Reviewer's report

Title: Using a discrete choice experiment to inform the design of programs to promote colon cancer screening for vulnerable populations in North Carolina

Version: 1 Date: 21 August 2014

Reviewer: jennifer blumenthal-barby

Reviewer's report:

This article addresses an important issue (i.e., colon cancer screening in rural, low income populations) and is a clean, well-done study. My main concern is with the utility of this study. I would imagine that we could conclude (without any study and without much controversy) that money is a very important consideration (the most important consideration) for low income people when it comes to medical/preventive decision making. And that is the main finding of this study. That the DCE does not reveal travel amount to be particularly important is interesting.

Major Compulsory Revisions:
Please address the criticism about novelty/importance of the findings.

Minor Essential Revisions:
N/A

Discretionary Revisions:
Please comment on the impact of the framing of the DCE options: in particular, the follow up cost you pay being framed in terms of %--do you think that is too abstract?

Level of interest: An article of limited interest

Quality of written English: Acceptable

Statistical review: Yes, but I do not feel adequately qualified to assess the statistics.

Declaration of competing interests:
I declare that I have no competing interests