

A Case Study In Optimizing Retention of U.S. Adult ENDS Users in Longitudinal Online Surveys – Exploring Different Incentive Structures

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Background

Longitudinal studies are critical to understand if and how behaviors, such as electronic nicotine delivery system (ENDS) use, evolve over time. Optimizing follow-up rates is necessary for ensuring high quality data with sufficient power. Achieving high rates of follow-up in online longitudinal studies can be challenging. Here, we compare follow-up rates and participant demographics for two incentive delivery strategies to understand which is optimal.

Methods

- Data from longitudinal cohort study (Wave 4; July-Sept 2022) of U.S. adults (≥ 21 years) who use ENDS ≥ 5 days/week
- Follow-up participants (n=1,804) randomly assigned into one of two groups (n=902 each)
- Each group was offered a different incentive structure: (1) \$30 gift card upon completion of the survey (2) \$15 gift card prior to and upon completion of the survey
- Used chi-square tests to assess the difference in follow-up rates and participant demographics between these two groups

Providing a **\$30** gift card
upon **survey completion** yielded
higher rates of survey completions
and **similar demographics**
as compared to a **\$15** gift card
before and after survey completion.



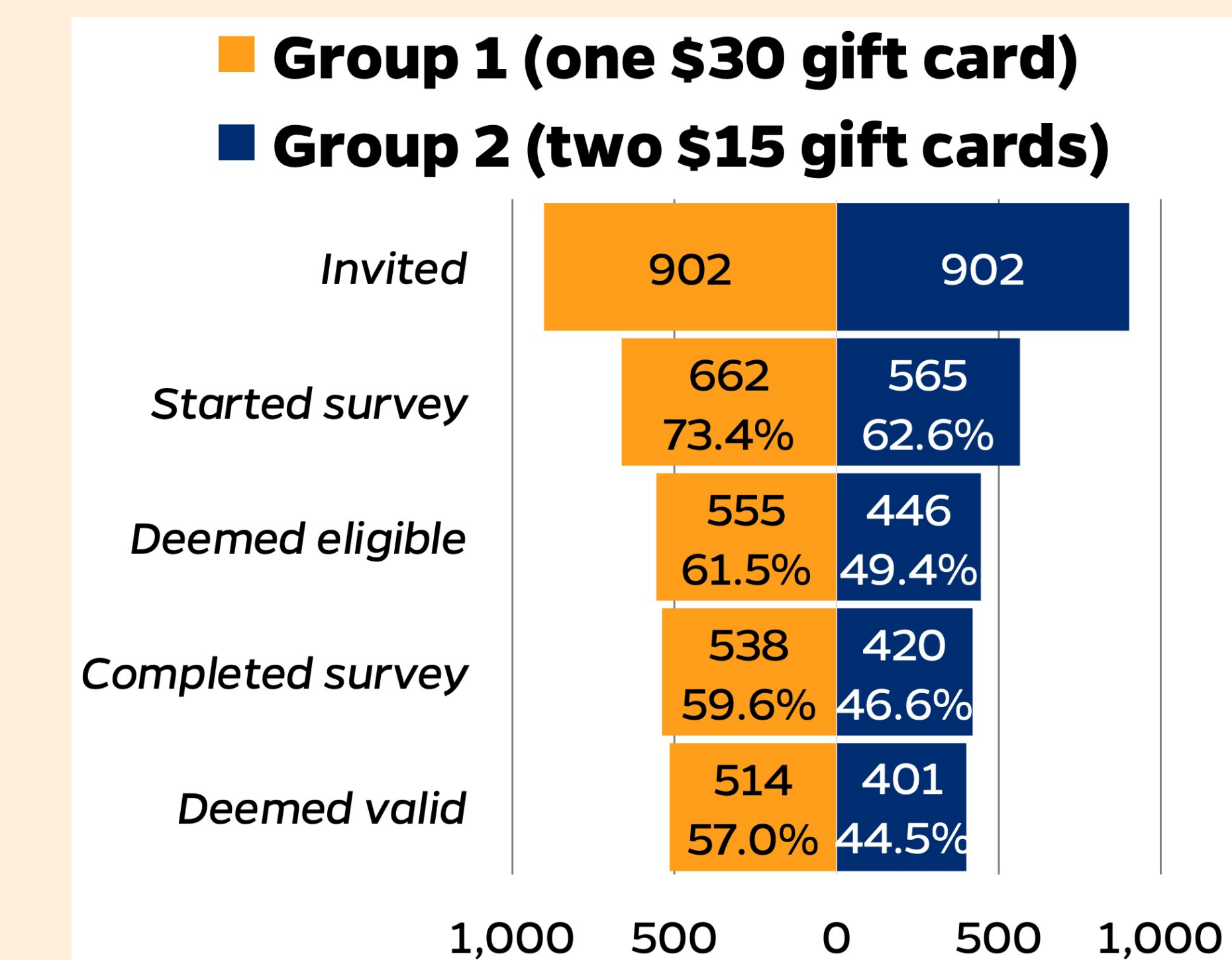
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Results

- A higher proportion of those who received the \$30 gift card upon survey completion started and validly completed the survey compared to those who received a \$15 gift card both before and after completion ($p < 0.001$).
- Among those who validly completed the survey, no significant differences were found by group for gender, income, race, ethnicity, region, past 30-day cigarette use, or the number of waves previously completed.



Conclusions

- Future online surveys examining U.S. adults who use ENDS could consider adopting an incentive structure that provides the full incentive upon completion of the survey.

Authors

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