

Categorization and frequencies of self-generated information needs by gender and age group. Total responses N=2549.

Response categories	Percentage of total responses	Definition of category	Total responses by gender, n (%)		Total responses by gender and age group, n (%)					
					35-49 years		50-59 years		60-74 years	
			M	F	M	F	M	F	M	F
Treatment of bowel cancer, n=425	16.67	Options, costs, time, pain, success rates, and what to do after diagnosis	203 (7.96)	222 (8.71)	54 (2.12)	66 (2.59)	76 (2.98)	70 (2.75)	73 (2.86)	86 (3.37)
Risk factors (excluding diet and lifestyle), n=394	15.46	Genetics, age, gender, and weight	181 (7.10)	213 (8.36)	72 (2.82)	71 (2.79)	63 (2.47)	92 (3.61)	46 (1.80)	50 (1.96)
Prevention of bowel cancer, n=280	10.98	Things to change and what increases or decreases chances of bowel cancer	130 (5.10)	150 (5.88)	47 (1.84)	48 (1.88)	45 (1.77)	61 (2.39)	38 (1.49)	41 (1.61)
Symptoms of bowel cancer, n=277	10.87	What to look for at early and late stages of bowel cancer	127 (4.98)	150 (5.88)	37 (1.45)	49 (1.92)	45 (1.77)	49 (1.92)	45 (1.77)	52 (2.04)

Survival statistics and posttreatment information, n=238	9.34	Prognosis before, after and without treatment, expected lifespan, and death statistics	129 (5.06)	109 (4.28)	37 (1.45)	39 (1.53)	42 (1.65)	32 (1.26)	50 (1.96)	38 (1.49)
General information about bowel cancer, n=230	9.02	Causes of bowel cancer, terminology, and general physiological explanations	139 (5.45)	91 (3.57)	47 (1.84)	25 (0.98)	52 (2.04)	37 (1.45)	40 (1.57)	29 (1.14)
Screening for bowel cancer (including testing), n=219	8.59	Types of tests, where to buy, costs, how, and when to do	110 (4.32)	109 (4.28)	28 (1.10)	33 (1.29)	34 (1.33)	36 (1.41)	48 (1.88)	40 (1.57)
Influence of diet and lifestyle, n=176	6.90	What foods, beverages or activities increase or decrease chances of bowel cancer	88 (3.45)	88 (3.45)	25 (0.98)	12 (0.47)	31 (1.22)	34 (1.33)	32 (1.26)	32 (1.26)
Detection of bowel cancer, n=147	5.77	How and when to detect (early detection)	80 (3.14)	67 (2.63)	22 (0.86)	19 (0.75)	29 (1.14)	26 (1.02)	29 (1.14)	22 (0.86)

Other information, n=100	3.92	Government questions, where to find more information, research study results, and general statistics	49 (1.92)	51 (2.00)	14 (0.55)	19 (0.75)	14 (0.55)	15 (0.59)	21 (0.82)	17 (0.67)
Links between bowel cancer and other diseases, n=24	0.94	Various ailments and their influences on bowel cancer	13 (0.51)	11 (0.43)	2 (0.08)	3 (0.12)	5 (0.20)	6 (0.24)	6 (0.24)	2 (0.08)
Resources for bowel cancer survivors and patients, n=22	0.86	Who to talk to and where to find more information or help	14 (0.55)	8 (0.31)	3 (0.12)	4 (0.16)	8 (0.31)	2 (0.08)	3 (0.12)	2 (0.08)
Resources for carers of those with bowel cancer, n=7	0.27	How to support sufferers	5 (0.20)	2 (0.08)	2 (0.08)	1 (0.04)	2 (0.08)	0 (0.00)	1 (0.04)	1 (0.04)
Miscellaneous, n=10	0.39	Partial questions or statements	4 (0.16)	6 (0.24)	–	–	–	–	–	–