

Title: Socioeconomic differences, trust, and perceived susceptibility to cancer among light and heavy smokers.

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Research hypotheses:

People of lower SES are more likely to smoke heavily, have greater distrust of cancer information sources, and less perceived susceptibility to cancer. It is also further hypothesized that there may be racial/ethnic differences in these relationships.

Study description/rationale:

Data from national studies suggest that those from lower socioeconomic groups are more likely to smoking than those from higher socioeconomic groups. Studies have noted these differences by education level, income, and employment status. Little is known about perceived cancer risk among light and heavy smokers in different socioeconomic groups. In addition, smokers of different socioeconomic groups may vary in their levels of perceived risk of cancer and this may partially be due to their trust of information sources. The literature also suggests that many racial/ethnic groups and those from low SES groups may distrust health care systems and therefore may not seek cancer resources. We also know that those from lower socioeconomic groups suffer greater disparities due to cancer.

This paper will examine socioeconomic differences among light and heavy smokers and the relationship to trust and perceived susceptibility to cancer. This paper will also present the descriptive data on the prevalence of light and heavy smoking among difference socioeconomic groups (e.g. education, income, race/ethnicity, employment status). Furthermore, other variables including information seeking behaviors will be examined. Results from this study may help researchers identify risk profiles among people from different socioeconomic groups and ultimately help them identify target audiences for health communication interventions among smokers.

Variable list:

Smoking status (TU2 and TU3)
Cigarettes per day (TU4)
Perceived susceptibility to cancer (TU15, TU16, CK8)
Trust (HC18)

Other control variables

TU9, HC15, HC19, CK4, CK13, CK14

Methods of analysis:

Descriptive statistics and multivariate regression will be used to identify predictors of the outcomes variables.

References:

U.S. Department of Health and Human Services. *Tobacco use among U.S. racial/ethnic minority groups*. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease and Health Prevention and Health Promotion, Office on Smoking and Health; 1998.