

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



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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.



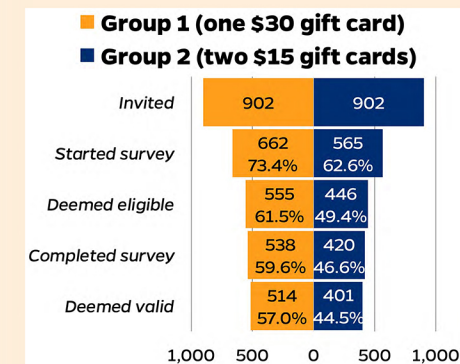
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Disclaimer: Research reported in this poster was supported by NIDA and FDA Center for Tobacco Products (CTP) under Award Number U54DA036105. The content is solely the responsibility of the authors and does not necessarily represent the official views of the NIH or the Food and Drug Administration.

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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