

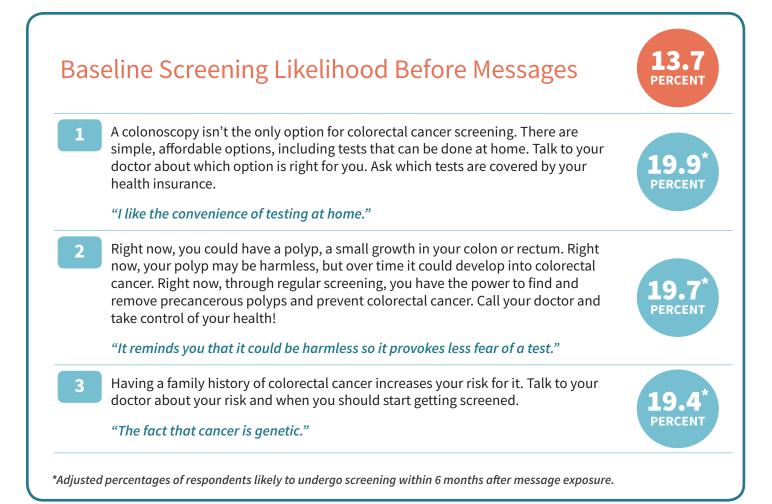
# **PROFILE: UNSCREENED ASIAN AMERICANS**

Lack of symptoms is the leading reason this group has not been screened. Putting off screening due to fear of the test is also a top barrier. Messaging that provides options performs well because it addresses the fear element, but it's also important to communicate elements of the 'Right Now' message to address lack of symptoms. Over half this group is doctor-averse and only 4 in 10 go to the doctor for check-ups, so alternative channels are needed to engage these individuals.

Demographics	
<b>Employment</b> More likely to be unemployed	<b>Income</b> More likely to have household income of \$100k or more
<b>Education</b> More likely to have a bachelor's degree or higher	Marital Status/Children Less likely to be separated or divorced
Barriers to Screening	
<b>Procrastination</b> Test concerns	No Symptoms
Doctor Didn't Recommend	No Family History
Lifestyle Beliefs and Beha	viors O
<b>66%</b> Consider themselves healthy	<b>44%</b> Talk to family/friends about screening
<b>54%</b> Are doctor-averse	<b>39%</b> Visit doctors for checkups, screening & wellness care
71%	<b>17%</b> Talk to doctors about screening



## **Messages That Increase the Likelihood of Screening**





### Channels That Resonate

### **Preferred Channels for Delivery**

- Primary: Discussions with doctor
- Secondary: Websites and email

### **Most Trusted Sources**

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