

PROFILE: UNSCREENED 45-49 YEAR OLDS

Given this group falls below the previously recommended age, it is important to get healthcare providers on board with the with the new, younger age for starting screening in average risk populations. Providers will be a strong factor in changing the mindset of the 45 to 49 year olds.

Demographics



Education

60% have an associates degree or higher

Marital Status/Children

66% are married/living with partner;
70% have children

Insurance Status

91% have insurance

Income

59% have household income of \$60k or more

Employment

75% are employed

Barriers to Screening



Procrastination

Doctor Didn't Recommend

No Symptoms

Not Old Enough

Lifestyle Beliefs and Behaviors



54%

Consider themselves healthy

47%

Talk to family/friends about screening

34%

Are doctor-averse

56%

Visit doctors for checkups, screening & wellness care

66%

Exercise regularly

28%

Talk to doctors about screening

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

9.7
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.

"The fact that the test is 'simple, affordable' and can be done at home makes it seem as though the test is not quite as invasive or time consuming."

21.5*
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!

"It makes it sound more urgent and somewhat scary and might make someone take action sooner."

20.5*
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.

"Preventative care is always better than care that comes too late."

21.2*
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 and online patient health portals

Most Trusted Sources

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