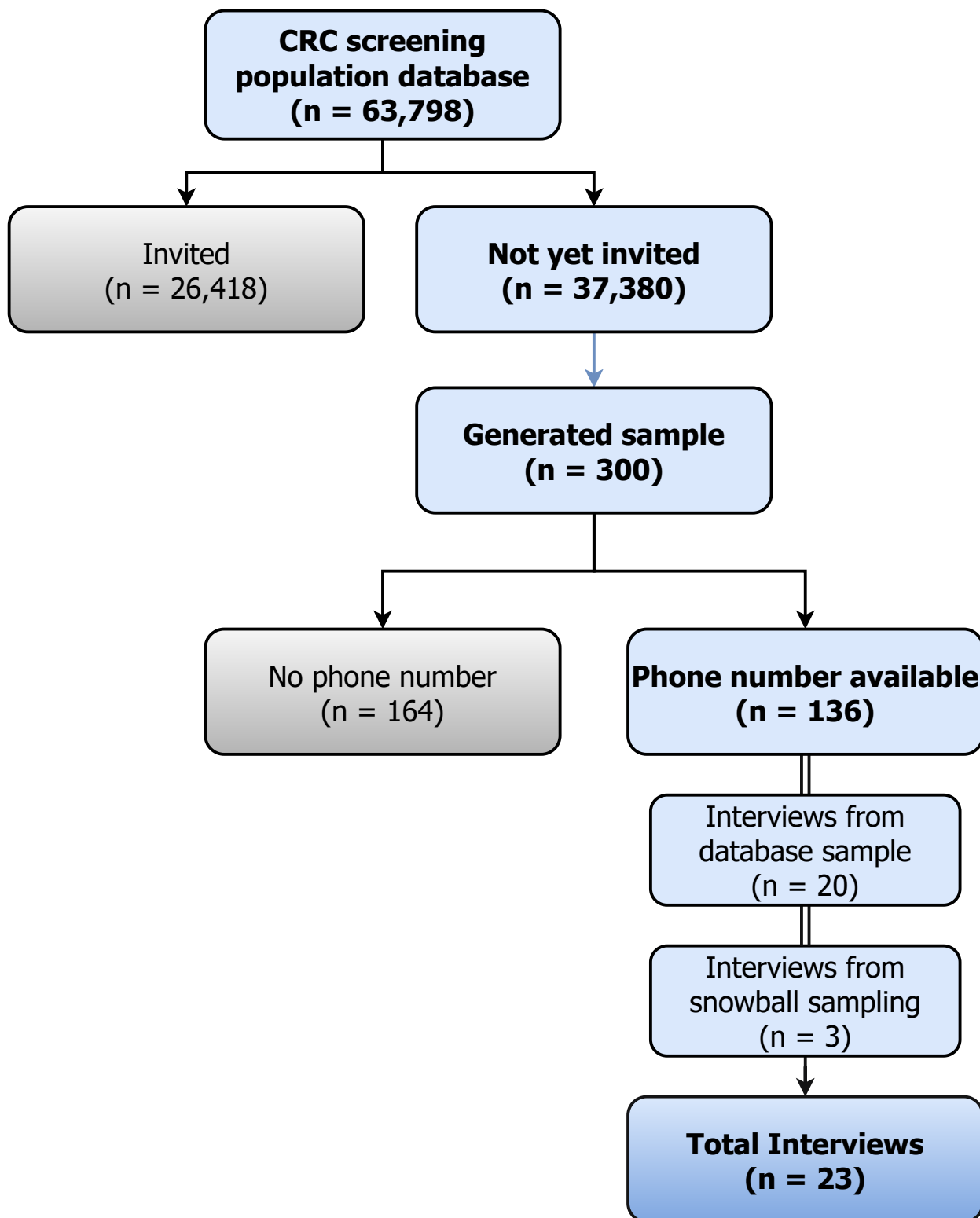


Supplementary file 1

Flowchart: Sampling research population



Selection of the study population from the screening organization database: First, those not yet invited for CRC screening were identified (n=37,380). Second, 300 records were randomly selected in R statistical programming. Only 136 records contained a telephone number. 72 phone calls were made. This resulted in 20 interviews. An additional 3 interviews were conducted based on snowball sampling.