

Appendix 1 Key information about our previously conducted systematic review, submitted for publication and currently under review

Methods

- Eligibility criteria: Discrete choice experiments and conjoint analysis ranking or rating tasks on preferences of the general population for fecal occult blood testing, guaiac-based or immunochemical , sigmoidoscopy, and/or colonoscopy; primary research; English-language studies; publications since January 2000
- Systematic search (last in November 2021) in PubMed, Embase, Web of Science, Biomedical Reference Collection: Corporate Edition, LIVIVO and PsycINFO
- Search strategy: Combination of database specific controlled vocabulary search terms with free-text terms related to the categories screening test, colorectal cancer, screening, colorectal cancer screening, preferences
- Study selection: Title-, abstract- and full text screening independently by two reviewers
- Data (general information, attributes and levels, utility values) were extracted by one reviewer, and checked by another one
- Relative importance of attributes was calculated
- Risk of bias in individual studies was assessed independently by two reviewers
- Disagreements in study selection and risk of bias rating were resolved by discussion between the two reviewers; if no agreement could be reached, a third person was consulted

Results

- Publications included in qualitative synthesis (n=23)
- Extracted attributes were assigned to six categories: Procedure-related characteristics, test characteristics, benefits, harms, structural characteristics of health care, and level of evidence

Appendix 2 Number (n) of active participants per attribute, stratified by colonoscopy experience

	With colonoscopy experience		Without colonoscopy experience	
	Deductive	Inductive	Deductive	Inductive
Participants (n)	10	10	10	10
Procedure-related characteristics				
Preparation	9		7	
Procedure	7		10	
Sedation ^a		7		8
Purpose	5		5	
Frequency	3		4	
Inability to work ^a		8		6
Location	2		4	
Transportation home ^a		5		5
Follow-up test required	1		1	
Duration	4		0	
Mode of test delivery	1		0	
Measures of the validity of a screening test				
Predictive values ^a		8		9
Sensitivity/Specificity	7		8	
1-Sensitivity/1-Specificity	3		6	
Benefits				
Reduction in colorectal cancer mortality	6		4	
Reduction in colorectal cancer incidence	2		5	
Colorectal cancer survival	2		0	
Benefits ^b	1		0	
Harms				
Test-related pain and/or discomfort	7		6	
Risk of complications	1		6	
Structural characteristics of health care				
Information processes	6		4	
Waiting-time for initial screening colonoscopy ^a		0		2
Travel time to screening facility	0		2	
Waiting time for follow-up-test	0		1	

Notes: The bold text indicates the attribute categories; ^aInductively derived attributes; ^bIncludes text passages that indicated a benefit but could not be assigned to a specific benefit outcome due to lack of information.

Appendix 3 Number (n) of active participants per attribute, stratified by sex

	Women		Men	
	Deductive	Inductive	Deductive	Inductive
Participants (n)	10	10	10	10
Procedure-related characteristics				
Preparation	8		8	
Procedure	9		8	
Sedation ^a		8		8
Purpose	6		4	
Frequency	2		5	
Inability to work ^a		6		8
Location	5		1	
Transportation home ^a		5		5
Follow-up test required	0		2	
Duration	3		1	
Mode of test delivery	0		1	
Measures of the validity of a screening test				
Predictive values ^a		8		9
Sensitivity/Specificity	8		7	
1-Sensitivity/1-Specificity	3		6	
Benefits				
Reduction in colorectal cancer mortality	5		5	
Reduction in colorectal cancer incidence	2		5	
Colorectal cancer survival	1		1	
Benefits ^b	1		0	
Harms				
Test-related pain and/or discomfort	6		7	
Risk of complications	2		5	
Structural characteristics of health care				
Information processes	5		5	
Waiting-time for initial screening colonoscopy ^a		2		0
Travel time to screening facility	1		1	
Waiting time for follow-up-test	0		1	

Notes: The bold text indicates the attribute categories; ^aInductively derived attributes; ^bIncludes text passages that indicated a benefit but could not be assigned to a specific benefit outcome due to lack of information.

Appendix 4 Number (n) of active participants per attribute, stratified by focus group

	FG 1		FG 2		FG 3		FG 4		FG 1 – FG 4	
	Deductive	Inductive	Deductive	Inductive	Deductive	Inductive	Deductive	Inductive	Deductive	Inductive
Participants (n)	6	6	5	5	5	5	4	4	20	20
Procedure-related characteristics										
Preparation	5		5		4		2		16	
Procedure	4		5		5		3		17	
Sedation ^a		5		5		3		3		16
Purpose	4		3		2		1		10	
Frequency	3		1		3		0		7	
Inability to work ^a		5		2		5		2		14
Location	0		3		0		3		6	
Transportation home ^a		3		3		2		2		10
Follow-up test required	1		0		1		0		2	
Duration	3		0		0		1		4	
Mode of test delivery	0		0		1		0		1	
Measures of the validity of a screening test										
Predictive values ^a		6		5		4		2		17
Sensitivity/Specificity	3		4		5		3		15	
1-Sensitivity/1-Specificity	0		3		4		2		9	
Benefits										
Reduction in colorectal cancer mortality	3		2		3		2		10	
Reduction in colorectal cancer incidence	0		2		4		1		7	
Colorectal cancer survival	2		0		0		0		2	
Benefits ^b	0		0		0		1		1	
Harms										
Test-related pain and/or discomfort	4		4		3		2		13	
Risk of complications	0		3		4		0		7	
Structural characteristics of health care										
Information processes	6		4		0		0		10	
Waiting-time for initial screening colonoscopy ^a		0		1		0		1		2
Travel time to screening facility	0		2		0		0		2	
Waiting time for follow-up-test	0		0		1		0		1	

Notes: The bold text indicates the attribute categories; ^aInductively derived attributes; ^bIncludes text passages that indicated a benefit but could not be assigned to a specific benefit outcome due to lack of information.

Abbreviations: FG, focus group.