

Viability and Issues Associated with a Web Survey in Four Countries

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The ITC – 4 Country Survey

- Conducted annually since 2002 with a representative sample of adult smokers from four countries – Canada, United States, United Kingdom, and Australia
- A Web-based survey Pilot project was implemented in Wave 7, completed March 2, 2009



Objectives

The Web-based survey pilot study was included at Wave 7 in order to:

- Determine the amount of cost savings we could achieve if some of the cohort participants completed the survey on-line.
- Determine whether we could reach some of the people that might otherwise be lost.

The Study Population

738 continuing respondents (~200 per country, ~150 English-speaking only in Canada) were initially taken out of the Re-Contact sample and invited to participate in an on-line version of the Wave 7 survey.

515 of the respondents invited to participate in the Web survey were recruited between Waves 1 and 5, and 268 were recruited at Wave 6.

284 (38%) had valid e-mail addresses collected at Wave 6.

Methods

Respondents were mailed an invitation letter along with an incentive check. Those who provided an e-mail address at the Wave 6 survey were also sent an e-mail invitation to participate in the on-line survey.



The letter directed respondents to this web site, www.srdar.org. After selecting the ITC Study link, they were asked for their Login ID and password, which were provided in the letter.

- E-mail reminders were sent at approximately 3.5, 7 and 14 days after the original invitation (those who completed the survey were removed from the list and not sent a reminder).

- Mailed reminder letters were sent to all participants who had not yet completed the web survey at 14 days.

- After 30 days, each participant who had not completed the Web survey was placed back into the Re-Contact sample and called to complete the telephone survey.

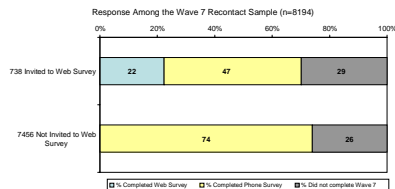
Participation rates by Country

	Canada	U.S.	U.K.	Australia	Total
Completed Web Surveys	52	41	21	59	173
Total invited	150	196	196	196	738
Percent completed	35%	21%	11%	30%	24%

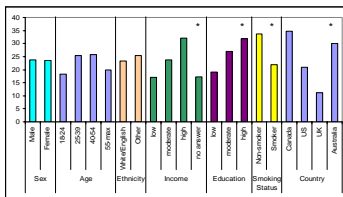
- Among participants who got the e-mail invitation and reminders, 38% completed the survey.

- Among participants who only got the mailed letter and reminder (we did not have their e-mail address), 15% completed the survey.

- The average length of time spent completing the web survey was 56 minutes. The average length of time spent completing the Re-contact phone survey was 60 minutes (59 minutes in English, and 66 minutes in French).



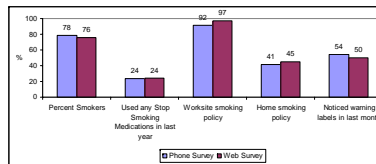
Characteristics of Respondents



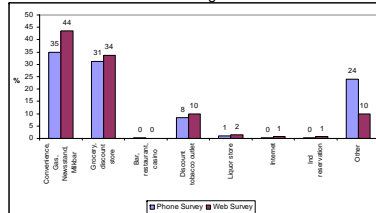
Participants who completed the Web survey were more likely to be non-smokers, live in Canada, Australia or the U.S., and have a higher income and education (p<0.05, logistic regression controlling for each variable presented).

There was a significant (p<0.05) interaction between country and smoking status for completion of the Web survey. Completion rates were higher among smokers in Canada, Australia, and the U.S., but lower among smokers in the U.K.

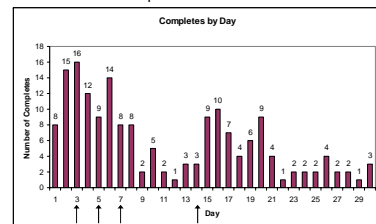
Comparison of Wave 7 Web Survey completers (n=173) with Wave 7 Phone Survey completers (n=5837)



Source of cigarettes



Impact of reminders



E-mail reminders sent at days 3, 5, 7 and 14. Mailed reminder letters were sent to all participants who had not yet completed the web survey at 14 days.

Cost-Benefit

- \$28,000 for 174 completes = \$161 per complete. Most of the cost was up front programming time, marginal cost per complete small.
- But only ~13% of cohort was invited. If all are invited, 7.5-fold increase in completes, or ~\$21 per complete. Current cost for Recontact phone completes is ~\$60 per complete, varies by country.
- A 24% web response rate applied to the entire recontact cohort yields n=1,344 completes saving ~\$52,000 USD
- Boosting the # emails will boost savings

Feedback from Respondents

- Some questions should have a don't know option (the ones about tar and nicotine levels, etc)
- If one does not have a high speed internet service, then the survey takes closer to three hours as I found out.
- Thank you for the opportunity to participate in this survey. I'd be interested to find out what other smokers/ex-smokers responded.
- Thank you very much for including me in this survey again this year. I found it much more convenient to complete it online. I hope that next time I do the survey I will be a non smoker.
- Thank you for the \$15.00 and it is better doing it online. Hope I have been helpful. Thank you.
- Easy to complete online!
- This is much better than doing it over the phone!!!!

Logistical Considerations

- There were some changes that we had to make between the phone version of the survey and Web version, including giving more information to participants completing the Web survey.
 - E.g.: Phone survey: "How much did you pay?"
 - Web survey: Enter [dollars/ pounds] and [cents/ pence] with decimal point. Please enter the exact price. We request that you be as accurate as possible and not round up or down.

This pilot work will help us make the most appropriate changes to streamline things for respondents

Summary

- This was a successful pilot study.
- Many participants preferred this method.
- We obtained a lot of useful information for including this as a routine part of further waves of the ITC 4-Country survey.

