



The 2008 Vermont Young Adult Survey:
Methods and Findings

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The Vermont SPF-SIG Project

- Mandatory priority for all communities:
Reduce underage drinking
- Second priority (community's choice):
Reduce high risk drinking persons < 25
Reduce marijuana use persons < 25

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Vermont SPF-SIG Community Grantees

- 23 funded "communities"
- Communities defined geographically by individual towns or groups of contiguous towns
- Populations ranged from several hundred to 38,000
- Grants administered by community coalitions

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Data Sources Used for Community Assessment Step

- YRBS
 - conducted in every community
- BRFSS
 - at the county level and aggregated over five years for ages 18-24
- Community key informant surveys
- Law enforcement agency interviews
- Focus groups with young adults

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Options Explored for Conducting Pre and Post Young Adult Surveys

Survey Option	Reason for not Selecting
Phone survey	Too expensive Hard to reach young adults on land lines
DMV mailings or web site	Not logistically feasible for DMV
College student surveys	This was done (using the CORE survey), but only covers part of the young adult population and not all communities have colleges

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Vermont YAS: Methodology


- Web-based survey with paper option
- Respondents aged 18 to 29 recruited through various venues:
 - Facebook (all communities in state)
 - Advertising efforts in funded communities
 - Postcard distribution
 - Print and radio ads
- 10 minute time to complete
- Monetary incentives provided

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Vermont YAS Timeline

- Baseline survey
 - Oct 1 2008 through Jan 1 2009

- Follow-up survey (planned)
 - Oct 1 2010 through Jan 1 2011


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Facebook ads

- Content:


Survey – win up to \$250
* 18-29 year-olds only*

10-minute survey about alcohol use
Enter drawing of 11 cash prizes – up to \$250!!
- Cost:
 - Client selects cost per click max and daily max
 - We paid \$1466 for 2215 clicks (yielding 186 completed surveys)

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Content of Postcards Advertising the Survey

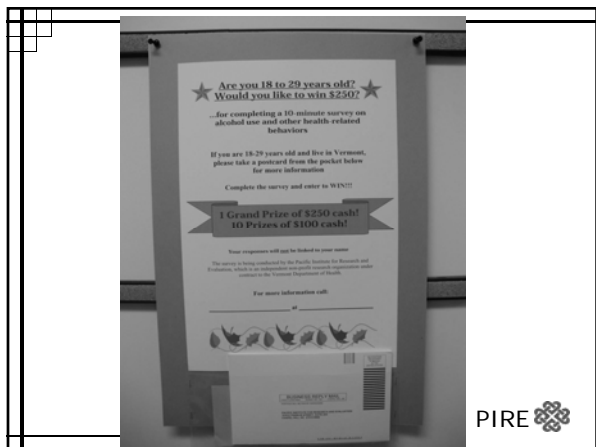
- Information about the survey
- Information about cash incentive
- Web address for on-line survey
- Space for address if requesting paper version
- Postage-paid return to request paper version
- Link to PIRE web site

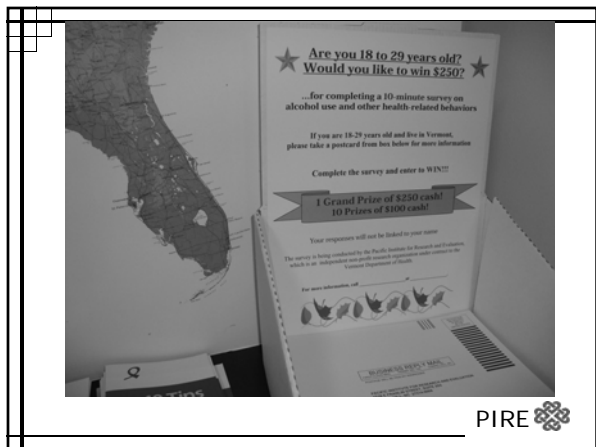
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Distribution of Postcards

- Community coalitions were responsible for postcard distribution
- Wall posters and counter-top boxes were used to draw attention to the postcards
- Placed in a variety of venues including:
 - Work sites
 - Stores
 - Restaurants
 - Public offices
 - Public events


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Web Survey Features

- Welcome page
- Background information and eligibility criteria
- Password set-up (for easy return if nec.)
- Built-in skip patterns
- Text fields for "other" responses
- Comments solicited at end of survey
- Link to separate web site to enter drawing for cash incentive

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Survey Content

- Respondent demographic information (including town of residence)
- Causal factors (as based on Vermont's SPF-SIG logic model)
- Substance use behaviors
 - Alcohol and marijuana use
 - Binge drinking
 - Driving after using alcohol or marijuana
- Where learned about survey
- Respondent comments

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Causal Factors Assessed


- Perceived availability
- Perceived norms
- Attitudes
- Perceived risk of harm
- Perceived level of enforcement

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Numbers of Respondents Who Completed Survey


Survey Type	N
Web-based	916
Paper	75
Total	991 *

*Mean N per community: 43
 *Mean N per county: 83

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Where Respondents Found Out About Survey

<u>Where found out about survey</u>	<u>N</u>	<u>Unweighted Percent</u>
Poster/display at work	89	9.4
Poster/display other than work	299	31.7
Someone at work	70	7.4
Someone not at work	240	25.4
Internet ad	186	19.7
Ad or article in newspaper	39	4.1
Other	21	2.2
Total	944	100.0

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Age of Respondents

<u>Age Category</u>	<u>N</u>	<u>Unweighted Percent</u>	<u>Weighted Percent</u>
18-20	300	30.3	29.6
21-25	404	40.8	40.6
25-30	285	28.8	29.8
Total	989	100.0	100.0

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Gender of Respondents

<u>Gender</u>	<u>N*</u>	<u>Unweighted Percent</u>	<u>Weighted Percent</u>
Male	294	29.8	51.0
Female	691	70.2	49.0
Total	985	100.0	100.0

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Student Status of Respondents

<u>Student Status</u>	<u>N</u>	<u>Unweighted Percent</u>	<u>Weighted Percent</u>
Non-student	563	56.9	57.5
Full-time college/voc school	287	29.0	27.9
Part-time college/voc school	64	6.5	6.4
High school or GED program	47	4.8	5.2
Other student	28	2.8	3.0
Total	989	100.0	100.0

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Vermont YAS Comparisons with Vermont NSDUH (Persons 18-25)

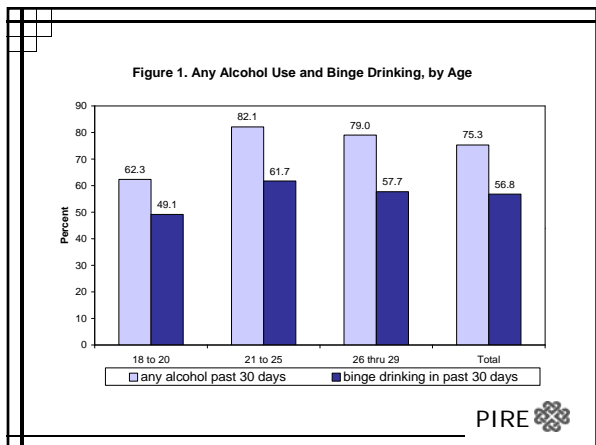
<u>Outcome:</u>	<u>2008 Young Adult Survey</u>	<u>2007 NSDUH</u>
Any alcohol	73.8	71.4
Binge drinking	56.4	54.0
Marijuana use	30.4	29.4

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Uses of the Data

- Vermont SPF-SIG evaluation
 - Compare changes over time between intervention communities and remainder of the state
 - Examine statewide changes over time
- County-level reports for communities
 - Frequencies for all variables - county residents compared to remainder of state
- State-level report
 - Selected findings based on entire sample only

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The End

(Slides and materials available upon request)

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