National Cancer Institute

Division of Cancer Control and Population Sciences

Cancer Communication
Health Information National Trends Survey
2003 and 2005

U.S. DEPARTMENT
OF HEALTH AND
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DIVISION OF CANCER CONTROL AND POPULATION SCIENCES

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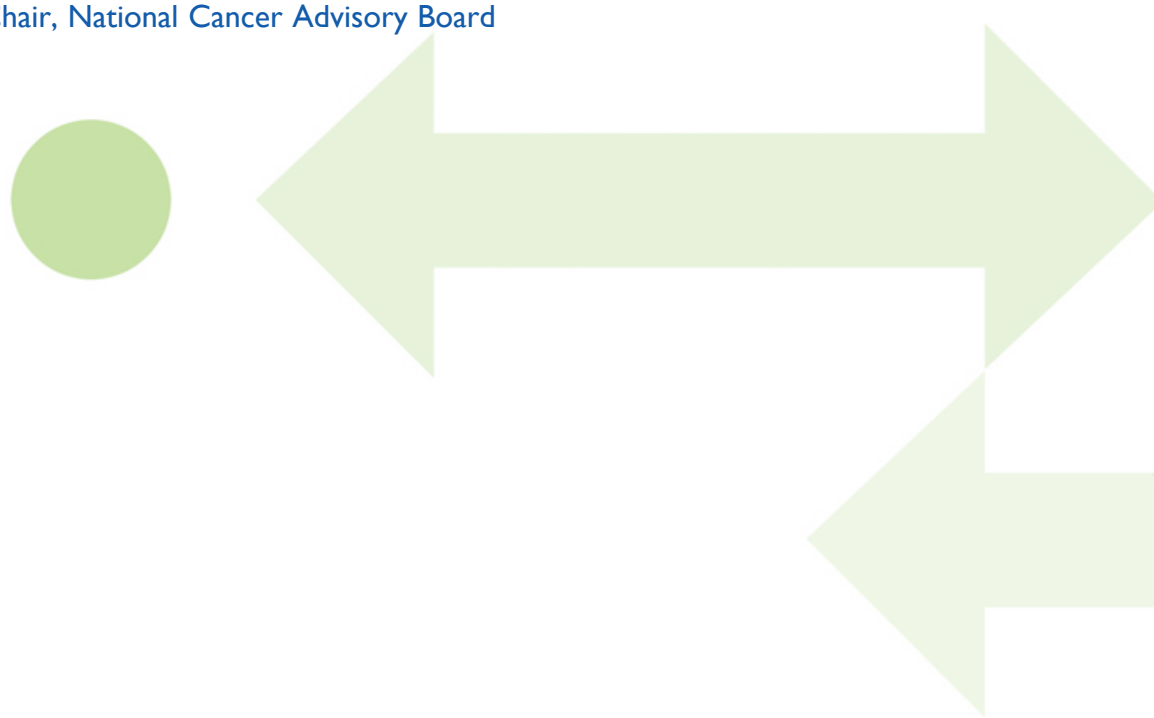
Cancer Communication
Health Information National Trends Survey
2003 and 2005

Health Information National Trends Survey

hints

> We began HINTS to fill a huge void in our understanding of the information environment in which the public, patients and people who care about cancer exist. Information is available from more sources than ever before. Thus, it is more important than ever before to understand how people get information about cancer and how they are affected by the information they find. HINTS is important for people at the NCI, but also for many audiences, including researchers, voluntary health organizations, advocates and other government agencies that develop and disseminate cancer information.

—Barbara K. Rimer, Dr PH, Dean
University of North Carolina at Chapel Hill
Former Director, DCCPS, NCI
Former Chair, National Cancer Advisory Board



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How to Use This Report

CONTENT:

The contents of this report were developed with guidance from health communication researchers and public health professionals. The content's purpose is twofold: to offer a snapshot at two different points in time of how the American public (18 years and older) is responding to changes in the health information environment, and to offer a suggestive look at how the public responds within that environment to questions about cancer prevention, diagnosis, and treatment.

AUDIENCE:

This report was designed with two primary audiences in mind. It is intended for use by health communication researchers who wish to use descriptive findings to generate new hypotheses for studying health communication and its influence on cancer-related knowledge, attitudes, and behaviors. It is also intended for use by trained health communication professionals as a complement to other sources of surveillance data which help steer strategic planning efforts.

PURPOSE:

This report is not intended to describe a comprehensive picture of the health information environment at these two points in time, nor is it intended to offer irrefutable evidence of causal relationships that are best studied under the controlled environment of the laboratory. Rather, the snapshots presented herein are intended to offer "hints" of where the opportunities exist to make a difference in population health through communication-related research and intervention.

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Abstract

OBJECTIVES

This report summarizes data from the 2003 and 2005 Health Information National Trends Survey (HINTS) on health communication and cancer communication, including an examination of the American public's:

- Media exposure
- Exposure to health information
- Internet usage for health
- Information seeking about cancer
- Perceptions of barriers to cancer information seeking
- Evaluation of information efficacy, recognition, and use of cancer information sources
- Cancer knowledge

The descriptive data summarized in this document are intended to inform public health practitioners of current trends in cancer communication and provide health researchers with a foundation for exploring and conducting research using HINTS data.

SOURCE OF DATA

Data for this report are from HINTS 2003 and HINTS 2005. HINTS is a cross-sectional health communication survey of the U.S. civilian, noninstitutionalized, adult population. The primary objective of the HINTS survey is to assess trends in health information usage over time and provide data for conducting fundamental research to assess the basic relationships among cancer-related communication, knowledge, attitudes, and behavior at the population level.

PRINCIPAL RESULTS

Population estimates of key health communication and cancer communication constructs from HINTS 2003 and 2005 are summarized in tabular, graphic, and geographic form. These results are highlighted in the text and describe estimates of media exposure, Internet usage for health information, cancer-related information seeking, sources of cancer information, trust in sources of cancer information, experiences with cancer information seeking, and cancer-related knowledge.

Keywords: *cancer communication, health communication, cancer information, health behavior*

Introduction

This report summarizes data from the 2003 and 2005 Health Information National Trends Survey (HINTS).

HINTS is a national health communication survey conducted biennially by the National Cancer Institute (NCI), which has the vital mission of developing and implementing programs that prevent and reduce the incidence of cancer. The task of planning, developing, and coordinating research on health communication relevant to cancer control falls within the realm of the Health Communication and Informatics Research Branch (HCIRB), in the Behavioral Research Program (BRP) in the Division of Cancer Control and Population Sciences (DCCPS) at the NCI. HINTS was designed to support the mission of the Branch and the Institute by providing a means to systematically evaluate the public's knowledge, attitudes, and behaviors relevant to health communication, which have not adequately been studied through other national data collection efforts prior to HINTS. HINTS aims to assess the public's use of health information in an environment of rapidly changing communication and informatics options, and to allow the NCI extramural community access to the data for conducting hypothesis-generating research into the relationship between health information, knowledge, attitudes, and behaviors.

HINTS was conceived during an NCI-sponsored risk communication conference in 1998. Attendees spanned a range of disciplines including communication, psychology, public health, health education, health behavior, journalism, and medicine. Prior risk communication research was reviewed and recommendations for future research were made. During this conference, attendees discussed the lack of population-level data about health information and health communication variables and encouraged the NCI to develop a national communication population survey to provide baseline and follow-up data on the populations' access to, need for, and use of cancer information.

This call for the development of a national cancer communication survey coincided with NCI launching a set of initiatives aimed at advancing the science of cancer control through basic science, surveillance, knowledge synthesis, and program delivery. Out of this set of initiatives, NCI designated an *Extraordinary Opportunity in Cancer Communication* in the fiscal year 2001 budget. Identification of cancer communication as an *extraordinary opportunity* allowed NCI to support scientific research to advance the discipline of cancer communication. A key component of the initiative was HINTS. Building upon the interdisciplinary recommendations of the 1998 risk communication conference, NCI developed a national survey to assess trends in health information usage over time and to periodically conduct fundamental research to assess the basic relationships among cancer-related communication, knowledge, attitudes, and behavior. The HINTS acronym suggests its purpose: to provide important insights (hints) into the health information needs and practices of the American public. Prominent constructs and resultant item development for HINTS were informed by the emerging theories of health communication (Glanz, Lewis, & Rimer, 1997), media usage (Viswanath & Finnegan, 1996), risk information processing (Croyle & Lerman, 1999; Fischhoff, Bostrom, & Quadrel, 1993), diffusion of innovations (Rogers, 1995) and behavior change (Weinstein, 1993). A more detailed discussion of the conceptual framework underlying item selection is published elsewhere (Nelson et al., 2004).

The HCIRB of the NCI has invested in a number of initiatives aimed at improving the ways in which the population becomes aware of and adopts cancer prevention and control messages. HINTS provides a mechanism for a population-level assessment of the efficacy of such messages in improving awareness, encouraging behavior change and in reducing death and suffering due to cancer.

NCI with its funded partner, Westat, created the first two administrations of what has become an ongoing, cross-sectional survey of the U.S. civilian, non-institutionalized, adult population. The HINTS survey strives to use the most scientifically rigorous and cutting edge methods of data collection. In 2003 and 2005, HINTS employed a random digit dialing (RDD) approach to obtain a probability sample of telephone numbers in the U.S. The HINTS instrument includes several established measures from other surveys; furthermore, the items included in HINTS are rigorously examined through extensive cognitive testing and field testing of the HINTS instruments.

The purpose of funding a national probability survey to assess health communication processes was to provide communication researchers, cancer centers, social scientists, and state cancer planners with research that has been conducted with exacting performance in order to minimize errors in coverage, sampling, and measurement (Dillman, 2000). The rigor with which HINTS has been developed and implemented places population scientists and health planners in a more effective position for refining the scientific knowledge base and planning population-based interventions.

HINTS was developed to assess cancer-relevant behavior (e.g., prevention, screening, treatment, etc.) in the population in order to evaluate the association of key communication constructs with behavioral outcomes and to monitor changes in the rapidly evolving field of health communication. To this end, HINTS stakes out a middle ground between large-scale epidemiological surveillance and smaller scale, non-nationally representative surveys of health communication. HINTS is not intended to be a large-scale epidemiological surveillance tool for health behaviors in the population; rather it aims to complement existing health surveillance tools, such as the Behavioral Risk Factor Surveillance System (BRFSS) and the National Health Interview Survey (NHIS). The HINTS instrument includes some key behavioral items adopted from BRFSS and NHIS to allow for comparison of estimates obtained in HINTS with those obtained from the larger samples drawn in BRFSS and NHIS.

This report summarizes estimates of health communication and cancer communication, including an examination of the American public's exposure to various media, exposure to health information, Internet usage for health, information seeking about cancer, perceptions of barriers to cancer information seeking, evaluation of information efficacy, and recognition and use of cancer information sources from HINTS 2003 and HINTS 2005. Estimates presented in this report are from health communication, cancer communication, and cancer knowledge items surveyed in HINTS 2003 and/or HINTS 2005. Some of the items used in 2003 were repeated in 2005. Estimates are given for sociodemographically defined subgroups according to age, gender, race/ethnicity, educational attainment, and annual household income. These estimates are summarized in tabular, graphic, and geographic form. The geographic distributions of selected HINTS 2003 and 2005 items are shown in Geographic Information Systems (GIS) maps.

Methods

DATA SOURCE

Data for this report are from HINTS 2003 and HINTS 2005. The primary objective of the HINTS survey is to assess trends in health information usage over time and provide data for conducting fundamental research to assess the basic relationships among cancer-related communication, knowledge, attitudes, and behavior. HINTS is a cross-sectional health communication survey of the U.S. civilian, noninstitutionalized, adult population.

DATA COLLECTION PROCEDURES

Data for HINTS 2003 were collected from October 2002 through April 2003 and the data for HINTS 2005 were collected from February 2005 through August 2005. A list-assisted method was used to obtain the samples. This method draws a random sample of telephone numbers from all working Abanks@[1] of telephone numbers within the U.S. Only banks with one or more working numbers (1+ banks) were sampled. Pre-screening was used to eliminate as many business, fax, and cell phone numbers as possible from the sample of telephone numbers given that these numbers were not intended for inclusion in the sampled banks. One adult was selected at random per household; for households with three or more eligible adults, the adult who had the most recent birthday was selected. In 2003, non-Hispanic Blacks and Hispanics were oversampled. Data were collected by trained interviewers using the BlaiseJ computer-assisted telephone interviewing (CATI) system, which automated the processes of call scheduling, interviewing, and data collection for quality control purposes. To improve data quality, ongoing review and editing of data was conducted throughout the data collection phase. After the English language version of the instrument was finalized, a Spanish language version of the questionnaire was developed by a team of bilingual translators who translated from English into Spanish first, and then back-translated from Spanish to English as a quality control check.

ESTIMATION PROCEDURES

Sampling weights and replicate sampling weights were assigned to every sampled adult who completed the HINTS questionnaire. The nationally-representative estimates in this report were produced using these weights. All standard errors for these estimates were produced utilizing the jackknife variance estimation technique. This technique was compatible with the complex sample design and weighting procedures used for HINTS. Further documentation of the sampling plan and sample weights for HINTS 2003 and 2005 have been published elsewhere (Nelson et al., 2004; HINTS 2003 and HINTS 2005 Final Report, http://cancercontrol.cancer.gov/hints/index.jsp).

LIMITATIONS OF DATA

Cross-sectional Data

Since HINTS is a cross-sectional survey, it is not possible to assess change over time at the level of the individual. However, the biennial administration of HINTS does allow for examination of trends over time at the population level.

Response Rates

The final response rate for the HINTS 2003 household screener was 55% and the final response rate for extended interview was 62.8%. In 2005, these numbers were somewhat lower (screener 34.0%, extended 61.3%). These rates are comparable to other national telephone surveys (Nelson, Powell-Griner, Town, & Kovar, 2003) and reflect a trend in survey research (de Leeuw & de Heer, 2002; Goyder, Warriner, & Miller, 2002). Low response rates that reflect systematic differences between those who respond and those who do not may limit the generalizability of the results to populations represented by responders. Non-response analyses of the HINTS 2005 data are under way to assess the extent to which low response rates have contributed to response bias. Furthermore, future itera-

[1] Abanks@ are groupings of telephone numbers based on the first five digits available for customer assignment; the Abanks@ for HINTS were obtained from a vendor that supplies telephone numbers for sample surveys.

tions of the HINTS survey will explore design options and methodological approaches that may result in improved response rates. HINTS 2007, which is currently under development, will utilize a mixed-mode data collection method using dual sampling frames. An RDD telephone survey as well as a mailed questionnaire will be implemented. With declining response rates in telephone surveys, it is crucial that alternative methodological approaches be explored.

Estimation Error

The size of samples drawn from HINTS does not support the calculation of population estimates with the degree of accuracy found in larger epidemiological health surveys such as the BRFSS or NHIS. The sample sizes drawn for BRFSS and NHIS allow for the generation of population estimates with a small degree of error, whereas the degree of error associated with estimates from HINTS is somewhat larger due to the smaller sample size.

STRENGTHS OF HINTS DATA

HINTS is unique among other national survey efforts in its surveillance of health communication constructs in the population. HINTS is the first general population survey designed to provide researchers with a continuing source of surveillance data from which to compare trends in health information usage over time. Cancer-relevant communication has been shown to play a key role in the reduction of cancer burden (Hiatt & Rimer, 1999; Viswanath, 2005). For example, information seeking has been shown to be important in effective coping, stress reduction, improved understanding of the cancer disease process, and social support (see van Der Molen, 2003 for review). Furthermore, the complexity of cancer-related information about prevention, early detection, treatment, recovery, and end-of-life challenges the public to remain abreast of the rapidly growing scientific and clinical understanding of this disease. These findings, coupled with the recent "explosion" of available cancer-related information through various media including television coverage, print coverage, and the Internet (Viswanath, 2005) underscore the important contribution of the HINTS survey. HINTS provides a means to systematically evaluate the public's knowledge, attitudes, and behaviors relevant to health communication, which have not adequately been studied through other nationally representative data collection efforts (Nelson et al., 2004).

FURTHER INFORMATION ABOUT HINTS

The latest updates on HINTS can be obtained from the HINTS Web site: http://hints.cancer.gov

Health Information National Trends Survey (HINTS) Web site (http://hints.cancer.gov)

> "The updated website reflects NCI's commitment to public data sharing by making the science of cancer communication easily accessible to multiple audiences."
>
> —Robert Croyle, PhD
> National Cancer Institute

The HINTS Web site provides users with easily-accessible and timely information to support research and program planning. The site facilitates learning about HINTS, provides a mechanism for viewing HINTS findings, and provides the necessary tools for conducting research using HINTS data. Features include:

Learn about HINTS: The HINTS site summarizes the key aims of the HINTS survey and describes how the data are used. In addition, the site archives prior NCI presentations to provide background to the survey and the analytic methodologies appropriate for nationally weighted probability samples. The site also summarizes the schedule of events related to the HINTS survey.

View HINTS Findings: The HINTS Web site provides survey data in a customized, searchable format that allows visitors to retrieve summarized weighted and unweighted data in a variety of tabular or graphical formats. Specifically, the Web site facilitates examination of HINTS findings through this mechanism, which allows users to examine HINTS results for each survey item in tabular and graphic form.

Conduct HINTS Research: The interactive HINTS Web site allows public health professionals and scientists to access the HINTS data and related documents. The Web site features downloadable public-use data and associated documentation in both SAS® and SPSS® formats. Prior HINTS instruments and related survey materials including sampling plans, and survey implementation documentation are also available. Instructions for using HINTS data are also included on the site. Prior publications and presentations of HINTS data also are documented.

Data Summaries: Summary descriptions of HINTS data are available at the Web site including electronic HINTS brochures, fact sheets, and HINTS Briefs that highlight findings from the HINTS data. These materials summarize key findings for HINTS analyses and document presentations and publications that have used HINTS data.

HINTS Briefs have featured such topics as population knowledge of human papilloma virus (HPV), cancer screening, and physical activity.

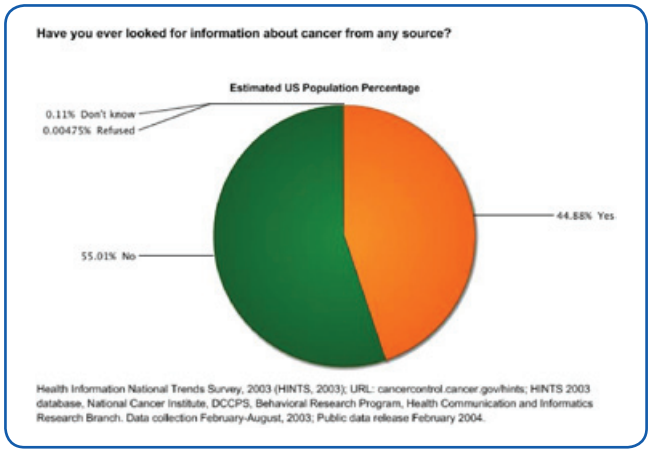
HINTS Electronic Codebook – Tabular Output

[HC-9] Have you ever looked for information about cancer from any source?

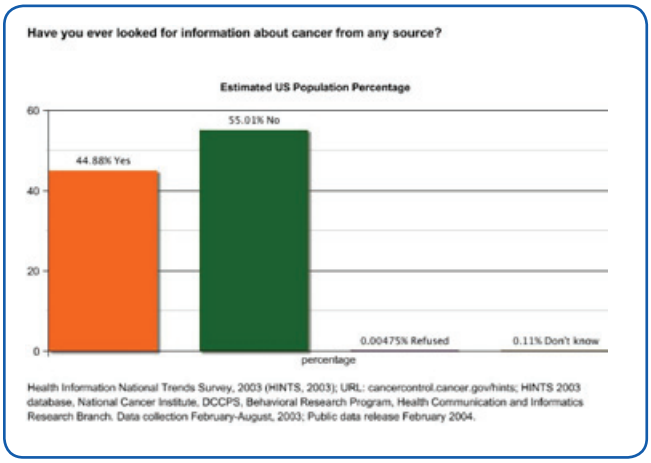
2003

	Estimated U.S. Adult Population		Survey Data	
Response	Number	Percentage	Sample Responses	Sample Percentage
1 Yes	94,004,369	44.8%	3,011	47.2%
2 No	115,212,378	55.0%	3,348	52.5%
8 Refused	9,944	0.0%	1	0.0%
9 Don't know	227,701	0.1%	9	0.1%
Total	-	100%	6,369	100%

HINTS Electronic Codebook – Graphic Output (Pie Chart)



HINTS Electronic Codebook – Graphic Output (Bar Chart)



Results

OVERVIEW

This section provides brief, bulleted summaries highlighting top level estimates summarized in tabular, graphic, and geographic form.

Analysis

To account for the multistage sample design of HINTS, SUDAAN was used to calculate population estimates and confidence intervals (CIs). Estimates were weighted using sample weights to produce nationally-representative values for the adult, non-institutionalized population of the United States. Every sampled adult who completed a questionnaire in the HINTS received a final sample weight. These sample weights were used in aggregating survey questionnaire answers for the purpose of computing nationally representative estimates.

A CI for a population parameter is the interval between two numbers with an associated probability generated from a random sample of the underlying population. If repeated samples were drawn and the CI recalculated for each sample according to the same method, a proportion of the CIs would contain the population parameter.

For additional information about the weighting methods used with HINTS data, see the HINTS Final Report, Chapter 3.

Table 1 Sociodemographic Characteristics

	Counts		Weighted Percentages and Confidence Intervals	
	HINTS 2003	HINTS 2005	HINTS 2003	HINTS 2005
TOTAL	6369	5586	100.0	100.0
GENDER				
Male	2521	1929	48.1 (48.0, 48.2)	48.1 (48.1, 48.1)
Female	3848	3657	51.9 (51.8, 52.0)	51.9 (51.9, 51.9)
AGE GROUP				
18-34	1655	1037	31.2 (30.8, 31.6)	31.0 (30.7, 31.4)
35-49	1954	1490	31.0 (30.7, 31.4)	30.1 (29.7, 30.5)
50-64	1492	1522	21.5 (21.1, 21.9)	22.8 (22.5, 23.1)
65-79	943	1122	12.9 (12.4, 13.3)	12.6 (12.2, 13.0)
80+	299	397	3.4 (3.1, 3.8)	3.5 (3.1, 3.9)
RACE/ETHNICITY				
White, non-Hispanic	4276	4103	71.8 (70.9, 72.6)	69.9 (68.5, 71.2)
Black, non-Hispanic	716	438	10.5 (10.1, 10.9)	10.0 (9.1, 11.0)
Hispanic	764	496	11.7 (11.4, 12.0)	13.0 (12.0, 14.0)
Non-Hispanic Other	312	299	6.0 (5.3, 6.8)	7.1 (6.1, 8.4)
HOUSEHOLD INCOME				
Less than $25,000	1709	1307	29.1 (27.6, 30.6)	25.8 (24.0, 27.7)
$25,000 to < $50,000	1745	1217	30.7 (29.0, 32.5)	24.9 (23.0, 26.8)
$50,000 to < $75,000	955	924	17.4 (16.3, 18.6)	21.5 (19.6, 23.5)
$75,000 or more	1214	1150	22.7 (21.6, 24.0)	27.8 (25.8, 29.8)
EDUCATION				
Less than High School	747	687	16.9 (16.6, 17.2)	14.5 (13.9, 15.1)
High School Graduate	1828	1447	32.0 (31.6, 32.3)	29.9 (29.0, 30.8)
Some College	1637	1545	26.8 (26.5, 27.1)	32.2 (31.1, 33.2)
College Graduate or Beyond	1927	1696	24.3 (24.0, 24.6)	23.5 (23.0, 23.9)

Smoothed continuous-surface (isopleth) maps were used to visualize regional geographic variation in a 'weather-map' fashion. These maps used weighted estimates and employed a "head-banging" algorithm that borrows information from neighboring states for those with relatively small sample sizes (for more information see: http://srab.cancer.gov/headbang/).

Note: Alaska and Hawaii are not included in the resulting maps because they are not contiguous neighbors of other states.

These maps are used to provide visual data for possible geographic relationships with HINTS cancer-related knowledge variables and also media exposure and usage to inform potential health interventions. Another potential use of the maps is to generate hypotheses, perhaps by examining the geographic distribution of HINTS data with other demographic data (e.g., level of education) found on the Census data site (see: http://factfinder.census.gov).

The maps are not intended to provide specific state-level estimates of HINTS variables due to instability in some state values from relatively small sample sizes. All analyses reported are intended to be purely exploratory and descriptive in nature and are not intended to test hypotheses.

The results presented are organized into the following three main content areas: 1) Health Communication; 2) Cancer Communication; and 3) Cancer Knowledge.

Sample Characteristics

Demographics (HINTS 2003 and HINTS 2005)

- Table 1 on page 11 summarizes the HINTS 2003 (n=6369) and HINTS 2005 (n=5586) samples in terms of sex, age, race/ethnicity, income, and education.

HEALTH COMMUNICATION

This section describes estimates of media exposure and Internet use for health from HINTS 2003 and 2005.

Media Exposure

Exposure to Television, Radio, and Newspaper (2003 and 2005)

Estimates of average exposure to television, radio, and newspaper for 2003 and 2005 are summarized in Figure 1.

Television

- Hours spent watching television per weekday were similar in both 2003 (3.2 hours/day) and 2005 (3.1 hours/day).

Radio

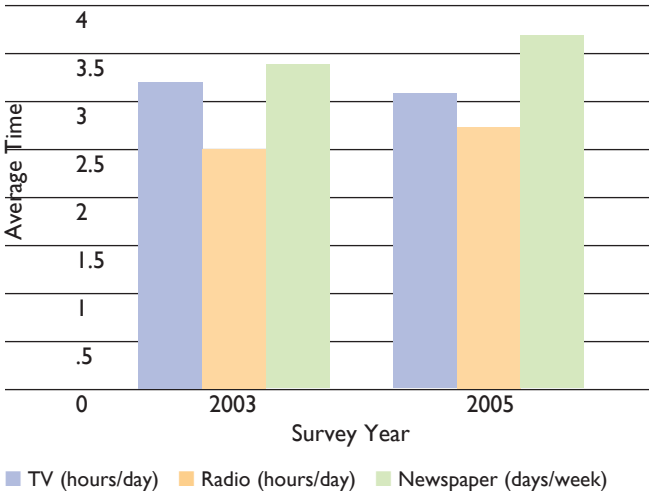
- Hours spent listening to the radio per weekday were similar in both 2003 (2.5 hours/day) and 2005 (2.7 hours/day).

Newspaper

- Days spent reading the newspaper per week were similar in both 2003 (3.4 days/week) and 2005 (3.7 days/week).

Figure 1 Exposure to Television, Radio, and Newspaper (2003 and 2005)

On a typical weekday, about how many hours do you watch TV (listen to the radio)? In the past seven days, how many days did you read a newspaper?



Internet Usage for Health

Using the Internet for Health (2003 and 2005)

Estimates of using the Internet for health-related reasons in 2003 and 2005 are summarized in Figure 2.

Look for Medical Information on Internet for Self

- In 2003, 50.7% of respondents reported looking for health or medical information on the Internet for themselves; in 2005, 58.4% of respondents reported looking for health or medical information on the Internet for themselves.

Look for Medical Information on Internet for Others

- In 2003, 45.8% of respondents reported looking for health or medical information on the Internet for others; in 2005, 59.5% of respondents reported looking for health or medical information on the Internet for others.

Buy Medicine or Vitamins Online

- In 2003, 9.1% of respondents reported buying medicine or vitamins online; in 2005 12.8% of respondents reported buying medicine or vitamins online

Participate in Online Support Groups

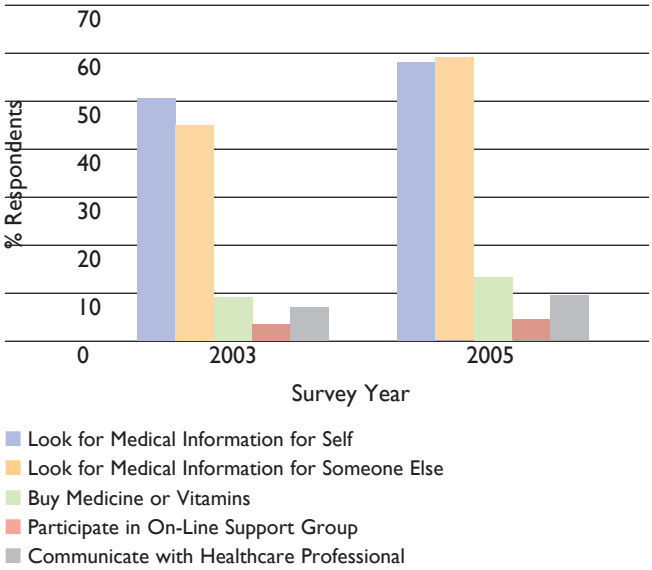
- The percentage of respondents who reported participation in online support groups were the same in 2003 (3.9%) and 2005 (3.9%).

Communicate with Doctor or Doctor's Office via the Internet

- In 2003, 7.0% of respondents reported online communication with a doctor or doctor's office; in 2005, 10.0% of respondents reported online communication with a doctor or doctor's office.

Figure 2 Using the Internet for Health (2003 and 2005)

In the past 12 months, have you done the following things while using the Internet?



> "The survey is not only a surveillance tool, but can be used to study relationships of how knowledge about health care is dependent on channels of communication."
>
> —Bradford Hesse, PhD
> National Cancer Institute

Table 2 Typical Exposure to TV, Radio, and Newspaper, by Sociodemographics

Weighted Averages and 95% Confidence Intervals

	TYPICAL EXPOSURE TO MEDIA SOURCES			
	TV (Hrs per Weekday)		Radio (Hrs per Weekday)	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	3.2 (3.1, 3.2)	3.1 (3.0, 3.2)	2.5 (2.4, 2.6)	2.7 (2.6, 2.8)
GENDER				
Male	3.0 (2.9, 3.1)	3.0 (2.9, 3.2)	2.6 (2.5, 2.7)	2.8 (2.6, 3.0)
Female	3.3 (3.2, 3.4)	3.2 (3.0, 3.3)	2.4 (2.3, 2.5)	2.6 (2.4, 2.7)
AGE GROUP				
18-34	3.0 (2.8, 3.1)	2.9 (2.7, 3.2)	3.0 (2.8, 3.2)	2.8 (2.6, 3.0)
35-49	2.8 (2.7, 3.0)	2.7 (2.6, 2.8)	2.5 (2.4, 2.7)	3.0 (2.8, 3.2)
50-64	3.3 (3.1, 3.4)	3.4 (3.2, 3.6)	2.1 (2.0, 2.3)	2.4 (2.2, 2.7)
65-79	4.0 (3.7, 4.2)	3.6 (3.5, 3.8)	1.9 (1.7, 2.1)	2.2 (2.0, 2.5)
80+	3.9 (3.6, 4.2)	3.9 (3.6, 4.3)	1.8 (1.5, 2.1)	2.4 (1.8, 2.9)
RACE/ETHNICITY				
White, non-Hispanic	3.0 (2.9, 3.1)	2.9 (2.8, 3.0)	2.3 (2.3, 2.4)	2.6 (2.5, 2.7)
Black, non-Hispanic	4.1 (3.9, 4.4)	4.5 (4.0, 5.0)	2.8 (2.5, 3.2)	3.0 (2.5, 3.6)
Hispanic	3.1 (2.8, 3.3)	2.8 (2.5, 3.0)	2.5 (2.3, 2.8)	2.5 (2.2, 2.9)
Non-Hispanic Other	3.5 (2.7, 4.2)	3.7 (3.0, 4.3)	2.9 (2.4, 3.4)	3.2 (2.5, 3.9)
HOUSEHOLD INCOME				
Less than $25,000	3.9 (3.7, 4.1)	3.8 (3.6, 4.1)	2.5 (2.2, 2.7)	2.8 (2.5, 3.1)
$25,000 to < $50,000	3.2 (3.0, 3.3)	3.1 (2.9, 3.2)	2.7 (2.6, 2.9)	2.8 (2.5, 3.1)
$50,000 to < $75,000	2.7 (2.5, 2.8)	3.0 (2.7, 3.2)	2.5 (2.3, 2.8)	2.8 (2.6, 3.1)
$75,000 or more	2.4 (2.3, 2.5)	2.4 (2.3, 2.6)	2.1 (2.0, 2.3)	2.5 (2.2, 2.7)
EDUCATION				
Less than High School	3.7 (3.5, 4.0)	3.9 (3.6, 4.3)	2.5 (2.2, 2.8)	3.0 (2.7, 3.3)
High School Graduate	3.5 (3.4, 3.7)	3.4 (3.2, 3.5)	2.7 (2.5, 2.8)	3.0 (2.7, 3.3)
Some College	3.1 (2.9, 3.2)	3.1 (2.9, 3.2)	2.6 (2.5, 2.8)	2.7 (2.5, 2.9)
College Graduate or Beyond	2.3 (2.3, 2.4)	2.3 (2.2, 2.4)	1.9 (1.8, 2.0)	2.1 (2.0, 2.2)

Newspaper (Days per Week)	
HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
3.4 (3.3, 3.5)	3.7 (3.5, 3.8)
3.6 (3.4, 3.7)	3.7 (3.5, 3.9)
3.3 (3.2, 3.4)	3.6 (3.5, 3.7)
2.5 (2.3, 2.6)	2.3 (2.0, 2.5)
3.1 (3.0, 3.3)	3.4 (3.2, 3.6)
4.0 (3.9, 4.2)	4.4 (4.2, 4.6)
4.9 (4.7, 5.2)	5.3 (5.1, 5.6)
4.8 (4.4, 5.2)	5.6 (5.3, 6.0)
3.7 (3.6, 3.8)	4.0 (3.8, 4.1)
3.1 (2.9, 3.4)	3.2 (2.7, 3.6)
2.0 (1.7, 2.2)	2.3 (2.0, 2.6)
2.9 (2.5, 3.2)	3.7 (3.1, 4.3)
2.8 (2.6, 3.0)	3.2 (2.9, 3.4)
3.4 (3.3, 3.6)	3.8 (3.6, 4.1)
3.9 (3.7, 4.1)	3.7 (3.4, 4.0)
3.9 (3.8, 4.1)	3.9 (3.7, 4.1)
2.2 (1.9, 2.4)	3.0 (2.7, 3.3)
3.5 (3.3, 3.6)	3.8 (3.5, 4.1)
3.6 (3.4, 3.8)	3.5 (3.3, 3.7)
4.0 (3.9, 4.2)	4.1 (3.9, 4.3)

Estimates of media exposure suggest that use of media source differs by sociodemographic variables; in particular, education.

Table 3 Internet Health Information Seeking and Communication, by Sociodemographics

Weighted Averages and 95% Confidence Intervals

	HEALTH INFORMATION SEEKING (INTERNET USERS ONLY) Did You Use the Internet to…			
	Look for Medical Information for Self		Look for Medical Information for Other	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	50.7 (48.8, 52.6)	58.4 (55.6, 61.2)	45.8 (43.8, 47.9)	59.5 (57.3, 61.6)
GENDER				
Male	43.0 (40.1, 46.1)	50.8 (46.2, 55.3)	39.4 (36.0, 42.9)	52.7 (48.7, 56.6)
Female	58.1 (55.4, 60.8)	65.5 (61.8, 69.1)	52.2 (49.6, 54.7)	65.8 (63.0, 68.5)
AGE GROUP				
18-34	52.9 (50.2, 55.5)	56.6 (51.4, 61.7)	44.3 (40.9, 47.8)	56.4 (51.1, 61.5)
35-49	50.1 (46.7, 53.5)	60.4 (56.5, 64.2)	50.4 (46.8, 54.0)	66.6 (63.1, 69.9)
50-64	51.6 (47.5, 55.7)	61.0 (56.9, 64.9)	44.7 (40.4, 49.1)	59.3 (55.2, 63.3)
65-79	39.0 (33.4, 45.0)	51.7 (44.0, 59.3)	33.3 (27.6, 39.6)	45.4 (39.6, 51.3)
80+	19.4 (8.4, 38.7)	35.8 (17.6, 59.3)	13.7 (4.9, 32.8)	20.1 (8.4, 40.6)
RACE/ETHNICITY				
White, non-Hispanic	52.0 (49.8, 54.2)	59.5 (56.8, 62.1)	48.1 (45.9, 50.2)	61.3 (58.6, 63.8)
Black, non-Hispanic	47.5 (41.3, 53.8)	53.3 (43.0, 63.3)	36.3 (29.5, 43.8)	49.4 (39.0, 60.0)
Hispanic	42.8 (35.8, 50.0)	53.5 (43.1, 63.7)	40.0 (33.4, 47.0)	55.1 (45.1, 64.7)
Non-Hispanic Other	54.1 (44.4, 63.5)	62.7 (50.4, 73.5)	50.5 (41.8, 59.3)	61.7 (49.2, 72.8)
HOUSEHOLD INCOME				
Less than $25,000	45.5 (39.8, 51.2)	60.4 (53.7, 66.7)	39.5 (34.7, 44.5)	62.3 (55.1, 69.0)
$25,000 to < $50,000	48.6 (44.4, 52.8)	53.5 (47.5, 59.3)	41.9 (38.6, 45.3)	55.2 (49.2, 61.1)
$50,000 to < $75,000	54.2 (50.3, 58.1)	55.6 (49.8, 61.4)	49.6 (45.1, 54.1)	59.9 (55.2, 64.4)
$75,000 or more	55.5 (52.1, 58.9)	64.3 (59.6, 68.7)	54.3 (50.9, 57.7)	65.4 (60.9, 69.7)
EDUCATION				
Less than High School	37.9 (29.9, 46.6)	33.8 (21.6, 48.6)	28.3 (19.1, 39.8)	44.7 (31.1, 59.1)
High School Graduate	42.8 (39.3, 46.3)	49.6 (43.9, 55.2)	37.9 (35.0, 40.8)	50.5 (45.6, 55.5)
Some College	52.1 (48.9, 55.2)	58.2 (53.2, 63.1)	46.8 (43.3, 50.2)	59.5 (54.7, 64.2)
College Graduate or Beyond	58.5 (55.4, 61.5)	69.0 (65.1, 72.6)	56.1 (53.5, 58.7)	68.3 (64.8, 71.6)

Buy Medicine or Vitamins		Participate in Online Support Group		Communicate with Doctor or Doctor's Office	
HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
9.1 (8.0, 10.3)	12.8 (11.6, 14.1)	3.9 (3.0, 5.1)	3.9 (3.2, 4.7)	7.0 (6.1, 8.0)	9.6 (8.3, 11.1)
10.0 (8.4, 11.9)	11.7 (9.6, 14.1)	2.6 (1.7, 3.8)	3.2 (2.1, 4.8)	7.6 (6.2, 9.4)	7.9 (6.0, 10.2)
8.2 (7.2, 9.3)	13.8 (12.1, 15.7)	5.3 (4.0, 7.0)	4.6 (3.8, 5.5)	6.4 (5.5, 7.4)	11.2 (9.5, 13.2)
5.5 (4.2, 7.1)	7.2 (5.7, 9.0)	4.1 (2.9, 5.7)	3.1 (1.9, 5.0)	6.4 (4.9, 8.2)	10.2 (7.3, 14.1)
9.1 (7.4, 11.1)	14.7 (12.0, 17.8)	4.1 (2.7, 6.1)	4.9 (3.6, 6.7)	6.8 (5.4, 8.4)	9.3 (7.3, 11.8)
15.4 (12.9, 18.2)	18.8 (15.9, 22.0)	3.8 (2.6, 5.7)	4.4 (3.2, 5.9)	9.3 (7.3, 11.9)	10.1 (7.7, 13.1)
11.9 (7.6, 18.1)	16.5 (12.2, 22.1)	2.5 (1.1, 5.8)	2.5 (1.1, 5.6)	4.6 (2.7, 7.6)	6.9 (4.5, 10.5)
9.0 (2.5, 27.1)	4.2 (0.8, 18.3)	5.2 (0.6, 32.2)	0.0 (0.0, 0.0)	10.7 (2.3, 38.1)	2.7 (0.3, 18.4)
9.8 (8.5, 11.4)	13.2 (11.7, 14.9)	4.0 (2.9, 5.4)	3.7 (2.9, 4.8)	7.3 (6.2, 8.5)	9.5 (7.8, 11.5)
5.2 (3.1, 8.4)	12.1 (7.6, 18.6)	4.8 (2.9, 7.7)	5.3 (2.0, 13.3)	6.1 (3.9, 9.7)	11.3 (6.6, 18.9)
6.6 (4.3, 10.0)	8.7 (4.7, 15.4)	2.1 (0.9, 4.7)	3.1 (1.1, 8.0)	6.4 (3.8, 10.7)	5.9 (2.6, 13.2)
11.6 (7.6, 17.4)	12.7 (8.0, 19.7)	5.8 (2.9, 11.4)	4.3 (1.7, 10.3)	7.2 (3.9, 13.0)	13.5 (8.4, 21.0)
5.6 (3.8, 8.1)	10.2 (7.1, 14.4)	6.2 (3.9, 9.8)	7.2 (3.8, 13.1)	7.9 (5.5, 11.3)	7.6 (5.0, 11.3)
7.9 (6.4, 9.6)	13.4 (10.3, 17.4)	4.7 (3.0, 7.2)	4.5 (3.0, 6.8)	5.9 (4.5, 7.7)	8.4 (6.1, 11.5)
10.2 (7.3, 14.0)	16.5 (12.8, 21.0)	4.0 (2.7, 5.9)	3.5 (2.2, 5.5)	6.5 (4.7, 9.0)	8.4 (5.9, 11.8)
12.5 (10.6, 14.7)	12.0 (9.7, 14.7)	2.4 (1.5, 3.8)	3.3 (2.3, 4.5)	9.2 (7.3, 11.5)	12.8 (9.7, 16.6)
2.4 (0.9, 6.8)	7.8 (3.4, 17.0)	4.2 (1.5, 11.5)	2.3 (0.4, 11.6)	3.2 (1.2, 8.0)	8.3 (3.1, 20.3)
8.1 (5.8, 11.2)	12.0 (9.3, 15.5)	3.5 (2.4, 5.1)	3.6 (2.1, 6.1)	3.5 (2.5, 4.9)	6.6 (4.6, 9.5)
9.7 (8.0, 11.8)	12.4 (10.3, 15.0)	5.0 (3.2, 7.9)	4.1 (2.8, 6.1)	7.3 (5.7, 9.2)	10.1 (7.6, 13.3)
11.1 (9.6, 12.8)	14.5 (12.7, 16.5)	3.3 (2.4, 4.6)	4.3 (3.3, 5.4)	10.3 (8.7, 12.1)	11.7 (10.0, 13.6)

CANCER COMMUNICATION

This section summarizes estimates of cancer information seeking, information sources, trust in information sources, and confidence in one's ability to obtain information.

Information Seeking About Cancer

Cancer Information Seeking (2003 and 2005)

Estimates of looking for cancer-related information in 2003 and 2005 are summarized in Figure 3.

Looked for Information about Cancer

- In 2003, 44.9% of respondents reported looking for cancer information for themselves; in 2005, 48.7% of respondents reported looking for cancer information for themselves.

Someone Else Looked for Cancer Information for You

- The percentage of respondents who reported that someone else looked for cancer information for them was fairly similar in 2003 (16.8%) and 2005 (16.6%).

Average Time (in days) Since Last Search for Cancer Information

- In 2003, 541 days was the average time since last search for cancer information; this average was 639.7 in 2005.

Sources of Cancer Information: Use, Preference, Awareness

Sources of Cancer Information (2003 and 2005)

Estimates of the sources that Americans turn to for cancer information in 2003 and 2005 are summarized in Figure 4.

Printed Material

- In 2003, 27.9% of respondents reported printed material as the source for their most recent search for cancer information; in 2005, 15.5% of respondents reported printed material as the source for their most recent search for cancer information.

Interpersonal Source

- In 2003, 2.9% of respondents reported interpersonal sources (e.g., friends, coworkers) as the source for their most recent search for cancer information; in

Figure 3 Cancer Information Seeking (2003 and 2005)

Have you ever looked for information about cancer from any source?

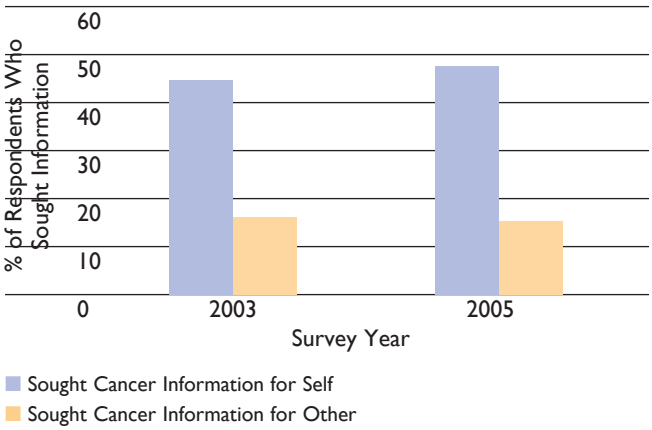
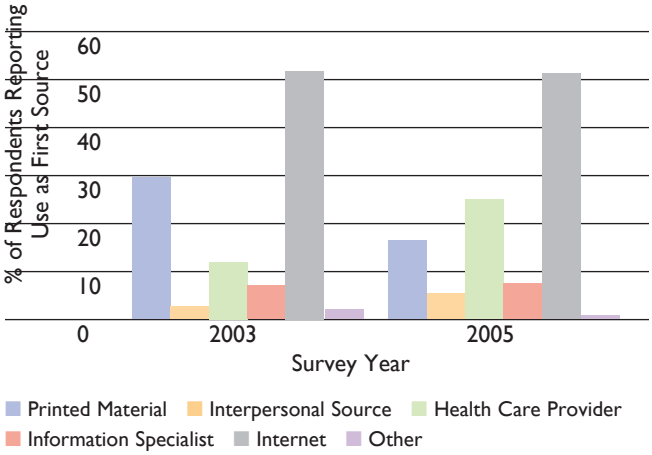


Figure 4 Actual Sources of Cancer Information (2003 and 2005)

The most recent time you wanted information on cancer, where did you go first?



2005, 5.0% of respondents reported interpersonal sources as the source for their most recent search for cancer information.

Health Care Provider

- In 2003, 10.9% of respondents reported a health care provider as the source for their most recent search for cancer information; in 2005, 23.5% of respondents reported a health care provider as the source for their most recent search for cancer information.

Information Specialist

- The percentage of respondents who reported an information specialist as the source for their most recent search for cancer information was similar in 2003 (7.2%) and 2005 (7.5%).

Internet

- The percentage of respondents who reported the Internet as the source for their most recent search for cancer information was similar in 2003 (48.6%) and 2005 (47.6%).

Data suggest a growing disconnect between respondents' actual (Internet) and preferred (health care professional) source of health information.

Preferred Source for Cancer Information (2003 and 2005)

Estimates of the preferred source for cancer information in 2003 and 2005 are summarized in Figure 5.

Printed Material

- The percentage of respondents who reported printed material as their preferred source of cancer information was similar in 2003 (2.9%) and 2005 (2.8%).

Interpersonal Source

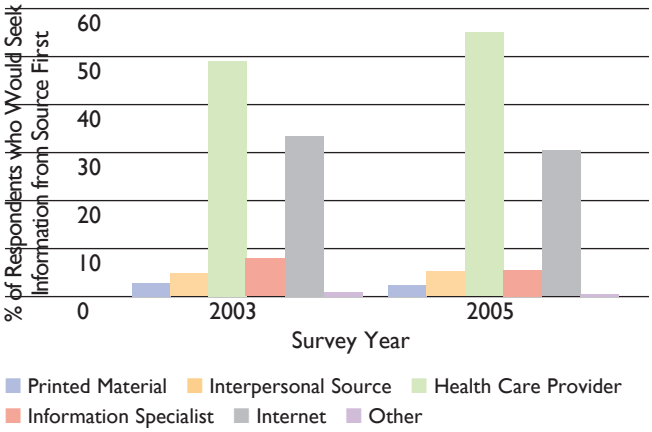
- The percentage of respondents who reported an interpersonal source as their preferred source of cancer information was similar in 2003 (4.6%) and 2005 (5.6%).

Health Care Provider

- In 2003, 49.5% of respondents reported a health-care professional as their preferred source of cancer information; in 2005, 55.0% of respondents reported a health care professional as their preferred source of cancer information.

Figure 5 Preferred Source for Cancer Information (2003 and 2005)

Imagine that you had a strong need to get information about cancer. Where would you go first?



Information Specialist

- The percentage of respondents who reported an information specialist as their preferred source of cancer information was similar in 2003 (8.1%) and 2005 (5.6%).

Internet

- Overall, there was a significant decrease in the percentage of respondents who reported the Internet as their preferred source of cancer information from 2003 (34.2%) to 2005 (27.8%).

Surrogate Sources of Cancer Information (2003 and 2005)

Estimates of cancer information seeking by surrogate source in 2003 and 2005 are summarized below.

Spouse or Other Family

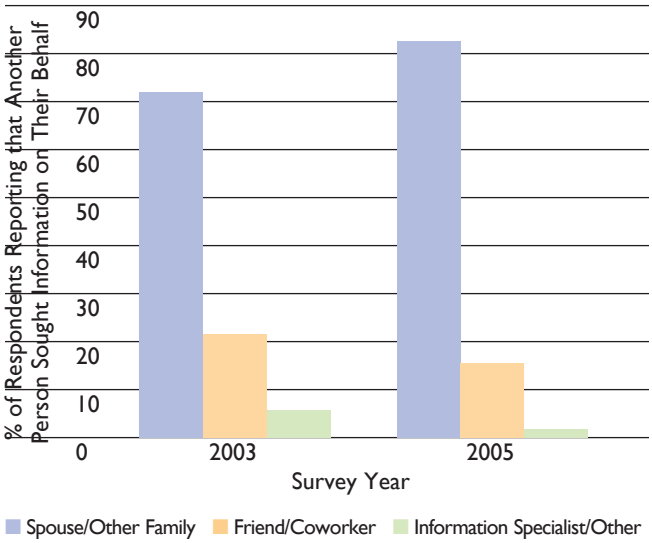
- In 2003, among respondents who indicated that someone else sought cancer information for them, 72.5% of respondents identified their spouse or other family member as the person who sought cancer information on their behalf; in 2005, 82.2% of respondents identified their spouse or other family member as the person who sought cancer information on their behalf.

Friend or Co-Worker

- In 2003, among respondents who indicated that someone else sought cancer information for them, 21.5% of respondents identified a friend or co-worker as the person who sought cancer information on their behalf; in 2005, 15.9% of respondents identified a friend or co-worker as the person who sought cancer information on their behalf.

Figure 6 Surrogate Sources of Cancer Information (2003 and 2005)

Not including your doctor or other health care provider, has someone else ever looked for information about cancer for you? Who was that? [that looked for information about cancer for you?]



Information Specialist or Other[2]

- In 2003, among respondents who indicated that someone else sought cancer information for them, 6.0% of respondents identified an information specialist or other as the person who sought cancer information on their behalf; in 2005, 1.9% of respondents identified an information specialist or other as the person who sought cancer information on their behalf.

Cancer Information Seeking and Usefulness of Information on the Internet

Looked for Cancer Information on the Internet

- In 2003, 20.5% of respondents reported looking for cancer information on the Internet; in 2005, 28.2% of respondents reported looking for cancer information on the Internet.

Internet Use for Health Information

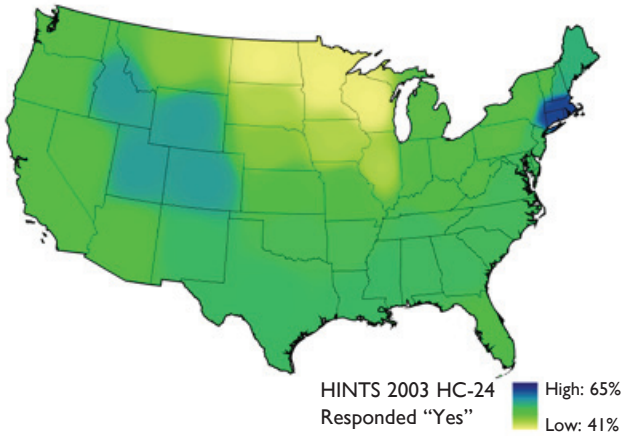
Maps 1 and 2 suggest that there was an increase in the use of the Internet to look for health information across most of the United States; for example, in the Southern and Southeastern parts of the country.

Rating of Information Usefulness among those who Sought Cancer Information on the Internet

- Ratings of usefulness of cancer information obtained from Internet were the same in 2003 (average rating on a 4 point scale=1.66) and 2005 (average rating on a 4 point scale=1.66).

Map 1 Regional Estimates of Internet Use for Health Information (2003)

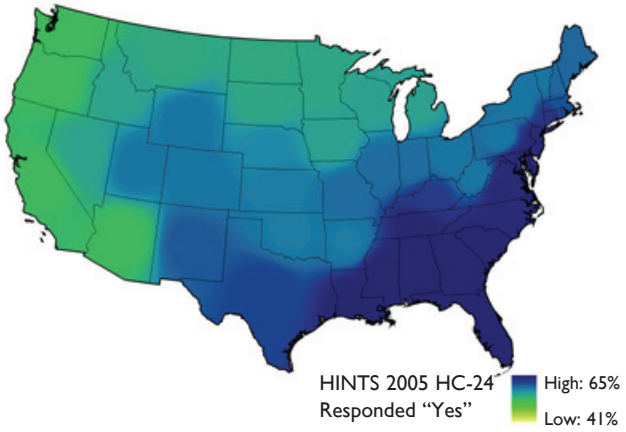
Have You Used the Internet to Look for Health Information for Self in Last 12 Months?



Note: State Level Estimates are Unstable.

Map 2 Regional Estimates of Internet Use for Health Information (2005)

Have You Used the Internet to Look for Health Information for Self in Last 12 Months?



Note: State Level Estimates are Unstable.

[2] "Other" refers to all responses not otherwise coded; For HINTS 2003, this category also includes the following response category, which was not part of the coding scheme for HINTS 2005: "Cancer Organizations."

Awareness of National Cancer Organizations (2003 and 2005)

Estimates of Americans' awareness of national cancer organizations in 2003 and 2005 are summarized in Figure 7.

NCI

- The percentage of respondents who reported awareness of NCI was similar in 2003 (76.7%) and in 2005 (76.9%).

NCI's Cancer Information Service

- In 2003, 25.8% of respondents reported awareness of NCI's Cancer Information Service; in 2005, 29.3% of respondents reported awareness of NCI's Cancer Information Service.

1-800-4-Cancer

- The percentage of respondents who reported awareness of the 1-800-4-CANCER information number was similar in 2003 (19.5%) and 2005 (19.1%).

Trust in Health Information

Trust in Sources of Information (2003 and 2005)

Estimates of Americans' trust in various sources of information in 2003 and 2005 are summarized in Figure 8.

Doctor/Healthcare Professional

- In 2003, 62.4% of respondents reported that they trusted information from their doctor *a lot*; in 2005, (67.2%) of respondents reported that they trusted information from their doctor *a lot*.

Internet

- In 2003, 23.9% of respondents reported that they trusted information from the Internet *a lot*; in 2005, 18.9% of respondents reported that they trusted information from the Internet *a lot*.

Figure 7 Awareness of National Cancer Organizations (2003 and 2005)

Now, I'm going to read you a list of organizations. Before being contacted for this study, had you ever heard of _____ (NCI, Cancer Information Service, 1-800-4-CANCER)?

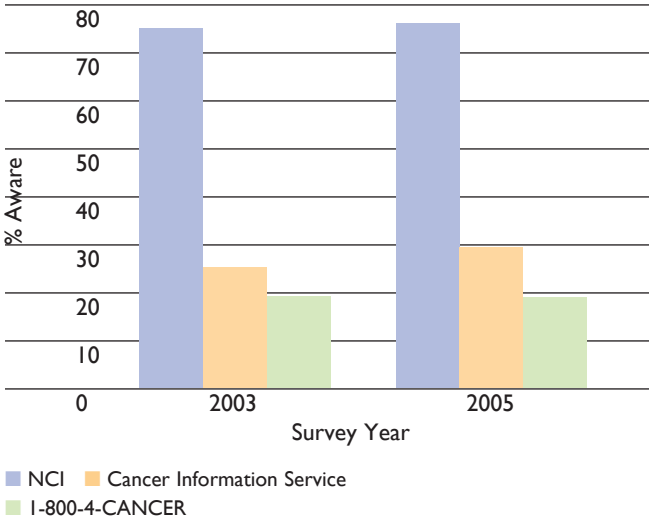
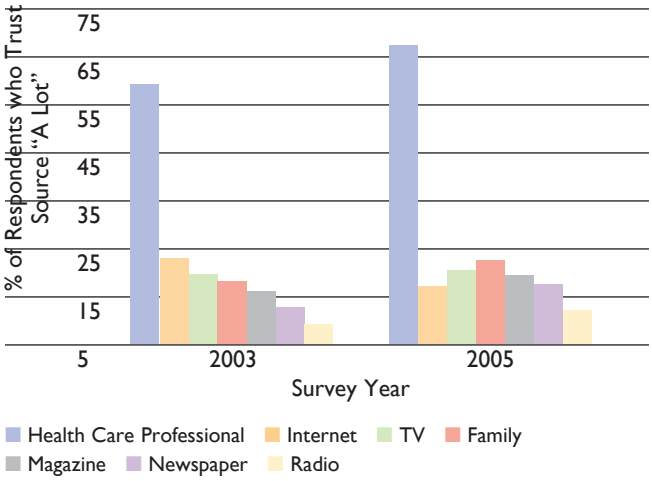


Figure 8 Trust in Sources of Information (2003 and 2005)

How much would you trust information about health or medical topics from _____? Would you say a lot, some, a little, or not at all?



Television

- The percentage of respondents who reported that they trusted information from the television *a lot* was similar in 2003 (20.0%) and 2005 (20.8%).

Family

- In 2003, 18.9% of respondents reported that they trusted information from their family *a lot*; in 2005, 22.8% of respondents reported that they trusted information from their family *a lot*.

Magazine

- In 2003, 15.9% of respondents reported that they trusted information from magazines *a lot*; in 2005, 19.7% of respondents reported that they trusted information from magazines *a lot*.

Newspaper

- In 2003, 13.1% of respondents reported that they trusted information from the newspaper *a lot*; in 2005, 18.9% of respondents reported that they trusted information from the newspaper *a lot*.

Radio

- The percentage of respondents who reported that they trusted information from the radio *a lot* was similar in 2003 (9.9%) and 2005 (12.3%).

Confidence in and Experiences with Information Seeking

Confidence in Obtaining Cancer Information

- In 2003, 62.6% of respondents indicated that they were completely or very confident that they could obtain needed cancer information; in 2005, 68.1% of respondents indicated that they were completely or very confident that they could obtain needed cancer information.

Health care professionals far surpassed the Internet, print media, and family as the number one source of trusted health information.

Experiences with Information Seeking (2003 and 2005)

Estimates of experiences with searching for cancer information in 2003 and 2005 are summarized in Figure 9.

Ratings of Last Cancer Information Search

Took a lot of Effort

- In 2003, 48.4% of respondents strongly or somewhat agreed with the statement that their last search for cancer information *took a lot of effort*; in 2005, 37.3% of respondents strongly or somewhat agreed with the statement that their last search for cancer information *took a lot of effort*.

Felt Frustrated During Search

- In 2003, 41.9% of respondents strongly or somewhat agreed with the statement that they *felt frustrated* during their last search for cancer information; in 2005, 26.7% of respondents strongly or somewhat agreed with the statement that they *felt frustrated* during their last search for cancer information.

Concerned about Information Quality

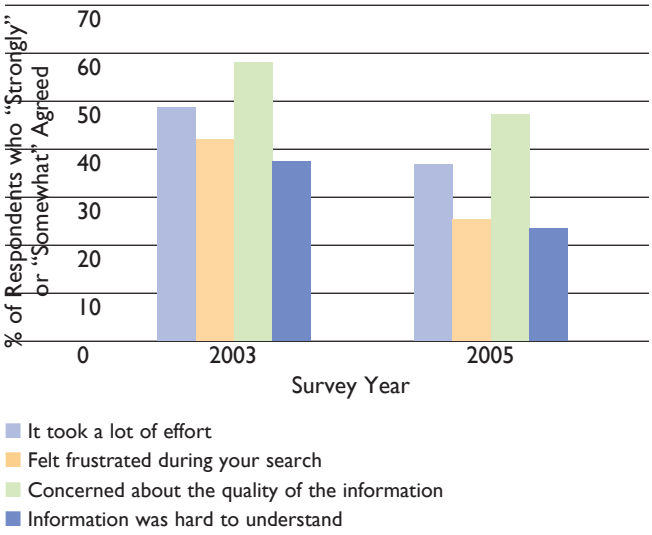
- In 2003, 58.3% of respondents strongly or somewhat agreed with the statement that they were *concerned about information quality* during their last search for cancer information; in 2005, 47.5% of respondents strongly or somewhat agreed with the statement that they were *concerned about information quality* during their last search for cancer information.

Difficult-to-Understand Information

- In 2003, 37.7% of respondents strongly or somewhat agreed with the statement that the information they obtained during their last search for cancer information was *difficult to understand*; in 2005, 23.7% of respondents strongly or somewhat agreed with the statement that the information they obtained during their last search for cancer information was *difficult to understand*.

Figure 9 Experiences with Information Seeking (2003 and 2005)

Based on the results of your search for information on cancer from all sources, how much do you agree or disagree with the following statements? Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?



Cancer information seeking in 2003 and 2005 was associated with certain sociodemographic characteristics

Table 4 Cancer Information Seeking, by Sociodemographics

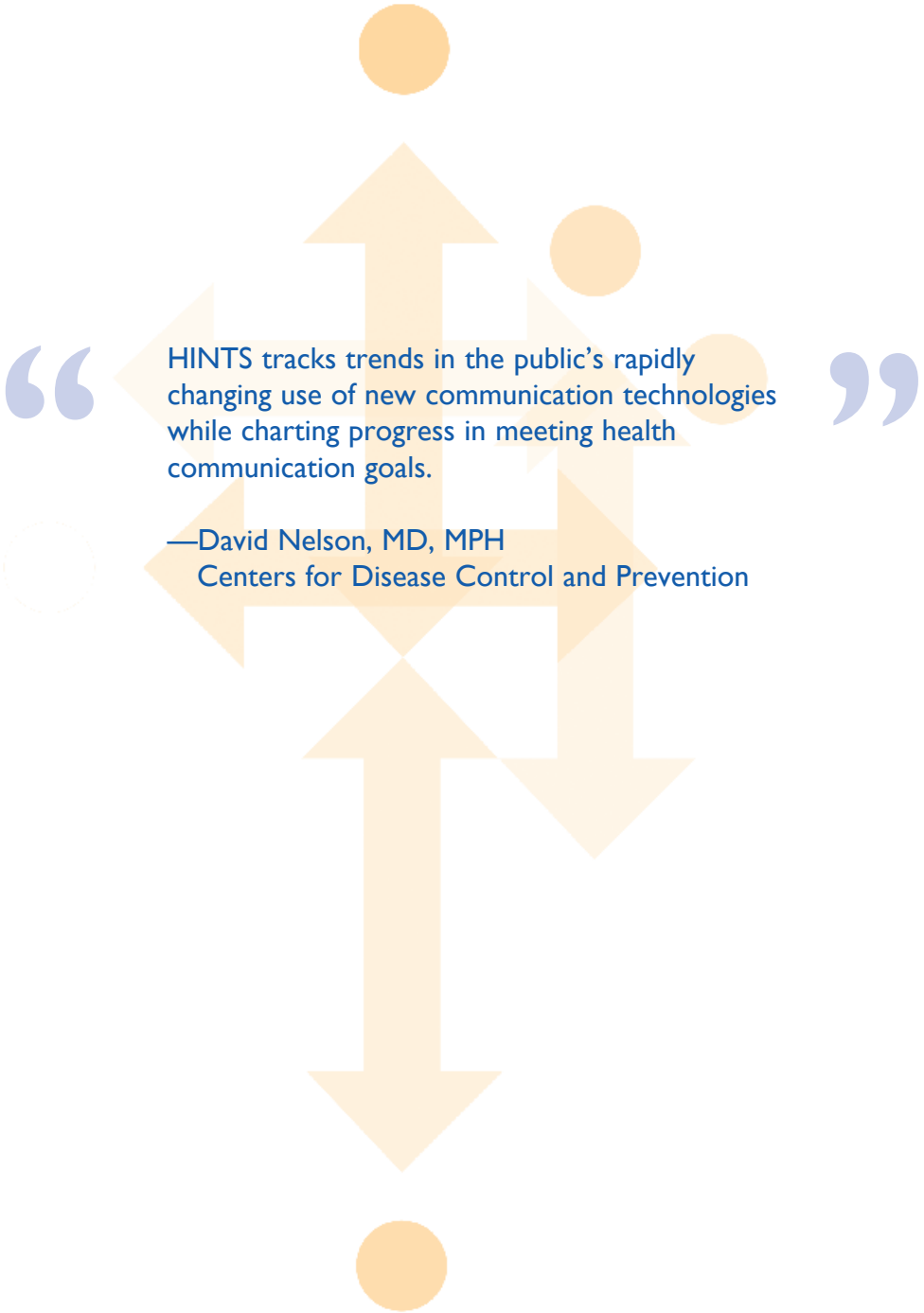
Weighted Percentages and 95% Confidence Intervals

	CANCER INFORMATION SEEKING			
	Looked Myself		Someone Else Looked	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	44.9 (43.5, 46.3)	48.7 (46.9, 50.5)	16.8 (15.8, 17.9)	16.6 (15.3, 18.0)
GENDER				
Male	36.1 (33.8, 38.5)	41.5 (38.6, 44.4)	14.4 (12.8, 16.1)	14.3 (12.2, 16.7)
Female	53.1 (51.2, 55.0)	55.4 (53.2, 57.6)	19.0 (17.7, 20.4)	18.8 (17.0, 20.6)
AGE GROUP				
18-34	43.1 (40.2, 46.1)	43.3 (39.6, 47.2)	14.2 (12.2, 16.5)	12.3 (9.5, 15.9)
35-49	48.1 (45.3, 50.9)	54.4 (50.9, 57.8)	18.2 (16.5, 20.1)	18.0 (15.7, 20.5)
50-64	51.6 (48.8, 54.3)	55.2 (52.6, 57.8)	20.5 (18.0, 23.3)	20.8 (18.2, 23.6)
65-79	34.7 (31.3, 38.2)	42.1 (38.8, 45.5)	15.1 (12.6, 18.0)	17.7 (15.1, 20.6)
80+	27.3 (22.4, 32.7)	29.6 (23.4, 36.8)	9.3 (6.1, 13.9)	11.7 (7.7, 17.2)
RACE/ETHNICITY				
White, non-Hispanic	49.0 (47.3, 50.6)	54.6 (52.4, 56.8)	17.4 (16.1, 18.7)	18.4 (16.7, 20.2)
Black, non-Hispanic	40.8 (35.8, 46.0)	46.9 (39.7, 54.3)	18.1 (14.1, 23.0)	14.6 (10.6, 19.6)
Hispanic	26.5 (23.5, 29.8)	25.1 (20.5, 30.2)	12.4 (9.3, 16.3)	8.3 (5.8, 11.7)
Non-Hispanic Other	46.6 (41.4, 51.9)	49.0 (40.1, 58.0)	18.3 (12.3, 26.2)	17.2 (12.6, 23.0)
HOUSEHOLD INCOME				
Less than $25,000	34.8 (31.6, 38.2)	39.5 (36.1, 43.0)	13.4 (11.7, 15.4)	13.7 (11.6, 16.1)
$25,000 to < $50,000	43.6 (40.7, 46.5)	48.2 (44.4, 52.1)	16.9 (14.9, 19.0)	17.9 (14.6, 21.7)
$50,000 to < $75,000	53.3 (49.7, 56.9)	53.9 (49.6, 58.1)	20.1 (17.3, 23.3)	17.2 (14.6, 20.1)
$75,000 or more	58.8 (55.4, 62.2)	60.2 (56.1, 64.1)	20.2 (17.9, 22.7)	18.9 (15.8, 22.5)
EDUCATION				
Less than High School	26.3 (22.5, 30.5)	23.9 (19.9, 28.3)	11.9 (9.3, 15.2)	8.6 (6.7, 10.9)
High School Graduate	37.7 (35.2, 40.3)	43.6 (40.5, 46.8)	15.4 (13.7, 17.2)	16.3 (14.3, 18.5)
Some College	50.8 (48.0, 53.6)	55.7 (51.6, 59.7)	18.4 (16.5, 20.5)	18.5 (15.6, 21.6)
College Graduate or Beyond	62.3 (59.8, 64.8)	64.2 (61.1, 67.2)	20.6 (18.7, 22.5)	19.2 (16.2, 22.7)

Table 5 Average Time Since Last Search for Cancer Information, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	TIME IN DAYS SINCE LAST SEARCH FOR CANCER INFORMATION Respondents who reported ever seeking cancer information	
	HINTS 2003 Mean time in Days (95% CI)	HINTS 2005 Mean time in Days (95% CI)
TOTAL	541.0 (489.0, 593.0)	639.7 (591.3, 688.1)
GENDER		
Male	599.0 (505.5, 692.6)	639.6 (557.1, 722.1)
Female	502.2 (453.2, 551.3)	639.7 (579.6, 699.9)
AGE GROUP		
18-34	424.7 (361.3, 488.1)	420.3 (354.6, 486.0)
35-49	624.2 (516.2, 732.2)	581.9 (493.3, 670.5)
50-64	548.0 (466.7, 629.2)	760.7 (613.1, 908.2)
65-79	597.4 (452.5, 742.4)	904.2 (740.2, 1068.1)
80+	619.9 (368.1, 871.7)	1551.1 (906.1, 2196.1)
RACE/ETHNICITY		
White, non-Hispanic	554.6 (494.4, 614.7)	659.3 (603.5, 715.0)
Black, non-Hispanic	444.2 (296.6, 591.9)	536.5 (305.6, 767.5)
Hispanic	371.6 (281.6, 461.6)	559.1 (288.6, 829.5)
Non-Hispanic Other	619.8 (407.1, 832.4)	644.5 (449.3, 839.8)
HOUSEHOLD INCOME		
Less than $25,000	514.2 (412.4, 616.0)	707.0 (537.5, 876.4)
$25,000 to < $50,000	562.5 (464.3, 660.7)	664.8 (549.0, 780.5)
$50,000 to < $75,000	539.4 (431.6, 647.1)	622.6 (509.4, 735.7)
$75,000 or more	536.6 (438.5, 634.6)	577.5 (486.7, 668.4)
EDUCATION		
Less than High School	556.3 (380.4, 732.2)	634.9 (439.1, 830.7)
High School Graduate	539.9 (455.5, 624.2)	699.3 (567.1, 831.4)
Some College	498.8 (413.5, 584.1)	610.9 (517.2, 704.6)
College Graduate or Beyond	575.3 (489.9, 660.6)	623.4 (548.6, 698.2)



“HINTS tracks trends in the public’s rapidly changing use of new communication technologies while charting progress in meeting health communication goals.”

—David Nelson, MD, MPH
Centers for Disease Control and Prevention

Table 6 Sources of Cancer Information, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	SOURCE FOR MOST RECENT SEARCH FOR CANCER INFORMATION Respondents who reported ever seeking cancer information			
	Printed Material[1]		Interpersonal Source[2]	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	27.9 (25.7, 30.3)	15.5 (14.1, 16.9)	2.9 (2.3, 3.8)	5.0 (4.1, 6.0)
GENDER				
Male	25.7 (22.3, 29.4)	12.6 (10.2, 15.6)	2.0 (1.2, 3.2)	4.3 (2.8, 6.6)
Female	29.4 (26.9, 32.0)	17.4 (15.9, 19.1)	3.6 (2.6, 4.8)	5.4 (4.4, 6.7)
AGE GROUP				
18-34	18.4 (14.9, 22.5)	11.6 (8.5, 15.5)	2.3 (1.4, 3.8)	4.5 (3.0, 6.6)
35-49	26.7 (23.2, 30.5)	14.8 (12.2, 17.7)	3.2 (2.1, 5.0)	5.7 (3.8, 8.4)
50-64	33.6 (29.6, 37.8)	16.3 (13.4, 19.8)	2.7 (1.6, 4.7)	4.3 (2.7, 6.6)
65-79	42.3 (36.3, 48.5)	21.6 (17.0, 26.9)	3.9 (2.2, 7.0)	5.3 (3.6, 7.9)
80+	51.9 (39.3, 64.2)	38.4 (25.2, 53.5)	5.8 (2.3, 13.8)	7.1 (3.7, 13.4)
RACE/ETHNICITY				
White, non-Hispanic	26.6 (23.9, 29.4)	14.8 (13.0, 16.8)	2.8 (2.0, 3.8)	4.9 (4.1, 5.9)
Black, non-Hispanic	38.3 (32.0, 44.9)	14.0 (8.9, 21.4)	1.7 (0.6, 4.6)	6.3 (3.5, 11.1)
Hispanic	32.7 (25.4, 41.0)	21.6 (14.0, 31.8)	6.6 (3.0, 14.0)	1.7 (0.5, 5.6)
Non-Hispanic Other	24.1 (17.4, 32.4)	17.2 (10.6, 26.8)	3.2 (1.1, 9.1)	3.6 (1.2, 10.2)
HOUSEHOLD INCOME				
Less than $25,000	35.2 (30.1, 40.8)	16.8 (13.5, 20.8)	5.1 (3.1, 8.3)	5.3 (3.4, 8.2)
$25,000 to < $50,000	30.9 (26.8, 35.4)	16.6 (12.7, 21.3)	3.5 (2.3, 5.4)	5.2 (3.7, 7.3)
$50,000 to < $75,000	23.4 (19.3, 28.2)	17.5 (13.4, 22.4)	2.0 (0.9, 4.4)	6.1 (4.0, 9.2)
$75,000 or more	22.0 (18.9, 25.4)	10.9 (8.3, 14.2)	1.8 (1.1, 2.9)	3.0 (1.9, 4.7)
EDUCATION				
Less than High School	37.3 (28.2, 47.4)	21.1 (15.7, 27.7)	6.5 (3.1, 13.4)	9.0 (4.8, 16.4)
High School Graduate	30.0 (25.7, 34.7)	16.8 (13.4, 20.9)	2.7 (1.7, 4.4)	3.7 (2.5, 5.5)
Some College	26.4 (22.6, 30.5)	13.6 (11.1, 16.5)	2.5 (1.5, 4.1)	5.5 (3.9, 7.7)
College Graduate or Beyond	25.3 (22.4, 28.4)	14.6 (12.4, 17.2)	2.6 (1.8, 3.8)	3.7 (2.7, 5.1)

[1] For HINTS 2003 and HINTS 2005 this category includes books, brochures, pamphlets, magazines, and newspaper.

[2] For HINTS 2003 includes family, friend/co-worker; for HINTS 2005 includes family, friend/co-worker, and someone with cancer.

[3] For HINTS 2003 includes library, info. phone number, and cancer organizations; for HINTS 2005 includes library and info. phone number.

Health Care Provider		Information Specialist[3]	
HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
10.9 (9.6, 12.4)	23.5 (21.6, 25.5)	7.2 (6.1, 8.5)	7.5 (6.3, 8.8)
9.7 (7.6, 12.3)	22.1 (19.2, 25.2)	6.4 (4.4, 9.2)	8.1 (5.9, 11.1)
11.6 (10.2, 13.3)	24.5 (22.2, 27.0)	7.7 (6.4, 9.3)	7.1 (5.8, 8.5)
5.6 (4.2, 7.5)	11.0 (8.7, 13.9)	8.5 (6.2, 11.5)	6.3 (4.5, 8.7)
9.9 (7.7, 12.5)	22.3 (18.9, 26.0)	7.0 (5.2, 9.3)	7.1 (5.1, 9.9)
12.6 (9.7, 16.2)	28.9 (25.3, 32.7)	6.0 (4.6, 7.9)	8.7 (6.2, 12.2)
23.8 (17.8, 31.2)	43.2 (37.6, 48.9)	7.9 (5.5, 11.3)	8.8 (6.3, 12.1)
28.6 (18.7, 41.2)	45.3 (31.9, 59.4)	2.4 (0.6, 9.4)	5.6 (2.6, 11.7)
11.2 (9.8, 12.8)	22.5 (20.4, 24.8)	6.9 (5.7, 8.4)	7.2 (5.9, 8.8)
4.9 (2.9, 8.2)	25.9 (18.9, 34.6)	8.1 (4.6, 13.9)	10.6 (6.9, 15.9)
16.5 (11.8, 22.5)	31.8 (21.7, 44.0)	6.1 (3.5, 10.6)	7.3 (3.2, 15.8)
7.4 (3.6, 14.4)	21.4 (14.3, 30.7)	7.4 (3.3, 15.6)	6.5 (2.9, 13.7)
12.8 (9.3, 17.4)	26.9 (21.7, 33.0)	10.1 (7.2, 14.0)	11.5 (8.4, 15.5)
11.7 (9.4, 14.6)	27.1 (22.8, 31.8)	7.1 (5.4, 9.3)	7.6 (5.2, 10.8)
9.4 (6.6, 13.3)	22.6 (19.2, 26.5)	7.7 (5.4, 10.8)	5.8 (3.9, 8.7)
7.0 (5.4, 9.1)	19.0 (15.5, 23.2)	4.5 (3.0, 6.6)	6.4 (4.5, 8.8)
17.9 (12.2, 25.6)	40.0 (31.0, 49.7)	6.6 (3.0, 14.0)	11.8 (6.7, 20.1)
14.2 (11.2, 17.7)	31.5 (27.0, 36.4)	8.4 (6.3, 10.9)	8.7 (5.8, 12.7)
9.5 (7.8, 11.5)	21.1 (17.9, 24.8)	6.6 (4.5, 9.6)	6.0 (4.4, 8.0)
6.7 (5.4, 8.3)	15.4 (12.8, 18.4)	6.3 (4.8, 8.3)	7.2 (5.5, 9.4)

(continued on next page)

Table 6 Sources of Cancer Information, by Sociodemographics (continued)

Weighted Percentages and 95% Confidence Intervals

	SOURCE FOR MOST RECENT SEARCH FOR CANCER INFORMATION Respondents who reported ever seeking cancer information			
	Internet		Other[4]	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	48.6 (46.1, 51.0)	47.6 (45.3, 50.0)	2.4 (1.8, 3.3)	1.0 (0.5, 1.7)
GENDER				
Male	53.1 (48.9, 57.3)	51.7 (46.8, 56.5)	3.1 (2.0, 4.6)	1.2 (0.5, 2.7)
Female	45.7 (42.8, 48.6)	44.8 (42.3, 47.4)	2.0 (1.5, 2.9)	0.8 (0.3, 1.9)
AGE GROUP				
18-34	63.7 (59.7, 67.5)	66.2 (61.8, 70.4)	1.5 (0.8, 2.7)	0.4 (0.1, 1.8)
35-49	50.7 (46.5, 54.9)	48.6 (43.9, 53.3)	2.5 (1.4, 4.5)	1.6 (0.7, 4.1)
50-64	42.3 (37.7, 47.0)	40.8 (36.4, 45.5)	2.8 (1.7, 4.6)	1.0 (0.4, 2.2)
65-79	17.7 (13.8, 22.6)	20.8 (17.1, 25.0)	4.3 (2.6, 7.1)	0.4 (0.1, 1.6)
80+	8.3 (2.9, 21.4)	3.6 (1.2, 10.3)	3.0 (1.0, 8.3)	0.0 (0.0, 0.0)
RACE/ETHNICITY				
White, non-Hispanic	50.5 (47.5, 53.6)	49.6 (46.6, 52.7)	2.1 (1.4, 3.0)	0.9 (0.5, 1.7)
Black, non-Hispanic	44.7 (37.8, 51.7)	43.2 (33.1, 53.9)	2.3 (1.0, 5.6)	0.0 (0.0, 0.0)
Hispanic	36.0 (28.0, 44.8)	36.3 (25.2, 49.0)	2.1 (0.7, 5.7)	1.3 (0.2, 9.1)
Non-Hispanic Other	52.2 (43.1, 61.1)	48.2 (37.0, 59.5)	5.8 (2.5, 12.7)	3.2 (0.7, 13.5)
HOUSEHOLD INCOME				
Less than $25,000	33.3 (28.1, 39.0)	38.0 (31.8, 44.6)	3.4 (2.1, 5.2)	1.5 (0.5, 4.4)
$25,000 to < $50,000	44.6 (40.3, 49.0)	43.3 (37.6, 49.2)	2.1 (1.2, 3.9)	0.3 (0.1, 1.3)
$50,000 to < $75,000	55.2 (50.9, 59.4)	45.6 (39.7, 51.6)	2.3 (1.3, 4.2)	2.4 (0.9, 6.2)
$75,000 or more	63.0 (58.8, 67.0)	60.4 (55.7, 64.8)	1.7 (0.9, 3.4)	0.4 (0.1, 1.2)
EDUCATION				
Less than High School	30.1 (21.5, 40.4)	17.2 (11.2, 25.5)	1.5 (0.7, 3.3)	0.8 (0.1, 5.8)
High School Graduate	42.0 (37.6, 46.5)	37.7 (31.9, 43.8)	2.8 (1.5, 5.1)	1.6 (0.6, 3.9)
Some College	52.8 (47.9, 57.5)	52.8 (48.1, 57.5)	2.3 (1.4, 3.8)	1.0 (0.3, 3.1)
College Graduate or Beyond	56.6 (52.7, 60.5)	58.5 (54.5, 62.4)	2.4 (1.5, 3.8)	0.6 (0.2, 1.3)

[4] For HINTS 2003 includes radio, television, and other; for HINTS 2005 includes other.

Estimates measuring respondents' most recent source of cancer information suggest that the Internet is the predominant source.

Table 7 Preferred Source for Cancer Information, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	PREFERRED SOURCE FOR CANCER INFORMATION All Respondents			
	Printed Material[1]		Interpersonal Source[2]	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	2.9 (2.5, 3.4)	2.8 (2.3, 3.5)	4.6 (4.0, 5.3)	5.6 (4.7, 6.6)
GENDER				
Male	2.6 (2.0, 3.4)	2.7 (1.9, 3.8)	5.1 (4.1, 6.2)	7.0 (5.2, 9.3)
Female	3.3 (2.6, 4.0)	2.9 (2.3, 3.7)	4.2 (3.4, 5.0)	4.3 (3.7, 5.0)
AGE GROUP				
18-34	2.8 (2.0, 3.9)	2.0 (1.2, 3.3)	4.3 (3.2, 5.8)	8.2 (5.9, 11.4)
35-49	2.4 (1.9, 3.1)	3.3 (2.2, 5.0)	5.8 (4.8, 7.1)	4.2 (3.0, 5.8)
50-64	4.5 (3.4, 5.9)	3.1 (2.2, 4.2)	4.2 (3.2, 5.4)	5.1 (3.7, 6.9)
65-79	2.3 (1.4, 3.8)	3.1 (2.2, 4.3)	2.9 (1.9, 4.4)	4.1 (3.0, 5.5)
80+	0.7 (0.2, 2.9)	3.5 (1.2, 9.4)	4.8 (2.6, 8.4)	2.6 (1.3, 4.9)
RACE/ETHNICITY				
White, non-Hispanic	2.8 (2.4, 3.2)	2.6 (2.0, 3.4)	4.9 (4.2, 5.8)	5.7 (4.7, 6.8)
Black, non-Hispanic	5.0 (3.3, 7.3)	2.8 (1.3, 6.1)	3.6 (1.9, 6.7)	6.0 (2.8, 12.3)
Hispanic	3.0 (2.0, 4.7)	4.3 (2.7, 6.8)	3.9 (2.7, 5.5)	3.5 (1.4, 8.6)
Non-Hispanic Other	2.9 (1.3, 6.4)	2.9 (1.2, 6.8)	4.4 (2.3, 8.1)	5.5 (1.8, 15.9)
HOUSEHOLD INCOME				
Less than $25,000	3.1 (2.2, 4.3)	3.6 (2.5, 5.0)	4.2 (3.3, 5.5)	4.3 (3.0, 6.1)
$25,000 to < $50,000	3.1 (2.2, 4.3)	3.4 (2.0, 5.9)	4.2 (3.3, 5.4)	4.5 (2.6, 7.5)
$50,000 to < $75,000	3.1 (2.0, 4.7)	3.4 (2.2, 5.0)	3.9 (2.6, 5.9)	7.0 (5.0, 9.8)
$75,000 or more	3.1 (2.3, 4.2)	1.6 (1.0, 2.6)	5.7 (4.2, 7.6)	6.1 (4.0, 9.3)
EDUCATION				
Less than High School	2.8 (1.5, 5.1)	3.0 (1.8, 5.1)	3.6 (2.1, 6.0)	3.5 (2.1, 5.9)
High School Graduate	2.7 (2.0, 3.7)	3.4 (2.2, 5.0)	4.7 (3.6, 6.2)	5.9 (4.4, 8.0)
Some College	2.6 (1.8, 3.7)	2.6 (1.8, 3.6)	5.4 (4.3, 6.8)	6.0 (4.3, 8.3)
College Graduate or Beyond	4.0 (3.0, 5.4)	2.5 (1.7, 3.7)	4.3 (3.3, 5.5)	5.5 (4.1, 7.3)

[1] For HINTS 2003 and HINTS 2005 this category includes books, brochures, pamphlets, magazines, and newspaper.

[2] For HINTS 2003 includes family, friend/co-worker; for HINTS 2005 includes family, friend/co-worker, and someone with cancer.

[3] For HINTS 2003 includes library, info. phone number, and cancer organizations; for HINTS 2005 includes library and info. phone number.

Health Care Provider		Information Specialist[3]	
HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
49.5 (48.1, 50.8)	55.0 (53.5, 56.5)	8.1 (7.2, 9.1)	5.6 (4.8, 6.6)
48.6 (46.3, 50.9)	55.2 (52.4, 58.0)	7.1 (5.7, 8.8)	4.8 (3.7, 6.1)
50.2 (48.4, 52.1)	54.9 (52.8, 56.9)	9.0 (7.8, 10.4)	6.3 (5.2, 7.6)
39.4 (36.9, 42.0)	46.7 (43.1, 50.4)	7.6 (6.0, 9.6)	3.4 (2.2, 5.4)
42.4 (40.0, 45.0)	49.9 (46.4, 53.3)	8.1 (6.1, 10.6)	5.9 (4.6, 7.7)
53.5 (49.9, 57.0)	56.3 (53.4, 59.3)	8.7 (7.5, 10.2)	7.7 (6.1, 9.6)
76.2 (72.8, 79.3)	76.7 (73.5, 79.7)	8.7 (6.9, 11.0)	6.5 (4.9, 8.7)
84.4 (78.8, 88.7)	85.9 (80.7, 89.9)	5.9 (3.0, 11.3)	5.5 (3.2, 9.4)
47.0 (45.1, 48.9)	52.9 (51.1, 54.6)	7.6 (6.5, 8.8)	5.2 (4.1, 6.4)
52.0 (47.1, 56.8)	55.9 (49.3, 62.4)	14.1 (10.7, 18.4)	6.0 (4.3, 8.5)
62.7 (58.1, 67.1)	65.7 (59.4, 71.5)	5.5 (3.8, 8.0)	5.0 (3.2, 7.6)
43.2 (36.2, 50.5)	53.7 (45.4, 61.7)	8.8 (5.0, 15.0)	8.8 (5.5, 13.7)
61.8 (58.4, 65.1)	64.9 (60.9, 68.7)	12.0 (9.6, 14.9)	8.6 (6.5, 11.3)
49.3 (46.4, 52.2)	58.2 (54.2, 62.2)	8.1 (6.3, 10.4)	5.6 (4.2, 7.6)
42.8 (39.0, 46.7)	50.1 (45.8, 54.5)	6.5 (4.7, 9.0)	3.8 (2.6, 5.5)
35.5 (32.9, 38.1)	44.9 (40.4, 49.4)	4.0 (3.0, 5.4)	3.8 (2.4, 6.0)
69.7 (66.1, 73.0)	73.6 (68.8, 77.9)	8.3 (6.0, 11.6)	6.5 (4.6, 9.2)
57.5 (54.9, 60.0)	60.8 (57.9, 63.7)	8.1 (6.7, 9.6)	6.1 (4.6, 8.1)
39.9 (37.0, 42.8)	50.4 (46.5, 54.3)	10.1 (7.9, 13.0)	5.0 (3.5, 6.9)
35.2 (32.7, 37.8)	42.3 (39.4, 45.3)	5.8 (4.6, 7.2)	4.6 (3.7, 5.8)

(continued on next page)

Table 7 Preferred Source for Cancer Information, by Sociodemographics (continued)

Weighted Percentages and 95% Confidence Intervals

	PREFERRED SOURCE FOR CANCER INFORMATION All Respondents			
	Internet		Other[4]	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	33.9 (32.6, 35.3)	30.4 (29.0, 31.8)	1.0 (0.7, 1.4)	0.6 (0.2, 1.5)
GENDER				
Male	35.6 (33.2, 38.0)	29.8 (27.1, 32.6)	1.1 (0.6, 1.8)	0.5 (0.1, 1.7)
Female	32.4 (30.6, 34.3)	30.9 (28.6, 33.3)	0.9 (0.6, 1.3)	0.7 (0.2, 2.6)
AGE GROUP				
18-34	45.5 (42.6, 48.5)	38.9 (35.0, 42.9)	0.4 (0.2, 1.0)	0.7 (0.1, 5.3)
35-49	40.2 (37.4, 43.1)	36.0 (33.3, 38.8)	1.0 (0.5, 2.2)	0.7 (0.2, 2.0)
50-64	27.9 (24.8, 31.2)	27.5 (24.9, 30.2)	1.2 (0.8, 1.8)	0.4 (0.1, 1.3)
65-79	8.2 (6.5, 10.4)	9.2 (7.4, 11.3)	1.7 (0.8, 3.5)	0.4 (0.2, 1.1)
80+	2.2 (0.9, 5.1)	2.5 (0.8, 7.7)	2.1 (0.9, 5.1)	0.0 (0.0, 0.0)
RACE/ETHNICITY				
White, non-Hispanic	36.7 (34.8, 38.6)	33.4 (31.4, 35.4)	1.1 (0.7, 1.5)	0.3 (0.1, 0.6)
Black, non-Hispanic	24.3 (20.4, 28.6)	29.1 (23.2, 35.9)	1.0 (0.5, 2.1)	0.1 (0.0, 1.0)
Hispanic	24.5 (20.7, 28.6)	20.5 (16.5, 25.3)	0.4 (0.1, 1.1)	0.9 (0.2, 5.2)
Non-Hispanic Other	39.5 (33.3, 46.2)	28.8 (22.4, 36.2)	1.2 (0.3, 4.9)	0.3 (0.0, 2.2)
HOUSEHOLD INCOME				
Less than $25,000	18.0 (15.6, 20.6)	18.2 (14.4, 22.9)	0.9 (0.5, 1.8)	0.4 (0.1, 1.4)
$25,000 to < $50,000	34.0 (31.3, 36.8)	27.9 (24.9, 31.2)	1.3 (0.8, 2.0)	0.3 (0.1, 0.7)
$50,000 to < $75,000	43.1 (39.4, 46.9)	35.0 (31.2, 38.9)	0.5 (0.2, 1.2)	0.7 (0.2, 3.4)
$75,000 or more	51.1 (47.9, 54.2)	43.5 (39.6, 47.5)	0.6 (0.3, 1.4)	0.1 (0.0, 0.4)
EDUCATION				
Less than High School	14.1 (11.5, 17.3)	13.0 (9.5, 17.5)	1.5 (0.6, 3.4)	0.4 (0.1, 1.2)
High School Graduate	26.1 (24.1, 28.3)	23.6 (21.4, 25.9)	0.9 (0.5, 1.4)	0.2 (0.1, 0.5)
Some College	41.0 (37.9, 44.0)	35.7 (32.1, 39.6)	1.1 (0.7, 2.0)	0.4 (0.1, 1.1)
College Graduate or Beyond	50.1 (47.0, 53.2)	44.5 (41.3, 47.8)	0.6 (0.3, 1.3)	0.6 (0.1, 2.6)

[4] For HINTS 2003 includes radio, television, and other; for HINTS 2005 includes other.

The percentage of respondents who reported health care professionals as their preferred source of cancer information increased from 2003 to 2005, while the percentage of respondents who reported the Internet as their preferred source decreased.

Table 8 Surrogate Sources of Cancer Information, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	WHO LOOKED FOR CANCER INFORMATION FOR YOU? Respondents who reported that another person looked for information for them			
	Spouse or Other Family		Friend or Co-worker	
	HINTS 2003	HINTS 2005	HINTS 2003	HINTS 2005
	% (95% CI)	% (95% CI)	% (95% CI)	% (95% CI)
TOTAL	72.5 (68.9, 75.9)	82.2 (79.3, 84.8)	21.5 (18.5, 24.8)	15.9 (13.3, 18.9)
GENDER				
Male	78.0 (70.0, 84.4)	88.5 (83.3, 92.2)	17.4 (12.2, 24.1)	9.5 (6.0, 14.7)
Female	68.6 (64.2, 72.7)	77.8 (73.2, 81.8)	24.4 (20.9, 28.2)	20.4 (16.5, 24.9)
AGE GROUP				
18-34	67.4 (57.9, 75.7)	84.7 (75.4, 90.9)	25.7 (18.7, 34.2)	14.4 (8.4, 23.6)
35-49	74.4 (69.6, 78.7)	81.1 (76.1, 85.2)	18.5 (14.7, 23.0)	16.8 (12.7, 21.9)
50-64	69.7 (62.6, 76.0)	77.1 (72.6, 81.1)	25.5 (19.6, 32.5)	21.4 (17.2, 26.4)
65-79	81.7 (73.6, 87.8)	89.8 (84.0, 93.7)	14.0 (8.6, 22.0)	6.3 (3.6, 10.9)
80+	95.4 (78.6, 99.1)	94.2 (84.3, 98.0)	4.6 (0.9, 21.4)	4.4 (1.4, 13.1)
RACE/ETHNICITY				
White, non-Hispanic	75.7 (72.0, 79.0)	82.3 (79.4, 84.9)	19.1 (15.9, 22.7)	15.6 (13.0, 18.5)
Black, non-Hispanic	57.1 (42.5, 70.5)	81.8 (69.2, 90.0)	35.3 (22.1, 51.2)	16.7 (8.6, 30.0)
Hispanic	68.8 (54.2, 80.4)	79.6 (65.3, 89.0)	26.5 (16.3, 40.0)	16.9 (8.9, 29.7)
Non-Hispanic Other	71.0 (53.8, 83.7)	80.4 (63.9, 90.5)	21.3 (11.2, 36.6)	19.6 (9.5, 36.1)
HOUSEHOLD INCOME				
Less than $25,000	73.6 (65.6, 80.2)	88.7 (80.9, 93.6)	19.8 (14.1, 27.2)	10.3 (5.7, 17.8)
$25,000 to < $50,000	65.6 (57.3, 73.0)	82.4 (74.5, 88.3)	28.9 (21.5, 37.6)	16.4 (10.7, 24.3)
$50,000 to < $75,000	73.6 (65.7, 80.2)	83.3 (75.8, 88.9)	18.9 (13.5, 25.7)	15.0 (9.9, 22.0)
$75,000 or more	78.3 (73.1, 82.8)	75.1 (68.3, 80.9)	17.0 (12.7, 22.5)	21.6 (15.6, 29.2)
EDUCATION				
Less than High School	71.2 (51.6, 85.1)	87.5 (74.2, 94.4)	22.8 (12.2, 38.5)	12.5 (5.6, 25.8)
High School Graduate	72.9 (66.9, 78.1)	84.5 (78.4, 89.2)	21.8 (16.5, 28.2)	14.6 (10.2, 20.5)
Some College	73.3 (66.0, 79.5)	82.2 (76.3, 86.8)	20.2 (14.8, 26.9)	15.9 (11.3, 21.8)
College Graduate or Beyond	71.8 (67.5, 75.7)	77.9 (71.8, 83.0)	23.5 (19.5, 28.0)	18.4 (13.7, 24.4)

Estimates in 2003 and 2005 may not be comparable. In 2003 respondents were allowed only one response. In 2005 multiple responses were allowed; however, estimates given in this table for 2005 are based only on respondents first response.

Information Specialist or Other	
HINTS 2003	HINTS 2005
% (95% CI)	% (95% CI)
6.0 (4.5, 7.9)	1.9 (1.1, 3.2)
4.6 (2.6, 8.0)	2.0 (1.1, 3.9)
7.0 (4.9, 9.8)	1.8 (0.9, 3.6)
6.9 (3.7, 12.5)	0.9 (0.1, 6.7)
7.1 (4.5, 11.0)	2.1 (1.0, 4.5)
4.8 (2.2, 9.8)	1.5 (0.6, 3.5)
4.2 (2.0, 8.8)	3.8 (1.4, 9.7)
0.0 (0.0, 0.0)	1.4 (0.2, 10.3)
5.3 (3.8, 7.3)	2.1 (1.2, 3.5)
7.6 (3.5, 15.8)	1.5 (0.5, 4.3)
4.7 (1.0, 19.4)	3.4 (0.4, 23.0)
7.8 (1.9, 26.6)	0.0 (0.0, 0.0)
6.6 (3.6, 11.9)	1.0 (0.3, 3.3)
5.5 (3.0, 9.7)	1.2 (0.4, 3.7)
7.5 (4.2, 13.1)	1.7 (0.5, 5.9)
4.6 (2.0, 10.4)	3.3 (1.5, 6.8)
6.0 (1.7, 19.2)	0.0 (0.0, 0.0)
5.3 (3.0, 9.1)	0.9 (0.3, 2.6)
6.6 (3.7, 11.3)	2.0 (0.8, 4.6)
4.7 (2.8, 7.8)	3.7 (2.0, 6.7)

Table 9 Cancer Information Seeking and Usefulness of Information on the Internet, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	PERCENT OF INFORMATION SEEKING AND RATINGS OF INFORMATION USEFULNESS Rating Scale of Usefulness: 1=Very useful, 2=Somewhat useful, 3=A little useful, 4=Not at all useful			
	Looked for Cancer Information on the Internet		Rating of Information Usefulness	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	20.5 (19.3, 21.8)	28.2 (26.9, 29.7)	1.66 (1.61, 1.70)	1.66 (1.60, 1.72)
GENDER				
Male	17.8 (16.1, 19.6)	25.3 (22.5, 28.2)	1.62 (1.56, 1.69)	1.69 (1.57, 1.80)
Female	23.1 (21.3, 24.9)	31.0 (29.3, 32.8)	1.68 (1.62, 1.74)	1.65 (1.59, 1.70)
AGE GROUP				
18-34	24.4 (21.9, 27.1)	32.6 (29.6, 35.7)	1.69 (1.60, 1.77)	1.69 (1.56, 1.81)
35-49	24.4 (22.1, 27.0)	32.5 (29.4, 35.8)	1.62 (1.57, 1.67)	1.65 (1.58, 1.73)
50-64	21.1 (18.7, 23.7)	30.0 (27.4, 32.7)	1.65 (1.57, 1.73)	1.63 (1.55, 1.70)
65-79	5.7 (4.4, 7.3)	12.0 (10.2, 14.0)	1.77 (1.64, 1.91)	1.74 (1.61, 1.86)
80+	0.6 (0.1, 3.1)	1.1 (0.4, 3.0)	1.22 (-0.36, 2.81)	2.00 (2.00, 2.00)
RACE/ETHNICITY				
White, non-Hispanic	24.0 (22.5, 25.5)	33.3 (31.2, 35.4)	1.68 (1.63, 1.73)	1.69 (1.62, 1.76)
Black, non-Hispanic	14.5 (11.5, 18.2)	23.3 (17.2, 30.6)	1.50 (1.33, 1.66)	1.28 (1.16, 1.41)
Hispanic	7.6 (5.8, 9.8)	11.2 (7.8, 15.9)	1.57 (1.34, 1.80)	1.62 (1.34, 1.91)
Non-Hispanic Other	24.2 (19.4, 29.6)	28.2 (21.5, 36.0)	1.65 (1.49, 1.81)	1.79 (1.60, 1.97)
HOUSEHOLD INCOME				
Less than $25,000	10.5 (8.8, 12.5)	18.0 (15.2, 21.2)	1.69 (1.58, 1.80)	1.71 (1.54, 1.87)
$25,000 to < $50,000	17.3 (15.0, 19.9)	25.6 (22.1, 29.4)	1.65 (1.54, 1.76)	1.66 (1.56, 1.77)
$50,000 to < $75,000	28.1 (25.0, 31.4)	30.4 (26.7, 34.4)	1.76 (1.67, 1.86)	1.62 (1.52, 1.73)
$75,000 or more	38.0 (34.5, 41.7)	44.6 (40.4, 48.8)	1.58 (1.53, 1.63)	1.68 (1.57, 1.79)
EDUCATION				
Less than High School	6.7 (4.5, 10.0)	6.4 (4.6, 8.9)	1.51 (1.19, 1.84)	1.59 (1.30, 1.88)
High School Graduate	12.9 (11.1, 15.0)	19.9 (17.0, 23.2)	1.70 (1.59, 1.81)	1.64 (1.54, 1.74)
Some College	25.0 (22.5, 27.6)	34.7 (30.9, 38.6)	1.68 (1.59, 1.77)	1.70 (1.59, 1.81)
College Graduate or Beyond	37.0 (34.5, 39.6)	46.5 (43.3, 49.7)	1.64 (1.59, 1.68)	1.65 (1.58, 1.72)

Respondents who reported using the Internet as a source for cancer information rated the information, on average, as useful.

Table 10 Awareness of National Cancer Organizations, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	AWARENESS OF NATIONAL CANCER ORGANIZATIONS			
	NCI		NCI's Cancer Information Service	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	76.7 (75.4, 77.8)	76.9 (75.2, 78.5)	25.8 (24.2, 27.5)	29.3 (27.6, 31.0)
GENDER				
Male	76.4 (74.5, 78.2)	77.0 (74.3, 79.5)	24.6 (22.5, 26.7)	26.7 (23.5, 30.2)
Female	76.9 (75.3, 78.4)	76.8 (74.8, 78.6)	27.0 (24.9, 29.2)	31.6 (29.7, 33.6)
AGE GROUP				
18-34	73.2 (70.8, 75.5)	70.9 (67.0, 74.6)	20.4 (18.1, 23.0)	21.2 (18.0, 24.8)
35-49	79.5 (77.1, 81.6)	79.8 (76.8, 82.5)	24.5 (22.2, 26.9)	29.5 (25.6, 33.7)
50-64	79.8 (77.4, 82.1)	81.0 (78.7, 83.1)	30.7 (27.4, 34.3)	33.4 (30.6, 36.2)
65-79	75.6 (72.3, 78.7)	76.9 (73.0, 80.3)	33.5 (29.1, 38.1)	39.9 (35.2, 44.7)
80+	66.7 (58.9, 73.7)	80.6 (74.7, 85.5)	29.1 (21.4, 38.1)	31.6 (25.1, 39.0)
RACE/ETHNICITY				
White, non-Hispanic	78.2 (76.8, 79.5)	80.3 (78.5, 81.9)	20.3 (18.6, 22.1)	25.9 (24.0, 27.8)
Black, non-Hispanic	77.8 (73.4, 81.6)	71.8 (63.8, 78.6)	33.6 (28.0, 39.8)	34.6 (26.5, 43.8)
Hispanic	69.6 (65.0, 73.9)	66.8 (61.1, 72.0)	52.3 (47.2, 57.4)	43.0 (35.6, 50.8)
Non-Hispanic Other	70.7 (62.7, 77.7)	75.3 (67.5, 81.8)	25.2 (18.5, 33.4)	35.3 (26.6, 45.2)
HOUSEHOLD INCOME				
Less than $25,000	74.6 (72.1, 77.0)	70.7 (67.0, 74.2)	40.1 (36.3, 44.0)	39.7 (34.4, 45.2)
$25,000 to < $50,000	77.3 (74.5, 79.8)	79.7 (75.3, 83.4)	24.4 (22.1, 26.9)	29.7 (25.5, 34.3)
$50,000 to < $75,000	78.6 (75.0, 81.8)	80.3 (76.9, 83.3)	20.7 (17.9, 23.7)	30.1 (25.5, 35.0)
$75,000 or more	80.4 (77.7, 82.8)	82.0 (78.7, 85.0)	13.3 (10.8, 16.2)	21.1 (18.3, 24.2)
EDUCATION				
Less than High School	70.8 (66.1, 75.1)	66.6 (62.4, 70.6)	45.2 (39.2, 51.3)	44.7 (38.3, 51.2)
High School Graduate	76.6 (74.6, 78.5)	78.1 (75.1, 80.8)	29.0 (26.3, 31.9)	28.4 (24.8, 32.4)
Some College	78.3 (76.1, 80.3)	80.0 (76.7, 82.9)	19.7 (17.0, 22.6)	30.1 (27.1, 33.2)
College Graduate or Beyond	78.9 (76.7, 81.0)	78.9 (76.2, 81.3)	15.5 (13.4, 17.8)	21.0 (18.4, 24.0)

*The name of bogus organizations differ by survey year and therefore are not necessarily comparable.
2003: "United States Center for Cancer Prevention Research" 2005: "Cancer Control of America"

1-800-4-Cancer Information Number		Bogus Organizations *	
HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
19.5 (18.4, 20.8)	19.1 (17.4, 20.9)	32.6 (31.0, 34.3)	10.5 (9.1, 12.0)
17.3 (15.6, 19.2)	16.6 (14.1, 19.4)	32.1 (29.7, 34.6)	10.2 (8.2, 12.6)
21.6 (19.9, 23.5)	21.5 (19.8, 23.2)	33.1 (31.2, 35.1)	10.7 (9.4, 12.1)
17.9 (15.3, 20.7)	18.3 (15.2, 21.8)	39.9 (36.8, 43.0)	14.9 (11.9, 18.6)
18.3 (16.4, 20.3)	18.9 (15.9, 22.2)	32.3 (29.5, 35.2)	8.5 (6.3, 11.2)
24.1 (21.6, 26.7)	21.8 (18.8, 25.1)	25.8 (23.4, 28.4)	7.4 (5.7, 9.5)
20.9 (18.1, 23.9)	17.9 (15.1, 21.1)	28.8 (25.4, 32.4)	8.9 (6.7, 11.8)
12.8 (8.8, 18.4)	16.1 (11.4, 22.3)	26.1 (20.8, 32.2)	13.4 (8.6, 20.3)
16.7 (15.2, 18.3)	16.7 (15.1, 18.4)	30.7 (28.8, 32.6)	5.6 (4.4, 7.0)
29.3 (24.6, 34.5)	26.3 (20.6, 32.9)	41.8 (36.9, 46.9)	16.7 (12.8, 21.4)
30.0 (26.5, 33.7)	28.0 (23.1, 33.6)	34.2 (30.4, 38.3)	26.7 (20.8, 33.5)
17.1 (12.0, 23.8)	20.1 (12.8, 30.1)	33.8 (27.8, 40.4)	15.7 (10.2, 23.3)
28.2 (25.3, 31.3)	24.6 (21.3, 28.1)	37.5 (34.2, 40.8)	19.1 (15.1, 23.7)
18.6 (16.2, 21.2)	19.8 (16.8, 23.3)	32.2 (29.3, 35.2)	10.2 (8.0, 12.8)
17.9 (15.0, 21.1)	17.8 (14.8, 21.3)	33.0 (29.2, 37.1)	5.7 (3.9, 8.2)
11.1 (9.3, 13.2)	14.5 (11.8, 17.8)	26.2 (22.7, 30.1)	4.3 (2.7, 6.6)
29.4 (26.1, 33.0)	27.4 (23.0, 32.3)	37.9 (33.8, 42.2)	25.6 (20.9, 30.9)
21.5 (19.2, 23.9)	19.8 (16.8, 23.1)	32.9 (30.2, 35.7)	10.1 (7.7, 13.0)
18.6 (16.2, 21.1)	19.3 (15.8, 23.5)	34.3 (31.3, 37.4)	7.8 (5.9, 10.3)
11.9 (10.4, 13.6)	14.0 (11.3, 17.1)	26.2 (24.0, 28.5)	3.9 (2.8, 5.3)

Table 11 Trust in Sources of Information, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

		HOW MUCH WOULD YOU TRUST INFORMATION ABOUT HEALTH OR MEDICAL TOPICS FROM…			
		Doctor		Family	
		HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	A lot	62.4 (60.8, 64.0)	67.2 (65.1, 69.2)	18.9 (18.0, 20.0)	22.8 (21.0, 24.7)
	Some	30.7 (29.2, 32.2)	24.8 (23.3, 26.3)	48.9 (47.4, 50.3)	45.0 (43.0, 47.0)
	A little/not at all	6.9 (6.0, 7.9)	8.0 (6.9, 9.3)	32.2 (30.8, 33.6)	32.2 (30.7, 33.6)
GENDER					
Male	A lot	61.5 (58.9, 64.0)	67.1 (63.7, 70.3)	17.8 (16.1, 19.6)	22.9 (20.2, 25.8)
	Some	29.8 (27.4, 32.3)	24.4 (21.7, 27.3)	46.5 (44.1, 48.9)	42.5 (39.0, 45.9)
	A little/not at all	8.7 (7.2, 10.6)	8.6 (7.0, 10.4)	35.7 (33.8, 37.7)	34.6 (32.0, 37.4)
Female	A lot	63.2 (61.3, 65.1)	67.3 (65.5, 69.1)	20.0 (18.8, 21.3)	22.7 (20.4, 25.2)
	Some	31.5 (29.9, 33.2)	25.2 (23.6, 26.8)	51.1 (49.3, 52.9)	47.4 (45.1, 49.7)
	A little/not at all	5.2 (4.4, 6.2)	7.5 (5.9, 9.4)	28.9 (27.0, 30.8)	29.9 (28.4, 31.4)
AGE GROUP					
18-34	A lot	66.2 (63.2, 69.1)	68.4 (63.7, 72.8)	18.6 (16.4, 21.1)	25.3 (21.6, 29.3)
	Some	29.2 (26.6, 32.0)	23.8 (20.0, 28.0)	50.3 (47.0, 53.6)	42.2 (38.1, 46.3)
	A little/not at all	4.5 (3.5, 5.9)	7.8 (5.7, 10.6)	31.1 (28.1, 34.2)	32.6 (29.1, 36.2)
35-49	A lot	60.1 (57.4, 62.8)	66.8 (63.6, 69.9)	18.8 (16.6, 21.3)	23.0 (20.6, 25.7)
	Some	32.6 (30.2, 35.1)	26.2 (23.5, 29.1)	51.0 (48.4, 53.5)	46.4 (43.5, 49.5)
	A little/not at all	7.3 (5.3, 9.9)	7.0 (5.2, 9.4)	30.2 (28.1, 32.5)	30.5 (27.7, 33.5)
50-64	A lot	60.4 (57.1, 63.7)	68.9 (65.7, 71.9)	19.0 (16.9, 21.3)	21.4 (18.7, 24.3)
	Some	32.1 (29.2, 35.2)	24.0 (21.5, 26.6)	47.9 (45.5, 50.4)	48.2 (45.2, 51.3)
	A little/not at all	7.5 (5.7, 9.8)	7.2 (5.7, 9.0)	33.0 (30.5, 35.6)	30.4 (27.1, 33.9)
65-79	A lot	63.8 (60.7, 66.8)	65.3 (61.2, 69.2)	18.9 (15.9, 22.3)	20.5 (16.5, 25.2)
	Some	27.6 (24.4, 31.1)	24.3 (21.4, 27.3)	45.8 (41.9, 49.7)	44.0 (40.4, 47.7)
	A little/not at all	8.6 (6.3, 11.6)	10.5 (7.6, 14.3)	35.4 (31.8, 39.1)	35.5 (31.7, 39.4)
80+	A lot	54.1 (46.8, 61.2)	56.0 (49.7, 62.2)	24.0 (18.4, 30.6)	17.1 (11.9, 24.0)
	Some	29.6 (22.9, 37.4)	28.8 (23.5, 34.8)	32.1 (25.8, 39.2)	38.7 (32.2, 45.5)
	A little/not at all	16.3 (11.9, 22.0)	15.1 (10.6, 21.1)	43.8 (37.5, 50.4)	44.3 (37.2, 51.6)
RACE/ETHNICITY					
White, non-Hispanic	A lot	63.4 (61.6, 65.1)	71.3 (69.0, 73.4)	17.8 (16.5, 19.1)	20.9 (19.1, 22.8)
	Some	30.9 (29.3, 32.6)	23.1 (21.4, 24.9)	51.7 (50.1, 53.4)	48.3 (45.9, 50.7)
	A little/not at all	5.7 (4.7, 7.0)	5.7 (4.6, 7.1)	30.5 (29.0, 32.0)	30.8 (28.8, 32.8)
Black, non-Hispanic	A lot	59.0 (54.1, 63.8)	58.9 (52.3, 65.1)	23.8 (20.7, 27.3)	25.1 (19.8, 31.3)
	Some	34.8 (30.0, 39.9)	31.2 (25.1, 38.1)	44.6 (40.4, 49.0)	39.3 (33.0, 46.0)
	A little/not at all	6.2 (3.9, 9.8)	9.9 (7.0, 13.8)	31.5 (27.9, 35.4)	35.6 (30.0, 41.6)
Hispanic	A lot	60.7 (56.0, 65.2)	58.4 (53.1, 63.4)	21.6 (18.0, 25.7)	29.6 (24.0, 36.0)
	Some	26.0 (22.1, 30.2)	26.9 (22.0, 32.4)	37.8 (33.7, 42.2)	35.3 (30.3, 40.6)
	A little/not at all	13.3 (10.2, 17.2)	14.7 (11.0, 19.4)	40.6 (36.1, 45.2)	35.1 (30.0, 40.6)
Non-Hispanic Other	A lot	59.8 (53.5, 65.9)	66.0 (57.6, 73.5)	18.1 (12.2, 25.8)	25.9 (18.8, 34.5)
	Some	32.2 (26.5, 38.4)	26.0 (19.1, 34.2)	47.3 (40.7, 54.0)	47.1 (38.2, 56.1)
	A little/not at all	8.0 (4.4, 14.0)	8.0 (4.8, 13.2)	34.6 (29.3, 40.4)	27.1 (19.3, 36.5)

		HOW MUCH WOULD YOU TRUST INFORMATION ABOUT HEALTH OR MEDICAL TOPICS FROM…			
		Doctor		Family	
		HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
HOUSEHOLD INCOME					
Less than $25,000	A lot	59.9 (57.2, 62.5)	60.5 (56.3, 64.7)	24.3 (21.9, 27.0)	27.5 (23.7, 31.7)
	Some	28.4 (26.0, 31.0)	26.6 (23.1, 30.6)	41.3 (38.4, 44.3)	39.3 (35.5, 43.2)
	A little/not at all	11.7 (9.3, 14.6)	12.8 (10.5, 15.6)	34.4 (31.7, 37.1)	33.2 (29.7, 36.8)
$25,000 to < $50,000	A lot	59.5 (56.5, 62.5)	63.9 (59.8, 67.8)	18.8 (16.8, 20.9)	22.1 (18.7, 26.0)
	Some	34.5 (31.4, 37.8)	27.8 (24.3, 31.5)	51.3 (48.7, 54.0)	44.7 (40.8, 48.7)
	A little/not at all	5.9 (4.5, 7.7)	8.3 (6.4, 10.7)	29.9 (27.7, 32.1)	33.1 (30.2, 36.2)
$50,000 to < $75,000	A lot	63.3 (59.7, 66.7)	73.0 (68.6, 77.0)	14.4 (12.2, 16.9)	23.1 (19.6, 26.9)
	Some	31.9 (28.4, 35.5)	21.7 (18.5, 25.2)	55.7 (51.7, 59.6)	49.0 (43.9, 54.1)
	A little/not at all	4.8 (3.1, 7.6)	5.3 (3.6, 7.9)	29.9 (26.2, 33.9)	28.0 (24.4, 31.8)
$75,000 or more	A lot	67.4 (64.3, 70.3)	75.6 (71.1, 79.7)	13.5 (11.5, 15.8)	18.9 (16.1, 22.2)
	Some	29.2 (26.3, 32.4)	21.9 (18.1, 26.3)	51.3 (48.5, 54.2)	49.3 (44.5, 54.1)
	A little/not at all	3.4 (2.4, 4.7)	2.4 (1.5, 3.9)	35.2 (32.3, 38.2)	31.8 (28.4, 35.4)
EDUCATION					
Less than High School	A lot	57.6 (53.8, 61.3)	59.8 (54.8, 64.7)	23.8 (20.3, 27.7)	30.2 (25.8, 35.0)
	Some	28.2 (24.5, 32.1)	24.2 (20.2, 28.7)	37.0 (33.4, 40.8)	32.1 (27.5, 37.0)
	A little/not at all	14.3 (11.6, 17.4)	16.0 (12.8, 19.9)	39.2 (34.6, 43.9)	37.7 (32.3, 43.6)
High School Graduate	A lot	60.6 (57.5, 63.7)	64.6 (60.9, 68.1)	19.8 (17.7, 22.0)	23.2 (19.9, 26.8)
	Some	32.2 (29.3, 35.3)	27.3 (24.3, 30.6)	50.9 (48.3, 53.6)	45.4 (42.1, 48.8)
	A little/not at all	7.2 (5.6, 9.2)	8.1 (6.4, 10.1)	29.3 (26.4, 32.4)	31.4 (28.6, 34.4)
Some College	A lot	61.4 (58.4, 64.3)	69.2 (65.3, 72.9)	19.1 (16.4, 22.1)	22.5 (19.6, 25.8)
	Some	33.4 (30.8, 36.1)	24.4 (21.2, 27.8)	50.6 (47.4, 53.7)	47.6 (43.4, 51.9)
	A little/not at all	5.2 (3.3, 8.1)	6.4 (3.9, 10.4)	30.3 (27.6, 33.2)	29.9 (26.4, 33.6)
College Graduate	A lot	68.7 (66.4, 71.0)	74.8 (71.4, 77.9)	13.7 (12.1, 15.5)	18.0 (15.6, 20.8)
	Some	28.3 (26.0, 30.6)	22.0 (19.1, 25.2)	53.4 (50.9, 56.0)	51.3 (47.6, 55.0)
	A little/not at all	3.0 (2.2, 4.1)	3.2 (2.1, 4.8)	32.8 (30.6, 35.2)	30.7 (27.1, 34.5)

(Table 11 continued on next page)

Table 11 Trust in Sources of Information, by Sociodemographics (continued)

Weighted Percentages and 95% Confidence Intervals

		HOW MUCH WOULD YOU TRUST INFORMATION ABOUT HEALTH OR MEDICAL TOPICS FROM…			
		Newspaper		Magazine	
		HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	A lot	13.1 (12.0, 14.2)	18.9 (17.4, 20.6)	15.9 (14.8, 17.1)	19.7 (18.2, 21.2)
	Some	50.3 (48.6, 52.0)	51.9 (49.8, 53.9)	50.3 (48.7, 51.8)	51.1 (49.2, 53.1)
	A little/not at all	36.6 (35.2, 38.0)	29.2 (27.2, 31.2)	33.9 (32.5, 35.2)	29.2 (27.3, 31.1)
GENDER					
Male	A lot	12.3 (10.7, 14.0)	16.5 (14.2, 19.1)	14.1 (12.4, 16.0)	18.1 (15.7, 20.7)
	Some	46.6 (44.1, 49.0)	50.8 (47.4, 54.3)	47.1 (44.9, 49.4)	47.8 (44.0, 51.7)
	A little/not at all	41.2 (39.2, 43.2)	32.7 (29.3, 36.3)	38.8 (36.8, 40.9)	34.1 (30.9, 37.5)
Female	A lot	13.9 (12.4, 15.5)	21.3 (19.2, 23.5)	17.5 (16.2, 19.0)	21.2 (19.2, 23.3)
	Some	53.8 (51.6, 56.0)	52.8 (50.4, 55.3)	53.2 (51.4, 54.9)	54.3 (51.7, 56.9)
	A little/not at all	32.3 (30.3, 34.3)	25.9 (23.9, 28.0)	29.3 (27.5, 31.2)	24.6 (22.7, 26.5)
AGE GROUP					
18-34	A lot	16.4 (14.2, 18.8)	20.8 (17.5, 24.4)	17.5 (15.3, 19.9)	18.0 (15.1, 21.3)
	Some	51.2 (47.9, 54.5)	51.4 (46.3, 56.5)	50.0 (47.0, 53.0)	52.0 (46.8, 57.1)
	A little/not at all	32.4 (29.6, 35.4)	27.8 (23.6, 32.5)	32.5 (29.9, 35.3)	30.0 (26.0, 34.4)
35-49	A lot	12.1 (10.3, 14.2)	21.6 (18.3, 25.2)	17.0 (14.8, 19.4)	23.2 (20.1, 26.5)
	Some	52.9 (50.6, 55.1)	53.6 (49.6, 57.5)	54.0 (51.4, 56.6)	53.0 (49.2, 56.7)
	A little/not at all	35.0 (32.9, 37.2)	24.9 (21.5, 28.6)	29.0 (26.9, 31.1)	23.9 (20.4, 27.7)
50-64	A lot	11.2 (9.3, 13.4)	16.4 (14.1, 19.0)	14.6 (12.6, 16.8)	20.6 (18.5, 22.9)
	Some	50.9 (48.4, 53.5)	55.2 (52.1, 58.2)	51.8 (48.9, 54.6)	52.6 (49.5, 55.6)
	A little/not at all	37.8 (34.9, 40.9)	28.4 (25.1, 32.0)	33.7 (31.1, 36.4)	26.8 (23.9, 30.0)
65-79	A lot	10.5 (7.6, 14.2)	14.8 (12.0, 18.2)	12.6 (10.0, 15.9)	15.8 (13.1, 18.8)
	Some	44.4 (40.1, 48.8)	46.0 (42.3, 49.8)	43.4 (39.1, 47.8)	45.0 (41.4, 48.7)
	A little/not at all	45.1 (40.7, 49.6)	39.1 (35.2, 43.2)	44.0 (39.9, 48.2)	39.2 (35.2, 43.4)
80+	A lot	13.9 (10.0, 19.1)	13.7 (9.7, 19.0)	11.9 (7.7, 17.9)	10.8 (7.7, 15.1)
	Some	35.5 (28.9, 42.6)	40.8 (34.5, 47.5)	32.9 (27.6, 38.7)	40.1 (32.8, 47.9)
	A little/not at all	50.6 (43.6, 57.6)	45.5 (38.8, 52.4)	55.2 (48.7, 61.6)	49.0 (41.7, 56.4)
RACE/ETHNICITY					
White, non-Hispanic	A lot	11.7 (10.4, 13.1)	18.7 (17.1, 20.3)	14.2 (12.9, 15.6)	18.9 (17.2, 20.6)
	Some	53.3 (51.5, 55.1)	53.8 (51.7, 55.9)	53.7 (51.8, 55.5)	53.4 (51.2, 55.6)
	A little/not at all	35.0 (33.3, 36.8)	27.5 (25.4, 29.7)	32.1 (30.6, 33.7)	27.7 (25.6, 30.0)
Black, non-Hispanic	A lot	18.8 (14.9, 23.4)	24.3 (18.9, 30.7)	24.9 (20.6, 29.8)	28.5 (22.9, 34.9)
	Some	48.2 (43.5, 53.0)	47.5 (40.8, 54.2)	45.5 (40.4, 50.7)	43.0 (37.3, 48.9)
	A little/not at all	33.0 (29.1, 37.1)	28.2 (22.3, 35.0)	29.6 (25.9, 33.6)	28.5 (22.8, 35.0)
Hispanic	A lot	15.5 (12.6, 19.0)	18.3 (13.1, 25.1)	18.1 (15.0, 21.8)	19.0 (14.5, 24.6)
	Some	41.5 (36.7, 46.6)	42.2 (34.8, 49.9)	41.0 (36.8, 45.4)	41.9 (34.6, 49.6)
	A little/not at all	42.9 (38.0, 48.0)	39.5 (32.1, 47.3)	40.8 (36.2, 45.7)	39.0 (32.5, 46.0)
Non-Hispanic Other	A lot	18.8 (13.8, 25.1)	18.2 (12.9, 25.0)	19.5 (15.0, 25.0)	20.2 (14.6, 27.4)
	Some	40.4 (33.9, 47.3)	56.5 (47.0, 65.6)	42.8 (35.7, 50.3)	52.1 (42.7, 61.4)
	A little/not at all	40.8 (34.8, 47.0)	25.3 (18.1, 34.0)	37.6 (30.6, 45.3)	27.6 (19.7, 37.3)

		HOW MUCH WOULD YOU TRUST INFORMATION ABOUT HEALTH OR MEDICAL TOPICS FROM…			
		Newspaper		Magazine	
		HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
HOUSEHOLD INCOME					
Less than $25,000	A lot	16.2 (14.0, 18.8)	15.3 (11.7, 19.7)	18.0 (15.3, 20.9)	15.3 (13.0, 18.0)
	Some	40.1 (37.3, 43.1)	44.5 (38.9, 50.2)	40.9 (37.8, 44.1)	45.5 (40.6, 50.4)
	A little/not at all	43.6 (40.8, 46.5)	40.3 (34.6, 46.2)	41.2 (38.4, 43.9)	39.2 (34.3, 44.4)
$25,000 to < $50,000	A lot	12.7 (10.6, 15.2)	18.3 (15.3, 21.6)	15.9 (13.9, 18.1)	18.6 (15.6, 22.1)
	Some	50.4 (47.3, 53.5)	53.3 (48.9, 57.7)	50.3 (47.1, 53.4)	50.7 (46.4, 55.0)
	A little/not at all	36.9 (34.2, 39.6)	28.4 (24.7, 32.5)	33.8 (31.2, 36.6)	30.7 (26.6, 35.0)
$50,000 to < $75,000	A lot	11.1 (9.4, 13.2)	22.7 (18.7, 27.2)	15.8 (13.4, 18.5)	23.3 (19.4, 27.8)
	Some	59.0 (54.3, 63.5)	52.8 (47.3, 58.3)	59.7 (55.1, 64.1)	52.5 (46.8, 58.2)
	A little/not at all	29.9 (25.8, 34.3)	24.5 (20.3, 29.2)	24.5 (20.9, 28.6)	24.2 (20.6, 28.1)
$75,000 or more	A lot	10.8 (9.1, 12.7)	24.0 (20.6, 27.8)	13.5 (11.7, 15.4)	24.2 (21.1, 27.7)
	Some	58.9 (56.1, 61.6)	54.5 (50.2, 58.7)	58.7 (56.1, 61.3)	53.6 (49.2, 57.8)
	A little/not at all	30.4 (27.9, 32.9)	21.5 (18.0, 25.5)	27.8 (25.6, 30.1)	22.2 (18.5, 26.4)
EDUCATION					
Less than High School	A lot	15.0 (12.1, 18.4)	15.9 (12.2, 20.5)	17.3 (13.9, 21.3)	16.0 (11.4, 21.9)
	Some	35.5 (30.9, 40.3)	42.5 (35.5, 49.9)	33.0 (28.9, 37.4)	36.5 (29.6, 43.9)
	A little/not at all	49.5 (45.0, 54.0)	41.5 (35.2, 48.2)	49.8 (45.7, 53.9)	47.6 (40.5, 54.8)
High School Graduate	A lot	13.3 (11.6, 15.2)	20.4 (17.2, 24.0)	16.0 (14.4, 17.7)	21.6 (18.3, 25.4)
	Some	47.7 (44.7, 50.8)	47.3 (43.3, 51.4)	47.6 (45.0, 50.2)	47.1 (43.6, 50.6)
	A little/not at all	39.0 (36.5, 41.4)	32.3 (28.3, 36.5)	36.4 (34.2, 38.7)	31.3 (27.5, 35.3)
Some College	A lot	14.4 (11.9, 17.3)	17.7 (15.4, 20.2)	16.6 (13.9, 19.7)	18.2 (15.8, 20.9)
	Some	53.8 (51.0, 56.6)	56.3 (52.8, 59.7)	56.3 (53.4, 59.1)	56.7 (52.9, 60.5)
	A little/not at all	31.8 (29.4, 34.3)	26.0 (22.9, 29.4)	27.1 (24.8, 29.5)	25.1 (21.9, 28.5)
College Graduate	A lot	10.7 (9.3, 12.3)	21.2 (18.6, 24.0)	14.5 (13.0, 16.1)	21.6 (18.6, 25.0)
	Some	60.6 (58.4, 62.9)	57.1 (53.5, 60.7)	60.4 (57.8, 63.0)	56.3 (52.1, 60.3)
	A little/not at all	28.6 (26.0, 31.4)	21.7 (18.9, 24.9)	25.1 (22.6, 27.7)	22.1 (18.4, 26.3)

(Table 11 continued on next page)

Table 11 Trust in Sources of Information, by Sociodemographics (continued)

Weighted Percentages and 95% Confidence Intervals

		HOW MUCH WOULD YOU TRUST INFORMATION ABOUT HEALTH OR MEDICAL TOPICS FROM…			
		Radio		Internet	
		HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	A lot	9.9 (8.9, 11.0)	12.3 (10.9, 13.8)	23.9 (22.5, 25.4)	18.9 (16.7, 21.4)
	Some	44.0 (42.2, 45.9)	45.7 (44.2, 47.3)	40.9 (39.3, 42.6)	53.8 (51.1, 56.5)
	A little/not at all	46.1 (44.3, 47.8)	42.0 (39.9, 44.2)	35.1 (33.7, 36.6)	27.3 (25.4, 29.2)
GENDER					
Male	A lot	9.9 (8.4, 11.7)	13.0 (10.8, 15.6)	23.2 (21.3, 25.1)	15.8 (12.8, 19.4)
	Some	42.4 (39.9, 44.9)	43.0 (40.0, 46.0)	40.2 (38.0, 42.5)	51.2 (47.4, 55.0)
	A little/not at all	47.7 (45.3, 50.1)	44.0 (39.9, 48.2)	36.6 (34.3, 39.0)	33.0 (29.4, 36.8)
Female	A lot	9.9 (8.8, 11.1)	11.5 (10.1, 13.2)	24.6 (22.7, 26.7)	21.8 (19.2, 24.6)
	Some	45.6 (43.5, 47.7)	48.4 (46.4, 50.3)	41.6 (39.5, 43.7)	56.2 (52.5, 59.8)
	A little/not at all	44.5 (42.5, 46.6)	40.1 (38.4, 41.8)	33.8 (32.1, 35.5)	22.0 (19.6, 24.7)
AGE GROUP					
18-34	A lot	11.8 (9.8, 14.1)	11.4 (8.6, 15.0)	27.9 (25.5, 30.5)	14.6 (11.2, 18.8)
	Some	45.0 (41.8, 48.2)	43.3 (39.6, 47.1)	46.1 (43.1, 49.1)	55.8 (50.0, 61.4)
	A little/not at all	43.2 (40.3, 46.1)	45.3 (40.8, 49.8)	26.0 (23.5, 28.7)	29.6 (26.0, 33.6)
35-49	A lot	10.0 (8.2, 12.2)	15.7 (13.4, 18.3)	27.7 (25.2, 30.4)	22.4 (18.3, 27.0)
	Some	48.7 (46.2, 51.2)	49.6 (45.8, 53.5)	46.4 (43.5, 49.4)	53.2 (49.1, 57.3)
	A little/not at all	41.2 (38.5, 44.1)	34.7 (31.1, 38.4)	25.9 (23.7, 28.1)	24.4 (20.9, 28.2)
50-64	A lot	9.5 (7.5, 11.8)	10.6 (8.6, 13.2)	24.2 (21.3, 27.4)	21.1 (17.8, 24.8)
	Some	45.7 (42.6, 48.7)	49.6 (46.5, 52.6)	40.7 (37.7, 43.8)	55.1 (51.3, 58.8)
	A little/not at all	44.9 (42.0, 47.9)	39.8 (36.3, 43.4)	35.1 (31.9, 38.4)	23.8 (20.8, 27.2)
65-79	A lot	6.2 (4.2, 8.9)	10.2 (7.4, 13.9)	9.0 (7.3, 11.1)	20.8 (15.8, 26.7)
	Some	33.3 (29.3, 37.5)	38.4 (34.4, 42.6)	21.6 (18.4, 25.1)	41.4 (35.7, 47.4)
	A little/not at all	60.5 (55.9, 65.0)	51.3 (46.4, 56.2)	69.4 (65.4, 73.2)	37.8 (32.2, 43.7)
80+	A lot	8.2 (4.7, 14.1)	4.6 (2.3, 8.8)	5.8 (3.1, 10.8)	12.0 (5.2, 25.5)
	Some	21.5 (15.9, 28.5)	29.9 (22.1, 39.2)	15.2 (10.4, 21.6)	38.7 (16.5, 66.9)
	A little/not at all	70.3 (64.1, 75.8)	65.5 (56.8, 73.3)	79.0 (72.1, 84.6)	49.3 (26.3, 72.6)
RACE/ETHNICITY					
White, non-Hispanic	A lot	8.0 (6.7, 9.5)	11.3 (9.9, 12.8)	23.1 (21.4, 24.9)	17.5 (15.4, 19.8)
	Some	46.3 (44.2, 48.3)	46.8 (44.7, 49.0)	43.3 (41.4, 45.2)	54.7 (51.6, 57.8)
	A little/not at all	45.8 (43.6, 47.9)	41.9 (39.4, 44.4)	33.6 (31.9, 35.5)	27.8 (25.4, 30.4)
Black, non-Hispanic	A lot	15.4 (12.1, 19.5)	15.7 (10.9, 22.1)	29.4 (24.9, 34.2)	25.8 (18.0, 35.3)
	Some	41.0 (36.1, 46.2)	46.2 (39.9, 52.5)	36.6 (31.2, 42.3)	48.9 (37.7, 60.1)
	A little/not at all	43.5 (38.8, 48.3)	38.1 (31.3, 45.5)	34.0 (29.7, 38.7)	25.4 (17.5, 35.3)
Hispanic	A lot	16.3 (13.6, 19.4)	15.9 (11.2, 22.2)	24.4 (20.4, 28.9)	25.4 (17.3, 35.6)
	Some	38.4 (34.8, 42.0)	39.2 (32.1, 46.7)	33.0 (28.7, 37.6)	45.4 (34.5, 56.9)
	A little/not at all	45.3 (40.9, 49.9)	44.9 (37.5, 52.5)	42.6 (38.3, 47.0)	29.2 (19.7, 40.9)
Non-Hispanic Other	A lot	14.0 (10.0, 19.4)	11.8 (7.7, 17.7)	27.2 (21.2, 34.2)	21.3 (15.3, 28.9)
	Some	40.8 (33.6, 48.4)	43.7 (34.2, 53.8)	38.4 (31.7, 45.5)	58.5 (48.3, 68.1)
	A little/not at all	45.2 (37.9, 52.6)	44.4 (35.2, 54.0)	34.4 (28.2, 41.2)	20.1 (13.1, 29.7)

		HOW MUCH WOULD YOU TRUST INFORMATION ABOUT HEALTH OR MEDICAL TOPICS FROM…			
		Radio		Internet	
		HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
HOUSEHOLD INCOME					
Less than $25,000	A lot	13.0 (10.7, 15.8)	12.2 (8.9, 16.4)	20.5 (17.9, 23.3)	16.5 (11.9, 22.4)
	Some	35.5 (32.2, 39.0)	39.6 (34.8, 44.6)	29.5 (26.4, 32.8)	49.4 (42.1, 56.7)
	A little/not at all	51.4 (48.4, 54.5)	48.2 (42.8, 53.6)	50.0 (46.9, 53.2)	34.1 (27.7, 41.1)
$25,000 to < $50,000	A lot	9.5 (7.8, 11.5)	13.0 (9.7, 17.1)	23.6 (21.4, 26.1)	22.7 (18.3, 27.8)
	Some	45.0 (42.2, 47.9)	46.4 (42.5, 50.4)	41.5 (38.8, 44.3)	48.7 (42.6, 54.8)
	A little/not at all	45.5 (42.6, 48.5)	40.6 (36.6, 44.8)	34.9 (32.4, 37.4)	28.6 (24.3, 33.4)
$50,000 to < $75,000	A lot	8.6 (6.8, 10.8)	14.1 (11.0, 17.9)	28.2 (25.0, 31.7)	20.4 (16.7, 24.7)
	Some	54.1 (50.0, 58.1)	47.9 (43.5, 52.3)	47.6 (42.5, 52.7)	49.6 (44.1, 55.2)
	A little/not at all	37.4 (33.7, 41.1)	38.0 (34.0, 42.2)	24.1 (20.5, 28.2)	30.0 (25.9, 34.4)
$75,000 or more	A lot	7.1 (5.6, 9.1)	12.5 (10.3, 15.1)	26.7 (23.9, 29.7)	20.1 (16.6, 24.0)
	Some	50.1 (47.0, 53.2)	49.8 (45.4, 54.1)	52.3 (48.9, 55.6)	58.7 (54.1, 63.2)
	A little/not at all	42.8 (39.8, 45.8)	37.8 (34.1, 41.6)	21.0 (18.5, 23.8)	21.2 (17.7, 25.1)
EDUCATION					
Less than High School	A lot	15.3 (12.4, 18.6)	15.6 (10.1, 23.3)	19.9 (16.3, 24.2)	17.3 (9.6, 29.0)
	Some	32.5 (28.0, 37.3)	33.7 (27.8, 40.1)	21.7 (19.0, 24.8)	43.9 (30.7, 58.0)
	A little/not at all	52.3 (47.6, 56.9)	50.7 (43.9, 57.6)	58.3 (54.1, 62.4)	38.8 (26.3, 53.1)
High School Graduate	A lot	10.7 (9.3, 12.4)	13.7 (11.0, 16.9)	24.3 (22.1, 26.7)	22.3 (17.6, 28.0)
	Some	41.7 (38.6, 44.9)	43.4 (40.4, 46.5)	35.5 (32.7, 38.4)	52.1 (46.2, 58.0)
	A little/not at all	47.5 (44.7, 50.4)	42.9 (39.2, 46.6)	40.2 (37.7, 42.7)	25.5 (21.1, 30.5)
Some College	A lot	8.9 (6.4, 12.2)	9.8 (7.8, 12.3)	24.5 (22.1, 27.0)	16.0 (12.7, 20.0)
	Some	46.9 (43.7, 50.2)	49.2 (45.6, 52.9)	48.4 (45.2, 51.5)	54.8 (50.6, 58.9)
	A little/not at all	44.2 (41.4, 47.1)	40.9 (37.1, 44.9)	27.2 (24.7, 29.7)	29.2 (25.9, 32.7)
College Graduate	A lot	6.6 (5.5, 7.9)	12.5 (10.5, 14.9)	26.2 (23.8, 28.6)	20.6 (17.3, 24.3)
	Some	53.5 (51.2, 55.7)	50.0 (46.3, 53.7)	53.7 (51.0, 56.4)	54.4 (51.0, 57.7)
	A little/not at all	39.9 (37.4, 42.5)	37.5 (34.0, 41.1)	20.1 (17.9, 22.6)	25.1 (22.2, 28.2)

(Table 11 continued on next page)

Table 11 Trust in Sources of Information, by Sociodemographics (continued)

Weighted Percentages and 95% Confidence Intervals

		HOW MUCH WOULD YOU TRUST INFORMATION ABOUT HEALTH OR MEDICAL TOPICS FROM… TV	
		HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	A lot	20.0 (18.8, 21.4)	20.8 (19.3, 22.3)
	Some	51.0 (49.2, 52.7)	51.2 (49.1, 53.2)
	A little/not at all	29.0 (27.5, 30.5)	28.1 (26.3, 30.0)
GENDER			
Male	A lot	16.9 (15.0, 19.1)	19.1 (17.0, 21.3)
	Some	48.5 (46.3, 50.7)	47.2 (44.0, 50.5)
	A little/not at all	34.6 (32.4, 36.7)	33.7 (30.4, 37.1)
Female	A lot	22.9 (21.2, 24.8)	22.3 (20.3, 24.5)
	Some	53.2 (50.8, 55.7)	54.8 (51.9, 57.6)
	A little/not at all	23.8 (22.0, 25.7)	22.9 (20.9, 25.1)
AGE GROUP			
18-34	A lot	23.7 (21.6, 25.9)	21.1 (18.0, 24.6)
	Some	49.7 (46.8, 52.6)	49.9 (45.8, 54.1)
	A little/not at all	26.6 (24.6, 28.8)	28.9 (24.9, 33.4)
35-49	A lot	20.1 (17.6, 22.7)	24.5 (21.8, 27.5)
	Some	54.8 (51.9, 57.6)	52.1 (48.6, 55.5)
	A little/not at all	25.1 (22.5, 27.9)	23.4 (20.3, 26.9)
50-64	A lot	17.4 (15.4, 19.7)	19.7 (17.1, 22.5)
	Some	51.6 (49.1, 54.1)	54.1 (51.1, 57.0)
	A little/not at all	31.0 (28.4, 33.6)	26.3 (23.1, 29.7)
65-79	A lot	15.8 (12.6, 19.5)	16.1 (13.7, 18.9)
	Some	47.2 (42.9, 51.6)	48.2 (44.7, 51.8)
	A little/not at all	37.0 (33.1, 41.1)	35.6 (31.9, 39.6)
80+	A lot	20.1 (15.0, 26.5)	9.2 (6.7, 12.4)
	Some	36.2 (29.9, 43.1)	46.8 (39.5, 54.2)
	A little/not at all	43.7 (36.7, 50.9)	44.1 (37.4, 51.0)
RACE/ETHNICITY			
White, non-Hispanic	A lot	16.3 (14.9, 17.8)	18.0 (16.3, 19.8)
	Some	53.8 (52.0, 55.6)	54.6 (52.4, 56.8)
	A little/not at all	29.9 (28.2, 31.6)	27.4 (25.4, 29.5)
Black, non-Hispanic	A lot	33.2 (27.7, 39.3)	31.9 (26.2, 38.3)
	Some	45.9 (40.8, 51.0)	43.1 (36.6, 49.9)
	A little/not at all	20.9 (17.5, 24.7)	24.9 (20.1, 30.5)
Hispanic	A lot	29.5 (25.7, 33.6)	26.1 (21.0, 32.0)
	Some	42.9 (38.7, 47.3)	43.8 (38.4, 49.3)
	A little/not at all	27.6 (24.1, 31.3)	30.1 (24.4, 36.6)
Non-Hispanic Other	A lot	26.9 (20.7, 34.1)	26.6 (19.2, 35.7)
	Some	47.5 (40.8, 54.3)	44.1 (35.4, 53.2)
	A little/not at all	25.6 (20.5, 31.4)	29.3 (22.1, 37.7)

		HOW MUCH WOULD YOU TRUST INFORMATION ABOUT HEALTH OR MEDICAL TOPICS FROM… TV	
		HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
HOUSEHOLD INCOME			
Less than $25,000	A lot	26.9 (23.5, 30.6)	23.6 (19.4, 28.4)
	Some	44.6 (41.3, 48.0)	42.6 (37.6, 47.8)
	A little/not at all	28.5 (25.3, 32.0)	33.8 (29.4, 38.4)
$25,000 to < $50,000	A lot	19.1 (16.9, 21.5)	22.3 (19.2, 25.7)
	Some	52.6 (49.7, 55.5)	52.5 (48.8, 56.2)
	A little/not at all	28.3 (25.9, 30.9)	25.2 (21.6, 29.3)
$50,000 to < $75,000	A lot	17.5 (15.2, 20.1)	22.7 (18.6, 27.4)
	Some	56.2 (51.8, 60.6)	52.2 (46.7, 57.6)
	A little/not at all	26.3 (22.9, 29.9)	25.1 (20.8, 29.8)
$75,000 or more	A lot	13.7 (11.7, 16.0)	19.6 (16.2, 23.5)
	Some	57.1 (53.7, 60.4)	56.4 (51.0, 61.7)
	A little/not at all	29.2 (26.2, 32.4)	24.0 (19.9, 28.5)
EDUCATION			
Less than High School	A lot	28.8 (25.2, 32.6)	21.9 (17.6, 26.9)
	Some	36.1 (32.2, 40.2)	42.0 (37.0, 47.2)
	A little/not at all	35.2 (30.9, 39.6)	36.1 (31.3, 41.2)
High School Graduate	A lot	21.6 (19.7, 23.8)	24.2 (20.8, 27.9)
	Some	52.5 (49.6, 55.4)	48.8 (45.3, 52.3)
	A little/not at all	25.8 (23.7, 28.1)	27.0 (24.3, 29.9)
Some College	A lot	20.6 (17.9, 23.5)	20.1 (17.6, 23.0)
	Some	52.6 (49.4, 55.8)	53.4 (49.5, 57.2)
	A little/not at all	26.8 (24.1, 29.7)	26.5 (23.5, 29.8)
College Graduate	A lot	11.7 (10.2, 13.3)	17.7 (14.9, 20.8)
	Some	58.6 (55.4, 61.7)	56.8 (52.5, 61.0)
	A little/not at all	29.7 (26.7, 32.9)	25.5 (22.0, 29.3)

Table 12 Confidence in Obtaining Cancer Information, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	HOW CONFIDENT ARE YOU THAT YOU COULD GET ADVICE OR INFORMATION ABOUT CANCER IF YOU NEEDED IT?			
	Completely/Very		Somewhat/A Little	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	62.6 (61.1, 64.1)	68.1 (66.0, 70.1)	35.8 (34.4, 37.2)	29.8 (28.0, 31.7)
GENDER				
Male	62.1 (59.9, 64.3)	66.6 (63.2, 69.8)	35.9 (33.9, 37.9)	30.8 (27.8, 34.0)
Female	63.0 (61.0, 65.0)	69.4 (67.2, 71.6)	35.7 (33.7, 37.7)	28.9 (26.8, 31.2)
AGE GROUP				
18-34	63.3 (60.7, 65.8)	72.5 (68.3, 76.3)	35.7 (33.4, 38.0)	25.8 (22.4, 29.5)
35-49	61.9 (59.1, 64.6)	65.8 (62.5, 68.9)	36.7 (34.1, 39.4)	31.4 (28.3, 34.7)
50-64	62.7 (59.0, 66.3)	69.7 (66.1, 73.1)	35.7 (32.1, 39.5)	28.4 (25.3, 31.8)
65-79	63.5 (59.3, 67.5)	63.2 (59.2, 67.0)	33.4 (29.6, 37.5)	34.9 (31.0, 39.0)
80+	58.2 (50.4, 65.7)	56.2 (49.3, 62.8)	37.7 (30.0, 46.1)	43.0 (36.4, 49.9)
RACE/ETHNICITY				
White, non-Hispanic	65.7 (64.0, 67.4)	71.7 (69.4, 74.0)	33.2 (31.5, 34.9)	27.2 (24.9, 29.6)
Black, non-Hispanic	65.4 (60.8, 69.9)	68.7 (61.8, 74.8)	32.5 (28.3, 36.9)	28.5 (22.7, 35.0)
Hispanic	48.1 (43.6, 52.5)	54.1 (49.2, 59.0)	48.5 (43.8, 53.3)	40.5 (36.2, 45.0)
Non-Hispanic Other	53.1 (45.5, 60.5)	67.6 (59.2, 75.0)	44.5 (37.1, 52.1)	30.1 (23.0, 38.4)
HOUSEHOLD INCOME				
Less than $25,000	58.2 (54.9, 61.5)	60.5 (55.6, 65.2)	38.4 (35.2, 41.7)	35.7 (31.5, 40.3)
$25,000 to < $50,000	61.4 (58.3, 64.4)	66.6 (63.1, 70.0)	37.4 (34.4, 40.6)	32.1 (29.1, 35.3)
$50,000 to < $75,000	65.6 (62.1, 69.0)	72.0 (67.6, 76.1)	33.4 (30.1, 36.9)	26.6 (22.8, 30.8)
$75,000 or more	69.5 (66.2, 72.6)	77.2 (73.5, 80.6)	30.1 (27.0, 33.4)	21.7 (18.9, 24.8)
EDUCATION				
Less than High School	53.2 (48.5, 57.9)	59.8 (54.8, 64.7)	42.2 (37.4, 47.1)	35.9 (31.3, 40.7)
High School Graduate	59.3 (56.7, 61.9)	67.2 (63.3, 70.9)	39.5 (37.0, 42.1)	31.2 (27.7, 35.0)
Some College	67.4 (64.2, 70.3)	69.3 (65.6, 72.8)	31.6 (28.7, 34.6)	28.5 (25.1, 32.3)
College Graduate or Beyond	68.7 (65.9, 71.4)	75.7 (72.4, 78.8)	30.7 (28.1, 33.5)	23.7 (20.7, 27.0)

Not At All	
HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
1.6 (1.3, 2.0)	2.1 (1.5, 2.8)
2.0 (1.4, 2.8)	2.6 (1.6, 4.1)
1.3 (0.9, 1.8)	1.6 (1.2, 2.2)
1.0 (0.6, 1.9)	1.8 (0.8, 4.1)
1.4 (0.9, 2.2)	2.8 (1.6, 4.7)
1.6 (1.0, 2.5)	1.9 (1.1, 3.1)
3.1 (2.0, 4.7)	1.9 (1.2, 2.9)
4.0 (2.0, 8.0)	0.8 (0.3, 2.1)
1.1 (0.8, 1.6)	1.0 (0.7, 1.5)
2.1 (1.0, 4.4)	2.9 (0.6, 12.5)
3.4 (2.1, 5.6)	5.4 (3.2, 8.7)
2.5 (1.2, 4.9)	2.3 (0.8, 5.9)
3.4 (2.4, 4.8)	3.8 (2.4, 5.8)
1.2 (0.7, 1.9)	1.3 (0.7, 2.4)
0.9 (0.4, 2.1)	1.3 (0.6, 3.0)
0.4 (0.1, 1.0)	1.0 (0.2, 6.0)
4.6 (3.2, 6.6)	4.3 (2.5, 7.3)
1.2 (0.8, 1.7)	1.5 (0.9, 2.7)
1.0 (0.6, 1.8)	2.2 (1.1, 4.4)
0.6 (0.3, 1.1)	0.6 (0.3, 1.0)

The majority of respondents in both 2003 and 2005 were confident in their ability to get advice or information about cancer.

Table 13 Barriers to Information Seeking, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	BARRIERS TO INFORMATION SEEKING: Do you Agree Strongly or Somewhat that the Information…			
	Took a Lot of Effort to Find		Was Frustrating to Obtain	
	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
TOTAL	48.4 (46.2, 50.5)	37.3 (34.4, 40.3)	41.9 (39.7, 44.1)	26.7 (24.4, 29.1)
GENDER				
Male	46.9 (43.2, 50.8)	37.6 (31.9, 43.6)	40.2 (36.5, 44.0)	26.0 (21.5, 31.1)
Female	49.3 (46.3, 52.3)	37.1 (34.7, 39.6)	43.0 (40.4, 45.6)	27.1 (24.9, 29.5)
AGE GROUP				
18-34	44.7 (40.5, 48.8)	35.7 (29.0, 43.0)	39.9 (35.7, 44.3)	22.1 (16.7, 28.7)
35-49	46.1 (42.4, 49.9)	34.4 (30.2, 39.0)	41.2 (37.7, 44.7)	25.2 (21.6, 29.2)
50-64	51.7 (47.9, 55.6)	39.1 (34.5, 43.8)	45.9 (41.5, 50.4)	30.7 (26.7, 35.0)
65-79	55.7 (50.5, 60.8)	44.8 (39.4, 50.3)	39.5 (33.4, 45.9)	30.8 (25.8, 36.3)
80+	59.1 (45.8, 71.1)	47.0 (32.3, 62.2)	45.3 (34.7, 56.4)	41.3 (28.2, 55.8)
RACE/ETHNICITY				
White, non-Hispanic	47.5 (44.5, 50.5)	33.4 (30.0, 37.0)	42.0 (39.5, 44.6)	24.8 (22.1, 27.7)
Black, non-Hispanic	55.0 (47.6, 62.1)	41.8 (34.8, 49.3)	45.5 (39.2, 51.8)	29.6 (21.6, 39.2)
Hispanic	53.3 (46.0, 60.5)	52.6 (42.0, 63.0)	41.7 (34.0, 49.7)	31.6 (21.9, 43.3)
Non-Hispanic Other	49.3 (39.2, 59.5)	49.8 (41.5, 58.0)	39.0 (30.0, 48.7)	38.7 (30.4, 47.6)
HOUSEHOLD INCOME				
Less than $25,000	53.6 (48.2, 58.9)	47.8 (41.5, 54.1)	47.4 (42.0, 52.8)	34.1 (29.4, 39.1)
$25,000 to < $50,000	52.7 (48.1, 57.2)	40.0 (34.1, 46.1)	45.4 (41.2, 49.7)	27.1 (22.1, 32.9)
$50,000 to < $75,000	46.8 (41.6, 52.1)	32.5 (26.4, 39.2)	41.8 (36.5, 47.3)	24.3 (19.1, 30.4)
$75,000 or more	41.1 (36.1, 46.4)	29.4 (24.3, 35.1)	34.7 (31.1, 38.4)	22.6 (18.2, 27.7)
EDUCATION				
Less than High School	64.5 (54.6, 73.3)	56.6 (47.1, 65.8)	56.7 (48.0, 65.0)	44.6 (34.5, 55.2)
High School Graduate	53.1 (48.3, 57.9)	42.1 (36.7, 47.7)	45.0 (40.3, 49.9)	29.5 (25.2, 34.2)
Some College	46.0 (42.2, 49.8)	35.3 (30.0, 40.9)	39.9 (36.6, 43.3)	23.3 (19.3, 27.9)
College Graduate or Beyond	42.3 (37.8, 46.8)	29.1 (25.2, 33.3)	36.9 (33.4, 40.5)	23.7 (19.7, 28.2)

Quality Causes you Concern		Was Too Hard to Understand	
HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)	HINTS 2003 % (95% CI)	HINTS 2005 % (95% CI)
58.3 (56.4, 60.1)	47.5 (45.2, 49.8)	37.7 (35.4, 40.0)	23.7 (22.0, 25.6)
59.1 (56.3, 61.8)	47.9 (43.6, 52.3)	38.0 (35.1, 41.1)	23.4 (20.3, 26.8)
57.7 (55.1, 60.3)	47.2 (44.5, 49.8)	37.4 (34.4, 40.5)	24.0 (21.7, 26.4)
61.0 (56.4, 65.5)	47.3 (41.2, 53.4)	37.0 (32.8, 41.5)	17.2 (13.7, 21.5)
54.4 (51.1, 57.6)	45.4 (41.6, 49.3)	37.1 (33.3, 41.2)	23.9 (20.4, 27.8)
59.7 (55.6, 63.6)	45.9 (41.5, 50.4)	37.5 (33.9, 41.3)	27.0 (22.9, 31.5)
58.0 (52.1, 63.7)	57.6 (52.1, 63.0)	38.8 (33.2, 44.7)	29.1 (24.1, 34.7)
62.3 (50.6, 72.7)	52.0 (39.4, 64.3)	50.2 (38.6, 61.7)	41.0 (27.7, 55.8)
56.7 (54.5, 58.9)	43.8 (41.0, 46.7)	36.1 (33.5, 38.7)	21.5 (19.3, 23.9)
63.6 (57.6, 69.3)	61.0 (51.6, 69.6)	42.6 (35.4, 50.1)	23.7 (16.8, 32.3)
69.2 (63.2, 74.7)	59.2 (46.6, 70.7)	45.2 (38.8, 51.7)	36.1 (25.3, 48.5)
59.6 (50.1, 68.4)	52.3 (42.6, 61.8)	42.8 (34.5, 51.6)	26.3 (19.4, 34.7)
64.7 (60.6, 68.7)	63.6 (57.4, 69.3)	50.4 (45.1, 55.8)	34.9 (29.3, 40.9)
60.1 (55.9, 64.1)	49.2 (44.1, 54.4)	42.9 (39.3, 46.6)	25.0 (21.0, 29.4)
59.6 (54.4, 64.6)	41.1 (35.2, 47.2)	32.5 (28.1, 37.3)	20.4 (16.4, 25.0)
52.2 (47.6, 56.7)	38.9 (33.3, 44.8)	26.2 (22.6, 30.2)	14.8 (11.1, 19.5)
70.3 (63.0, 76.7)	64.9 (55.6, 73.1)	57.4 (49.5, 65.0)	43.8 (36.3, 51.5)
60.9 (56.8, 65.0)	55.4 (49.7, 61.0)	46.9 (41.3, 52.6)	32.8 (28.7, 37.2)
59.7 (55.9, 63.5)	42.9 (38.5, 47.5)	36.8 (33.3, 40.5)	21.3 (18.3, 24.6)
51.7 (48.5, 54.8)	40.7 (36.1, 45.4)	24.7 (21.4, 28.4)	12.3 (10.3, 14.6)

CANCER AWARENESS, KNOWLEDGE, AND BELIEFS

This section explores cancer awareness, knowledge, and beliefs from select items from HINTS 2003 and 2005.

Prevention

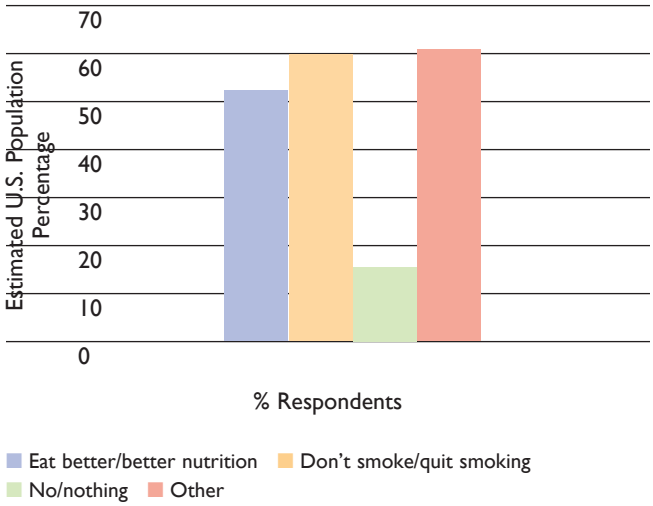
Prevention Knowledge Among the American Public

Estimates of Americans' prevention awareness are summarized in Figure 10.

- In 2003, over half of respondents offered behavioral strategies to this open-ended item (51.3% said "Eat better/better nutrition"; 59.0% said "Don't smoke/quit smoking"; and 60.8% gave other behavioral responses). However, 16.0% of respondents did not name a strategy to reduce their chances of getting cancer ("No/nothing").

Figure 10 Prevention Knowledge Among the American Public (2003)

Can you think of any thing people can do to reduce their chances of getting cancer?



Note: Respondents could give multiple responses

Cancer Prevention Knowledge Among American Smokers

Estimates of American smokers' prevention knowledge with regard to exercise and vitamin use are summarized in Figures 11 and 12, respectively.

- In 2003, repondents who reported they were current smokers were asked about the effects of specific health behaviors (exercise, vitamin use) on their cancer risk. Nearly half (49.7%) responded with either *no opinion, don't know,* or *agree* with the statement that "Exercise can undo most of the effects of smoking." Over one-third (35.1%) responded either *no opinion, don't know,* or *agree* to the statement that "Vitamins can undo most of the effects of smoking."

Figure 11 Prevention Knowledge Among American Smokers: Exercise (2003)

Exercise can undo most of the effects of smoking. Would you say you strongly agree, somewhat agree, somewhat disagree, strongly disagree or you have no opinion?

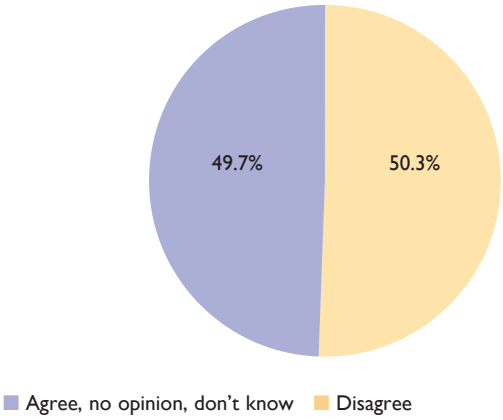
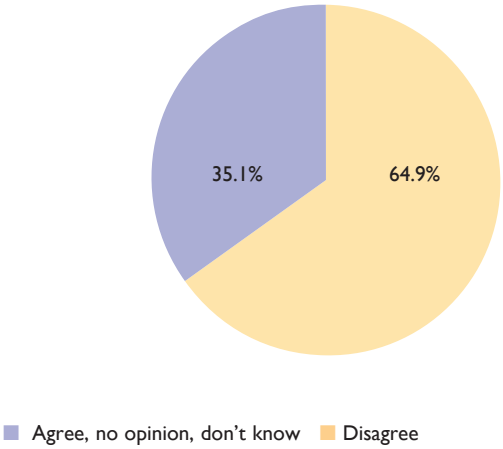


Figure 12 Prevention Knowledge Among American Smokers: Vitamin Use (2003)

Vitamins can undo most of the effects of smoking. Would you say you strongly agree, somewhat agree, somewhat disagree, strongly disagree or you have no opinion?



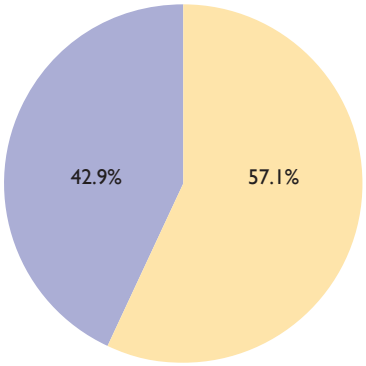
Cancer-Specific Knowledge

Breast Cancer

- In 2003, women without a personal history of breast cancer were asked about the recommended age at which to begin mammography screening and the frequency at which mammograms should be received. Figure 13 shows that less than half of the women (42.9%) correctly identified age 40 as the age at which most women should begin receiving mammograms; most incorrect responses were for ages younger than 40.
- Map 3 provides converging evidence that most women across the United States were not able to correctly identify the age at which they should start getting regular mammograms, with areas in the South and Southeast showing the lowest values.
- Figure 14 shows that most HINTS 2003 respondents (73.1%) correctly identified *every 1 to 2 years* as the recommended frequency at which mammograms should be received. The most common incorrect response indicated more frequent screening (*More than once a year*; 10.1%).
- In contrast to knowledge of the age at which women should start getting regular mammograms, Map 4 shows that most women across the United States were able to correctly identify how often they should get mammograms.

Figure 13 Knowledge of Age at Which to Begin Mammography (2003)

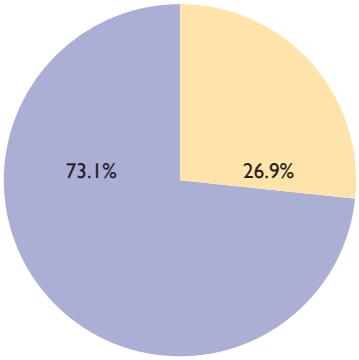
A mammogram is an x-ray of each breast to look for breast cancer. At what age are women supposed to start having mammograms?



Correct Answer (Age 40) Incorrect Answer

Figure 14 Knowledge of Recommended Mammography Frequency (2003)

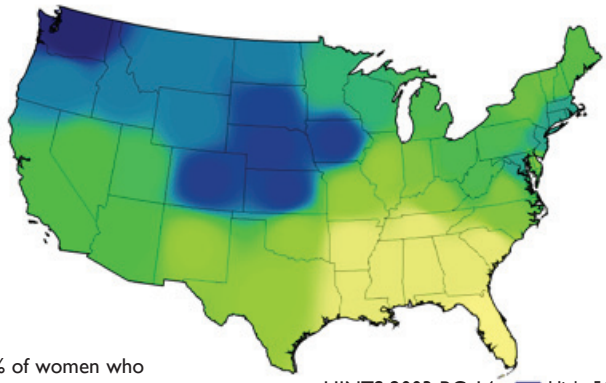
In general, once women start having mammograms, about how often should they have them?



Correct Answer (Every 1 to <2 years) Incorrect Answer

Map 3 Knowledge of Age at Which to Begin Mammogram (2003)

What age Should Women Start Getting Regular Mammograms?



(% of women who correctly identified 40 as age to start mammograms)

HINTS 2003 BC-14 Responded "40"

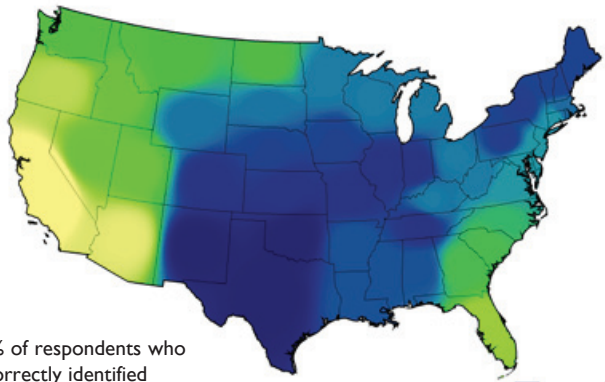
High: 56%

Low: 35%

Note: State Level Estimates are Unstable.

Map 4 Knowledge of Mammography Screening Frequency (2003)

How Often Should Women Be Getting Mammograms?



(% of respondents who correctly identified appropriate frequency of mammograms)

HINTS 2003 BC-14 Responded "1-2 yrs"

High: 79%

Low: 66%

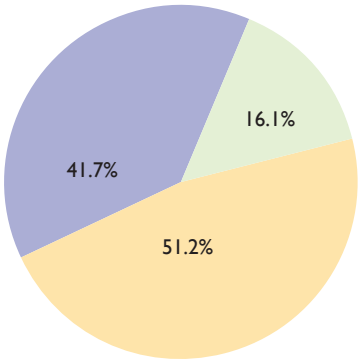
Note: State Level Estimates are Unstable.

Colon Cancer

- In 2003 and 2005, respondents were asked to name any tests that are used for secondary prevention of colon cancer. Figure 15 shows that 41.7% of the American public correctly identified either Fecal Occult Blood Tests or colonoscopy or sigmoidoscopy as a colon cancer screening test in 2003 while Figure 16 shows that this percentage increased to 48.9% in 2005. In 2003 51.2% of respondents were not able to name a colon cancer screening test. This percentage decreased to 45% in 2005.
- Colonoscopy was the most commonly named test to detect colon cancer in 2003 and 2005; however, in 2003 and 2005, more Americans responded with no/nothing when asked to name a test that detects colon cancer (48.0%[2003]; 40.5%[2005]) than responded with *colonoscopy*.
- Awareness of sigmoidoscopy or colonoscopy was assessed in HINTS 2003. A majority (75.3%) of the respondents reported that they were aware of sigmoidoscopy or colonoscopy.
- Figure 17 suggests that across the United States, most people have heard of a sigmoidoscopy or colonoscopy; however, Map 5 seems to show that people

Figure 15 Knowledge of Tests to Detect Colon Cancer (2003)

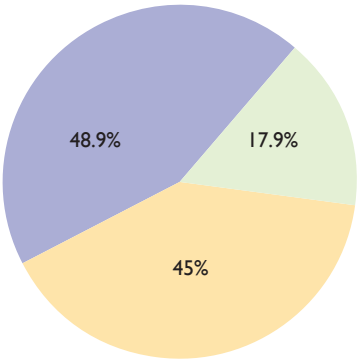
Can you think of any tests that detect colon cancer? Anything Else? (2003)



Colonoscopy/Sigmoidoscopy/FOBT
No/Don't Know/Refused/Not Ascertained
Other

Figure 16 Knowledge of Tests to Detect Colon Cancer (2005)

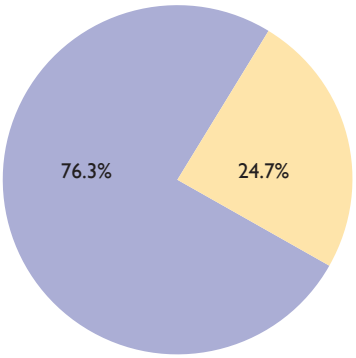
Can you think of any tests that detect colon cancer?



Colonoscopy/Sigmoidoscopy/FOBT
No/Don't Know/Refused/Not Ascertained
Other

Figure 17 Awareness of Sigmoidoscopy/Colonoscopy (2003)

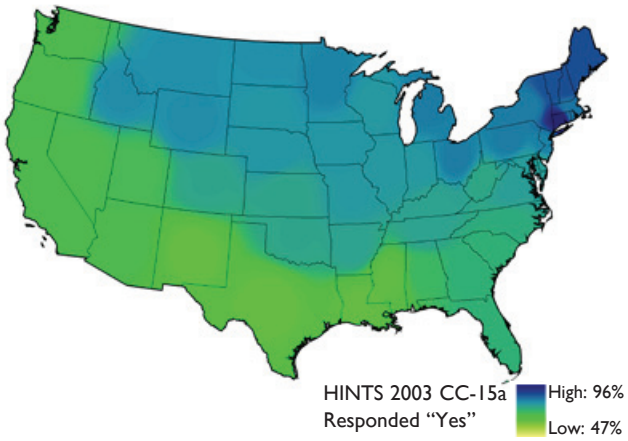
Have you ever heard of a sigmoidoscopy or colonoscopy?



Yes
No/Don't Know/Refused

Map 5 Regional Estimates of Awareness of Sigmoidoscopy/Colonoscopy (2003)

Have you ever heard of sigmoidoscopy and colonoscopy?

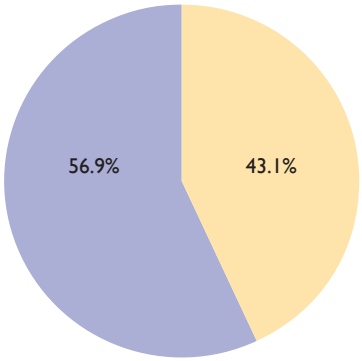


in the South are less aware while those in the upper Midwest and Northeast are more aware of these procedures.

- Awareness of FOBT was assessed in HINTS 2003. Figure 18 shows that just over half (56.9%) of the respondents reported that they were aware of FOBT.
- Map 6 suggests that, as compared with awareness of a sigmoidoscopy or colonoscopy, awareness of FOBT is relatively low across the United States, for example, in the South and Southwestern areas.
- In 2003, respondents without a personal history of colon cancer were asked about the recommended age at which to begin colon cancer screening with sigmoidoscopy or colonoscopy. Figure 19 shows that less than one-third of Americans (32.2%) correctly identified age 50 as the age at which most people should begin receiving sigmoid- or colonoscopies; most incorrect respondents gave ages younger than 50 as an answer, and nearly 1 in 5 (19.2%) responded with *don't know.*
- Map 7 shows that across the United States, most people do not know the recommended age to begin colorectal cancer screening, with relatively lower values in the South and Southeast.

Figure 18 Awareness of Fecal Occult Blood Tests (FOBT) (2003)

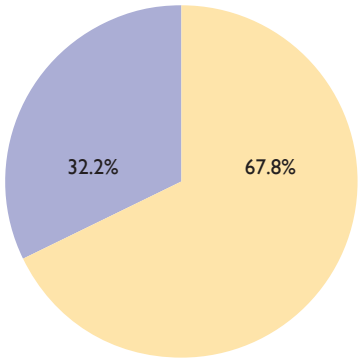
Have you ever heard of a fecal occult or stool blood test?



Yes No/Don't Know/Refused

Figure 19 Knowledge of Age at Which to Begin Sigmoidoscopy/Colonoscopy (2003)

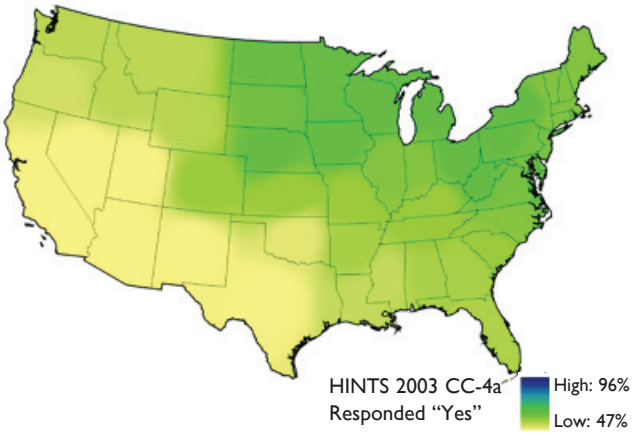
At what age are people supposed to start having sigmoidoscopy or colonoscopy exams?



Correct Answer (Age 50) Incorrect Answer

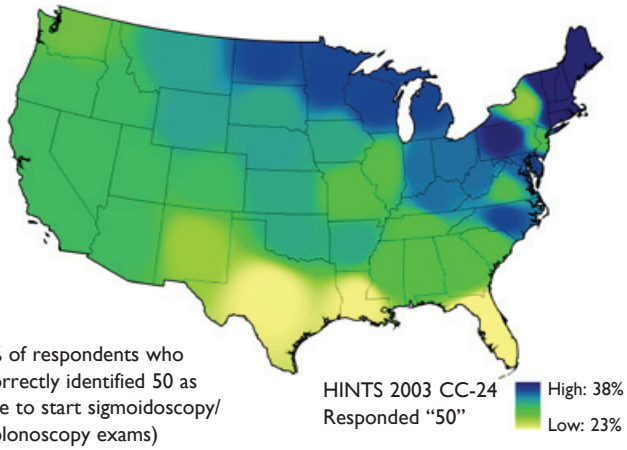
Map 6 Regional Estimates of Awareness of Fecal Occult Blood Test (2003)

Have you ever heard of FOBT?



Map 7 Regional Estimates of Knowledge of Age at Which to Begin Sigmoidoscopy/Colonoscopy (2003)

At what age are people supposed to start having sigmoidoscopy or colonoscopy exams?



(% of respondents who correctly identified 50 as age to start sigmoidoscopy/ colonoscopy exams)

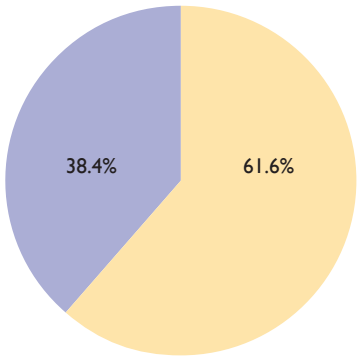
Note: State Level Estimates are Unstable.

Cervical Cancer

- In 2005, women without a personal history of cervical cancer were asked about their knowledge of cervical cancer and Human Papillomavirus (HPV). Figure 20 shows that most women (61.1%) had never heard of HPV.
- Figure 20 provides evidence that the percentage of women who have ever heard of HPV is low across the United States. Map 8 simultaneously suggests that reported awareness is relatively higher in the upper Midwest, the Northeast, and the lower Atlantic states.
- Respondents who had heard of HPV (38.4% of women) were asked whether they knew that HPV is a necessary cause of cervical cancer (Figure 21). Less than half (47.0%) correctly identified HPV as a cause of cervical cancer; nearly as many women (43.8%) said *don't know*.

Figure 20 Awareness of Human Papillomavirus (HPV) (2005)

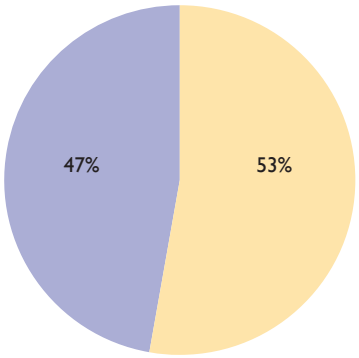
Have you ever heard of HPV? HPV stands for Human Papillomavirus.



Yes No/Don't Know/Refused

Figure 21 Knowledge that Human Papillomavirus (HPV) Causes Cervical Cancer (2005)

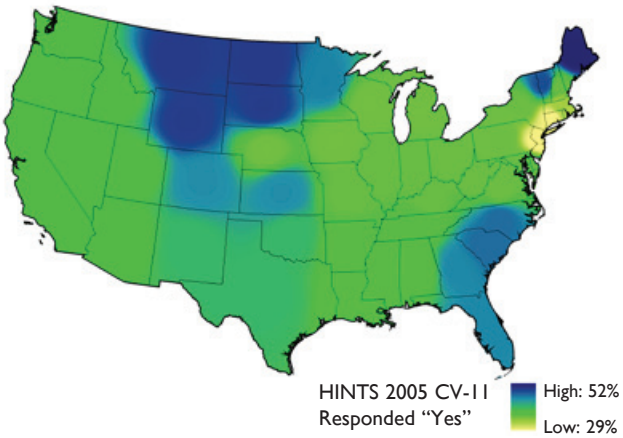
Do you think that HPV causes cervical cancer?



Yes No/Don't Know/Refused

Map 8 Regional Estimates of Awareness of Human Papillomavirus (HPV) (2005)

Have you ever heard of HPV?



Note: State Level Estimates are Unstable.

Lung Cancer

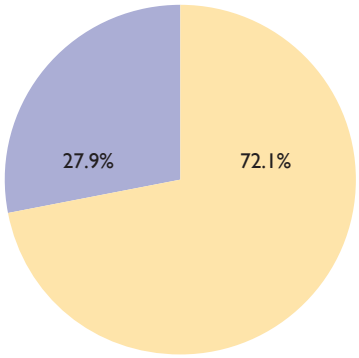
- When asked to identify the leading cause of cancer death, HINTS 2003 respondents tended to confuse incidence with mortality; nearly half (47.8%) of American men and women named the most incident gender-specific cancer (breast/prostate) as the type of cancer that caused the highest number of deaths annually. As Figure 22 shows, less than one-third (27.9%) correctly identified lung cancer as the leading cause of cancer death.

(Note: For female respondents, the HINTS 2003 question about cancer mortality asked about cancer deaths in women from lung, breast, colon, cervical, and skin cancers; for male respondents, the question asked about cancer deaths in men from lung, prostate, colon, testicular, and skin cancers).

- Map 9 indicates that, across the United States, knowledge that lung cancer would cause the most deaths varies by region of the country, with greater knowledge seen in the West and upper Midwest.

Figure 22 Cancer Mortality Knowledge (2003)

Which type of cancer do you think will cause the most deaths in (women/men) this year in the U.S.? Would you say: lung cancer, (breast/prostate) cancer, colon cancer, (cervical/testicular) cancer, or skin cancer?

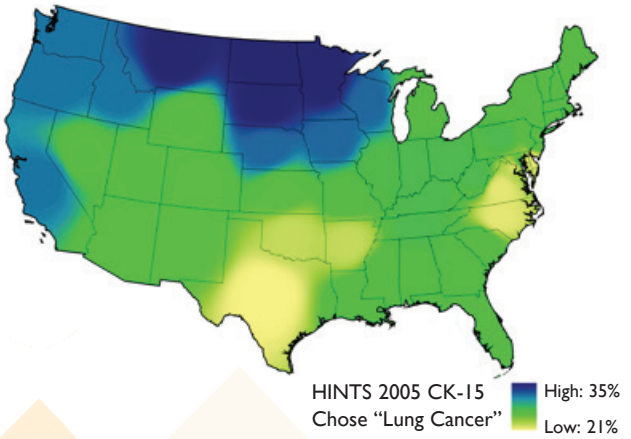


Lung Cancer Other (incorrect)*

* Breast; prostate; colon; cervical; testicular; skin; don't know

Map 9 Regional Estimates of Cancer Mortality Knowledge (% of Respondents Correctly Identifying Lung Cancer) (2003)

Which type of cancer do you think will cause the most deaths this year in the United States?



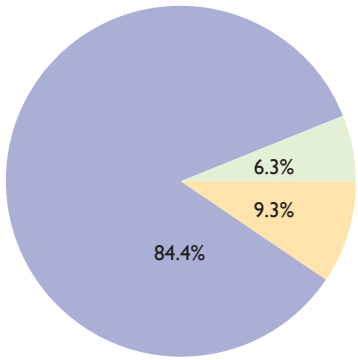
Note: State Level Estimates are Unstable.

- Awareness of the smoking-cancer link was assessed in HINTS 2003 (see Figure 23). A majority of respondents (84.4%) reported that smoking increases a person's chances of getting cancer *a lot*.
- Though Figure 23 suggests that knowledge of the link between smoking and cancer is high across the United States, Map 10 offers some evidence that this knowledge differs by region of the country. For example, high knowledge is seen in the West and upper Midwest, while there is relatively low knowledge in the Mid-Atlantic region and Southern states.

> "Drawing on the Health Information National Trends Survey, we can examine the relationship between publicity and knowledge gaps."
>
> —K. "Vish" Viswanath, PhD
> School of Public Health,
> Harvard University

Figure 23 Knowledge of Smoking and Lung Cancer Link (2003)

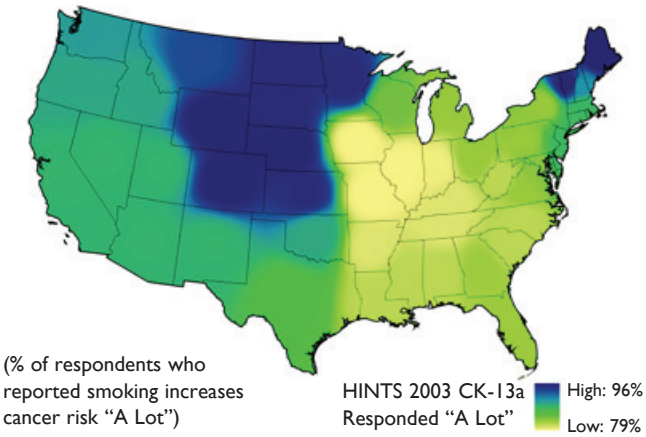
I'm going to read you some things that may affect a person's chances of getting cancer. Do you think that smoking increases a person's chances of getting cancer a lot, a little, or not at all or do you have no opinion?



A lot A little Not at all/No opinion/Don't Know/Refused

Map 10 Regional Estimates of Knowledge of Smoking-Cancer Link (2003)

Does smoking increase chances of cancer?



Note: State Level Estimates are Unstable.

Table 14 General Cancer Prevention Knowledge, by Sociodemographics (HINTS 2003)

	GENERAL PREVENTION KNOWLEDGE Can you think of anything people can do to reduce their chances of getting cancer?			
	Quit Smoking % (95% CI)	Eat Better/Better Nutrition % (95% CI)	No/Nothing % (95% CI)	Other % (95% CI)
TOTAL	60.0 (58.5, 61.4)	52.1 (50.4, 53.8)	16.0 (14.5, 17.6)	60.8 (59.0, 62.5)
GENDER				
Male	61.7 (59.3, 64.1)	48.3 (46.0, 50.7)	15.7 (13.6, 18.2)	57.2 (54.2, 60.2)
Female	58.3 (56.4, 60.2)	55.6 (53.5, 57.8)	16.2 (14.6, 17.9)	64.1 (62.2, 66.0)
AGE GROUP				
18-34	60.6 (57.1, 64.0)	40.4 (36.9, 44.1)	19.2 (16.4, 22.3)	58.5 (55.1, 61.9)
35-49	62.4 (59.3, 65.3)	59.5 (56.7, 62.1)	13.0 (10.7, 15.8)	64.5 (61.2, 67.6)
50-64	62.7 (59.2, 66.1)	62.7 (59.6, 65.7)	11.0 (9.0, 13.4)	64.7 (61.4, 67.9)
65-79	52.2 (47.5, 56.8)	48.9 (45.2, 52.7)	19.8 (16.4, 23.7)	54.2 (50.2, 58.2)
80+	44.2 (37.8, 50.8)	34.5 (28.4, 41.0)	31.5 (24.5, 39.5)	47.5 (40.5, 54.6)
RACE/ETHNICITY				
White, Non-Hispanic	63.3 (61.5, 65.0)	57.6 (55.7, 59.5)	13.8 (12.4, 15.5)	63.5 (61.4, 65.6)
Black, Non-Hispanic	54.4 (49.6, 59.0)	46.5 (41.9, 51.2)	18.4 (15.2, 22.2)	51.8 (47.3, 56.3)
Hispanic	49.6 (44.7, 54.6)	28.0 (24.6, 31.7)	25.5 (21.3, 30.2)	55.0 (50.0, 59.9)
Non-Hispanic Other	53.6 (46.8, 60.3)	49.5 (42.1, 57.0)	14.2 (9.6, 20.5)	62.1 (55.2, 68.6)
HOUSEHOLD INCOME				
Less than $25,000	54.7 (51.5, 57.9)	36.6 (33.9, 39.4)	24.5 (21.9, 27.4)	50.7 (47.3, 54.2)
$25,000 to < $50,000	55.9 (53.5, 58.2)	51.4 (48.3, 54.6)	16.8 (14.3, 19.6)	60.2 (56.5, 63.9)
$50,000 to < $75,000	67.2 (63.0, 71.1)	62.3 (58.0, 66.4)	9.2 (7.2, 11.7)	67.8 (64.4, 71.0)
$75,000 or More	70.7 (67.7, 73.7)	67.4 (64.0, 70.6)	6.9 (5.0, 9.3)	73.6 (70.6, 76.4)
EDUCATION				
Less than High School	50.9 (46.4, 55.5)	30.8 (26.3, 35.6)	29.9 (26.0, 34.1)	40.9 (36.5, 45.6)
High School Graduate	57.2 (54.6, 59.9)	46.1 (42.9, 49.4)	18.8 (16.3, 21.5)	55.1 (51.1, 59.0)
Some College	60.2 (57.2, 63.1)	58.3 (54.7, 61.8)	12.5 (10.3, 15.0)	66.3 (63.2, 69.2)
College Graduate or Beyond	70.1 (68.2, 71.9)	69.6 (66.7, 72.5)	5.9 (4.6, 7.5)	77.2 (74.6, 79.7)

Table 15 Prevention Knowledge Among Smokers (HINTS 2003)

Weighted Percentages and 95% Confidence Intervals

	PREVENTION KNOWLEDGE AMONG SMOKERS Respondents who have smoked at least 100 cigarettes in life and specified whether they smoke currently.			
	Exercise can undo most of the effects of smoking.		Vitamins can undo most of the effects of smoking.	
	Agree, No Opinion, or Don't Know % (95% CI)	Disagree % (95% CI)	Agree, No Opinion, or Don't Know % (95% CI)	Disagree % (95% CI)
TOTAL	49.7 (47.4, 52.0)	50.3 (48.0, 52.6)	35.1 (32.8, 37.5)	64.9 (62.5, 67.2)
GENDER				
Male	54.0 (50.8, 57.2)	46.0 (42.8, 49.2)	38.6 (35.2, 42.2)	61.4 (57.8, 64.8)
Female	44.4 (41.0, 47.9)	55.6 (52.1, 59.0)	30.8 (27.6, 34.2)	69.2 (65.8, 72.4)
AGE GROUP				
18-34	52.3 (47.0, 57.6)	47.7 (42.4, 53.0)	37.0 (32.5, 41.7)	63.0 (58.3, 67.5)
35-49	52.4 (48.0, 56.8)	47.6 (43.2, 52.0)	35.2 (30.9, 39.7)	64.8 (60.3, 69.1)
50-64	44.4 (41.1, 47.8)	55.6 (52.2, 58.9)	31.0 (27.5, 34.7)	69.0 (65.3, 72.5)
65-79	47.5 (40.8, 54.3)	52.5 (45.7, 59.2)	37.2 (31.6, 43.1)	62.8 (56.9, 68.4)
80+	55.3 (46.2, 64.0)	44.7 (36.0, 53.8)	44.7 (35.7, 54.1)	55.3 (45.9, 64.3)
RACE/ETHNICITY				
White, non-Hispanic	45.9 (42.9, 49.0)	54.1 (51.0, 57.1)	30.5 (27.8, 33.4)	69.5 (66.6, 72.2)
Black, non-Hispanic	62.9 (56.4, 68.9)	37.1 (31.1, 43.6)	50.1 (41.5, 58.7)	49.9 (41.3, 58.5)
Hispanic	64.5 (57.2, 71.1)	35.5 (28.9, 42.8)	50.6 (43.7, 57.4)	49.4 (42.6, 56.3)
Non-Hispanic Other	51.4 (42.6, 60.0)	48.6 (40.0, 57.4)	41.2 (32.3, 50.7)	58.8 (49.3, 67.7)
HOUSEHOLD INCOME				
Less than $25,000	58.3 (54.8, 61.7)	41.7 (38.3, 45.2)	46.2 (41.4, 51.1)	53.8 (48.9, 58.6)
$25,000 to < $50,000	47.1 (42.3, 52.0)	52.9 (48.0, 57.7)	33.0 (28.3, 38.0)	67.0 (62.0, 71.7)
$50,000 to < $75,000	45.6 (39.8, 51.6)	54.4 (48.4, 60.2)	27.6 (22.6, 33.2)	72.4 (66.8, 77.4)
$75,000 or more	40.0 (35.0, 45.3)	60.0 (54.7, 65.0)	26.0 (22.1, 30.4)	74.0 (69.6, 77.9)
EDUCATION				
Less than High School	60.5 (54.2, 66.5)	39.5 (33.5, 45.8)	48.7 (42.6, 54.8)	51.3 (45.2, 57.4)
High School Graduate	49.4 (45.1, 53.7)	50.6 (46.3, 54.9)	35.4 (32.0, 39.0)	64.6 (61.0, 68.0)
Some College	48.2 (43.7, 52.7)	51.8 (47.3, 56.3)	32.1 (27.9, 36.6)	67.9 (63.4, 72.1)
College Graduate or Beyond	39.2 (34.7, 43.9)	60.8 (56.1, 65.3)	23.3 (19.7, 27.4)	76.7 (72.6, 80.3)

Table 16 Mammography Knowledge, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	MAMMOGRAPHY KNOWLEDGE Female respondents who have never had breast cancer and have had or thought about having a mammogram.							
	At what age are women supposed to start having mammograms?				In general, once women start having mammograms, about how often should they have them?			
	Correct Answer (Age 40)		Incorrect Answer*		Correct Answer (1 to < 2 years)		Incorrect Answer**	
TOTAL	42.9	(40.9, 44.9)	57.1	(55.1, 59.1)	73.1	(71.0, 75.2)	26.9	(24.8, 29.0)
GENDER								
Male	NA		NA		NA		NA	
Female	42.9	(40.9, 44.9)	57.1	(55.1, 59.1)	73.1	(71.0, 75.2)	26.9	(24.8, 29.0)
AGE GROUP								
18-34	29.9	(26.6, 33.4)	70.1	(66.6, 73.4)	72.6	(68.1, 76.6)	27.4	(23.4, 31.9)
35-49	56.8	(53.2, 60.4)	43.2	(39.6, 46.8)	73.6	(70.4, 76.5)	26.4	(23.5, 29.6)
50-64	47.8	(43.8, 51.8)	52.2	(48.2, 56.2)	74.8	(70.7, 78.6)	25.2	(21.4, 29.3)
65-79	37.0	(32.3, 42.0)	63.0	(58.0, 67.7)	73.1	(68.0, 77.7)	26.9	(22.3, 32.0)
80+	28.2	(19.9, 38.2)	71.8	(61.8, 80.1)	64.6	(55.7, 72.6)	35.4	(27.4, 44.3)
RACE/ETHNICITY								
White, non-Hispanic	47.6	(45.4, 49.8)	52.4	(50.2, 54.6)	75.8	(73.5, 77.9)	24.2	(22.1, 26.5)
Black, non-Hispanic	33.8	(28.5, 39.4)	66.2	(60.6, 71.5)	67.5	(61.5, 73.1)	32.5	(26.9, 38.5)
Hispanic	29.2	(24.0, 35.1)	70.8	(64.9, 76.0)	65.0	(59.6, 70.0)	35.0	(30.0, 40.4)
Non-Hispanic Other	29.4	(20.4, 40.3)	70.6	(59.7, 79.6)	68.4	(57.6, 77.5)	31.6	(22.5, 42.4)
HOUSEHOLD INCOME								
Less than $25,000	33.6	(30.1, 37.3)	66.4	(62.7, 69.9)	69.3	(65.0, 73.4)	30.7	(26.6, 35.0)
$25,000 to < $50,000	41.7	(37.7, 45.7)	58.3	(54.3, 62.3)	75.3	(71.4, 78.8)	24.7	(21.2, 28.6)
$50,000 to < $75,000	50.6	(45.1, 56.2)	49.4	(43.8, 54.9)	75.1	(69.0, 80.4)	24.9	(19.6, 31.0)
$75,000 or more	57.3	(53.1, 61.4)	42.7	(38.6, 46.9)	78.2	(74.7, 81.3)	21.8	(18.7, 25.3)
EDUCATION								
Less than High School	29.8	(24.6, 35.6)	70.2	(64.4, 75.4)	67.1	(60.7, 73.0)	32.9	(27.0, 39.3)
High School Graduate	40.7	(37.7, 43.7)	59.3	(56.3, 62.3)	72.3	(68.2, 76.1)	27.7	(23.9, 31.8)
Some College	45.2	(41.1, 49.3)	54.8	(50.7, 58.9)	77.1	(73.8, 80.2)	22.9	(19.8, 26.2)
College Graduate or Beyond	52.2	(49.0, 55.4)	47.8	(44.6, 51.0)	74.0	(70.5, 77.3)	26.0	(22.7, 29.5)

*Includes ages other than 40, when a health care provider says, refused, not ascertained or didn't know.

**Includes intervals other than every 1 to <2 years, when a health care provider says, other responses, refused, not ascertained or didn't know.

Table 17 Colon Cancer Prevention Knowledge, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	COLON CANCER PREVENTION KNOWLEDGE In 2003, respondents who have had colon cancer were excluded. Can you think of any tests that detect colon cancer? HINTS 2003					
	Colonoscopy/ Sigmoidoscopy/ FOBT		No/Don't Know/ Refused/Not Ascertained		Other	
TOTAL	41.7	(40.2, 43.2)	51.2	(49.7, 52.6)	16.1	(15.3, 17.0)
GENDER						
Male	32.1	(30.3, 34.0)	59.9	(58.0, 61.8)	16.1	(14.8, 17.5)
Female	50.6	(48.6, 52.6)	43.1	(41.3, 44.9)	16.2	(14.9, 17.5)
AGE GROUP						
18-34	25.2	(22.8, 27.8)	69.6	(66.7, 72.3)	10.3	(8.7, 12.2)
35-49	41.5	(38.9, 44.1)	50.0	(47.1, 52.9)	18.3	(16.4, 20.4)
50-64	59.1	(56.3, 61.9)	33.1	(30.3, 36.0)	21.0	(18.5, 23.7)
65-79	54.3	(50.6, 57.9)	38.3	(34.7, 42.1)	17.5	(15.0, 20.3)
80+	36.8	(30.8, 43.2)	55.5	(48.4, 62.4)	14.0	(9.6, 20.0)
RACE/ETHNICITY						
White, non-Hispanic	50.0	(48.4, 51.7)	42.1	(40.4, 43.8)	18.5	(17.4, 19.7)
Black, non-Hispanic	26.5	(22.1, 31.3)	66.8	(61.8, 71.4)	12.2	(9.6, 15.4)
Hispanic	14.8	(11.9, 18.3)	80.4	(77.0, 83.4)	8.0	(6.1, 10.4)
Non-Hispanic Other	29.0	(23.5, 35.2)	64.6	(58.9, 69.8)	12.1	(8.8, 16.5)
HOUSEHOLD INCOME						
Less than $25,000	27.7	(24.4, 31.2)	66.0	(62.9, 69.0)	10.9	(9.4, 12.6)
$25,000 to < $50,000	38.8	(36.0, 41.7)	54.1	(51.1, 57.0)	16.2	(14.5, 18.1)
$50,000 to < $75,000	52.5	(49.3, 55.7)	40.2	(36.7, 43.8)	18.2	(15.0, 21.8)
$75,000 or more	59.1	(55.8, 62.3)	32.0	(29.0, 35.1)	22.7	(20.1, 25.5)
EDUCATION						
Less than High School	18.4	(15.0, 22.3)	75.9	(72.2, 79.2)	8.7	(6.4, 11.8)
High School Graduate	35.4	(33.0, 37.8)	57.3	(54.8, 59.9)	14.7	(12.8, 16.9)
Some College	48.4	(45.4, 51.4)	44.6	(41.8, 47.4)	17.0	(14.9, 19.2)
College Graduate or Beyond	60.9	(58.5, 63.4)	30.5	(28.4, 32.8)	23.2	(21.1, 25.4)

In 2005, all respondents are included.

Can you think of any tests to detect colon cancer? HINTS 2005

Colonoscopy/ Sigmoidoscopy/ FOBT		No/Don't Know/ Refused/Not Ascertained		Other	
48.9	(47.6, 50.3)	45.0	(43.4, 46.6)	17.9	(16.6, 19.3)
39.9	(37.5, 42.4)	51.9	(48.8, 54.9)	18.5	(16.4, 20.9)
57.3	(55.3, 59.2)	38.6	(36.7, 40.5)	17.3	(15.8, 18.9)
31.0	(27.7, 34.6)	63.0	(59.0, 66.9)	13.3	(10.8, 16.3)
49.8	(47.1, 52.5)	43.8	(40.5, 47.3)	19.1	(16.1, 22.5)
65.9	(62.7, 69.0)	27.1	(24.3, 30.2)	23.9	(20.5, 27.7)
61.9	(58.1, 65.5)	33.1	(29.2, 37.4)	18.0	(15.0, 21.5)
43.2	(35.4, 51.3)	53.2	(45.7, 60.6)	9.0	(6.2, 12.9)
59.3	(57.2, 61.5)	34.6	(32.3, 36.9)	20.8	(19.1, 22.6)
35.3	(29.9, 41.0)	58.6	(51.8, 65.1)	11.9	(8.1, 17.0)
20.4	(17.0, 24.2)	74.2	(69.6, 78.3)	10.4	(7.7, 13.9)
32.9	(26.2, 40.3)	58.7	(49.8, 67.1)	17.0	(11.9, 23.6)
32.2	(29.1, 35.5)	60.8	(57.2, 64.4)	12.8	(10.3, 15.8)
51.0	(47.5, 54.5)	42.6	(39.3, 46.0)	18.4	(15.8, 21.3)
59.5	(54.7, 64.2)	35.1	(30.5, 40.1)	20.2	(16.5, 24.6)
58.8	(54.1, 63.4)	33.5	(29.0, 38.4)	23.5	(20.4, 26.8)
22.5	(18.8, 26.6)	71.7	(66.9, 76.1)	8.2	(6.0, 11.2)
41.7	(38.9, 44.5)	53.1	(49.9, 56.2)	12.8	(10.6, 15.3)
55.8	(53.1, 58.5)	37.2	(33.9, 40.7)	20.5	(17.7, 23.6)
69.1	(66.2, 71.8)	24.4	(21.9, 27.0)	28.6	(26.1, 31.4)

Table 18 Colon Cancer Screening Knowledge, by Sociodemographics (HINTS 2003)

Weighted Percentages and 95% Confidence Intervals

	COLON CANCER SCREENING KNOWLEDGE Respondents who never had colon cancer			
	Have you ever heard of a sigmoidoscopy or colonoscopy?		Have you ever heard of a fecal occult or stool blood test?	
	Yes	No/Don't Know/Refused	Yes	No/Don't Know/Refused
TOTAL	75.3 (74.0, 76.6)	24.7 (23.4, 26.0)	56.9 (55.3, 58.4)	43.1 (41.6, 44.7)
GENDER				
Male	68.4 (66.2, 70.6)	31.6 (29.4, 33.8)	49.1 (46.9, 51.2)	50.9 (48.8, 53.1)
Female	81.7 (80.3, 83.0)	18.3 (17.0, 19.7)	64.2 (62.3, 66.0)	35.8 (34.0, 37.7)
AGE GROUP				
18-34	60.1 (57.5, 62.8)	39.9 (37.2, 42.5)	34.5 (31.3, 37.8)	65.5 (62.2, 68.7)
35-49	79.3 (76.7, 81.8)	20.7 (18.2, 23.3)	56.4 (54.0, 58.8)	43.6 (41.2, 46.0)
50-64	86.0 (84.0, 87.8)	14.0 (12.2, 16.0)	77.7 (74.7, 80.4)	22.3 (19.6, 25.3)
65-79	84.5 (81.1, 87.3)	15.5 (12.7, 18.9)	75.8 (72.6, 78.7)	24.2 (21.3, 27.4)
80+	76.0 (70.4, 80.8)	24.0 (19.2, 29.6)	65.7 (59.7, 71.2)	34.3 (28.8, 40.3)
RACE/ETHNICITY				
White, non-Hispanic	85.4 (83.8, 86.9)	14.6 (13.1, 16.2)	63.4 (61.7, 65.1)	36.6 (34.9, 38.3)
Black, non-Hispanic	56.3 (51.2, 61.2)	43.7 (38.8, 48.8)	53.1 (48.2, 58.0)	46.9 (42.0, 51.8)
Hispanic	41.1 (36.5, 46.0)	58.9 (54.0, 63.5)	30.0 (25.6, 34.9)	70.0 (65.1, 74.4)
Non-Hispanic Other	61.0 (54.2, 67.4)	39.0 (32.6, 45.8)	45.4 (39.5, 51.5)	54.6 (48.5, 60.5)
HOUSEHOLD INCOME				
Less than $25,000	58.3 (54.4, 62.2)	41.7 (37.8, 45.6)	49.7 (46.0, 53.4)	50.3 (46.6, 54.0)
$25,000 to < $50,000	76.6 (73.5, 79.4)	23.4 (20.6, 26.5)	56.4 (53.3, 59.4)	43.6 (40.6, 46.7)
$50,000 to < $75,000	87.2 (84.1, 89.8)	12.8 (10.2, 15.9)	64.1 (59.4, 68.6)	35.9 (31.4, 40.6)
$75,000 or more	91.0 (88.6, 92.9)	9.0 (7.1, 11.4)	64.5 (61.2, 67.7)	35.5 (32.3, 38.8)
EDUCATION				
Less than High School	49.4 (45.4, 53.5)	50.6 (46.5, 54.6)	41.6 (37.2, 46.1)	58.4 (53.9, 62.8)
High School Graduate	74.0 (71.3, 76.4)	26.0 (23.6, 28.7)	57.8 (55.5, 60.0)	42.2 (40.0, 44.5)
Some College	79.3 (76.2, 82.1)	20.7 (17.9, 23.8)	59.1 (56.2, 61.8)	40.9 (38.2, 43.8)
College Graduate or Beyond	92.5 (91.0, 93.7)	7.5 (6.3, 9.0)	66.3 (64.0, 68.5)	33.7 (31.5, 36.0)

At what age are people supposed to start having sigmoidoscopy or colonoscopy exams?			
Correct Answer (Age 50)		Incorrect Answer	
32.2	(30.6, 33.8)	67.8	(66.2, 69.4)
31.6	(28.8, 34.5)	68.4	(65.5, 71.2)
32.6	(30.7, 34.6)	67.4	(65.4, 69.3)
17.8	(15.0, 21.1)	82.2	(78.9, 85.0)
31.8	(29.5, 34.3)	68.2	(65.7, 70.5)
51.1	(47.6, 54.7)	48.9	(45.3, 52.4)
28.5	(24.4, 33.0)	71.5	(67.0, 75.6)
18.1	(13.2, 24.3)	81.9	(75.7, 86.8)
35.4	(33.6, 37.1)	64.6	(62.9, 66.4)
21.0	(16.6, 26.2)	79.0	(73.8, 83.4)
18.0	(13.2, 24.1)	82.0	(75.9, 86.8)
21.4	(14.8, 29.8)	78.6	(70.2, 85.2)
22.6	(19.6, 26.0)	77.4	(74.0, 80.4)
27.5	(25.3, 29.9)	72.5	(70.1, 74.7)
36.7	(32.3, 41.2)	63.3	(58.8, 67.7)
41.3	(37.8, 44.8)	58.7	(55.2, 62.2)
15.6	(12.1, 19.9)	84.4	(80.1, 87.9)
32.0	(29.2, 34.9)	68.0	(65.1, 70.8)
33.8	(30.1, 37.7)	66.2	(62.3, 69.9)
38.1	(35.6, 40.6)	61.9	(59.4, 64.4)

Table 19 Cervical Cancer Knowledge, by Sociodemographics (HINTS 2003)

Weighted Percentages and 95% Confidence Intervals

	CERVICAL CANCER KNOWLEDGE Female respondents who have not had cervical cancer			
	Have you ever heard of HPV? HPV stands for Human Papillomavirus.		Do you think that HPV causes cervical cancer? *	
	Yes	No/Don't Know/Refused	Yes	No/Don't Know/Refused
TOTAL	38.4 (36.7, 40.0)	61.6 (60.0, 63.3)	47.0 (43.5, 50.6)	53.0 (49.4, 56.5)
GENDER				
Male	NA	NA	NA	NA
Female	38.4 (36.7, 40.0)	61.6 (60.0, 63.3)	47.0 (43.5, 50.6)	53.0 (49.4, 56.5)
AGE GROUP				
18-34	44.3 (40.6, 48.0)	55.7 (52.0, 59.4)	48.7 (40.8, 56.6)	51.3 (43.4, 59.2)
35-49	44.9 (40.9, 48.9)	55.1 (51.1, 59.1)	48.6 (43.0, 54.3)	51.4 (45.7, 57.0)
50-64	36.7 (33.0, 40.6)	63.3 (59.4, 67.0)	47.5 (40.3, 54.7)	52.5 (45.3, 59.7)
65-79	20.8 (17.2, 25.0)	79.2 (75.0, 82.8)	37.2 (27.1, 48.5)	62.8 (51.5, 72.9)
80+	16.5 (11.6, 22.8)	83.5 (77.2, 88.4)	23.8 (11.2, 43.5)	76.2 (56.5, 88.8)
RACE/ETHNICITY				
White, non-Hispanic	42.0 (40.1, 44.0)	58.0 (56.0, 59.9)	44.0 (39.8, 48.3)	56.0 (51.7, 60.2)
Black, non-Hispanic	32.5 (26.4, 39.4)	67.5 (60.6, 73.6)	41.4 (28.1, 56.1)	58.6 (43.9, 71.9)
Hispanic	27.5 (21.1, 35.0)	72.5 (65.0, 78.9)	63.4 (48.9, 75.7)	36.6 (24.3, 51.1)
Non-Hispanic Other	34.9 (26.7, 44.1)	65.1 (55.9, 73.3)	66.5 (45.7, 82.4)	33.5 (17.6, 54.3)
HOUSEHOLD INCOME				
Less than $25,000	25.4 (21.8, 29.4)	74.6 (70.6, 78.2)	48.0 (38.3, 57.8)	52.0 (42.2, 61.7)
$25,000 to < $50,000	36.8 (32.6, 41.1)	63.2 (58.9, 67.4)	45.4 (38.2, 52.7)	54.6 (47.3, 61.8)
$50,000 to < $75,000	44.3 (38.6, 50.1)	55.7 (49.9, 61.4)	50.2 (42.0, 58.3)	49.8 (41.7, 58.0)
$75,000 or more	53.5 (48.6, 58.4)	46.5 (41.6, 51.4)	51.1 (44.9, 57.3)	48.9 (42.7, 55.1)
EDUCATION				
Less than High School	15.5 (11.3, 21.1)	84.5 (78.9, 88.7)	46.5 (31.8, 61.8)	53.5 (38.2, 68.2)
High School Graduate	26.0 (22.0, 30.3)	74.0 (69.7, 78.0)	36.2 (27.8, 45.7)	63.8 (54.3, 72.2)
Some College	45.8 (41.8, 49.8)	54.2 (50.2, 58.2)	46.3 (40.5, 52.2)	53.7 (47.8, 59.5)
College Graduate or Beyond	59.4 (55.8, 62.9)	40.6 (37.1, 44.2)	53.4 (47.7, 59.0)	46.6 (41.0, 52.3)

*Only respondents who had heard of HPV were asked whether or not they believed HPV causes cervical cancer.

More than 50 percent of female respondents had never heard of HPV. Among women who were aware of HPV, 53 percent were unaware that HPV causes cervical cancer.

Table 20 Lung Cancer Knowledge, by Sociodemographics

Weighted Percentages and 95% Confidence Intervals

	LUNG CANCER KNOWLEDGE		
	How much do you think that smoking increases a person's chances of getting cancer?		
	A lot	A little	Not at all/ No Opinion/ Don't Know/Refused
TOTAL	84.4 (82.3, 86.4)	9.3 (8.0, 10.8)	6.3 (5.1, 7.6)
GENDER			
Male	84.1 (80.9, 86.8)	9.3 (7.5, 11.4)	6.7 (4.8, 9.2)
Female	84.8 (82.4, 86.9)	9.4 (7.7, 11.4)	5.9 (4.7, 7.2)
AGE GROUP			
18-34	87.1 (83.2, 90.2)	9.0 (6.6, 12.1)	3.9 (2.7, 5.6)
35-49	86.3 (83.1, 88.9)	8.8 (6.8, 11.4)	4.9 (3.6, 6.6)
50-64	83.3 (80.1, 86.1)	9.6 (7.4, 12.5)	7.1 (4.9, 10.0)
65-79	75.9 (69.1, 81.7)	10.9 (7.7, 15.2)	13.2 (8.5, 19.8)
80+	82.5 (70.8, 90.2)	7.6 (3.9, 14.5)	9.9 (4.0, 22.5)
RACE/ETHNICITY			
White, non-Hispanic	85.2 (82.7, 87.4)	8.9 (7.5, 10.4)	5.9 (4.5, 7.7)
Black, non-Hispanic	82.4 (77.5, 86.4)	9.2 (5.5, 14.8)	8.5 (5.9, 12.0)
Hispanic	82.8 (77.7, 86.9)	11.3 (7.7, 16.2)	6.0 (3.7, 9.5)
Non-Hispanic Other	80.6 (69.2, 88.5)	14.6 (8.2, 24.8)	4.8 (2.3, 9.8)
HOUSEHOLD INCOME			
Less than $25,000	79.9 (75.1, 83.9)	10.3 (7.5, 14.1)	9.8 (7.7, 12.4)
$25,000 to < $50,000	82.9 (79.4, 85.9)	11.6 (9.3, 14.4)	5.5 (3.7, 8.2)
$50,000 to < $75,000	86.5 (81.7, 90.2)	8.3 (6.1, 11.2)	5.2 (2.8, 9.2)
$75,000 or more	91.7 (89.3, 93.6)	6.2 (4.5, 8.5)	2.0 (1.2, 3.4)
EDUCATION			
Less than High School	75.9 (68.7, 81.9)	11.7 (8.1, 16.6)	12.4 (8.4, 17.9)
High School Graduate	81.1 (77.6, 84.2)	12.0 (9.4, 15.1)	6.9 (5.4, 8.9)
Some College	86.7 (82.6, 89.9)	8.7 (6.4, 11.8)	4.6 (2.9, 7.3)
College Graduate or Beyond	92.3 (90.2, 93.9)	5.3 (4.0, 7.1)	2.4 (1.5, 3.9)

Which type of cancer do you think will cause the most deaths in (women/men) this year in the US?	
Lung cancer	Breast/Prostate/Colon/ Cervical/ Testicular/Skin Cancer, Don't Know
27.9 (26.9, 29.0)	72.1 (71.0, 73.1)
38.3 (36.7, 39.9)	61.7 (60.1, 63.3)
18.4 (16.8, 20.0)	81.6 (80.0, 83.2)
30.4 (28.0, 33.0)	69.6 (67.0, 72.0)
28.5 (26.1, 31.0)	71.5 (69.0, 73.9)
26.9 (24.3, 29.8)	73.1 (70.2, 75.7)
24.9 (21.3, 28.9)	75.1 (71.1, 78.7)
16.9 (12.4, 22.7)	83.1 (77.3, 87.6)
28.3 (26.8, 29.8)	71.7 (70.2, 73.2)
20.9 (17.2, 25.2)	79.1 (74.8, 82.8)
33.2 (29.4, 37.2)	66.8 (62.8, 70.6)
28.9 (21.9, 37.3)	71.1 (62.7, 78.1)
28.4 (26.2, 30.8)	71.6 (69.2, 73.8)
26.8 (23.7, 30.1)	73.2 (69.9, 76.3)
27.1 (23.9, 30.6)	72.9 (69.4, 76.1)
32.0 (28.9, 35.2)	68.0 (64.8, 71.1)
32.1 (28.2, 36.3)	67.9 (63.7, 71.8)
26.0 (23.5, 28.7)	74.0 (71.3, 76.5)
26.0 (23.2, 29.1)	74.0 (70.9, 76.8)
30.7 (28.7, 32.7)	69.3 (67.3, 71.3)

Conclusions

Implications for Planning, Research, and Practice

The HINTS data collection program was created to monitor changes in the rapidly evolving field of health communication. HINTS provides a distinct set of interdisciplinary measures including cancer-relevant communication, information, knowledge, beliefs, attitudes, and behaviors. The survey provides a unique opportunity to examine the interrelationships across measures in each of these domains, and the biennial administration of HINTS permits the tracking of important trends over time. HINTS is intended to be an ongoing mechanism for gathering data on the nation's progress in conveying cancer-related health information to the U.S. adult population. With the mounting prominence and importance of health communication, and rapid changes in communication technology, HINTS data will be useful to practitioners, researchers, and policy makers in many disciplines and practice settings, possibly including those outside of cancer.

Survey researchers are using the data to understand how adults use different communication channels to obtain health and cancer information for themselves and for others. Program planners are using the data to overcome barriers to health information usage across populations, and to obtain the necessary data to create more effective communication strategies. Finally, social scientists are using the data to refine their theories of health communication in the information age and to offer new and better recommendations for reducing the burden of cancer throughout the population.

FUTURE HINTS CYCLES

Methodological Considerations

With careful attention to the methodological rigor and comparability of the HINTS surveillance items to other established national health surveys, HINTS has the potential to make a unique contribution to the U.S.'s emerging *National Health Information Infrastructure* (USDHHS, 2001). To this end, continued efforts will be undertaken to protect the methodological integrity of repeated items across future administrations of the survey and routine psychometric analyses and documentation of the reliability and validity of items will be conducted (Nelson et al., 2004). Furthermore, evaluation and comparison of items in HINTS with other national surveys, including the Behavioral Risk Factors Surveillance System (BRFSS), and the National Health Interview Survey (NHIS) will be made (e.g., Nelson et al., 2003).

Although RDD telephone surveys have long been used to collect national data from the general population, response rates from RDD surveys have become increasingly more difficult and more expensive to execute. Based on speculation in the survey research community that for certain types of research questions it may be possible to use aspects of new media to supplement or even replace traditional modes of data collection (Couper, 2000; Kraut, Olson, Banaji, Bruckman, Cohen, Couper, 2003; de Leeuw & de Heer, 2002; Goyder, Warriner, & Miller, 2002; Nelson et al., 2004; Williams, Rice, Rogers, 1988), the first wave of HINTS 2005 attempted to test the utility of a hybrid approach to data collection. Specifically, an embedded methodological experiment to assess the feasibility of

using the traditional RDD telephone sampling frame during the screening portion of a national survey was followed by an extended interview provided through the Internet. Although this approach may overcome some of the sampling bias problems associated with Internet-only surveys (Krosnick & Chang, 2001), results of the embedded experiment were disappointing and the hybrid approach was abandoned in the second wave of the HINTS 2005 data collection cycle. As previously mentioned, continuing efforts are being made to utilize HINTS to evaluate the effectiveness of alternative methodological approaches to data collection and to assess the costs and benefits of such approaches in terms of analytical power due to coverage, response rate, or sampling error (Dillman, 2000; Dillman, Phelps, Tortora, Swift, Kohrell, & Berck, 2002; Nelson et al., 2004).

CONTENT

To serve its intended surveillance function and permit the tracking of trends, half of the items in the HINTS instrument will necessarily remain unchanged over time. The remaining survey content will be available for collection of information on special topics as needed. Future versions of HINTS may also address focused research on specific cancer communication topics (Nelson et al., 2004). To facilitate the relevance and timeliness of topics to be addressed in HINTS, an external Consultation Committee of experts in communication, health research, and survey methodology has been formed. This committee will guide the development and implementation of future iterations of HINTS. The content of future iterations of HINTS may span the continuum of cancer care including traditional communication research topics, as well as emerging issues in prevention, early detection, treatment, survivorship, and end-of-life. Future cycles of HINTS may examine various communication channels including the influence of traditional mass media, provider-patient interactions, social networks, and dynamic new digital media (Nelson et al., 2004).

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CANCER INFORMATION AND RESOURCES

PATIENT-ORIENTED INFORMATION

NCI's Cancer Information Service (CIS)
http://cis.nci.nih.gov/ with links to NCI-published fact sheets and other resources
Phone: 1-800-4-CANCER (1-800-422-6237)
TDD: 1-800-332-8615

Other NCI or DHHS Sources of Cancer Information
National Cancer Institute: www.cancer.gov
Office of Education and Special Initiatives (OESI): www.cancer.gov/aboutnci/oesi
Office of Communications: www.cancer.gov/aboutnci/office-of-communications/page3

American Cancer Society (ACS)
www.cancer.org/docroot/home/index.asp

FEDERALLY-SPONSORED PROGRAM PLANNING RESOURCES

Cancer Control P.L.A.N.E.T.
http://cancercontrolplanet.cancer.gov/

Research-tested Intervention Programs (RTIPs)
http://rtips.cancer.gov/rtips/index.do

Guide to Community Preventive Services
www.thecommunityguide.org/

RESEARCH TOOLS AND RESOURCES

Behavioral Risk Factor Surveillance System (BRFSS)
www.cdc.gov/brfss/

National Health Interview Survey (NHIS)
www.cdc.gov/nchs/nhis.htm

Current Population Survey (CPS)
www.census.gov/cps/

Surveillance, Epidemiology, and End Results (SEER)
http://seer.cancer.gov/

Pew Internet and American Life Project
http://www.pewinternet.org/data.asp

hints.cancer.gov

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