Find colon cancer or polyps early *, †
To know whether or not you have colon cancer *
Avoid test where a tube is put into the rectum *, †, ‡, §
To have a test that does not cost a lot
Have a test that does not need to be done every year
Avoid a test that can cause bleeding or tears in colon

*p<0.05 for colonoscopy vs. never tested; †p<0.05 for colonoscopy vs. other test for online sample
‡p<0.05 for colonoscopy vs. never tested; §p<0.05 for colonoscopy vs. other test for clinic sample