

*Objective:* This study examined the prevalence and correlates of U.S. adults' awareness of the role that physical activity plays in preventing colon cancer.

*Methods:* Data were analyzed for 1932 respondents to the Health Information National Trends Survey who answered a question about factors that reduce the chances of getting colon cancer. Individuals who listed physical activity in response to this question were denoted as being aware of its role in colon cancer prevention.

*Results:* Few respondents (15.0%) listed physical activity as a means of reducing colon cancer risk. Awareness was especially low among individuals aged 50 years and over, those with lower levels of education, individuals who believe that physical activity recommendations are confusing, those reporting less exposure to information about physical activity and cancer, individuals who did not report looking for information about cancer, those with poorer knowledge of colon cancer symptoms, and less physically active individuals.

*Conclusions:* There is poor awareness among U.S. adults of the role that physical activity plays in preventing colon cancer.

*Practice implications:* Health care providers should routinely inform their patients that engaging in regular physical activity greatly reduces the risk of developing colon cancer.