**Supplementary Figure 1: Recruitment flow diagram**

1. Women aged 50-64 years directed to the survey (n=5087)
2. Consent provided (n=4689)
   - Excluded (n=474)
   - Intenders (n=3586)
   - Non-intenders (n=623)
3. Cause only (n=183)
4. Cause and basic timeline (n=198)
5. Cause and explicit timeline (n=216)
6. Excluded (n=26)

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*a Never heard of screening, never been invited, had a hysterectomy
*b Intention question not answered
*c Dropped out