

Appendix

Table A.1. Examples from the questionnaire

Factor (N of items)	Example	Scale
Risk Perception (4)		7-point scale:
Absolute (2)	"How likely do you think it is to get injured in a bike crash?"	<i>not likely at all – very likely</i>
Relative (2)	"How likely do you think you are, compared to other cyclists of your age, to be involved in a bike crash when you are cycling?"	<i>much below average – much above average</i>
Outcome Expectancies (3)		4-point scale:
	"...I will be protected from serious brain injuries."	<i>not at all true – always true</i>
Self-Efficacy (8)		4-point scale:
Action (1)	"How often do you think you are able to wear a bike helmet while cycling?"	<i>never - always</i>
Coping and Barriers (5)	"I am certainly able to wear a helmet when riding a bike even if I have to carry the helmet with me all day."	<i>not at all true – always true</i>
Recovery (2)	"I am certainly able to reinitiate wearing a bike helmet again even after I have not worn it for a longer period of time."	<i>not at all true – always true</i>
Intention to wear a helmet (6)		7-point scale:
General (1)	"I intend to always wear a helmet when riding a bike"	<i>disagree – agree</i>
Specific (5)	"I intend to wear a helmet for any distance"	<i>disagree - agree</i>
Planning (4)		4-point-scale:
	"I have a plan how to deal with messy hair after wearing a bike helmet."	<i>not at all true – always true</i>
	"I have plan how to ensure I wear a bike helmet in situations where I intend to."	
Behaviour (6)		4-point scale:
General (1)	"In general, when riding a bike, how often do you wear a helmet?"	<i>never – always</i>
Specific (5)	"I always wear a helmet on all types of roads and pathways."	<i>never – always</i>
Enforcement Perception (4)		7-point scale:
Perceived risk of breaking the law (2)	"I will most likely get caught if I ride a bike without using a helmet."	<i>disagree – agree</i>
Intention to comply with the law (2)	"I always want to obey the bike helmet law and wear a helmet." "Having a bike helmet law that applies to all ages is reasonable."	
Campaign Exposure (2)		binomial:
	"Are you aware of a social marketing campaign with the slogan 'Have a word with yourself?'"	<i>yes or no</i>
	Are you aware of a social marketing campaign with the slogan 'Seriously??'"	

Note. If the question on general intention and behaviour were answered with "agree" or "always", the sub question on specific intention or behaviour were skipped automatically. The missing values in the specific questions were then recoded as "agree" or "always" for analysis.

Table A.2. Means, standard deviation and factor loadings of measured indicators

<i>Latent variable Indicator</i>	<i>Range</i>	<i>Mean (SD)</i>	<i>Loadings</i>	<i>Cronbach's alpha</i>
<i>Risk perception (absolute)</i>				.71
General danger	-3 to +3	-.10 (1.49)	.77	
Likelihood crash	-3 to +3	.37 (1.69)	.72	
<i>Risk perception (relative)</i>				.84
Likelihood crash	-3 to +3	-.56 (1.38)	.81	
Likelihood injury	-3 to +3	-.35 (1.37)	.87	
<i>Outcome expectancies</i>				.69
Respect	1 – 4	2.85 (.81)	.50	
Responsible	1 – 4	3.47 (.67)	.95	
Protection	1 – 4	3.08 (.62)	.47	
<i>Action self-efficacy</i>				.
Ability	1 – 4	3.48 (.83)	.	
<i>Perceived risk of breaking the law</i>				.77
Caught	1 – 7	3.40 (2.02)	.80	
Fine	1 – 7	3.81 (2.31)	.78	
<i>Intention to wear a helmet</i>				.98
Intend	1 – 7	5.86 (1.77)	.94	
Intend (weather)	1 – 7	6.03 (1.64)	.98	
Intend (roads)	1 – 7	5.95 (1.68)	.97	
Intend (traffic)	1 – 7	6.11 (1.54)	.94	
Intend (distance)	1 – 7	5.92 (1.69)	.94	
Intend (time)	1 – 7	6.00 (1.65)	.98	
<i>Intention to comply with the law</i>				.76
Reasonable	1 – 7	5.79 (1.81)	.71	
Intend to obey	1 – 7	5.56 (1.94)	.86	
<i>Maintenance self-efficacy</i>				.94
Friends	1 – 4	3.43 (.89)	.89	
Carrying	1 – 4	3.31 (.91)	.86	
Hair	1 – 4	3.43 (.85)	.88	
Weather	1 – 4	3.45 (.86)	.92	
Comfort	1 – 4	3.24 (.93)	.82	
<i>Planning ($\alpha = .92$)</i>				.89
Carrying	1 – 4	3.08 (.94)	.87	
Hair	1 – 4	2.99 (1.03)	.75	
Manage	1 – 4	3.30 (.92)	.86	
Weather	1 – 4	3.12 (.96)	.81	
<i>Recovery self-efficacy</i>				.96
Once	1 – 4	3.47 (.78)	.97	
Multiple times	1 – 4	3.45 (.81)	.95	
<i>Helmet use</i>				.99
General	1 – 4	3.40 (.25)	.95	
Weather	1 – 4	3.43 (.27)	.99	
Roads	1 – 4	3.40 (.27)	.97	
Traffic	1 – 4	3.45 (.26)	.94	
Distances	1 – 4	3.43 (.91)	.96	
Time	1 – 4	3.42 (.27)	.98	

Note. The loadings represent the standardized loadings.

Table A.3. Fitting of the Different HAPA-related Models

	CFI	SRMR	χ^2 (df)
Model A	.88	.09	330.81 (27)
Model B	.95	.04	87.20 (4)

Note: All models are significant at $p < .05$

Table A.4. PSM Results, matching for exposure to at least one of the two campaigns

	Before Matching			After Matching		
	Means Exposed	Means Unexposed	Mean Difference	Means Exposed	Means Unexposed	Mean Difference
distance	0.59	0.48	0.1117	0.59	0.59	0.0013
male0	0.33	0.35	-0.03	0.33	0.29	0.04
male1	0.67	0.65	0.03	0.67	0.71	-0.04
age.cat.2	0.27	0.26	0.00	0.27	0.24	0.02
age.cat.3	0.32	0.36	-0.04	0.32	0.26	0.06
age.cat.4	0.35	0.31	0.05	0.35	0.45	-0.09
timeonbike2	0.24	0.26	-0.02	0.24	0.22	0.02
timeonbike3	0.22	0.19	0.03	0.22	0.20	0.02
timeonbike4	0.31	0.29	0.02	0.31	0.28	0.03
timeonbike5	0.15	0.17	-0.01	0.15	0.27	-0.11
lowmain	0.51	0.52	-0.01	0.51	0.45	0.07
fraser	0.04	0.03	0.01	0.04	0.03	0.01
island	0.22	0.23	-0.01	0.22	0.27	-0.05
interior	0.17	0.18	-0.01	0.17	0.21	-0.04
northern	0.07	0.05	0.02	0.07	0.05	0.02
occasional	0.52	0.48	0.04	0.52	0.59	-0.07
recreational	0.53	0.50	0.04	0.53	0.50	0.04
dailytrans	0.12	0.14	-0.01	0.12	0.06	0.06
sportroad	0.07	0.11	-0.03	0.07	0.04	0.04
sportmount	0.12	0.06	0.06	0.12	0.05	0.07
othercyc	0.05	0.03	0.02	0.05	0.01	0.04
childinhouse1	0.32	0.35	-0.03	0.32	0.33	0.00
persinjur1	0.08	0.10	-0.02	0.08	0.07	0.00
faminjur1	0.15	0.10	0.05	0.15	0.17	-0.02
education2	0.01	0.02	-0.01	0.01	0.01	0.00
education3	0.09	0.11	-0.02	0.09	0.09	0.00
education4	0.09	0.10	-0.01	0.09	0.12	-0.03
education5	0.20	0.22	-0.03	0.20	0.20	0.00
education6	0.47	0.46	0.02	0.47	0.42	0.05
education7	0.13	0.08	0.05	0.13	0.16	-0.03
unemployed	0.05	0.04	0.01	0.05	0.02	0.03
selfempl	0.13	0.14	0.00	0.13	0.17	-0.04
emplfull	0.67	0.60	0.07	0.67	0.72	-0.04
emplpart	0.07	0.10	-0.04	0.07	0.05	0.02
student	0.01	0.05	-0.03	0.01	0.00	0.01
retired	0.03	0.02	0.01	0.03	0.04	-0.01
homemaker	0.03	0.05	-0.02	0.03	0.00	0.02
single	0.40	0.48	-0.08	0.40	0.28	0.12
married	0.67	0.62	0.05	0.67	0.78	-0.11
widowed	0.00	0.01	-0.01	0.00	0.00	0.00
divorced	0.07	0.06	0.01	0.07	0.05	0.02
separated	0.01	0.04	-0.02	0.01	0.02	0.00

Note: Table A.4. shows the characteristic means of the exposed and the unexposed sample before and after matching.