



# STATE OF SCREENING STUDY

JANUARY 2026

## METHODOLOGY

The Colorectal Cancer Alliance Survey was conducted by [Wakefield Research](#) among 1,000 nationally representative U.S. adults ages 18+, between November 24th and December 1st, 2025, using an email invitation and an online survey. The data has been weighted.

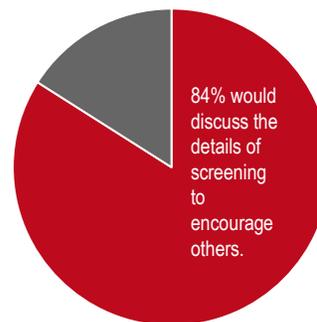
Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

# Breaking the Stigma: 84% Would Discuss the Deets on Their Colorectal Cancer Screening To Encourage Friends and Family

## Survey: Only Half of Americans Know You Can Get Screened for Colorectal Cancer at Home

Colorectal cancer screening used to be one of those topics people simply didn't talk about, but that's changing. **According to a recent survey of 1,000 U.S. adults ages 18 and older by Wakefield Research for the Colorectal Cancer Alliance, 84% would be willing to spill all the details about their screening experience if it encouraged friends and family to get screened, too.** Surprisingly, this is especially true for men versus women (87% vs 81%). This shows that conversations once considered uncomfortable are becoming acts of support – and that openness could play a powerful role in motivating more people to take charge of their health.

### OPEN BOOK



\*ASKED AMONG 1,000 NATIONALLY REPRESENTATIVE U.S. ADULTS AGES 18+.

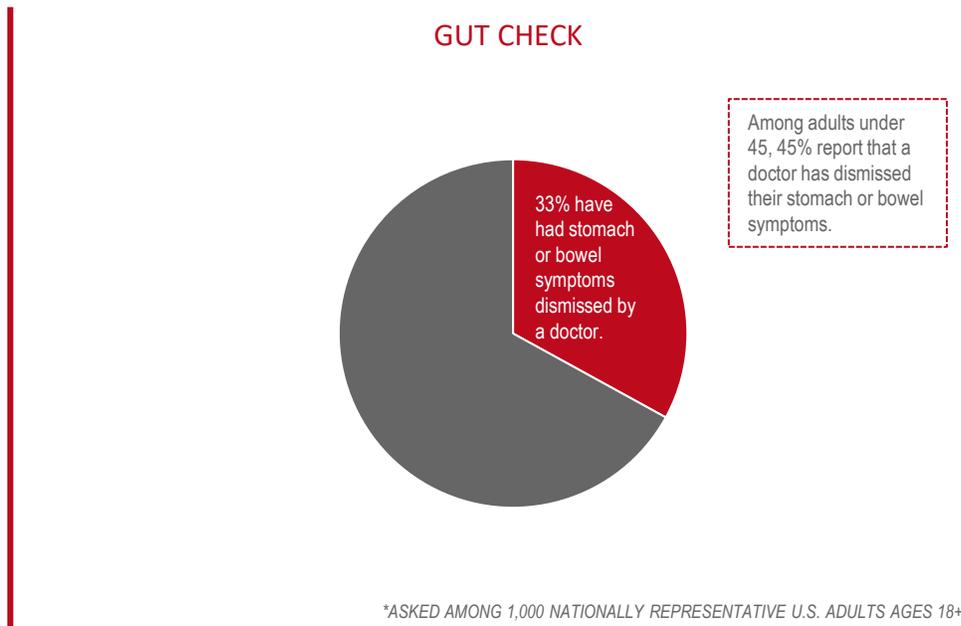
**Acts of Love.** When it comes to health topics, the people in your life might expect you to butt out. But amazingly, colorectal cancer is one area where speaking up is not only welcome – it's appreciated. **A significant 88% agree that pushing friends and family to get screened for colorectal cancer is an act of love.** So instead of sticking to MYOB, maybe it's time to BYOF (bring your own friend) and help them get screened!

**Pass on the Prep.** Colorectal cancer screening doesn't have to be intimidating or inconvenient. The majority (54%) would be more likely to get screened if they didn't have to go through the prep or discomfort, especially women over 45 (64%). **But only half of all adults (50%) know you can get screened for colorectal cancer from home.** This gap in awareness means many people may be avoiding screening unnecessarily. By making home-based options more visible, more adults could take this important step for their health.



**Doctor's Orders.** Most adults who've been recommended for colorectal cancer screening by a doctor got a colonoscopy (22%), while 9% did a different screening test at home. **A strong 63% know that blood tests, stool tests, CT tests, flexible sigmoidoscopy, and colonoscopy are all colorectal cancer screening methods.** So even though many know there are different ways to get screened, most still stick with colonoscopy, leaving plenty of room to highlight the existence of at-home tests.

**Written Off.** Two-thirds of adults (67%) have never experienced stomach or bowel symptoms that a doctor dismissed. And only 18% have had a doctor write off their stomach issues more than once. **But for adults under 45, it's a different story – 45% have had their stomach pains dismissed by a doctor.** This highlights the need for more awareness that colorectal cancer can affect younger adults, too.



**An Ounce of Prevention.** Awareness of the importance of colorectal cancer screening is on the rise – 84% of adults plan to get screened in the next year or at the recommended age of 45. And thankfully, the majority of Americans (60%) know that any type of colorectal cancer screening test is better than none. **If they knew getting screened could prevent them from getting colorectal cancer, nearly all adults (96%) would do it.** But there's a knowledge gap. Fewer than half (48%) know that colorectal cancer is one of the most preventable types of cancer.

**Screening Scaries.** So what keeps people from getting screened again? For most (48%), it's the cost. **Men are more likely to say they're too busy to get tested (35% versus 24% of women), and over a quarter of men believe that once they've been tested, there's no need to go again (27% versus 20% of women).** Meanwhile, a third of adults (33%) might skip a follow-up because they find it gross, showing that some stigmas are still hard to shake.

## SPOTLIGHT

### Love On the Big Screen

When it comes to showing the one you love that you care about them, it doesn't always take a date night or even a grand gesture. **Nearly a third of adults (32%) believe that encouraging someone you love to get screened for colorectal cancer is actually more romantic than taking them out for dinner and a movie.** After all, nothing says "I love you" like looking out for each other's health.

True love isn't just about candlelit dinners and movie dates – it's about supporting the choices that help your partner thrive. And if that encouragement leads to early detection or peace of mind? Now that's a hot date!



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