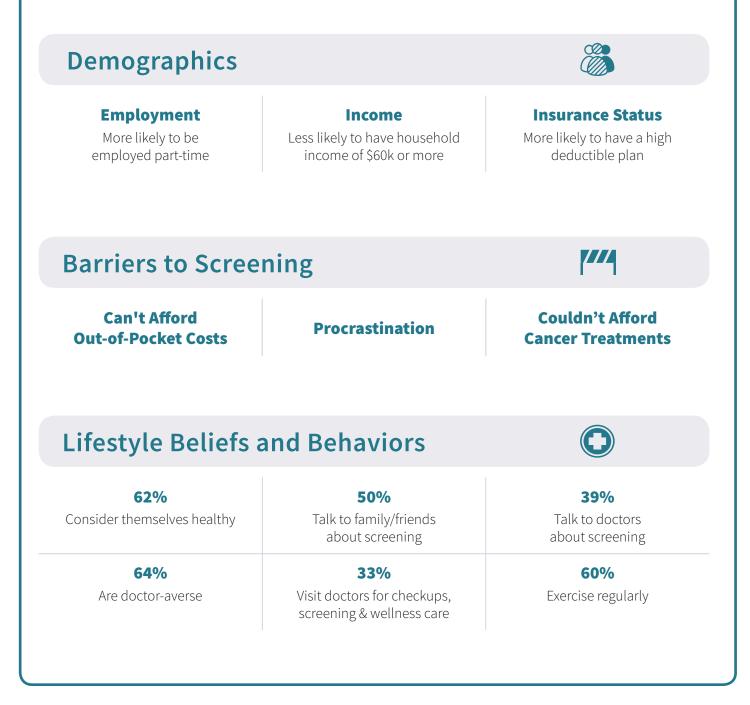


PROFILE: UNSCREENED MARKETPLACE INSURED

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.





Messages That Increase the Likelihood of Screening

