

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

<b>I did not participated because... [applicable yes or no]</b>
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

**Supplementary Table S2.** Statements 2 – What has influenced the decision to participate? (22 statements, delayed entrees only)

<b>I participated because... [applicable yes or no]</b>
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

**Supplementary Table S3.** Statements 3: Opinions about the GP role, information in the invitation and leaflet (11 statements)

<b>Opinions about the GP role, information in invitation and leaflet</b>	
<b>Answering categories: disagree strongly disagree OR neutral/no opinion OR agree/strongly agree</b>	
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

**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	