

GROUPS OF INTEREST

It's important to identify priority populations in communities to enable the delivery of services to those who need it most.

Demographic and psychographic data were used to help identify the most resonant message themes for various audiences. Understanding the best matches helps to make national and local communication strategies more effective in encouraging screening.

Findings from the 2018 market research were used to generate descriptive personas for subgroups of the unscreened. Data was also collected to determine a baseline measure (see page 16) of each group's likelihood of screening within six months.

Demographic groups of interest include:

- The young 50 (aged 50-54)
- The insured
- Rural dwellers
- Select racial and ethnic groups
- Individuals aged 45-49

Profiles identified included Fearful Delayers, Invincibles, Preoccupied Busy Bees, and the Financially Challenged.



Fearful Delayers	Invincibles	Preoccupied Busy Bees	Financially Challenged
<p>People who have concerns or fears about colonoscopy prep, the colonoscopy procedure, or the results, or who procrastinate due to any of those reasons.</p>	<p>People who don't think they're likely to get colorectal cancer. Reasons include no family history, no symptoms, a healthy lifestyle, it didn't seem important, and procrastination.</p>	<p>People who are focused on other health issues or are too busy taking care of the family. They do not have enough time, cannot take time off from work, or procrastinate because of health issues.</p>	<p>People who are uninsured or have a household income below \$40,000.</p>

Baseline Likelihood of Screening Within Six Months

Without additional help, individuals from some groups report a very low likelihood of screening for colorectal cancer within the next six months.

Percentage Likelihood of Subgroups Being Screened

	Demographic Group	Screening Likelihood
BELOW AVERAGE	Marketplace Insured	7.1%
	Uninsured	8.1%
	Doctor-Averse	9.5%
	45-49 Year Olds	9.7%
	In Denial/Invincibles	10.7%
	Financially Challenged (<\$40k Household Income OR Uninsured)	12.1%
	Rural	12.7%
	White (Non-Hispanic)	12.8%
	Asian	13.7%
	55+ Year Olds	13.8%
AVERAGE	Male	14.5%
	Hispanic	15.6%
	TOTAL - AVERAGE UNSCREENED 50+ YEAR OLDS	15.6%
	Medicaid Insured	16.0%
	Female	16.5%
ABOVE AVERAGE	Insured (All Types)	16.9%
	Preoccupied Busy Bees	17.1%
	50-54 Year Olds	17.5%
	Medicare Insured	17.8%
	Fearful Delayers	18.1%
	Financially Able (\$60k+ Household Income AND Insured)	18.5%
	Privately Insured (Employee or Direct)	19.3%
	Black/AA (Non-Hispanic)	34.4%