**Supplementary File 2: Semi-Structed Interview Guide**

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| **Interview Questions** |
| 1. What do you know about the National Bowel Cancer Screening Program?
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| 1. Have you received a kit in the mail?
2. How long ago did you receive the last kit?
3. Did you use it?
4. Why/ why not?
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| 1. Let’s take a look at all nine of the kits.
2. Have you seen any of these before?
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| 1. Let’s me take you through each kit and explain how each of them works.
2. What aspects of the kit would facilitate use?
3. What aspects of the kit would deter you from using it?
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| 1. What aspects of the packaging would enable or deter you from using the kit? (i.e. aesthetics, ease of opening, storing in toilet/bathroom)
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| 1. What aspects of collection would enable or deter you from using the kit? (i.e. collection device, vessel, number of samples required)
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| 1. What aspects of storage would enable or deter you from using the kit? (i.e. fridge, in home)
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| 1. What aspects of the results would enable or deter you from using the kit? (i.e. processing, mailing, waiting time)
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| 1. Out of all nine kits, which kit would you prefer to use?
2. Why? What part of the kit do you feel is best?
3. Is there anything about this kit that you don’t like?
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| 1. Out of all nine kits, which one do you dislike the most?
2. Why? What part of the kit do you feel is the worst?
3. Is there anything you do like about this kit, compared to others?
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| 1. Any final comments?
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| 1. Gather demographic data
2. Gender
3. Age
4. Postcode
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