

PROFILE: UNSCREENED RURAL DWELLERS

The top barrier for this group is procrastination driven by being busy and/or worried about the preparation. They are motivated by knowing there are alternative, easier tests that can be done on their own time at home. The majority of this group are doctor-averse and do not go to the doctor for regular check-ups, so alternative sources such as national health organizations may be helpful in reaching these individuals.

Demographics



Race/Ethnicity

More likely to be white (non-Hispanic)

Education

More likely to have a bachelor's degree or higher

Employment

More likely to be employed

Marital Status

Less likely to be separated or divorced

Barriers to Screening



Procrastination

Busy and have preparation concerns

No Symptoms

No Family History

Can't Afford the Costs

Lifestyle Beliefs and Behaviors



58%

Consider themselves healthy

43%

Talk to family/friends about screening

56%

Are doctor-averse

39%

Visit doctors for checkups, screening & wellness care

50%

Exercise regularly

34%

Talk to doctors about screening

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

12.7
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.

"Being able to take the test at home makes it not so embarrassing."

18.8*
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.

"It implies that it might be affordable which is important."

17.7*
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!

"It's scary to think that I could have a polyp and not know it."

17.4*
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)