# Attachment 2: Overview of Survey and Screen Shots (Revised, with tracked changes)

# **Overview of CRC Screening Survey**

Background	A number of different screening tests for colorectal cancer are	
	available, but many consumers do not obtain CRC screening as	
	recommended. The factors that influence consumer decision making	
	are not well understood.	
Objective	To obtain information about the factors that influence consumer	
	preferences for different types of CRC screening tests, including	
	consumer exposure to educational materials about CRC screening,	See
	and attributes of the CRC screening tests. We will assess the relative	Attachment 3
	importance of each test attribute and the independent effect of the	for Summary
	educational materials.	of Attributes
		and Levels
Methods	We will conduct a discrete choice experiment. Each respondent will	
	be asked to compare 2 hypothetical CRC tests, "A" and "B" and to	
	state whether they would choose "A" or "B." This process will be	
	repeated 5 times for each respondent (i.e., each respondent will be	
	asked to make 5 choices). The attributes of test "A" and test "B" will	
	vary for each hypothetical scenario.	
	Each group of 5 conjoint questions is called a block. The study design	
	is based on 10 blocks. Each block will be viewed by approximately	
	200 respondents.	
	·	See
	The attributes of hypothetical tests A and B are defined based on a	Attachment 3
	D-efficient, fractional factorial, orthogonal design created using	for 10 Blocks
	NGene (ChoiceMetrics, 2012). Each respondent will be randomly	
	assigned to a block and an information treatment.	
Information	Group A (Treatment) "No Excuses" educational flyer (prepared	
Treatment	by CDC Screen for Life campaign)	
	Group B (Treatment) "CRC Fact Sheet" (prepared by CDC)	
	Screen for Life campaign)	
	Group C (Control) No additional information about CRC	
	screening	
Organization of	The data collection instrument is comprised of	
the Web-based	Fixed sections that will be completed by all respondents	
CRC Screening	<ul> <li>Variable sections that depend on the respondent's assignment</li> </ul>	
Survey	to information treatment and block	
_	Due to the large number of screen shots required to display all	
	information collection conditions, we are providing screen shots for	
	all fixed questions; screen shots for all information treatments; and	
	screen shots for respondents assigned to Block 1. Screen shots for	
	blocks 2-10 are not provided, but the blocks are provided in	

# Table of contents for survey screen shots

Section of survey	Fixed or Variable	Pages
OMB Number and Burden	Fixed	3
Statement		
Informed Consent	Fixed	4-6
Introducing the Survey Issues	Fixed	7-11
Features of CRC Screening Tests	Fixed	12-21
CRC Screening Information Sheets	Variable (3 versions, respondents	22-26
	randomly assigned to 1 version)	
Stated Preference Questions	Variable (10 blocks of 5 questions,	27-38
	respondents randomly assigned to	
	1 block)	
History with CRC screening and	Fixed	39-52
perceptions about tests		
Health and health behaviors	Fixed	53-65

# Colorectal Cancer Screening Survey 2013: Online Survey Screenshots Sample

\*Note: "Goto" and "Previous" buttons are for testing only, will not appear in production links.

Questions presented in the same order as questionnaire (no logic filters in the following presentation).

## **Public Disclose Burden Statement:**

	Form Approved
	OMB No.: 0920-1023
	Expiration Date: 06/30/2015
PUBLIC Disclosure Burden Statement	
Public reporting burden of this collection of information varies fro	om 22 minutes to 25 minutes with an average of 24 minutes, including
reviewing the collection of information. An agency may not condo of information unless it displays a currently valid OMB control nu	ces, gathering and maintaining the data needed, and completing and duct or sponsor, and a person is not required to respond to a collection umber. Send comments regarding this burden estimate or any other reducing this burden to CDC/ATSDR Reports Clearance Officer;

**Study Purpose and Rights:** Note: respondents can scroll down the page to read the entire page, screenshot scaled to fit in one shot.

#### Study Purpose

You are one of about 2,000 people in the United States who are being asked to take this survey to help us understand preferences for cancer screening tests.

#### **Study Duration**

The survey will take about 22 to 25 minutes to complete.

#### Study Details

Research Triangle Institute (RTI) is doing this study for the U.S. Centers for Disease Control (the CDC). RTI is a non-profit research organization in Research Triangle Park, North Carolina. RTI has contracted with Knowledge Networks (KN) to collect data. If you have questions about this survey, please contact Panel Relations at 1-800-782-7699 (a toll-free number) and someone will direct your questions to a researcher at RTI.

#### Possible Risks or Discomforts

If any questions make you uncomfortable, you do not need to answer them.

KN will protect your responses under its Privacy Policy. RTI and the CDC will receive your survey responses without any personal identifiers. RTI will also make every effort to protect your responses. There is a potential risk of disclosure of the survey data, but the data could not be directly tied to you.

If you have any concerns about this survey, you may call the RTI Office of Research Protection at 1-866-214-2043 (a toll-free number).

#### Benefits

There are no direct benefits to you for participating in this study. Benefits of this survey apply to the broader population of people such that it will generate a better understanding of their preferences and potentially lead to better screening tests or better education about screening tests.

#### Confidentiality

Many steps have been taken to protect your information. KN will report only your responses to RTI, not your name or other contact information. If the results of this study are presented at scientific meetings or published in scientific journals, no information will be included that could identify you or your responses personally.

The Institutional Review Board (IRB) at RTI has reviewed this research. An IRB is a group of people who make sure that the rights of participants in research are protected. The IRB may check records of your activity in this research to see if proper procedures were followed.

#### Your Rights

Your decision to take part in this research study is completely voluntary. You can refuse to answer any question or stop at any point after you begin the survey and still receive your KN points for participating in the survey.

Goto BROWS Previous Next Consent 1.

If you have read the previous screens and agree to participate, please click the Yes button, if not, click the No button.

Select one answer only

Yes, I agree to participate
No, I do not agree to participate

Roto BROWS Previous Next

#### Consent2.

Are you sure you don't want to participate? Your opinions are important to us. Please select the Yes button to continue this survey; if not, select the No button to exit.

Select one answer only

Yes, I agree to participate
No, I do not agree to participate

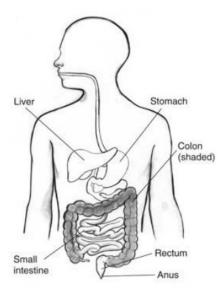
Roto BROWS Previous Next

# **Display: Consent Confirmation**

Thank you for agreeing to take this survey. In this survey, we are going to ask you some questions about your health and about cancer screening tests. The survey will present some information about colorectal cancer and describe some tests. Later we will ask you to think about different tests for colorectal cancer.
Let's start with some information about colorectal cancer.
Goto BROWS Previous Next

## **Display: Colorectal Cancer**

**Colorectal cancer** is one of the most common cancers in the United States today. It occurs in the colon (large intestine) or rectum (the last part of your large intestine) and is sometimes called "cancer of the colon and rectum."

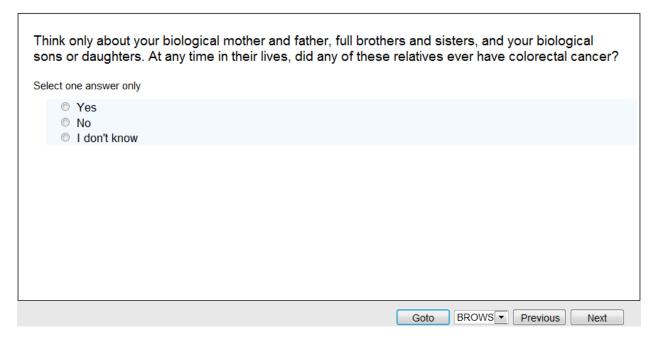


Colorectal cancer affects men and women of all racial and ethnic groups. Most cases occur in people aged 50 years or older. Risk factors include your family history, what you eat, and how much you exercise.

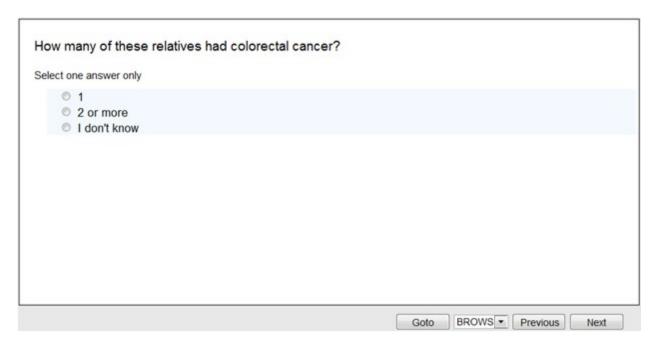
More than 50,000 people are estimated to die from colorectal cancer each year. However, many cases can be successfully treated if they are found early.



## Q1.



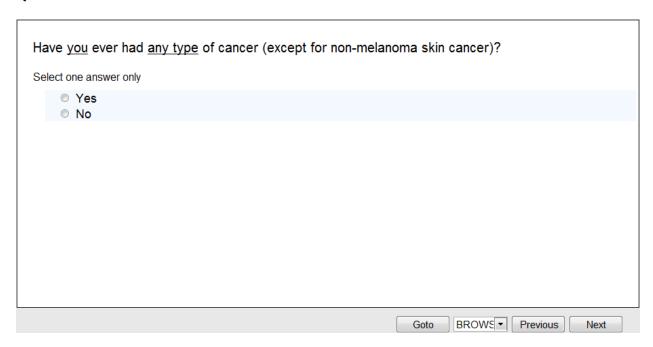
## Q2. [if Yes to Q1]



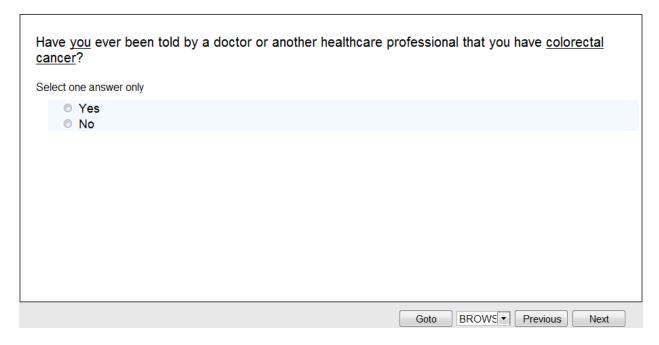
# Q3.

Now thinking of your other relatives, friends, and neighbors, do you know anyone who has ever had colorectal cancer?  Select one answer only	
<ul> <li>Yes</li> <li>No</li> <li>I don't know</li> </ul>	
Goto BROWS ▼ Previous Next	

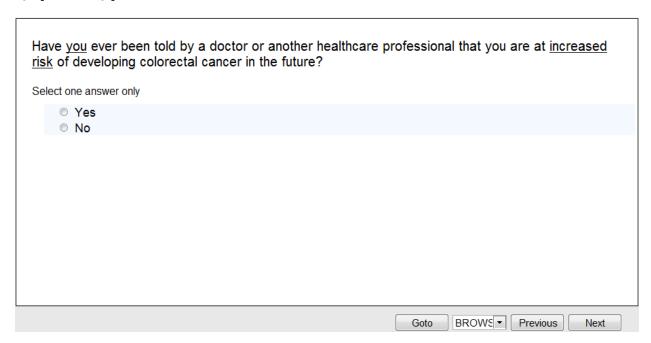
# Q4.



## Q5.



## Q6. [if No to Q5]



# Q7.

Compared to the average man or woman your age, would you say that you are more likely to get colorectal cancer, less likely, or about as likely? If you are a colorectal cancer survivor, we are asking about getting colorectal cancer again in the future.
Select one answer only
<ul> <li>More likely</li> <li>About as likely</li> <li>Less likely</li> <li>I don't know</li> </ul>
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#### **Display: Screening for Colorectal Cancer Information:**

#### SCREENING FOR COLORECTAL CANCER

There are several tests for colorectal cancer, which are known as "screening tests."

Colorectal cancer usually starts from pre-cancerous "polyps" that grow in the colon or rectum. A pre-cancerous polyp is a growth that shouldn't be there. Over time, some polyps can turn into cancer.

Screening tests can find polyps, so they can be removed before they turn into cancer. Screening tests also can find colorectal cancer

The colonoscopy is the most common screening test for colorectal cancer in the U.S. In addition, there are other tests, including stool tests and tests using x-ray type equipment like CT scans. New tests are being developed that may be different from colonoscopies.

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Goto	BROWS ▼	Previous	Next

#### **Display: Features of Colorectal Cancer Screening Tests:**

In the next few pages, we will describe characteristics of screening tests including what the test can find, how often you should get the test, how the test is administered, and whether you have to follow a special diet or take medication before the test.

Later we will ask you to choose between tests with different characteristics. We will describe some tests that may be different from the ones that you are familiar with or that are currently available.

8.

## What can the test find?

Tests differ in what they can find and diagnose. Some tests only find cancer and not pre-cancerous polyps. Remember, a polyp is a small growth that develops inside of the colon or rectum that may grow into cancer over time. Other tests find almost all cancers and pre-cancerous polyps.

In this survey, we will ask you to consider three types of tests:

- Detects <u>some</u> colorectal cancer (about 50%) and <u>very few</u> pre-cancerous polyps (less than 10%)
- Detects <u>some</u> colorectal cancer (about 50%) and <u>some</u> pre-cancerous polyps (about 50%)
- Detects <u>most</u> colorectal cancer (about 95%) and <u>most</u> pre-cancerous polyps (about 95%)

Below is a list of screening tests for other kinds of cancer (not colorectal cancer). Please check off all the tests you have ever had.

all	ine tests you have ever had.
Sel	ect all answers that apply
	<ul> <li>□ Mammogram for breast cancer</li> <li>□ Pap smear for cervical cancer</li> <li>□ PSA test for prostate cancer</li> </ul>

	Skin cancer	r screening b	y a doctor (	(checking you	u for moles an	id other signs	of skin cancer	)
	X-ray or CT	scan for lun	g cancer (d	lo not include	X-rays or CT	scans done	for some other	reason)
_								

	Others.	PI	ease	s	pecif	y:
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	N	n	-	×



## 9. Deleted Q10 (Are there any medical tests that you get once every year?)

## How often do you take the test?

There are also recommendations for how often you should take each test. The recommendations depend on how well the screening test is able to find cancer and pre-cancerous growths and how fast the cancer grows.

In this survey, we will ask you to consider 3 different recommendations for how often you should get a specific test for colorectal cancer.

Test	Recommended Frequency
Detects some colorectal cancer (about 50%) and very few pre-cancerous polyps (less than 10%)	Once every year
Detects some colorectal cancer (about 50%) and some pre-cancerous polyps (about 50%)	Once every 5 years
Detects most colorectal cancer (about 95%) and most pre-cancerous polyps (about 95%)	Once every 10 years

## **Display: Test Capabilities**

#### Can the test remove cancer and polyps?

During some tests, the doctor can actually remove cancer and polyps and take samples of your colon for a biopsy to test for cancer. Other tests just screen for indications of cancer or polyps, but a follow-up test is needed to remove them or take samples for biopsy.

In this survey, we will ask you to consider tests that do one of the following things:

- · Can remove cancer and polyps during the test
  - During the test, the doctor can remove cancer and polyps and take samples for a biopsy to test for cancer.
- · Cannot remove cancer and polyps during the test
  - During the test, the doctor cannot remove cancer or polyps or take samples for a biopsy.
  - If anything unusual is found, a follow-up test is needed to confirm and/or remove cancer and polyps.



## **Display: Test Preparations**

## Preparation before the test

Many colorectal cancer tests require that you prepare for them with a special diet and/or medication to clean the colon. The preparation may be uncomfortable and may limit what you can eat or drink, where you can go, and what you can do.

In this survey, we will ask you to consider these 3 different levels of preparation.

#### No preparation

- · You can eat and drink as usual before the test.
- · You can do all activities as usual before the test.

#### **Diet restrictions**

- You must be on a special diet of clear liquids (soft drinks, fruit juice, broth, jello) for 1 day before the test and the day of the test.
- You can do all activities as usual before the test.

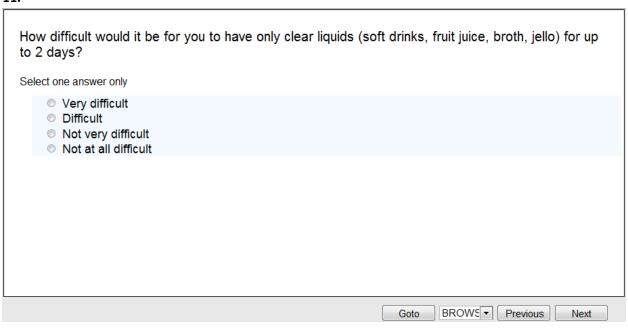
#### Diet restrictions and laxative use

- You must be on a special diet of clear liquids (soft drinks, fruit juice, broth, jello) for 1 day before the test and the day of the test.
- The night before the test you may be asked to use laxative. It may cause loose, frequent stools, or diarrhea to empty your colon. You may have cramps and discomfort for several hours and will need to stay near a toilet.



# 10.

Have you ever had a medical test that required you to follow a special diet or fast (not eat) for several hours before the test?
Select one answer only
○ Yes ○ No
Goto BROWS ▼ Previous Next



#### Display: Discomfort and activity limitations during and after the test

#### Discomfort and activity limitations during and after the test

Colorectal cancer screening tests differ in how much pain and discomfort they cause. Some tests also require medication to make you sleep through the test, and you are not able to drive home.

Other tests involve no discomfort or pain, and may involve taking a sample of your stool (bowel movement) or getting a procedure similar to a scan or x-ray.

In this survey, we will ask you to consider 3 levels of pain and discomfort associated with the tests and whether you have to take medication that will limit your activities after the test.

#### No Pain

- · You feel no pain or discomfort during the test.
- You can do all activities as usual after the test.

#### Cramps

- You will feel pain or discomfort like intense cramps during the test.
- · You can do all activities as usual during the test.

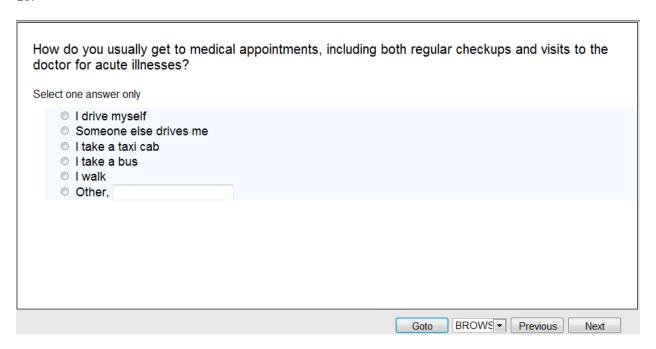
#### No Pain, but Sedative (no driving)

- You will be given medication so you will feel no pain during the test, you only feel pressure
  or mild discomfort and you will not remember the test.
- Because of the medication, someone must come with you to the test and drive you home after the test. You cannot take a taxi or bus by yourself to get home.
- After the test, you will need the rest of the day to recover and cannot work or do most other everyday activities that day.



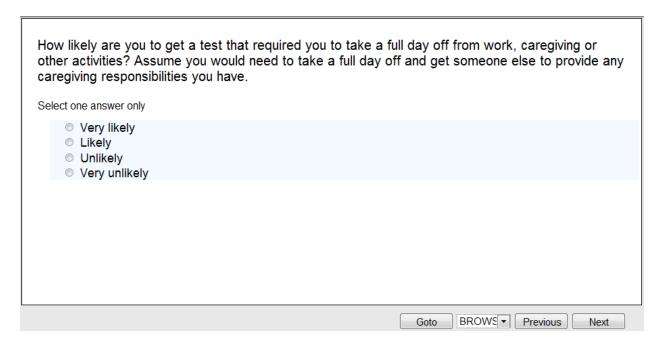
## 12.

Have you ever decided not to have a medical test or procedure because you were concerned about pain?
Select one answer only
<ul><li>Yes</li><li>No</li></ul>
Goto BROWS Previous Next



#### 14.

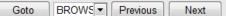
How likely are you to get a test if you have to find someone else to come to the test with you and drive you home afterwards? (Note that most clinics will not allow you to take a taxi or public transportation after sedation; you need a friend, relative, or assistant.)
Select one answer only
<ul> <li>Very likely</li> <li>Likely</li> <li>Unlikely</li> <li>Very unlikely</li> </ul>
Goto BROWS ▼ Previous Next

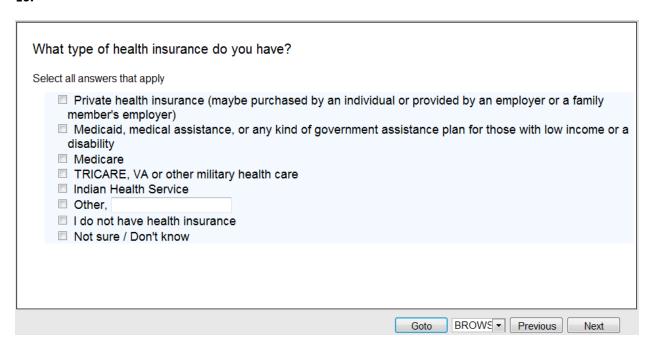


## **Display: Costs**

#### Costs

The costs of a colorectal cancer screening tests may be covered by your health insurance. Depending on your insurance and the type of test, the test may be free to you, or you may be asked for a copay or fee.



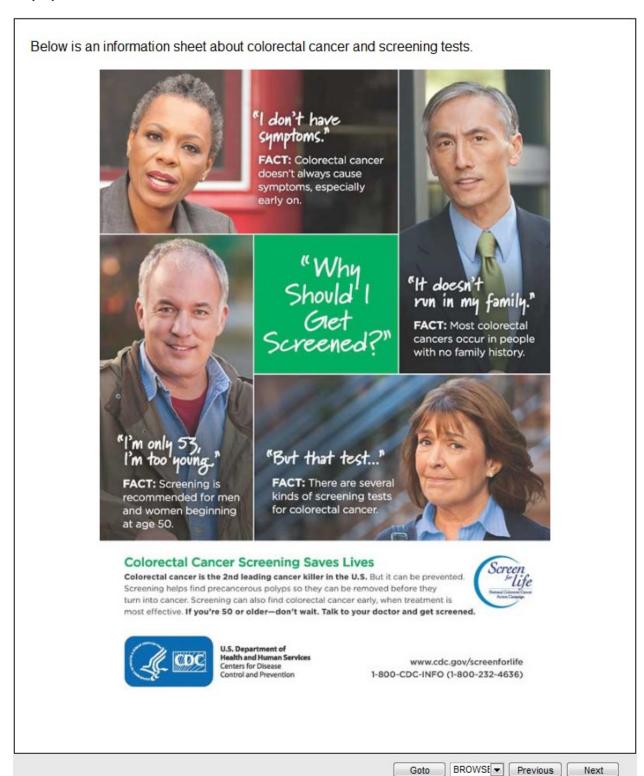


How much do you typically have to pay for a routine doctor visit? If you do not know exactly how much you pay, please make your best estimate possible. (If you have insurance, please report your co-pay for routine doctor visit.)
\$
Goto BROWS▼ Previous Next

[Note: Three information alternatives will be randomized across respondents]

Display: Alternative 1 - no additional information (skip to Introduction to Conjoint Section Block 1)

## Display: Alternative 2:



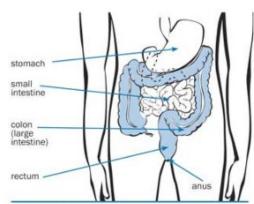
Goto

Next

Below is an information sheet about colorectal cancer and screening tests.

# **Colorectal Cancer Screening**

**Basic Fact Sheet** 



Colon and Rectum

#### What Is Colorectal Cancer?

Colorectal cancer is cancer that occurs in the colon or rectum. Sometimes it is called colon cancer. The colon is the large intestine or large bowel. The rectum is the passageway that connects the colon to the anus.

#### It's the Second Leading Cancer Killer

Colorectal cancer is the second leading cancer killer in the United States, but it doesn't have to be. If everyone aged 50 years or older had regular screening tests, at least 60% of deaths from this cancer could be avoided. So if you are 50 or older, start getting screened now.

#### Who Gets Colorectal Cancer?

- . Both men and women can get it.
- . It is most often found in people 50 or older.
- The risk increases with age.

#### Are You at High Risk?

Your risk for colorectal cancer may be higher than average if:

- You or a close relative have had colorectal polyps or colorectal cancer.
- · You have inflammatory bowel disease.
- You have a genetic syndrome such as familial adenomatous polyposis (FAP) or hereditary nonpolyposis colorectal cancer.

People at high risk for colorectal cancer may need earlier or more frequent tests than other people. Talk to your doctor about when to begin screening and how often you should be tested.

#### **Screening Saves Lives**

If you're 50 or older, getting a colorectal cancer screening test could save your life. Here's how:

 Colorectal cancer usually starts from polyps in the colon or rectum. A polyp is a growth that shouldn't be there.



- Over time, some polyps can turn into cancer.
- Colon Poly
- Screening tests can find polyps, so they can be removed before they turn into cancer.
- Screening tests also can find colorectal cancer early. When it is found early, the chance of being cured is good.

#### **Colorectal Cancer Can Start With No Symptoms**

Precancerous polyps and early-stage colorectal cancer don't always cause symptoms, especially at first. This means that someone could have polyps or colorectal cancer and not know it. That is why having a screening test is so important.



1-800-CDC-INFO (1-800-232-4636) www.cdc.gov/screenforlife

#### What Are the Symptoms?

Some people with colorectal polyps or colorectal cancer do have symptoms. They may include:

- · Blood in or on your stool (bowel movement).
- · Stomach pain, aches, or cramps that don't go away.
- · Losing weight and you don't know why.

If you have any of these symptoms, talk to your doctor. These symptoms may be caused by something other than cancer. However, the only way to know what is causing them is to see your doctor.

#### **Types of Screening Tests**

Several different screening tests can be used to find polyps or colorectal cancer. Each can be used alone. Sometimes they are used in combination with each other. The U.S. Preventive Services Task Force (USPSTF) recommends colorectal cancer screening for men and women aged 50-75 using high-sensitivity fecal occult blood testing (FOBT), sigmoidoscopy, or colonoscopy. Talk to your doctor about which test or tests are right for you. The decision to be screened after age 75 should be made on an individual basis. If you are older than 75, ask your doctor if you should be screened.

#### . High-Sensitivity FOBT (Stool Test)

There are two types of FOBT: One uses the chemical guaiac to detect blood. The other-a fecal immunochemical test (FIT)-uses antibodies to detect blood in the stool. You receive a test kit from your health care provider. At home, you use a stick or brush to obtain a small amount of stool. You return the test to the doctor or a lab, where stool samples are checked for blood.

How Often: Once a year.

#### Flexible Sigmoidoscopy

For this test, the doctor puts a short, thin, flexible, lighted tube into your rectum. The doctor checks for polyps or cancer inside the rectum and lower third of the colon.

How Often: Every five years. When done in combination with a High-Sensitivity FOBT, the FOBT should be done every three years.

#### · Colonoscopy

This is similar to flexible sigmoidoscopy, except the doctor uses a longer, thin, flexible, lighted tube to check for polyps or cancer inside the rectum and the entire colon. During the test, the doctor can find and remove most polyps and some cancers. How Often: Every 10 years.

Colonoscopy also is used as a follow-up test if anything unusual is found during one of the other screening tests.

#### Other Screening Tests in Use or Being Studied

Although these tests are not recommended by the USPSTF, they are used in some settings and other groups may recommend them. Many insurance plans don't cover these tests, and if anything unusual is found during the test, you likely will need a follow-up colonoscopy.

- · Double Contrast Barium Enema You receive an enema with a liquid called barium, followed by an air enema. The barium and air create an outline around your colon, allowing the doctor to see the outline of your colon on an X-ray.
- · Virtual Colonoscopy Uses X-rays and computers to produce images of the entire colon. The images are displayed on the computer screen.
- · Stool DNA Test-You collect an entire bowel movement and send it to a lab to be checked for cancer cells.

#### Will Insurance or Medicare Pay?

Many insurance plans and Medicare help pay for colorectal cancer screening tests. Check with your plan to find out which tests are covered for you. To find out about Medicare coverage, call 1-800-MEDICARE (1-800-633-4227) or visit www.medicare.gov.

## The Bottom Line

If you're 50 or older, talk with your doctor about getting screened. For more information, visit www.cdc.gov/screenforlife or call 1-800-CDC-INFO (1-800-232-4636). For TTY, call 1-888-232-6348.







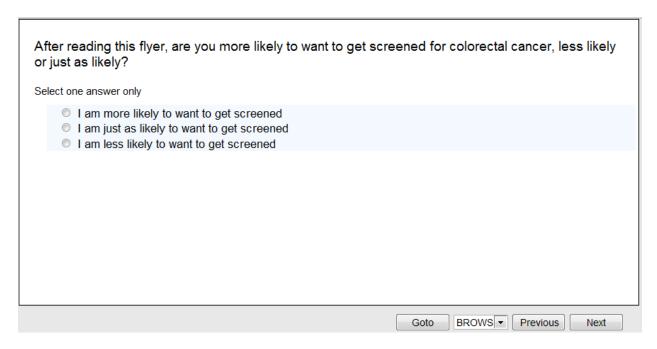
CDC Publication #99-6949 • Revised June 2005

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Next

## 18.

Have you ever seen a fact sheet or announcement similar t in a magazine, a healthcare provider's office, or in the mail?  Select one answer only	
Yes     No     I don't know	
	Goto BROWS Previous Next



[Note: there will be 10 blocks of 5 conjoint choice questions each with varying levels of the attributes across the tests. The respondent will be randomly assigned to one of the 10 blocks of questions. The screen shots show Block 1. All 10 blocks are contained in Attachment 3.]

#### Display: Introduction to Conjoint Section Block 1

Now we will ask you a set of 5 questions. In each question, you will be asked to choose between 2 different colorectal cancer screening tests. Each test will be described by the characteristics we just reviewed. There is no right or wrong answers.

Some of the tests may be different from ones that you are familiar with or that are currently available. When you make your choices, assume that all the tests described in the survey are real tests that you could get. Assume that all the tests take place in a doctor's office or hospital or that you have to bring in samples to the doctor's office or hospital.

Please assume that the <u>cost shown is your personal</u>, <u>out-of-pocket cost</u> for the test; assume your health plan or insurance company would NOT pay these costs.

If you have recently had a colorectal cancer screening test, please consider what you would do for your next screening test when answering the following questions.



#### Display: Introduction to Conjoint Section Block 1 Cont.

#### PLEASE HELP US

Before you tell us which test you prefer in the following questions, we need your help with a problem we have in studies like this one. People often do not think much about the cost shown because they do not really have to pay for the tests we describe. They do not think about whether the benefits of a test would be worth the cost.

For example, if the cost levels for the test in the questions are \$50, \$200, and \$500, people often think of them as just "low", "medium", and "high." They do not really think about what they would have to give up—such as a restaurant meal or some new clothes—if they pay for the test.

The results of this study will not be used to set test prices, but will help us understand the value of possible tests to people. If you do not pay attention to the costs shown, our results will be wrong. We will not get a true measure of how important the benefits and characteristics of these tests are.

Please help us understand your opinions by paying attention to the costs of the tests and how often you need to get the test before deciding which test you prefer. Your careful attention will help to improve public health and health care!

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#### **Block 1 Screenshots:**

## Choice 1:

For the next 5 questions, please assume that the two colorectal cancer screening tests described below are the only ones available.

Test A and Test B do not necessarily describe tests that currently exist. We are interested in knowing what you would choose if they actually did exist.

Goto BROWS Previous Next

	Test A	Test B
What can the test find?	• Some colorectal cancer (50% - 70%)	• Most colorectal cancel (90% - 95%)
what can the test find?	Very few pre-cancerous polyps (10% - 25%)	<ul> <li>Most pre-cancerous polyps (90% - 95%)</li> </ul>
How often should you get the test?	Once every year	Every 10 years
Can the test remove cancer and polyps?	Yes	No
Preparation before the test	2 days diet restrictions and laxative use	2 days diet restrictions and laxative use
Discomfort and activity limitations during and after the test	<ul> <li>During test, sedative so no discomfort.</li> <li>After test, no driving and limited activity rest of day.</li> </ul>	<ul> <li>No pain or discomfort during the test.</li> <li>All activities as usual after the test.</li> </ul>
Out-of-pocket cost to you	\$0 (no cost to you)	\$200 per test
Which test would you choose?	0	0

[Note: After each of the 5 conjoint choice questions there will be 2 or 3 follow-up questions depending on the content of the choice question and the respondent's answer. These questions will be programmed when the survey instrument is finalized.]

☐ Very certain

☐ Somewhat certain

☐ Not at all certain
Q1.3 [if yes to Q1 and if selected test with recommended frequency of every year and cost >\$0] Doctors recommend you get [insert name of test selected] every year. If [insert name of test] cost [insert cost], how likely is it that you would you get the test every year?
[if yes to Q21 and if selected test with recommended frequency of every year and cost = \$0] Doctors recommend you get [insert name of test selected] every year. How likely is it that you would you get the test every year?
<ul> <li>□ Very likely, I would get the test every year</li> <li>□ Somewhat likely, I might get the test every year</li> <li>□ Not likely, I would not get the test every year</li> </ul>

#### Choice2:

Choice 2: Which test do you prefer?

	Test A	Test B
What can the test find?	<ul> <li>Most colorectal cancer (90% - 95%)</li> <li>Most pre-cancerous polyps (90% - 95%)</li> </ul>	Some colorectal cancer (50% - 70%) Some pre-cancerous polyps (50% - 70%)
How often should you get the test?	Every 10 years	Every 5 years
Can the test remove cancer and polyps?	No	No
Preparation before the test	No preparation	2 days diet restrictions and laxative use
Discomfort and activity limitations during and after the test	<ul><li>No pain or discomfort during the test.</li><li>All activities as usual after the test.</li></ul>	<ul> <li>During test, sedative so no discomfort.</li> <li>After test, no driving and limited activity rest of day.</li> </ul>
Out-of-pocket cost to you	\$200 per test	\$0 (no cost to you)
Which test would you choose?	0	©

Q1.1. If [insert test selected] was available, would you get the test? [if cost>\$0] Remember, the test costs [insert cost] and you need to get the test every [number of years]? These two tests are your only choices, so if you do not get the test, you will not be screened for colorectal cancer.

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☐ Yes, I would get the test☐ No, I would not get the test

Q1.2. How certain are you of your answer?

☐ Very certain☐ Somewhat certain

☐ Not at all certain

Q1.3 [if yes to Q1 and if selected test with recommended frequency of every year and cost >\$0] Doctors recommend you get [insert name of test selected] every year. If [insert name of test] cost [insert cost], how likely is it that you would you get the test every year?

[if yes to Q21 and if selected test with recommended frequency of every year and cost = \$0] Doctors recommend you get [insert name of test selected] every year. How likely is it that you would you get the test every year?
☐ Very likely, I would get the test every year ☐ Somewhat likely, I might get the test every year ☐ Not likely, I would not get the test every year

#### Choice 3:

	Test A	Test B
What can the test find?	<ul> <li>Some colorectal cancer (50% - 70%)</li> <li>Very few pre-cancerous polyps (10% - 25%)</li> </ul>	<ul> <li>Some colorectal cancer (50% - 70%)</li> <li>Some pre-cancerous polyps (50% - 70%)</li> </ul>
How often should you get the test?	Once every year	Every 5 years
Can the test remove cancer and polyps?	No	No
Preparation before the test	2 days diet restrictions	2 days diet restrictions
Discomfort and activity limitations during and after the test	<ul> <li>Discomfort like intense cramps during the test.</li> <li>All activities as usual after the test.</li> </ul>	<ul> <li>No pain or discomfort during the test.</li> <li>All activities as usual afte the test.</li> </ul>
Out-of-pocket cost to you	\$50 per test	\$200 per test
Which test would you choose?	0	©

Q1.1. If [insert test selected] was available, would you get the test? [if cost>\$0] Remember, the test costs [insert cost] and you need to get the test every [number of years]? These two tests are your only choices, so if you do not get the test, you will not be screened for colorectal cancer.

☐ Yes, I would get the test
$\square$ No, I would not get the test

Q1.2. How certain are you of your answer?

☐ Very certain☐ Somewhat certain☐ Not at all certain

Q1.3 [if yes to Q1 and if selected test with recommended frequency of every year and cost >\$0] Doctors recommend you get [insert name of test selected] every year. If [insert name of test] cost [insert cost], how likely is it that you would you get the test every year?

[if yes to Q21 and if selected test with recommended frequency of every year and cost = \$0] Doctors recommend you get [insert name of test selected] every year. How likely is it that you would you get the test every year?
☐ Very likely, I would get the test every year ☐ Somewhat likely, I might get the test every year ☐ Not likely, I would not get the test every year

#### Choice 4:

	Test A	Test B
What can the test find?	<ul> <li>Most colorectal cancer (90% - 95%)</li> <li>Most pre-cancerous polyps (90% - 95%)</li> </ul>	<ul> <li>Some colorectal cancer (50% - 70%)</li> <li>Some pre-cancerous polyps (50% - 70%)</li> </ul>
How often should you get the test?	Every 10 years	Every 5 years
Can the test remove cancer and polyps?	No	Yes
Preparation before the test	No preparation	No preparation
Discomfort and activity limitations during and after the test	<ul> <li>Discomfort like intense cramps during the test.</li> <li>All activities as usual after the test.</li> </ul>	<ul> <li>During test, sedative so no discomfort.</li> <li>After test, no driving and limited activity rest of day.</li> </ul>
Out-of-pocket cost to you	\$200 per test	\$500 per test
Which test would you choose?	0	©

Q1.1. If [insert test selected] was available, would you get the test? [if cost>\$0] Remember, the test costs [insert cost] and you need to get the test every [number of years]? These two tests are your only choices, so if you do not get the test, you will not be screened for colorectal cancer.

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☐ Yes, I woul	d get the test
☐ No, I would	d not get the test

Q1.2. How certain are you of your answer?

□ Very certain□ Somewhat certain□ Not at all certain

Q1.3 [if yes to Q1 and if selected test with recommended frequency of every year and cost >\$0] Doctors recommend you get [insert name of test selected] every year. If [insert name of test] cost [insert cost], how likely is it that you would you get the test every year?

[if yes to Q21 and if selected test with recommended frequency of every year and cost = \$0] Doctors recommend you get [insert name of test selected] every year. How likely is it that you would you get the test every year?
<ul> <li>□ Very likely, I would get the test every year</li> <li>□ Somewhat likely, I might get the test every year</li> <li>□ Not likely, I would not get the test every year</li> </ul>

#### Choice 5:

	Test A	Test B	
What can the test find?	<ul> <li>Some colorectal cancer (50% - 70%)</li> <li>Very few pre-cancerous polyps (10% - 25%)</li> </ul>	<ul> <li>Most colorectal cancer (90% - 95%)</li> <li>Most pre-cancerous polyps (90% - 95%)</li> </ul>	
How often should you get the test?	Once every year	Every 10 years	
Can the test remove cancer and polyps?	Yes	No	
Preparation before the test	2 days diet restrictions	No preparation	
Discomfort and activity limitations during and after the test	<ul> <li>Discomfort like intense cramps during the test.</li> <li>All activities as usual after the test.</li> </ul>	<ul> <li>No pain or discomfort during the test.</li> <li>All activities as usual after the test.</li> </ul>	
Out-of-pocket cost to you	\$500 per test	\$200 per test	
Which test would you choose?	0	0	

Q1.1. If [insert test selected] was available, would you get the test? [if cost>\$0] Remember, the test costs [insert cost] and you need to get the test every [number of years]? These two tests are your only choices, so if you do not get the test, you will not be screened for colorectal cancer.

☐ Yes, I woul	d get the test
☐ No, I would	d not get the test

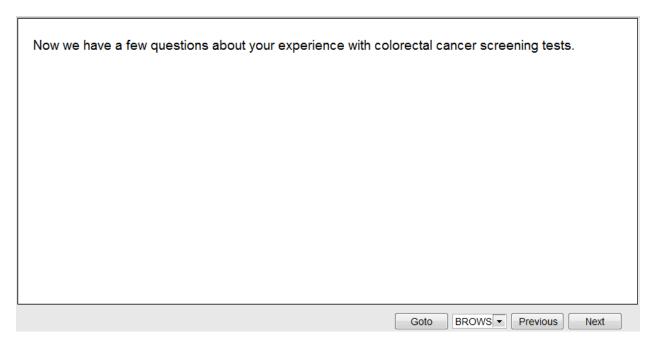
Q1.2. How certain are you of your answer?

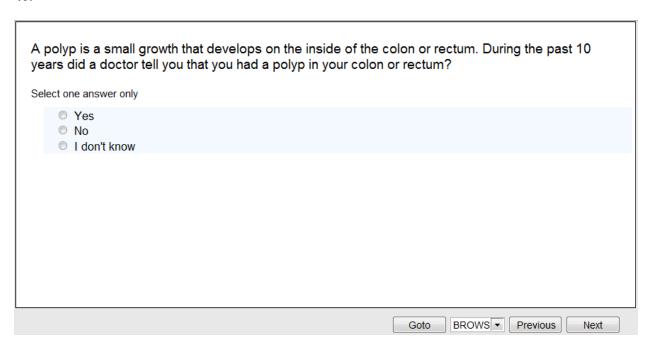
☐ Very certain☐ Somewhat certain☐ Not at all certain

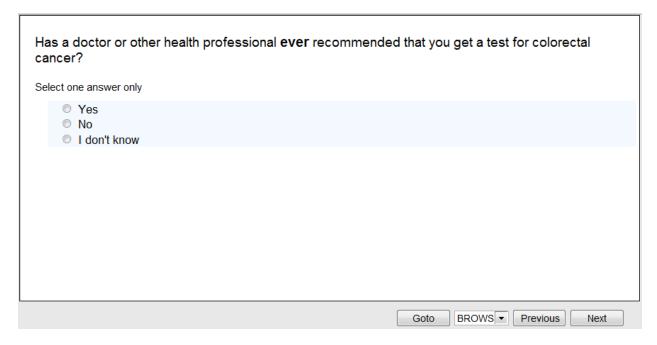
Q1.3 [if yes to Q1 and if selected test with recommended frequency of every year and cost >\$0] Doctors recommend you get [insert name of test selected] every year. If [insert name of test] cost [insert cost], how likely is it that you would you get the test every year?

[if yes to Q21 and if selected test with recommended frequency of every year and cost = \$0] Doctors recommend you get [insert name of test selected] every year. How likely is it that you would you get the test every year?	
☐ Very likely, I would get the test every year ☐ Somewhat likely, I might get the test every year ☐ Not likely, I would not get the test every year	

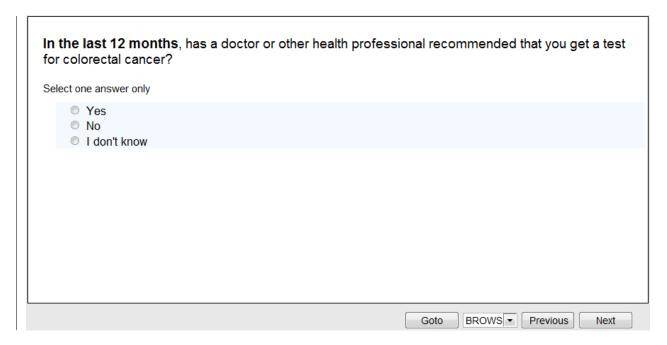
## Display: Intro to next section



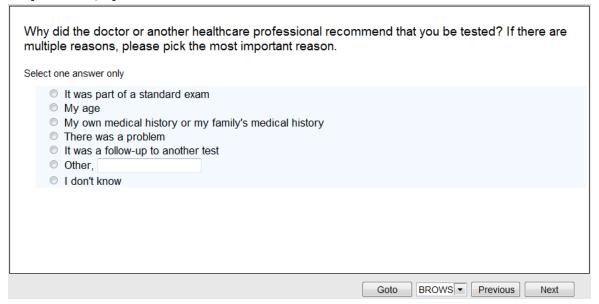




### 42. [if Yes to Q41]

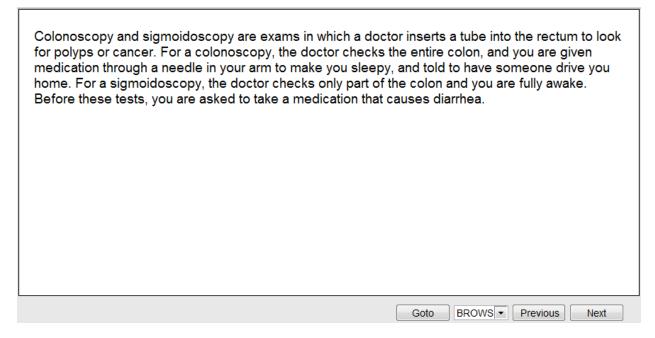


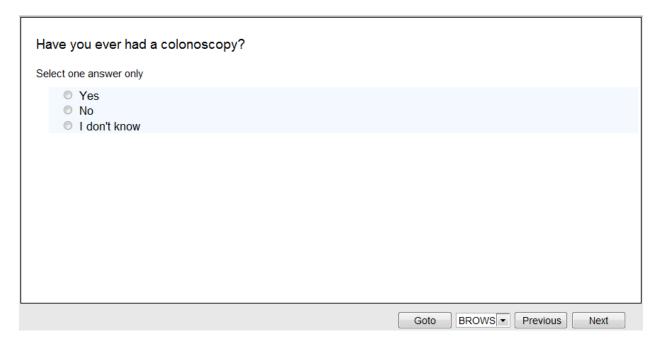
# 43. [if Yes to Q41]



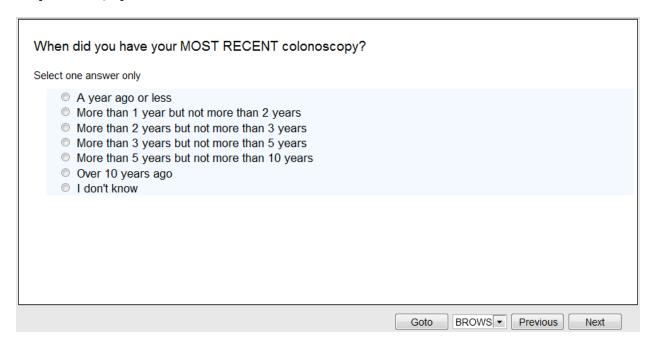
Which tests did your doctor or other healthcare professional recommend to you for colon cancer screening? Please check all the tests that have been recommended even if you did not get the test.
Select all answers that apply
<ul> <li>Stool blood or fecal occult blood test or FOBT         (You collect a sample of your stool at home and deliver it to a healthcare provider to test for blood in your stool)</li> </ul>
<ul> <li>Fecal Immunochemical Test (FIT)         (You collect a sample of your stool at home and deliver it to a healthcare provider to test for blood in your stool)     </li> </ul>
Flexible Sigmoidoscopy (The doctor puts a short, thin, flexible, lighted tube into the rectum and checks the bottom third of your colon for cancer and polyps. It does <b>not</b> require medication to make you sleep during the test.)
Colonoscopy (The doctor puts a short, thin, flexible, lighted tube into the rectum and checks your entire colon for cancer and polyps. You are given medication to make you sleepy and someone must drive you home.)
CT colonography or virtual colonoscopy (A thin tube will be inserted into the rectum. Then you are moved through a CT scanner or MRI unit to produce a series of pictures of your colon.)
Stool DNA test (You collect an entire bowel movement at home and deliver it to a healthcare provider to test for cancer cells in your stool)
Other,
☐ I don't know
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#### Display: Introduction to colonoscopy and sigmoidoscopy

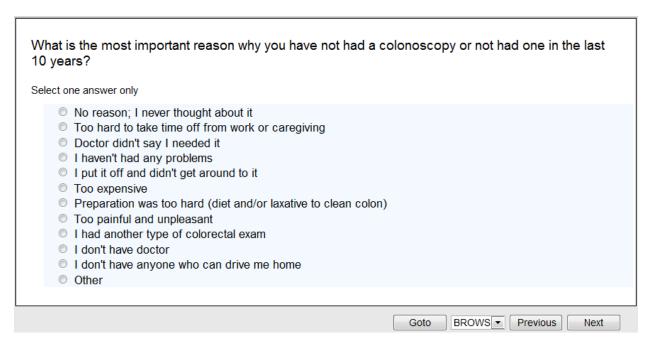


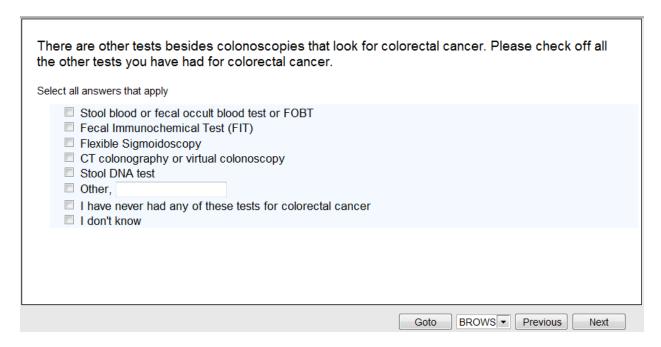


#### 46. [if Yes to Q45]

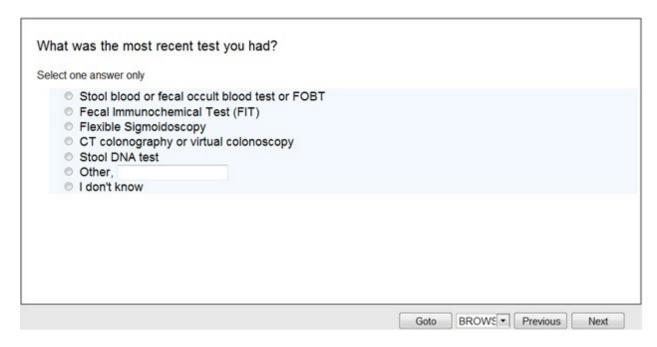


#### 47. [if No to Q45 or over 10 years ago for Q46]

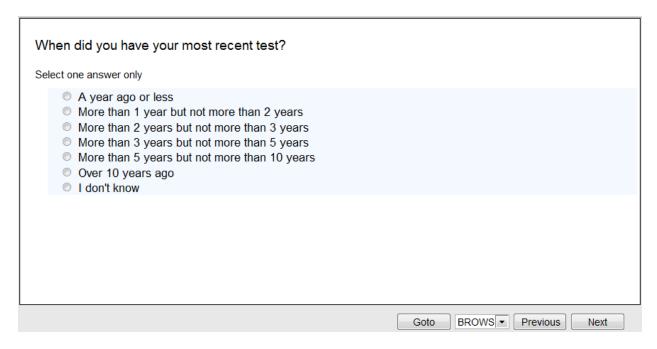




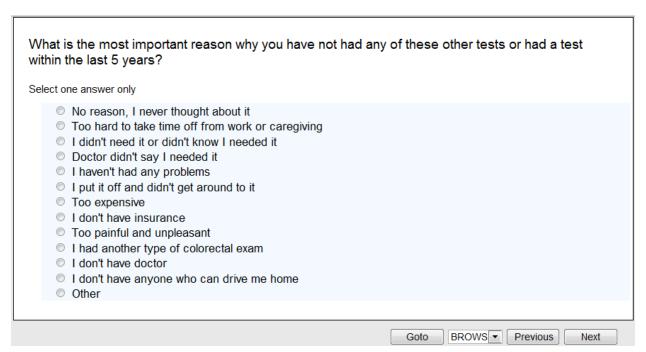
**49.** [If more than one test selected. Items presented vary based on selection in Q48, below shows all possible selections for Q49]



#### 50. [if selected at least one test in Q48]



#### 51. [if never had any of the tests in Q48 or test more than 5 years ago in Q50]



# 52. [if Yes to Q45 or selected a test in Q48]

Check all that apply.			
Doctor or nurse Family or friend Insurance company Internet Magazine or book Television Other, Please specify:			

### 53. [if No or I don't know to Q45]

Based on what you know about colonoscopies, tell us what you think a colonoscopy would be like for you. For each item, select the level that best matches what you think your experience with the test would be.

## What I think a colonoscopy would be like

Preparation before the test	<ul> <li>No preparation</li> <li>Diet restriction</li> <li>Diet restriction and laxative use</li> <li>Other,</li> <li>I don't know</li> </ul>	
During the test, you will be given a sedative (medicine to make you sleep)	<ul><li>○ Yes</li><li>○ No</li><li>○ I don't know</li></ul>	
Discomfort during the test	<ul> <li>None</li> <li>Mild pain and discomfort during the test</li> <li>Moderate pain and discomfort during the test</li> <li>Severe pain and discomfort during the test</li> <li>Other,</li> <li>I don't know</li> </ul>	
Activity limitations after the test that you will experience  None  Will not be able to drive after the test, but will be able to do reactivities  Will not be able to drive or do regular activities the rest of the after the test  Will not be able to do regular activities for more than 1 day a test  Other,  I don't know		
Out-of-pocket cost to you	<ul> <li>No cost</li> <li>\$25 or less</li> <li>\$26 to \$50</li> <li>\$51 to \$75</li> <li>\$76 to \$100</li> <li>\$101 to \$200</li> <li>More than \$200</li> <li>I don't know</li> </ul>	

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### 54. [if Yes to Q45]

How would you rate your own experience with the colonoscopy using the description from the choices you just made between Test A and Test B? For each item, select the level that best matches your own experience with the test.

## What my colonoscopy was like

Preparation before the test	<ul> <li>No preparation</li> <li>Diet restriction</li> <li>Diet restriction and laxative use</li> <li>Other,</li> <li>I don't remember</li> </ul>
During the test, did you get a sedative (medicine to make you sleep)?	<ul><li>Yes</li><li>No</li><li>I don't remember</li></ul>
Discomfort during the test	<ul> <li>None</li> <li>Mild pain and discomfort during the test</li> <li>Moderate pain and discomfort during the test</li> <li>Severe pain and discomfort during the test</li> <li>Other,</li> <li>I don't remember</li> </ul>
Activity limitations you experienced after the test	<ul> <li>None</li> <li>Could not drive after the test, but could do regular activities</li> <li>Could not drive or do regular activities the rest of the day after the test</li> <li>Could not do regular activities for more than 1 day after the test</li> <li>Other,</li> <li>I don't remember</li> </ul>
Out-of-pocket cost to you	<ul> <li>No cost</li> <li>\$25 or less</li> <li>\$26 to \$50</li> <li>\$51 to \$75</li> <li>\$76 to \$100</li> <li>\$101 to \$200</li> <li>More than \$200</li> <li>I don't remember</li> </ul>

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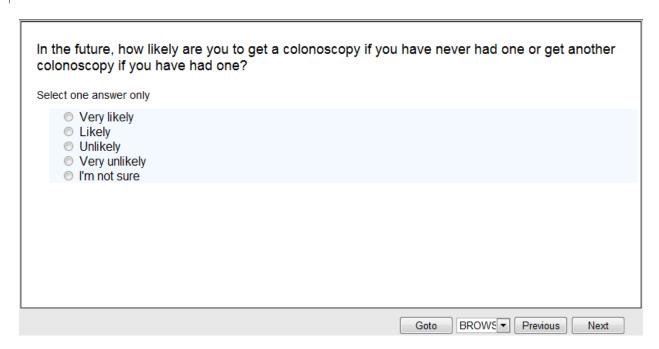
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### 55-58.

Please indicate whether you "strongly agree", "agree", "neither agree nor disagree", "disagree" or "strongly disagree" with the following statements:
Getting tested for colorectal cancer takes too much time.
Select one answer only
<ul> <li>Strongly agree</li> <li>Agree</li> <li>Neither agree nor disagree</li> <li>Disagree</li> <li>Strongly disagree</li> </ul>
Getting tested for colorectal cancer is reassuring.
Select one answer only
<ul> <li>Strongly agree</li> <li>Agree</li> <li>Neither agree nor disagree</li> <li>Disagree</li> <li>Strongly disagree</li> </ul>
I am worried that if I get tested for colorectal cancer, I might find out that I have cancer.
Select one answer only
<ul> <li>Strongly agree</li> <li>Agree</li> <li>Neither agree nor disagree</li> <li>Disagree</li> <li>Strongly disagree</li> </ul>
I am worried about getting tested for colorectal cancer because I do not understand what the test will involve.
Select one answer only
<ul> <li>Strongly agree</li> <li>Agree</li> <li>Neither agree nor disagree</li> <li>Disagree</li> <li>Strongly disagree</li> </ul>
Goto BROWS Previous Next

#### <del>59.</del>

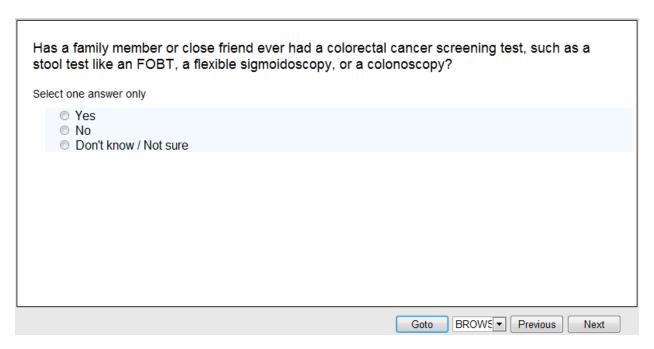
Before today, had you ever heard of a	colonoscopy?				
<ul><li>Yes</li><li>No</li><li>I don't know</li></ul>					
		Goto	BROWS▼	Previous	Next

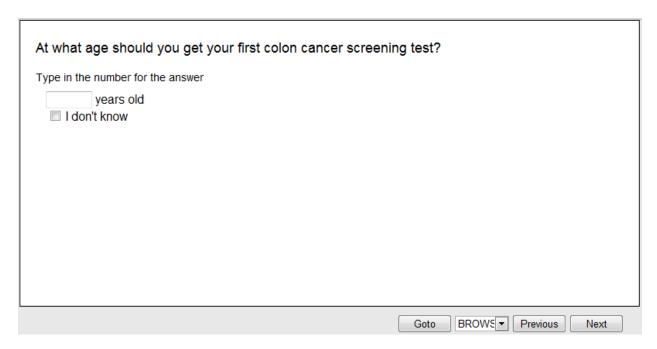


Studies suggest 8 people out of 10,000 or fewer get a serious complication from a colonoscopy or sigmoidoscopy. Complications include risk of bleeding or perforation of the colon (a hole is poked in the colon) and are more likely if a polyp is removed and when performed by a less experienced doctor. Knowing this information, how likely are you to get a colonoscopy if you have never had one or get another colonoscopy if you have had one?

Select one answer only

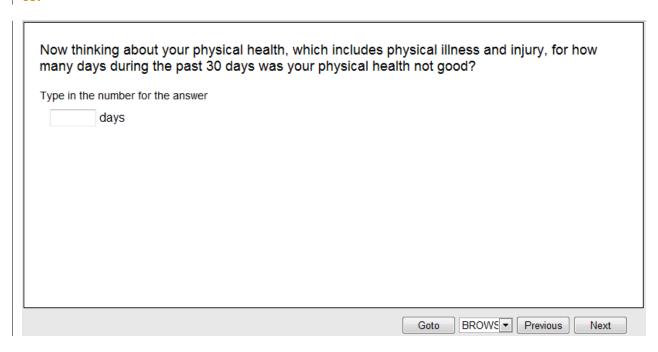
Very likely
Likely
Unlikely
Very unlikely
I'm not sure





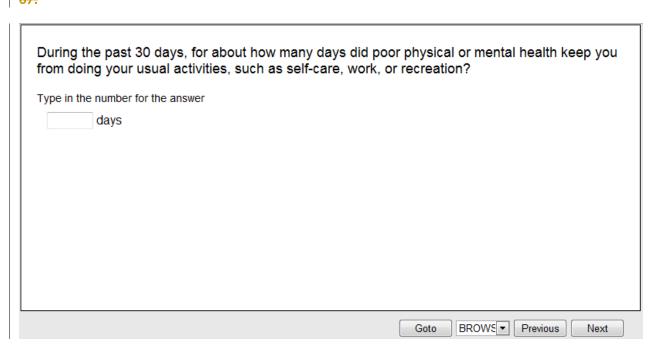
Would you say that in general your health is?	
Select one answer only	
<ul><li>Excellent</li><li>Very good</li><li>Good</li><li>Fair</li><li>Poor</li></ul>	
	Goto BROWS Previous Next

## <del>65.</del>

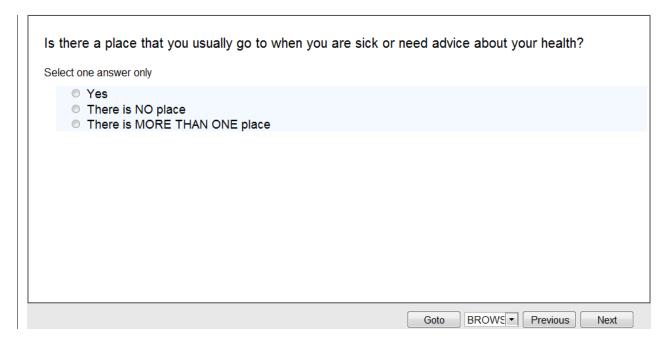


## <del>66.</del>

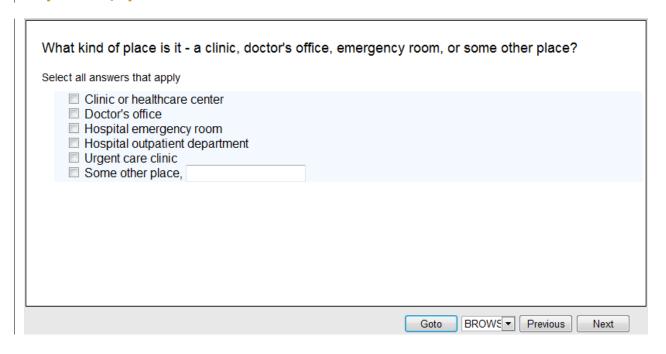
## <del>67.</del>



## <del>68.</del>



#### 69. [if Yes to Q68]



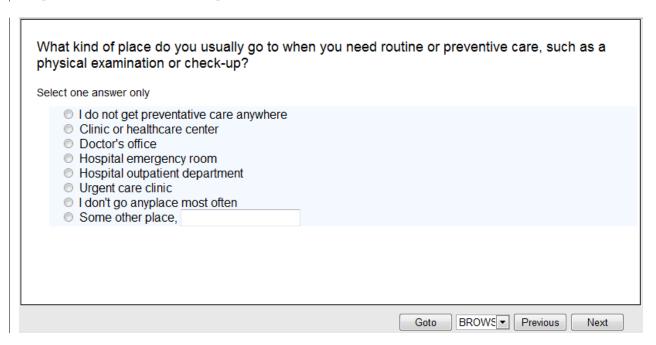
## 70. [if checked more than 1 place in Q69. Question text varies based on selection in Q69]

What kind of place do other place?	you go to most ofte	n - a clinic, docto	or's office, emerç	gency room, or	some
Select one answer only					
<ul><li>Doctor's office</li><li>Hospital emergen</li><li>I don't go anyplace</li></ul>					
0 7.					
			Goto BROW	/S ▼ Previous	Next

**71.** [Question text varies based on selection in Q70. Name of place will be inserted or "this place" will be inserted if selected "I don't go anyplace most often" or "Some other place" in Q70 ]

Is that hospital outpaties preventive care, such as Select one answer only		lly go whe	n you ne	ed routine	or
<ul><li>Yes</li><li>No</li><li>I don't know</li></ul>					
		Goto	ROWS -	Previous	Next

#### 72. [if No or I don't know to Q71]



Display: Introduction to next section

Now we will ask some questions about your activities and diet.

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73.

Do you walk (or do other moderate activity) for at least 30 minutes on most days, or at least 3 hours per week?
Select one answer only
<ul><li>○ Yes</li><li>○ No</li></ul>
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Do you eat 3 or more servings of red meat a week? 1 serving is 4 ounces - about the size of a deck of cards.
Select one answer only
<ul><li>♥ Yes</li><li>♥ No</li></ul>
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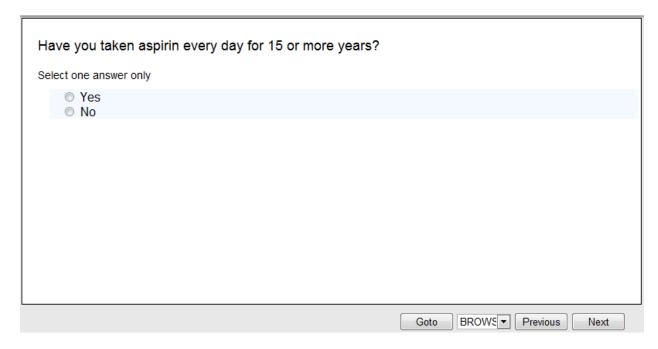
How many servings of alcohol do you have on a typical day? One serving is a can of beer, a glass of wine or a shot of hard liquor.					
Select one answer only					
<ul><li>○ 0</li><li>○ 1</li><li>○ 2</li></ul>					
Goto BROW5▼ Previous Next					

How many servings of milk or dairy products do you have on most days? One serving is a cup of milk, a cup of yogurt or about 1 $\frac{1}{2}$ oz of cheese.				
Select one answer only				
<ul><li>Less than 1</li><li>1-2</li><li>3 or more</li></ul>				
Goto BROW5 Previous Next				

Do you take calcium supplements on most days?	
Select one answer only	
<ul><li>Yes</li><li>No</li></ul>	
	Goto BROWS ▼ Previous Next

Do you take a multivita	amin 4 or more day	's a week?		
Select one answer only				
⊚ Yes ⊚ No				
			Goto BROW5▼	Previous Next

Do you take vitamin D supplements or calcium + vitamin D supplements on most days (apart from a standard multivitamin)?
Select one answer only
<ul><li>○ Yes</li><li>○ No</li></ul>
Goto BROWS ▼ Previous Next

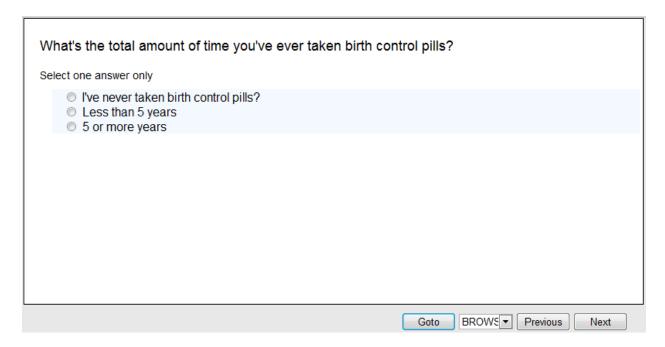


Have you had chronic inflammatory bowel disease for 10 or more years? This includes Crohn's disease and ulcerative colitis.
Select one answer only
<ul><li>♥ Yes</li><li>No</li></ul>
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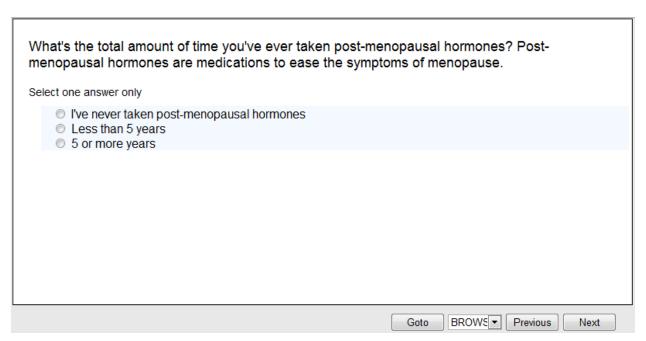
What is your height?	
Feet Inches	
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What is your weight (in pounds)?	
Type in the number for the answer	
pounds	
	Goto BROWS Previous Next

# 84. [if woman]



## 85. [if woman]



Thank you for participating in our survey. If you could like to know more about colon cancer and the recommended screening tests, please see <a href="http://www.cdc.gov/cancer/colorectal/">http://www.cdc.gov/cancer/colorectal/</a>
Goto BROWS Previous Next