

PROFILE: FINANCIALLY CHALLENGED

Given their financial situation (annual salary <\$40k) and/or lack of insurance, this group is largely deterred by the cost of screening. Messaging affordable, alternative options is essential to influence this group’s behavior. While healthcare providers are the most trusted sources, this group does not often go to the doctor so websites and national health organizations could have better success reaching this group.

Demographics



<p>Education High school degree or less</p>	<p>Employment Under or unemployed, disabled, or retired</p>
<p>Area Type Less likely to be living in a suburban area</p>	<p>Marital Status/Children Less likely to be married/living with partner or have children</p>
<p>Insurance Status Under or uninsured</p>	<p>Income Less than \$40k household income</p>

Barriers to Screening



<p>Procrastination Busy and cost concerns</p>	<p>No Symptoms</p>
<p>No Insurance</p>	<p>Can't Afford Out-of-Pocket Costs</p>

Lifestyle Beliefs and Behaviors



<p>48% Consider themselves healthy</p>	<p>36% Talk to family/friends about screening</p>
<p>53% Are doctor-averse</p>	<p>36% Care a great deal about maintaining health</p>
<p>53% Exercise regularly</p>	<p>27% Talk to doctors about screening</p>

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

12.1
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.

"Because it addresses both the affordability problem and the squeamishness problem in one message."

19.0*
PERCENT

- 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.

"The fact that I have options and it's affordable."

18.3*
PERCENT

- 3** Right now, you could have a polyp, a small growth in your colon or rectum. Right now, your polyp may be harmless, but over time it could develop into colorectal cancer. Right now, through regular screening, you have the power to find and remove precancerous polyps and prevent colorectal cancer. Call your doctor and take control of your health!

"The idea that I could already have something growing inside of me is motivating."

17.6*
PERCENT

**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)