

**Supplementary Table:** Means and beta-coefficients (95% CI) from multivariate analyses of seeking care, asking for and trusting health information for first contact practitioners, medical practitioners and other sources. Only significant univariate associations were included in the multivariate model. Income is reported as Australian dollars (AU\$).

Variable	Number of responses	Seek care from			Asking/sourcing health information <sup>a</sup>			Trusting health information <sup>a</sup>		
		Mean (95% CI) /5	Beta (95% CI)	Sig	Mean (95% CI) /5	Beta (95% CI)	Sig	Mean (95% CI) /5	Beta (95% CI)	Sig
First contact practitioner (total respondents = 764)										
Practitioner (total)	764			<0.001			<0.001			<0.001
GP	692	3.5 (3.4, 3.6)	Referent		3.6 (3.5, 3.7)	Referent		3.9 (3.8, 4.0)	Referent	
Physiotherapist	655	3.8 (3.7, 3.9)	0.35 (0.2, 0.5)		3.9 (3.8, 4.0)	0.3 (0.1, 0.5)		4.3 (4.2, 4.4)	0.3 (0.2, 0.4)	
Podiatrist	553	2.3 (2.2, 2.4)	-1.1 (-1.3, -0.9)		2.3 (2.2, 2.4)	-1.2 (-1.3, -1.1)		3.75 (3.6, 3.9)	-0.2 (-0.3, 0.1)	
Exercise Physiologist	486	2.3 (2.2, 2.4)	-1.1 (-1.3, -0.9)		2.5 (2.3, 2.7)	-1.1 (-1.3, -0.9)		3.8 (3.6, 4.0)	-0.2 (-0.3, -0.1)	
Osteopath	517	1.9 (1.8, 2.0)	-1.5 (-1.7, -1.3)		1.9 (1.8, 2.0)	-1.6 (-1.7, -1.5)		3.6 (3.4, 3.8)	-0.35 (-0.5, -0.2)	
Chiropractor	527	2.0 (1.8, 2.2)	-1.45 (-1.6, -1.3)		2.1 (1.9, 2.3)	-1.5 (-1.7, -1.3)		3.75 (3.6, 3.9)	-0.2 (-0.4, 0.6)	
Naturopaths	484	1.5 (1.4, 1.6)	-1.9 (-2.0, -1.8)		1.5 (1.4, 1.6)	-2.0 (-2.1, -1.9)		3.2 (3.0, 3.4)	-0.8 (-1.0, -0.6)	
Covariates										
Gender				0.001			0.015			0.121

Male	2.4 (2.3, 2.5)	Referent	2.5 (2.4, 2.6)	Referent	3.7 (3.6, 3.8)	Referent	
Female	2.6 (2.5, 2.7)	0.2 (0.1, 0.3)	2.6 (2.5, 2.7)	0.2 (0.1, 0.3)	3.8 (3.7, 3.9)	0.1 (-0.0, 0.2)	
Age (Continuous)		0.07 (0.04, 0.1)	0.016	0.0 (-0.01, 0.01)	0.728	0.0 (-0.05, -0.05)	0.117
Income			0.091		0.129		0.029
<15000	2.5 (2.3, 2.7)	Referent	2.5 (2.3, 2.7)	Referent	3.9 (3.7, 4.1)	Referent	
15000-30000	2.5 (2.4, 2.6)	0.0 (-0.3, 0.3)	2.7 (2.5, 2.9)	0.2 (-0.1, 0.3)	3.65 (3.5, 3.8)	-0.3 (-0.5, -0.1)	
31000-50000	2.5 (2.4, 2.6)	0.0 (-0.3, 0.3)	2.6 (2.4, 2.8)	0.1 (-0.2, 0.4)	3.75 (3.6, 3.9)	-0.2 (-0.4, 0.0)	
51000->100000	2.4 (2.3, 2.5)	-0.15 (-0.4, 0.1)	2.4 (2.3, 2.5)	0.0 (-0.2, 0.2)	3.7 (3.5, 3.9)	-0.3 (-0.5, -0.1)	
Living Location			0.427	-	-	-	-
Capital City	2.55 (2.4, 2.7)	Referent	-	-	-	-	-
Metropolitan centre	2.45 (2.3, 2.6)	0.0 (-0.1, 0.1)	-	-	-	-	-
Regional/rural	2.4 (2.3, 2.5)	0.1 (-0.1, 0.3)	-	-	-	-	-
Education			0.235		0.032		0.262
Year 12 or below	2.45 (2.3, 2.6)	Referent	2.6 (2.4, 2.7)	Referent	3.8 (3.6, 4.0)	Referent	
Certificate III-IV	2.6 (2.4, 2.8)	0.1 (-0.2, 0.4)	2.6 (2.4, 2.8)	0.0 (-0.3, 0.3)	3.7 (3.5, 3.9)	-0.1 (-0.4, 0.2)	
Diploma	2.6 (2.4, 2.8)	0.1 (-0.1, 0.3)	2.7 (2.5, 2.9)	0.1 (-0.1, 0.3)	3.85 (3.7, 4.0)	0.1 (-0.1, 0.3)	
Bachelor degree	2.4 (2.3, 2.5)	0.0 (-0.2, 0.2)	2.4 (2.3, 2.5)	-0.1 (-0.3, 0.1)	3.7 (3.6, 3.8)	-0.1 (-0.3, 0.1)	
Postgraduate degree	2.45 (2.3, 2.6)	0.0 (-0.2, 0.2)	2.45 (2.3, 2.6)	-0.1 (-0.3, 0.1)	3.75 (3.6, 3.9)	-0.1 (-0.3, 0.1)	

Medical Practitioner (total respondents = 760)

GP	692	3.45 (3.3, 3.6)	Referent	<0.001	3.5 (3.4, 3.6)	-0.7 (-0.9, -0.5)	<0.001	3.9 (3.8, 4.0)	Referent	<0.01
Orthopaedic Surgeon	616	2.8 (2.7, 2.9)	0.7 (-0.8, 0.6)		2.85 (2.7, 3.0)	-0.7 (-0.8, 0.6)		4.25 (4.1, 4.4)	0.3 (0.2, 0.4)	
Sports Physician	574	2.75 (2.6, 2.9)	-0.7 (-0.9, -0.5)		2.8 (2.7, 2.9)	-0.7 (-0.9, 0.5)		4.1 (3.9, 4.3)	0.2 (0.1, 0.3)	
Rheumatologist	551	1.95 (1.8, 2.1)	-1.5 (-1.6, -1.4)		2.0 (1.9, 2.1)	-1.5 (-1.6, -1.4)		3.95 (3.8, 4.1)	0.05 (-0.1, 0.2)	
Covariates										
Gender		-	-	-		-	-			-
Male		-	-	-		-	-		-	-
Female		-	-	-		-	-		-	-
Age (Continuous)			0.15 (0.1, 0.2)	<0.001		0.15 (0.1,0.2)	<0.001		0.05 (0.0, 0.1)	<0.001
Income				0.386	-	-	-			0.005
<15000		2.7 (2.5, 2.9)	Referent	-	-	-	-	4.3 (4.1, 4.5)	Referent	
15000-30000		2.8 (2.6, 3.0)	0.1 (-0.2, 0.4)	-	-	-	-	3.9 (3.7, 4.1)	-0.4 (-0.6, -0.2)	
31000-50000		2.8 (2.6, 3.0)	0.1 (-0.2, 0.4)	-	-	-	-	4.1 (3.9, 4.3)	-0.2 (-0.4, 0.0)	
51000->100000		2.6 (2.5, 2.7)	-0.05 (-0.3, 0.2)	-	-	-	-	4.0 (3.9, 4.1)	-0.3 (-0.5, -0.1)	
Living Location			-	-		-	-		-	-
Capital City		-	-	-	-	-	-	-	-	-

Metropolitan centre	-	-	-	-	-	-	-	-	-
Regional/rural	-	-	-	-	-	-	-	-	-
Education			0.965			0.707	-	-	-
Year 12 or below	2.8 (2.6, 3.0)	Referent		2.9 (2.7, 3.1)	Referent			-	-
Certificate III-IV	2.75 (2.5, 3.0)	0.1 (-0.2, 0.4)		2.85 (2.55, 3.15)	-0.1 (-0.4, 0.2)		-	-	-
Diploma	2.7 (2.5, 2.9)	0.1 (-0.2, 0.4)		2.8 (2.6, 3.0)	-0.1 (-0.4, 0.2)		-	-	-
Bachelor degree	2.7 (2.5, 2.9)	-0.1 (-0.3, 0.1)		2.7 (2.5, 2.9)	-0.2 (-0.5, 0.1)		-	-	-
Postgraduate degree	2.75 (2.6, 2.9)	0.0 (-0.2, 0.2)		2.8 (2.6, 3.0)	-0.1 (-0.4, 0.2)		-	-	-
<b>Other Sources<sup>b</sup> (total respondents = 764)</b>									
Source							<0.001		<0.001
GP	692	-	-	-	3.5 (3.4, 3.6)	Referent		3.9 (3.8, 4.0)	Referent
Expert website	636	-	-	-	3.6 (3.5, 3.7)	0.05 (-0.1, 0.2)		3.5 (3.4, 3.5)	-0.5 (-0.6, -0.4)
Health App	602	-	-	-	2.4 (2.3, 2.5)	-1.2 (-1.3, -1.1)		2.8 (2.7, 2.9)	-1.2 (-1.3, -1.1)
Wikipedia	589	-	-	-	2.1 (2.0, 2.2)	-1.4 (-1.6, -1.2)		2.4 (2.3, 2.5)	-1.5 (-1.6, -1.4)
Google scholar	645	-	-	-	3.45 (3.3, 3.6)	-1.1 (-1.3, -0.9)		3.2 (3.1, 3.3)	-0.7 (-0.9, -0.5)
Internet search	546	-	-	-	3.3 (3.2, 3.4)	-0.3 (-0.4, -1.2)		2.6 (2.5, 2.7)	-1.4 (-1.5, -1.3)
Social media	535	-	-	-	1.5 (1.4, 1.6)	-2.0 (-2.1, -1.9)		2.05 (1.9, 2.2)	-1.9 (-2.0, -1.8)
Mainstream media	522	-	-	-	1.65 (1.6, 1.7)	-1.9 (-2.0, -1.8)		2.3 (2.2, 2.4)	-1.7 (-1.8, -1.6)

Podcast	518	-	-	-	1.7 (1.6, 1.8)	-1.85 (-2.0, -1.75)	2.6 (2.5, 2.7)	-1.3 (-1.5, -1.2)
Friend/Family	600	-	-	-	2.6 (2.5, 2.7)	-0.9 (-1.0, -0.8)	2.9 (2.8, 3.0)	-1.0 (-1.1, -0.9)
Telephone hotline	526	-	-	-	1.9 (1.8, 2.0)	-1.7 (-1.8, -1.6)	2.5 (3.4, 3.6)	-0.8 (-0.9, -0.7)

<sup>a</sup> adjusted for interest level in health information

<sup>b</sup> No demographic variable included in model as none were significantly associated on a univariate level. Access other sources: Sex  $X^2=0.34$ ,  $p=0.557$ ; Age  $X^2=0.07$ ,  $p=0.785$ ; Income  $X^2=1.5$ ,  $p=0.682$ ; Insurance  $X^2=0.29$ ,  $p=0.593$ ; Residence  $X^2=0.01$ ,  $p=0.995$ ; Language  $X^2=0.68$ ,  $p=0.409$ ; Education  $X^2=0.53$ ,  $p=0.971$ . Trust other sources: Sex  $X^2=0.28$ ,  $p=0.595$ ; Age  $X^2=2.75$ ,  $p=0.097$ ; Income  $X^2=4.29$ ,  $p=0.232$ , Insurance  $X^2=0.03$ ,  $p=0.854$ ; Residence  $X^2=2.37$ ,  $p=0.306$ ; Language  $X^2=1.28$ ,  $p=0.258$ ; Education  $X^2=7.93$ ,  $p=0.094$ .