



Assessing Population Measurement for Cancer Control Across the Rural-Urban Continuum



Aim 1

- Collect data on health information communication, access/utilization of health care, and cancer prevention/control within the NCCC catchment, based on HINTS and other national surveys

Target Population:

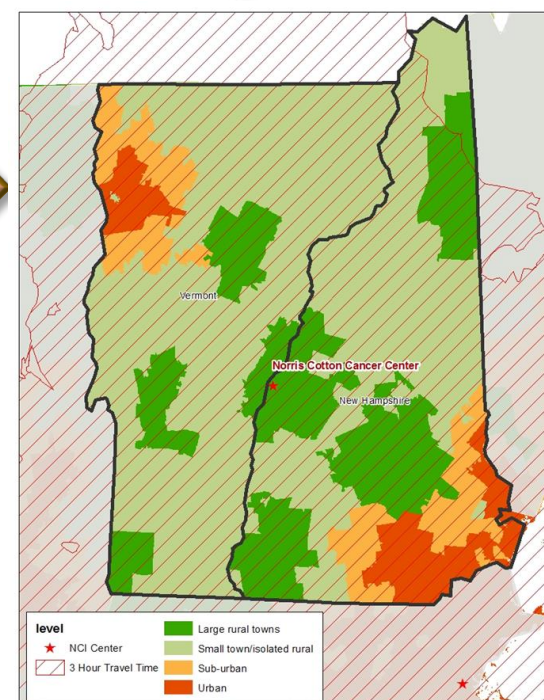
Adults age 18+ in the NCCC catchment

Sampling Strategy:

Stratified random sample based on RUCA (ZIP code)

Survey Mode:

1. Telephone-based, ~35 item questionnaire, ~10-15 min.
2. MTurk (convenience sample): ~20 redundant + ~40 supplemental items



Small Rural	12%
Isolated Rural	14%
Large Rural	22%
Urban	52%



PRIMARY CONSTRUCTS OF INTEREST

Communication / Health Information	Info seeking Health info a
Healthcare Access and Utilization	Access
Cancer Prevention and Control	

Gap to fill: Determine if national measures are generalizable to rural populations (nationally and locally) and identify an actionable spatial unit for rural population measurement

