

Conducting Surveys on Sensitive Topics

**Sexual Behavior and
Condom Use:
*Results from a New Nationally
Representative Study of
Adolescents and Adults
in the U.S.***

Bill McCready, Knowledge Networks
Michael Reece, Ph.D., MPH, Indiana University
Debby Herbenick, Ph.D., MPH, Indiana University
Rick Li, Knowledge Networks

CENTER FOR
SEXUAL HEALTH
PROMOTION

SCHOOL OF HEALTH, PHYSICAL EDUCATION, and RECREATION
INDIANA UNIVERSITY - BLOOMINGTON

Promoting Sexual Health through Research, Education, & Training



The Need for A National Study of Sexual Behavior and Condom Use

- The limited availability of nationally representative data related to condoms and sexual behaviors.
- Significant social shifts past 17 years since last major study.
- Significant methodological advances in research methods past 17 years.
- Importance of contemporary sexual behavior baseline of US population.



Study Purpose

- To establish contemporary rates of sexual behavior for U.S. adolescents and adults.
- To establish current rates of condom use among sexually active adolescents and adults.
- To identify the factors associated with condom use.
- To understand other social and consumer trends related to condoms and sexual behaviors.



Methods

- Population-based sample of U.S. adults and adolescents.
- Data collected via Knowledge Networks using established nationally representative research panels.
- Application of post-stratification data weights during statistical analyses to be presented today.



Study Samples

Adolescent and Adult Samples (N = 5,865)

- Adults N = 5,045
 - Response to Email: 64%
 - Consent Rate: 82%
- Adolescents N = 820
 - Parent Consent to Adolescent Recruitment: 62%
 - Adolescent Consent Rate: 99%



Measures

- Sociodemographics
- Sexual Behaviors (lifetime and current occurrence and frequency)
- Condom Use
 - Past Year Condom Use Trends
 - Event-Level Condom Use Most Recent Sexual Event
 - Partner, Situational, and Behavioral Characteristics
 - Lubrication, Pain, Erectile Function
 - Reasons for Sex
 - Qualitative Assessment of Condom Use History with Partner
 - Condom Characteristics and Perceptions of Effectiveness
 - Other Contraceptives and Perceptions of Effectiveness
- Sexual Health History
- Condom Education
- Condom Access Trends



Measures

Sexual Behavior

- History of Solo and Partnered Sexual Activity
 - Past Month, Past 6 Months, Past Year, Lifetime
- Gendered Interactions for Oral Intercourse
- Receptive and Insertive (male) for Anal
- Descriptors for Adolescents (e.g., butthole)
- Most Recent Sexual Event



Measures

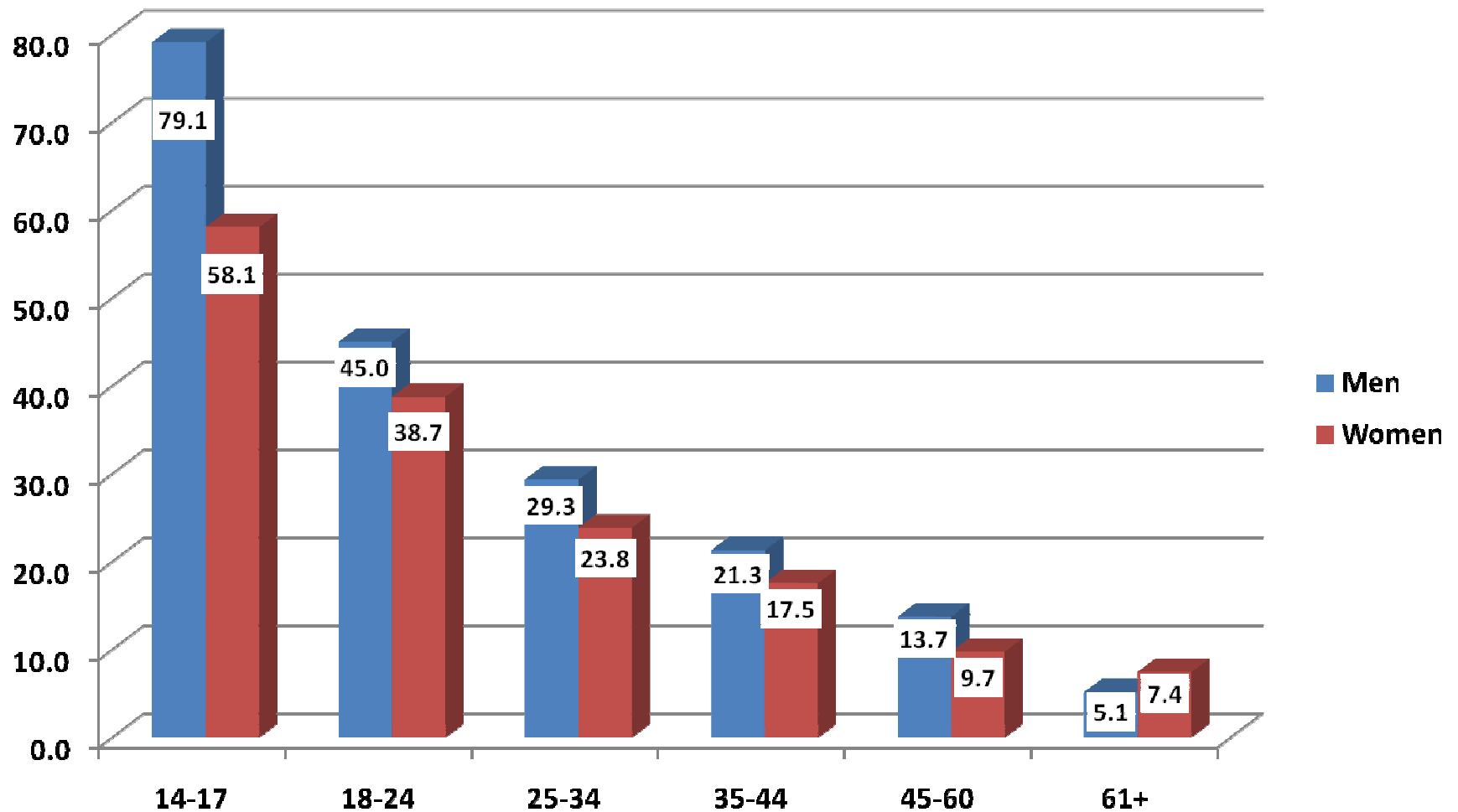
Condom Use

- **Most Recent Sexual Event if Vaginal or Anal Intercourse**
 - General Social Survey, National Household Survey of Drug Abuse, National Survey of Family Growth [NSFG], Youth Risk Behavior Surveillance Survey [YRBS], The National Longitudinal Study of Adolescent Health [Add Health]
- **Condom Use During Past 10 Vaginal and Anal Intercourse**
 - National AIDS Behavioral Survey, National Household Survey of Drug Abuse, National Social Life, Health, and Aging Project [NSHAP], NSFG, National Sexual Health Survey

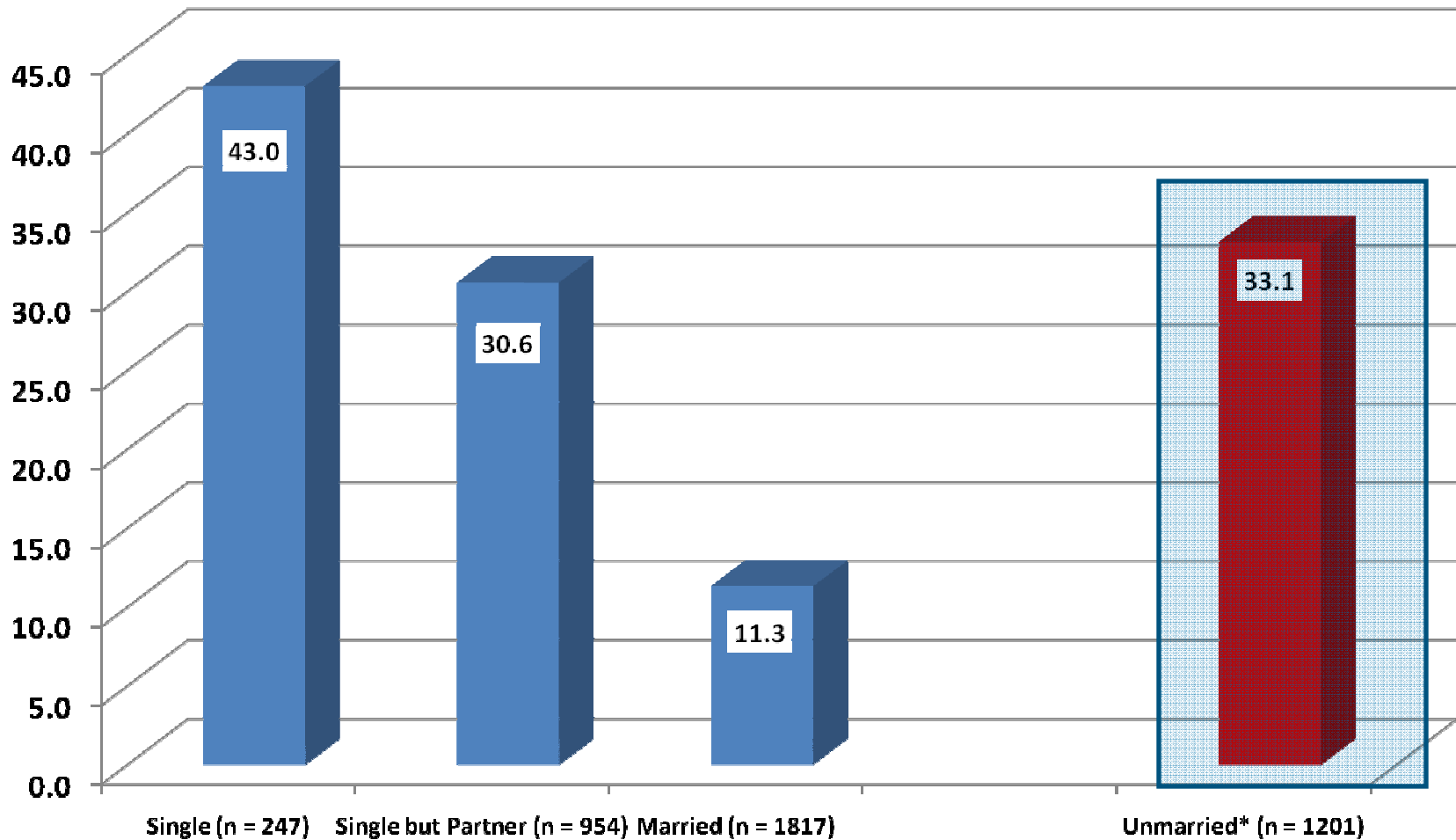


Condom Use Rates for the U.S. Population

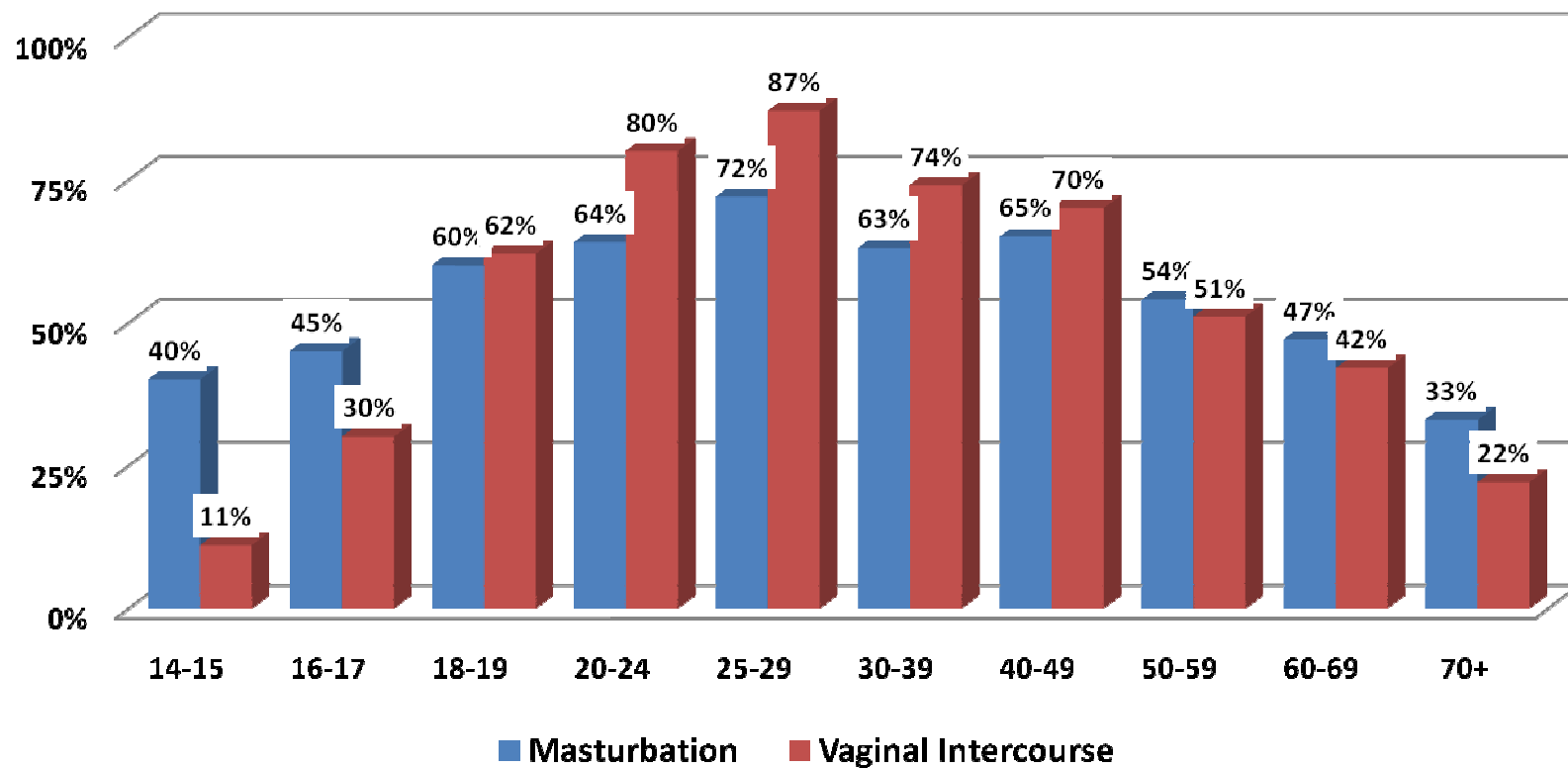
Total Population Condom Use Rates by Age & Gender % of Past Ten Vaginal Intercourse Events (N = 3457)



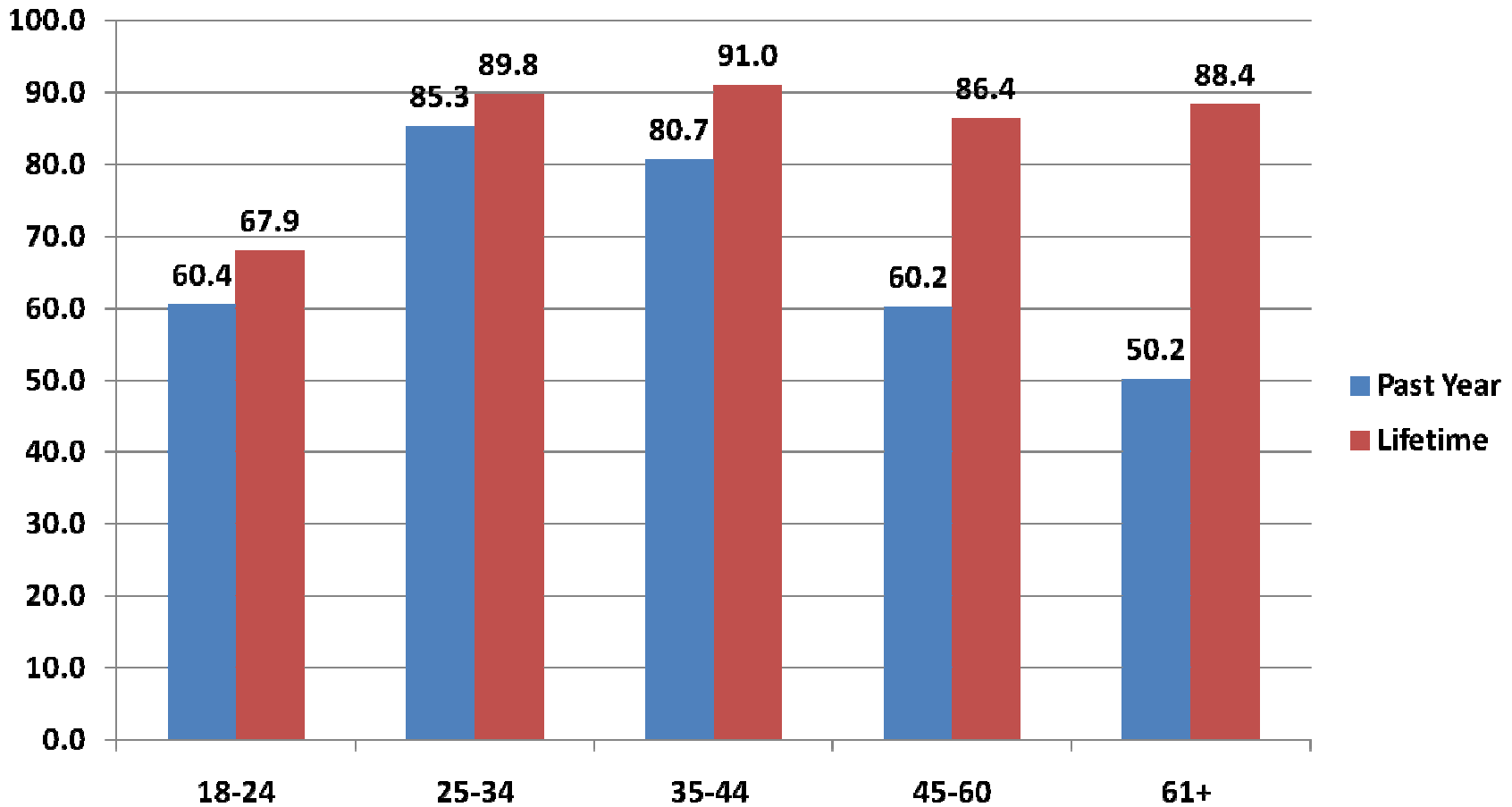
Condom Use Rates by Relationship Status % of Past Ten Vaginal Intercourse Events (N = 3018)



Percentage of Women who Engaged in Masturbation and Vaginal Intercourse over the Past Year by Age



Adult Men: % Vaginal Intercourse (n = 2441)





NSSHB Summary

Study provides updated data about sexual behaviors and condom use in the U.S., but remains a single “snapshot.”

Need for ongoing sexual behavior surveillance.

Published in special issue of The Journal of Sexual Medicine, October 2010

Widespread distribution of findings:

- Available free of charge through December 31, 2011 via:
 - www.nationalsexstudy.indiana.edu
- To date, > 70,000 individuals worldwide have downloaded the papers

KnowledgePanel® the opportunity to be heard

A SURVEY FOR YOU

50,000 members
representing
America

Probability-based recruitment, representative of U.S. adult population

Includes:

- Households with **no Internet access** when recruited
 - 33% of US adults have no Internet access KN provides laptop computer, free monthly ISP
 - **Cell phone only** households (through mail recruitment)
 - **Spanish-language** households
 - Extensive **profile data** maintained on member demographics, attitudes, opinions, behaviors, media usage, etc.
- Samples from the panel are assigned to client studies using e-mail invitations and a link to the online survey questionnaire



Key Differentiators of KnowledgePanel

Only **probability-based** web panel where:

- All surveys administered online
- Covers all age groups 18+, non-Internet adults, cell only adults
- Includes Spanish-dominant Hispanic households
- Probability structure allows for projectable population estimates
- Valid confidence intervals (margins of error) can be constructed

Lower costs because **study subjects are already recruited and profiled**

- KN conducts up to 15 annual profile surveys to aid in pre-identified sampling, prevalence estimations and secondary data analysis
- Existing profile data can be added to any client survey data with minimal impact on cost

RDD Recruitment Issues to Solve

2008:

Declining response rates in RDD samples

No cell phone only households recruited

Fewer young adults found

Fewer minorities found

Eroding coverage threatens a representative picture





Solution: Address-based Sample (ABS) Switch to Mail Recruitment

U.S. Postal Service Delivery Sequence File (DSF)

- ~97% coverage of physical addresses
- Frequently updated including status of addresses, such as, seasonal homes, vacant houses, etc.
- Can be matched to available telephone numbers
- Can be geo-coded
- Can attach demographic data (actual and modeled) from a variety of sources (e.g., block-level Census data) for purposes of
 - Non-response analyses
 - Targeted demographic mailings

Race/Ethnicity Results for Recruited Adults Compared to Census (*unweighted*)

2010 ABS Recruited Sample Jan-Mar		CPS
Race/ethnicity	Overall	Dec. 2009
White	63%	68%
African American	14%	11%
Hispanic	18%	14%
Others and 2+ race	5%	6%

Note: White, African American and Other/2+ race are all non-Hispanic

Age Group Results for Recruited Adults (unweighted)

2010 ABS Sample Recruits Jan-Mar		CPS
Age Group	Overall	Dec. 2009
18-24	8%	13%
25-34	19%	18%
35-54	45%	37%
55+	28%	32%

Cell Phone Only Adults: Recruits Compared to Census (*unweighted*)

2010 ABS Sample Recruits Jan-Mar		NHIS
	Overall	Dec. 2009
Cell phone only	20%	25%
Landline, other	80%	75%





Profile = Active = Panel Membership

Response rate for ABS mail recruitment: 14% (AAPOR RR3)

Persons recruited per household: 1.9

Not a panel member until a “profile survey” is completed

- Basic demographics includes income , education, occupation, etc.
- Household composition, Internet access, cell phone/landline status
- All essential info required for weighting is addressed and more
- \$10 incentive paid to profile

72% of “recruited” persons complete profile and join panel

Citations:

Callegaro, Mario, and Charles DiSogra. 2008. Computing Response Metrics for Online Panels. Public Opinion Quarterly 72(5) pp. 1008-1031. To access this article, type this into your search engine: "Computing Metrics for Online Panels POQ".

Callegaro, Mario, and Charles A. DiSogra. 2009. Computing Response Rates for Probability-Based Web Panels. Presented at the 2009 Joint Statistical Meetings.

http://www.knowledgenetworks.com/ganp/docs/jsm2009/RR_JSM_2009_submitted.pdf



The American Association of Public Opinion Research (AAPOR) Task Force On Online Panels Says:

*Researchers should **avoid nonprobability online panels when one of the research objectives is to accurately estimate population values.***

*There currently is no generally accepted theoretical basis from which to claim that survey results using samples from nonprobability online panels are projectable to the general population. Thus, **claims of “representativeness” should be avoided when using these sample sources.***

*Further, empirical research to date comparing the accuracy of surveys using nonprobability online panels with that of probability-based methods finds that the former are generally less accurate when compared to benchmark data from the Census or administrative records. From a total survey error perspective, the principal source of error in estimates from these types of sample sources is a combination of the **lack of Internet access in roughly one in three U.S. households and the self-selection bias inherent in the panel recruitment processes.** (AAPOR Report on Online Panels, March 2010)*

KN offers the only probability-based U.S. online panel

Citation: “AAPOR Report on Online Panels,” prepared by the AAPOR Online Task Force Report, March 2010. Available at www.aapor.org.