

Mini Supporting Statement B For
“A Generic Submission for Formative Research, Pretesting, and Customer Satisfaction of NCI’s
Communication and Education Resources”
OMB No. 0925-0046, Expiration Date 5/31/2016

Title of Sub-Study: Smokefree Women Customer Satisfaction Study

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Section B. Statistical Methods

B1. Respondent Universe and Sampling Methods

Respondents to the Screener Survey (**Attachment C**) will include approximately 400 potential participants recruited from established Smokefree websites (Smokefree.gov) or trusted research panels. It is estimated that 280 participants will meet the Screener Survey criteria and be eligible for the 4 week study. Eligible participants must be female, current smokers, 18 years or older, and have regular access to the Internet and email. We estimate a 20% attrition rate over four weeks from the Initial Survey (**Attachment D**) to the Customer Satisfaction Survey (**Attachment E**). Convenience sampling will be used for this formative research study.

B2. Procedures for the Collection of Information

All surveys and study contact will occur online and information will be collected electronically. Potential participants will be recruited from Smokefree.gov or through trusted research panels and sent to the Study Site Landing Page and Consent Form (**Attachment A**). The Study Site Landing Page provides a description of the study, study timeline, incentive information, privacy and security details, and study team contact information. The Study Site Landing Page also includes the Consent Form. If potential participants consent, they are asked to provide their email address. Email addresses are collected upon consent in order to verify the email address is valid. An Email Verification Request is sent to potential participants (**Attachment B**), which provides a link directing them to the Screener Survey. No direct contact occurs between the study team and participants.

B3. Methods to Maximize Response Rates and Deal with Nonresponse

The study will close once 280 participants enroll. We estimate 20% attrition over the 4 week study period, leaving 224 participants providing data (or an 80% response rate).

Respondents will be entered into a lottery to receive a \$20 in Amazon e-gift card as a token of appreciation upon completion of the final survey (**Attachment E**).

Other methods to increase response rate include email reminders. During the 4 week study a total of 9 emails will be sent to participants: 2 email reminders each week asking participants to view the study website (**Attachment B**). Additionally, at the end of the study, participants will receive

an email that includes a link to the final survey. If the survey is not completed within 48 hours, participants will receive another reminder.

B.4 Test of Procedures or Methods to be Undertaken

Study procedures and data capture will be tested two weeks prior to study launch by the study team. If there are any design or instrument changes that need to be made, a revised OMB submission request will be made at that time.

B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

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Attachments:

- A. Consent Form
- B. Email Verification and Study Reminders
- C. Screener Survey
- D. Initial Survey
- E. Customer Satisfaction Survey