

For Karpinski, Steinman, and Hilton, PSPB, Study 2:

The zero-order correlations between the Coke-Pepsi IAT, explicit attitudes, and behavioral intentions.

Correlations

		Behavioral Intention	IAT	Explicit Attitudes
Behavioral Intentions	Pearson Correlation	1	.353	.698
	Sig. (2-tailed)		.000	.000
	N	109	109	107
IAT	Pearson Correlation	.353	1	.285
	Sig. (2-tailed)	.000		.003
	N	109	111	107
Explicit	Pearson Correlation	.698	.285	1
	Sig. (2-tailed)	.000	.003	
	N	107	107	107

For Karpinski and Steinman, JPSP, Study 1:

The zero-order correlations between Coke-Pepsi choice and:

The Coke-Pepsi IAT

Coke single category association measure

Pepsi single category association measure

Explicit attitudes towards Coke

Explicit attitudes towards Pepsi

Correlations

		IAT	SC-IAT Coke	SC-IAT Pepsi	Explicit Coke	Explicit Pepsi
Choice	Pearson Correlation	.347	.051	-.415	.287	-.723
	Sig. (2-tailed)	.011	.718	.002	.037	.000
	N	53	53	53	53	53