**Attachment D:**

**Formative Research with Rural and Uninsured Consumers: RESEARCH DESIGN**

General Population (non-African American/Black) Participants

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Rural | | | Not Rural | | |
| Working - Insured | Working -Uninsured | Not Working - Uninsured | Working - Insured | Working -Uninsured | Not Working - Uninsured |
| Personal experience with cancer | [A] | [B] | [C] | [G] | [H] | [I] |
| No personal experience with cancer | [D] | [E] | [F] | [J] | [K] | [L] |

African American/Black Participants

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Rural | | | Not Rural | | |
| Working - Insured | Working -Uninsured | Not Working - Uninsured | Working - Insured | Working -Uninsured | Not Working - Uninsured |
| Personal experience with cancer | [M] | [N] | [O] | [S] | [T] | [U] |
| No personal experience with cancer | [P] | [Q] | [R] | [V] | [W] | [X] |