**Supplemental data 1.** English version of the questionnaire.

1. **Gender**

* Female
* Male
* Other
* Prefer not to say

1. **Age:**
2. **Place of residence (City):**
3. **What is your actual occupation? (Specify the job or studies you are doing):**
4. **Name the types of cancer you know of** (10 types separated by commas)
5. **Were you aware of the existence of oral or mouth cancer?**

* Yes
* No

1. **How many cases of oral cancer do you think are diagnosed in Spain each year?**

* Less than 500
* Between 500 and 2,500
* Between 2,500 and 5,000
* More than 5,000

1. **Which risk factors do you think that are associated with the appearance of oral cancer?** (at least 3, separated by commas)
2. **Which of these features do you think may be initial presentations of oral cancer?** (You can select more than one option)

* White spot
* Red spot
* Lump
* Ulcer
* Burning sensation in the mouth

1. **If you see an ulcer on your tongue, how long would you wait to consult?**

* 2 weeks
* 2 months
* 4 months

1. **Which professional would you go to?**

* Primary care physician
* Hospital emergencies
* Dentist
* Otolaryngologist

1. **Do you know how to self-examine your mouth for signs of oral cancer?**

* Yes
* No

1. **Would you like to learn?**

* Yes
* No

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Willingness to learn** | | 0.118 | 0.926 | 0.063 | 0.558 | 0.549 | **Supplemental data 2.** Results of statistical analysis. |
| **Self-inspection** | | **0.014** | 0.475 | **<0.001** | **<0.001** | **<0.001** |
| **Professional reference figure** | | **<0.001** | **0.003** | **0.002** | **<0.001** | **<0.001** |
| **Time before consulting** | | 0.315 | 0.351 | 0.868 | **0.004** | 0.668 |
| **Alarm sign** | **Red spot** | 0.578 | **<0.001** | 0.139 | **<0.001** | **<0.001** |
| **White spot** | **0.004** | **0.002** | **0.001** | **<0.001** | **<0.001** |
| **Burning sensation** | 0.648 | **<0.001** | 0.674 | 0.202 | 0.977 |
| **Lump** | 0.816 | **0.026** | 0.961 | 0.185 | 0.216 |
| **Ulcer** | **0.018** | 0.394 | 0.247 | **<0.001** | **0.001** |
| **Risk factors** | **Sex** | 0.859 | 0.501 | 0.153 | 0.823 | 0.063 |
| **Genetics** | 0.941 | 0.282 | 0.848 | **0.004** | 0.232 |
| **Diet** | 0.945 | 0.325 | 0.599 | 0.259 | 0.089 |
| **Hygiene** | 0.311 | 0.109 | 0.424 | **0.023** | 0.135 |
| **Alcohol** | 0.161 | 0.263 | 0.759 | 0.97 | 0.968 |
| **Tobacco** | 0.106 | **0.039** | 0.709 | 0.626 | 0.337 |
| **Incidence in Spain** | | 0.078 | **0.001** | 0.077 | 0.221 | 0.25 |
| **Oral cancer knowledge** | **Prompted mention** | 0.354 | **<0.001** | 0.626 | **<0.001** | **<0.001** |
| **3 first answers** | 0.338 | **0.024** | 0.548 | **<0.001** | **<0.001** |
| **Unprompted mention** | 0.611 | 0.349 | 0.394 | **0.044** | **<0.001** |
|  | | **Gender** | **Age** | **Residence** | **Health professional** | **Dental professional** |