

Mini Supporting Statement B

Smokefree60+ Intercept Survey

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Contact Information

Erik Augustson, PhD, MPH

augustse@mail.nih.gov; 240-276-6774

Amanda Huffman, MPH

amanda.huffman@nih.gov; 240-399-8461

List of Attachments

1. Survey
2. Question Skip Pattern

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B.1 Respondent Universe and Sampling Methods

A convenience sample (n=3,000) will be collected based on users who visit the 60plus.smokefree.gov website for more than 30 seconds and opt-in to provide feedback on their experience.

B.2 Procedures for the Collection of Information

This information will be collected using a convenience sample whereby the opportunity to participate in the survey will automatically pop-up during a session on Smokefree 60+ lasting 30 or more seconds. The user will have the opportunity to opt-in or opt-out of providing feedback at the end of their session. Once they leave the site, the survey will initiate for those who previously opted-in. All responses will be submitted electronically to leverage their recent visit to the website and that they are already using technology to access the site, and will be able to easily recall their experience. Data will be collected within a single time period to reduce burden.

B.3 Methods to Maximize Response Rates and Deal with Nonresponse

We anticipate response rates to be fairly low, as is common for intercept surveys.

B.4 Test of Procedures or Methods to be Undertaken

For this survey, we will be analyzing the data using t-tests, chi-square and simple frequencies to determine how the site is being used and whether any portions of the site function differently between stratified populations.

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

Erik Augustson, PhD – National Cancer Institute, Tobacco Control Research Branch – 240-276-6774
Amanda Huffman, MPH (contractor) – BLH Technologies, Inc. – 240-399-8461
Krystal Lynch, PhD (contractor) – BLH Technologies, Inc. – 240-276-7161
Jenny Twesten, MPH (contractor) – BLH Technologies, Inc. – 240-399-8447