

**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]