

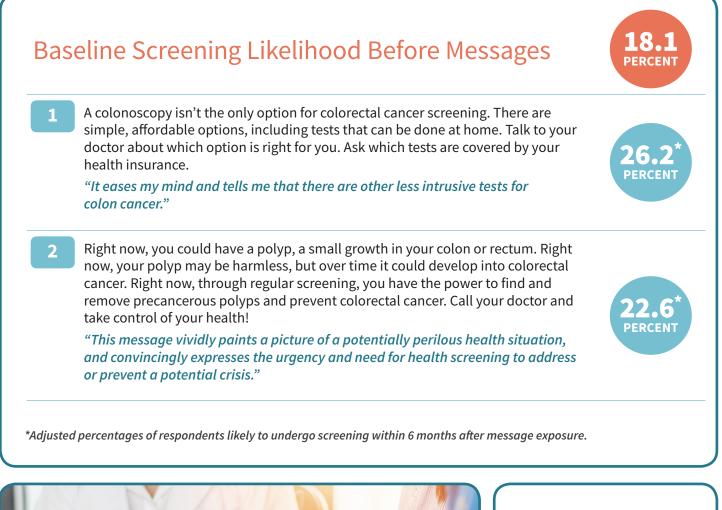
PROFILE: FEARFUL DELAYERS

Members of this group have not been screened because of concerns about the prep or the test itself, or fear of the results, or procrastinate due to any of these reasons. Alternative solutions outside of colonoscopies will appeal to this group most. There is also some benefit to fighting fear with fear through the 'Right Now' message as it communicates why screening is important and what can happen if you don't do it. Combined efforts of health care providers and alternative sources could help convince this group to take action.

| Demographics | | |
|---|---|--|
| Cancer Connection Nore likely to have friends/family who have had cancer | Insurance Status More likely to be insured | Marital Status/Children Less likely to be single/never married |
| Barriers to Screening | | ~~~ |
| Prep and Test Concerns | Procrastination Prep and Test Concerns | No Symptoms |
| Lifestyle Beliefs a | nd Behaviors | O |
| 51% Consider themselves healthy | 49% Talk to family/friends about screening | 47% Talk to doctors about screening |
| | 47% | 49% |
| 55% | | |



Messages That Increase the Likelihood of Screening



Channels That Resonate

Preferred Channels for Delivery

- Primary: Discussions with doctor
- Secondary: Websites; handout in doctor's office

Most Trusted Sources

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