

**Online Supplement 4: Could changing invitation and booking processes help women translate their cervical screening intentions into action? A population-based survey of women's preferences in Great Britain.**

(Mairead Ryan, Jo Waller and Laura Marlow)

*Open responses provided for citing invitation method as unacceptable*

| <b>Invitation mode</b> | <b>Unacceptable (n)</b> | <b>Reasons for being unacceptable</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Posted letter          | 12                      | <p>Don't open post/might miss the letter/no time to read letter (n=4)<br/>                     Receive letter too late (n=2)<br/>                     Letter could be lost in the post (n=2)<br/>                     Other (n=4)</p> <ul style="list-style-type: none"> <li>• Would forget (n=1)</li> <li>• Environmental concerns (n=1)</li> <li>• Waste of time (n=1)</li> <li>• No reason provided (n=1)</li> </ul>                                                                                                                                                                                                                                                                     |
| Text-message           | 67                      | <p>Privacy concerns (n=21)<br/>                     Easy to miss it/may not read message (n=9)<br/>                     Reason not provided (i.e. N/A) (n=9)<br/>                     Doesn't have or use mobile (n=7)<br/>                     Impersonal (n=6)<br/>                     Could change number (n=4)<br/>                     Prefer a letter/phone call (n=4)<br/>                     Not reliable source/unprofessional (n=3)<br/>                     Would forget/not act on it (n=2)<br/>                     Other (n=2)</p> <ul style="list-style-type: none"> <li>• Don't know (n=1)</li> <li>• They can text me but I don't want to text them (n=1)</li> </ul>     |
| Email                  | 94                      | <p>Would be lost in other emails/would not be seen (n=38)<br/>                     No email/doesn't use email/no internet/no computer (n=17)<br/>                     Privacy concerns (n=12)<br/>                     Reason not provided (i.e. N/A) (n=12)<br/>                     Prefer phone or letter (n=5)<br/>                     Would forget/not act on it (n=2)<br/>                     Impersonal/rude (n=2)<br/>                     Other (n=6)</p> <ul style="list-style-type: none"> <li>• Not timely (n=1)</li> <li>• Intrusive (n=1)</li> <li>• Not normal (n=1)</li> <li>• No reason (n=1)</li> <li>• Not keen (n=1)</li> <li>• Doesn't trust source (n=1)</li> </ul> |
| Mobile                 | 90                      | <p>Would not be able to pick up/would miss call (n=33)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

|                     |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| phone call          |     | <p>Privacy concerns (n=22)<br/> Would prefer in writing/a letter (n=10)<br/> Reason not provided (i.e. N/A) (n=8)<br/> Would not know number – so would not answer call (n=5)<br/> No mobile (n=2)<br/> Would forget (n=2)<br/> Too many phone calls (n=2)<br/> Other (n=6)</p> <ul style="list-style-type: none"> <li>• Don't like idea (n=1)</li> <li>• Talking takes too much time (n=1)</li> <li>• Need time to think (n=1)</li> <li>• Impersonal (n=1)</li> <li>• People change phone number (n=1)</li> <li>• Don't like calls (n=1)</li> </ul>                 |
| Landline phone call | 129 | <p>No landline (n=39)<br/> Would miss call/out of the house during the day (n=31)<br/> Privacy concerns (n=24)<br/> No reason provided (i.e. N/A) (n=12)<br/> Feels intrusive (n=5)<br/> Prefer in writing/letter (n=5)<br/> Don't want phone call (n=4)<br/> Not reliable source (n=3)<br/> Other (n=6)</p> <ul style="list-style-type: none"> <li>• Impersonal (n=1)</li> <li>• "Better with working" (n=1)</li> <li>• Unnecessary (n=1)</li> <li>• Unknown number (n=1)</li> <li>• Want time to think (n=1)</li> <li>• Doesn't matter either way (n=1)</li> </ul> |