

Given their financial situation (annual salary <\$40k) and/or lack of insurance, this group is largely deterred by the cost of screening. Messaging affordable, alternative options is essential to influence this group's behavior. While healthcare providers are the most trusted sources, this group does not often go to the doctor so websites and national health organizations could have better success reaching this group.

Demographics



Education	Employment
High school degree or less	Under or unemployed, disabled, or retired
Area Type	Marital Status/Children
Less likely to be living	Less likely to be married/living with partner
in a suburban area	or have children
Insurance Status	Income
Under or uninsured	Less than \$40k household income



Procrastination	No Symptoms
Busy and cost concerns	
No Insurance	Can't Afford Out-of-Pocket Costs

Lifestyle Beliefs and Behaviors



48%	36%
Consider themselves healthy	Talk to family/friends about screening
53%	36%
Are doctor-averse	Care a great deal about maintaining health
53%	27%
Exercise regularly	Talk to doctors about screening

Messages That Increase the Likelihood of Screening

Baseline Screening Likelihood Before Messages

12.1 PERCENT

- 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.
- 19.0*
 PERCENT
- "Because it addresses both the affordability problem and the squeamishness problem in one message."
- 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.

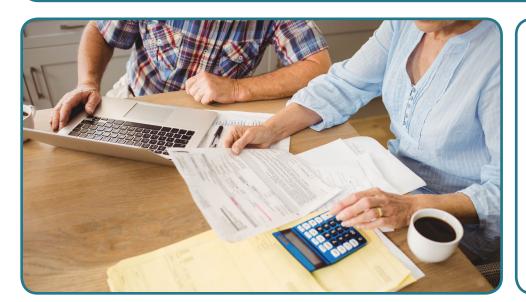


Right now, you could have a polyp, a small growth in your colon or rectum. Right now, your polyp may be harmless, but over time it could develop into colorectal cancer. Right now, through regular screening, you have the power to find and remove precancerous polyps and prevent colorectal cancer. Call your doctor and



"The idea that I could already have something growing inside of me is motivating."

*Adjusted percentages of respondents likely to undergo screening within 6 months after message exposure.



"The fact that I have options and it's affordable."

take control of your health!

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)