**Electronic Supplementary Material: Figure S1:** Sample Selection Flowchart

Returned Questionnaires (=used for data analysis) = 1,209 (**response rate = 23.4%**)

Shortfalls/Drop-outs\* = 549 (10.64%)

\*no address / incorrect address

Drop-outs\* = 700 (13.57%)

\*did not return the postal questionnaire or did not fill out the online questionnaire

Agreed to participate\* (recruited) = 1,909 (36.99%)

\*via printed/postal questionnaires (n=224), online questionnaire (n=1,685)

Net Interviews = 2,458 (47.65%)

Shortfalls\* = 2,702 (52.36%)

\*top three causes: 1) dropout - refusal of household contact person (n=1,499), 2) dropout - household has no time or interest (n=535), 3) dropout - no answer - free-line signal (n=254)

**Total Expected Sample** = 5,160 (100%)