

# It Starts by Asking the Right Questions

**68%** of Americans say there are so many recommendations about preventing cancer that it's hard to know which ones to follow.\*

\*Source: 2022 HINTS Survey



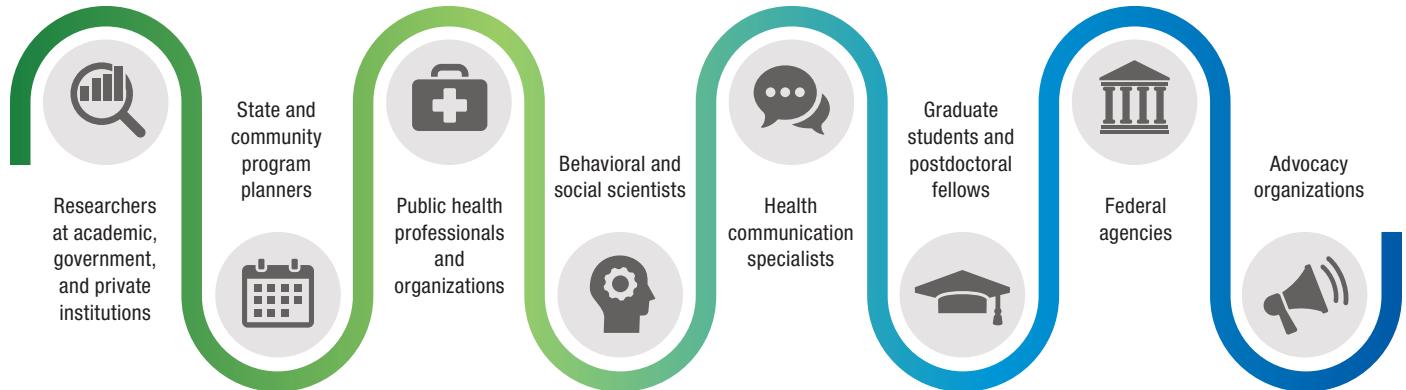
## What Is HINTS?

Since 2003, the National Cancer Institute's Health Information National Trends Survey (HINTS)® has tracked changes in the rapidly evolving health communication and information technology landscape. HINTS regularly collects nationally representative data about the American public's knowledge of, attitudes toward, and use of cancer- and health-related information. HINTS has enabled a growing body of research that evaluates the effects of health communication, media, and health information technology on health and behavioral outcomes, health care quality, and health disparities. Data from HINTS have also been critical in documenting and tracking important trends in information access and technology use in the US population.

## Why Use HINTS?

- To monitor changes in the rapidly evolving fields of health communication and health information technology
- To understand how adults leverage different communication channels to access and use health information for themselves and their loved ones
- To obtain information about how adults perceive cancer risks
- To create more effective health communication strategies across different populations

## Who Uses HINTS?



Continued >

# What Topics Does HINTS Cover?

## Health Communication

- cancer communication
- cancer risk perceptions
- health information seeking
- misinformation
- patient-provider communication

## Health Information Technology

- patient portals
- telehealth
- wearable devices

## Health Behavior

- alcohol use
- cancer screening
- dietary assessment
- health care utilization
- HPV vaccination
- nutrition
- physical activity
- sleep quality
- sun safety
- tobacco use

## Other Topics

- cancer survivorship
- caregiving
- depression
- family history
- food security
- genomics
- health status
- palliative care



of Americans have used an electronic wearable device to monitor or track their health or activity in the last 12 months.\*

\*Source: 2022 HINTS Survey

## HINTS Data Collection Schedule

Annual Administration				Biennial Administration		
HINTS 5 CYCLE 1	HINTS 5 CYCLE 2	HINTS 5 CYCLE 3	HINTS 5 CYCLE 4	HINTS 6	HINTS 7	HINTS 8
Fielded January–May 2017	Fielded January–May 2018	Fielded January–May 2019	Fielded February–June 2020	Fielded March–November 2022	Fielding January–April 2024	Fielding January–April 2026

## Special HINTS Data Collection Efforts

- HINTS SEER (2021) — A pilot project that used three SEER cancer registries as a sampling frame to obtain a larger sample of cancer survivors for HINTS analyses. The HINTS-SEER dataset includes both survey responses and linked SEER registry data (such as summary stage and year of diagnosis).
- HINTS Data Linkage Project 2020 (HDLP) — The HDLP dataset contains geo-coded HINTS 5 Cycle 4 (2020) data linked, at the county level, with over 70 external variables, including social and economic factors (such as income inequality), factors related to information technology (such as percentage of households with broadband internet), and environmental characteristics (such as percentage of days with good air quality).

## How Can You Use HINTS?

- You can conduct your own secondary analyses on topics of interest. Survey instruments (in both English and Spanish); public use data sets in R, SAS, SPSS, and STATA formats; and supporting materials are available for download on the HINTS website ([hints.cancer.gov](https://hints.cancer.gov)).
- You can draw on HINTS results for program or campaign planning, public health interventions, grant writing, and other activities. The HINTS website provides estimated population percentages for each HINTS question in both tabular and chart formats, which can easily be integrated into presentations, reports, and other materials.
- You can take advantage of the various HINTS products that are intended to encourage and support the use of HINTS findings.
  - [HINTS Briefs](#) integrate data results on noteworthy topics with research findings from recently published, peer-reviewed journal articles.
  - The [HINTS Publications Index](#) provides a comprehensive list of published, peer-reviewed articles that make use of HINTS data.



of Americans have watched health-related videos on YouTube in the last 12 months\*

\*Source: 2022 HINTS Survey

## Contact HINTS

[NCIHINTS@nih.gov](mailto:NCIHINTS@nih.gov)  
[hints.cancer.gov](https://hints.cancer.gov)  
[twitter.com/NCIHINTS](https://twitter.com/NCIHINTS)  
[youtube.com/ncigov](https://youtube.com/ncigov)

