),
  covid.d = c(0, 1),
  agegroup.num.c = 0,
  pol_orient.num.c = 0)
prompred <- cbind(pred, predict(prom.covid, pred, se.fit = TRUE))
prevpred <- cbind(pred, predict(prev.covid, pred, se.fit = TRUE))

promplot <- ggplot(data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" & month == "Jun")), a
  geom_point(alpha = .15, color = "seagreen3",
             position = position_jitter(height = .05, width = .2)) +
  geom_point(data = prompred, aes(x = covidF, y = fit), color = "black", size = 1.5) +
  geom_errorbar(data = prompred, aes(x = covidF, y = fit, ymin = fit - se.fit, ymax = fit + se.fit),
                width = .4, color = "black", size = .4) +
  geom_signif(y_position = c(4.2), xmin = c(1), xmax = c(2), annotation = c("***"),
              textsize = 6, color = "black", vjust = -.4) +
  scale_y_continuous(limits = c(1, 5)) +
  annotate("text", x = .6, y = 1.5, label = "a", size = 9) +
  labs(x = "Pre- Versus Post-Covid-19", y = "Promotion Pride")

prevplot <- ggplot(data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" & month == "Jun")), a
  geom_point(alpha = .15, color = "lightcoral",
             position = position_jitter(height = .05, width = .2)) +
  geom_point(data = prevpred, aes(x = covidF, y = fit), color = "black", size = 1.5) +
  geom_errorbar(data = prevpred, aes(x = covidF, y = fit, ymin = fit - se.fit, ymax = fit + se.fit),
                width = .4, color = "black", size = .4) +
  geom_signif(y_position = c(4.2), xmin = c(1), xmax = c(2), annotation = c("*"),
              textsize = 6, color = "black", vjust = -.4) +
  scale_y_continuous(limits = c(1, 5)) +
  annotate("text", x = .6, y = 1.5, label = "b", size = 9) +
  labs(x = "Pre- Versus Post-Covid-19", y = "Prevention Pride")
```

Figure 1: Model-predicted differences in promotion pride and prevention pride before versus after the start of the Covid-19 pandemic, at typical levels of age group and political ideology. Error bars represent standard errors of the mean.

```
grid.arrange(promplot, prevplot, ncol=2, heights = c(3, 3), widths = c(4, 4))
```



Associations Between Post-Covid-19 Regulatory Focus Pride and Behavioral Outcomes

Actively Searching for Information About the Opening of the Market

```
foodest_open.rf <- glm(foodest_open_certain.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
                       data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" & month == "Jun")
summary(foodest_open.rf)
```

```
##
## Call:
## glm(formula = foodest_open_certain.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = filter(rf,
##     covid == "Pre-Covid" | (covid == "Post-Covid" & month ==
##         "Jun")))
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -2.3202   0.4124   0.4936   0.5561   0.9011
##
## Coefficients:
##                    Estimate Std. Error z value Pr(>|z|)
## (Intercept)       0.9374696  0.8277190   1.133  0.25738
## prom              0.5902284  0.2013805   2.931  0.00338 **
## prev             -0.2969990  0.1599840  -1.856  0.06339 .
## agegroup.num.c    0.0006424  0.0844314   0.008  0.99393
## pol_orient.num.c  0.0318325  0.0727413   0.438  0.66167
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 463.66  on 599  degrees of freedom
## Residual deviance: 452.36  on 595  degrees of freedom
##   (279 observations deleted due to missingness)
## AIC: 462.36
##
## Number of Fisher Scoring iterations: 4
```

```
foodest_open.rf.data <- summary(foodest_open.rf)$coefficients
```

```r
foodest_open.rf.prom.b <- foodest_open.rf.data["prom", "Estimate"]
foodest_open.rf.prom.se <- foodest_open.rf.data["prom", "Std. Error"]
foodest_open.rf.prom.z <- foodest_open.rf.data["prom", "z value"]
foodest_open.rf.prom.df <- summary(foodest_open.rf)$df[2]
foodest_open.rf.prom.p <- foodest_open.rf.data["prom", "Pr(>|z|)"]
foodest_open.rf.prom.or <- exp(foodest_open.rf.prom.b)

foodest_open.rf.prev.b <- foodest_open.rf.data["prev", "Estimate"]
foodest_open.rf.prev.se <- foodest_open.rf.data["prev", "Std. Error"]
foodest_open.rf.prev.z <- foodest_open.rf.data["prev", "z value"]
foodest_open.rf.prev.df <- summary(foodest_open.rf)$df[2]
foodest_open.rf.prev.p <- foodest_open.rf.data["prev", "Pr(>|z|)"]
foodest_open.rf.prev.or <- exp(foodest_open.rf.prev.b)

confint(foodest_open.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)      -0.6720615 2.57933091
## prom              0.1969949 0.98851938
## prev             -0.6149007 0.01354987
## agegroup.num.c   -0.1662969 0.16555736
## pol_orient.num.c -0.1102362 0.17555536
```

```r
salon_open.rf <- glm(salon_open_certain.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
                     data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" & month == "Jun"))
summary(salon_open.rf)
```

```
##
## Call:
## glm(formula = salon_open_certain.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = filter(rf,
##     covid == "Pre-Covid" | (covid == "Post-Covid" & month ==
##         "Jun")))
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -2.5015   0.4192   0.4964   0.5765   0.9639
##
## Coefficients:
##                   Estimate Std. Error z value Pr(>|z|)
## (Intercept)      -0.444579   0.802536  -0.554  0.57960
## prom              0.531151   0.201949   2.630  0.00854 **
## prev              0.154321   0.154276   1.000  0.31717
## agegroup.num.c   -0.004856   0.083413  -0.058  0.95357
## pol_orient.num.c -0.045550   0.071391  -0.638  0.52345
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 471.21  on 599  degrees of freedom
## Residual deviance: 460.86  on 595  degrees of freedom
##   (279 observations deleted due to missingness)
## AIC: 470.86
```

```
##
## Number of Fisher Scoring iterations: 4
```

```
salon_open.rf.data <- summary(salon_open.rf)$coefficients

salon_open.rf.prom.b <- salon_open.rf.data["prom", "Estimate"]
salon_open.rf.prom.se <- salon_open.rf.data["prom", "Std. Error"]
salon_open.rf.prom.z <- salon_open.rf.data["prom", "z value"]
salon_open.rf.prom.df <- summary(salon_open.rf)$df[2]
salon_open.rf.prom.p <- salon_open.rf.data["prom", "Pr(>|z|)"]
salon_open.rf.prom.or <- exp(salon_open.rf.prom.b)

salon_open.rf.prev.b <- salon_open.rf.data["prev", "Estimate"]
salon_open.rf.prev.se <- salon_open.rf.data["prev", "Std. Error"]
salon_open.rf.prev.z <- salon_open.rf.data["prev", "z value"]
salon_open.rf.prev.df <- summary(salon_open.rf)$df[2]
salon_open.rf.prev.p <- salon_open.rf.data["prev", "Pr(>|z|)"]
salon_open.rf.prev.or <- exp(salon_open.rf.prev.b)

confint(salon_open.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)      -2.0198002 1.13530541
## prom              0.1361121 0.92973974
## prev             -0.1485365 0.45752148
## agegroup.num.c   -0.1696380 0.15817236
## pol_orient.num.c -0.1857637 0.09469282
```

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

```
foodest_plan.rf <- glm(foodest_plan.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
                       data = foodest, family = "binomial")
summary(foodest_plan.rf)
```

```
##
## Call:
## glm(formula = foodest_plan.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = foodest)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.7655  -1.0629  -0.7709   1.1896   1.7793
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)       0.33837    0.73406   0.461  0.64483
## prom              0.23684    0.18054   1.312  0.18956
## prev             -0.43306    0.14724  -2.941  0.00327 **
## agegroup.num.c   -0.14028    0.07658  -1.832  0.06698 .
## pol_orient.num.c -0.20589    0.06615  -3.112  0.00186 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
```

```
##     Null deviance: 500.92  on 364  degrees of freedom
## Residual deviance: 477.94  on 360  degrees of freedom
## AIC: 487.94
##
## Number of Fisher Scoring iterations: 4
```

```
foodest_plan.rf.data <- summary(foodest_plan.rf)$coefficients

foodest_plan.rf.prom.b <- foodest_plan.rf.data["prom", "Estimate"]
foodest_plan.rf.prom.se <- foodest_plan.rf.data["prom", "Std. Error"]
foodest_plan.rf.prom.z <- foodest_plan.rf.data["prom", "z value"]
foodest_plan.rf.prom.df <- summary(foodest_plan.rf)$df[2]
foodest_plan.rf.prom.p <- foodest_plan.rf.data["prom", "Pr(>|z|)"]
foodest_plan.rf.prom.or <- exp(foodest_plan.rf.prom.b)

foodest_plan.rf.prev.b <- foodest_plan.rf.data["prev", "Estimate"]
foodest_plan.rf.prev.se <- foodest_plan.rf.data["prev", "Std. Error"]
foodest_plan.rf.prev.z <- foodest_plan.rf.data["prev", "z value"]
foodest_plan.rf.prev.df <- summary(foodest_plan.rf)$df[2]
foodest_plan.rf.prev.p <- foodest_plan.rf.data["prev", "Pr(>|z|)"]
foodest_plan.rf.prev.or <- exp(foodest_plan.rf.prev.b)

confint(foodest_plan.rf)
```

```
##                       2.5 %       97.5 %
## (Intercept)      -1.1008288  1.786011907
## prom             -0.1146569  0.595105664
## prev             -0.7264123 -0.147821624
## agegroup.num.c   -0.2913703  0.009349337
## pol_orient.num.c -0.3379263 -0.078061887
```

```
salon_plan.rf <- glm(salon_plan.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
                     data = salon, family = "binomial")
summary(salon_plan.rf)
```

```
##
## Call:
## glm(formula = salon_plan.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     family = "binomial", data = salon)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.1513  -0.7896  -0.6775  -0.4947   2.1601
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)      -0.23670    0.76279  -0.310   0.7563
## prom             -0.01036    0.19196  -0.054   0.9570
## prev             -0.27554    0.15296  -1.801   0.0716 .
## agegroup.num.c   -0.10197    0.07878  -1.294   0.1956
## pol_orient.num.c -0.14881    0.06811  -2.185   0.0289 *
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
```

```
##
##     Null deviance: 456.66  on 411  degrees of freedom
## Residual deviance: 446.60  on 407  degrees of freedom
## AIC: 456.6
##
## Number of Fisher Scoring iterations: 4
```

```
salon_plan.rf.data <- summary(salon_plan.rf)$coefficients

salon_plan.rf.prom.b <- salon_plan.rf.data["prom", "Estimate"]
salon_plan.rf.prom.se <- salon_plan.rf.data["prom", "Std. Error"]
salon_plan.rf.prom.z <- salon_plan.rf.data["prom", "z value"]
salon_plan.rf.prom.df <- summary(salon_plan.rf)$df[2]
salon_plan.rf.prom.p <- salon_plan.rf.data["prom", "Pr(>|z|)"]
salon_plan.rf.prom.or <- exp(salon_plan.rf.prom.b)

salon_plan.rf.prev.b <- salon_plan.rf.data["prev", "Estimate"]
salon_plan.rf.prev.se <- salon_plan.rf.data["prev", "Std. Error"]
salon_plan.rf.prev.z <- salon_plan.rf.data["prev", "z value"]
salon_plan.rf.prev.df <- summary(salon_plan.rf)$df[2]
salon_plan.rf.prev.p <- salon_plan.rf.data["prev", "Pr(>|z|)"]
salon_plan.rf.prev.or <- exp(salon_plan.rf.prev.b)

confint(salon_plan.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)      -1.7417255  1.25758983
## prom             -0.3852245  0.36926721
## prev             -0.5782633  0.02278656
## agegroup.num.c   -0.2568290  0.05262116
## pol_orient.num.c -0.2845339 -0.01694335
```

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

```
foodest_been.rf <- glm(foodest_been.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
                       data = foodest, family = "binomial")
summary(foodest_been.rf)
```

```
##
## Call:
## glm(formula = foodest_been.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = foodest)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.5752  -0.8975  -0.7247   1.2664   2.0888
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)       0.35971    0.77028   0.467  0.64051
## prom              0.08561    0.19117   0.448  0.65426
## prev             -0.42522    0.15459  -2.751  0.00595 **
## agegroup.num.c   -0.21606    0.08068  -2.678  0.00741 **
## pol_orient.num.c -0.16043    0.06963  -2.304  0.02123 *
## ---
```

```
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 462.31  on 364  degrees of freedom
## Residual deviance: 439.32  on 360  degrees of freedom
## AIC: 449.32
##
## Number of Fisher Scoring iterations: 4
```

```
foodest_been.rf.data <- summary(foodest_been.rf)$coefficients

foodest_been.rf.prom.b <- foodest_been.rf.data["prom", "Estimate"]
foodest_been.rf.prom.se <- foodest_been.rf.data["prom", "Std. Error"]
foodest_been.rf.prom.z <- foodest_been.rf.data["prom", "z value"]
foodest_been.rf.prom.df <- summary(foodest_been.rf)$df[2]
foodest_been.rf.prom.p <- foodest_been.rf.data["prom", "Pr(>|z|)"]
foodest_been.rf.prom.or <- exp(foodest_been.rf.prom.b)

foodest_been.rf.prev.b <- foodest_been.rf.data["prev", "Estimate"]
foodest_been.rf.prev.se <- foodest_been.rf.data["prev", "Std. Error"]
foodest_been.rf.prev.z <- foodest_been.rf.data["prev", "z value"]
foodest_been.rf.prev.df <- summary(foodest_been.rf)$df[2]
foodest_been.rf.prev.p <- foodest_been.rf.data["prev", "Pr(>|z|)"]
foodest_been.rf.prev.or <- exp(foodest_been.rf.prev.b)

confint(foodest_been.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)      -1.1519523  1.87835210
## prom             -0.2872567  0.46434290
## prev             -0.7329859 -0.12539267
## agegroup.num.c   -0.3755748 -0.05869583
## pol_orient.num.c -0.2993001 -0.02572155
```

```
salon_been.rf <- glm(salon_been.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
                     data = salon, family = "binomial")
summary(salon_been.rf)
```

```
##
## Call:
## glm(formula = salon_been.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     family = "binomial", data = salon)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.0250  -0.7355  -0.6288  -0.5055   2.1456
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)      -1.92400    0.82040  -2.345   0.0190 *
## prom              0.30143    0.20379   1.479   0.1391
## prev             -0.15417    0.15993  -0.964   0.3350
## agegroup.num.c    0.05226    0.08315   0.628   0.5297
## pol_orient.num.c -0.16242    0.07103  -2.287   0.0222 *
```

```
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 429.98  on 411  degrees of freedom
## Residual deviance: 420.69  on 407  degrees of freedom
## AIC: 430.69
##
## Number of Fisher Scoring iterations: 4
```

```
salon_been.rf.data <- summary(salon_been.rf)$coefficients

salon_been.rf.prom.b <- salon_been.rf.data["prom", "Estimate"]
salon_been.rf.prom.se <- salon_been.rf.data["prom", "Std. Error"]
salon_been.rf.prom.z <- salon_been.rf.data["prom", "z value"]
salon_been.rf.prom.df <- summary(salon_been.rf)$df[2]
salon_been.rf.prom.p <- salon_been.rf.data["prom", "Pr(>|z|)"]
salon_been.rf.prom.or <- exp(salon_been.rf.prom.b)

salon_been.rf.prev.b <- salon_been.rf.data["prev", "Estimate"]
salon_been.rf.prev.se <- salon_been.rf.data["prev", "Std. Error"]
salon_been.rf.prev.z <- salon_been.rf.data["prev", "z value"]
salon_been.rf.prev.df <- summary(salon_been.rf)$df[2]
salon_been.rf.prev.p <- salon_been.rf.data["prev", "Pr(>|z|)"]
salon_been.rf.prev.or <- exp(salon_been.rf.prev.b)

confint(salon_been.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)      -3.56050907 -0.33724161
## prom             -0.09320969  0.70728221
## prev             -0.46928120  0.15917714
## agegroup.num.c   -0.10976069  0.21699352
## pol_orient.num.c -0.30419364 -0.02512089
```

Usage of Vitamin Supplements for Health and Well-Being

```
vitamins_current.rf <- glm(vitamins_current.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
                           data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" & month == "
summary(vitamins_current.rf)
```

```
##
## Call:
## glm(formula = vitamins_current.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = filter(rf,
##     covid == "Pre-Covid" | (covid == "Post-Covid" & month ==
##         "Jun")))
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.8517  -1.2139   0.7809   0.9995   1.7297
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
```

```
## (Intercept)      -1.94443    0.59704  -3.257  0.00113 **
## prom              0.61816    0.14813   4.173  0.00003 ***
## prev              0.05152    0.11054   0.466  0.64120
## agegroup.num.c    0.15001    0.05858   2.561  0.01044 *
## pol_orient.num.c -0.05569    0.05071  -1.098  0.27209
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 809.98  on 599  degrees of freedom
## Residual deviance: 773.48  on 595  degrees of freedom
##   (279 observations deleted due to missingness)
## AIC: 783.48
##
## Number of Fisher Scoring iterations: 4
```

```
vitamins_current.rf.data <- summary(vitamins_current.rf)$coefficients

vitamins_current.rf.prom.b <- vitamins_current.rf.data["prom", "Estimate"]
vitamins_current.rf.prom.se <- vitamins_current.rf.data["prom", "Std. Error"]
vitamins_current.rf.prom.z <- vitamins_current.rf.data["prom", "z value"]
vitamins_current.rf.prom.df <- summary(vitamins_current.rf)$df[2]
vitamins_current.rf.prom.p <- vitamins_current.rf.data["prom", "Pr(>|z|)"]
vitamins_current.rf.prom.or <- exp(vitamins_current.rf.prom.b)

vitamins_current.rf.prev.b <- vitamins_current.rf.data["prev", "Estimate"]
vitamins_current.rf.prev.se <- vitamins_current.rf.data["prev", "Std. Error"]
vitamins_current.rf.prev.z <- vitamins_current.rf.data["prev", "z value"]
vitamins_current.rf.prev.df <- summary(vitamins_current.rf)$df[2]
vitamins_current.rf.prev.p <- vitamins_current.rf.data["prev", "Pr(>|z|)"]
vitamins_current.rf.prev.or <- exp(vitamins_current.rf.prev.b)

confint(vitamins_current.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)      -3.13088781 -0.78664265
## prom              0.33171631  0.91342005
## prev             -0.16532460  0.26863835
## agegroup.num.c    0.03541914  0.26526634
## pol_orient.num.c -0.15537345  0.04367978
```

Purchases Frozen Food

```
frozenfood.rf <- glm(frozenfood.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
                     data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" & month == "Jun")))
summary(frozenfood.rf)
```

```
##
## Call:
## glm(formula = frozenfood.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     family = "binomial", data = filter(rf, covid == "Pre-Covid" |
##         (covid == "Post-Covid" & month == "Jun")))
##
## Deviance Residuals:
```

```
##     Min       1Q   Median       3Q      Max
## -2.5300   0.3387   0.3907   0.4423   0.6335
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)       2.07246    1.00776   2.056   0.0397 *
## prom              0.32615    0.24464   1.333   0.1825
## prev             -0.22574    0.19496  -1.158   0.2469
## agegroup.num.c    0.14633    0.10259   1.426   0.1538
## pol_orient.num.c -0.05705    0.08877  -0.643   0.5204
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 339.39  on 599  degrees of freedom
## Residual deviance: 333.73  on 595  degrees of freedom
##   (279 observations deleted due to missingness)
## AIC: 343.73
##
## Number of Fisher Scoring iterations: 5
```

```
confint(frozenfood.rf)
```

```
##                       2.5 %    97.5 %
## (Intercept)       0.12990718 4.0853209
## prom             -0.15644198 0.8043750
## prev             -0.61314740 0.1530661
## agegroup.num.c   -0.05483912 0.3489626
## pol_orient.num.c -0.23145284 0.1175661
```

Study 2 Results

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

```
prom.covid <- lm(prom ~ covid.d + agegroup.num.c + pol_orient.num.c, data = filter(rf, covid == "Pre-Co
summary(prom.covid)
```

```
##
## Call:
## lm(formula = prom ~ covid.d + agegroup.num.c + pol_orient.num.c,
##     data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" &
##         month == "July")))
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -2.03088 -0.27710  0.00407  0.28870  1.44813
##
## Coefficients:
##                   Estimate Std. Error t value            Pr(>|t|)
## (Intercept)       3.594619   0.031172 115.315 <0.0000000000000002 ***
## covid.d          -0.741079   0.037572 -19.724 <0.0000000000000002 ***
## agegroup.num.c   -0.010494   0.012103  -0.867              0.3862
## pol_orient.num.c -0.019732   0.009692  -2.036              0.0421 *
```

```
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.4956 on 874 degrees of freedom
##   (1 observation deleted due to missingness)
## Multiple R-squared:  0.3271, Adjusted R-squared:  0.3248
## F-statistic: 141.6 on 3 and 874 DF,  p-value: < 0.00000000000000022
```

```
prom.covid.data <- summary(prom.covid)$coefficients

prom.covid.b <- prom.covid.data["covid.d", "Estimate"]
prom.covid.se <- prom.covid.data["covid.d", "Std. Error"]
prom.covid.t <- prom.covid.data["covid.d", "t value"]
prom.covid.df <- summary(prom.covid)$df[2]
prom.covid.p <- prom.covid.data["covid.d", "Pr(>|t|)"]

confint(prom.covid)
```

```
##                         2.5 %        97.5 %
## (Intercept)       3.53343797  3.6558002331
## covid.d          -0.81482146 -0.6673359164
## agegroup.num.c   -0.03424870  0.0132612765
## pol_orient.num.c -0.03875449 -0.0007092283
```

```
prev.covid <- lm(prev ~ covid.d + agegroup.num.c + pol_orient.num.c, data = filter(rf, covid == "Pre-Co
summary(prev.covid)
```

```
##
## Call:
## lm(formula = prev ~ covid.d + agegroup.num.c + pol_orient.num.c,
##     data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" &
##         month == "July")))
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -2.41211 -0.36624 -0.00263  0.36773  1.62015
##
## Coefficients:
##                   Estimate Std. Error t value            Pr(>|t|)
## (Intercept)       3.445634   0.038439  89.638 <0.0000000000000002 ***
## covid.d          -0.429474   0.046332  -9.270 <0.0000000000000002 ***
## agegroup.num.c    0.018929   0.014925   1.268               0.205
## pol_orient.num.c -0.006664   0.011952  -0.558               0.577
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.6111 on 874 degrees of freedom
##   (1 observation deleted due to missingness)
## Multiple R-squared:  0.09108,    Adjusted R-squared:  0.08796
## F-statistic: 29.19 on 3 and 874 DF,  p-value: < 0.00000000000000022
```

```
prev.covid.data <- summary(prev.covid)$coefficients

prev.covid.b <- prev.covid.data["covid.d", "Estimate"]
prev.covid.se <- prev.covid.data["covid.d", "Std. Error"]
prev.covid.t <- prev.covid.data["covid.d", "t value"]
```

```r
prev.covid.df <- summary(prev.covid)$df[2]
prev.covid.p <- prev.covid.data["covid.d", "Pr(>|t|)"]

confint(prev.covid)
```

```
##                         2.5 %      97.5 %
## (Intercept)       3.37018993  3.52107879
## covid.d          -0.52040845 -0.33853925
## agegroup.num.c   -0.01036367  0.04822241
## pol_orient.num.c -0.03012168  0.01679317
```

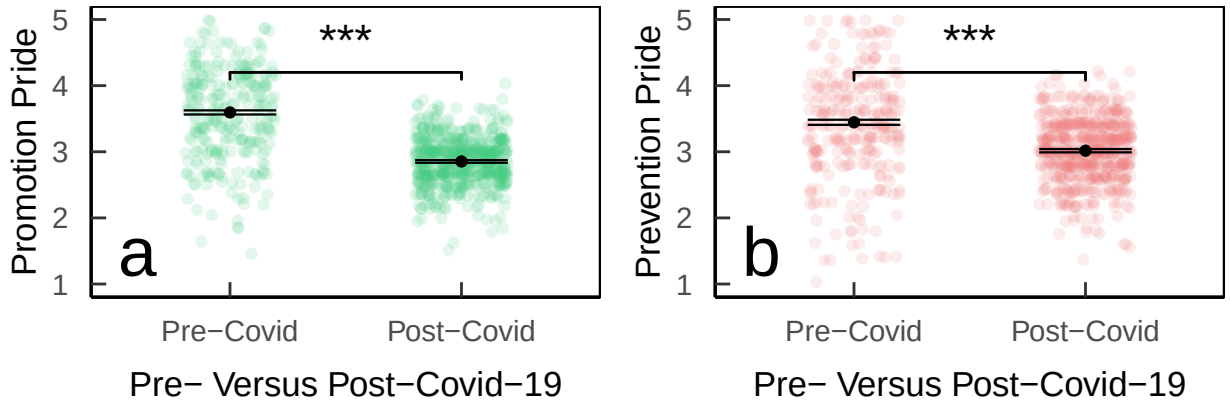
```r
# Determining pre- vs. post-Covid predictions at typical
# levels of age group and political orientation
pred <- data.frame(
  covidF = c("Pre-Covid", "Post-Covid"),
  covid.d = c(0, 1),
  agegroup.num.c = 0,
  pol_orient.num.c = 0)
prompred <- cbind(pred, predict(prom.covid, pred, se.fit = TRUE))
prevpred <- cbind(pred, predict(prev.covid, pred, se.fit = TRUE))

promplot <- ggplot(data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" & month == "July")),
  geom_point(alpha = .15, color = "seagreen3",
             position = position_jitter(height = .05, width = .2)) +
  geom_point(data = prompred, aes(x = covidF, y = fit), color = "black", size = 1.5) +
  geom_errorbar(data = prompred, aes(x = covidF, y = fit, ymin = fit - se.fit, ymax = fit + se.fit),
                width = .4, color = "black", size = .4) +
  geom_signif(y_position = c(4.2), xmin = c(1), xmax = c(2), annotation = c("***"),
              textsize = 6, color = "black", vjust = -.4) +
  scale_y_continuous(limits = c(1, 5)) +
  annotate("text", x = .6, y = 1.5, label = "a", size = 9) +
  labs(x = "Pre- Versus Post-Covid-19", y = "Promotion Pride")

prevplot <- ggplot(data = filter(rf, covid == "Pre-Covid" | (covid == "Post-Covid" & month == "July")),
  geom_point(alpha = .15, color = "lightcoral",
             position = position_jitter(height = .05, width = .2)) +
  geom_point(data = prevpred, aes(x = covidF, y = fit), color = "black", size = 1.5) +
  geom_errorbar(data = prevpred, aes(x = covidF, y = fit, ymin = fit - se.fit, ymax = fit + se.fit),
                width = .4, color = "black", size = .4) +
  geom_signif(y_position = c(4.2), xmin = c(1), xmax = c(2), annotation = c("***"),
              textsize = 6, color = "black", vjust = -.4) +
  scale_y_continuous(limits = c(1, 5)) +
  annotate("text", x = .6, y = 1.5, label = "b", size = 9) +
  labs(x = "Pre- Versus Post-Covid-19", y = "Prevention Pride")
```

Figure 2: Model-predicted differences in promotion pride and prevention pride before versus after the start of the Covid-19 pandemic at typical levels of age group and political ideology. Error bars represent standard errors of the mean.

```r
grid.arrange(promplot, prevplot, ncol=2, heights = c(3, 3), widths = c(4, 4))
```



Monthly Analysis

```
prom.month <- lm(prom ~ month.num + agegroup.num.c + pol_orient.num.c, data = rf)
summary(prom.month)
```

```
##
## Call:
## lm(formula = prom ~ month.num + agegroup.num.c + pol_orient.num.c,
##     data = rf)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -2.15743 -0.38191 -0.04858  0.36911  1.89261
##
## Coefficients:
##                   Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       3.811921   0.041732  91.342 < 0.0000000000000002 ***
## month.num        -0.091673   0.006176 -14.843 < 0.0000000000000002 ***
## agegroup.num.c    0.042597   0.010723   3.973            0.0000745 ***
## pol_orient.num.c -0.029512   0.008958  -3.294              0.00101 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.5937 on 1474 degrees of freedom
##   (1 observation deleted due to missingness)
## Multiple R-squared:  0.132,  Adjusted R-squared:  0.1303
## F-statistic: 74.74 on 3 and 1474 DF,  p-value: < 0.00000000000000022
```

```
prom.month.data <- summary(prom.month)$coefficients

prom.month.b <- prom.month.data["month.num", "Estimate"]
prom.month.se <- prom.month.data["month.num", "Std. Error"]
prom.month.t <- prom.month.data["month.num", "t value"]
prom.month.numf <- summary(prom.month)$df[2]
prom.month.p <- prom.month.data["month.num", "Pr(>|t|)"]

confint(prom.month)
```

```
##                     2.5 %      97.5 %
## (Intercept)       3.73005972  3.89378198
## month.num        -0.10378770 -0.07955738
```

```
## agegroup.num.c    0.02156317  0.06363002
## pol_orient.num.c -0.04708464 -0.01193997
```

```
prev.month <- lm(prev ~ month.num + agegroup.num.c + pol_orient.num.c, data = rf)
summary(prev.month)
```

```
##
## Call:
## lm(formula = prev ~ month.num + agegroup.num.c + pol_orient.num.c,
##     data = rf)
##
## Residuals:
##      Min       1Q   Median       3Q      Max
## -2.42030 -0.43083 -0.04148  0.42245  1.91353
##
## Coefficients:
##                   Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       3.599444   0.049565  72.620 < 0.0000000000000002 ***
## month.num        -0.055638   0.007336  -7.585   0.0000000000000587 ***
## agegroup.num.c    0.067542   0.012735   5.303   0.0000001309308880 ***
## pol_orient.num.c -0.027952   0.010640  -2.627               0.0087 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 0.7051 on 1474 degrees of freedom
##   (1 observation deleted due to missingness)
## Multiple R-squared:  0.05032,    Adjusted R-squared:  0.04839
## F-statistic: 26.03 on 3 and 1474 DF,  p-value: < 0.00000000000000022
```

```
prev.month.data <- summary(prev.month)$coefficients

prev.month.b <- prev.month.data["month.num", "Estimate"]
prev.month.se <- prev.month.data["month.num", "Std. Error"]
prev.month.t <- prev.month.data["month.num", "t value"]
prev.month.numf <- summary(prev.month)$df[2]
prev.month.p <- prev.month.data["month.num", "Pr(>|t|)"]

confint(prev.month)
```

```
##                       2.5 %       97.5 %
## (Intercept)       3.50221807  3.696670742
## month.num        -0.07002709 -0.041248771
## agegroup.num.c    0.04256030  0.092523041
## pol_orient.num.c -0.04882281 -0.007081547
```

Associations Between Post-Covid-19 Regulatory Focus Pride and Behavioral Outcomes

Intentions and Behavior Regarding Marketplace Activity

```
out_restaurant.rf <- glm(out_restaurant.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf,
summary(out_restaurant.rf)
```

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

```
##
```

```
## Call:
## glm(formula = out_restaurant.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.3569  -0.9422  -0.7760   1.3230   2.0423
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)      -2.48601    1.02919  -2.416 0.015713 *
## prom              0.69075    0.26002   2.657 0.007895 **
## prev             -0.05901    0.19291  -0.306 0.759672
## agegroup.num.c   -0.03063    0.05950  -0.515 0.606720
## pol_orient.num.c -0.19648    0.05264  -3.733 0.000189 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 769.24  on 599  degrees of freedom
## Residual deviance: 747.25  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 757.25
##
## Number of Fisher Scoring iterations: 4
```

```
out_restaurant.rf.data <- summary(out_restaurant.rf)$coefficients

out_restaurant.rf.prom.b <- out_restaurant.rf.data["prom", "Estimate"]
out_restaurant.rf.prom.se <- out_restaurant.rf.data["prom", "Std. Error"]
out_restaurant.rf.prom.z <- out_restaurant.rf.data["prom", "z value"]
out_restaurant.rf.prom.df <- summary(out_restaurant.rf)$df[2]
out_restaurant.rf.prom.p <- out_restaurant.rf.data["prom", "Pr(>|z|)"]
out_restaurant.rf.prom.or <- exp(out_restaurant.rf.prom.b)

out_restaurant.rf.prev.b <- out_restaurant.rf.data["prev", "Estimate"]
out_restaurant.rf.prev.se <- out_restaurant.rf.data["prev", "Std. Error"]
out_restaurant.rf.prev.z <- out_restaurant.rf.data["prev", "z value"]
out_restaurant.rf.prev.df <- summary(out_restaurant.rf)$df[2]
out_restaurant.rf.prev.p <- out_restaurant.rf.data["prev", "Pr(>|z|)"]
out_restaurant.rf.prev.or <- exp(out_restaurant.rf.prev.b)

confint(out_restaurant.rf)
```

```
##                      2.5 %      97.5 %
## (Intercept)      -4.5294775 -0.48890954
## prom              0.1860214  1.20694484
## prev             -0.4374648  0.32005076
## agegroup.num.c   -0.1473057  0.08618639
## pol_orient.num.c -0.3009210 -0.09430148
```

```
out_publicevent.rf <- glm(out_publicevent.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = ri
summary(out_publicevent.rf)
```

```
##
## Call:
## glm(formula = out_publicevent.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -0.9076  -0.5941  -0.5046  -0.4205   2.2757
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)      -2.15158    1.35505  -1.588  0.11232
## prom              0.42895    0.34254   1.252  0.21047
## prev             -0.29953    0.25440  -1.177  0.23904
## agegroup.num.c   -0.23255    0.07995  -2.909  0.00363 **
## pol_orient.num.c -0.12484    0.07077  -1.764  0.07774 .
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 493.16  on 599  degrees of freedom
## Residual deviance: 478.38  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 488.38
##
## Number of Fisher Scoring iterations: 4
```

```
out_publicevent.rf.data <- summary(out_publicevent.rf)$coefficients

out_publicevent.rf.prom.b <- out_publicevent.rf.data["prom", "Estimate"]
out_publicevent.rf.prom.se <- out_publicevent.rf.data["prom", "Std. Error"]
out_publicevent.rf.prom.z <- out_publicevent.rf.data["prom", "z value"]
out_publicevent.rf.prom.df <- summary(out_publicevent.rf)$df[2]
out_publicevent.rf.prom.p <- out_publicevent.rf.data["prom", "Pr(>|z|)"]
out_publicevent.rf.prom.or <- exp(out_publicevent.rf.prom.b)

out_publicevent.rf.prev.b <- out_publicevent.rf.data["prev", "Estimate"]
out_publicevent.rf.prev.se <- out_publicevent.rf.data["prev", "Std. Error"]
out_publicevent.rf.prev.z <- out_publicevent.rf.data["prev", "z value"]
out_publicevent.rf.prev.df <- summary(out_publicevent.rf)$df[2]
out_publicevent.rf.prev.p <- out_publicevent.rf.data["prev", "Pr(>|z|)"]
out_publicevent.rf.prev.or <- exp(out_publicevent.rf.prev.b)

confint(out_publicevent.rf)
```

```
##                      2.5 %      97.5 %
## (Intercept)      -4.8554772  0.46602338
## prom             -0.2372108  1.10783235
## prev             -0.7980330  0.20158378
## agegroup.num.c   -0.3909210 -0.07672635
## pol_orient.num.c -0.2652127  0.01282801
```

```
out_bar.rf <- glm(out_bar.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf, family = "bin
summary(out_bar.rf)
```

```
##
## Call:
## glm(formula = out_bar.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.2366  -0.5487  -0.4311  -0.3248   2.6720
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)      -0.63480    1.43825  -0.441 0.658945
## prom              0.57542    0.37314   1.542 0.123054
## prev             -1.04259    0.27742  -3.758 0.000171 ***
## agegroup.num.c   -0.18301    0.08742  -2.093 0.036306 *
## pol_orient.num.c -0.21816    0.07872  -2.772 0.005580 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 444.28  on 599  degrees of freedom
## Residual deviance: 413.56  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 423.56
##
## Number of Fisher Scoring iterations: 5
```

```
out_bar.rf.data <- summary(out_bar.rf)$coefficients

out_bar.rf.prom.b <- out_bar.rf.data["prom", "Estimate"]
out_bar.rf.prom.se <- out_bar.rf.data["prom", "Std. Error"]
out_bar.rf.prom.z <- out_bar.rf.data["prom", "z value"]
out_bar.rf.prom.df <- summary(out_bar.rf)$df[2]
out_bar.rf.prom.p <- out_bar.rf.data["prom", "Pr(>|z|)"]
out_bar.rf.prom.or <- exp(out_bar.rf.prom.b)

out_bar.rf.prev.b <- out_bar.rf.data["prev", "Estimate"]
out_bar.rf.prev.se <- out_bar.rf.data["prev", "Std. Error"]
out_bar.rf.prev.z <- out_bar.rf.data["prev", "z value"]
out_bar.rf.prev.df <- summary(out_bar.rf)$df[2]
out_bar.rf.prev.p <- out_bar.rf.data["prev", "Pr(>|z|)"]
out_bar.rf.prev.or <- exp(out_bar.rf.prev.b)

confint(out_bar.rf)
```

```
##                      2.5 %     97.5 %
## (Intercept)      -3.4933379  2.1551746
## prom             -0.1484503  1.3168427
## prev             -1.5940066 -0.5033160
## agegroup.num.c   -0.3556950 -0.0120102
## pol_orient.num.c -0.3754040 -0.0660673
```

```
shop_mall.rf <- glm(shop_mall.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf, family = 
summary(shop_mall.rf)
```

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

```
##
## Call:
## glm(formula = shop_mall.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.0016  -0.5594  -0.4604  -0.3792   2.4620
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)      -2.30588    1.42368  -1.620  0.10530
## prom              0.62527    0.36205   1.727  0.08416 .
## prev             -0.48899    0.26664  -1.834  0.06667 .
## agegroup.num.c   -0.25028    0.08452  -2.961  0.00307 **
## pol_orient.num.c -0.14483    0.07490  -1.934  0.05316 .
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 459.85  on 599  degrees of freedom
## Residual deviance: 439.72  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 449.72
##
## Number of Fisher Scoring iterations: 5
```

```
shop_mall.rf.data <- summary(shop_mall.rf)$coefficients

shop_mall.rf.prom.b <- shop_mall.rf.data["prom", "Estimate"]
shop_mall.rf.prom.se <- shop_mall.rf.data["prom", "Std. Error"]
shop_mall.rf.prom.z <- shop_mall.rf.data["prom", "z value"]
shop_mall.rf.prom.df <- summary(shop_mall.rf)$df[2]
shop_mall.rf.prom.p <- shop_mall.rf.data["prom", "Pr(>|z|)"]
shop_mall.rf.prom.or <- exp(shop_mall.rf.prom.b)

shop_mall.rf.prev.b <- shop_mall.rf.data["prev", "Estimate"]
shop_mall.rf.prev.se <- shop_mall.rf.data["prev", "Std. Error"]
shop_mall.rf.prev.z <- shop_mall.rf.data["prev", "z value"]
shop_mall.rf.prev.df <- summary(shop_mall.rf)$df[2]
shop_mall.rf.prev.p <- shop_mall.rf.data["prev", "Pr(>|z|)"]
shop_mall.rf.prev.or <- exp(shop_mall.rf.prev.b)

confint(shop_mall.rf)
```

```
##                      2.5 %       97.5 %
## (Intercept)      -5.14882090  0.4414813758
## prom             -0.07708852  1.3444391837
```

```
## prev             -1.01306477  0.0348978773
## agegroup.num.c   -0.41802855 -0.0857779056
## pol_orient.num.c -0.29365401  0.0006444442
```

```
shop_grocery.rf <- glm(shop_grocery.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf, fami
summary(shop_grocery.rf)
```

```
##
## Call:
## glm(formula = shop_grocery.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -2.4043   0.3864   0.4405   0.5120   0.6798
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)       2.30806    1.54057   1.498   0.1341
## prom              0.11364    0.38151   0.298   0.7658
## prev             -0.15625    0.29408  -0.531   0.5952
## agegroup.num.c    0.18159    0.08980   2.022   0.0432 *
## pol_orient.num.c -0.09437    0.07930  -1.190   0.2340
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 403.12  on 599  degrees of freedom
## Residual deviance: 396.55  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 406.55
##
## Number of Fisher Scoring iterations: 5
```

```
shop_grocery.rf.data <- summary(shop_grocery.rf)$coefficients

shop_grocery.rf.prom.b <- shop_grocery.rf.data["prom", "Estimate"]
shop_grocery.rf.prom.se <- shop_grocery.rf.data["prom", "Std. Error"]
shop_grocery.rf.prom.z <- shop_grocery.rf.data["prom", "z value"]
shop_grocery.rf.prom.df <- summary(shop_grocery.rf)$df[2]
shop_grocery.rf.prom.p <- shop_grocery.rf.data["prom", "Pr(>|z|)"]
shop_grocery.rf.prom.or <- exp(shop_grocery.rf.prom.b)

shop_grocery.rf.prev.b <- shop_grocery.rf.data["prev", "Estimate"]
shop_grocery.rf.prev.se <- shop_grocery.rf.data["prev", "Std. Error"]
shop_grocery.rf.prev.z <- shop_grocery.rf.data["prev", "z value"]
shop_grocery.rf.prev.df <- summary(shop_grocery.rf)$df[2]
shop_grocery.rf.prev.p <- shop_grocery.rf.data["prev", "Pr(>|z|)"]
shop_grocery.rf.prev.or <- exp(shop_grocery.rf.prev.b)

confint(shop_grocery.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)      -0.651977894 5.39815362
```

```
## prom             -0.639220910 0.85846046
## prev             -0.740755942 0.41406585
## agegroup.num.c    0.006130725 0.35936990
## pol_orient.num.c -0.250799180 0.06085935
```

```
order_grocery_delivery.rf <- glm(order_grocery_delivery.d ~ prom + prev + agegroup.num.c + pol_orient.nu
summary(order_grocery_delivery.rf)
```

```
##
## Call:
## glm(formula = order_grocery_delivery.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.3749  -0.7513  -0.5623  -0.4045   2.4751
##
## Coefficients:
##                  Estimate Std. Error z value     Pr(>|z|)
## (Intercept)       0.91528    1.14121   0.802      0.42254
## prom             -0.01952    0.28634  -0.068      0.94565
## prev             -0.70065    0.21961  -3.190      0.00142 **
## agegroup.num.c   -0.38666    0.06912  -5.594 0.0000000222 ***
## pol_orient.num.c  0.02927    0.05964   0.491      0.62358
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 651.93  on 599  degrees of freedom
## Residual deviance: 604.70  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 614.7
##
## Number of Fisher Scoring iterations: 4
```

```
order_grocery_delivery.rf.data <- summary(order_grocery_delivery.rf)$coefficients

order_grocery_delivery.rf.prom.b <- order_grocery_delivery.rf.data["prom", "Estimate"]
order_grocery_delivery.rf.prom.se <- order_grocery_delivery.rf.data["prom", "Std. Error"]
order_grocery_delivery.rf.prom.z <- order_grocery_delivery.rf.data["prom", "z value"]
order_grocery_delivery.rf.prom.df <- summary(order_grocery_delivery.rf)$df[2]
order_grocery_delivery.rf.prom.p <- order_grocery_delivery.rf.data["prom", "Pr(>|z|)"]
order_grocery_delivery.rf.prom.or <- exp(order_grocery_delivery.rf.prom.b)

order_grocery_delivery.rf.prev.b <- order_grocery_delivery.rf.data["prev", "Estimate"]
order_grocery_delivery.rf.prev.se <- order_grocery_delivery.rf.data["prev", "Std. Error"]
order_grocery_delivery.rf.prev.z <- order_grocery_delivery.rf.data["prev", "z value"]
order_grocery_delivery.rf.prev.df <- summary(order_grocery_delivery.rf)$df[2]
order_grocery_delivery.rf.prev.p <- order_grocery_delivery.rf.data["prev", "Pr(>|z|)"]
order_grocery_delivery.rf.prev.or <- exp(order_grocery_delivery.rf.prev.b)

confint(order_grocery_delivery.rf)
```

```
##                       2.5 %     97.5 %
```

```
## (Intercept)      -1.32560313  3.1590875
## prom             -0.58143228  0.5437464
## prev             -1.13620188 -0.2735520
## agegroup.num.c   -0.52422557 -0.2528232
## pol_orient.num.c -0.08779951  0.1463897
```

```
order_grocery_pickup.rf <- glm(order_grocery_pickup.d ~ prom + prev + agegroup.num.c + pol_orient.num.c
summary(order_grocery_pickup.rf)
```

```
##
## Call:
## glm(formula = order_grocery_pickup.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.2966  -0.6651  -0.5053  -0.3894   2.5373
##
## Coefficients:
##                  Estimate Std. Error z value  Pr(>|z|)
## (Intercept)      -1.75426    1.25170  -1.402    0.1611
## prom              0.64722    0.31612   2.047    0.0406 *
## prev             -0.55462    0.23616  -2.349    0.0188 *
## agegroup.num.c   -0.35386    0.07489  -4.725 0.0000023 ***
## pol_orient.num.c -0.01194    0.06490  -0.184    0.8540
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 571.69  on 599  degrees of freedom
## Residual deviance: 533.23  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 543.23
##
## Number of Fisher Scoring iterations: 4
```

```
order_grocery_pickup.rf.data <- summary(order_grocery_pickup.rf)$coefficients

order_grocery_pickup.rf.prom.b <- order_grocery_pickup.rf.data["prom", "Estimate"]
order_grocery_pickup.rf.prom.se <- order_grocery_pickup.rf.data["prom", "Std. Error"]
order_grocery_pickup.rf.prom.z <- order_grocery_pickup.rf.data["prom", "z value"]
order_grocery_pickup.rf.prom.df <- summary(order_grocery_pickup.rf)$df[2]
order_grocery_pickup.rf.prom.p <- order_grocery_pickup.rf.data["prom", "Pr(>|z|)"]
order_grocery_pickup.rf.prom.or <- exp(order_grocery_pickup.rf.prom.b)

order_grocery_pickup.rf.prev.b <- order_grocery_pickup.rf.data["prev", "Estimate"]
order_grocery_pickup.rf.prev.se <- order_grocery_pickup.rf.data["prev", "Std. Error"]
order_grocery_pickup.rf.prev.z <- order_grocery_pickup.rf.data["prev", "z value"]
order_grocery_pickup.rf.prev.df <- summary(order_grocery_pickup.rf)$df[2]
order_grocery_pickup.rf.prev.p <- order_grocery_pickup.rf.data["prev", "Pr(>|z|)"]
order_grocery_pickup.rf.prev.or <- exp(order_grocery_pickup.rf.prev.b)

confint(order_grocery_pickup.rf)
```

```
##                         2.5 %      97.5 %
## (Intercept)      -4.24476104  0.67312971
## prom              0.03414784  1.27600987
## prev             -1.02089620 -0.09295076
## agegroup.num.c   -0.50303690 -0.20883146
## pol_orient.num.c -0.13968135  0.11521396
```

```
travel_car.rf <- glm(travel_car.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf, family =
summary(travel_car.rf)
```

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

```
##
## Call:
## glm(formula = travel_car.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.1349  -0.8051  -0.7152   1.3312   2.0354
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)       0.15826    1.07233   0.148   0.8827
## prom             -0.03421    0.27251  -0.126   0.9001
## prev             -0.37929    0.20577  -1.843   0.0653 .
## agegroup.num.c   -0.04657    0.06396  -0.728   0.4665
## pol_orient.num.c -0.14787    0.05628  -2.628   0.0086 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 683.45  on 599  degrees of freedom
## Residual deviance: 673.06  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 683.06
##
## Number of Fisher Scoring iterations: 4
```

```
travel_car.rf.data <- summary(travel_car.rf)$coefficients

travel_car.rf.prom.b <- travel_car.rf.data["prom", "Estimate"]
travel_car.rf.prom.se <- travel_car.rf.data["prom", "Std. Error"]
travel_car.rf.prom.z <- travel_car.rf.data["prom", "z value"]
travel_car.rf.prom.df <- summary(travel_car.rf)$df[2]
travel_car.rf.prom.p <- travel_car.rf.data["prom", "Pr(>|z|)"]
travel_car.rf.prom.or <- exp(travel_car.rf.prom.b)

travel_car.rf.prev.b <- travel_car.rf.data["prev", "Estimate"]
travel_car.rf.prev.se <- travel_car.rf.data["prev", "Std. Error"]
travel_car.rf.prev.z <- travel_car.rf.data["prev", "z value"]
travel_car.rf.prev.df <- summary(travel_car.rf)$df[2]
travel_car.rf.prev.p <- travel_car.rf.data["prev", "Pr(>|z|)"]
```

```r
travel_car.rf.prev.or <- exp(travel_car.rf.prev.b)

confint(travel_car.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)      -1.9565026  2.25548662
## prom             -0.5683722  0.50193802
## prev             -0.7845170  0.02358283
## agegroup.num.c   -0.1719147  0.07914774
## pol_orient.num.c -0.2593673 -0.03843270
```

```r
travel_air.rf <- glm(travel_air.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf, family =
summary(travel_air.rf)
```

```
##
## Call:
## glm(formula = travel_air.d ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.1474  -0.2611  -0.1789  -0.1195   3.2013
##
## Coefficients:
##                  Estimate Std. Error z value Pr(>|z|)
## (Intercept)       -0.6161     2.5137  -0.245 0.806376
## prom               0.5191     0.6707   0.774 0.438930
## prev              -1.5998     0.4809  -3.327 0.000879 ***
## agegroup.num.c    -0.4978     0.1840  -2.705 0.006824 **
## pol_orient.num.c  -0.1769     0.1500  -1.179 0.238206
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 168.59  on 599  degrees of freedom
## Residual deviance: 144.14  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 154.14
##
## Number of Fisher Scoring iterations: 7
```

```r
travel_air.rf.data <- summary(travel_air.rf)$coefficients

travel_air.rf.prom.b <- travel_air.rf.data["prom", "Estimate"]
travel_air.rf.prom.se <- travel_air.rf.data["prom", "Std. Error"]
travel_air.rf.prom.z <- travel_air.rf.data["prom", "z value"]
travel_air.rf.prom.df <- summary(travel_air.rf)$df[2]
travel_air.rf.prom.p <- travel_air.rf.data["prom", "Pr(>|z|)"]
travel_air.rf.prom.or <- exp(travel_air.rf.prom.b)

travel_air.rf.prev.b <- travel_air.rf.data["prev", "Estimate"]
travel_air.rf.prev.se <- travel_air.rf.data["prev", "Std. Error"]
travel_air.rf.prev.z <- travel_air.rf.data["prev", "z value"]
travel_air.rf.prev.df <- summary(travel_air.rf)$df[2]
```

```r
travel_air.rf.prev.p <- travel_air.rf.data["prev", "Pr(>|z|)"]
travel_air.rf.prev.or <- exp(travel_air.rf.prev.b)

confint(travel_air.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)      -5.6868548  4.1872355
## prom             -0.7670731  1.8661817
## prev             -2.5688761 -0.6675986
## agegroup.num.c   -0.8871666 -0.1551645
## pol_orient.num.c -0.4796479  0.1127727
```

```r
travel_rideshare.rf <- glm(travel_rideshare.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data =
summary(travel_rideshare.rf)
```

```
##
## Call:
## glm(formula = travel_rideshare.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.4161  -0.4185  -0.2918  -0.2114   2.9748
##
## Coefficients:
##                  Estimate Std. Error z value  Pr(>|z|)
## (Intercept)      -0.84886    1.75705  -0.483  0.629013
## prom              0.80197    0.45830   1.750  0.080138 .
## prev             -1.42094    0.34129  -4.163 0.0000314 ***
## agegroup.num.c   -0.39625    0.11420  -3.470  0.000521 ***
## pol_orient.num.c -0.15221    0.09829  -1.549  0.121482
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 324.66  on 599  degrees of freedom
## Residual deviance: 283.17  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 293.17
##
## Number of Fisher Scoring iterations: 6
```

```r
travel_rideshare.rf.data <- summary(travel_rideshare.rf)$coefficients

travel_rideshare.rf.prom.b <- travel_rideshare.rf.data["prom", "Estimate"]
travel_rideshare.rf.prom.se <- travel_rideshare.rf.data["prom", "Std. Error"]
travel_rideshare.rf.prom.z <- travel_rideshare.rf.data["prom", "z value"]
travel_rideshare.rf.prom.df <- summary(travel_rideshare.rf)$df[2]
travel_rideshare.rf.prom.p <- travel_rideshare.rf.data["prom", "Pr(>|z|)"]
travel_rideshare.rf.prom.or <- exp(travel_rideshare.rf.prom.b)

travel_rideshare.rf.prev.b <- travel_rideshare.rf.data["prev", "Estimate"]
travel_rideshare.rf.prev.se <- travel_rideshare.rf.data["prev", "Std. Error"]
travel_rideshare.rf.prev.z <- travel_rideshare.rf.data["prev", "z value"]
```

```
travel_rideshare.rf.prev.df <- summary(travel_rideshare.rf)$df[2]
travel_rideshare.rf.prev.p <- travel_rideshare.rf.data["prev", "Pr(>|z|)"]
travel_rideshare.rf.prev.or <- exp(travel_rideshare.rf.prev.b)

confint(travel_rideshare.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)      -4.35789810  2.54703546
## prom             -0.08212266  1.71904424
## prev             -2.10530820 -0.76173913
## agegroup.num.c   -0.62757191 -0.17744926
## pol_orient.num.c -0.34841132  0.03833591
```

```
travel_taxi.rf <- glm(travel_taxi.d ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf, family
summary(travel_taxi.rf)
```

```
##
## Call:
## glm(formula = travel_taxi.d ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, family = "binomial", data = rf)
##
## Deviance Residuals:
##     Min       1Q   Median       3Q      Max
## -1.3725  -0.2856  -0.1884  -0.1212   3.2134
##
## Coefficients:
##                  Estimate Std. Error z value  Pr(>|z|)
## (Intercept)        1.1595     2.2541   0.514   0.60697
## prom               0.1391     0.5943   0.234   0.81499
## prev              -1.7787     0.4530  -3.927 0.0000862 ***
## agegroup.num.c    -0.5556     0.1729  -3.214   0.00131 **
## pol_orient.num.c  -0.0661     0.1369  -0.483   0.62913
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## (Dispersion parameter for binomial family taken to be 1)
##
##     Null deviance: 195.13  on 599  degrees of freedom
## Residual deviance: 163.47  on 595  degrees of freedom
##   (879 observations deleted due to missingness)
## AIC: 173.47
##
## Number of Fisher Scoring iterations: 7
```

```
travel_taxi.rf.data <- summary(travel_taxi.rf)$coefficients

travel_taxi.rf.prom.b <- travel_taxi.rf.data["prom", "Estimate"]
travel_taxi.rf.prom.se <- travel_taxi.rf.data["prom", "Std. Error"]
travel_taxi.rf.prom.z <- travel_taxi.rf.data["prom", "z value"]
travel_taxi.rf.prom.df <- summary(travel_taxi.rf)$df[2]
travel_taxi.rf.prom.p <- travel_taxi.rf.data["prom", "Pr(>|z|)"]
travel_taxi.rf.prom.or <- exp(travel_taxi.rf.prom.b)

travel_taxi.rf.prev.b <- travel_taxi.rf.data["prev", "Estimate"]
travel_taxi.rf.prev.se <- travel_taxi.rf.data["prev", "Std. Error"]
```

```
travel_taxi.rf.prev.z <- travel_taxi.rf.data["prev", "z value"]
travel_taxi.rf.prev.df <- summary(travel_taxi.rf)$df[2]
travel_taxi.rf.prev.p <- travel_taxi.rf.data["prev", "Pr(>|z|)"]
travel_taxi.rf.prev.or <- exp(travel_taxi.rf.prev.b)

confint(travel_taxi.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)      -3.3591507  5.5428504
## prom             -1.0161398  1.3278546
## prev             -2.6969253 -0.9083743
## agegroup.num.c   -0.9217058 -0.2351978
## pol_orient.num.c -0.3389332  0.2012056
```

```
out_restaurant.rf <- lm(out_restaurant_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(out_restaurant.rf)
```

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

```
##
## Call:
## lm(formula = out_restaurant_l ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -3.2389 -1.8565 -0.5452  1.7415  4.9418
##
## Coefficients:
##                  Estimate Std. Error t value  Pr(>|t|)
## (Intercept)       2.32919    0.97723   2.383    0.0175 *
## prom              0.48896    0.24545   1.992    0.0468 *
## prev             -0.21493    0.18647  -1.153    0.2495
## agegroup.num.c   -0.11128    0.05757  -1.933    0.0537 .
## pol_orient.num.c -0.24483    0.04990  -4.907 0.0000012 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 2.083 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.05136,    Adjusted R-squared:  0.04499
## F-statistic: 8.054 on 4 and 595 DF,  p-value: 0.000002504
```

```
out_restaurant.rf.data <- summary(out_restaurant.rf)$coefficients

out_restaurant.rf.prom.b <- out_restaurant.rf.data["prom", "Estimate"]
out_restaurant.rf.prom.se <- out_restaurant.rf.data["prom", "Std. Error"]
out_restaurant.rf.prom.t <- out_restaurant.rf.data["prom", "t value"]
out_restaurant.rf.prom.df <- round(summary(out_restaurant.rf)$df[2], digits = 0)
out_restaurant.rf.prom.p <- out_restaurant.rf.data["prom", "Pr(>|t|)"]
out_restaurant.rf.prom.or <- exp(out_restaurant.rf.prom.b)

out_restaurant.rf.prev.b <- out_restaurant.rf.data["prev", "Estimate"]
```

```
out_restaurant.rf.prev.se <- out_restaurant.rf.data["prev", "Std. Error"]
out_restaurant.rf.prev.t <- out_restaurant.rf.data["prev", "t value"]
out_restaurant.rf.prev.df <- round(summary(out_restaurant.rf)$df[2], digits = 0)
out_restaurant.rf.prev.p <- out_restaurant.rf.data["prev", "Pr(>|t|)"]
out_restaurant.rf.prev.or <- exp(out_restaurant.rf.prev.b)

confint(out_restaurant.rf)
```

```
##                        2.5 %       97.5 %
## (Intercept)       0.409947323  4.248427064
## prom              0.006897232  0.971018001
## prev             -0.581151907  0.151283328
## agegroup.num.c   -0.224343390  0.001785906
## pol_orient.num.c -0.342821358 -0.146831924
```

```
out_publicevent.rf <- lm(out_publicevent_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(out_publicevent.rf)
```

```
##
## Call:
## lm(formula = out_publicevent_l ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -2.5280 -1.2061 -0.6859  1.0274  5.5018
##
## Coefficients:
##                  Estimate Std. Error t value   Pr(>|t|)
## (Intercept)       2.38742    0.81007   2.947    0.00333 **
## prom              0.31052    0.20347   1.526    0.12751
## prev             -0.31078    0.15457  -2.011    0.04482 *
## agegroup.num.c   -0.23325    0.04772  -4.888 0.00000131 ***
## pol_orient.num.c -0.15779    0.04136  -3.815    0.00015 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.726 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.06771,    Adjusted R-squared:  0.06144
## F-statistic:  10.8 on 4 and 595 DF,  p-value: 0.0000000185
```

```
out_publicevent.rf.data <- summary(out_publicevent.rf)$coefficients

out_publicevent.rf.prom.b <- out_publicevent.rf.data["prom", "Estimate"]
out_publicevent.rf.prom.se <- out_publicevent.rf.data["prom", "Std. Error"]
out_publicevent.rf.prom.t <- out_publicevent.rf.data["prom", "t value"]
out_publicevent.rf.prom.df <- round(summary(out_publicevent.rf)$df[2], digits = 0)
out_publicevent.rf.prom.p <- out_publicevent.rf.data["prom", "Pr(>|t|)"]
out_publicevent.rf.prom.or <- exp(out_publicevent.rf.prom.b)

out_publicevent.rf.prev.b <- out_publicevent.rf.data["prev", "Estimate"]
out_publicevent.rf.prev.se <- out_publicevent.rf.data["prev", "Std. Error"]
out_publicevent.rf.prev.t <- out_publicevent.rf.data["prev", "t value"]
out_publicevent.rf.prev.df <- round(summary(out_publicevent.rf)$df[2], digits = 0)
```

```r
out_publicevent.rf.prev.p <- out_publicevent.rf.data["prev", "Pr(>|t|)"]
out_publicevent.rf.prev.or <- exp(out_publicevent.rf.prev.b)

confint(out_publicevent.rf)
```

```
##                       2.5 %       97.5 %
## (Intercept)       0.79647416  3.978372734
## prom             -0.08908447  0.710121134
## prev             -0.61435751 -0.007207082
## agegroup.num.c   -0.32697434 -0.139525002
## pol_orient.num.c -0.23902568 -0.076560710
```

```r
out_bar.rf <- lm(out_bar_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(out_bar.rf)
```

```
##
## Call:
## lm(formula = out_bar_l ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -2.2134 -0.9614 -0.5943  0.2745  5.5080
##
## Coefficients:
##                  Estimate Std. Error t value  Pr(>|t|)
## (Intercept)       2.79070    0.74346   3.754  0.000191 ***
## prom              0.29538    0.18674   1.582  0.114227
## prev             -0.55973    0.14186  -3.946 0.0000891 ***
## agegroup.num.c   -0.18542    0.04380  -4.234 0.0000266 ***
## pol_orient.num.c -0.10627    0.03796  -2.800  0.005282 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.584 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.07193,    Adjusted R-squared:  0.0657
## F-statistic: 11.53 on 4 and 595 DF,  p-value: 0.000000005069
```

```r
out_bar.rf.data <- summary(out_bar.rf)$coefficients

out_bar.rf.prom.b <- out_bar.rf.data["prom", "Estimate"]
out_bar.rf.prom.se <- out_bar.rf.data["prom", "Std. Error"]
out_bar.rf.prom.t <- out_bar.rf.data["prom", "t value"]
out_bar.rf.prom.df <- round(summary(out_bar.rf)$df[2], digits = 0)
out_bar.rf.prom.p <- out_bar.rf.data["prom", "Pr(>|t|)"]
out_bar.rf.prom.or <- exp(out_bar.rf.prom.b)

out_bar.rf.prev.b <- out_bar.rf.data["prev", "Estimate"]
out_bar.rf.prev.se <- out_bar.rf.data["prev", "Std. Error"]
out_bar.rf.prev.t <- out_bar.rf.data["prev", "t value"]
out_bar.rf.prev.df <- round(summary(out_bar.rf)$df[2], digits = 0)
out_bar.rf.prev.p <- out_bar.rf.data["prev", "Pr(>|t|)"]
out_bar.rf.prev.or <- exp(out_bar.rf.prev.b)
```

```
confint(out_bar.rf)
```

```
##                         2.5 %      97.5 %
## (Intercept)       1.33057995  4.25082735
## prom             -0.07136343  0.66212257
## prev             -0.83833938 -0.28111562
## agegroup.num.c   -0.27144194 -0.09940678
## pol_orient.num.c -0.18082760 -0.03172231
```

```
shop_mall.rf <- lm(shop_mall_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(shop_mall.rf)
```

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

```
##
## Call:
## lm(formula = shop_mall_l ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -2.4490 -1.2728 -0.7426  1.0132  5.6941
##
## Coefficients:
##                   Estimate Std. Error t value Pr(>|t|)
## (Intercept)        1.26760    0.83027   1.527 0.127356
## prom               0.54641    0.20854   2.620 0.009013 **
## prev              -0.15040    0.15843  -0.949 0.342819
## agegroup.num.c    -0.18009    0.04891  -3.682 0.000253 ***
## pol_orient.num.c  -0.12055    0.04239  -2.844 0.004614 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.769 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.04712,    Adjusted R-squared:  0.04071
## F-statistic: 7.356 on 4 and 595 DF,  p-value: 0.000008718
```

```
shop_mall.rf.data <- summary(shop_mall.rf)$coefficients

shop_mall.rf.prom.b <- shop_mall.rf.data["prom", "Estimate"]
shop_mall.rf.prom.se <- shop_mall.rf.data["prom", "Std. Error"]
shop_mall.rf.prom.t <- shop_mall.rf.data["prom", "t value"]
shop_mall.rf.prom.df <- round(summary(shop_mall.rf)$df[2], digits = 0)
shop_mall.rf.prom.p <- shop_mall.rf.data["prom", "Pr(>|t|)"]
shop_mall.rf.prom.or <- exp(shop_mall.rf.prom.b)

shop_mall.rf.prev.b <- shop_mall.rf.data["prev", "Estimate"]
shop_mall.rf.prev.se <- shop_mall.rf.data["prev", "Std. Error"]
shop_mall.rf.prev.t <- shop_mall.rf.data["prev", "t value"]
shop_mall.rf.prev.df <- round(summary(shop_mall.rf)$df[2], digits = 0)
shop_mall.rf.prev.p <- shop_mall.rf.data["prev", "Pr(>|t|)"]
shop_mall.rf.prev.or <- exp(shop_mall.rf.prev.b)
```

```
confint(shop_mall.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)      -0.3630054  2.89820835
## prom              0.1368441  0.95597146
## prev             -0.4615472  0.16073764
## agegroup.num.c   -0.2761520 -0.08403015
## pol_orient.num.c -0.2038039 -0.03728920
```

```
shop_grocery.rf <- lm(shop_grocery_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(shop_grocery.rf)
```

```
##
## Call:
## lm(formula = shop_grocery_l ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -5.2862 -0.5372  0.7419  1.0094  1.7408
##
## Coefficients:
##                   Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       6.919823   0.769504   8.993 < 0.0000000000000002 ***
## prom             -0.195158   0.193278  -1.010                0.313
## prev             -0.159880   0.146832  -1.089                0.277
## agegroup.num.c    0.177784   0.045332   3.922            0.0000981 ***
## pol_orient.num.c -0.002755   0.039290  -0.070                0.944
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.64 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.02886,    Adjusted R-squared:  0.02234
## F-statistic: 4.421 on 4 and 595 DF,  p-value: 0.001575
```

```
shop_grocery.rf.data <- summary(shop_grocery.rf)$coefficients

shop_grocery.rf.prom.b <- shop_grocery.rf.data["prom", "Estimate"]
shop_grocery.rf.prom.se <- shop_grocery.rf.data["prom", "Std. Error"]
shop_grocery.rf.prom.t <- shop_grocery.rf.data["prom", "t value"]
shop_grocery.rf.prom.df <- round(summary(shop_grocery.rf)$df[2], digits = 0)
shop_grocery.rf.prom.p <- shop_grocery.rf.data["prom", "Pr(>|t|)"]
shop_grocery.rf.prom.or <- exp(shop_grocery.rf.prom.b)

shop_grocery.rf.prev.b <- shop_grocery.rf.data["prev", "Estimate"]
shop_grocery.rf.prev.se <- shop_grocery.rf.data["prev", "Std. Error"]
shop_grocery.rf.prev.t <- shop_grocery.rf.data["prev", "t value"]
shop_grocery.rf.prev.df <- round(summary(shop_grocery.rf)$df[2], digits = 0)
shop_grocery.rf.prev.p <- shop_grocery.rf.data["prev", "Pr(>|t|)"]
shop_grocery.rf.prev.or <- exp(shop_grocery.rf.prev.b)

confint(shop_grocery.rf)
```

```
##                       2.5 %     97.5 %
```

```
## (Intercept)       5.40854958 8.43109687
## prom             -0.57474838 0.18443255
## prev             -0.44825169 0.12849231
## agegroup.num.c    0.08875300 0.26681476
## pol_orient.num.c -0.07991961 0.07440903
```

```
order_grocery_delivery.rf <- lm(order_grocery_delivery_l ~ prom + prev + agegroup.num.c + pol_orient.nu
summary(order_grocery_delivery.rf)
```

```
##
## Call:
## lm(formula = order_grocery_delivery_l ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -3.3452 -1.5246 -0.7462  1.6501  5.7438
##
## Coefficients:
##                  Estimate Std. Error t value      Pr(>|t|)
## (Intercept)       4.57082    0.96711   4.726 0.00000285752 ***
## prom              0.15462    0.24291   0.637      0.524687
## prev             -0.72232    0.18454  -3.914      0.000101 ***
## agegroup.num.c   -0.33503    0.05697  -5.880 0.00000000683 ***
## pol_orient.num.c  0.09805    0.04938   1.986      0.047544 *
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 2.061 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.09751,    Adjusted R-squared:  0.09144
## F-statistic: 16.07 on 4 and 595 DF,  p-value: 0.000000000001664
```

```
order_grocery_delivery.rf.data <- summary(order_grocery_delivery.rf)$coefficients

order_grocery_delivery.rf.prom.b <- order_grocery_delivery.rf.data["prom", "Estimate"]
order_grocery_delivery.rf.prom.se <- order_grocery_delivery.rf.data["prom", "Std. Error"]
order_grocery_delivery.rf.prom.t <- order_grocery_delivery.rf.data["prom", "t value"]
order_grocery_delivery.rf.prom.df <- round(summary(order_grocery_delivery.rf)$df[2], digits = 0)
order_grocery_delivery.rf.prom.p <- order_grocery_delivery.rf.data["prom", "Pr(>|t|)"]
order_grocery_delivery.rf.prom.or <- exp(order_grocery_delivery.rf.prom.b)

order_grocery_delivery.rf.prev.b <- order_grocery_delivery.rf.data["prev", "Estimate"]
order_grocery_delivery.rf.prev.se <- order_grocery_delivery.rf.data["prev", "Std. Error"]
order_grocery_delivery.rf.prev.t <- order_grocery_delivery.rf.data["prev", "t value"]
order_grocery_delivery.rf.prev.df <- round(summary(order_grocery_delivery.rf)$df[2], digits = 0)
order_grocery_delivery.rf.prev.p <- order_grocery_delivery.rf.data["prev", "Pr(>|t|)"]
order_grocery_delivery.rf.prev.or <- exp(order_grocery_delivery.rf.prev.b)

confint(order_grocery_delivery.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)       2.671445396  6.4701918
## prom             -0.322453412  0.6316874
## prev             -1.084743169 -0.3598896
```

```
## agegroup.num.c   -0.446925994 -0.2231374
## pol_orient.num.c  0.001065136  0.1950258
```

```
order_grocery_pickup.rf <- lm(order_grocery_pickup_l ~ prom + prev + agegroup.num.c + pol_orient.num.c,
summary(order_grocery_pickup.rf)
```

```
##
## Call:
## lm(formula = order_grocery_pickup_l ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -3.6225 -1.4948 -0.8007  1.3128  5.1595
##
## Coefficients:
##                  Estimate Std. Error t value     Pr(>|t|)
## (Intercept)       3.83330    0.94898   4.039 0.0000606116 ***
## prom              0.30202    0.23836   1.267     0.205625
## prev             -0.62713    0.18108  -3.463     0.000572 ***
## agegroup.num.c   -0.31305    0.05591  -5.600 0.0000000328 ***
## pol_orient.num.c  0.05127    0.04845   1.058     0.290466
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 2.022 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.08396,    Adjusted R-squared:  0.0778
## F-statistic: 13.63 on 4 and 595 DF,  p-value: 0.0000000001215
```

```
order_grocery_pickup.rf.data <- summary(order_grocery_pickup.rf)$coefficients

order_grocery_pickup.rf.prom.b <- order_grocery_pickup.rf.data["prom", "Estimate"]
order_grocery_pickup.rf.prom.se <- order_grocery_pickup.rf.data["prom", "Std. Error"]
order_grocery_pickup.rf.prom.t <- order_grocery_pickup.rf.data["prom", "t value"]
order_grocery_pickup.rf.prom.df <- round(summary(order_grocery_pickup.rf)$df[2], digits = 0)
order_grocery_pickup.rf.prom.p <- order_grocery_pickup.rf.data["prom", "Pr(>|t|)"]
order_grocery_pickup.rf.prom.or <- exp(order_grocery_pickup.rf.prom.b)

order_grocery_pickup.rf.prev.b <- order_grocery_pickup.rf.data["prev", "Estimate"]
order_grocery_pickup.rf.prev.se <- order_grocery_pickup.rf.data["prev", "Std. Error"]
order_grocery_pickup.rf.prev.t <- order_grocery_pickup.rf.data["prev", "t value"]
order_grocery_pickup.rf.prev.df <- round(summary(order_grocery_pickup.rf)$df[2], digits = 0)
order_grocery_pickup.rf.prev.p <- order_grocery_pickup.rf.data["prev", "Pr(>|t|)"]
order_grocery_pickup.rf.prev.or <- exp(order_grocery_pickup.rf.prev.b)

confint(order_grocery_pickup.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)       1.96954306  5.6970642
## prom             -0.16610877  0.7701422
## prev             -0.98276153 -0.2714987
## agegroup.num.c   -0.42285085 -0.2032583
## pol_orient.num.c -0.04389547  0.1464285
```

```
travel_car.rf <- lm(travel_car_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(travel_car.rf)
```

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

```
##
## Call:
## lm(formula = travel_car_l ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -2.7529 -1.8742 -0.8011  1.8937  4.7189
##
## Coefficients:
##                   Estimate Std. Error t value  Pr(>|t|)
## (Intercept)       4.262342   0.987072   4.318 0.0000184 ***
## prom             -0.005527   0.247925  -0.022    0.9822
## prev             -0.432622   0.188347  -2.297    0.0220 *
## agegroup.num.c   -0.013249   0.058150  -0.228    0.8199
## pol_orient.num.c -0.086691   0.050399  -1.720    0.0859 .
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 2.104 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.01358,    Adjusted R-squared:  0.006948
## F-statistic: 2.048 on 4 and 595 DF,  p-value: 0.08629
```

```
travel_car.rf.data <- summary(travel_car.rf)$coefficients

travel_car.rf.prom.b <- travel_car.rf.data["prom", "Estimate"]
travel_car.rf.prom.se <- travel_car.rf.data["prom", "Std. Error"]
travel_car.rf.prom.t <- travel_car.rf.data["prom", "t value"]
travel_car.rf.prom.df <- round(summary(travel_car.rf)$df[2], digits = 0)
travel_car.rf.prom.p <- travel_car.rf.data["prom", "Pr(>|t|)"]
travel_car.rf.prom.or <- exp(travel_car.rf.prom.b)

travel_car.rf.prev.b <- travel_car.rf.data["prev", "Estimate"]
travel_car.rf.prev.se <- travel_car.rf.data["prev", "Std. Error"]
travel_car.rf.prev.t <- travel_car.rf.data["prev", "t value"]
travel_car.rf.prev.df <- round(summary(travel_car.rf)$df[2], digits = 0)
travel_car.rf.prev.p <- travel_car.rf.data["prev", "Pr(>|t|)"]
travel_car.rf.prev.or <- exp(travel_car.rf.prev.b)

confint(travel_car.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)       2.3237723  6.20091160
## prom             -0.4924423  0.48138874
## prev             -0.8025280 -0.06271599
## agegroup.num.c   -0.1274519  0.10095486
## pol_orient.num.c -0.1856731  0.01229022
```

```r
travel_air.rf <- lm(travel_air_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(travel_air.rf)
```

```
##
## Call:
## lm(formula = travel_air_l ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -1.2124 -0.5163 -0.3406 -0.1223  5.8015
##
## Coefficients:
##                  Estimate Std. Error t value  Pr(>|t|)
## (Intercept)       2.21048    0.53625   4.122 0.0000429 ***
## prom              0.08334    0.13469   0.619  0.536327
## prev             -0.33980    0.10232  -3.321  0.000953 ***
## agegroup.num.c   -0.09169    0.03159  -2.902  0.003842 **
## pol_orient.num.c -0.05580    0.02738  -2.038  0.041998 *
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.143 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.03987,    Adjusted R-squared:  0.03342
## F-statistic: 6.178 on 4 and 595 DF,  p-value: 0.00007111
```

```r
travel_air.rf.data <- summary(travel_air.rf)$coefficients

travel_air.rf.prom.b <- travel_air.rf.data["prom", "Estimate"]
travel_air.rf.prom.se <- travel_air.rf.data["prom", "Std. Error"]
travel_air.rf.prom.t <- travel_air.rf.data["prom", "t value"]
travel_air.rf.prom.df <- round(summary(travel_air.rf)$df[2], digits = 0)
travel_air.rf.prom.p <- travel_air.rf.data["prom", "Pr(>|t|)"]
travel_air.rf.prom.or <- exp(travel_air.rf.prom.b)

travel_air.rf.prev.b <- travel_air.rf.data["prev", "Estimate"]
travel_air.rf.prev.se <- travel_air.rf.data["prev", "Std. Error"]
travel_air.rf.prev.t <- travel_air.rf.data["prev", "t value"]
travel_air.rf.prev.df <- round(summary(travel_air.rf)$df[2], digits = 0)
travel_air.rf.prev.p <- travel_air.rf.data["prev", "Pr(>|t|)"]
travel_air.rf.prev.or <- exp(travel_air.rf.prev.b)

confint(travel_air.rf)
```

```
##                      2.5 %       97.5 %
## (Intercept)       1.1572995  3.263661696
## prom             -0.1811913  0.347869130
## prev             -0.5407625 -0.138839334
## agegroup.num.c   -0.1537310 -0.029642771
## pol_orient.num.c -0.1095747 -0.002025654
```

```r
travel_rideshare.rf <- lm(travel_rideshare_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = r
summary(travel_rideshare.rf)
```

```
##
## Call:
## lm(formula = travel_rideshare_l ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -1.7462 -0.8026 -0.4716 -0.0181  5.8269
##
## Coefficients:
##                  Estimate Std. Error t value  Pr(>|t|)
## (Intercept)       1.68952    0.70276   2.404   0.01652 *
## prom              0.44372    0.17651   2.514   0.01221 *
## prev             -0.39922    0.13410  -2.977   0.00303 **
## agegroup.num.c   -0.18230    0.04140  -4.403 0.0000126 ***
## pol_orient.num.c -0.04906    0.03588  -1.367   0.17210
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.498 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.06492,    Adjusted R-squared:  0.05864
## F-statistic: 10.33 on 4 and 595 DF,  p-value: 0.00000004312
```

```
travel_rideshare.rf.data <- summary(travel_rideshare.rf)$coefficients

travel_rideshare.rf.prom.b <- travel_rideshare.rf.data["prom", "Estimate"]
travel_rideshare.rf.prom.se <- travel_rideshare.rf.data["prom", "Std. Error"]
travel_rideshare.rf.prom.t <- travel_rideshare.rf.data["prom", "t value"]
travel_rideshare.rf.prom.df <- round(summary(travel_rideshare.rf)$df[2], digits = 0)
travel_rideshare.rf.prom.p <- travel_rideshare.rf.data["prom", "Pr(>|t|)"]
travel_rideshare.rf.prom.or <- exp(travel_rideshare.rf.prom.b)

travel_rideshare.rf.prev.b <- travel_rideshare.rf.data["prev", "Estimate"]
travel_rideshare.rf.prev.se <- travel_rideshare.rf.data["prev", "Std. Error"]
travel_rideshare.rf.prev.t <- travel_rideshare.rf.data["prev", "t value"]
travel_rideshare.rf.prev.df <- round(summary(travel_rideshare.rf)$df[2], digits = 0)
travel_rideshare.rf.prev.p <- travel_rideshare.rf.data["prev", "Pr(>|t|)"]
travel_rideshare.rf.prev.or <- exp(travel_rideshare.rf.prev.b)

confint(travel_rideshare.rf)
```

```
##                      2.5 %      97.5 %
## (Intercept)       0.30932017  3.06971338
## prom              0.09704875  0.79038377
## prev             -0.66258254 -0.13586118
## agegroup.num.c   -0.26360764 -0.10098968
## pol_orient.num.c -0.11952761  0.02141567
```

```
travel_taxi.rf <- lm(travel_taxi_l ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(travel_taxi.rf)
```

```
##
## Call:
## lm(formula = travel_taxi_l ~ prom + prev + agegroup.num.c + pol_orient.num.c,
```

```
##     data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -1.4995 -0.5910 -0.3496 -0.0609  5.6119
##
## Coefficients:
##                  Estimate Std. Error t value  Pr(>|t|)
## (Intercept)       2.05508    0.56447   3.641  0.000296 ***
## prom              0.21331    0.14178   1.505  0.132972
## prev             -0.38418    0.10771  -3.567  0.000390 ***
## agegroup.num.c   -0.13980    0.03325  -4.204 0.0000303 ***
## pol_orient.num.c -0.01433    0.02882  -0.497  0.619177
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.203 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.05992,    Adjusted R-squared:  0.0536
## F-statistic: 9.482 on 4 and 595 DF,  p-value: 0.0000001953
```

```
travel_taxi.rf.data <- summary(travel_taxi.rf)$coefficients

travel_taxi.rf.prom.b <- travel_taxi.rf.data["prom", "Estimate"]
travel_taxi.rf.prom.se <- travel_taxi.rf.data["prom", "Std. Error"]
travel_taxi.rf.prom.t <- travel_taxi.rf.data["prom", "t value"]
travel_taxi.rf.prom.df <- round(summary(travel_taxi.rf)$df[2], digits = 0)
travel_taxi.rf.prom.p <- travel_taxi.rf.data["prom", "Pr(>|t|)"]
travel_taxi.rf.prom.or <- exp(travel_taxi.rf.prom.b)

travel_taxi.rf.prev.b <- travel_taxi.rf.data["prev", "Estimate"]
travel_taxi.rf.prev.se <- travel_taxi.rf.data["prev", "Std. Error"]
travel_taxi.rf.prev.t <- travel_taxi.rf.data["prev", "t value"]
travel_taxi.rf.prev.df <- round(summary(travel_taxi.rf)$df[2], digits = 0)
travel_taxi.rf.prev.p <- travel_taxi.rf.data["prev", "Pr(>|t|)"]
travel_taxi.rf.prev.or <- exp(travel_taxi.rf.prev.b)

confint(travel_taxi.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)       0.94647349  3.16368133
## prom             -0.06513605  0.49176571
## prev             -0.59571989 -0.17264584
## agegroup.num.c   -0.20510813 -0.07448984
## pol_orient.num.c -0.07093668  0.04227203
```

Engagement in Pandemic-Related Safety Behaviors

```
wash_hands_sanitizer.rf <- lm(wash_hands_sanitizer ~ prom + prev + agegroup.num.c + pol_orient.num.c, da
summary(wash_hands_sanitizer.rf)
```

```
##
## Call:
## lm(formula = wash_hands_sanitizer ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
```

```
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -4.9559 -0.5383  0.4993  1.1422  2.0527
##
## Coefficients:
##                  Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       7.99127    0.74431  10.736 < 0.0000000000000002 ***
## prom             -0.53235    0.18695  -2.848              0.00456 **
## prev             -0.20779    0.14202  -1.463              0.14398
## agegroup.num.c    0.05885    0.04385   1.342              0.18010
## pol_orient.num.c  0.19409    0.03800   5.107          0.000000441 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.586 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.05726,    Adjusted R-squared:  0.05092
## F-statistic: 9.035 on 4 and 595 DF,  p-value: 0.0000004342
```

```
wash_hands_sanitizer.rf.data <- summary(wash_hands_sanitizer.rf)$coefficients

wash_hands_sanitizer.rf.prom.b <- wash_hands_sanitizer.rf.data["prom", "Estimate"]
wash_hands_sanitizer.rf.prom.se <- wash_hands_sanitizer.rf.data["prom", "Std. Error"]
wash_hands_sanitizer.rf.prom.t <- wash_hands_sanitizer.rf.data["prom", "t value"]
wash_hands_sanitizer.rf.prom.df <- round(summary(wash_hands_sanitizer.rf)$df[2], digits = 0)
wash_hands_sanitizer.rf.prom.p <- wash_hands_sanitizer.rf.data["prom", "Pr(>|t|)"]
wash_hands_sanitizer.rf.prom.or <- exp(wash_hands_sanitizer.rf.prom.b)

wash_hands_sanitizer.rf.prev.b <- wash_hands_sanitizer.rf.data["prev", "Estimate"]
wash_hands_sanitizer.rf.prev.se <- wash_hands_sanitizer.rf.data["prev", "Std. Error"]
wash_hands_sanitizer.rf.prev.t <- wash_hands_sanitizer.rf.data["prev", "t value"]
wash_hands_sanitizer.rf.prev.df <- round(summary(wash_hands_sanitizer.rf)$df[2], digits = 0)
wash_hands_sanitizer.rf.prev.p <- wash_hands_sanitizer.rf.data["prev", "Pr(>|t|)"]
wash_hands_sanitizer.rf.prev.or <- exp(wash_hands_sanitizer.rf.prev.b)

confint(wash_hands_sanitizer.rf)
```

```
##                      2.5 %      97.5 %
## (Intercept)       6.52947505  9.45306154
## prom             -0.89950951 -0.16518482
## prev             -0.48672101  0.07113989
## agegroup.num.c   -0.02727028  0.14496160
## pol_orient.num.c  0.11945566  0.26873144
```

```
wear_mask_self_family.rf <- lm(wear_mask_self_family ~ prom + prev + agegroup.num.c + pol_orient.num.c,
summary(wear_mask_self_family.rf)
```

```
##
## Call:
## lm(formula = wear_mask_self_family ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
```

```
## -5.1868 -0.6009  0.6044  1.2820  2.4675
##
## Coefficients:
##                  Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       7.70933    0.83732   9.207 < 0.0000000000000002 ***
## prom             -0.53831    0.21031  -2.560               0.0107 *
## prev             -0.16431    0.15977  -1.028               0.3042
## agegroup.num.c    0.06917    0.04933   1.402               0.1614
## pol_orient.num.c  0.30154    0.04275   7.053     0.00000000000488 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.784 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.08801,    Adjusted R-squared:  0.08187
## F-statistic: 14.35 on 4 and 595 DF,  p-value: 0.00000000003404
```

```r
wear_mask_self_family.rf.data <- summary(wear_mask_self_family.rf)$coefficients

wear_mask_self_family.rf.prom.b <- wear_mask_self_family.rf.data["prom", "Estimate"]
wear_mask_self_family.rf.prom.se <- wear_mask_self_family.rf.data["prom", "Std. Error"]
wear_mask_self_family.rf.prom.t <- wear_mask_self_family.rf.data["prom", "t value"]
wear_mask_self_family.rf.prom.df <- round(summary(wear_mask_self_family.rf)$df[2], digits = 0)
wear_mask_self_family.rf.prom.p <- wear_mask_self_family.rf.data["prom", "Pr(>|t|)"]
wear_mask_self_family.rf.prom.or <- exp(wear_mask_self_family.rf.prom.b)

wear_mask_self_family.rf.prev.b <- wear_mask_self_family.rf.data["prev", "Estimate"]
wear_mask_self_family.rf.prev.se <- wear_mask_self_family.rf.data["prev", "Std. Error"]
wear_mask_self_family.rf.prev.t <- wear_mask_self_family.rf.data["prev", "t value"]
wear_mask_self_family.rf.prev.df <- round(summary(wear_mask_self_family.rf)$df[2], digits = 0)
wear_mask_self_family.rf.prev.p <- wear_mask_self_family.rf.data["prev", "Pr(>|t|)"]
wear_mask_self_family.rf.prev.or <- exp(wear_mask_self_family.rf.prev.b)

confint(wear_mask_self_family.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)       6.06487699  9.3537889
## prom             -0.95135651 -0.1252721
## prev             -0.47809831  0.1494717
## agegroup.num.c   -0.02771068  0.1660429
## pol_orient.num.c  0.21757647  0.3855055
```

```r
wear_mask_others.rf <- lm(wear_mask_others ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf
summary(wear_mask_others.rf)
```

```
##
## Call:
## lm(formula = wear_mask_others ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -5.3468 -0.5855  0.4780  1.1960  2.6193
##
## Coefficients:
```

```
##                  Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       7.13949    0.80106   8.913 < 0.0000000000000002 ***
## prom             -0.47197    0.20120  -2.346               0.0193 *
## prev             -0.02308    0.15285  -0.151               0.8800
## agegroup.num.c    0.11073    0.04719   2.346               0.0193 *
## pol_orient.num.c  0.34514    0.04090   8.438 0.00000000000000245 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.707 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.1168, Adjusted R-squared:  0.1108
## F-statistic: 19.67 on 4 and 595 DF,  p-value: 0.00000000000000324
```

```
wear_mask_others.rf.data <- summary(wear_mask_others.rf)$coefficients

wear_mask_others.rf.prom.b <- wear_mask_others.rf.data["prom", "Estimate"]
wear_mask_others.rf.prom.se <- wear_mask_others.rf.data["prom", "Std. Error"]
wear_mask_others.rf.prom.t <- wear_mask_others.rf.data["prom", "t value"]
wear_mask_others.rf.prom.df <- round(summary(wear_mask_others.rf)$df[2], digits = 0)
wear_mask_others.rf.prom.p <- wear_mask_others.rf.data["prom", "Pr(>|t|)"]
wear_mask_others.rf.prom.or <- exp(wear_mask_others.rf.prom.b)

wear_mask_others.rf.prev.b <- wear_mask_others.rf.data["prev", "Estimate"]
wear_mask_others.rf.prev.se <- wear_mask_others.rf.data["prev", "Std. Error"]
wear_mask_others.rf.prev.t <- wear_mask_others.rf.data["prev", "t value"]
wear_mask_others.rf.prev.df <- round(summary(wear_mask_others.rf)$df[2], digits = 0)
wear_mask_others.rf.prev.p <- wear_mask_others.rf.data["prev", "Pr(>|t|)"]
wear_mask_others.rf.prev.or <- exp(wear_mask_others.rf.prev.b)

confint(wear_mask_others.rf)
```

```
##                      2.5 %      97.5 %
## (Intercept)       5.5662413  8.71273082
## prom             -0.8671300 -0.07681823
## prev             -0.3232796  0.27711432
## agegroup.num.c    0.0180500  0.20341335
## pol_orient.num.c  0.2648153  0.42547236
```

```
wear_gloves.rf <- lm(wear_gloves ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(wear_gloves.rf)
```

```
##
## Call:
## lm(formula = wear_gloves ~ prom + prev + agegroup.num.c + pol_orient.num.c,
##     data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -2.6142 -1.4798 -0.6832  1.3865  4.8684
##
## Coefficients:
##                  Estimate Std. Error t value  Pr(>|t|)
## (Intercept)       4.09728    0.89912   4.557 0.0000063 ***
## prom             -0.16269    0.22583  -0.720   0.47157
```

```
## prev             -0.32856    0.17156  -1.915   0.05596 .
## agegroup.num.c   -0.17049    0.05297  -3.219   0.00136 **
## pol_orient.num.c  0.03084    0.04591   0.672   0.50203
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.916 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.02646,    Adjusted R-squared:  0.01992
## F-statistic: 4.043 on 4 and 595 DF,  p-value: 0.00304
```

```
wear_gloves.rf.data <- summary(wear_gloves.rf)$coefficients

wear_gloves.rf.prom.b <- wear_gloves.rf.data["prom", "Estimate"]
wear_gloves.rf.prom.se <- wear_gloves.rf.data["prom", "Std. Error"]
wear_gloves.rf.prom.t <- wear_gloves.rf.data["prom", "t value"]
wear_gloves.rf.prom.df <- round(summary(wear_gloves.rf)$df[2], digits = 0)
wear_gloves.rf.prom.p <- wear_gloves.rf.data["prom", "Pr(>|t|)"]
wear_gloves.rf.prom.or <- exp(wear_gloves.rf.prom.b)

wear_gloves.rf.prev.b <- wear_gloves.rf.data["prev", "Estimate"]
wear_gloves.rf.prev.se <- wear_gloves.rf.data["prev", "Std. Error"]
wear_gloves.rf.prev.t <- wear_gloves.rf.data["prev", "t value"]
wear_gloves.rf.prev.df <- round(summary(wear_gloves.rf)$df[2], digits = 0)
wear_gloves.rf.prev.p <- wear_gloves.rf.data["prev", "Pr(>|t|)"]
wear_gloves.rf.prev.or <- exp(wear_gloves.rf.prev.b)

confint(wear_gloves.rf)
```

```
##                      2.5 %       97.5 %
## (Intercept)       2.33143946  5.863115672
## prom             -0.60621927  0.280840871
## prev             -0.66550917  0.008383693
## agegroup.num.c   -0.27452176 -0.066466613
## pol_orient.num.c -0.05932515  0.120999167
```

```
avoid_places_no_socdist.rf <- lm(avoid_places_no_socdist ~ prom + prev + agegroup.num.c + pol_orient.nu
summary(avoid_places_no_socdist.rf)
```

```
##
## Call:
## lm(formula = avoid_places_no_socdist ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -4.7957 -1.2170  0.5889  1.4125  2.9152
##
## Coefficients:
##                  Estimate Std. Error t value            Pr(>|t|)
## (Intercept)       6.97003    0.87264   7.987 0.00000000000000717 ***
## prom             -0.49019    0.21918  -2.236              0.0257 *
## prev             -0.10685    0.16651  -0.642              0.5213
## agegroup.num.c    0.13159    0.05141   2.560              0.0107 *
## pol_orient.num.c  0.30311    0.04456   6.803 0.00000000002504543 ***
```

```
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.86 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.08403,    Adjusted R-squared:  0.07788
## F-statistic: 13.65 on 4 and 595 DF,  p-value: 0.0000000001186
```

```
avoid_places_no_socdist.rf.data <- summary(avoid_places_no_socdist.rf)$coefficients

avoid_places_no_socdist.rf.prom.b <- avoid_places_no_socdist.rf.data["prom", "Estimate"]
avoid_places_no_socdist.rf.prom.se <- avoid_places_no_socdist.rf.data["prom", "Std. Error"]
avoid_places_no_socdist.rf.prom.t <- avoid_places_no_socdist.rf.data["prom", "t value"]
avoid_places_no_socdist.rf.prom.df <- round(summary(avoid_places_no_socdist.rf)$df[2], digits = 0)
avoid_places_no_socdist.rf.prom.p <- avoid_places_no_socdist.rf.data["prom", "Pr(>|t|)"]
avoid_places_no_socdist.rf.prom.or <- exp(avoid_places_no_socdist.rf.prom.b)

avoid_places_no_socdist.rf.prev.b <- avoid_places_no_socdist.rf.data["prev", "Estimate"]
avoid_places_no_socdist.rf.prev.se <- avoid_places_no_socdist.rf.data["prev", "Std. Error"]
avoid_places_no_socdist.rf.prev.t <- avoid_places_no_socdist.rf.data["prev", "t value"]
avoid_places_no_socdist.rf.prev.df <- round(summary(avoid_places_no_socdist.rf)$df[2], digits = 0)
avoid_places_no_socdist.rf.prev.p <- avoid_places_no_socdist.rf.data["prev", "Pr(>|t|)"]
avoid_places_no_socdist.rf.prev.or <- exp(avoid_places_no_socdist.rf.prev.b)

confint(avoid_places_no_socdist.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)       5.2561957  8.68387150
## prom             -0.9206608 -0.05972273
## prev             -0.4338785  0.22016961
## agegroup.num.c    0.0306266  0.23255496
## pol_orient.num.c  0.2156049  0.39061901
```

```
clean_disinfect.rf <- lm(clean_disinfect ~ prom + prev + agegroup.num.c + pol_orient.num.c, data = rf)
summary(clean_disinfect.rf)
```

```
##
## Call:
## lm(formula = clean_disinfect ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -4.7082 -0.9664  0.3013  1.1486  2.7166
##
## Coefficients:
##                   Estimate Std. Error t value             Pr(>|t|)
## (Intercept)       8.32370    0.76361  10.901 < 0.0000000000000002 ***
## prom             -0.59094    0.19180  -3.081             0.002158 **
## prev             -0.50067    0.14571  -3.436             0.000631 ***
## agegroup.num.c   -0.10307    0.04498  -2.291             0.022299 *
## pol_orient.num.c  0.06150    0.03899   1.577             0.115258
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
```

```
## Residual standard error: 1.627 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.04436,    Adjusted R-squared:  0.03794
## F-statistic: 6.905 on 4 and 595 DF,  p-value: 0.00001947
```

```
clean_disinfect.rf.data <- summary(clean_disinfect.rf)$coefficients

clean_disinfect.rf.prom.b <- clean_disinfect.rf.data["prom", "Estimate"]
clean_disinfect.rf.prom.se <- clean_disinfect.rf.data["prom", "Std. Error"]
clean_disinfect.rf.prom.t <- clean_disinfect.rf.data["prom", "t value"]
clean_disinfect.rf.prom.df <- round(summary(clean_disinfect.rf)$df[2], digits = 0)
clean_disinfect.rf.prom.p <- clean_disinfect.rf.data["prom", "Pr(>|t|)"]
clean_disinfect.rf.prom.or <- exp(clean_disinfect.rf.prom.b)

clean_disinfect.rf.prev.b <- clean_disinfect.rf.data["prev", "Estimate"]
clean_disinfect.rf.prev.se <- clean_disinfect.rf.data["prev", "Std. Error"]
clean_disinfect.rf.prev.t <- clean_disinfect.rf.data["prev", "t value"]
clean_disinfect.rf.prev.df <- round(summary(clean_disinfect.rf)$df[2], digits = 0)
clean_disinfect.rf.prev.p <- clean_disinfect.rf.data["prev", "Pr(>|t|)"]
clean_disinfect.rf.prev.or <- exp(clean_disinfect.rf.prev.b)

confint(clean_disinfect.rf)
```

```
##                       2.5 %      97.5 %
## (Intercept)       6.82400703  9.82339089
## prom             -0.96762404 -0.21426113
## prev             -0.78683670 -0.21451261
## agegroup.num.c   -0.19141905 -0.01472186
## pol_orient.num.c -0.01507546  0.13807047
```

Perceived Covid-19 Threat Level

```
covid_threat_personal.rf <- lm(covid_threat_personal ~ prom + prev + agegroup.num.c + pol_orient.num.c,
summary(covid_threat_personal.rf)
```

```
##
## Call:
## lm(formula = covid_threat_personal ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -3.6816 -1.2968  0.1175  1.1957  3.3743
##
## Coefficients:
##                  Estimate Std. Error t value     Pr(>|t|)
## (Intercept)       5.13969    0.83701   6.141 0.0000000015 ***
## prom              0.06296    0.21023   0.299      0.76469
## prev             -0.42097    0.15971  -2.636      0.00861 **
## agegroup.num.c    0.05687    0.04931   1.153      0.24922
## pol_orient.num.c  0.13102    0.04274   3.066      0.00227 **
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.784 on 595 degrees of freedom
```

```
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.02889,    Adjusted R-squared:  0.02236
## F-statistic: 4.425 on 4 and 595 DF,  p-value: 0.001564
```

```
covid_threat_personal.rf.data <- summary(covid_threat_personal.rf)$coefficients

covid_threat_personal.rf.prom.b <- covid_threat_personal.rf.data["prom", "Estimate"]
covid_threat_personal.rf.prom.se <- covid_threat_personal.rf.data["prom", "Std. Error"]
covid_threat_personal.rf.prom.t <- covid_threat_personal.rf.data["prom", "t value"]
covid_threat_personal.rf.prom.df <- round(summary(covid_threat_personal.rf)$df[2], digits = 0)
covid_threat_personal.rf.prom.p <- covid_threat_personal.rf.data["prom", "Pr(>|t|)"]

covid_threat_personal.rf.prev.b <- covid_threat_personal.rf.data["prev", "Estimate"]
covid_threat_personal.rf.prev.se <- covid_threat_personal.rf.data["prev", "Std. Error"]
covid_threat_personal.rf.prev.t <- covid_threat_personal.rf.data["prev", "t value"]
covid_threat_personal.rf.prev.df <- round(summary(covid_threat_personal.rf)$df[2], digits = 0)
covid_threat_personal.rf.prev.p <- covid_threat_personal.rf.data["prev", "Pr(>|t|)"]

confint(covid_threat_personal.rf)
```

```
##                       2.5 %     97.5 %
## (Intercept)       3.49583323  6.7835431
## prom             -0.34993487  0.4758476
## prev             -0.73464459 -0.1073039
## agegroup.num.c   -0.03996948  0.1537133
## pol_orient.num.c  0.04708140  0.2149490
```

```
covid_threat_peers.rf <- lm(covid_threat_peers ~ prom + prev + agegroup.num.c + pol_orient.num.c, data =
summary(covid_threat_peers.rf)
```

```
##
## Call:
## lm(formula = covid_threat_peers ~ prom + prev + agegroup.num.c +
##     pol_orient.num.c, data = rf)
##
## Residuals:
##     Min      1Q  Median      3Q     Max
## -3.8993 -1.1164  0.1291  1.0980  3.4189
##
## Coefficients:
##                   Estimate Std. Error t value          Pr(>|t|)
## (Intercept)       5.65535    0.75466   7.494 0.000000000000243 ***
## prom             -0.05817    0.18955  -0.307           0.75903
## prev             -0.42843    0.14400  -2.975           0.00305 **
## agegroup.num.c    0.10852    0.04446   2.441           0.01494 *
## pol_orient.num.c  0.17074    0.03853   4.431 0.000011156971127 ***
## ---
## Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
##
## Residual standard error: 1.608 on 595 degrees of freedom
##   (879 observations deleted due to missingness)
## Multiple R-squared:  0.05111,    Adjusted R-squared:  0.04473
## F-statistic: 8.012 on 4 and 595 DF,  p-value: 0.000002699
```

```
covid_threat_peers.rf.data <- summary(covid_threat_peers.rf)$coefficients
```

```
covid_threat_peers.rf.prom.b <- covid_threat_peers.rf.data["prom", "Estimate"]
covid_threat_peers.rf.prom.se <- covid_threat_peers.rf.data["prom", "Std. Error"]
covid_threat_peers.rf.prom.t <- covid_threat_peers.rf.data["prom", "t value"]
covid_threat_peers.rf.prom.df <- round(summary(covid_threat_peers.rf)$df[2], digits = 0)
covid_threat_peers.rf.prom.p <- covid_threat_peers.rf.data["prom", "Pr(>|t|)"]

covid_threat_peers.rf.prev.b <- covid_threat_peers.rf.data["prev", "Estimate"]
covid_threat_peers.rf.prev.se <- covid_threat_peers.rf.data["prev", "Std. Error"]
covid_threat_peers.rf.prev.t <- covid_threat_peers.rf.data["prev", "t value"]
covid_threat_peers.rf.prev.df <- round(summary(covid_threat_peers.rf)$df[2], digits = 0)
covid_threat_peers.rf.prev.p <- covid_threat_peers.rf.data["prev", "Pr(>|t|)"]

confint(covid_threat_peers.rf)
```

```
##                        2.5 %     97.5 %
## (Intercept)       4.17323374  7.1374755
## prom             -0.43044035  0.3140958
## prev             -0.71124339 -0.1456249
## agegroup.num.c    0.02120601  0.1958329
## pol_orient.num.c  0.09506852  0.2464201
```