



## 2021 METHODOLOGY

### INTRODUCTION

The Kansas Young Adult Survey has been conducted on behalf of the Kansas Department for Aging and Disability Services, Behavioral Health Commission every other year starting in 2017. Data collection was completed by The Eagleton Center for Public Interest Polling (ECPIP) who conducted a third wave of the Kansas Young Adults Study between August 27, 2021, to September 9, 2021. Young adults between the ages of 18 to 25 with cell numbers were recruited by text to an online survey. Recruitment by cell provided 82.8% coverage of the target population as estimated by the National Center for Health Statistics of household telephone status for adults aged 18 and over in 2016 (estimate includes wireless-only/wireless-mostly/dual-use households). Participants were also screened to include only those adults who resided in the state of Kansas.

The survey asked questions about attitudes and behaviors among young adults on public health issues, including the usage of tobacco and consumption of alcohol, prescription and non-prescription drugs, as well as gambling. Demographic questions including age, education, and income level and sources were asked. To help protect the confidentiality of respondents, ECPIP obtained a Certificate of Confidentiality (CC) from the National Institutes of Health on July 22, 2021. Researchers at ECPIP can use the certificate to legally refuse to disclose information that may identify respondents in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings such as a subpoena. If needed, researchers will use the CC to resist any demands for information that would identify respondents, unless volunteered by a respondent.

### INSTRUMENT

The instrument was developed jointly by the Learning Tree Institute at Greenbush (LTI), the Kansas Prevention Collaborative, the Kansas Department for Aging and Disability Services, Behavioral Health Services Commission, the Principal Investigator for the SAMSHA funded grant project, and ECPIP, who received initial Institutional Review Board approval on August 10, 2021, from Rutgers, The State University of New Jersey. Approval to field the study at Rutgers was obtained under the direction of Principal Investigator Dr. Debra Borie-Holtz, and Co-Principal Investigator Dr. Ashley Koning. The instrument was fielded in English only.

Participants were recruited by manually texting a message to their cell phone. Subjects were given the option to opt out in the text message, in compliance with the Telephone Consumer Protection Act (TCPA). Subjects who clicked the link were directed to a landing page that incorporated the logo of the Kansas Prevention Collaborative (without the title) and ECPIP at Rutgers University. ECPIP used an approved third-party vendor software system to send the text messages; the vendor maintains a national database of individuals who have permanently opted out of receiving unsolicited communications by text in compliance with TCPA.

The landing page notification provided online consent to participate in the study. The consent form is attached in Appendix A. If subjects were eligible to participate based on criteria determined by LTI (by age and county), subjects were asked to consent prior to being directed to the web survey. If subjects did not consent, they did not advance, and they were offered another opportunity to opt out.

Among those eligible, subjects were informed of a thank-you incentive (\$10 Amazon or Walmart gift card) to be processed after they submitted the survey. All eligible participants (Kansas residents between the ages of 18 to 25 years of age) were directed to a separate link to claim their gift card.

## **SAMPLE FRAME**

The Kansas Young Adults Study was designed to recruit subjects between the ages of 18 to 25. All adults aged 18 to 25 living in Kansas were viewed as eligible to participate in the survey, even if the sample parameters were unknown among cell phone users.

To validate eligibility, two screener questions were asked including current state of residence and age. Only eligible subjects were directed to the online survey.

ECPIP used a listed cell phone sample to recruit respondents. Weighting was used to help ensure respondents were representative of the population.

## **FIELD PROCESS**

### *Text Invitation*

A text invitation was manually sent to N=60,000 subjects believed to be between the ages of 18 to 25 living in Kansas. The invitation included the name of the Sponsor and described the thank-you incentive. An opt-out link was included. The total number of eligible respondents who completed the survey was N=1089.

### *Consent*

Online consent was provided on the landing page and again in the web survey among those subjects who were determined to be eligible to participate. Ineligible subjects were directed to a message advising them of their ineligibility.

### *Listed Samples*

Subjects were recruited from a randomly drawn listed sample among subjects believed to meet the target parameters based on residence and age.

### *AAPOR Rates*

Utilizing the AAPOR Standard Definition and Rate Calculator, the following rates were calculated for the study and are displayed in Table 1 (Citation: The American Association for Public Opinion Research. 2016. Survey Outcome Rate Calculator 4.0).

**Table 1: Response, Cooperation, Refusal & Contact Rates**

<b>Rates</b>	<b>Listed Sample Frame</b>
Response Rate (RR3)*	0.018
Cooperation Rate (COOP3)**	0.204
Refusal Rate (RefR2)***	0.071
Contact Rate (CR1)****	0.089

- \* Response Rate 3 (RR3) includes an estimate of what proportion of cases of unknown eligibility are actually eligible.
- \*\* Cooperation Rate 3 (COOP3) defines those unable to do an interview as also incapable of cooperating.
- \*\*\* Refusal Rate 2 (RefR2) includes estimated eligible cases among the unknown cases similar to Response Rates 3 and 4.
- \*\*\*\* Contact Rate 1 (CR1) assumes that all cases of indeterminate eligibility are actually eligible.

## WEIGHTING & SAMPLING ERROR

The data were weighted to be representative of Kansas adults ages 18 to 25. The sample is balanced to match target population parameters for sex, age, education, race, Hispanic origin, region, and registered voter status. Population parameters for sex, age, education, race, Hispanic origin were derived from 2019 American Community Survey data. The region benchmark was derived from Census Bureau estimates of the resident population. The registered voter benchmark came from an analysis of the Current Population Survey 2020 Voting and Registration Supplement data.

Weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target population.

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. The effects of these design features are estimated by computing a "design effect" which represents the loss in statistical efficiency that results from a disproportionate sample design and/or systematic non-response.

The composite design effect for a sample of size  $n$ , with each case having a weight,  $w$  can be estimated as:<sup>1</sup>

$$def = \frac{n \sum w^2}{(\sum w)^2}$$

The design effect for this sample is 1.68. The survey's margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample—one around 50%. For example, the margin of error for the total sample is  $\pm 3.9$  percentage points. This means that in 95 out every 100 samples using the same methodology, estimated proportions based on the entire sample will be no more than 3.9 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as measurement error, may contribute additional error of greater or lesser magnitude.

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<sup>1</sup> Kish, L. (1992). Weighting for Unequal Pi. *Journal of Official Statistics*, Vol. 8, No.2, 1992, pp. 183-200.

## APPENDIX A: LANDING PAGE

### CONSENT TO TAKE PART IN A RESEARCH STUDY: LANDING PAGE FOR ONLINE ACCESS (CONSENT)



#### Kansas 2021 Young Adults Survey

On behalf of the Kansas Prevention Collaborative, we are asking for your help on an important study surveying young adults about public health issues, including the effectiveness of programs among those between the ages of 18 to 25. Your participation is incredibly important, as only 700 adults statewide in Kansas have been randomly selected to take part in this study. This should only take about 10 minutes.

Your answers are confidential. Confidential means that the research records will include some information about you, and this information will be stored in such a manner that some linkage between your identity and the response in the research exists. All data will be stored on independent secured sites with access limited to members of the research team. After information that could identify you has been removed, de-identified information collected for this research may be used by or distributed to investigators for other research without obtaining additional permission from you.

To help us protect your privacy, we have obtained a Certificate of Confidentiality from the Substance Abuse and Mental Health Services Administration. We can use this Certificate as researchers to legally refuse to disclose information that may identify you in any federal, state, or local civil, criminal, administrative, legislative, or other proceedings, for example, if there is a court subpoena. We will also use the Certificate to resist any demands for information that would identify you, except for voluntary disclosure of information by yourself or any disclosure that you have provided written consent in writing.

As a thank you for completing our survey, we would like to offer you a \$10 Amazon or Walmart gift card. If you are eligible to participate, you will be re-directed to a link at the end of the survey. After providing us with your email, which will not be linked in any way with your survey responses, your gift card will be processed and sent to the email you provided.

#### (INCLUDE GRAPHIC OF GIFT CARDS)

If you have any questions about this research project, you may contact Ashley Koning at Eagleton Center for Public Interest Polling by email [akoning@rutgers.edu](mailto:akoning@rutgers.edu) or by phone. If you have any questions about your rights as a research participant, you can contact the Institutional Review Board at Rutgers (which is a committee that reviews research studies in order to

protect research participants) at: Arts & Sciences Institutional Review Board, Rutgers University, the State University of New Jersey. Liberty Plaza / Suite 3200, 335 George Street, 3rd Floor, New Brunswick, NJ 08901, 732-235-2866 human-subjects@ored.rutgers.edu.

If you do not wish to take part in the research, close this website address. If you wish to take part in the research, follow the directions below. Please print out this consent form if you would like a copy of it for your files.

By beginning this research, I acknowledge that I am 18 years of age or older and have read and understand the information. I agree to take part in the research, with the knowledge that I am free to withdraw my participation in the research without penalty.

Click on the "I Agree" button to confirm your agreement to take part in the research.

CLICK NEXT (>>) when you have selected your answer.

I Agree (1)

I Do Not Agree (2)

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## ELIGIBILITY SCREENER

### Scroll down to see if you are eligible for a \$10 gift card

Thank you for your interest in this research study!

As a thank you for completing our survey, we would like to offer you a \$10 Amazon or Walmart gift card. If you are eligible to participate, you will be directed to a link upon completion where you can enter your contact information. Your contact information will only be used to send you the gift card and will not be linked in any way to your survey responses.

SQ1 What state do you currently reside in? To verify your eligibility, please answer the following two questions.

▼ Alabama (4) ... Wyoming (53) (Terminate if non-Kansas resident)

SQ2 What is your age?

Enter 2 digits for your age. (Terminate if <18 or >25)

### Access Code

To confirm your eligibility, please enter the last 5 digits of the cell phone number that we used to send you this survey invitation.

