

Table 1. Sample characteristics. (N = 537)

	Total
	% (n)
Age (mean ± sd)	
Overall	64 ± 16.8 537
Male	60 ± 1.3 174
Female	65 ± 0.9 363
Gender (%)	
Male	32.4 174
Female	67.6 363
Race/Ethnicity (%)	
Hispanic	2.0 10
White	81.6 407
Black	9.0 45
Asian	6.8 34
Other	2.6 13
Education (%)	
Did not complete high school	5.9 30
High school degree	22.0 112
Some college	32.5 166
College degree	26.9 137
Post college	12.7 65
Prior history of hypertension (%)	
Yes	72.0 368
No	28.0 143
Insurance (%)	
Yes	93.4 483
No	6.6 34
Self-rated health (%)	
Excellent	15.2 57
Very good	21.1 79
Good	31.8 119
Fair	20.1 75
Poor	11.8 44
Reaction to mailing: surprise (%)	
Very	49.1 248
Somewhat	25.3 128
Not very much	11.9 60
Not at all	13.7 69
Reaction to mailing: worry (%)	
Very	4.2 21
Somewhat	8.1 41
Not very much	17.6 89
Not at all	70.2 355
Reaction to mailing: like (%)	
Very	60.1 286
Somewhat	28.4 135
Not very much	6.3 30
Not at all	5.3 25
Reaction to mailing: useful (%)	
Very	42.3 207
Somewhat	30.7 150
Not very much	16.4 80
Not at all	10.6 52
Tailoring Randomization	
BP & EMT	25.2 102
BP, no EMT	27.2 110
EMT, no BP	24.4 99
no BP, no EMT	23.2 94

Table 2. Bivariate Analyses. (N = 537)

	Checked BP		Did Not Check BP		p-value
	%	(n)	%	(n)	
Age (mean ± sd)	64.6 ± 16.2	351	59.4 ± 17.9	141	0.002
Gender					0.504
Male	71.1	113	28.9	46	
Female	71.5	238	28.5	95	
Race/Ethnicity					0.522
Hispanic	60.0	6	40.0	4	
White	70.3	260	29.7	110	
Black	79.5	35	20.5	9	
Asian	76.7	23	23.3	7	
Other	76.9	10	23.1	3	
Education					0.207
Did not complete high school (1)	78.1	25	21.9	7	
High school degree (2)	78.9	86	21.1	23	
Some college (3)	70.8	119	29.2	49	
College degree (4)	65.9	87	34.1	45	
Post college (5)	68.9	42	31.1	19	
t-test mean ± sd	3.12 ± 1.1	336	3.33 ± 1.1	132	0.053
Prior history of hypertension					0.061
Yes	73.9	246	26.1	87	
No	66.2	88	33.8	45	
Insurance					0.016
Yes	73.1	323	26.9	119	
No	53.1	17	46.9	15	
Self-reported health					0.102
Excellent (1)	58.0	29	42.0	21	
Very good (2)	80.8	59	19.2	14	
Good (3)	71.2	79	28.8	32	
Fair (4)	68.7	46	31.3	21	
Poor (5)	72.1	31	27.9	12	
t-test mean ± sd	2.96 ± 1.2	244	2.89 ± 1.3	100	0.615
Reaction to mailing: surprise					0.590
Very (1)	71.2	173	28.8	70	
Somewhat (2)	68.5	85	31.5	39	
Not very much (3)	71.4	40	28.6	16	
Not at all (4)	78.1	50	21.9	14	
t-test mean ± sd	1.91 ± 1.1	348	1.81 ± 1.0	139	0.387
Reaction to mailing: worry					0.878
Very (1)	76.2	16	23.8	5	
Somewhat (2)	75.0	30	25.0	10	
Not very much (3)	72.1	62	27.9	24	
Not at all (4)	70.4	240	29.6	101	
t-test mean ± sd	3.51 ± 0.8	348	3.58 ± 0.8	140	0.414
Reaction to mailing: like					0.034
Very (1)	76.6	216	23.4	66	
Somewhat (2)	64.6	82	35.4	45	
Not very much (3)	71.4	20	28.6	8	
Not at all (4)	58.3	14	41.7	10	
t-test mean ± sd	1.49 ± 0.8	332	1.71 ± 0.9	129	0.013
Reaction to mailing: useful					0.007
Very (1)	79.8	162	20.2	41	
Somewhat (2)	64.6	93	35.4	51	
Not very much (3)	68.4	52	31.6	24	
Not at all (4)	64.0	32	36.0	18	
t-test mean ± sd	1.86 ± 1.0	339	2.14 ± 1.0	134	0.007
Tailoring randomization					0.571
BP & EMT	73.4	69	26.6	25	
BP, no EMT	65.0	65	35.0	35	
EMT, no BP	72.5	66	27.5	25	
no BP, no EMT	70.8	63	29.2	26	

Table 3. Binary logistic regression. (N = 303)

	Odds Ratio	p-value	95% C.I.
Age (missing = 26)	0.992	0.340	0.975-1.009
History of hypertension (missing = 26)	0.837	0.558	0.462-1.517
Insurance coverage (missing = 20)	0.449	0.091	0.178-1.136
Reaction to mailing: Like (missing = 61)			
Not at all (reference)	---	0.382	---
Very	1.268	0.722	0.342-4.701
Somewhat	2.002	0.301	0.537-7.460
Not very much	1.058	0.945	0.215-5.199
Reaction to mailing: Useful (missing = 48)			
Not at all (reference)	---	0.586	---
Very	0.605	0.355	0.209-1.754
Somewhat	0.931	0.891	0.337-2.576
Not very much	0.852	0.772	0.288-2.522
Fire Department (missing = 132)			
1 (reference)	---	0.396	---
2	0.613	0.222	0.280-1.343
3	0.638	0.176	0.333-1.223
4	0.986	0.970	0.472-2.060