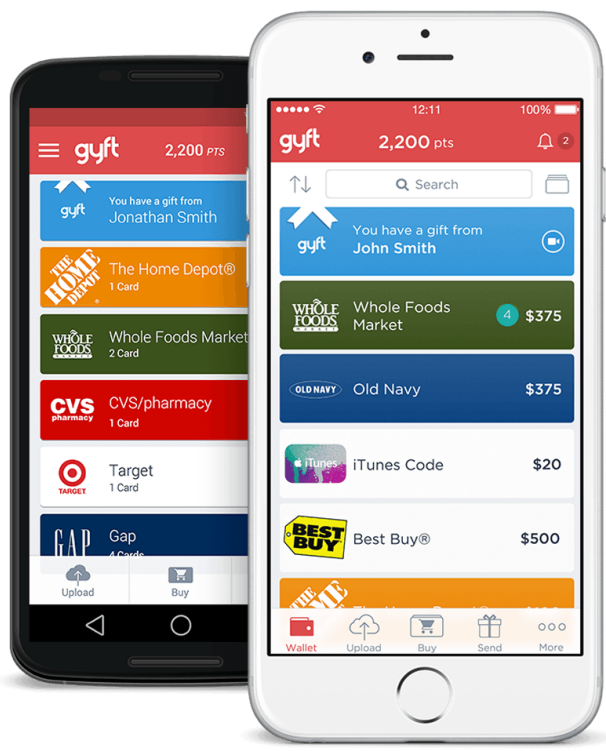


# The Increased Use of Electronic Incentives Evidences as a Viable Means of Reciprocity in Survey Research

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# Our Hypothesis

Electronic incentives (e-incentives) are quickly becoming a viable way to incentivize survey respondents across socio-economic and demographic groups.

While postpaid incentives have traditionally been issued in the form of check, we predict that electronic incentives with their immediacy should have nearly the same effect as “cash” thus potentially improving response rates.



# The Experiment

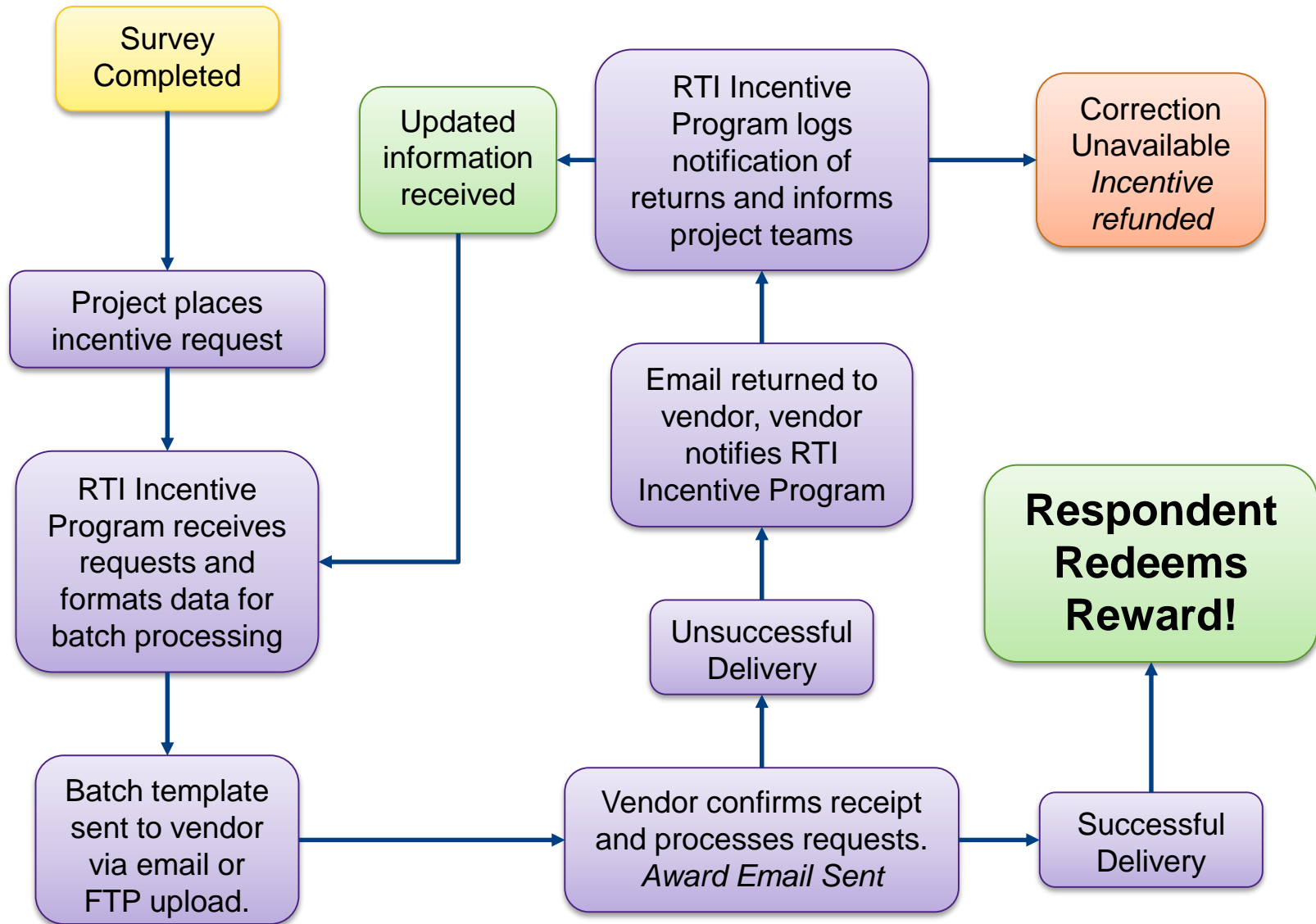
- RTI introduced the use of electronic incentives to respondents that completed an interview for a statewide health survey and a national education based population survey.
- Sample members were steered towards electronic incentives for the state wide survey and could opt to receive a check.
- Sample members were only given the option to receive an electronic incentive in the national study.
- We aim to demonstrate that electronic incentive are becoming a viable way to incentivize survey respondents within many socio-economic and demographic groups.

# Research Questions



- What was the distribution of electronic incentives in the form of gift codes within a statewide health survey and a national education based population survey?
- In the statewide health survey, who was most likely to accept an electronic incentive and what were the disparities between acceptance and non-acceptance of electronic incentives?
- Are there benefits and cost impacts of implementing an electronic incentive system?

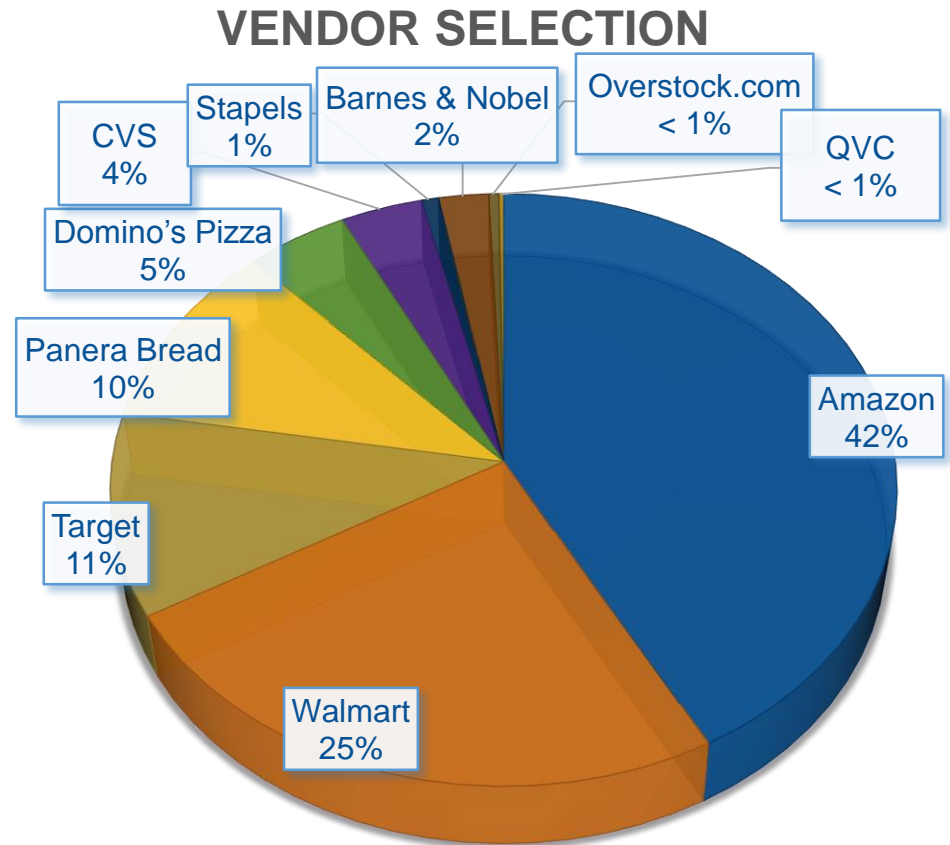
# The Process



What was the distribution of electronic incentives in the form of gift codes within a statewide health survey and a national education based population survey?

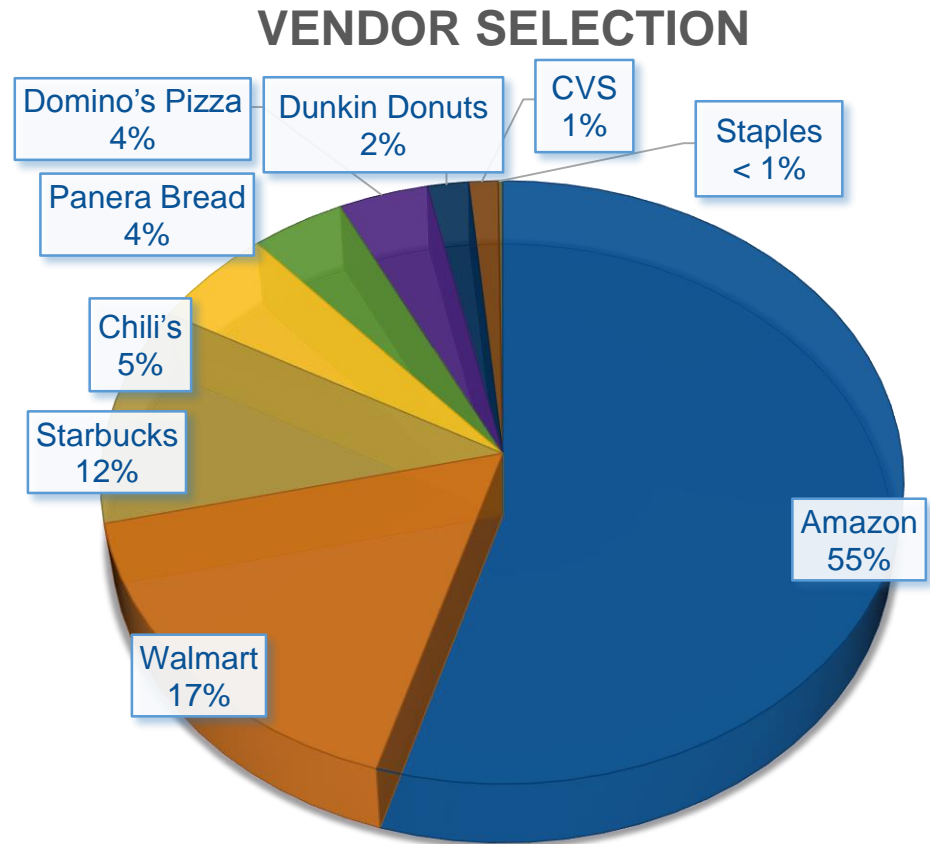
# Statewide Health Survey: 7,749 Incentives Awarded

		E-Incentive	
		Number	Percent
<b>All persons</b>		7,749	71.2
<b>Gender</b>			
	Male	3,684	47.5
	Female	4,065	52.5
<b>Age</b>			
	19-24	1,009	13.0
	25-34	1,553	20.0
	35-44	1,306	16.9
	45-54	1,472	19.0
	55-64	1,456	18.8
	65+	953	12.3
<b>Race</b>			
	WHITE	6,315	81.5
	BLACK/AFRICAN AMERICAN	936	12.1
	HISPANIC	206	2.7
	ASIAN	122	1.6
	OTHER	170	2.2



# Nationwide Education Survey: 22,635 Incentives Awarded

	<i>Male</i>	<i>Female</i>
	<b>Percent</b>	<b>Percent</b>
<b>All Respondents</b>	34.9	65.1
<b>Age</b>		
18	9.9	11.9
19	21.0	21.7
20	17.5	18.8
21	16.4	16.9
22	12.1	11.3
23+	23.1	19.4
Missing	0.0	0.0
<b>Race/Ethnicity</b>		
American Indian or Alaskan Native	0.7	0.6
Asian	13.3	13.0
Black or African American	5.5	6.9
Native Hawaiian or Other Pacific Islander	0.6	0.5
White	63.6	62.3
Hispanic	10.7	10.8
More than one race	3.6	3.9
Missing	2.0	2.0



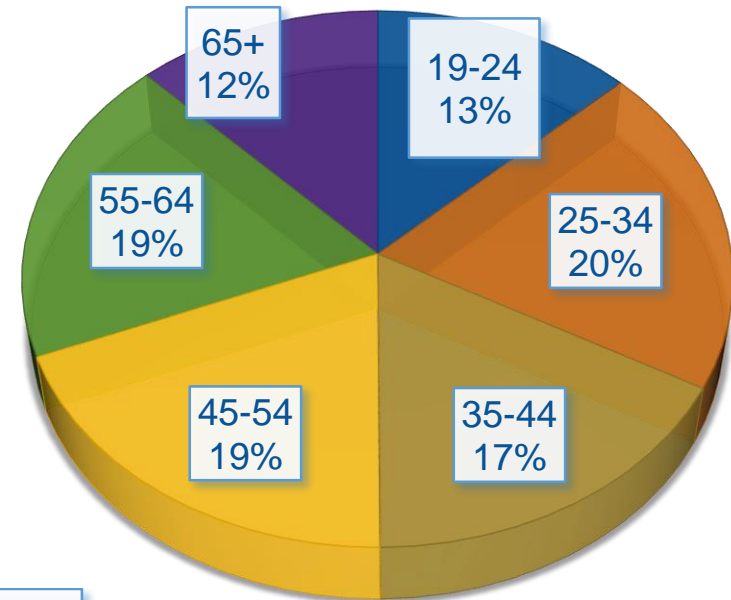


In the statewide health survey, who was most likely to accept an electronic incentive and what were the disparities between acceptance and non-acceptance of electronic incentives?

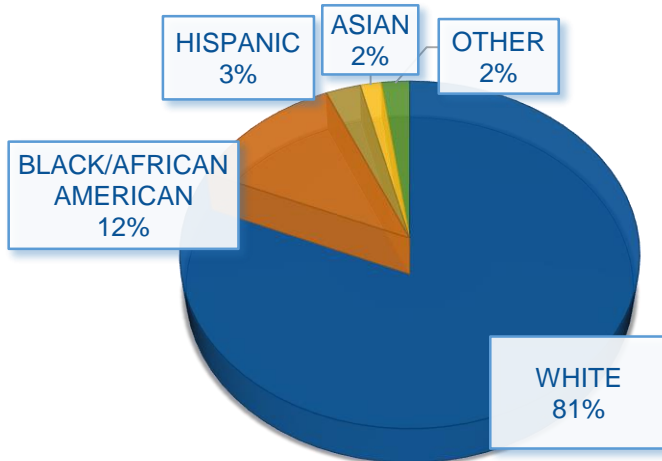
# Demographic Breakdown of Recipients Accepting an Incentive in a Statewide Healthcare Survey

Correlations						
		RACE	GENDER	AGE GROUP	INCENT TYPE	
INCENT TYPE	Correlation Coefficient	.017	-0.04	0.298	1.000	
	Sig. (2-tailed)	.070	.000	.000		
	r <sup>2</sup>	.000	.002	.089		
	N	10877	10877	10877	10877	

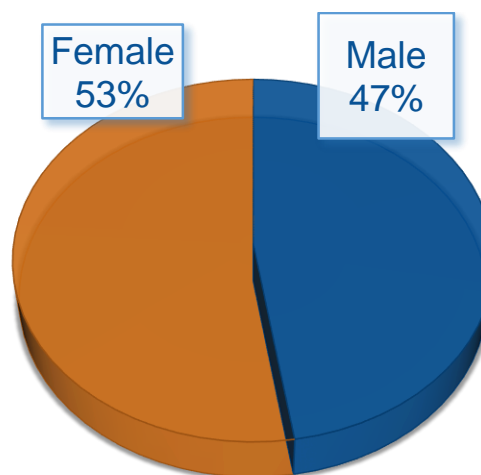
## AGE



## RACE

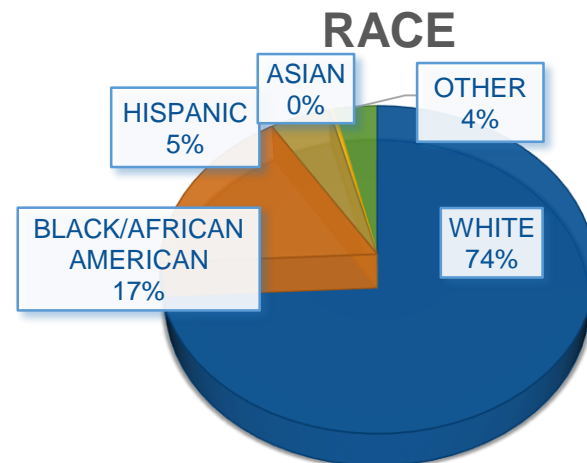
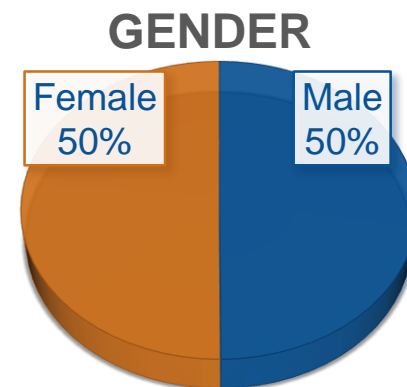
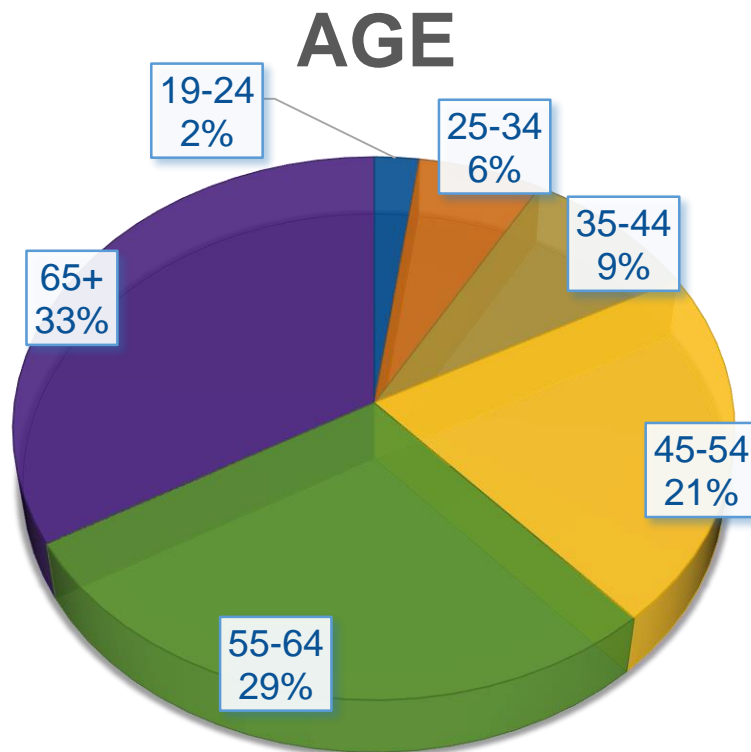


## GENDER



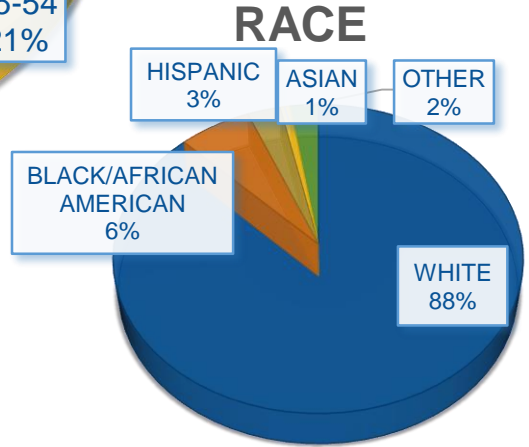
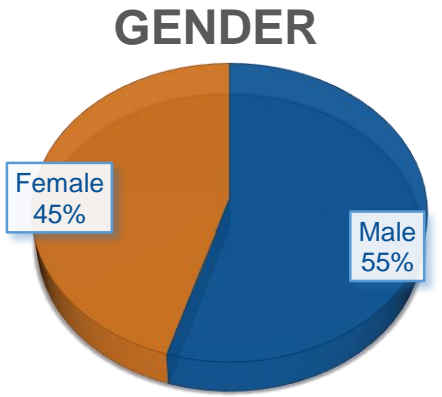
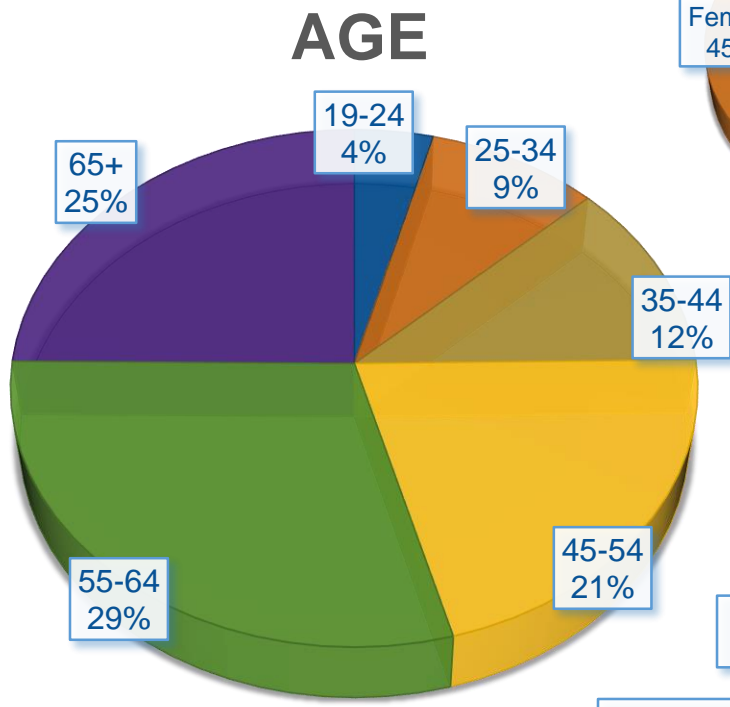
# Demographic Breakdown of Recipients Refusing an Incentive and Opting for a Check in a Statewide Health Survey

		Check	
		Number	Percent
<b>All persons</b>		2,038	18.7
<b>Gender</b>			
	Male	1,017	49.9
	Female	1,021	50.1
<b>Age</b>			
	19-24	44	2.2
	25-34	124	6.1
	35-44	180	8.8
	45-54	432	21.2
	55-64	579	28.4
	65+	679	33.3
<b>Race</b>			
	WHITE	1,511	74.1
	BLACK/ AFRICAN AMERICAN	347	17.0
	HISPANIC	100	4.9
	ASIAN	9	0.4
	OTHER	71	3.5



# Demographic Breakdown of Recipients Refusing Incentives in a Statewide Health Survey

		No Incentive	
		Number	Percent
<b>All persons</b>		1,090	10.0
<b>Gender</b>			
	Male	596	54.7
	Female	494	45.3
<b>Age</b>			
	19-24	44	4.0
	25-34	97	8.9
	35-44	129	11.8
	45-54	229	21.0
	55-64	320	29.4
	65+	271	24.9
<b>Race</b>			
	WHITE	955	87.6
	BLACK/ AFRICAN AMERICAN	68	6.2
	HISPANIC	31	2.8
	ASIAN	9	0.8
	OTHER	27	2.5



Are there benefits and cost impacts of implementing an electronic incentive system?

# Cost Assessment

- **For RTI there were no direct cost benefits related to the processing of incentives.**
- **There are overall benefits;**
  - **Potential increased long term participation**
  - **Convenience**
  - **Enhanced respondent experience of self-selection.**
  - **Potential for long term positive Response Rate impacts**

# Points to Consider

- Daily processing required input from multiple individuals working through manual or partially automated processes for retrieving and delivering data.
- In addition to daily processing there was a significant amount of administration necessary to maintain records and reach respondents for whom incorrect emails were received.
- eCodes can be purchased directly from retailers. The implementation of an internal process which could be automated and work within IT security protocols of data management would allow for cost savings and streamlining of the process.

# Next Steps...



## **Automation**

Initiate API distribution of survey incentives. Most complimentary with web based surveys.

## **Tracking**

Develop additional reporting to include when redemptions occur, whether they are used online v. brick & mortar.

## **Contact Information**

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