

Supplementary Table 1: Logistic regression analysis of association between mode of questionnaire completion and reporting more than 1 sexual partner in the last 12 months (n=1424).

Variable	Response Category	Socio-demographic adjusted			Socio-demographic and propensity score adjusted		
		Odds Ratio	LLC	ULC	Odds Ratio	LLC	ULC
Mode of completion	Telephone	1.00	-	-	1.00	-	-
	Web	3.76	1.86	7.58	3.65	1.80	7.41
Age	18-24	1.00	-	-	1.00	-	-
	25-39	0.42	0.25	0.71	0.43	0.25	0.72
	40-49	0.21	0.11	0.40	0.25	0.12	0.52
	50-59	0.17	0.09	0.32	0.20	0.09	0.45
	60+	0.08	0.04	0.19	0.11	0.04	0.31
Gender	Male	1.00	-	-	1.00	-	-
	Female	0.49	0.34	0.71	0.50	0.34	0.72
Education	≤High school	1.00	-	-	1.00	-	-
	College	1.00	0.57	1.75	0.68	0.24	1.92
	University	0.71	0.40	1.25	0.45	0.14	1.47
	Grad/Post-Grad	0.86	0.44	1.69	0.51	0.13	1.97
Income	<\$40,000	1.00	-	-	1.00	-	-
	\$40,000-\$80,000	0.65	0.40	1.05	0.56	0.32	0.99
	>\$80,000	0.42	0.25	0.70	0.33	0.15	0.69
	Prefer not to answer	0.28	0.13	0.62	0.26	0.11	0.59
Region	West	1.00	-	-	1.00	-	-
	Ontario	1.02	0.65	1.60	1.10	0.68	1.79
	Quebec	1.66	1.02	2.69	1.89	1.08	3.30
	East	0.94	0.45	1.95	0.98	0.47	2.08
	Territories	4.01	0.96	16.86	3.80	0.94	15.30
Sexual minority	No	1.00	-	-	1.00	-	-
	Yes	5.70	3.30	9.86	4.97	2.62	9.40
Propensity score					7.68	0.06	939.11

LLC=lower limit of 95% confidence interval, ULC= upper limit of 95% confidence interval

Supplementary Table 2: Linear regression of association between mode of questionnaire completion and agreement^a with statement “I feel afraid of people living with HIV/AIDS” (n=2008).

Variable	Response Category	Socio-demographic adjusted			Socio-demographic and propensity score adjusted		
		β Coefficient	LLC	ULC	β Coefficient	LLC	ULC
Mode of completion	Telephone	0.000	-	-	0.000	-	-
	Web	0.000	-0.231	0.231	0.019	-0.214	0.251
Age	18-24	0.000	-	-	0.000	-	-
	25-39	-0.018	-0.308	0.272	-0.043	-0.334	0.248
	40-49	-0.067	-0.383	0.250	-0.204	-0.559	0.152
	50-59	-0.168	-0.472	0.137	-0.312	-0.658	0.034
	60+	0.119	-0.186	0.424	-0.123	-0.540	0.293
Gender	Male	0.000	-	-	0.000	-	-
	Female	-0.403	-0.562	-0.245	-0.425	-0.586	-0.264
Education	≤High school	0.000	-	-	0.000	-	-
	College	-0.173	-0.414	0.068	0.179	-0.293	0.651
	University	-0.264	-0.510	-0.017	0.164	-0.390	0.718
	Grad/Post-Grad	-0.482	-0.755	-0.208	0.013	-0.616	0.641
Income	<\$40,000	0.000	-	-	0.000	-	-
	\$40,000-\$80,000	-0.282	-0.515	-0.050	-0.142	-0.430	0.146
	>\$80,000	-0.330	-0.561	-0.100	-0.098	-0.458	0.262
	Prefer not to answer	-0.071	-0.349	0.207	0.016	-0.282	0.314
Region	West	0.000	-	-	0.000	-	-
	Ontario	0.069	-0.114	0.253	0.000	-0.199	0.199
	Quebec	0.518	0.293	0.743	0.398	0.134	0.661
	East	0.171	-0.165	0.507	0.119	-0.223	0.461
	Territories	0.273	-0.400	0.946	0.340	-0.341	1.021
Sexual minority	No	0.000	-	-	0.000	-	-
	Yes	-0.690	-1.009	-0.371	-0.574	-0.912	-0.235
Propensity score					-1.567	-3.474	0.341

LLC=lower limit of 95% confidence interval, ULC= upper limit of 95% confidence interval

^a1-7 Likert scale; 1=completely disagree, 4=neither agree nor disagree, 7=completely agree

Supplementary Table 3: Linear regression of association between mode of questionnaire completion and level of comfort^a with statement “How comfortable or uncomfortable would you be with shopping at a small neighbourhood grocery store, if you found out that the owner had HIV/AIDS?” (n=1934).

Variable	Response Category	Socio-demographic adjusted			Socio-demographic and propensity score adjusted		
		β Coefficient	LLC	ULC	β Coefficient	LLC	ULC
Mode of completion	Telephone	0.00	-	-	0.00	-	-
	Web	0.09	-0.03	0.21	0.07	-0.05	0.19
Age	18-24	0.00	-	-	0.00	-	-
	25-39	0.11	-0.05	0.27	0.13	-0.02	0.29
	40-49	0.09	-0.09	0.26	0.21	0.02	0.40
	50-59	-0.09	-0.26	0.08	0.04	-0.15	0.23
	60+	-0.25	-0.41	-0.08	-0.02	-0.24	0.20
Gender	Male	0.00	-	-	0.00	-	-
	Female	0.16	0.07	0.24	0.18	0.09	0.26
Education	≤High school	0.00	-	-	0.00	-	-
	College	0.18	0.05	0.31	-0.14	-0.41	0.13
	University	0.33	0.20	0.46	-0.06	-0.38	0.26
	Grad/Post-Grad	0.47	0.32	0.62	0.02	-0.35	0.38
Income	<\$40,000	0.00	-	-	0.00	-	-
	\$40,000-\$80,000	-0.01	-0.13	0.11	-0.14	-0.28	0.01
	>\$80,000	0.03	-0.09	0.15	-0.18	-0.37	0.01
	Prefer not to answer	-0.08	-0.24	0.07	-0.16	-0.33	0.00
Region	West	0.00	-	-	0.00	-	-
	Ontario	-0.04	-0.15	0.07	0.02	-0.09	0.14
	Quebec	0.04	-0.07	0.15	0.15	0.02	0.29
	East	0.04	-0.12	0.21	0.09	-0.08	0.26
	Territories	-0.32	-0.69	0.05	-0.38	-0.76	0.01
Sexual minority	No	0.00	-	-	0.00	-	-
	Yes	0.19	-0.01	0.39	0.09	-0.13	0.30
Propensity score					1.43	0.39	2.47

LLC=lower limit of 95% confidence interval, ULC= upper limit of 95% confidence interval

^a1-4 Likert scale; 1=very uncomfortable, 4=very comfortable

Supplementary Table 4: Logistic regression analysis of association between mode of questionnaire completion and donation to charity in the last year (n=1996).

Variable	Response Category	Socio-demographic adjusted			Socio-demographic and propensity score adjusted		
		Odds Ratio	LLC	ULC	Odds Ratio	LLC	ULC
Mode of completion	Telephone	1.00	-	-	1.00	-	-
	Web	1.61	1.15	2.27	1.63	1.15	2.29
Age	18-24	1.00	-	-	1.00	-	-
	25-39	1.34	0.87	2.07	1.33	0.86	2.06
	40-49	2.19	1.34	3.58	2.06	1.14	3.74
	50-59	3.38	2.06	5.56	3.17	1.72	5.84
	60+	6.33	3.83	10.47	5.64	2.58	12.31
Gender	Male	1.00	-	-	1.00	-	-
	Female	1.74	1.33	2.28	1.73	1.31	2.27
Education	≤High school	1.00	-	-	1.00	-	-
	College	1.29	0.89	1.87	1.47	0.66	3.26
	University	1.75	1.17	2.60	2.05	0.79	5.36
	Grad/Post-Grad	1.70	1.02	2.83	2.05	0.68	6.22
Income	<\$40,000	1.00	-	-	1.00	-	-
	\$40,000-\$80,000	2.88	2.03	4.11	3.04	1.93	4.78
	>\$80,000	3.05	2.10	4.43	3.33	1.78	6.22
	Prefer not to answer	2.10	1.34	3.29	2.17	1.34	3.52
Region	West	1.00	-	-	1.00	-	-
	Ontario	0.83	0.59	1.17	0.81	0.55	1.18
	Quebec	0.49	0.34	0.71	0.47	0.30	0.73
	East	0.58	0.35	0.97	0.57	0.33	0.96
	Territories	1.39	0.17	11.32	1.41	0.18	11.23
Sexual minority	No	1.00	-	-	1.00	-	-
	Yes	1.68	0.86	3.27	1.76	0.87	3.56
Propensity score					0.54	0.02	13.67

LLC=lower limit of 95% confidence interval, ULC= upper limit of 95% confidence interval

Supplementary Table 5: Linear regression of association between mode of questionnaire completion and self-perceived HIV knowledge (n=2022).

Variable	Response Category	Socio-demographic adjusted			Socio-demographic and propensity score adjusted		
		β Coefficient	LLC	ULC	β Coefficient	LLC	ULC
Mode of completion	Telephone	0.00	-	-	0.00	-	-
	Web	-0.06	-0.23	0.11	-0.05	-0.22	0.12
Age	18-24	0.00	-	-	0.00	-	-
	25-39	0.13	-0.09	0.34	0.11	-0.10	0.33
	40-49	-0.04	-0.27	0.20	-0.09	-0.35	0.16
	50-59	-0.04	-0.28	0.19	-0.11	-0.36	0.15
	60+	-0.30	-0.52	-0.07	-0.40	-0.69	-0.11
Gender	Male	0.00	-	-	0.00	-	-
	Female	0.12	0.00	0.23	0.11	-0.01	0.22
Education	≤High school	0.00	-	-	0.00	-	-
	College	0.27	0.10	0.45	0.42	0.08	0.77
	University	0.42	0.24	0.60	0.60	0.19	1.01
	Grad/Post-Grad	0.58	0.37	0.79	0.79	0.32	1.26
Income	<\$40,000	0.00	-	-	0.00	-	-
	\$40,000-\$80,000	0.11	-0.06	0.27	0.17	-0.04	0.37
	>\$80,000	0.13	-0.04	0.29	0.22	-0.03	0.48
	Prefer not to answer	0.01	-0.20	0.22	0.04	-0.18	0.27
Region	West	0.00	-	-	0.00	-	-
	Ontario	0.13	-0.01	0.26	0.10	-0.05	0.25
	Quebec	0.51	0.35	0.66	0.46	0.27	0.64
	East	-0.16	-0.39	0.07	-0.18	-0.42	0.05
	Territories	-0.32	-0.75	0.10	-0.29	-0.72	0.13
Sexual minority	No	0.00	-	-	0.00	-	-
	Yes	0.84	0.58	1.11	0.89	0.61	1.17
Propensity score					-0.66	-2.01	0.68

LLC=lower limit of 95% confidence interval, ULC= upper limit of 95% confidence interval

^a1-7 Likert scale; 1=not at all knowledgeable, 4=moderately knowledgeable, 7=extremely knowledgeable

Supplementary Table 6: Logistic regression analysis of association between mode of questionnaire completion and missing/DK response for HIV/AIDS testing (n=2027).

Variable	Response Category	Socio-demographic adjusted			Socio-demographic and propensity score adjusted		
		Odds Ratio	LLC	ULC	Odds Ratio	LLC	ULC
Mode of completion	Telephone	1.00	-	-	1.00	-	-
	Web	8.68	2.63	28.65	8.04	2.46	26.29
Age	18-24	1.00	-	-	1.00	-	-
	25-39	1.17	0.36	3.79	1.27	0.38	4.22
	40-49	2.40	0.73	7.88	3.59	0.82	15.76
	50-59	3.39	1.10	10.49	5.15	1.28	20.71
	60+	2.38	0.78	7.29	4.68	0.90	24.30
Gender	Male	1.00	-	-	1.00	-	-
	Female	0.91	0.58	1.44	0.97	0.60	1.57
Education	≤High school	1.00	-	-	1.00	-	-
	College	0.71	0.36	1.39	0.27	0.06	1.28
	University	0.73	0.37	1.47	0.22	0.03	1.55
	Grad/Post-Grad	0.59	0.26	1.31	0.15	0.02	1.29
Income	<\$40,000	1.00	-	-	1.00	-	-
	\$40,000-\$80,000	1.08	0.54	2.17	0.71	0.28	1.83
	>\$80,000	1.05	0.52	2.14	0.51	0.14	1.88
	Prefer not to answer	1.36	0.63	2.94	1.04	0.44	2.43
Region	West	1.00	-	-	1.00	-	-
	Ontario	1.04	0.61	1.77	1.27	0.70	2.32
	Quebec	0.48	0.22	1.06	0.69	0.27	1.78
	East	1.78	0.82	3.83	2.06	0.94	4.49
	Territories	1.47	0.31	6.95	1.16	0.26	5.20
Sexual minority	No	1.00	-	-	1.00	-	-
	Yes	0.25	0.03	1.79	0.17	0.03	1.16
Propensity score					84.81	0.12	60526

LLC=lower limit of 95% confidence interval, ULC= upper limit of 95% confidence interval

Supplementary Table 7: Logistic regression analysis of association between mode of questionnaire completion and missing/DK response for comfort with shopping at small grocery store owned by someone who has HIV/AIDS (n=2027).

Variable	Response Category	Socio-demographic adjusted			Socio-demographic and propensity score adjusted		
		Odds Ratio	LLC	ULC	Odds Ratio	LLC	ULC
Mode of completion	Telephone	1.00	-	-	1.00	-	-
	Web	2.99	1.41	6.33	3.12	1.47	6.63
Age	18-24	1.00	-	-	1.00	-	-
	25-39	0.94	0.42	2.14	0.90	0.39	2.03
	40-49	0.70	0.26	1.86	0.55	0.20	1.57
	50-59	1.53	0.66	3.56	1.20	0.46	3.14
	60+	1.27	0.54	2.97	0.84	0.26	2.76
Gender	Male	1.00	-	-	1.00	-	-
	Female	0.84	0.54	1.31	0.81	0.52	1.27
Education	≤High school	1.00	-	-	1.00	-	-
	College	0.54	0.30	1.00	0.94	0.25	3.59
	University	0.54	0.29	0.99	1.04	0.22	4.97
	Grad/Post-Grad	0.31	0.13	0.70	0.67	0.10	4.31
Income	<\$40,000	1.00	-	-	1.00	-	-
	\$40,000-\$80,000	0.61	0.32	1.17	0.77	0.34	1.73
	>\$80,000	0.86	0.46	1.62	1.26	0.46	3.44
	Prefer not to answer	2.16	1.13	4.13	2.50	1.23	5.08
Region	West	1.00	-	-	1.00	-	-
	Ontario	0.68	0.41	1.14	0.61	0.34	1.09
	Quebec	0.93	0.53	1.64	0.75	0.34	1.67
	East	0.26	0.06	1.11	0.24	0.06	1.04
	Territories	1.39	0.33	5.96	1.56	0.37	6.65
Sexual minority	No	1.00	-	-	1.00	-	-
	Yes	0.20	0.03	1.51	0.24	0.03	1.83
Propensity score					0.09	0.00	12.78

LLC=lower limit of 95% confidence interval, ULC= upper limit of 95% confidence interval

Supplementary Table 8: Logistic regression analysis of association between mode of questionnaire completion and missing/DK response for most concerning illness or disease (n=2027).

Variable	Response Category	Socio-demographic adjusted			Socio-demographic and propensity score adjusted		
		Odds Ratio	LLC	ULC	Odds Ratio	LLC	ULC
Mode of completion	Telephone	1.00	-	-	1.00	-	-
	Web	3.01	1.68	5.38	3.02	1.67	5.47
Age	18-24	1.00	-	-	1.00	-	-
	25-39	1.45	0.83	2.52	1.44	0.83	2.51
	40-49	1.10	0.58	2.08	1.07	0.53	2.15
	50-59	1.07	0.59	1.96	1.04	0.53	2.04
	60+	1.11	0.62	1.99	1.06	0.47	2.37
Gender	Male	1.00	-	-	1.00	-	-
	Female	0.68	0.50	0.93	0.68	0.50	0.93
Education	≤High school	1.00	-	-	1.00	-	-
	College	0.88	0.56	1.39	0.95	0.37	2.46
	University	0.84	0.52	1.35	0.91	0.29	2.87
	Grad/Post-Grad	0.68	0.38	1.21	0.75	0.20	2.86
Income	<\$40,000	1.00	-	-	1.00	-	-
	\$40,000-\$80,000	0.88	0.57	1.36	0.91	0.54	1.53
	>\$80,000	0.76	0.49	1.18	0.79	0.40	1.59
	Prefer not to answer	1.62	1.00	2.62	1.64	0.98	2.76
Region	West	1.00	-	-	1.00	-	-
	Ontario	0.78	0.54	1.12	0.77	0.51	1.15
	Quebec	0.90	0.59	1.36	0.87	0.53	1.45
	East	0.81	0.42	1.54	0.80	0.41	1.53
	Territories	0.69	0.15	3.10	0.70	0.16	3.07
Sexual minority	No	1.00	-	-	1.00	-	-
	Yes	1.19	0.63	2.25	1.22	0.63	2.36
Propensity score					0.72	0.01	37.30

LLC=lower limit of 95% confidence interval, ULC= upper limit of 95% confidence interval