



MASARYK UNIVERSITY

Pros and cons of innovative methods to conduct drug surveys: on-line and computer assisted surveys

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General population surveys on drug use

- 5 epidemiological key indicators
 - (GPS, PDU, TDI, DRD, DRID)
- Nationally representative data
- Adult surveys (15-64) and school surveys
- Prevalence, patterns & trends
- Socio-demographic characteristics and correlates
- Beliefs and attitudes

Last year prevalence of cannabis use among young adults: most recent data.

European Drug Report 2013

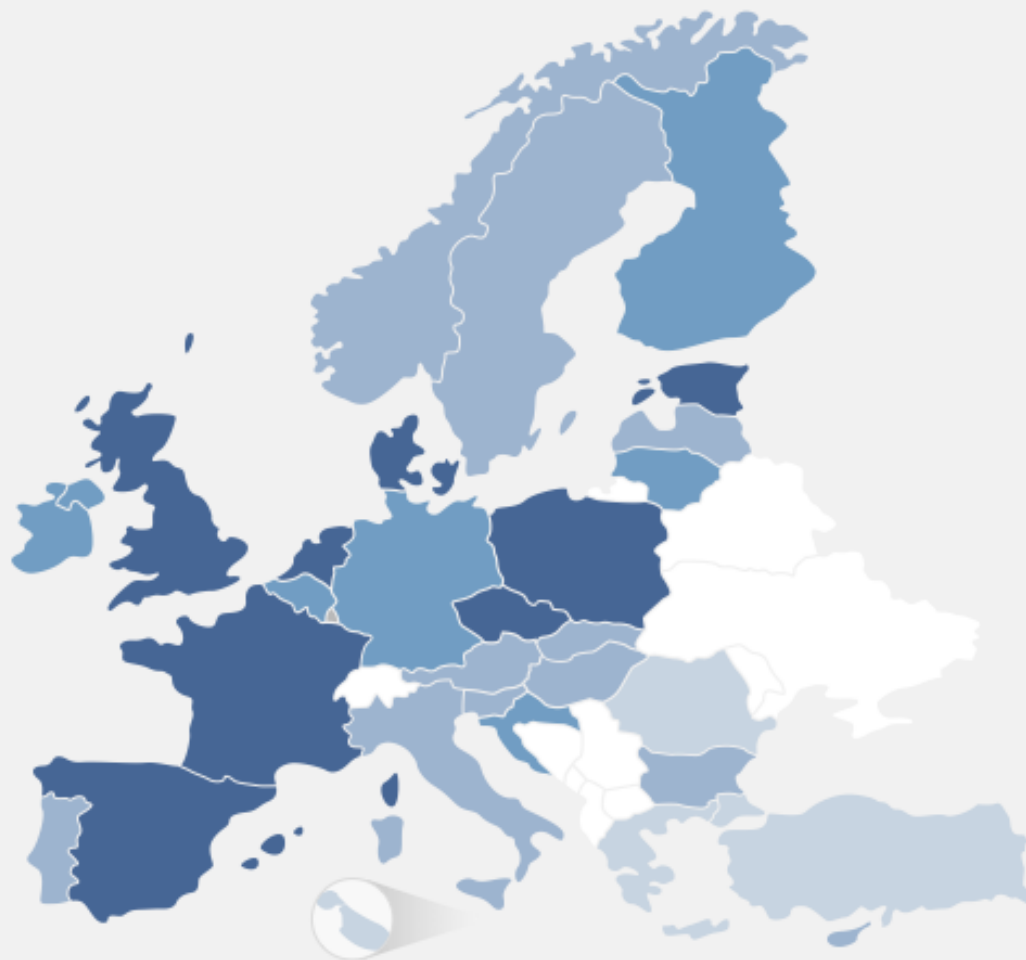


EN

European Drug Report

Trends and developments

2013

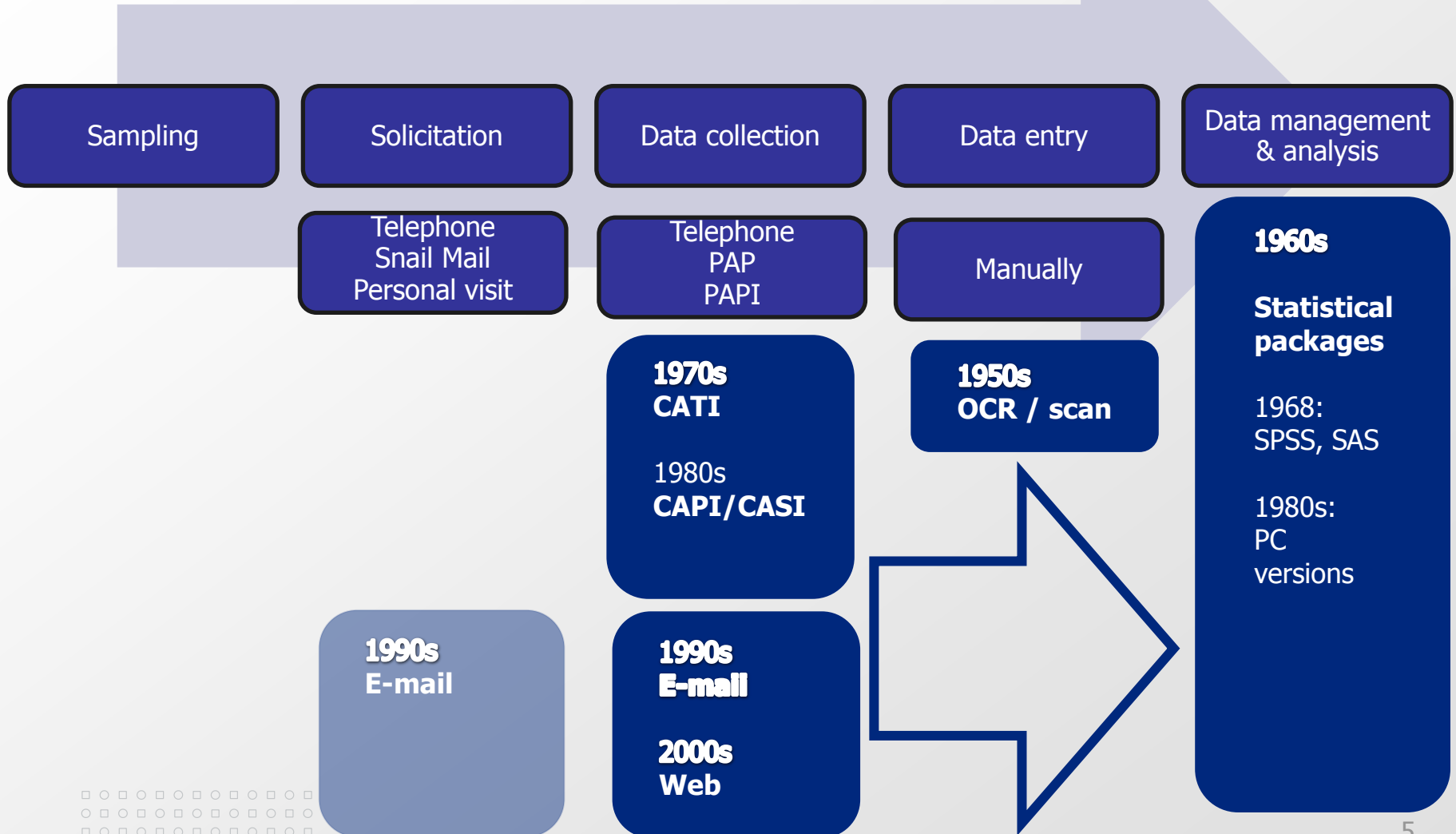


Percent 0-4 4.1-8 8.1-12 >12

Specifics of drug surveys

- Sensitive topic
 - Taboo, crime-related behaviour
- Hard-to-reach populations and extreme patterns of drug use
- Estimates → → Representativity is crucial.
- EMCDDA guidance
 - Guidelines and monitoring standards
 - European Model Questionnaire
 - Thematic modules (Heavy cannabis use, Perceived availability, etc.)

Survey process & computerisation

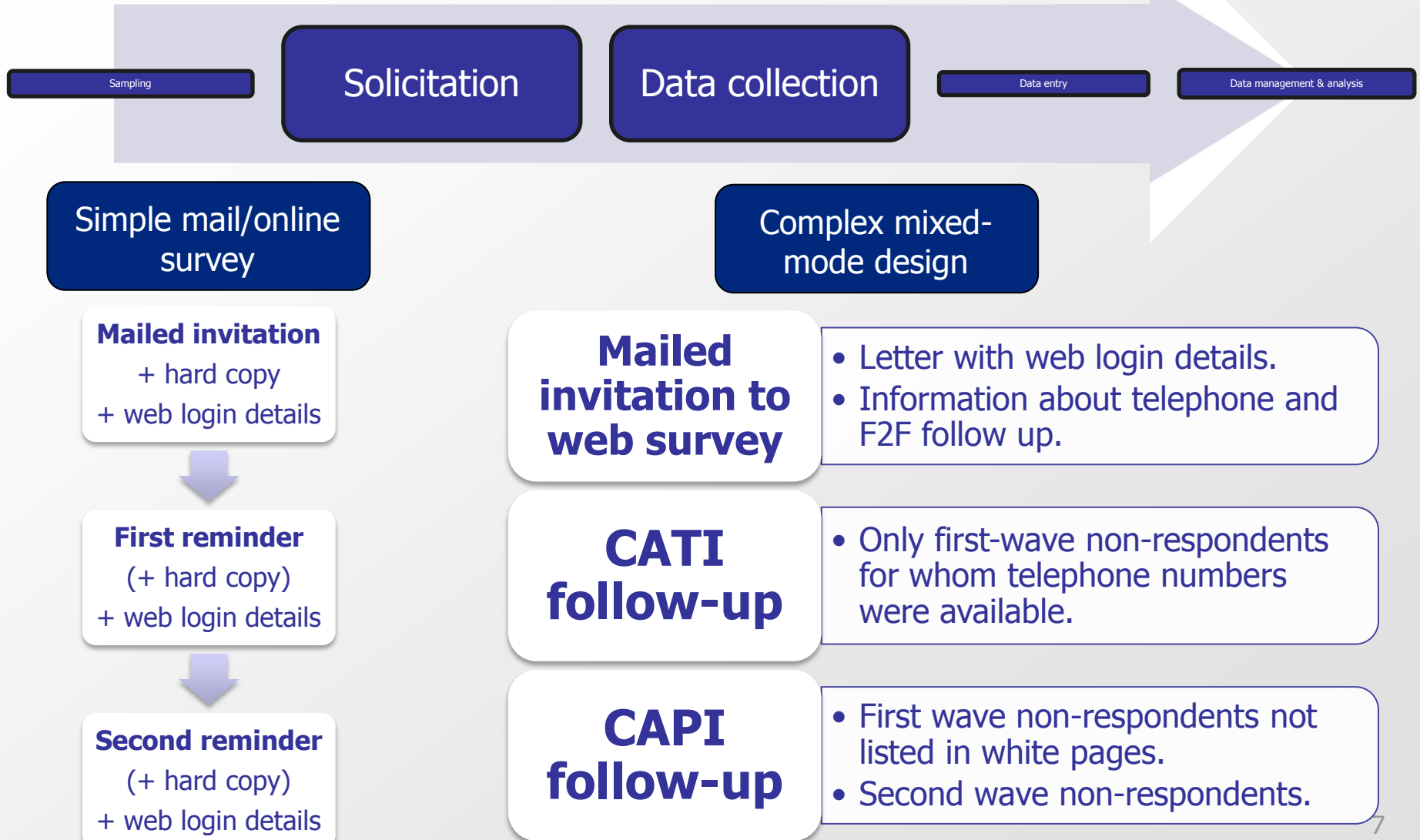


Sampling strategies and solicitation

- Representativity is a key
 - Random sampling
 - Traditional sampling frames (Citizen/household registries, *white pages*)

 - Modes of invitation
 - Mail
 - Phone
 - Personal visit
 - *E-mail*
- } also in mixed-mode surveys

Mixed-mode survey strategies



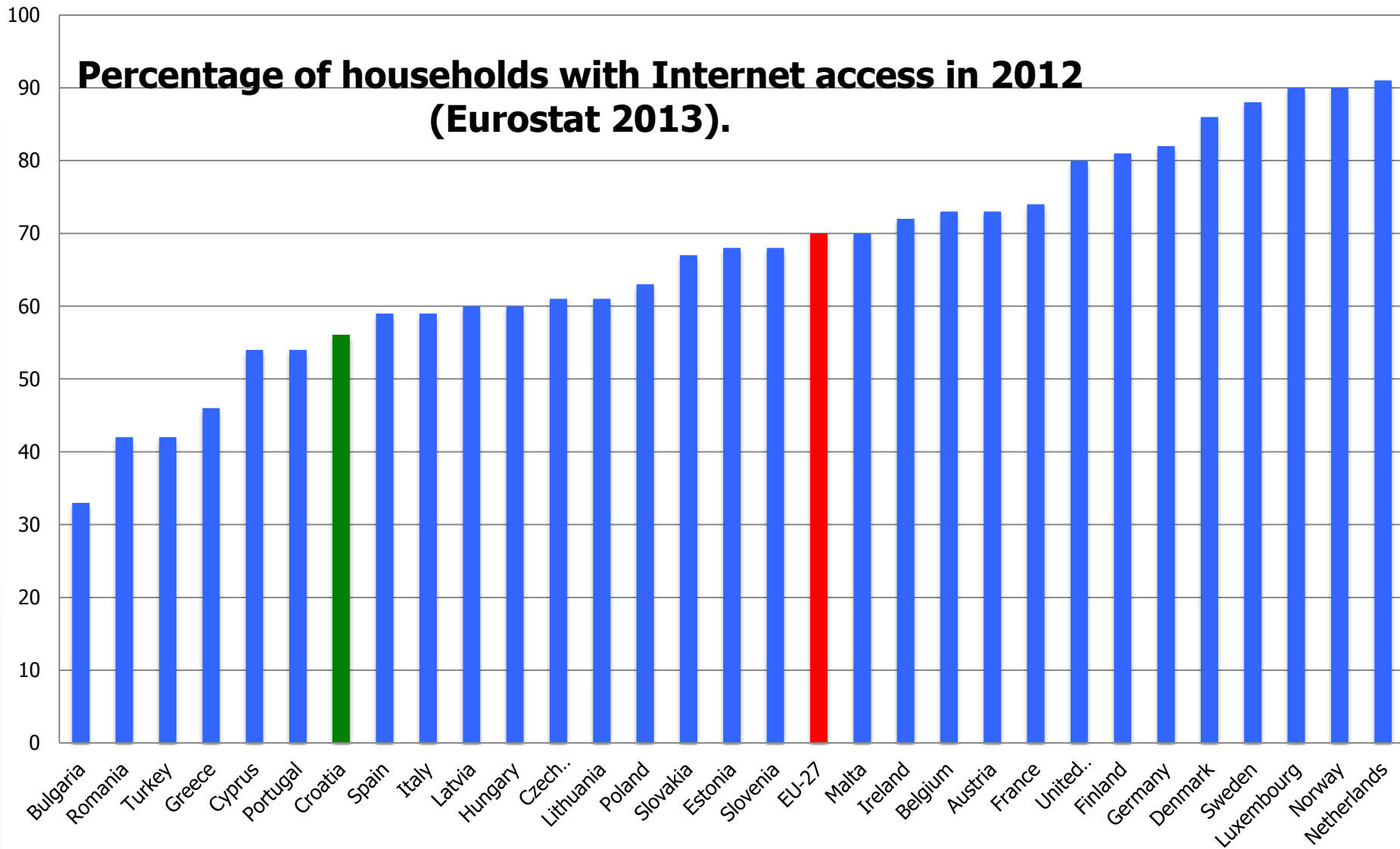
General **pros** of computerisation

- Cost effectiveness & time efficiency
- Error reduction
- No difference for respondent in CAPI/CATI
- Benefits of self-completion

Advantages of mixed-mode surveys

- Compensates for weaknesses of each method
- Increases response rates
- The best application of online data collection in representative surveys

Percentage of households with Internet access in 2012 (Eurostat 2013).



Concluding remarks: questions unanswered

- Effect on response rates – difficult to assess.
 - Factors: reminders, incentives, appealing topic & layout.
 - Growing Internet penetration.

- The field is evolving quickly – digitalisation hardly avoidable in the future.
 - CAPI/CATI: BE, DE, FR, IE, NL, PL, PT, SI, UK
 - Online surveys: *BE, DE, DK, IT, LV, SI, FI, SE, UK*

- EMCDDA works on guidelines; project report will be made public.

Thank you for your attention. 😊

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Project report available from the EMCDDA.