

**Supplementary Table S1.** Statements 1 - What has influenced the decision not to participate (31 statements)

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**I did not participated because... [applicable yes or no]**

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1. I kept postponing it
  2. I had other things in mind
  3. The expire date of the FIT was expired
  4. I was not interested in a preventive examination
  5. I already have/had cancer
  6. The FIT procedure failed
  7. I am afraid of getting cancer
  8. I feared a positive FIT result (I feared to much blood in stool and the need for a follow-up colonoscopy)
  9. I felt good
  10. I had no complaints or symptoms
  11. I have no family members with CRC
  12. I thought a FIT was not meaningful for me
  13. CRC is not very common
  14. I did not knew how to use the FIT
  15. I thought the instruction leaflet was unclear
  16. My Dutch is insufficient to comprehend the leaflet
  17. I perceived the sampling of my stool dirty
  18. I wanted to participate but postponed it due to medical reasons that could interfere with the FIT result
  19. I had visible blood in my stool
  20. My GP did not talk with me about it
  21. I don't want to know if I have cancer
  22. I believed my personal health was not important
  23. I preferred a test from my GP
  24. I did not participate because too personal/private
  25. CRC is not curable anyway
  26. I did not participate because my partner did not either
  27. Someone in my direct environment (partner, children) discouraged me to do the FIT
  28. My GP discouraged me to participate
  29. I did not participate because of costs related to possible follow-up examinations
  30. I did not had any trust in a free offered examination
  31. I did not participated because of my religion
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**Supplementary Table S2.** Statements 2 – What has influenced the decision to participate? (22 statements, delayed entrees only)

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**I participated because... [applicable yes or no]**

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1. I think preventing is better than curing
  2. I thought my health is important
  3. If you detect it early, the chance of recovery increases
  4. I want to know it on time if I have cancer
  5. If the government offers you the test, it should be important for my health
  6. I received the test for the second time, so it probably is important
  7. Someone in my direct environment (partner, child, friend) advised me to participate
  8. I participated because my partner also participated
  9. My GP advised me to participate
  10. Someone I know was diagnosed with CRC
  11. I participated because with someone I know they found something with this test
  12. I am afraid of getting cancer
  13. I already have/had cancer
  14. CRC is a common cancer
  15. I have an increased risk to get CRC because of CRC in my family
  16. It is a test that I can do at home
  17. The test is easy
  18. The test is free
  19. I was convinced to participate by reading a news article or poster
  20. I was convinced to participate by a TV advertisement
  21. I was convinced to participate after attending an information event about CRC
  22. I participated because of my religion
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**Supplementary Table S3.** Statements 3: Opinions about the GP role, information in the invitation and leaflet (11 statements)

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**Opinions about the GP role, information in invitation and leaflet**

**Answering categories: disagree strongly disagree OR neutral/no opinion OR agree/strongly agree**

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1. The invitation and leaflet contain enough information to make myself decide whether or not to participate
  2. After receiving the FIT invitation I needed more information from my GP/doctor
  3. After reading the FIT invitation and leaflet I still had some questions
  4. Leaflet provides sufficient explanation about the importance of repeating the test every two years
  5. Leaflet provides enough information about disadvantages of the test
  6. Leaflet provides enough information about advantages of the test
  7. Instructions are clear enough to take a stool sample
  8. I am aware that I can request a new test for free
  9. My GP should mention the FIT invitation spontaneously with his/her patients
  10. If my GP would advise the FIT, I would participated earlier
  11. CRC screening program should be more publicized through media
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**Supplementary Table S4.** Gender difference between the response and non-response groups to the survey

|               | <b>Response</b> | <b>Non-response</b> | <b>P-value (Fisher exact)</b> |
|---------------|-----------------|---------------------|-------------------------------|
| <b>Male</b>   | 2932 (55.0%)    | 7256 (51.0%)        | <0.001                        |
| <b>Female</b> | 2396 (45.0%)    | 6959 (49.0%)        |                               |

**Supplementary Table S5.** Age difference between the response and non-response groups to the survey

|              | <b>Response</b> | <b>Non-response</b> | <b>P-value (Fisher exact)</b> |
|--------------|-----------------|---------------------|-------------------------------|
| <b>59-64</b> | 3085 (57.9%)    | 7203 (50.7%)        | < 0.001                       |
| <b>65-69</b> | 1479 (27.8%)    | 3974 (28.0%)        |                               |
| <b>70-75</b> | 764 (14.3%)     | 3038 (21.3%)        |                               |

**Supplementary Table S6.** Postcode difference (first 2 digits) between the response and non-response groups to the survey

| Postcode first 2 digits | Response | %    | Non-response | %    | P-value (Fisher exact) |
|-------------------------|----------|------|--------------|------|------------------------|
| 29                      | 291      | 5.46 | 702          | 4.94 | < 0.001                |
| 90                      | 273      | 5.12 | 577          | 4.06 |                        |
| 28                      | 213      | 4.00 | 469          | 3.30 |                        |
| 30                      | 208      | 3.90 | 512          | 3.60 |                        |
| 35                      | 203      | 3.81 | 598          | 4.21 |                        |
| 91                      | 188      | 3.53 | 518          | 3.64 |                        |
| 21                      | 187      | 3.51 | 463          | 3.26 |                        |
| 36                      | 174      | 3.27 | 465          | 3.27 |                        |
| 26                      | 173      | 3.25 | 499          | 3.51 |                        |
| 25                      | 169      | 3.17 | 433          | 3.05 |                        |
| 92                      | 165      | 3.10 | 410          | 2.88 |                        |
| 20                      | 164      | 3.08 | 392          | 2.76 |                        |
| 22                      | 162      | 3.04 | 394          | 2.77 |                        |
| 84                      | 161      | 3.02 | 468          | 3.29 |                        |
| 39                      | 159      | 2.98 | 401          | 2.82 |                        |
| 17                      | 147      | 2.76 | 403          | 2.84 |                        |
| 23                      | 145      | 2.72 | 392          | 2.76 |                        |
| 85                      | 143      | 2.68 | 388          | 2.73 |                        |
| 24                      | 135      | 2.53 | 305          | 2.15 |                        |
| 98                      | 135      | 2.53 | 333          | 2.34 |                        |
| 83                      | 113      | 2.12 | 373          | 2.62 |                        |
| 88                      | 106      | 1.99 | 347          | 2.44 |                        |
| 31                      | 103      | 1.93 | 201          | 1.41 |                        |
| 99                      | 99       | 1.86 | 327          | 2.30 |                        |
| 18                      | 98       | 1.84 | 341          | 2.40 |                        |
| 87                      | 93       | 1.75 | 352          | 2.48 |                        |
| 32                      | 91       | 1.71 | 236          | 1.66 |                        |
| 37                      | 90       | 1.69 | 216          | 1.52 |                        |
| 33                      | 89       | 1.67 | 215          | 1.51 |                        |
| 86                      | 89       | 1.67 | 294          | 2.07 |                        |
| 80                      | 84       | 1.58 | 152          | 1.07 |                        |
| 19                      | 83       | 1.56 | 216          | 1.52 |                        |
| 93                      | 82       | 1.54 | 218          | 1.53 |                        |
| 89                      | 73       | 1.37 | 266          | 1.87 |                        |
| 94                      | 68       | 1.28 | 211          | 1.48 |                        |
| 38                      | 60       | 1.13 | 181          | 1.27 |                        |
| 16                      | 53       | 0.99 | 208          | 1.46 |                        |
| 82                      | 50       | 0.94 | 124          | 0.87 |                        |
| 15                      | 48       | 0.90 | 125          | 0.88 |                        |
| 34                      | 48       | 0.90 | 86           | 0.61 |                        |
| 96                      | 46       | 0.86 | 177          | 1.25 |                        |
| 97                      | 35       | 0.66 | 97           | 0.68 |                        |
| 95                      | 32       | 0.60 | 130          | 0.91 |                        |