**Supplement Table 1.** Multivariable linear regression analysis (with interaction terms) of factors associated with BPH awareness scores.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Predictor** | **Estimate** | **SE** | ***t*-value** | ***p*-value** |
| **Intercept#** | 5.257 | 0.570 | 9.216 | <0.001 |
| **Internet-derived BPH content** |  |  |  |  |
| Non-exposed | -2.191 | 0.381 | -5.745 | <0.001 |
| **Educational attainment** |  |  |  |  |
| Below college level | -1.952 | 0.280 | -6.961 | <0.001 |
| **Monthly disposable income** |  |  |  |  |
| Less than 5000 RMB | -0.688 | 0.166 | -4.150 | <0.001 |
| **Age** | -0.016 | 0.008 | -2.038 | 0.042 |
| **Non-exposed×Below college level** | 0.774 | 0.434 | 1.782 | 0.076 |
| **Non-exposed×****Income< 5000 RMB** | 0.142 | 0.249 | 0.570 | 0.569 |

Note: # Represents reference level; × denotes the interaction term between exposure status and the corresponding socioeconomic variable. Abbreviations: SE, standard error.

**Supplement Table 2.** Multivariable linear regression analysis (with interaction terms) of factors associated with international prostate symptom scores.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Predictor** | **Estimate** | **SE** | ***t*-value** | ***p*-value** |
| **Intercept#** | -3.494 | 1.894 | -1.845 | 0.066 |
| **Internet-derived BPH content** |  |  |  |  |
| Non-exposed | 3.273 | 1.266 | 2.584 | 0.010 |
| **Educational attainment** |  |  |  |  |
| Below college level | 3.419 | 0.931 | 3.672 | <0.001 |
| **Monthly disposable income** |  |  |  |  |
| Less than 5000 RMB | 1.066 | 0.550 | 1.938 | 0.053 |
| **Age** | 0.122 | 0.027 | 4.611 | <0.001 |
| **Non-exposed×Below college level** | -1.766 | 1.442 | -1.225 | 0.221 |
| **Non-exposed×Income< 5000 RMB** | 0.856 | 0.825 | 1.038 | 0.300 |

Note: # Represents reference level; × denotes the interaction term between exposure status and the corresponding socioeconomic variable. Abbreviations: SE, standard error.