



Who's behind the screen & what are they looking for?

Comparing data from the Health Information National Trends Survey, the American Customer Satisfaction Index & Forrester's Consumer Omnibus Survey to understand online cancer information seekers

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HINTS Data Users Conference – St. Pete's Beach
January 20, 2005



With the emergence of more Internet users each day, organizations that provide health information, such as the National Cancer Institute, other government agencies, health advocacy groups, etc. need to:

- Understand the audiences they are serving
- Meet the needs and expectations of their audiences by providing information that can be easily accessed and understood

Many sources of information exist for analyzing audiences and it is not clear how similar or different these sources are in the information they provide.

We posed research questions that would help improve the NCI Website.

- What drives consumers to look for cancer-related information?
- Where do consumers turn when looking for cancer information?
- What specific cancer information do consumers look for?
- Who looks for cancer information online – and specifically at the NCI Website?
- What do consumers looking for cancer information *online* find useful and valuable on cancer Websites?

Data from three sources were compared:

- Health Information National Trends Survey (HINTS)
- American Customer Satisfaction Index (ACSI)
- Forrester Research Consumer Omnibus Survey (FCOS)

Demographics and frequencies were pulled from each data set to compare the findings.

Additional research questions were raised about the consistency of data. We were interested in finding where the differences existed in the data.

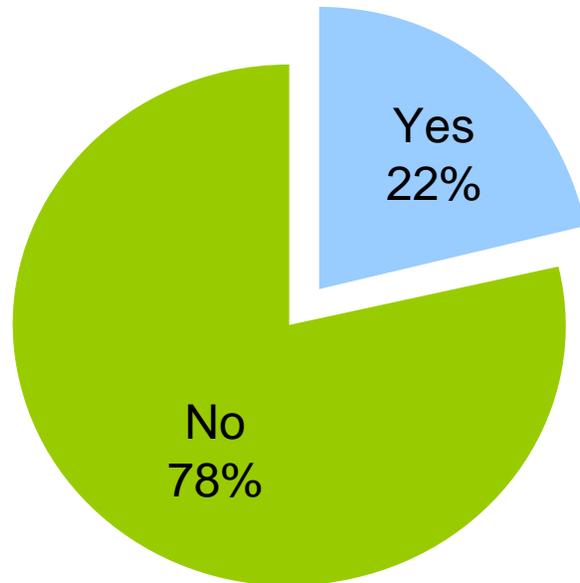
	FCOS	ACSI	HINTS
Methodology	Online panel	Pop-up window on NCI Web site	RDD
Participants survey access	Internet	Internet	Phone
Sample size	5,000	5,640	6,369
Data collected	Nov. 2004	June-Nov. 2004	Nov. '02-Apr. '03
Weighted to US Census Population	Yes	No	Yes
Survey conducted	Every 6 mos.	Ongoing	Bi-annually

Profile of Online Cancer Information Seekers

	FCOS Online cancer Info seekers	ACSI Online cancer Info seekers	HINTS Online cancer Info seekers
Average age	48	45-55	43
Female	60%	65%	58%
Annual HH income of at least \$50K	41%	...	77%
Has a college degree	46%	73%	40%
White	84.5%	80.1%	76.7%
Hispanic	2.1%	14.6%	5.6%
Black/African American	4.4%	4.2%	8.3%
Asian	0.7%	7.3%	3.6%
Goes online daily	87%
Has a broadband connection at home	70%	...	33%

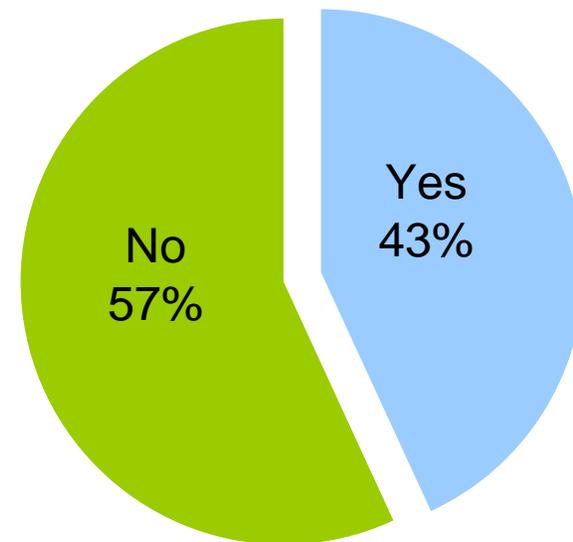
Consumers are Looking for Cancer Information Online

“Have you asked about or looked for cancer-related information (online) over the past 12 months?”



Source: Forrester's Consumer Q4 2004 Online Omnibus Study

“Have you specifically looked for cancer information online?”



Source: HINTS I

Cancer Information Consumers Seek

	FCOS	ACSI	HINTS
Standard treatment/cures	3	1	2
Risk factors/causes	1	3	3
Diagnosis/ detection/ screening	2	4	1
Prognosis	5	2	5
Cancer prevention	4	5	4

Note: Multiple responses accepted for Forrester and ACSI instruments, whereas HINTS only accepted one response.

Asking similar questions using different methodologies produces varying results.

Although there is some consistency among the results, attention should be paid to the discrepancies in the data. Recognizing where discrepancies exist between these data sources is important because it could impact how the data is used.

Using multiple data sources to inform decisions about how to provide information, not only provides a broader view of the audience, but also serves as a reliability check for the measures.

Utilizing multiple sources will allow information providers to better understand the audiences that are being served and to meet their needs.

Limitations and Future Implications for Study

The methodology associated with each survey instrument mentioned has its own biases, which leads to differences seen in the data.

Even though we are aware of the discrepancies that exist in the data, tracking the data from these sources over time will allow us to better understand the attitudes and behaviors of online cancer information seekers.

Forrester Online Consumer Omnibus Survey – <http://www.forrester.com>
American Customer Satisfaction Index – <http://www.theacsi.org>
Health Information National Trends Survey - <http://cancercontrol.cancer.gov/hints/>

If you have any questions, please contact:

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