



Cancer Screen Week: Awareness Survey

30 September 2021

Method

KRC Research, a global full-service public opinion research consultancy, conducted a 15-minute online survey of 2,004 adults ages 40 to 60 across the United States and an additional sample of 200 females-sex assigned at birth 21-39 years old for a total of 2,204 respondents. Survey participants came from a large nationwide sample panel and were randomly selected from that panel to be invited to the survey. Respondents elect to be a part of KRC Research's database. All survey participants have opted in to being part of the panel, have consented to receive invitations to voluntarily participate in surveys and are incentivized for their participation. Respondents were sent an email invitation with a unique web link to take the survey using their internet browser.

Survey samples were drawn consumer panels and respondents were screened to meet the following criteria:

- Main sample of n=2,004 respondents:
 - Age 40-60
 - Reside in the United States

- Additional sample of n=200 respondents:
 - Age 21-39
 - Female-sex assigned at birth
 - Reside in the United States

The survey is a nationally representative sample of adults in the United States with demographic distributions on age, race, gender and region reflecting the U.S. Census data, structured to mirror the U.S. population distribution on key demographics. Surveying 2,000+ across the U.S. has given us the flexibility to cut the data by a number of different subgroups (e.g. demographic subgroups, those who consider themselves to be more health conscious vs. those who do not, etc.). Respondents were asked questions about actions taken since March 2020 (peak COVID-19 pandemic).

How to Read this Document

This document includes tables of the survey results for the questions asked in the survey for:

- Adults age 40-60 (main sample of n=2,004 respondents), and
- Females age 21-39 (additional sample of n=200 respondents).

In some questions answer choices were shown only to respondents who had indicated they:

	Adults age 40-60	Females Age 21-39
Females age 21-39 are female sex-assigned at birth	n=1,072	n=200
Are the parent to a child younger than age 18	n=747	n=108
Have a pet(s) in their household	n=801	n=103

For these answer choices and where indicated, the percentage has been calculated out of the reduced base of respondents who meet this criteria and were shown the answer choice rather than the total number of respondents.

Unless indicated, all numbers are shown as percentages. An asterisk (*) indicates less than half of one percent. Dashes (-) indicate no responses. Due to rounding, total percentages may add to 99, 100, or 101.

For more information on Cancer Screen Week and to learn about recommended screenings, visit CancerScreenWeek.org.



Screeners and Initial Demographics

Q1. What is your age?

Numeric response provided for age and coded to categories	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: 21-39	-	100%
21-29	-	50%
30-39	-	51%
NET: 40-60	100%	-
40-49	50%	-
50-60	50%	-

Q2. What is your gender identification?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Male	46%	-
Female	54%	100%
Prefer to self-describe	-	1%
Prefer not to answer	-	-

Q3. What was your sex assignment at birth?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Male-assigned	46%	-
Female-assigned	53%	100%
Prefer not to answer	1%	-

Q4. Where do you live?

State selected and coded to Census regions	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Northeast	19%	16%
South	39%	41%
Midwest	21%	21%
West	21%	23%

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**Q5. What is the last level of education that you completed?**

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Less than college graduate	52%	69%
Less than high school graduate	3%	4%
High school graduate	21%	31%
Some college (less than 4 years) or two-year degree	28%	34%
NET: College graduate	48%	32%
College graduate	29%	26%
Postgraduate degree	19%	6%

Q6. Which of the following best describes your current employment status? Please choose just one.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Employed	67%	63%

Work full-time	53%	43%
Work part-time	7%	13%
Self-employed	8%	7%
NET: Not employed	33%	38%
Student	1%	7%
Homemaker	9%	16%
Retired	6%	-
Disabled	9%	2%
Furloughed	-	1%
Not employed	8%	12%

Q7. Are you Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.)

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Yes	13%	15%
No	87%	86%

Q8. Please select the racial category or categories with which you most closely identify. Select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200

White	76%	79%
Black or African American	14%	19%
Asian	7%	2%
Native American/American Indian/Alaska Native	3%	2%
Native Hawaiian or other Pacific Islander	-	-
Other (specified)	3%	1%
Prefer not to answer	1%	1%

Q9. What was your household income in 2020 before taxes?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Less than \$60,000	47%	67%
Less than \$20,000	15%	21%
\$20,000-\$39,999	18%	25%
\$40,000-\$59,999	15%	21%
NET: \$60,000 to less than \$100,000	21%	21%
\$60,000-\$79,999	12%	14%
\$80,000-\$99,999	9%	7%
NET: \$100,000 or more	28%	10%
\$100,000-\$149,999	17%	5%
\$150,000-\$199,999	7%	3%
\$200,000+	4%	2%
Don't know/Prefer not to say	4%	4%

Q10. Do you have any of the following? Select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
A pet or pets	40%	52%

Children under the age of 18	37%	54%
Children age 18 or older	31%	4%
An elderly parent or relative you are a caregiver for	8%	7%
No	19%	15%



General Health, Lifestyle, & Well-Being

Q11. How would you rate your overall health?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Total good/excellent	72%	70%
Excellent	17%	16%
Good	55%	54%
NET: Total fair/poor	28%	31%
Fair	23%	26%
Poor	5%	5%

Q12. How health-conscious do you consider yourself to be?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Total health conscious	58%	55%
I am very health conscious: I frequently consider how healthy my diet and lifestyle are.	24%	18%

I am moderately health conscious: I sometimes consider how healthy my diet and lifestyle are.	35%	37%
NET: Total not health conscious	42%	45%
I am somewhat health conscious: I occasionally consider how healthy my diet and lifestyle are.	32%	35%
I am not health conscious: I rarely consider how healthy my diet and lifestyle are.	10%	11%



Q13. For which of the following, if any, do you have a specific person or place you go to on a regular basis, or went to on a regular basis prior to the COVID-19 pandemic? Please select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Primary care or family doctor	62%	59%
Dentist	50%	43%
Veterinarian ¹	41%	36%
Eye doctor	40%	34%

Pediatrician for your kids ²	39%	63%
Hairstylist/barber	39%	35%
Coffee shop	33%	46%
Gynecologist/OB-GYN ³	31%	36%
Pet groomer ¹	23%	17%
Gym or personal trainer	22%	17%
Social group	15%	19%
Therapist or mental health professional	14%	20%
Dermatologist	13%	11%
Manicurist	12%	18%
Massage therapist/spa	9%	11%
Other	4%	4%
None of the above	12%	8%

¹ Answer choice shown only to respondents with pet(s) in their household (n=801 adults age 40-60 and n=103 females age 21-39)

² Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=747 adults age 40-60 and n=108 females age 21-39)

³ Answer choice shown only to respondents female-sex assigned at birth (n=1072 adults age 40-60 and n=200 females age 21-39)

Q14-21. When, if ever, was the last time you visited each of the following?

Summary Table: In the past 18 months (including those who selected "in the past year (12 months)")	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Primary care or family doctor	79%	78%
Pediatrician for your kids ²	75%	84%
Veterinarian ¹	71%	65%
Dentist	65%	61%
Eye doctor	57%	52%
Gynecologist/OB-GYN ³	44%	57%
Therapist or mental health professional	27%	42%
Dermatologist	25%	31%

¹ Answer choice shown only to respondents with pet(s) in their household (n=801 adults age 40-60 and n=103 females age 21-39)

² Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=747 adults age 40-60 and n=108 females age 21-39)

³ Answer choice shown only to respondents female-sex assigned at birth (n=1072 adults age 40-60 and n=200 females age 21-39)



Q14. Pediatrician for your kids	Adults Age 40-60	Females Age 21-39
Base: Respondents with child(ren) younger than age 18 in their household (n=)	747	108
In the past year (12 months)	61%	73%
In the past year-and-a-half (18 months)	14%	11%
In the past 2 years (24 months)	8%	8%
In the past 3 years (36 months)	4%	2%
More than 3 years ago	8%	3%
Never	4%	3%

Q15. Primary care or family doctor	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
In the past year (12 months)	70%	64%
In the past year-and-a-half (18 months)	10%	14%
In the past 2 years (24 months)	8%	12%
In the past 3 years (36 months)	3%	5%
More than 3 years ago	8%	5%
Never	1%	2%

Q16. Dentist	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
In the past year (12 months)	53%	43%
In the past year-and-a-half (18 months)	12%	18%
In the past 2 years (24 months)	11%	10%
In the past 3 years (36 months)	5%	11%
More than 3 years ago	16%	18%
Never	2%	1%

Q17. Eye doctor	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
In the past year (12 months)	43%	33%
In the past year-and-a-half (18 months)	14%	19%
In the past 2 years (24 months)	14%	15%
In the past 3 years (36 months)	7%	10%
More than 3 years ago	16%	17%
Never	5%	7%

Q18. Therapist or mental health professional	Adults Age 40-60	Females Age 21-39

Base: All respondents (n=)	2004	200
In the past year (12 months)	22%	28%
In the past year-and-a-half (18 months)	6%	14%
In the past 2 years (24 months)	6%	12%
In the past 3 years (36 months)	4%	6%
More than 3 years ago	15%	12%
Never	47%	30%

Q19. Gynecologist/OB-GYN	Adults Age 40-60	Females Age 21-39
Base: Respondents female-sex assigned at birth (n=)	1072	200
In the past year (12 months)	31%	40%
In the past year-and-a-half (18 months)	13%	18%
In the past 2 years (24 months)	15%	10%
In the past 3 years (36 months)	7%	8%
More than 3 years ago	28%	14%
Never	6%	12%

Q20. Dermatologist	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
In the past year (12 months)	18%	16%
In the past year-and-a-half (18 months)	7%	15%
In the past 2 years (24 months)	8%	9%
In the past 3 years (36 months)	7%	8%
More than 3 years ago	19%	16%
Never	41%	38%

Q20. Veterinarian	Adults Age 40-60	Females Age 21-39
Base: Respondents with pet(s) in their household (n=)	801	103
In the past year (12 months)	59%	52%
In the past year-and-a-half (18 months)	12%	13%
In the past 2 years (24 months)	8%	8%
In the past 3 years (36 months)	4%	9%
More than 3 years ago	8%	8%
Never	9%	11%



Q22. Which of the following do you consider essential to your overall well-being? Please select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Annual doctor check-ups	65%	62%
A healthy diet	63%	60%
Seeing friends or family regularly	56%	60%
Dentist appointments	54%	52%
Fitness/working out	50%	48%
Eye doctor appointments	50%	45%
Vacations/holidays	48%	41%
Having pets	40%	46%

Regular cancer and other health screenings	36%	31%
Therapy/check-ins with a mental health professional	20%	32%
Dermatologist appointments	13%	16%
Manicure/pedicure appointments	10%	13%
Masseuse/massage parlor	9%	8%
Other	4%	3%
None of the above	3%	5%

Appointment Delays & Priorities During COVID-19

Q23. Which of the following, if any, have you done in the past 18 months?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Went shopping or to a restaurant just to get out of the house	65%	76%
Got together with friends or extended family	60%	71%
Gathered with friends or family from other households for a holiday (e.g. Thanksgiving, Christmas, New Years)	55%	62%
Got a haircut	55%	48%
Went to a party	24%	30%
Traveled on an airplane	23%	21%
Went to the gym	20%	23%
Used public transit	20%	21%
Attended a large public gathering	15%	18%
Went to a sporting event	15%	14%
Got a manicure/pedicure	14%	33%
Got a massage	12%	14%
Took my pet to the groomer ¹	29%	21%
None of the above	7%	5%



Q24. In the past 18 months, which of the following appointments or services have you delayed, canceled, or rescheduled for any reason?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Seeing a dentist	28%	33%
Getting my hair cut	28%	32%
Seeing a primary care or family doctor	26%	29%
Going to the gym	19%	21%
Getting a manicure/pedicure	12%	21%
Getting a massage	12%	16%
Seeing a therapist or mental health professional	11%	26%
Seeing an OB-GYN/gynecologist ³	20%	25%
Getting a cancer screening (Screening tests are used to find cancer in people who have no symptoms.)	11%	13%
Seeing a dermatologist	10%	14%
Seeing a veterinarian for my pets ¹	17%	23%
Seeing a pediatrician for my kids ²	15%	21%
Getting my pet groomed ¹	12%	19%
None of these	35%	29%

¹Answer choice shown only to respondents with pet(s) in their household (n=801 adults age 40-60 and n=103 females age 21-39)

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=747 adults age 40-60 and n=108 females age 21-39)

³Answer choice shown only to respondents female-sex assigned at birth (n=1072 adults age 40-60 and n=200 females age 21-39)



Q25-37. In the past 18 months, for what reasons have you delayed, canceled or rescheduled the following? Please choose all that apply.

Q25. Getting a cancer screening	Adults Age 40-60	Females Age 21-39
Base: Among respondents who selected “getting a cancer screening” in Q24 (n=)	219	26
NET: COVID-19 Impact	68%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	37%	
Service was unavailable or closed due to COVID-19	26%	
Didn't think it was a high priority during COVID-19	17%	
NET: Scheduling concern	24%	
Couldn't get an appointment	14%	
Couldn't find the time	6%	
Needed to take care of the kids ²	13%	
NET: Financial concern	17%	
Money was tight	12%	
No Insurance Coverage	6%	
Transportation Issues	6%	
Another reason	10%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=107 adults age 40-60 and n=17 females age 21-39)

Q26. Seeing a primary care or family doctor	Adults Age 40-60	Females Age 21-39
Base: Among respondents who selected “seeing a primary care or family doctor” in Q24 (n=)	523	58
NET: COVID-19 Impact	69%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	36%	

Service was unavailable or closed due to COVID-19	25%	
Didn't think it was a high priority during COVID-19	18%	
NET: Scheduling concern	20%	
Couldn't get an appointment	12%	
Couldn't find the time	5%	
Needed to take care of the kids ²	11%	
NET: Financial concern	13%	
Money was tight	11%	
No Insurance Coverage	4%	
Transportation Issues	11%	
Another reason	8%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=204 adults age 40-60 and n=38 females age 21-39)



Q27. Seeing a therapist or mental health professional	Adults Age 40-60	Females Age 21-39
Base: Among respondents who selected "seeing a therapist or mental health professional" in Q24 (n=)	222	51
NET: COVID-19 Impact	54%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	23%	
Service was unavailable or closed due to COVID-19	26%	
Didn't think it was a high priority during COVID-19	12%	
NET: Scheduling concern	30%	

Couldn't get an appointment	13%	
Couldn't find the time	9%	
Needed to take care of the kids ²	19%	
NET: Financial concern	13%	
Money was tight	10%	
No Insurance Coverage	5%	
Transportation Issues	10%	
Another reason	15%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=112 adults age 40-60 and n=25 females age 21-39)

Q28. Seeing an OB-GYN/gynecologist	Adults Age 40-60	Females Age 21-39
Base: Among respondents female-sex assigned at birth who selected "seeing an OB-GYN/gynecologist" in Q24 (n=)	219	50
NET: COVID-19 Impact	62%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	33%	
Service was unavailable or closed due to COVID-19	16%	
Didn't think it was a high priority during COVID-19	21%	
NET: Scheduling concern	22%	
Couldn't get an appointment	11%	
Couldn't find the time	9%	
Needed to take care of the kids ²	7%	
NET: Financial concern	11%	
Money was tight	8%	
No Insurance Coverage	5%	
Transportation Issues	8%	
Another reason	11%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=90 adults age 40-60 and n=30 females age 21-39)



Q29. Seeing a dermatologist	Adults Age 40-60	Females Age 21-39
Base: Among respondents who selected "seeing a dermatologist" in Q24 (n=)	194	27
NET: COVID-19 Impact	63%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	24%	
Service was unavailable or closed due to COVID-19	26%	
Didn't think it was a high priority during COVID-19	18%	
NET: Scheduling concern	28%	
Couldn't get an appointment	15%	
Couldn't find the time	9%	
Needed to take care of the kids ²	12%	
NET: Financial concern	14%	
Money was tight	12%	
No Insurance Coverage	3%	
Transportation Issues	4%	
Another reason	7%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=104 adults age 40-60 and n=18 females age 21-39)

Q30. Seeing a dentist	Adults Age 40-60	Females Age 21-39

Base: Among respondents who selected “seeing a dentist” in Q24 (n=)	568	65
NET: COVID-19 Impact	66%	49%
Concerned about getting COVID-19 (once the service was open/available again)	33%	31%
Service was unavailable or closed due to COVID-19	28%	17%
Didn’t think it was a high priority during COVID-19	17%	14%
NET: Scheduling concern	19%	38%
Couldn’t get an appointment	9%	17%
Couldn’t find the time	7%	18%
Needed to take care of the kids ²	11%	14%
NET: Financial concern	18%	23%
Money was tight	14%	22%
No Insurance Coverage	6%	8%
Transportation Issues	5%	8%
Another reason	7%	2%

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=247 adults age 40-60 and n=37 females age 21-39)



Q31. Seeing a pediatrician for my kids	Adults Age 40-60	Females Age 21-39
Base: Among respondents with children younger than age 18 in their household who selected “seeing a pediatrician for my kids” in Q24 (n=)	114	23

NET: COVID-19 Impact	61%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	32%	
Service was unavailable or closed due to COVID-19	25%	
Didn't think it was a high priority during COVID-19	12%	
NET: Scheduling concern	32%	
Couldn't get an appointment	15%	
Couldn't find the time	6%	
Needed to take care of the kids ²	16%	
NET: Financial concern	10%	
Money was tight	8%	
No Insurance Coverage	2%	
Transportation Issues	11%	
Another reason	6%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=114 adults age 40-60 and n=23 females age 21-39)

Q32. Getting my hair cut	Adults Age 40-60	Females Age 21-39
Base: Among respondents who selected "getting my hair cut" in Q24 (n=)	569	63
NET: COVID-19 Impact	73%	70%
Concerned about getting COVID-19 (once the service was open/available again)	32%	35%
Service was unavailable or closed due to COVID-19	33%	25%
Didn't think it was a high priority during COVID-19	25%	32%
NET: Scheduling concern	20%	33%
Couldn't get an appointment	9%	13%
Couldn't find the time	9%	16%
Needed to take care of the kids ²	8%	21%
NET: Financial concern	12%	25%

Money was tight	12%	25%
No Insurance Coverage	-	-
Transportation Issues	4%	10%
Another reason	4%	3%

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=247 adults age 40-60 and n=33 females age 21-39)



Q33. Going to the gym	Adults Age 40-60	Females Age 21-39
Base: Among respondents who selected "going to the gym" (n=)	371	41
NET: COVID-19 Impact	78%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	42%	
Service was unavailable or closed due to COVID-19	35%	
Didn't think it was a high priority during COVID-19	19%	
NET: Scheduling concern	18%	
Couldn't get an appointment	3%	
Couldn't find the time	11%	
Needed to take care of the kids ²	9%	
NET: Financial concern	9%	
Money was tight	9%	
No Insurance Coverage	1%	

Transportation Issues	5%	
Another reason	5%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=193 adults age 40-60 and n=27 females age 21-39)

Q34. Getting a massage	Adults Age 40-60	Females Age 21-39
Base: Among respondents who selected "getting a massage" in Q24 (n=)	235	31
NET: COVID-19 Impact	67%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	34%	
Service was unavailable or closed due to COVID-19	28%	
Didn't think it was a high priority during COVID-19	23%	
NET: Scheduling concern	26%	
Couldn't get an appointment	9%	
Couldn't find the time	9%	
Needed to take care of the kids ²	16%	
NET: Financial concern	20%	
Money was tight	19%	
No Insurance Coverage	1%	
Transportation Issues	8%	
Another reason	5%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=141 adults age 40-60 and n=20 females age 21-39)

Q35. Getting a manicure/pedicure	Adults Age 40-60	Females Age 21-39
Base: Among respondents who selected “getting a manicure/pedicure” in Q24 (n=)	249	41
NET: COVID-19 Impact	70%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	33%	
Service was unavailable or closed due to COVID-19	25%	
Didn't think it was a high priority during COVID-19	26%	
NET: Scheduling concern	20%	
Couldn't get an appointment	8%	
Couldn't find the time	8%	
Needed to take care of the kids ²	10%	
NET: Financial concern	21%	
Money was tight	21%	
No Insurance Coverage	-	
Transportation Issues	6%	
Another reason	6%	

² Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=128 adults age 40-60 and n=24 females age 21-39)

Q36. Seeing a veterinarian for my pets	Adults Age 40-60	Females Age 21-39
Base: Among pet owners who selected “seeing a veterinarian for my pets” in Q24 (n=)	135	24
NET: COVID-19 Impact	62%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	26%	
Service was unavailable or closed due to COVID-19	33%	
Didn't think it was a high priority during COVID-19	15%	

NET: Scheduling concern	16%	
Couldn't get an appointment	10%	
Couldn't find the time	4%	
Needed to take care of the kids ²	2%	
NET: Financial concern	26%	
Money was tight	24%	
No Insurance Coverage	2%	
Transportation Issues	8%	
Another reason	8%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=46 adults age 40-60 and n=11 females age 21-39)

Q37. Getting my pet groomed	Adults Age 40-60	Females Age 21-39
Base: Among pet owners who selected "getting my pet groomed" in Q24 (n=)	96	20
NET: COVID-19 Impact	64%	Sample size too small to report
Concerned about getting COVID-19 (once the service was open/available again)	24%	
Service was unavailable or closed due to COVID-19	35%	
Didn't think it was a high priority during COVID-19	19%	
NET: Scheduling concern	24%	
Couldn't get an appointment	16%	

Couldn't find the time	8%	
Needed to take care of the kids ²	7%	
NET: Financial concern	22%	
Money was tight	22%	
No Insurance Coverage	-	
Transportation Issues	8%	
Another reason	11%	

²Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=29 adults age 40-60 and n=10 females age 21-39)

Q38-45. In your opinion, regardless of COVID-19 vaccination status, how risky has it been to do the following during the COVID-19 pandemic, even as restrictions were eased or lifted?

Summary Table: Risky (very or somewhat)	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Go to the gym	70%	66%
Get a massage	63%	66%
Get a manicure/pedicure	61%	63%
Get a haircut	53%	58%
See a dentist	52%	56%
See a doctor for a checkup	42%	44%
Take a pet to a vet or grooming appointment ¹	42%	47%
Get a cancer screening	41%	42%

¹Question item shown only to respondents with pet(s) in their household (n=801 adults age 40-60 and n=103 females age 21-39)

Q38. Get a cancer screening	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Risky	41%	42%
Very risky	13%	13%
Somewhat risky	29%	30%

NET: Not risky	59%	58%
Not too risky	34%	34%
Not risky at all	24%	24%

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Q39. See a doctor for a checkup	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Risky	42%	44%
Very risky	11%	13%
Somewhat risky	31%	31%
NET: Not risky	58%	56%
Not too risky	35%	33%
Not risky at all	23%	24%

Q40. See a dentist	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Risky	52%	56%
Very risky	18%	24%
Somewhat risky	34%	32%
NET: Not risky	48%	45%
Not too risky	28%	25%
Not risky at all	19%	20%

Q41. Get a haircut	Adults Age 40-60	Females Age 21-39
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Base: All respondents (n=)	2004	200
NET: Risky	53%	58%
Very risky	20%	22%
Somewhat risky	33%	36%
NET: Not risky	47%	42%
Not too risky	28%	24%
Not risky at all	18%	18%

Q42. Go to the gym	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Risky	70%	66%
Very risky	39%	38%
Somewhat risky	31%	28%
NET: Not risky	30%	35%
Not too risky	16%	20%
Not risky at all	14%	15%

Q43. Get a massage	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200

NET: Risky	63%	66%
Very risky	31%	31%
Somewhat risky	33%	35%
NET: Not risky	37%	35%
Not too risky	21%	21%
Not risky at all	16%	14%

Q44. Get a manicure/pedicure	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Risky	61%	63%
Very risky	28%	30%
Somewhat risky	33%	34%
NET: Not risky	39%	37%
Not too risky	23%	21%
Not risky at all	16%	16%

Q45. Take a pet to a vet or grooming appointment	Adults Age 40-60	Females Age 21-39
Base: Respondents with pet(s) in their household (n=)	801	103
NET: Risky	42%	47%
Very risky	11%	8%
Somewhat risky	30%	39%
NET: Not risky	58%	53%
Not too risky	37%	33%
Not risky at all	22%	20%

Q46. Following the easing of COVID-19 restrictions, which of the following did you do first or do you plan to do first if you haven't already?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
See a primary care or family doctor	18%	14%
Get my hair cut	16%	12%
See a dentist	13%	9%
See a pediatrician for my kids ²	8%	14%
Go to the gym	8%	6%
Get a cancer screening (Screening tests are used to find cancer in people who have no symptoms.)	4%	4%
See an OB-GYN/gynecologist ³	4%	7%
Get a massage	4%	8%
Get a manicure/pedicure	4%	6%
See a veterinarian for my pets ¹	4%	7%
See a therapist or mental health professional	3%	5%
Get my pet groomed ¹	3%	2%
See a dermatologist	2%	1%
None of the above	22%	19%

¹ Answer choice shown only to respondents with pet(s) in their household (n=801 adults age 40-60 and n=103 females age 21-39)

² Answer choice shown only to respondents with child(ren) younger than age 18 in their household (n=747 adults age 40-60 and n=108 females age 21-39)

³ Answer choice shown only to respondents female-sex assigned at birth (n=1072 adults age 40-60 and n=200 females age 21-39)

Q47. What are the most important things you want to discuss with a doctor the next time you have a regular checkup? Select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200

Blood pressure	29%	15%
Medications	26%	27%
Weight	25%	28%
The status of ongoing or long-term conditions I have	23%	27%
Cholesterol level	23%	7%
Heart health	20%	12%
Mental health	19%	28%
COVID-19 (risk, vaccines, etc.)	19%	22%
New pains or symptoms I've been experiencing recently	19%	21%
Diet and exercise routine	17%	20%
Cancer risk and screening	13%	13%
Something else	5%	6%
Don't know; haven't thought about it	6%	5%
Nothing in particular, just my overall health level	18%	17%
I don't have regular checkups	1%	2%

Cancer Screening Attitudes, Knowledge, and Barriers

Q48. Have you or anyone you are close to ever been diagnosed with cancer? Select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Yes, I was diagnosed	10%	7%
Yes, a family member was diagnosed	40%	45%
Yes, a close friend was diagnosed	12%	13%
No	47%	43%

Q49. Which statement below best describes you?

	Adults Age 40-60	Females Age 21-39
Base: Respondents who indicated they have been diagnosed with cancer in Q48 (n=)	192	14
I was recently diagnosed, but haven't started treatment	23%	Sample size too small to report
I am currently being treated for cancer	11%	
My cancer is in remission or tests show I have no new or active disease	29%	
My cancer was cured	30%	
My cancer is advanced	4%	
Prefer not to answer	3%	

Q50. What type of cancer do/did you have? You may select as many as apply.

	Adults Age 40-60	Females Age 21-39

Base: Respondents who indicated they have been diagnosed with cancer in Q48 (n=)	192	14
Breast cancer	20%	Sample size too small to report
Skin cancer or melanoma	17%	
Cervical cancer ³	17%	
Testicular cancer ⁴	16%	
Prostate cancer ⁴	13%	
Colorectal (colon or rectum) cancer	12%	
Ovarian cancer ³	12%	
Thyroid cancer	10%	
Lymphoma	9%	
Pancreatic cancer	6%	
Blood cancer (leukemia)	6%	
Lung cancer	5%	
Another type	19%	

³Answer choice shown only to respondents female-sex assigned at birth (n=99 adults age 40-60 and n=14 females age 21-39)

⁴Answer choice shown only to respondents male-sex assigned at birth (n=93 adults age 40-60)

Q51-56. At what age, if any, do you believe you become or will become at risk for the following cancers?

Q51. Breast Cancer	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
41-45 [correct response]	11%	14%
NET: Incorrect	68%	66%
NET: Younger than 41-45	23%	47%
Under 25	4%	6%
25-30	5%	13%
31-35	5%	12%
36-40	9%	17%

NET: Older than 41-45	23%	11%
46-50	10%	7%
51-55	6%	3%
56 or older	7%	2%
Never	22%	8%
Don't know	21%	21%

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Q52. Cervical Cancer	Adults Age 40-60	Females Age 21-39
Base: Respondents female-sex assigned at birth (n=)	1072	200
25-30 [correct response]	7%	14%
NET: Incorrect	68%	64%
NET: Younger than 25-30	7%	10%
Under 25	7%	10%
NET: Older than 25-30	46%	43%
31-35	6%	16%
36-40	7%	11%
41-45	11%	9%
46-50	8%	4%
51-55	6%	2%
56 or older	7%	2%
Never	16%	12%

Don't know	25%	23%
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Q53. Colorectal Cancer	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
41-45 [correct response]	11%	9%
NET: Incorrect	66%	62%
NET: Younger than 41-45	14%	31%
Under 25	2%	3%
25-30	2%	8%
31-35	4%	9%
36-40	6%	12%
NET: Older than 41-45	37%	17%
46-50	14%	10%
51-55	11%	2%
56 or older	12%	5%
Never	15%	15%
Don't know	23%	29%

Q54. Lung Cancer	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
46-50 [correct response]	10%	9%
NET: Incorrect	65%	66%
NET: Younger than 46-50	27%	45%
Under 25	3%	4%
25-30	3%	10%
31-35	4%	8%
36-40	6%	13%
41-45	10%	11%
NET: Older than 46-50	19%	9%
51-55	8%	5%
56 or older	11%	4%
Never	19%	13%
Don't know	25%	26%

Q55. Prostate Cancer	Adults Age 40-60	Females Age 21-39
Base: Respondents male-sex assigned at birth (n=)	914	-
46-50 [correct response]	17%	-
NET: Incorrect	69%	-
NET: Younger than 46-50	25%	
Under 25	1%	-
25-30	1%	-
31-35	4%	-

36-40	7%	-
41-45	12%	-
NET: Older than 46-50	31%	
51-55	14%	-
56 or older	17%	-
Never	13%	-
Don't know	14%	-

Q56. Skin Cancer	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Under 25 [correct response]	7%	10%
NET: Incorrect	69%	66%
NET: Older than 25	54%	56%
25-30	6%	13%
31-35	6%	10%
36-40	7%	14%

41-45	9%	9%
46-50	8%	3%
51-55	7%	5%
56 or older	11%	3%
Never	15%	11%
Don't know	24%	24%

Q57-63. How strongly do you agree or disagree with each of the following statements?

Summary Table: Agree (Strongly or Somewhat)	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Cancer screenings can be considered part of preventive health care	90%	87%
Cancer screenings are one of the most important things I can do for my health	85%	81%
Cancer screenings are scary because I am afraid of what they might find	66%	67%
I regularly put off routine screenings for things like cancer	48%	50%
Cancer screening is mostly for people who are at high risk for cancer	37%	40%
I don't think I'll be at very high risk for cancer until I'm over the age of 60	37%	36%
Cancer screening is mostly for people who have symptoms of cancer, already have cancer, or have had it in the past	31%	41%

Q57. Cancer screenings are one of the most important things I can do for my health	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Agree	85%	81%
Strongly agree	45%	42%
Agree somewhat	41%	39%
NET: Disagree	15%	20%

Disagree somewhat	10%	14%
Strongly disagree	4%	6%

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Q58. Cancer screening is mostly for people who are at high risk for cancer	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Agree	37%	40%
Strongly agree	14%	13%
Agree somewhat	23%	27%
NET: Disagree	63%	61%
Disagree somewhat	31%	33%
Strongly disagree	32%	28%

Q59. Cancer screening is mostly for people who have symptoms of cancer, already have cancer, or have had it in the past	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Agree	31%	41%
Strongly agree	13%	15%
Agree somewhat	19%	26%
NET: Disagree	69%	60%
Disagree somewhat	32%	29%
Strongly disagree	37%	31%

Q60. I regularly put off routine screenings for things like cancer	Adults Age 40-60	Females Age 21-39
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Base: All respondents (n=)	2004	200
NET: Agree	48%	50%
Strongly agree	17%	19%
Agree somewhat	31%	32%
NET: Disagree	52%	50%
Disagree somewhat	27%	29%
Strongly disagree	25%	22%

Q61. Cancer screenings are scary because I am afraid of what they might find	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Agree	66%	67%
Strongly agree	26%	26%
Agree somewhat	40%	42%
NET: Disagree	34%	33%
Disagree somewhat	19%	21%
Strongly disagree	15%	13%

Q62. Cancer screenings can be considered part of preventive health care	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200

NET: Agree	90%	87%
Strongly agree	57%	53%
Agree somewhat	33%	34%
NET: Disagree	10%	14%
Disagree somewhat	6%	10%
Strongly disagree	3%	4%

Q63. I don't think I'll be at very high risk for cancer until I'm over the age of 60	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Agree	37%	36%
Strongly agree	12%	14%
Agree somewhat	25%	22%
NET: Disagree	63%	65%
Disagree somewhat	35%	42%
Strongly disagree	28%	23%

Q64-66. When you think about cancer screening, what is the first feeling you have?

Choose one from each pair.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Anxious	66%	78%
Calm	34%	22%
Fear	52%	61%
Hope	48%	39%
Optimism	64%	63%
Pessimism	36%	37%

Q67-75. Which of the following concerns, if any, do you have about cancer screening?

Summary Table: Total Concern (Major or Minor)	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Worried about what the screening will find	82%	79%
Worried about a 'false positive' result	71%	69%
Cancer screening feels intimidating or overwhelming	70%	75%
Not knowing what types of screenings I need or when I'm supposed to get them	69%	77%
Cost may be high/worried it's not covered by insurance	69%	75%
Cancer screening might be painful or uncomfortable	66%	69%
Cancer screening seems invasive	62%	59%
Not knowing where to go for screening/how to start the process	56%	72%
Can't take time off from work or family responsibilities to get screened	45%	64%

Q67. Cancer screening might be painful or uncomfortable	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200

NET: Concern	66%	69%
Major concern	25%	23%
Minor concern	41%	46%
Not a concern	34%	32%

Q68. Cost may be high/worried it's not covered by insurance	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Concern	69%	75%
Major concern	35%	42%
Minor concern	34%	33%
Not a concern	31%	26%

Q69. Cancer screening seems invasive	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Concern	62%	59%
Major concern	21%	21%
Minor concern	41%	39%
Not a concern	38%	41%

Q70. Worried about what the screening will find	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Concern	82%	79%
Major concern	42%	44%
Minor concern	40%	36%
Not a concern	18%	21%

Q71. Worried about a 'false positive' result	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Concern	71%	69%
Major concern	28%	24%
Minor concern	43%	46%
Not a concern	29%	31%

Q72. Not knowing what types of screenings I need or when I'm supposed to get them	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Concern	69%	77%
Major concern	25%	29%
Minor concern	44%	49%
Not a concern	31%	23%

Q73. Not knowing where to go for screening/how to start the process	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Concern	56%	72%
Major concern	18%	28%

Minor concern	37%	44%
Not a concern	44%	28%

Q74. Cancer screening feels intimidating or overwhelming	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Concern	70%	75%
Major concern	27%	34%
Minor concern	42%	41%
Not a concern	30%	26%

Q75. Can't take time off from work or family responsibilities to get screened	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Concern	45%	64%
Major concern	15%	26%
Minor concern	29%	38%
Not a concern	55%	37%

Cancer Screening Awareness, Knowledge, & Experience

Q76. Select the types of cancer you think there might be screenings for. Select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Breast cancer	70%	75%
Prostate cancer	66%	54%

Skin cancer	62%	56%
Colorectal cancer	63%	40%
Cervical cancer	60%	68%
Lung cancer	59%	53%
None of the above	5%	5%
Don't know	8%	11%

Q77. Select the cancer screening tests you are familiar with or have heard about. Select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Pap test or HPV test ³	79%	65%
Colonoscopy	75%	63%
Mammogram	71%	71%
PSA test ⁴	34%	-
Fecal occult blood test	30%	19%
CT colonography	27%	25%
Multi-targeted stool DNA test	21%	19%
Low-dose lung CT scan (LDCT Scan)	20%	19%
Fecal immunochemical test (FIT test)	18%	14%
Flexible sigmoidoscopy	16%	9%
None of the above	9%	13%

³Answer choice shown only to respondents female-sex assigned at birth (n=1072 adults age 40-60 and n=200 females age 21-39)

⁴Answer choice shown only to respondents male-sex assigned at birth (n=914 adults age 40-60)

Q78. Select the cancer screening tests that you have had. Select all that apply.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Pap test or HPV test ³	65%	48%
Mammogram	38%	28%
Colonoscopy	36%	14%
PSA test ⁴	19%	-
Fecal immunochemical test (FIT test)	8%	4%
CT colonography	8%	6%
Multi-targeted stool DNA test	6%	6%
Flexible sigmoidoscopy	6%	2%
LDCT lung scan	5%	7%
Guaiac-based fecal occult blood test	5%	3%
Other	2%	1%
None of the above	25%	22%
Don't know	4%	8%

³Answer choice shown only to respondents female-sex assigned at birth (n=1072 adults age 40-60 and n=200 females age 21-39)

⁴Answer choice shown only to respondents male-sex assigned at birth (n=914 adults age 40-60)

Q79. Select the cancer screening tests your doctor has recommended you have.

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Any test recommended	41%	34%
Colonoscopy	15%	6%
Pap test or HPV test ³	9%	12%

Mammogram	8%	9%
CT colonography	7%	7%
PSA test ⁴	6%	-
LDCT lung scan	4%	3%
Multi-targeted stool DNA test	4%	5%
Flexible sigmoidoscopy	3%	3%
Fecal immunochemical test (FIT test)	3%	6%
Guaiac-based fecal occult blood test	3%	6%
Other	4%	3%
None of the above	50%	56%
Don't know	9%	11%

³Answer choice shown only to respondents female-sex assigned at birth (n=1072 adults age 40-60 and n=200 females age 21-39)

⁴Answer choice shown only to respondents male-sex assigned at birth (n=914 adults age 40-60)

Q80-81. For each statement below, please answer if it is true or false to the best of your knowledge.

Q80. Insurance often pays for preventive cancer screenings.	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
True	83%	67%
False	17%	33%

Q81. People who don't have insurance can get screened for free or low cost.	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
True	61%	51%

False	39%	50%
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Q82. Which of the following, if any, were you aware of before this survey? That cancer screenings:

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Are a way to detect cancer early in people who don't have symptoms	71%	61%
Increase the chance of finding certain cancers before they spread throughout the body	65%	63%
Increase the chance of finding certain cancers when they are smaller and potentially easier to treat	60%	54%
None of the above	12%	17%

Additional Demographics

Q83. Do you have health insurance?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Yes	88%	82%
No	10%	16%
Don't know	1%	2%
Prefer not to answer	1%	2%

Q84. How would you describe the area where you live?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Urban	36%	31%
Suburban	43%	47%
Rural	20%	23%
Prefer not to answer	-	1%

Q85. What is your current relationship status?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Married or living with partner	60%	56%
NET: Not married	40%	44%
Single	22%	40%
Divorced/Separated	15%	5%
Widowed	3%	-
Prefer not to answer	-	-

Q86. Which media do you most use in your daily life to keep updated on news?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
Local TV	58%	44%
National TV	41%	20%
Facebook	42%	55%
Digital news sites on a computer, tablet, or phone	32%	32%
Instagram	21%	32%
Radio	21%	25%
Twitter	18%	20%

Print newspapers and/or magazines	17%	12%
Podcasts	9%	7%
LinkedIn	9%	6%
Other	4%	3%
None of the above/I don't keep up with the news	6%	14%

Q87. Which of these options best describes your COVID-19 vaccination status?

	Adults Age 40-60	Females Age 21-39
Base: All respondents (n=)	2004	200
NET: Partially or fully vaccinated	72%	53%
I am partially vaccinated against COVID-19	9%	12%
I am fully vaccinated against COVID-19	63%	41%
Not vaccinated, but plan to get a COVID-19 vaccine	8%	16%
Unsure	4%	8%
Do not plan to get a COVID-19 vaccine	16%	24%