

## PROFILE: UNSCREENED YOUNG 50

This group has put off screening most often due to being busy, with a large share currently working full-time. Communicating the ease and simplicity of at-home tests is an important part of motivating this group. Elements of the ‘Right Now’ message can also go a long way to educate those who are not being screened due to lack of symptoms.

### Demographics



#### Employment

More likely to be employed full-time

#### Income

More likely to have household income of \$80k or more

#### Marital Status/Children

More likely to have children under 18 years old

### Barriers to Screening



#### Doctor Didn't Recommend

#### Procrastination

Busy

#### No Symptoms

### Lifestyle Beliefs and Behaviors



**51%**

Consider themselves healthy

**43%**

Talk to family/friends about screening

**39%**

Talk to doctors about screening

**48%**

Are doctor-averse

**46%**

Visit doctors for checkups, screening & wellness care

**51%**

Exercise regularly

## Messages That Increase the Likelihood of Screening

### Baseline Screening Likelihood Before Messages

17.5  
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's nice to know there are alternative tests that can be done at home. It seems easier and less expensive than a colonoscopy."*

26.1\*  
PERCENT

- 2** 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!

*"Because it is creepy. It makes you really imagine having a polyp and not knowing and it keeps growing and growing."*

23.8\*  
PERCENT

- 3** 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.

*"I like the tests to be simple, affordable, and painless as possible."*

25.0\*  
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)