**Supplementary File 3.**

**Table of exemplar quotes and their origin.**

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| **Quote** | **Gender** | **Age** | **Used NBCSP kit** |
| **COLLECTION TOOL** | | | |
| *“Oh, a longer stick is always better in my view. The further you can stay away from the stool, the better”* | M | 62 | No |
| *“You’ve got old ladies who just won’t do this [kit 1]. Whereas they’re more likely to, to get hold of that paint brush [kit 4] and stick it down the toilet and swizzle it around”* | F | 52 | No |
| **COLLECTION SHEET** | | | |
| *“…one’s that you stick over the seat are, like it would move and you would lose your sample …if they are down in the bowl, they are kind of covering the surface and your sample is contained it’s not going to fall off the side or something” (Female, 51 y.o, has not used current NBCSP kit)* | F | 51 | No |
| *“if you need to go to the bottom of the thing then I think you need like that long brush.”* | F | 63 | Yes |
| *“I do like that it doesn’t go in [the toilet], as in you don’t have to put anything on the water. I just think it needs a dip so that you can collect your poo like that and dip it in”* | F | 63 | Yes |
| *“…it has a thin [narrow] collection sheet and it’s at the same height as you are, so how are you expected to do a poo sample without getting it all over yourself … I think I wouldn’t use that.”* | F | 66 | No |
| **SPECIMEN CONTAINER** | | | |
| *“There’s more chance of cross contamination, like getting it on your hands [cardboard collection pad]. So, I prefer the other way of just having everything in a sealed container.”* | M | 67 | Yes |
| *“The fact that, you know you might get a bloke with big hands and that’s pretty small for actual collection [kit 5]. I can just imagine people going “oh I’m not going to bother with this” and throwing it.”* | F | 54 | No |
| *“I do not like going back and forwards into the same thing. I’d be terrified I was going to spill that [kit 3].”* | F | 58 | Yes |
| *I would only put it into the fridge if it was containers like that [kit 8] I wouldn’t store any of it outside of that. Unless I had a really good container and I’d have to throw it away. It would be unlikely. I just wouldn’t want to use them.”* | F | 55 | No |

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| **Quote** | **Gender** | **Age** | **Used NBCSP kit** |
| **INSTRUCTIONS** | | | |
| *“if I couldn’t find my glasses and that would pretty much have what’s needed and it tells you what to do without having to read it [kit 4]”* | F | 55 | No |
| *“...you can then visualise a bit and think about how you’re going to do it and the time you’re going to allocate”* | F | 54 | No |
| *“I have to read you know 20 pages you know all of this and this and this and this and the other side and whatever”* | F | 61 | Yes |
| *“I don’t know if I would want to read all that [kit 6]. I just need to read what I think is necessary for the test”* | F | 55 | No |
| *“I’m proactive about my health. And so to me anything – I don’t want to die of bowel cancer. Anything that gives more information about my health, I’m very interested in.”* | F | 58 | Yes |
| *“the information might actually align people a bit closer to the process of taking a stool sample. It’s a bit different to just being told to do something without any information.”* | M | 62 | No |
| **PACKAGING** | | | |
| *“Yes, this is the one I had last time [kit 8]. When you get it, you feel like you’re going to hospital.”* | F | 63 | Yes |
| *“initially I looked at it [kit 2] and went, ooh, no, that’s too medical, too technical, looks scary.”* | F | 56 | No |
| **PROCESSES** | | | |
| ***Disposing of kit contents: “****I think I’d prefer this [kit 1] where you just basically flush everything down the toilet rather than this messing around with a separate bag”* | M | 70 | Yes |
| ***Refrigerator storage:*** *“That’s why the fridge is a problem because I don’t like having family over and needing to deal with samples next to their food. Even though they’re in secure containers it’s just the idea of that bugs me”* | F | 51 | Yes |
| ***Refrigerator storage:*** *It’s something that instinctively you wouldn’t do…even though it’s sealed in a test tube and that’s in an envelope, you just don’t mix food and that. That’s quite drummed into you … early. So if there was a way of storing it at room temperature, that would be a lot easier, right”* | M | 60 | No |
| ***Immediate versus sending away for results:*** *“I just would prefer to be able to do this myself and get it over and done with, not sit around with the anxiety, waiting”* | F | 56 | No |
| ***Immediate versus sending away for results:*** *“where I live… you can’t put it in the post box and there is no post office out there… there’s a newsagency and so you’ve got to actually take it into them and those people actually know you. And you think, you’re not really keen to give it to people you actually know quite well”* | F | 66 | No |
| ***Immediate versus sending away for results:*** *“I can do it myself but curious just to the level of accuracy if I’ve made a hash of doing it all there is no sort of independent review of whether I was successful or not.”* | M | 60 | Yes |
| ***Immediate versus sending away for results:*** *“there’s no means of actually closing the loop on this [with self-testing], because I think at the moment you’ve close this loop. I seem to remember getting a letter and saying hey [name], you’ve been naughty. And I think that’s an excellent idea. I really do. But also shows that they keep a record of who has and hasn’t done it* | M | 61 | Yes |
| ***Immediate versus sending away for results:*** *“I can do it myself but curious just to the level of accuracy if I’ve made a hash of doing it all there is no sort of independent review of whether I was successful or not.”* | M | 60 | Yes |
| ***Postage:*** *“I don’t really like to say this about people but you get faeces on the envelope, bacteria’s going through the post, you don’t know what people have got.”* | F | 63 | Yes |
| ***Postage:*** *“I just wondered at the time you know, because there’s liquid in there, and having seen the way the postal service handled things...”* | M | 60 | Yes |