

PROFILE: PREOCCUPIED BUSY BEES

Individuals in this group have not been screened because they're focused on other health issues, don't have time, can't take off work, and are busy taking care of family. So without symptoms, colorectal cancer screening is not high on their to-do list. At-home tests appeal to this group because it's easier and can be done on their own time. Addressing the preventive aspect of screening can also help potentially sway this group.

Demographics



Employment

More likely to be employed full-time

Race/Ethnicity

More likely to be white (non-Hispanic)

Insurance Status

More likely to be insured

Barriers to Screening



Focused on Other Medical Issues

Procrastination

Busy

No Symptoms

Lifestyle Beliefs and Behaviors



47%

Consider themselves healthy

44%

Talk to family/friends about screening

51%

Talk to doctors about screening

47%

Are doctor-averse

48%

Visit doctors for checkups, screening & wellness care

51%

Exercise regularly

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

17.1
PERCENT

- 1 A colonoscopy isn't the only option for colorectal cancer screening. There are simple, affordable options, including tests that can be done at home. Talk to your doctor about which option is right for you. Ask which tests are covered by your health insurance.

24.6*
PERCENT

"I can do the at-home test so I don't have to miss two days of work."

- 2 Preventing colorectal cancer or finding it early is possible through regular screening. There are many test options, including simple, affordable tests. Talk to your doctor about the right option for you and about which tests are covered by your health insurance.

22.6*
PERCENT

"As I have other health issues already, I would rather be proactive and know exactly what I am dealing with than guessing and worrying over it."

*Adjusted percentages of respondents likely to undergo screening within 6 months after message exposure.



Channels That Resonate

Preferred Channels for Delivery

- Primary: Discussions with doctor
- Secondary: Websites

Most Trusted Sources

- Primary: Personal doctor
- Secondary: National health organizations (e.g. American Cancer Society)