## Appendix: Addressing women's barriers to bowel scope screening

Table 1 Descriptive statistics of the study population $(N=1,010)$

|  | Control$(\mathrm{N}=280)$ |  | Opposite gender$(\mathrm{N}=265)$ |  | Same gender$(\mathrm{N}=246)$ |  | Active choice$(\mathrm{N}=219)$ |  | Overall |  | p-value* |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Age |  |  |  |  |  |  |  |  |  |  |  |
| 35-44 | 179 | (63.9\%) | 151 | (57.0\%) | 147 | (59.8\%) | 123 | (56.2\%) | 600 | (59.4\%) | 0.648 |
| 45-54 | 101 | (36.1\%) | 114 | (43.0\%) | 99 | (40.2\%) | 96 | (43.8\%) | 410 | (40.6\%) | 0.648 |
| Living status |  |  |  |  |  |  |  |  |  |  |  |
| Married/cohab. | 166 | (59.3\%) | 170 | (64.2\%) | 155 | (63.0\%) | 139 | (63.5\%) | 630 | (62.4\%) | 0.381 |
| Single/div./wid. $\dagger$ | 114 | (40.7\%) | 95 | (35.8\%) | 91 | (37.0\%) | 80 | (36.5\%) | 380 | (37.6\%) | 0.381 |
| Ethnicity |  |  |  |  |  |  |  |  |  |  |  |
| White British | 233 | (83.2\%) | 226 | (85.3\%) | 203 | (82.5\%) | 184 | (84.0\%) | 846 | (83.8\%) | 0.430 |
| Other | 47 | (16.8\%) | 39 | (14.7\%) | 43 | (17.5\%) | 35 | (16.0\%) | 164 | (16.2\%) | 0.430 |
| Education |  |  |  |  |  |  |  |  |  |  |  |
| No uni .degree | 211 | (75.4\%) | 194 | (73.2\%) | 190 | (77.2\%) | 173 | (79.0\%) | 768 | (76.0\%) | 0.479 |
| Uni. degree | 69 | (24.6\%) | 71 | (26.8\%) | 56 | (22.8\%) | 46 | (21.0\%) | 242 | (24.0\%) | 0.479 |
| Paid work |  |  |  |  |  |  |  |  |  |  |  |
| No | 110 | (39.3\%) | 103 | (38.9\%) | 81 | (32.9\%) | 77 | (35.2\%) | 371 | (36.7\%) | 0.617 |
| Yes | 170 | (60.7\%) | 162 | (61.1\%) | 165 | (67.1\%) | 142 | (64.8\%) | 639 | (63.3\%) | 0.617 |
| Car ownership |  |  |  |  |  |  |  |  |  |  |  |
| No | 82 | (29.3\%) | 81 | (30.6\%) | 63 | (25.6\%) | 56 | (25.6\%) | 282 | (27.9\%) | 0.487 |
| Yes | 198 | (70.7\%) | 184 | (69.4\%) | 183 | (74.4\%) | 163 | (74.4\%) | 728 | (72.1\%) | 0.487 |
| House ownership |  |  |  |  |  |  |  |  |  |  |  |
| No | 146 | (52.1\%) | 128 | (48.3\%) | 130 | (52.8\%) | 108 | (49.3\%) | 512 | (50.7\%) | 0.691 |
| Yes | 134 | (47.9\%) | 137 | (51.7\%) | 116 | (47.2\%) | 111 | (50.7\%) | 498 | (49.3\%) | 0.691 |
| Self-reported health status |  |  |  |  |  |  |  |  |  |  |  |
| Good/excellent | 144 | (51.4\%) | 152 | (57.4\%) | 127 | (51.6\%) | 122 | (55.7\%) | 545 | (54.0\%) | 0.669 |
| Poor/fair | 136 | (48.6\%) | 113 | (42.6\%) | 119 | (48.4\%) | 97 | (44.3\%) | 465 | (46.0\%) | 0.669 |
| Intentions before exposure |  |  |  |  |  |  |  |  |  |  |  |
| Definitely not | 70 | (25.0\%) | 56 | (21.1\%) | 52 | (21.1\%) | 50 | (22.8\%) | 228 | (22.6\%) | 0.669 |
| Probably not | 210 | (75.0\%) | 209 | (78.9\%) | 194 | (78.9\%) | 169 | (77.2\%) | 782 | (77.4\%) | 0.669 |

*p-value refers to Chi-Square test of independence
$\dagger$ Single, divorced or widow

Table 2 Adjusted logistic regression model on dichotomised screening intentions

|  | OR | 95\% CI |
| :---: | :---: | :---: |
| Condition |  |  |
| Control | Ref. |  |
| Opposite gender | 1.062 | 0.597-1.889 |
| Same gender | 2.074 | 1.230-3.496** |
| Active choice | 1.851 | 1.073-3.195* |
| Initial intention |  |  |
| Definitely not | Ref. |  |
| Probably not | 1.279 | 0.792-2.064 |
| Age |  |  |
| 35-44 | Ref. |  |
| 45-54 | 1.060 | 0.723-1.553 |
| Living status |  |  |
| Married/cohab | Ref. |  |
| Single/div./wid. | 1.007 | 0.666-1.523 |
| Ethnicity |  |  |
| White | Ref. |  |
| Other | 0.871 | 0.510-1.488 |
| Education |  |  |
| No uni .degree | Ref. |  |
| Uni. degree | 1.312 | 0.855-2.016 |
| Paid employment |  |  |
| No | Ref. |  |
| Yes | 1.343 | 0.881-2.045 |
| Car ownership |  |  |
| No | Ref. |  |
| Yes | 1.322 | 0.814-2.147 |
| House ownership |  |  |
| No | Ref. |  |
| Yes | 1.043 | 0.696-1.562 |
| Self-reported health status |  |  |
| Good/excellent | Ref. |  |
| Poor/fair | 1.271 | 0.861-1.875 |
| $R^{2}$ (Nagelkerke) |  |  |

Table 3 Adjusted regressions on post-exposure dichotomised perception of the screening test

|  | Embarrassing |  | Painful |  | Exposing |  | Comfortable |  | Appealing |  | Off-putting |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | OR | 95\% CI | OR | 95\% CI | OR | 95\% CI | OR | 95\% CI | OR | 95\% CI | OR | 95\% CI |
| Condition |  |  |  |  |  |  |  |  |  |  |  |  |
| Control | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| Opposite gender | 1.285 | 0.873-1.892 | 1.286 | 0.904-1.829 | 1.411 | 0.965-2.062 | 1.326 | 0.721-2.441 | 0.459 | 0.231-0.910* | 1.043 | 0.720-1.510 |
| Same gender | 0.966 | 0.660-1.413 | 0.974 | 0.684-1.387 | 1.132 | 0.777-1.649 | 0.771 | 0.388-1.533 | 0.608 | 0.320-1.155 | 0.918 | 0.633-1.331 |
| Active choice | 0.847 | 0.575-1.249 | 0.915 | 0.636-1.316 | 0.894 | 0.611-1.307 | 1.144 | 0.597-2.191 | 0.699 | 0.367-1.332 | 0.807 | 0.552-1.179 |
| Initial intentions |  |  |  |  |  |  |  |  |  |  |  |  |
| Definitely not |  |  |  |  |  |  |  |  |  |  |  |  |
| Probably not | 1.117 | 0.804-1.551 | 0.760 | 0.556-1.040 | 0.985 | 0.709-1.369 | 0.536 | 0.325-0.885* | 0.580 | 0.344-0.979* | 0.876 | 0.632-1.214 |
| Age |  |  |  |  |  |  |  |  |  |  |  |  |
| 35-44 | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| 45-54 | 0.760 | 0.572-1.011 | 0.732 | 0.562-0.953* | 0.857 | 0.646-1.136 | 0.582 | 0.350-0.967* | 0.696 | 0.415-1.165 | 0.969 | 0.734-1.278 |
| Living status |  |  |  |  |  |  |  |  |  |  |  |  |
| Married/cohab | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| Single/div./wid. | 0.778 | 0.574-1.055 | 0.861 | 0.648-1.144 | 0.747 | 0.552-1.009 | 1.033 | 0.616-1.730 | 1.090 | 0.642-1.851 | 0.954 | 0.709-1.284 |
| Ethnicity |  |  |  |  |  |  |  |  |  |  |  |  |
| White | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| Other | 0.555 | 0.387-0.796** | 0.920 | 0.646-1.309 | 0.640 | 0.446-0.920* | 0.950 | 0.510-1.770 | 0.834 | 0.430-1.617 | 0.547 | 0.385-0.778** |
| Education |  |  |  |  |  |  |  |  |  |  |  |  |
| No uni .degree | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| Uni. degree | 1.400 | 0.992-1.974 | 1.032 | 0.758-1.404 | 1.596 | $\begin{aligned} & 1.132- \\ & 2.251^{* *} \end{aligned}$ | 0.592 | 0.321-1.094 | 1.137 | 0.658-1.966 | 1.054 | 0.764-1.454 |
| Paid work |  |  |  |  |  |  |  |  |  |  |  |  |
| No | Ref. |  |  |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| Yes | $0.974$ | 0.721-1.316 | $0.994$ | 0.751-1.314 | $1.012$ | 0.753-1.362 | $0.940$ | 0.572-1.544 | $1.601$ | 0.913-2.807 | $0.803$ | 0.598-1.077 |
| Car ownership |  |  |  |  |  |  |  |  |  |  |  |  |
| No | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| Yes | 1.156 | 0.826-1.618 | 1.510 | 1.102-2.068* | 1.014 | 0.726-1.415 | 1.520 | 0.838-2.757 | 1.088 | 0.592-2.003 | 1.064 | 0.767-1.476 |
| House ownership |  |  |  |  |  |  |  |  |  |  |  |  |
| No | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| Yes | $1.264$ | 0.934-1.711 | 0.988 | 0.746-1.308 | $1.510$ | $\begin{aligned} & 1.120- \\ & 2.035^{* *} \end{aligned}$ | 0.746 | 0.451-1.233 | 0.993 | 0.586-1.681 | 1.463 | 1.092-1.960* |
| Self-reported health status |  |  |  |  |  |  |  |  |  |  |  |  |
| Good/excellent | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  | Ref. |  |
| Poor/fair | 1.203 | 0.899-1.611 | 1.237 | 0.945-1.621 | 1.456 | 1.090-1.946* | 0.735 | 0.450-1.202 | 0.856 | 0.516-1.423 | 1.106 | 0.835-1.465 |
| $N$ | 1,010 |  | 1,010 |  | 1,010 |  | 1,010 |  | 1,010 |  | 1,010 |  |
| R2 (Nagelkerke) | 0.046 |  | 0.030 |  | 0.054 |  | 0.045 |  | 0.040 |  | 0.036 |  |

