

ESM 3. Additional analyses (ESM3\_Additional analyses.docx). The document presents the outcomes from parametric and non-parametric regression analyses. Available at <https://doi.org/10.17605/OSF.IO/S2KZN>

Due to the breach of parametric assumptions, ordinal regressions were also run on RE and PE, separately. As per the parametric analyses reported in the main text, the predictors were previous experience (binary), age, primacy and recency dummy variables (comparing Middle scenarios to Start and End scenarios, respectively), and interaction terms between previous experience and order effects.

In line with the MANCOVA findings, only the recency dummy variable predicted RE,  $Wald = 4.28, p = .039$  (all other  $ps > .194$ ). Again as for the MANCOVA findings, only previous mammography predicted PE,  $Wald = 6.25, p = .012$  (all other  $ps > .139$ ).

Moreover, we run an ordinal regression that was equivalent to the follow-up ANOVA only on participants who had experienced a mammogram themselves; the analysis supported the above finding as only the satisfaction with own previous mammography visit predicted PE,  $Wald = 60.25, p < .001$  (all other  $ps > .230$ ).