

Smokers who use Internet and Smokers who Don't: *Data from the 2003 and 2007 Health Information National Trends Survey (HINTS)*

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Smokers and the Internet

- ▶ Internet has changed the way information about smoking cessation is disseminated
- ▶ Web-assisted Tobacco Interventions
 - ▶▶ Greater reach
 - ▶▶ Greater access
 - ▶▶ Public *ehealth* strategy
- ▶ Digital Divide

Smokers and the Digital Divide: HINTS 2003

- ▶ HINTS 2003 analysis revealed economic and health disparities between smokers who did/did not report Internet use
- ▶ Non Internet-connected smokers
 - ▶▶ Older
 - ▶▶ Lower income
 - ▶▶ > Psychological Distress
 - ▶▶ > Barriers to Healthcare

Study Objectives: HINTS 2007

- ▶ Update prevalence and correlates of Internet use among smokers
- ▶ Assess changes in smokers' use of Internet from 2003 to 2007
 - ▶ Has prevalence of smokers online changed since 2003?
 - ▶ Are characteristics of smokers who do/do not use internet in 2007 same/different from 2003?

Study Variables: HINTS 2003 & 2007

▶ Internet Use

- ▶ "Do you ever go online to access the Internet or World Wide Web, or to send or receive e-mail?"

▶ Smoking Status

- ▶ "Have you smoked at least 100 cigarettes in your entire life?"
- ▶ "On how many of the past 30 days did you smoke a cigarette?"

Study Variables: HINTS 2003 & 2007

- ▶ Age
- ▶ Gender
- ▶ Race/Ethnicity
- ▶ Education
- ▶ Income
- ▶ Employment Status
- ▶ Health Insurance
- ▶ Health Status
- ▶ Cigarettes per day
- ▶ Intent to Quit
- ▶ Psychological Distress
- ▶ Trust health info on the internet

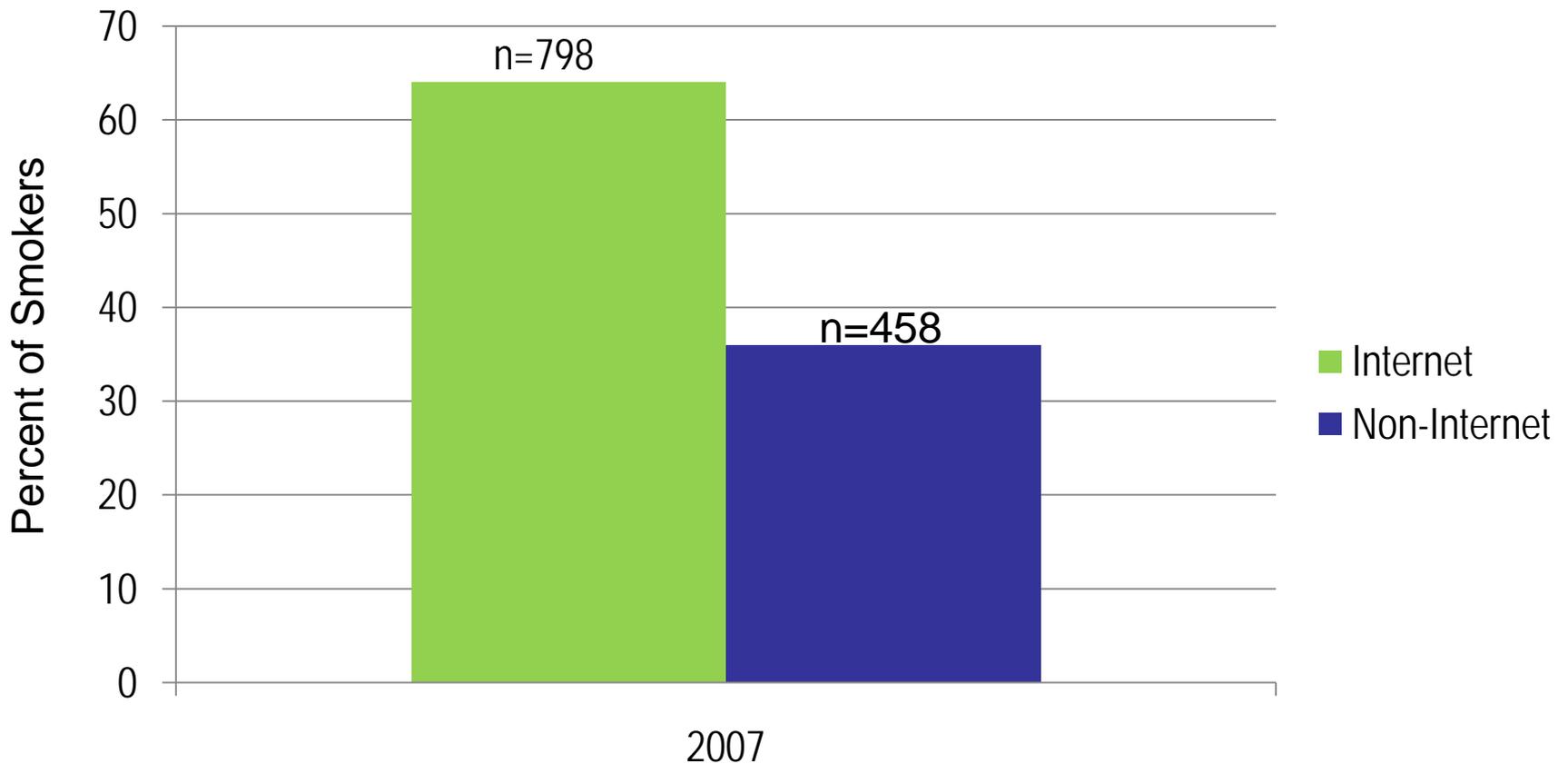
Method of Analysis

- ▶ Cross-sectional analyses
 - ▶ Identify study variables associated with smokers' use of Internet (Chi-Square; Logistic Regression)
- ▶ Trend analyses
 - ▶ Estimate changes in the odds of Internet use between 2003 and 2007 (Logistic Regression)
 - ▶ Determine whether study variables associated with internet use are consistent over time (Chi-Square)

HINTS 2007 Update

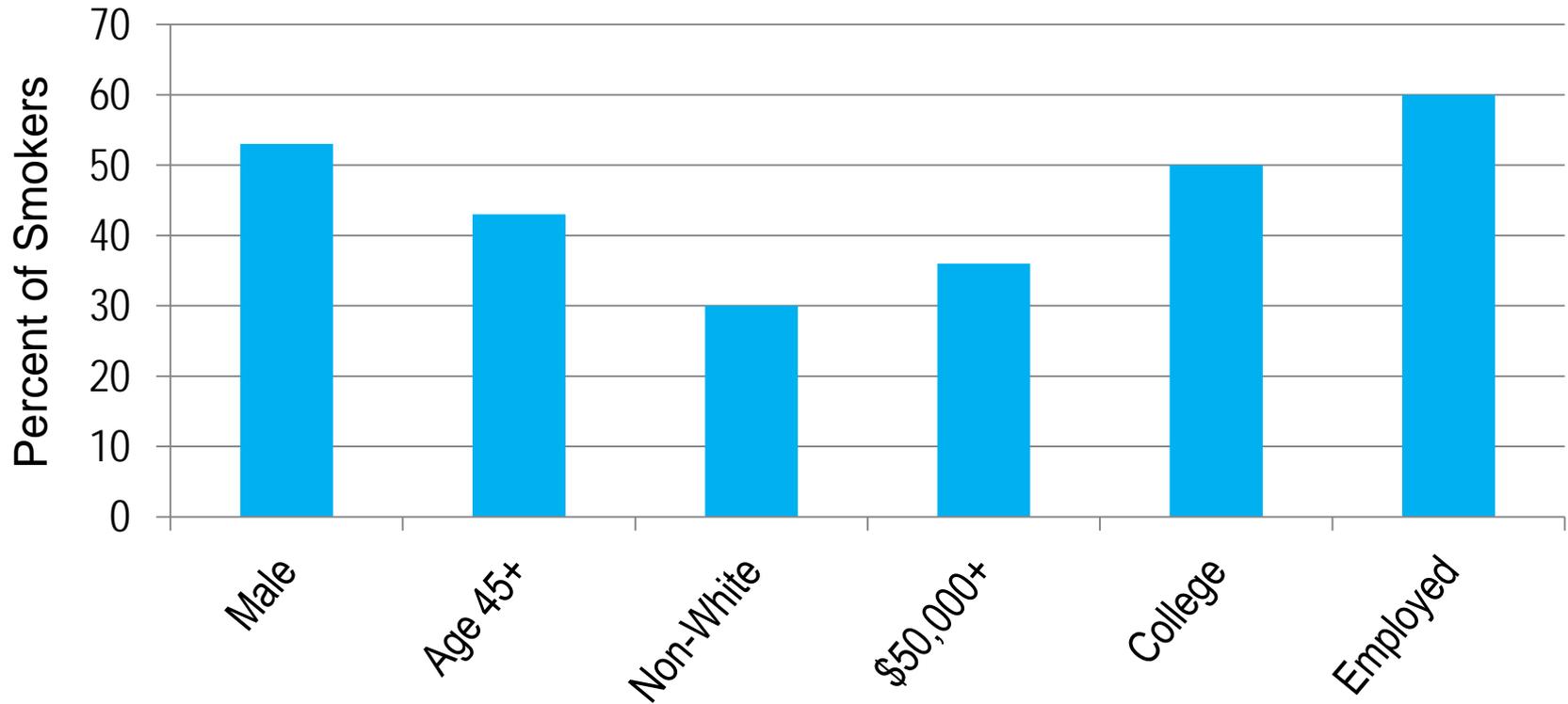
Prevalence and correlates of Internet use among smokers

Internet Use: HINTS 2007

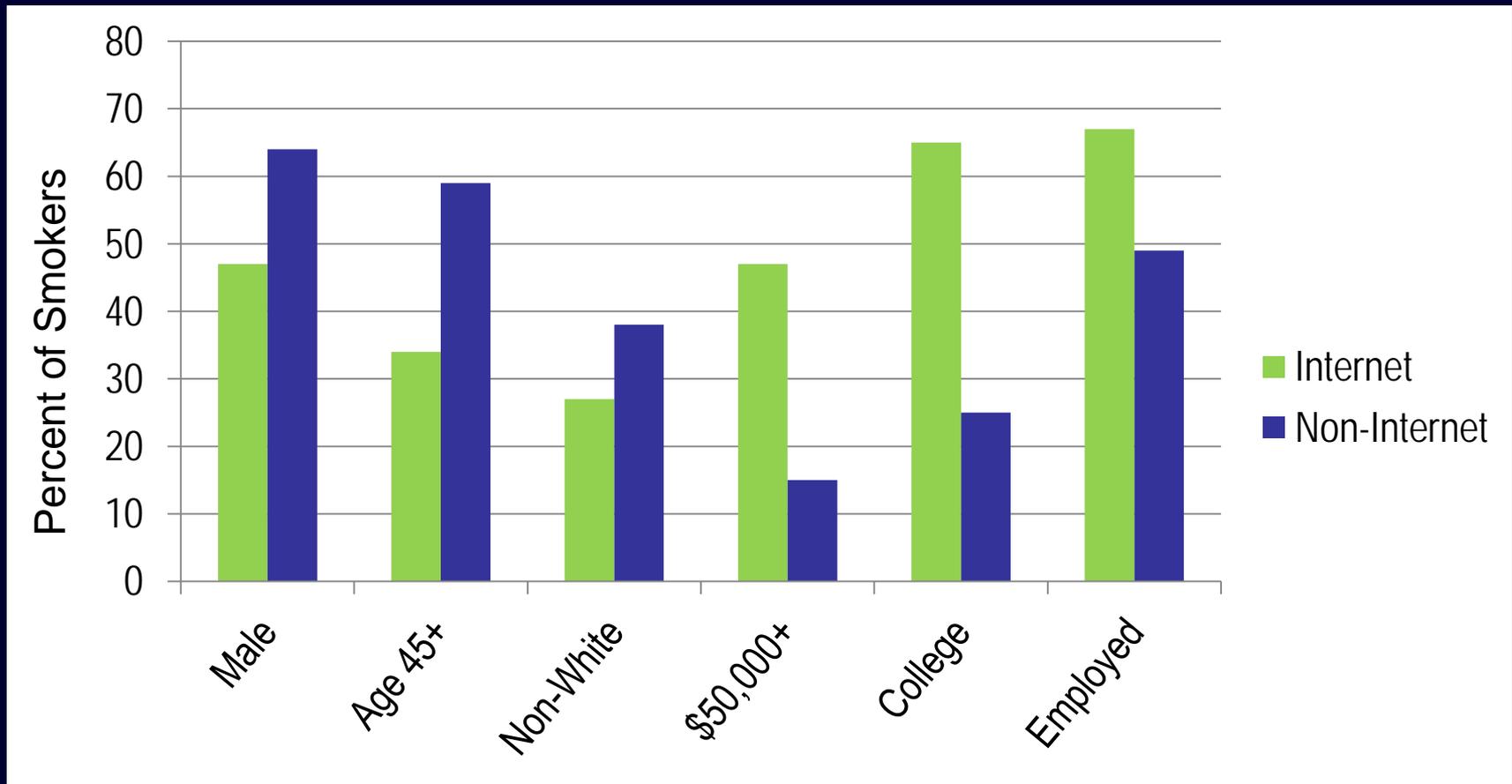


Sociodemographics: HINTS 2007

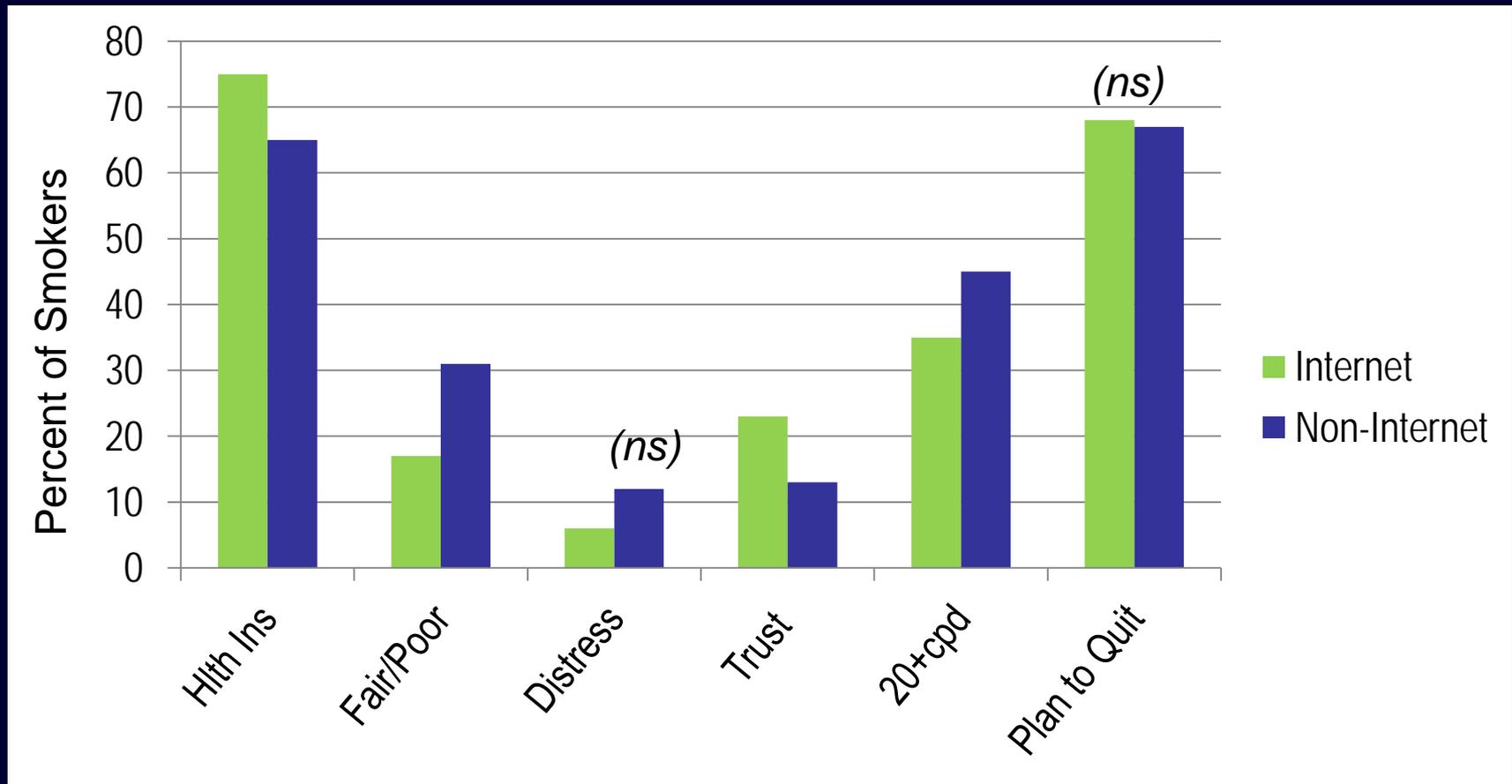
HINTS Smokers



Sociodemographics: HINTS 2007



Health/Behavior Variables: HINTS 2007



Predictors of Non-Internet Use: HINTS 2007

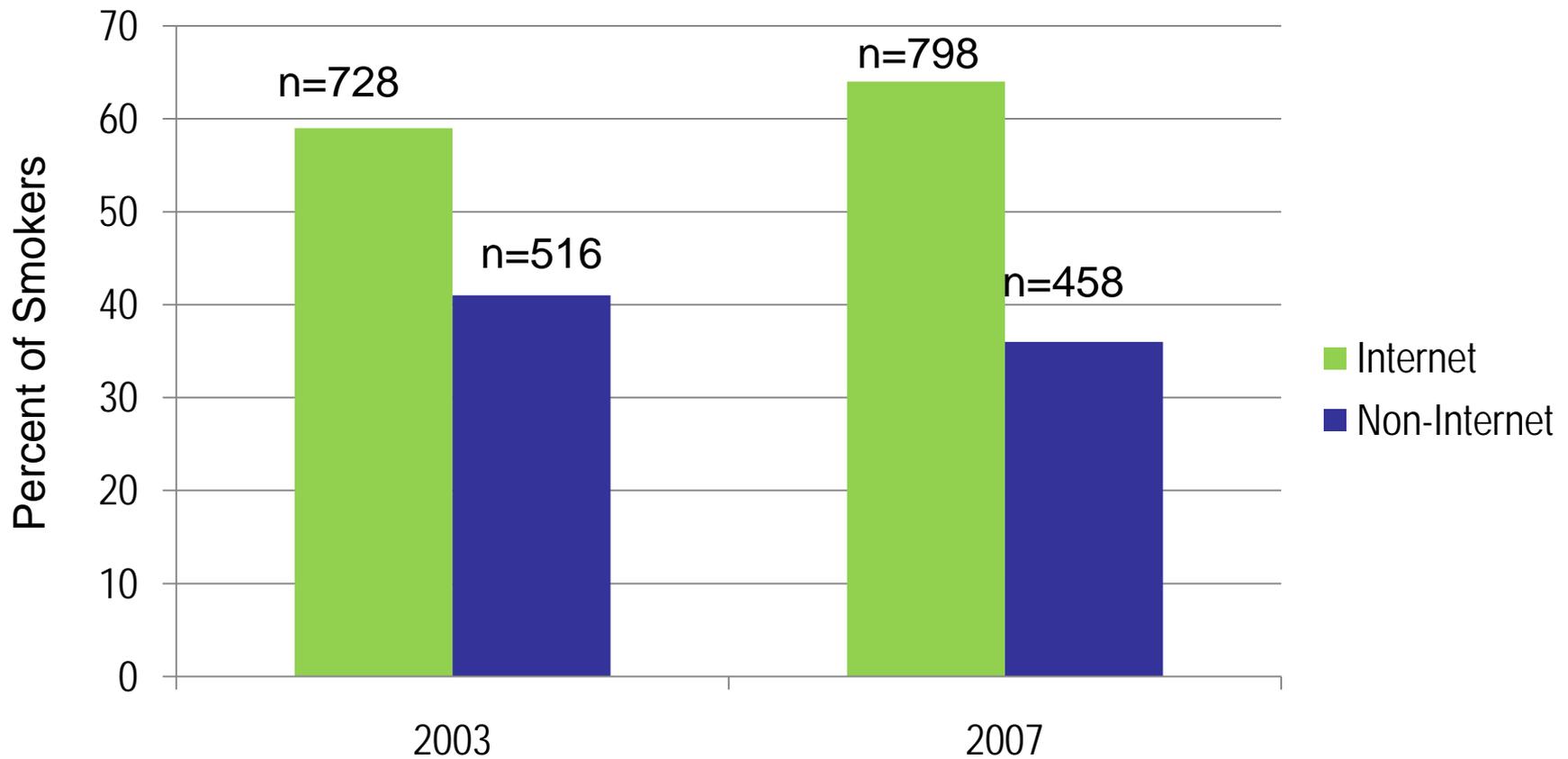
Variable	OR	95%CI
Age (Ref =45+)		
18-34	.23	.12-.45
35-39	.50	.17-1.44
40-44	.59	.26-1.30
Gender (Ref=Female)		
Male	2.35	1.43-3.85
Education (Ref=College)		
HS or less	4.11	2.59-6.54
Income (Ref=\$50,000+)		
<\$50,000/yr	3.72	2.02-6.86

Model included age, gender, race/ethnicity, education, employment status, income, self-reported health status, insurance, trust info online, and interest in quitting

HINTS Trends 2003-2007

Assess changes in smokers' use of
internet from 2003 to 2007

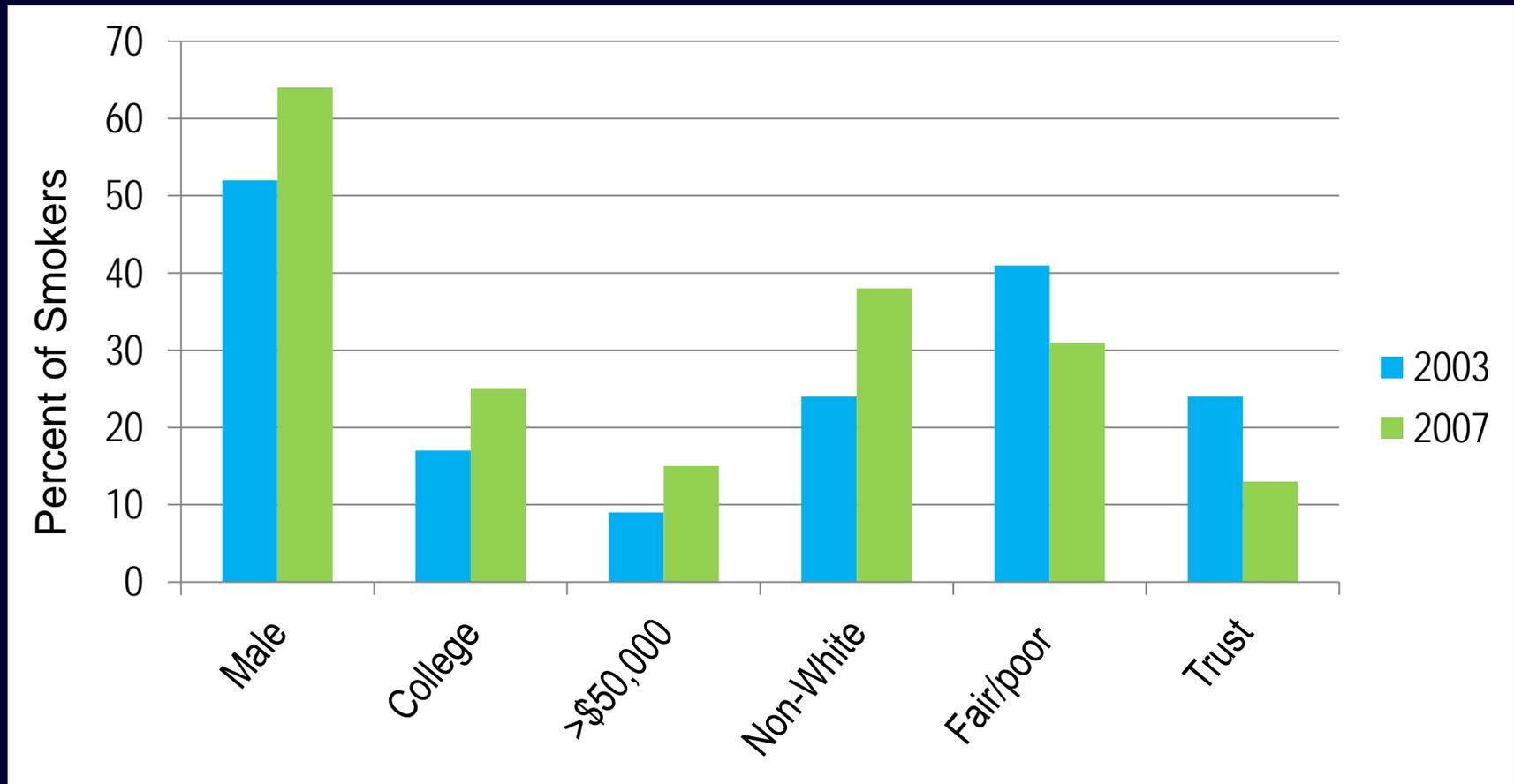
Internet Use: HINTS 2003 & 2007



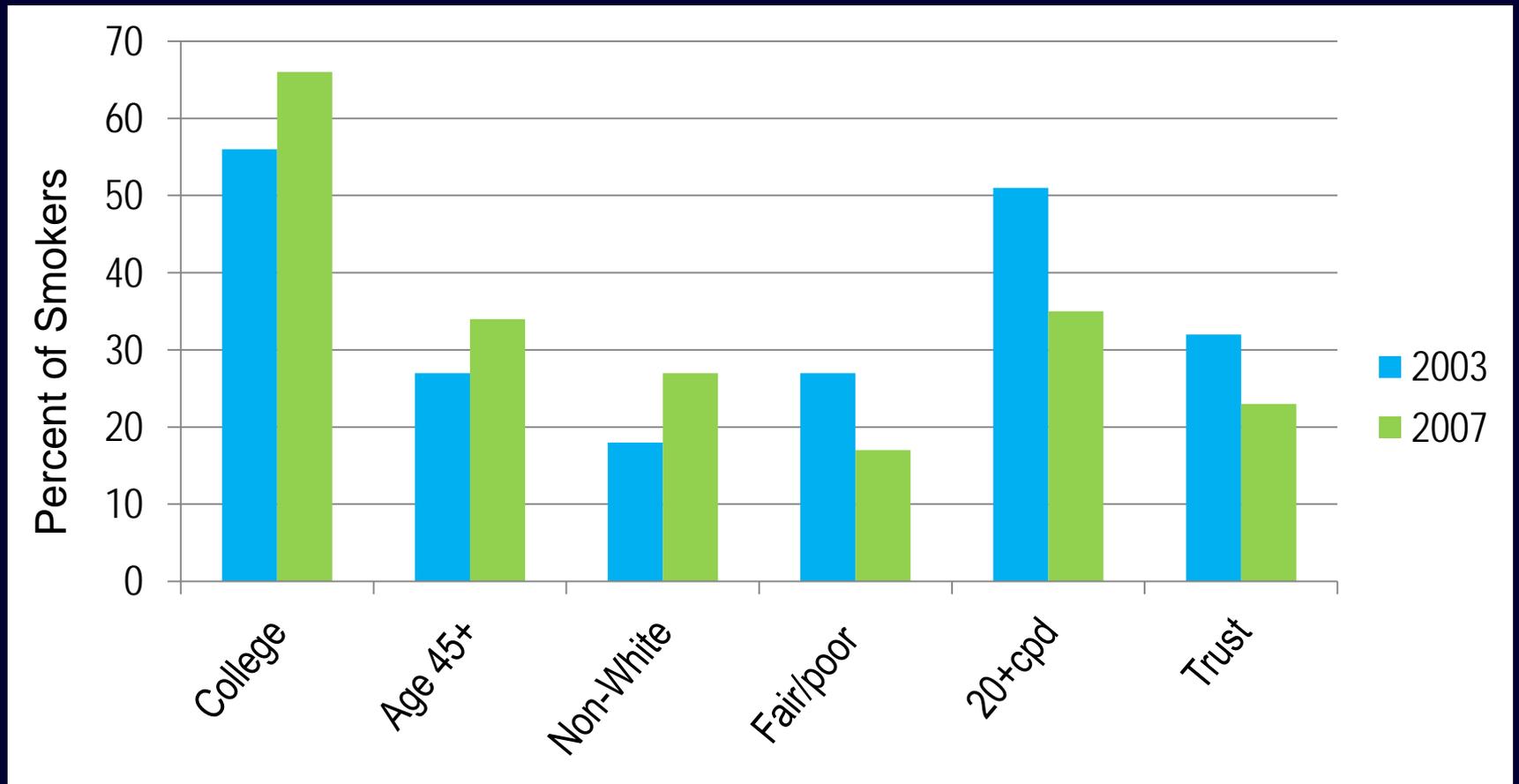
Variable	OR	95%CI
Survey Year (Ref=2007)		
2003	1.52	1.14-2.03
Age (Ref =45+)		
18-34	.21	.14-.31
35-39	.34	.20-.56
40-44	.60	.40-.91
Gender (Ref=Female)		
Male	1.58	1.18-2.11
Education (Ref=College)		
HS or less	4.64	3.41-6.31
Income (Ref=\$50,000+)		
<\$50,000/yr	4.24	2.94-6.11
Health Status (Ref=Fair/Poor)		
Excellent/Good	.69	.50-.95
Trust Info Online (Ref=No)		
Yes	.58	.38-.89
Interest in Quitting (Ref=No)		
Yes	.71	.53-.96

Model included survey year, age, gender, race/ethnicity, education, employment status, income, self-reported health status, insurance, psychological distress, trust info online, and interest in quitting

Characteristics of Non-Internet Users 2003 v. 2007



Characteristics of Internet Users 2003 v. 2007



Summary

- ▶ Economic and health disparities between smokers who did/did not report Internet use persisted in HINTS 2007
- ▶ Some encouraging indicators of a narrowing digital divide
- ▶ There remain significant limitations to the use of the Internet to reach and engage subpopulations of smokers

Next Steps

- ▶ Formal tests of interactions between survey year and study variables
- ▶ Compare smokers' internet use patterns to internet use patterns in the general population
- ▶ Manuscript development

Acknowledgments

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Thank You

Questions & Comments