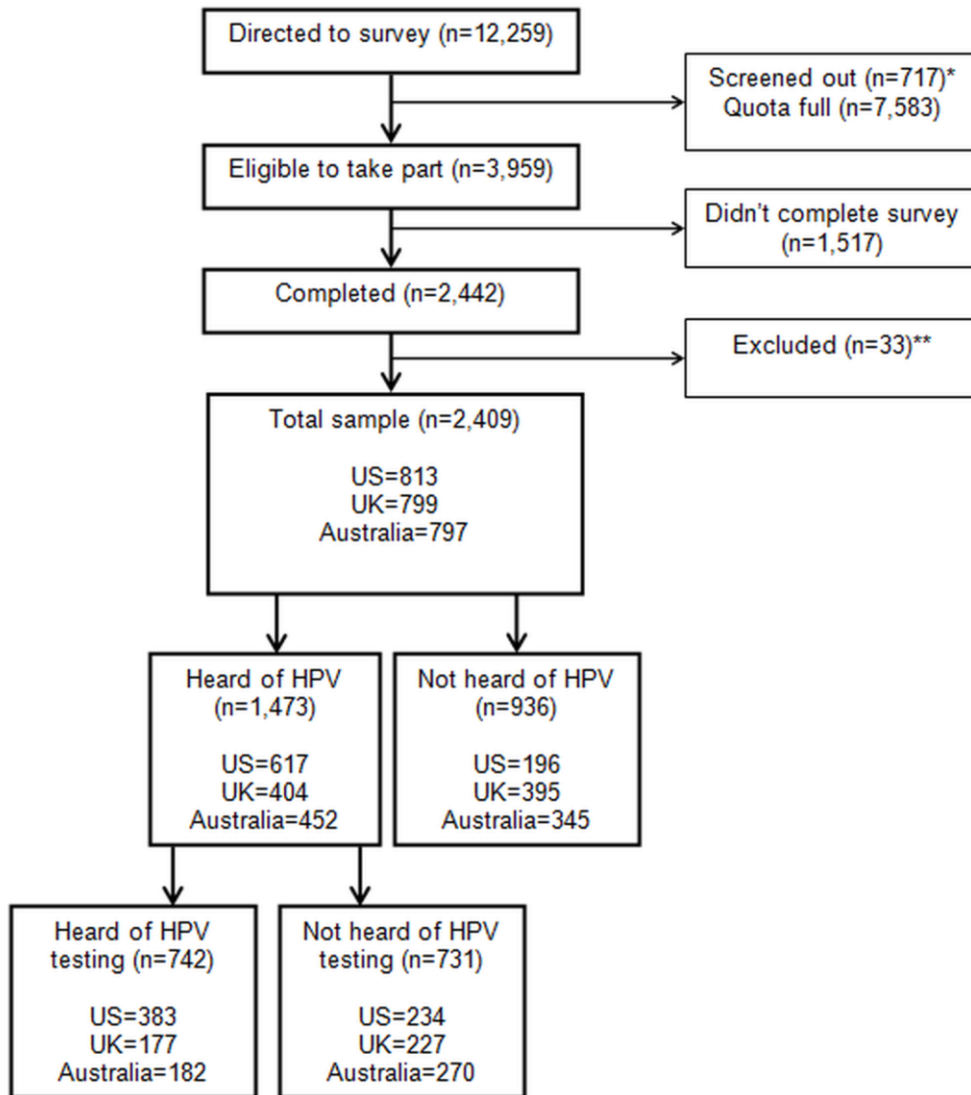


Supplementary Figure 1 illustrates recruitment into the study. Shown as a CONSORT diagram, it demonstrates how many people were directed to the survey, how many were eligible and of all those who completed the survey, those who had heard of HPV and those who had heard of HPV testing.

Figure 1: Recruitment overview



* Refers to those who were outside the age range 18-70 years

** Due to inconsistencies in the data which led us to believe the survey was not being completed properly