**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)