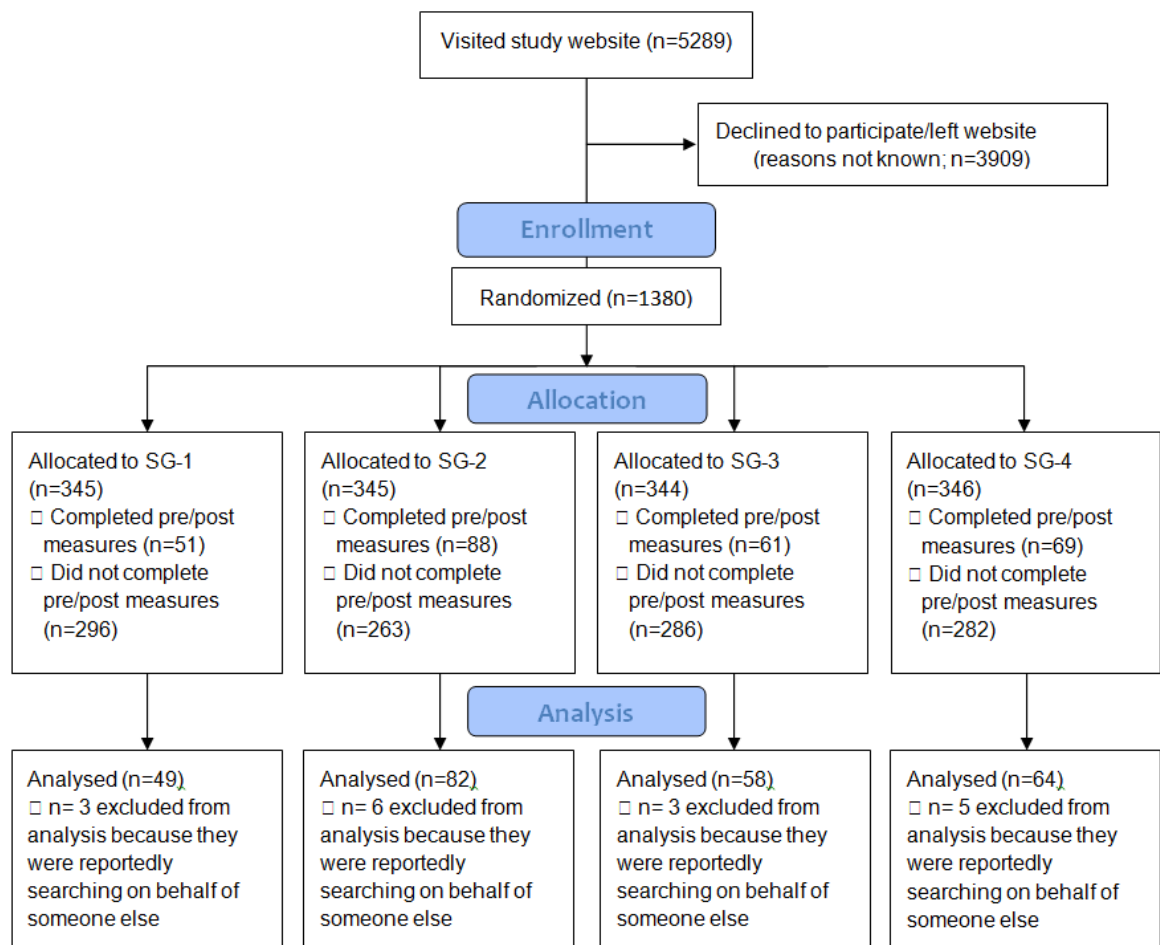


1. Participant Flow



2. Baseline Characteristics

Table 1. Self-reported sample characteristics.

Age		Range: 18-86 years, M=43.1, SD=17.0
Sex	Female	n=185 (73.1%)
	Male	n=68 (26.9%)
Education	No education	n=6 (2.4%)
	Secondary school	n=17 (6.7%)
	Post secondary school, e.g. GCSE	n=38 (15.0%)
	Further education, e.g. A-levels	n=74 (29.2%)
	Undergraduate degree	n=61 (24.1%)
	Post-graduate degree	n=57 (22.5%)
Ethnicity	White	n=222 (87.7%)
	Black	n=6 (2.4%)
	Asian	n=10 (4.0%)
	Mixed	n=6 (2.4%)
	Other	n=7 (2.8%)
	Prefer not to say	n=2 (0.8%)
Smoking status	Never smoker	n=110 (43.5%)
	Ex-smoker	n=77 (30.4%)
	Current smoker	n=66 (26.1%)

3. Outcome Measures

Table 2. Mean self-reported likelihood of seeking help before and after intervention, and change from pre to post, across the four study groups.

Study group	n	Pre-intervention self-reported likelihood of visiting a doctor (M, 95% CI)	Post- intervention self-reported likelihood of visiting a doctor (M, 95% CI)	Change (Post- Pre) (M, 95% CI)
SG-1 (tailored, with TPB- component)	49	40.20 (29.20- 51.21)	49.80 (38.18- 61.41)	9.59 (5.05-14.13)
SG-2 (tailored, without TPB- component)	82	43.29 34.93- 51.65)	51.22 (42.92- 59.52)	7.93 (3.38-12.48)
SG-3 (untailored, with TPB- component)	58	46.38 (35.37- 57.39)	54.48 (44.03- 64.93)	8.10 (4.12-12.09)
SG-4 (untailored, without TPB- component)	64	41.72 (32.35- 51.09)	45.63 (36.13- 55.12)	3.91 (-0.33-8.14)

4. Adverse Event

There were no adverse events associated with this trial.