**Additional file 1 for manuscript “Why are the public so positive about colorectal cancer screening?”**

***Appendix A:*** **Descriptive statistics for all initial single items used to measure public opinion regarding CRC screening and public perceptions of cancer, preventive health screening, own health, and the government**

|  |  |  |
| --- | --- | --- |
| **Variables** | **M (SD)¹,ᵃ** | **N (%)** |
| ***Public opinion regarding CRC screening programme*** |  |  |
| Level of support for CRC screening programme | 4.12 (.69) | - |
| Personal attitude to CRC screening programme   * I believe participating in the CRC screening programme to be *bad (1) – good (5)* for myself * I believe participating in the CRC screening programme to be *disturbing (1) – reassuring (5)* for myself * I believe participating in the CRC screening programme to be *not meaningful (1) – meaningful (5)* for myself * I believe participating in the CRC screening programme to be *not self-evident (1) – self-evident (5)* for myself * I believe participating in the CRC screening programme to be *not frightening (1) – frightening (5)* for myself * I believe participating in the CRC screening programme to be *unimportant (1) – important (5)* for myself   Collective attitude to CRC screening programme | 4.42 (.82)  4.20 (.92)  4.28 (.96)  3.75 (1.19)  3.50 (1.21)  4.24 (.91 | -  -  -  -  -  - |
| * I believe the CRC screening programme to be *bad (1) – good (5)* for the Dutch population * I believe the CRC screening programme to be *disturbing (1) – reassuring (5)* for the Dutch population * I believe the CRC screening programme to be *not meaningful (1) – meaningful (5)* for the Dutch population * I believe the CRC screening programme to be *not self-evident (1) – self-evident (5)* for the Dutch population * I believe the CRC screening programme to be *not frightening (1) – frightening (5)* for the Dutch population * I believe the CRC screening programme to be *unimportant (1) – important (5)* for the Dutch population | 4.61 (.66)  4.10 (.91)  4.40 (.78)  3.36 (1.09)  3.57 (1.09)  4.35 (.77) | -  -  -  -  -  - |
| ***Public perception of cancer*** |  |  |
| Beliefs concerning cancer severity |  |  |
| * Cancer is very serious | 4.53 (.58) | - |
| * Cancer has major consequences for your life | 4.59 (.54) | - |
| * Cancer is very treatable | 3.09 (.70) | - |
| * Cancer means the end of your life | 2.61 (.79) | - |
| * Cancer is (virtually) impossible to prevent | 3.18 (.84) | - |
| * Cancer is more serious than other illnesses | 3.44 (.89) | - |
| Cancer risk perception   * Perceived chance of getting cancer * Perceived chance of getting cancer compared to others | 3.28 (.66)  3.04 (.55) | -  - |
| Cancer worry/anxiety   * Worry about getting cancer * Anxious about getting | 2.79 (.80)  2.93 (.88) | -  - |
| ***Public perception of preventive health screening*** |  |  |
| Attitude to preventive health screening   * I believe preventive health screening to be *bad (1) – good (5)* * I believe preventive health screening to be *disturbing (1) – reassuring (5)* * I believe preventive health screening to be *not meaningful (1) – meaningful (5)* * I believe preventive health screening to be *not self-evident (1) – self-evident (5)* * I believe preventive health screening to be *not frightening (1) – frightening (5)* * I believe preventive health screening to be *unimportant (1) – important (5)* | 4.21 (.95)  4.11 (.97)  4.09 (1.04)  3.39 (1.23)  3.52 (1.17)  4.03 (.98) | -  -  -  -  -  - |
| Beliefs concerning effectiveness of preventive health  screening | 3.56 (.84) | - |
| ***Public perception of own health*** |  |  |
| Beliefs concerning importance of own health | 4.34 (.60) | - |
| Beliefs concerning own health status | 3.14 (.85) | - |
| ***Public perception of the government*** |  |  |
| Trust in government regarding protection and promotion of  people’s health | 6.24 (1.78) | - |
| Trust in government regarding national screening  programmes   * The government has people’s health as a priority when offering national screening programmes * The government carefully considers the pros, cons and costs of national screening programmes * The government communicates openly and fully about the pros, cons and costs of national screening programmes   Perception regarding responsibility of government   * Government has responsibility concerning people’s health (yes) * Government has responsibility to provide public education about staying healthy (yes) * Government has responsibility to provide national screening programmes (voluntary basis) (yes) * Government has responsibility to ensure participation in national screening programmes (yes) | 3.52 (.81)  3.47 (.82)  3.05 (.87)  -  -  -  - | -  -  -  1321 (79)  1541 (92)  1540 (92)  945 (56) |

¹ N = 1679

ᵃ Scores range from 1 (low/negative, or as labelled in the variable description) to 5 (high/positive, or as labelled in the variable description), except for the variable ‘trust in government regarding protection and promotion of people’s health’, where scores range from 1 (none) to 10 (a lot)