

Choice, effort and reliability in online surveys

- **Data collection strategy:** Web survey
- **Who sponsored the research and who conducted it:** YouGov sponsored and conducted the research.
- **Measurement tools/instruments:** For question wordings and other details of survey administration refer to the questionnaire script below.
- **Population under study:** US adults 18+ who filled a prescription
- **Method:** Members of YouGov's panel were invited to participate in the survey. YouGov's recruitment process is open to all, and members of the public can join our panel by signing up via the YouGov website or app (both Android & iOS).
- For the purposes of this study, YouGov's normal matching and weighting procedures were not applied. The resulting data is not intended to be representative of any population.
- Respondents were offered 500 points to participate. Respondents can redeem points for gift cards after accruing a fixed amount (depending on their location).
- **Methods and modes of data collection:** All interviews were conducted via self-administered web questionnaire with YouGov's survey platform.
- **Dates of data collection:** July 25 - August 6, 2024.
- **Sample size:** 2,556.
- **How the data were weighted:** This study is primarily experimental and was not weighted to be representative of any population.
- **How the data were processed and procedures to ensure data quality:** Panelists eligible for participation in our surveys have been members of the YouGov panel for at least 15 days and have passed a series of quality checks. In addition to the original screening, the survey included a set of items meant to ensure respondents were paying attention. YouGov's normal process is to use these as well as other behavioral indicators to clean out cases that did not seem to be paying attention. However, because the purpose of this study was to assess the survey experience, these typical cleaning procedures were not followed.
- **General statement acknowledging limitations of the design and data collection:** In addition to sampling error, surveys are subject to other kinds of error. Care should be taken in the interpretation of the results.