

Supplemental Table 1. Weighted Univariate Analysis, Unweighted Bivariate Analysis of Perceived Worry, Comparative Risk, and Perceived Control

	Overall *		Perceived Worry			Comparative	
	N (mean)	% (SD)	β	SE	p	β	SE
Individual Characteristics							
Race/ethnicity							
Non-Hispanic White	1584	66.88	-0.04	0.05	0.48	0.24	0.04
Other (ref)	1141	33.12	-	-	-	-	-
Household Income							
Less than 35,000 (ref)	1098	34.69	-	-	-	-	-
35,000 to <75,000	840	32.34	-0.16	0.06	0.01	0.15	0.05
75,000 or more	801	32.97	-0.08	0.06	0.19	0.16	0.05
Education level							
Less than high school (ref)	297	9.67	-	-	-	-	-
High school graduate	699	24.45	-0.18	0.09	0.05	0.28	0.08
Some college	933	32.68	-0.25	0.09	0.004	0.23	0.07
Bachelor's degree	718	20.39	-0.23	0.09	0.01	0.22	0.08
Post-Bac degree	449	12.82	-0.16	0.10	0.10	0.25	0.08
Gender							
Male (ref)	1197	48.39	-	-	-	-	-
Female	1906	51.61	0.18	0.05	<.0001	0.02	0.04
Age	45.38	0.212	-0.004	0.00	<0.001	0.01	0.00
Television Trust							
Low (ref)	407	15.20	-	-	-	-	-
Medium	2378	77.61	0.05	0.09	0.57	0.13	0.08
High	212	7.19	-0.13	0.11	0.25	0.18	0.09

Designated Marketing Area

Annual exposure to cancer ads (hours)	443..81	0.03	0.00	0.02	0.85	0.01	0.02
Annual dollars spent on cancer ads (mil)	83.09	0.001	-0.13	0.44	0.76	0.12	0.42

*Overall sample is weighted and include univariate analyses, Worry, Risk, and Ability to Prevent Outcomes are not v clustering at the DMA level in bivariate analyses.

Sample size for each outcome: Overall Sample = 3,185; Perceived Worry = 2,595; Comparative Risk 2,542; Ability to

Supplemental Table 2. Direct Effects Only Model

	Perceived Worry			Comparative Risk		
	β	SE	p-value	β	SE	p-value
Intercept	2.19	0.105	<.0001	2.46	0.13	<.0001
Designated Marketing Area						
Exposure to cancer ads (hours)	0.01	0.04	0.70	0.04	0.02	0.09
Dollars spent on cancer ads (million)	-0.36	0.946	0.70	-0.78	0.26	0.00
Individual Characteristics						
Race/ethnicity						
Non-Hispanic White	0.10	0.06	0.095	0.25	0.05	<0.00
Other (ref)						
Gender						
Male (ref)						
Female	-0.15	0.04	0.0004	0.05	0.04	0.14
Age						
Television Trust						
Low (ref)						
Medium	0.14	0.09	0.28	0.04	0.09	0.61
High	0.18	0.09	0.05	-0.02	0.10	0.81
Estimated Parameters						
AIC		5845.82			5325.35	
BIC		5900.10			5325.60	
-2 Log Likelihood		5811.82			5295.35	

*Models adjusted for household income and education level