

1. Please indicate whether you use the following social networking sites, and how you use them (a range of common platforms were offered along with options such as 'social', 'health information').
2. Supposing there was an online space to learn about other women's experiences of their first mammogram which of the following would you be interested in: (a range of options included video, audio, images and text).
3. Supposing there was an online space to share your own experiences of your first mammogram, which of the following would you be interested in: (a range of options included video, audio, images and text).
4. With regards to access to health professionals on-line please indicate how important this is (scale of 1-5 provided).
5. With regards to access to health professionals on-line please indicate whether you agree with the following statements. I would like... [...to be able to ask questions privately of a health professional]
6. With regards to access to health professionals on-line please indicate whether you agree with the following statements. I would like... [... the health professional to take part in the chat room].
7. With regards to access to health professionals on-line please indicate whether you agree with the following statements. I would like... [... to be able to ask the health professional questions in an open forum].
8. With regards to access to health professionals on-line please indicate whether you agree with the following statements. I would like... [... them to facilitate regular on-line meetings].
9. With regards to access to health professionals on-line please indicate whether you agree with the following statements. I would like... [... to have the contact details for a support hotline].
10. With regards to factual information provided on a health-related website please indicate how this should be presented (a range of options included video, audio, images and text).
11. Currently, if you want to access information about breast screening mammography how would you do that? (options included NHS BSP website, GP, family and friends).
12. Would you find a web-based social networking site useful for sharing information and experiences with other women regarding mammography.
13. Would you be interested in receiving a text message invite when your next breast screening mammogram is due.
14. Are there any other suggestions you would like to make to help us create a useful on-line social network for women attending for breast screening?

Figure 1. Questions asked in survey