

PROFILE: UNSCREENED MARKETPLACE INSURED

Despite having insurance, cost is the leading barrier to screening for this group, so they are interested in less expensive screening options, which is why the two messages that speak to affordable options resonate well with this group. Though they'd most prefer to receive colorectal cancer screening information from their personal doctor, the majority of this group is doctor-averse, so national health organizations and websites may be the best channels to reach this particular group.

Demographics



Employment

More likely to be employed part-time

Income

Less likely to have household income of \$60k or more

Insurance Status

More likely to have a high deductible plan

Barriers to Screening



Can't Afford Out-of-Pocket Costs

Procrastination

Couldn't Afford Cancer Treatments

Lifestyle Beliefs and Behaviors



62%

Consider themselves healthy

50%

Talk to family/friends about screening

39%

Talk to doctors about screening

64%

Are doctor-averse

33%

Visit doctors for checkups, screening & wellness care

60%

Exercise regularly

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

7.1
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.

"The fact that I might be able to skip the expensive and invasive testing and still get assurance that everything's alright."

14.6*
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.

"Just makes it easy and there is less down time."

14.2*
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: Handout in doctor's office

Most Trusted Sources

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