

10402 02

PORG-687 FY2002

Smoker Preferences for Increased Efficacy and other Attributes of Cessation Therapies

Summary of Pilot Survey Results

pn 5175

Health Canada POR-02-107

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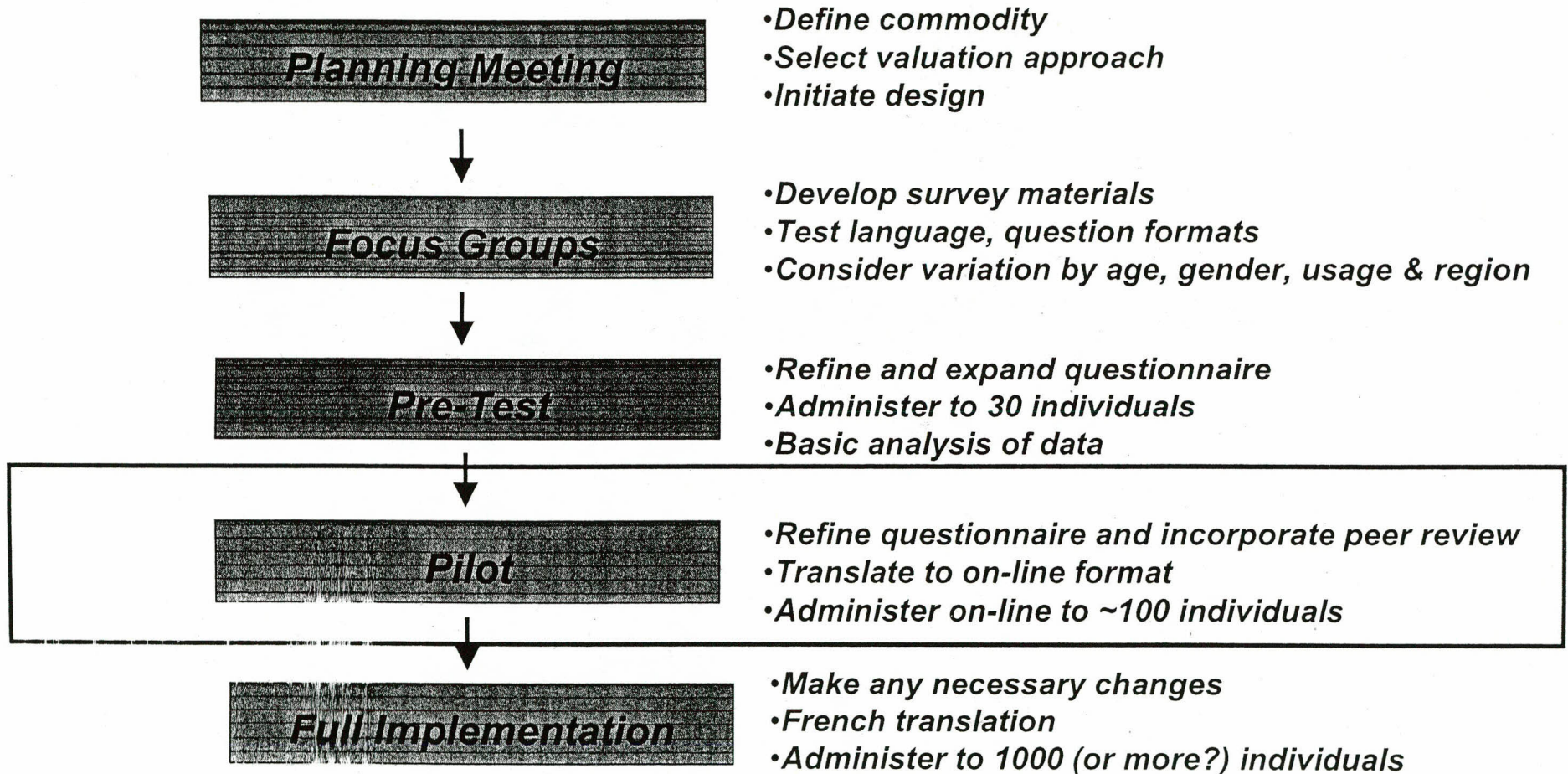
IEc

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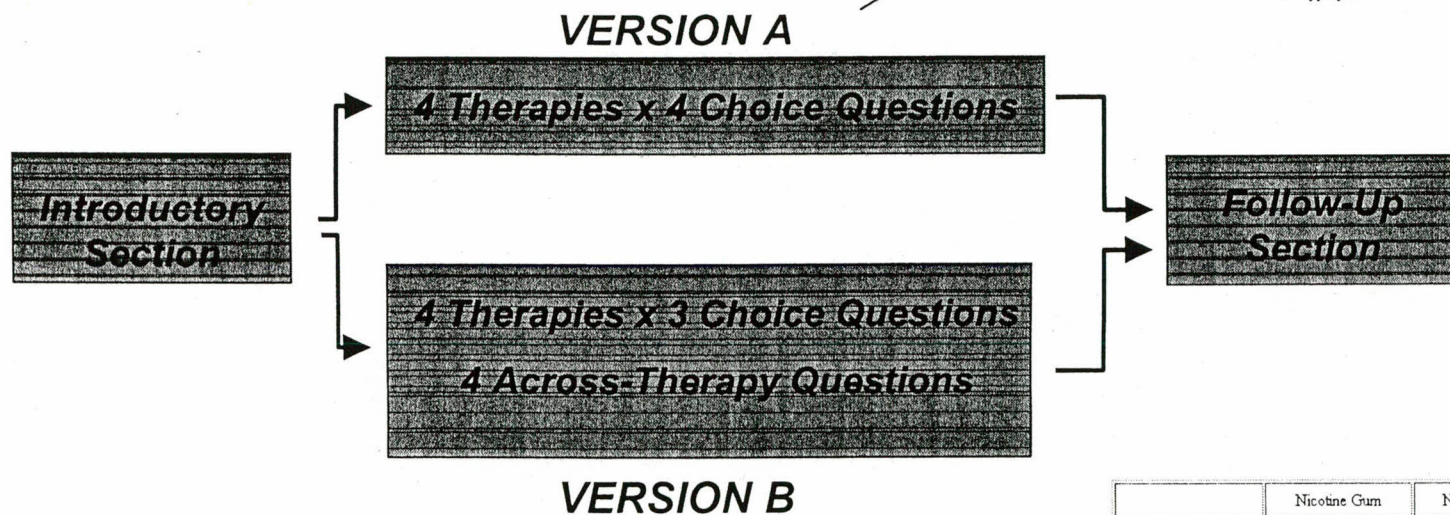


ENVIRONICS
RESEARCH GROUP

Survey Development Overview



Pilot Design



	NICOTINE GUM Therapy Option A
Daily Use	15 pieces per day
Availability	Over the Counter
Length of therapy	20 weeks (140 days)
Success rate	20%
Total cost to you personally	\$578

Would you be willing to purchase this nicotine gum therapy option?

☐ Yes ☐ No

	Nicotine Gum	Nicotine Patch	Nicotine Inhaler	Zyban
Daily Use	15 pieces per day	1 patch per day	15 doses per day	2 pills per day
Availability	Over the Counter	Over the Counter	Prescription	Prescription
Length of therapy	12 weeks (84 days)	8 weeks (56 days)	8 weeks (56 days)	10 weeks (70 days)
Success rate	20%	6%	6%	12%
Total cost to you personally	\$473	\$280	\$441	\$158

I would purchase (choose one only)

-OR-

☐ I would purchase none of these

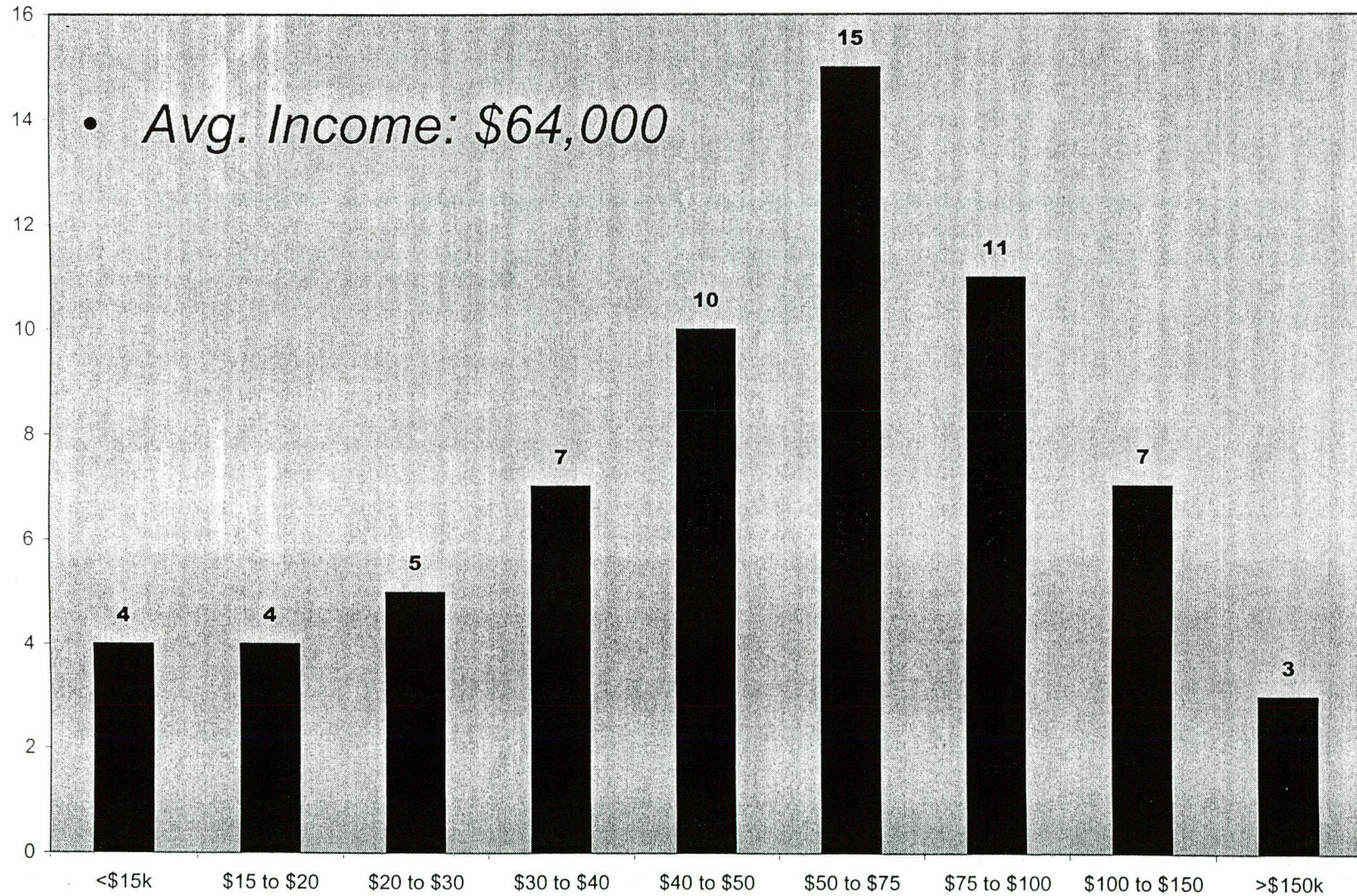
Survey Administration

- *Survey 'in field' for approximately 4 weeks*
- *Contacts were given a reminder call*
- *IEc maintained technical support e-mail address (4 respondents utilized)*

Average Time Spent by Survey Section

- *Introduction: ~ 7min. 30sec.*
- *Choice Questions: ~ 8min. (Version A)*
~ 5min. 30 sec. (Version B)
- *Follow-up: ~ 3min*
- ***Full Survey: ~ 20 min.***

Demographic Summary (cont.)



Choice Question Formats

- *Employ both single-choice and across-therapy questions*
- *Consistent w/ peer-review comments; ability to test sensitivity of values*

Choice

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Availability	Over the Counter
Length of therapy	20 weeks (140 days)
Success rate	20%
Total cost to you personally	\$578

Would you be willing to
purchase this nicotine gum
therapy option?

☐ Yes ☐ No

Across

	Nicotine Gum	Nicotine Patch	Nicotine Inhaler	Zyban
Daily Use	15 pieces per day	1 patch per day	15 doses per day	2 pills per day
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Total cost to you personally	\$473	\$280	\$441	\$158

I would purchase
(choose one only)

☐ ☐ ☐ ☐

-OR-

☐ I would purchase none of these

Are Respondents Making Choices?

- Consider single-choice data:*

	A	B
Purchased nothing	12%	21%
Purchased at least one option for <u>one</u> therapy type	21%	18%
Purchased at least one option for <u>two</u> therapy types	20%	27%
Purchased at least one option for <u>three</u> therapy types	26%	16%
Purchased at least one option for <u>all four</u> therapy types	21%	18%

Are Respondents Making Choices? (cont.)

- *Frequencies show variation in choices*
- *Little evidence of anchoring based on past use of therapy type*
- ***Overall, suggestive of choices/trade-offs conducive to analysis and value estimation***

Single-Choice: Light Smokers

	Coef.	p-value
Gum	-.081	.84
Patch	.647	.15
Inhaler	-.421	.24
Length (weeks)	-.066	.36
Success Rate	.058	.00
Cost	-.001	.00
ρ	.576	
N	588	

- *Zyban is the omitted therapy constant*
- *Both success (+) and cost (-) highly significant*
- *Rho also significant, confirming random effects*

Across Therapy: Pooled Heavy & Light

	Coef.	p-value
Gum	-.232	.54
Patch	.703	.14
Inhaler	.023	.96
Length (weeks)	.099	.18
Success Rate	.032	.00
Cost	-.006	.01
<i>N</i>	560	

- *Cost (-) and success (+) highly significant*

Example Preliminary Values (cont.)

- *Single-choice data: Heavy Smokers*
 - *Move from a baseline of 5% to 12% success: **\$137***
 - *From 5% to 40% success: **\$684***
- *Across-therapy data*
 - *Move from a baseline of 5% to 12% success: **\$40***
 - *From 5% to 40% success: **\$200***

Example Comments re: Choices

- ***Some comments regarding trade-offs:***
- “I answered yes because if I could pay less for shorter therapy option I would, even though the success rate is lower.”
- “It is 3 to 6 times more effective than trying with no aid, but 6% is dauntingly low.”
- “Because the cost is reasonable and the effective rate is better. I have tried this product in the past, with NO success, but if it was improved to be more effective, I would try it again.”
- “Too many doses a day. What if you forget?”
- “8 weeks and 40% success seems fair enough to give it a shot. the price makes it more of a risk, though. but 40% is good.”
- “Because it is about the same or less that I would spend buying cigarettes”
- “This would not be in my budget range”

Example Comments re: Choices (cont.)

- ***Some comments regarding scenario:***
- “If I really want to quit I'll do it cold turkey”
- “I wouldn't mind paying the money if I knew I had a chance of actually quitting”
- “I would be willing to pay ‘any amount’ if it result in becoming a non smoker...my problem is getting myself into the right headspace!!!”
- “I really feel that the thrust to quit smoking is directly related to avoiding the chances of Cancer. Too many chemicals in our environment contribute to that risk now. Quitting smoking is only one of many. Even if I were to quit, there is still a huge chance I would suffer cancer anyway with the pollution and chemicals in our air, food, water etc.”

Preliminary Conclusions from Pilot

- *Approximate 2:1 recruit to complete response ratio*
- *Higher income/education sample relative to general population of smokers*
- *Efficient data collection with few (known) technical difficulties*
- *Summary statistics suggest reasonable choosing/trading*

Implications/Recommendations for Full Implementation

- *Establish income/education recruiting quotas to achieve fully representative sample*
- *Consider increasing bids for heavy smokers, (though may be artifact of smaller sample)*
- *Potentially decrease number of choice question repetitions to reduce respondent burden/fatigue*

HOW LONG WILL THE SURVEY TAKE ?

This survey will take 20 to 30 minutes to complete.

On each screen, the Progress Bar below will show you how much of the survey you have completed.

Please take your time to carefully read the information presented and answer each of the questions.

NEXT >>

Progress Bar



To begin, we would like to ask you some general questions about your smoking experience

About how old were you when you first started to smoke cigarettes?

About Age

NEXT >>

Progress Bar



At the present time, do you smoke cigarettes every day?

- ☐ Yes
- ☐ No

NEXT >>

Progress Bar



What brand of cigarettes do you usually smoke?

- ☐ Du Maurier
- ☐ Players
- ☐ Export A
- ☐ Matinee
- ☐ Rothmans
- ☐ Craven A
- ☐ Other (*please describe*)

NEXT >>

Progress Bar

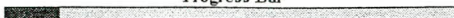


When you purchase cigarettes, do you usually buy? (*choose one*)

- ☐ Packs
- ☐ Cartons

NEXT >>

Progress Bar



Are there any other people in your household who currently smoke?

- ☐ Yes
- ☐ No

NEXT >>

Progress Bar



Has anyone in your household successfully quit smoking for as long as a year or more?

- ☐ Yes
- ☐ No

NEXT >>

Progress Bar



Next we will provide some additional information about each of the four therapies mentioned on the previous screen

Please read each description even if you are familiar with the product.

NEXT >>

Progress Bar



The Nicotine Inhaler is a thin, plastic, cigarette-shaped cartridge that contains nicotine. Some users find that the inhaler also helps diminish oral craving or the desire to hold a cigarette between their fingers.

USE: Users put the inhaler in their mouths and inhale a smokeless puff when they crave a cigarette.

SIDE EFFECTS: The most common side effect is irritation of the lining of the mouth. Some people experience coughing, runny nose or upset stomach, although these symptoms are generally mild and diminish with regular use.

Have you ever used nicotine inhalers to try to stop smoking?

- ☐ Yes
- ☐ No

NEXT >>

Progress Bar



Zyban (or Bupropion in its generic form) is an oral medication (pill). There is evidence that it helps to reduce withdrawal symptoms and reduces the urge to smoke.

USE: Two pills are taken daily.

SIDE EFFECTS: Zyban occasionally causes sleep disturbance and dry mouth.

Have you ever used Zyban to try to stop smoking?

- ☐ Yes
- ☐ No

NEXT >>

Progress Bar



We will present you with a series of therapy options, one at a time.

Each option will appear in the format below.

	(NAME OF THERAPY OPTION)
Daily Use	
Availability	
Length of therapy	
Success rate	
Total cost to you personally	

The next series of screens will explain the information you will be provided about each therapy option.

NEXT >>

Progress Bar



Second, each therapy type will have a daily use and availability.

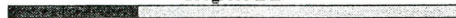
These are indicated in red below.

	(NAME OF THERAPY OPTION)
Daily Use	(in daily doses)
Availability	(Whether a prescription is needed)
Length of therapy	
Success rate	
Total cost to you personally	

*Daily use and availability will
be the same for each therapy
type (such as gum, patch etc.)*

NEXT >>

Progress Bar



WHAT DOES "LENGTH OF THERAPY" MEAN?

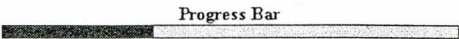
	DEFINITION
Length of therapy	The typical length of time (in weeks) that a smoker needs to use the therapy to quit smoking
NEXT >>	

Progress Bar



WHAT IS "TOTAL COST" ?

	DEFINITION
Total cost to you personally	This is the total cost of using the therapy for the necessary length of time.
	This is the out-of-pocket cost to you that is <u>not</u> covered by a drug or health plan.
NEXT >>	



Researchers frequently conduct experiments using formats like this. They can provide important information about what therapy features people consider worth paying for.

For each therapy option we ask you to focus on

- (1) it's daily usage,
- (2) availability,
- (3) how long the treatment would last,
- (4) its rate of success and
- (5) how much you would have to pay for this therapy.

We have found that sometimes people say "yes," *they will purchase something when they really wouldn't if they had to actually pay the cost.*

In other words, please make your purchase decisions as if you would actually have to pay for it, keeping in mind that the money would no longer be available for other purchases.

NEXT >>

Progress Bar



NICOTINE GUM Therapy Options

Someone using nicotine gum to stop smoking will need to chew an average of 15 pieces per day during the course of the therapy.

The gum can be bought over the counter.

Ongoing research is likely to improve the effectiveness of the nicotine gum therapy. Users will still chew an average of 15 pieces per day, but new combinations of *success rate, treatment length and cost* are likely to be available.

Please look at the following options and answer each question.

NEXT >>

Progress Bar



Before you continue.

The success rate for the previous therapy option is 20 percent. This means that for every 100 people who use that therapy, on average, 20 are able to successfully quit smoking for at least a year.

If you used that therapy do you think that your chances of success (quitting for atleast one year after using the therapy) would be higher or lower than the average?

I think my chance of success with the previous therapy option would probably be:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 25 30 35 40 45 50 75 100
☐ ☐

NEXT >>

Progress Bar



Before you continue.

The preceding screen describes a nicotine gum therapy option that would last for 12 weeks, with a success rate of 40 percent

You were asked if you were willing to pay \$536 for it

Please describe briefly why you answered "yes" or "no" to this question.

NEXT >>

Progress Bar



	NICOTINE GUM Therapy Option D
Daily Use	15 pieces per day
Availability	Over the Counter
Length of therapy	12 weeks (84 days)
Success rate	12%
Total cost to you personally	\$410

Would you be willing to
purchase this nicotine gum
therapy option?

☐ Yes ☐ No

NEXT >>

Progress Bar



	NICOTINE INHALER Therapy Option A
Daily Use	15 doses per day
Availability	Prescription
Length of therapy	10 weeks (70 days)
Success rate	12%
Total cost to you personally	\$552

Would you be willing to
purchase this nicotine inhaler
therapy option?

☐ Yes ☐ No

NEXT >>

Progress Bar



	NICOTINE INHALER Therapy Option B
Daily Use	15 doses per day
Availability	Prescription
Length of therapy	8 weeks (56 days)
Success rate	12%
Total cost to you personally	\$399

Would you be willing to
purchase this nicotine inhaler
therapy option?

☐ Yes ☐ No

NEXT >>

Progress Bar



	NICOTINE INHALER Therapy Option C
Daily Use	15 doses per day
Availability	Prescription
Length of therapy	10 weeks (70 days)
Success rate	20%
Total cost to you personally	\$499

Would you be willing to
purchase this nicotine inhaler
therapy option?

☐ Yes ☐ No

NEXT >>

Progress Bar



NICOTINE PATCH Therapy Options

Someone using a nicotine patch therapy to stop smoking will need to use 1 patch per day during the course of the therapy.

The patch can be bought over the counter.

Ongoing research is likely to improve the effectiveness of the nicotine patch therapy. Users will still apply 1 patch per day, but new combinations of *success rate, treatment length and cost* are likely to be available.

Please look at the following options and answer each question.

NEXT >>

Progress Bar



Before you continue.

The success rate for the previous therapy option is 12 percent. This means that for every 100 people who use that therapy, on average, 12 are able to successfully quit smoking for at least a year.

If you used that therapy do you think that your chances of success (quitting for atleast one year after using the therapy) would be higher or lower than the average?

I think my chance of success with the previous therapy option would probably be:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 25 30 35 40 45 50 75 100
C C

NEXT >>

Progress Bar



Before you continue.

The preceding screen describes a nicotine patch therapy option that would last for 10 weeks, with a success rate of 12 percent.

You were asked if you were willing to pay \$280 for it.

Please describe briefly why you answered "yes" or "no" to this question.

NEXT >>

Progress Bar



	NICOTINE PATCH Therapy Option D
Daily Use	1 patch per day
Availability	Over the Counter
Length of therapy	8 weeks (56 days)
Success rate	6%
Total cost to you personally	\$280

Would you be willing to
purchase this nicotine patch
therapy option?

☐ Yes ☐ No

NEXT >>

Progress Bar



	ZYBAN Therapy Option A
Daily Use	2 pills per day
Availability	Prescription
Length of therapy	12 weeks (84 days)
Success rate	20%
Total cost to you personally	\$210

Would you be willing to
purchase this Zyban therapy
option?

☐ Yes ☐ No

NEXT >>

Progress Bar



	ZYBAN Therapy Option B
Daily Use	2 pills per day
Availability	Prescription
Length of therapy	14 weeks (98 days)
Success rate	6%
Total cost to you personally	\$245

Would you be willing to
purchase this Zyban therapy
option?

☐ Yes ☐ No

NEXT >>

Progress Bar



	ZYBAN Therapy Option C
Daily Use	2 pills per day
Availability	Prescription
Length of therapy	12 weeks (84 days)
Success rate	6%
Total cost to you personally	\$189

Would you be willing to
purchase this Zyban therapy
option?

☐ Yes ☐ No

NEXT >>

Progress Bar



In the next set of questions, we will show you the four therapy options at the same time and ask you to choose the one you would purchase if these four were the only ones available.

The task is challenging, so we ask you to read the information about the four options very carefully before you answer the question.

As in the previous questions, each therapy option will offer different combinations of *success rate*, *cost* and *treatment length*.

Note that each type of therapy (inhaler, nicotine gum, etc.) also has its own daily use and availability characteristics. Please keep these in mind when you are making your choices.

NEXT >>

Progress Bar



INSTRUCTIONS

For each question, choose the one therapy that you would most like to purchase from the four alternatives provided.

Treat each question as if the four options on the screen are the only ones available to you.

You may not like any of the four options. If so, select "none of these".

NEXT >>

Progress Bar



Before you continue.

Please describe briefly why you chose the alternative that you did in the previous question.

NEXT >>

Progress Bar



	Nicotine Gum	Nicotine Patch	Nicotine Inhaler	Zyban
Daily Use	15 pieces per day	1 patch per day	15 doses per day	2 pills per day
Availability	Over the Counter	Over the Counter	Prescription	Prescription
Length of therapy	20 weeks (140 days)	12 weeks (84 days)	12 weeks (84 days)	10 weeks (70 days)
Success rate	20%	40%	12%	6%
Total cost to you personally	\$578	\$504	\$473	\$140

I would purchase
(choose one only)

-OR-

☐ I would purchase none of these

NEXT >>

Progress Bar



When you made your choices to purchase a therapy, how often did you take the following characteristics into account?

Daily Use:

Never	Hardly at all	Sometimes	Often	Very Often	Always
☐	☐	☐	☐	☐	☐

Availability:

Never	Hardly at all	Sometimes	Often	Very Often	Always
☐	☐	☐	☐	☐	☐

Length of Therapy:

Never	Hardly at all	Sometimes	Often	Very Often	Always
☐	☐	☐	☐	☐	☐

Success rate:

Never	Hardly at all	Sometimes	Often	Very Often	Always
☐	☐	☐	☐	☐	☐

Cost:

Never	Hardly at all	Sometimes	Often	Very Often	Always
☐	☐	☐	☐	☐	☐

NEXT >>

Progress Bar

Have you attempted to quit smoking in the last year?

- ☐ Yes
- ☐ No

NEXT >>

Progress Bar



What if any, therapies did you use to assist you while attempting to quit in the last year? (*check all that apply*)

☐ Nicotine Gum

☐ Nicotine Patch

☐ Nicotine Inhaler

☐ Zyban

☐ Other (*please describe*)

☐ None

NEXT >>

Progress Bar



How helpful was Nicotine Gum during your attempt to quit?

- ☐ Very helpful
- ☐ Somewhat helpful
- ☐ A little helpful
- ☐ Not at all helpful

NEXT >>

Progress Bar



How helpful was the Inhaler during your attempt to quit?

- ☐ Very helpful
- ☐ Somewhat helpful
- ☐ A little helpful
- ☐ Not at all helpful

NEXT >>

Progress Bar



How often have you tried to quit all at once without using any products to assist you?

- ☐ Never
- ☐ Once
- ☐ A few times
- ☐ Many times

NEXT >>

Progress Bar



Do you currently have a prescription drug plan that covers the cost of smoking cessation therapies?
(check all that apply)

☐ Nicotine Gum

☐ Nicotine Patch

☐ Nicotine Inhaler

☐ Zyban

☐ Other (please describe)

☐ None

☐ Don't Know

NEXT >>

Progress Bar



How many people live in your household who are younger than 18?

people younger than 18

NEXT >>

Progress Bar



What is the highest level of education that you have completed?

- ☐ Some High School
- ☐ High School
- ☐ Trade School certificate
- ☐ Some Post-secondary/University
- ☐ Post-secondary/University

NEXT >>

Progress Bar



Thank you for completing our survey

EXIT

Progress Bar

