

## Appendix

**Table a: Demographic characteristic (age groups) by recruitment strategy of participants of Antwerp compared with City Census Data of Antwerp from 2017**

Antwerp	20-29 (D <sup>a</sup> )	30-39 (D)	40-49 (D)	50-59 (D)	60+ (D)	chi-squared <sup>b</sup>	P
<b>City Census (N = 393,975) %</b>	<b>18.7</b>	<b>20.2</b>	<b>16.9</b>	<b>15.4</b>	<b>28.7</b>	-	-
<b>Total Antwerp (N = 1,444) %</b>	<b>13.2</b> (-5.5)	<b>29.6</b> (9.4)	<b>24.4</b> (7.5)	<b>21.7</b> (6.3)	<b>11.0</b> <b>(-17.7)</b>	328.77	< .001
Work (n = 376) %	13.6 (-5.1)	33.0 (12.8)	28.2 (11.3)	21.0 (5.6)	4.3 <b>(-24.4)</b>	149.95	< .001
Word of mouth (n = 194) %	21.6 (2.9)	30.4 (10.2)	19.1 (2.2)	16.0 (0.6)	12.9 <b>(-15.8)</b>	28.38	< .001
Other organizations (n = 289) %	8.3 (-10.4)	27.3 (7.1)	24.6 (7.7)	23.9 (8.5)	15.9 <b>(-12.8)</b>	63.91	< .001
Project outreach activities (n = 132) %	12.9 (-5.8)	31.1 (10.9)	18.2 (1.3)	29.5 (14.1)	8.3 <b>(-20.4)</b>	46.33	< .001
Media <sup>c</sup> (n = 409) %	12.5 (-6.2)	26.7 (6.5)	25.9 (9.0)	20.5 (5.1)	14.4 <b>(-14.3)</b>	72.65	< .001
News (n = 98) %	8.2 (-10.5)	24.5 (4.3)	27.6 (10.7)	19.4 (4.0)	20.4 (-8.3)	16.68	.002
Social media (n = 311) %	13.8 (-4.9)	27.3 (7.1)	25.4 (8.5)	20.9 (5.5)	12.5 <b>(-16.2)</b>	59.49	< .001

<sup>a</sup> Deviation to census data (effect size)

<sup>b</sup> Person's Chi-squared test

<sup>c</sup> Category media combines news and social media into one category

**Table b: Demographic characteristics (age groups) by recruitment strategy of participants of Barcelona compared with City Census Data of Barcelona from 2016**

Barcelona	20-29 (D)	30-39 (D)	40-49 (D)	50-59 (D)	60+ (D)	chi-squared	P
<b>City Census (N = 1,339,223) %</b>	<b>13.4</b>	<b>20.0</b>	<b>18.4</b>	<b>15.7</b>	<b>32.5</b>	-	-
<b>Total Barcelona (N = 1,694) %</b>	30.0 (16.6)	32.1 (12.1)	19.4 (1.0)	12.6 (-3.1)	5.9 <b>(-26.6)</b>	851.36	< .001
Work (n = 198) %	23.7 (10.3)	49.0 (29.0)	18.7 (0.3)	7.1 (-8.6)	1.5 <b>(-31.0)</b>	166.81	< .001
Word of mouth (n = 366) %	33.3 (19.9)	32.0 (12.0)	19.4 (1.0)	10.9 (-4.8)	4.4 <b>(-28.1)</b>	228.97	< .001
Other organizations (n = 105) %	32.4 (19.0)	25.7 (5.7)	18.1 (-0.3)	15.2 (-0.5)	8.6 <b>(-23.9)</b>	48.386	< .001
Project outreach activities (n = 650) %	30.2 (16.8)	27.7 (7.7)	17.8 (-0.6)	15.4 (-0.3)	8.9 <b>(-23.6)</b>	266.18	< .001
Media (n = 257) %	23.0 (9.6)	38.9 (18.9)	23.7 (5.3)	10.9 (-4.8)	3.5 <b>(-29.0)</b>	137.65	< .001
News (n = 40) %	22.5 (9.1)	37.5 (17.5)	25.0 (6.6)	7.5 (-8.2)	7.5 <b>(-25.0)</b>	18.94	< .001
Social media (n = 217) %	23.0 (9.6)	39.2 (19.2)	23.5 (5.1)	11.5 (-4.2)	2.8 <b>(-29.7)</b>	119.39	< .001

**Table c: Demographic characteristics (age groups) by recruitment strategy of participants of London compared with City Census Data of London from 2015**

London	20-29 (D)	30-39 (D)	40-49 (D)	50-59 (D)	60+ (D)	chi-squared	P
<b>City Census (N = 6,533,667) %</b>	<b>21.5</b>	<b>24.5</b>	<b>18.6</b>	<b>14.8</b>	<b>20.6</b>	-	-
<b>Total London (N = 1,431) %</b>	22.9 (1.4)	30.6 (6.1)	20.6 (2.0)	16.2 (1.4)	9.7 (-10.9)	110.69	< .001
Work (n = 316) %	23.1 (1.6)	33.9 (9.4)	21.5 (2.9)	16.1 (1.3)	5.4 (-15.2)	49.15	< .001
Word of mouth (n = 140) %	32.9 (11.4)	39.3 (14.8)	17.9 (-0.7)	5.7 (-9.1)	4.3 (-16.3)	46.84	< .001
Other organizations (n = 281) %	13.5 (-8.0)	28.5 (4.0)	20.3 (1.7)	24.2 (9.4)	13.5 (-7.1)	34.38	< .001
Project outreach activities (n = 196) %	33.2 (11.7)	24.0 (-0.5)	15.3 (-3.3)	14.3 (-0.5)	13.3 (-7.3)	18.64	< .001
Media (n = 351) %	18.5 (-3.0)	28.2 (3.7)	25.4 (6.8)	15.4 (0.6)	12.5 (-8.1)	23.21	< .001
News (n = 109) %	12.8 (-8.7)	31.2 (6.7)	25.7 (7.1)	16.5 (1.7)	13.8 (-6.8)	11.46	.02
Social media (n = 242) %	21.1 (-0.4)	26.9 (2.4)	25.2 (6.6)	14.9 (0.1)	12.0 (-8.6)	14.95	.005

**Table d: Demographic characteristics (age groups) by recruitment strategy of participants of Oerebro compared with City Census Data of Oerebro from 2016**

Oerebro	20-29 (D)	30-39 (D)	40-49 (D)	50-59 (D)	60+ (D)	chi-squared	P
<b>City Census (N = 112,173) %</b>	<b>21.2</b>	<b>17.0</b>	<b>16.6</b>	<b>14.9</b>	<b>30.4</b>	-	-
<b>Total Oerebro (N = 1,395) %</b>	18.6 (-2.6)	20.4 (3.4)	19.5 (2.9)	19.9 (5.0)	21.6 (-8.8)	77.51	< .001
Work (n = 342) %	9.9 (-11.3)	21.9 (4.9)	22.8 (6.2)	27.8 (12.9)	17.5 (-12.9)	89.43	< .001
Word of mouth (n = 15) %	6.7 (-14.5)	13.3 (-3.7)	26.7 (10.1)	33.3 (18.4)	20.0 (-10.4)	6.50	.17 <sup>a</sup>
Other organizations (n = 36) %	25.0 (3.8)	16.7 (-0.3)	38.9 (22.3)	13.9 (-1.0)	5.6 (-24.8)	18.32	.001
Project outreach activities (n = 547) %	27.4 (6.2)	19.7 (2.7)	18.3 (1.7)	15.4 (0.5)	19.2 (-11.2)	35.94	< .001
Media (n = 84) %	4.8 (-16.4)	13.1 (-3.9)	15.5 (-1.1)	26.2 (11.3)	40.5 (10.1)	21.49	< .001
News (n = 51) %	3.9 (-17.3)	7.8 (-9.2)	19.6 (3.0)	27.5 (12.6)	41.2 (10.8)	17.29	.002
Social media (n = 33) %	6.1 (-15.1)	21.2 (4.2)	9.1 (-7.5)	24.2 (9.3)	39.4 (9.0)	7.85	.10 <sup>a</sup>
Random sampling (n = 360) %	16.1 (-5.1)	22.2 (5.2)	17.5 (0.9)	17.5 (2.6)	26.7 (-3.7)	13.54	.009

<sup>a</sup>Small sample size; chi-squared approximation might be incorrect

**Table e: Demographic characteristics (age groups) by recruitment strategy of participants of Rome compared with City Census Data of Rome from 2011**

Rome	20-29 (D)	30-39 (D)	40-49 (D)	50-59 (D)	60+ (D)	chi-squared	P
<b>City Census (N = 2,150,368) %</b>	<b>11.7</b>	<b>17.0</b>	<b>20.8</b>	<b>16.4</b>	<b>34.1</b>	-	-
<b>Total Rome (N = 1,836) %</b>	19.8 (8.1)	29.8 (12.8)	25.5 (4.7)	20.3 (3.9)	4.5 (-29.6)	787.67	< .001
Work (n = 337) %	11.0 (-0.7)	27.0 (10.0)	27.6 (6.8)	27.0 (10.6)	7.4 (-26.7)	120.87	< .001
Word of mouth (n = 244) %	21.3 (9.6)	37.7 (20.7)	22.1 (1.3)	16.4 (0.0)	2.5 (-31.6)	152.48	< .001
Other organizations (n = 140) %	24.3 (12.6)	22.1 (5.1)	26.4 (5.6)	23.6 (7.2)	3.6 (-30.5)	65.92	< .001
Project outreach activities (n = 158) %	26.6 (14.9)	19.6 (2.6)	24.7 (3.9)	25.9 (9.5)	3.2 (-30.9)	84.80	< .001

Media (n = 780) %	18.5 (6.8)	35.0 (18.0)	26.2 (5.4)	16.2 (-0.2)	4.2 (-29.9)	393.65	< .001
News (N = 248) %	19.4 (7.7)	28.6 (11.6)	27.8 (7.0)	19.0 (2.6)	5.2 (-28.9)	99.57	< .001
Social media (N = 89) %	18.0 (6.3)	38.0 (21.0)	25.4 (4.6)	14.8 (-1.6)	3.8 (-30.3)	305.37	< .001
Public notice <sup>a</sup> (N = 532) %	49.4 (37.7)	11.2 (5.8)	15.7 (-5.1)	15.7 (-0.7)	7.9 (-26.2)	129.13	< .001

<sup>a</sup> Sample size reached through public notice was only in Rome sufficient big

**Table f: Demographic characteristics (age groups) by recruitment strategy of participants of Vienna compared with City Census Data of Vienna from 2016**

Vienna	20-29 (D)	30-39 (D)	40-49 (D)	50-59 (D)	60+ (D)	chi-squared	P
<b>City Census (N = 1,486,591) %</b>	<b>19.6</b>	<b>19.0</b>	<b>18.1</b>	<b>16.6</b>	<b>26.7</b>	-	-
<b>Total Vienna (N = 1,461) %</b>	27.3 (7.7)	27.7 (8.7)	19.8 (1.7)	16.9 (0.3)	8.4 (-18.3)	288.11	< .001
Work (N = 230) %	21.3 (1.7)	34.8 (15.8)	27.4 (9.3)	14.8 (-1.8)	1.7 (-25.0)	95.47	< .001
Word of mouth (N = 154) %	31.2 (11.6)	40.9 (21.9)	13.0 (-5.1)	10.4 (-6.2)	4.5 (-22.2)	83.64	< .001
Other organizations (N = 314) %	24.2 (4.6)	27.1 (8.1)	17.8 (-0.3)	19.7 (3.1)	11.1 (-15.6)	44.38	< .001
Project outreach activities (N = 327) %	29.4 (9.8)	21.7 (2.7)	21.4 (3.3)	18.0 (1.4)	9.5 (-17.2)	55.77	< .001
Media (N = 380) %	28.9 (9.3)	24.5 (5.5)	19.2 (1.1)	17.9 (1.3)	9.5 (-17.2)	65.75	< .001
News (N = 108) %	26.9 (7.3)	18.5 (0.5)	16.7 (-1.4)	19.4 (2.8)	18.5 (-8.2)	6.25	.18
Social media (N = 272) %	29.8 (10.2)	26.8 (7.8)	20.2 (2.1)	17.3 (0.7)	5.9 (-20.8)	68.04	< .001

**Table g: Demographic characteristics (age groups) by recruitment strategy of participants of Zurich compared with City Census Data of Zurich from 2015**

Zurich	20-29 (D)	30-39 (D)	40-49 (D)	50-59 (D)	60+ (D)	chi-squared	P
<b>City Census (N = 343,379) %</b>	<b>20.1</b>	<b>25.1</b>	<b>17.9</b>	<b>13.8</b>	<b>23.1</b>	-	-
<b>Total Zurich (N = 1,329) %</b>	21.7 (1.6)	28.6 (3.5)	21.7 (3.8)	19.7 (5.9)	8.2 (-14.9)	179.7	< .001
Work (N = 487) %	17.9 (-2.2)	30.2 (5.1)	23.6 (5.7)	22.6 (8.8)	5.7 (-17.4)	105.41	< .001
Word of mouth (N = 93) %	24.7 (4.6)	29.0 (3.9)	21.5 (3.6)	11.8 (-2.0)	12.9 (-10.2)	6.70	.15
Other organizations (N = 178) %	13.5 (-6.6)	28.1 (3.0)	24.7 (6.8)	27.5 (13.7)	6.2 (-16.9)	55.26	< .001
Project outreach activities (N = 185) %	28.1 (8.0)	27.0 (1.9)	11.4 (-6.5)	17.3 (3.5)	16.2 (-6.9)	16.04	< .001
Media (N = 372) %	26.3 (6.2)	27.4 (2.3)	23.7 (5.8)	15.6 (1.8)	7.0 (-16.1)	57.50	< .001
News (N = 134) %	20.9 (0.8)	21.6 (-3.5)	27.6 (9.7)	17.2 (3.4)	12.7 (-0.4)	15.07	.005
Social media (N = 238) %	29.4 (9.3)	30.7 (5.6)	21.4 (3.5)	14.7 (0.9)	3.8 (-19.3)	53.48	< .001