PayPal? An Incentive to Check-out?

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Study Design

- Survey of students enrolled in all types of postsecondary education.

- Two stage sampling design – field test includes 150 institutions and 4,500 students (sample arrives in waves).

- Multimode data collection design (Web/CATI) with survey optimized for completion on mobile device.

- Experimental module design
  - Exp. 1 - 15-minute module 1 ($15) + 15-minute module 2 ($15)
  - Exp. 2 - 15-minute module 1 ($20) + 15-minute module 2 ($10)
  - Control - 30-minute interview ($30)

- Offer respondents opportunity to receive immediate incentive payment.
Why PayPal?

- 165 million active user accounts. *
- Make payments all over the world in 203 markets. **
- Men and women are equally likely to use PayPal services. **
- 88% of PayPal’s customers are under age 55. *
- Quick and low cost method to pay respondents.
- Simple process for respondents to create a new account.

* [https://www.paypal.com/webapps/mpp/ent-online-attract-shoppers](https://www.paypal.com/webapps/mpp/ent-online-attract-shoppers)
Tracking Payments, Administrative Considerations

- Payment status and repayments
  - **Claimed** – Payment has been accepted by recipient.
  - **Unclaimed** – Payment has not yet been accepted.
  - **Refunded** – Payment is returned to the sender if unclaimed within 30 days.
  - **Denied** – Payment is either denied by the recipient or there is a problem with the recipient’s email address.

- Refunded or denied payments are repaid in weekly batches. These are submitted by uploading a list (excel) of name, email, payment amount and a short message.
Incentive Choice, PayPal vs Check

Approximately 1/3 of the survey respondents chose to receive their incentive via PayPal.

* Presentation results are based on waves 1-4 and should be considered preliminary.
How are PayPal recipients accessing and completing the survey?

69% of PayPal recipients accessed the survey from the web, 22% accessed the survey from a mobile device, and 9% completed a telephone interview.

75% of PayPal recipients logged in to the survey by responding to an e-mail, while 25% responded from a hardcopy mailing.
PayPal Account Status

Verified Account: 72%
Unverified Account: 28%
Incentive Choice, by Mode of Completion

CATI

Web

Hand Held Device

PC / Desktop

PayPal

Check

33.0%

33.0%

66.9%

67.0%

34.1%

32.6%

65.9%

67.4%
PayPal Choice, by Student Level

Respondents' Choice of Incentive Payment

- Undergraduate Degree: 69.1% PayPal, 30.9% Check
- Masters Degree: 65.4% PayPal, 34.6% Check
- Doctorate Degree: 81.8% PayPal, 18.2% Check
Percent Choosing PayPal, By Age

- Under 21: 32.6%
- Between 21-25: 31.5%
- 26 and Above: 35.0%
Percent Choosing PayPal, By Gender

<table>
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<tr>
<th></th>
<th>Female</th>
<th>Male</th>
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<tbody>
<tr>
<td>Choose</td>
<td>30.6%</td>
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</table>

Results statistically significant.
Percent Choosing PayPal, By Gender and School Level

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<td>23.5%</td>
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<tr>
<td>2-yr Female</td>
<td>22.5%</td>
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<tr>
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<tr>
<td>4-yr doc Female</td>
<td>33.3%</td>
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Percent Choosing PayPal, by Class Level

Respondents' Choice of Incentive Payment

- Freshman: 29.9%
- Sophomore: 34.2%
- Junior: 38.0%
- Senior: 33.3%
- 5th Year +: 26.2%
Lesson’s Learned

- **Preparing client Web Servers for PayPal API’s**
  - Several discussions with the clients IT team to open outbound ports to communicate with PayPal while still maintaining federal security protocols.

- **Using the “correct” PayPal API**
  - Mass Pay API versus Adaptive Payments API
  - “Pay-per-survey” business model is not supported by Adaptive Payments API.
  - Mass Pay API implemented after usage of Adaptive Payment API denied.

- **Avoiding Double Payments**
  - Manual security implementations for Mass Pay API to prevent multiple payments distributed to a single recipient.
  - Trial and error fixes based on production scenarios.
• Considerations for handling PayPal API calls via ajax
  – Ajax calls must be synchronous in order to display correct message to participant from PayPal.
  – Ajax must allow for timeout situations if acknowledgement from PayPal is not delivered back in a timely fashion.

• Moving Forward
  – We now have a solid framework for using Mass Pay API on the full-scale study, as well as on other education surveys.