

Encouraging Survey Response Among Diverse, Hard-to-Reach Populations: Use of Differential Incentives

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Alicia Harrington, Mathematica Policy Research

Structure of Presentation

- Introduction
- Review of case study: Longitudinal Survey of Unemployment Insurance Recipients (LSUI)
 - Research topics
 - Study design
 - Data collection approach: Differential incentives
- Review of response by mode for case study
- Review of cost implications of differential incentive
- Conclusions

Research Questions

- **Do differential incentives influence mode of completion?**
 - How does this vary over time or by data collection approach?
- **If so, does this influence vary by demographic or language characteristics?**
- **Can differential incentives reduce data collection costs?**

Case Study

- **Longitudinal Survey of Unemployment Insurance Recipients (LSUI)**
- **Sponsored by the U.S. Department of Labor**
- **Sample includes UI recipients who:**
 - **Were eligible for UI benefits through a new initial claim**
 - **Were in two California locations: Los Angeles and the Central Valley geographic study areas**

Location of Study Areas

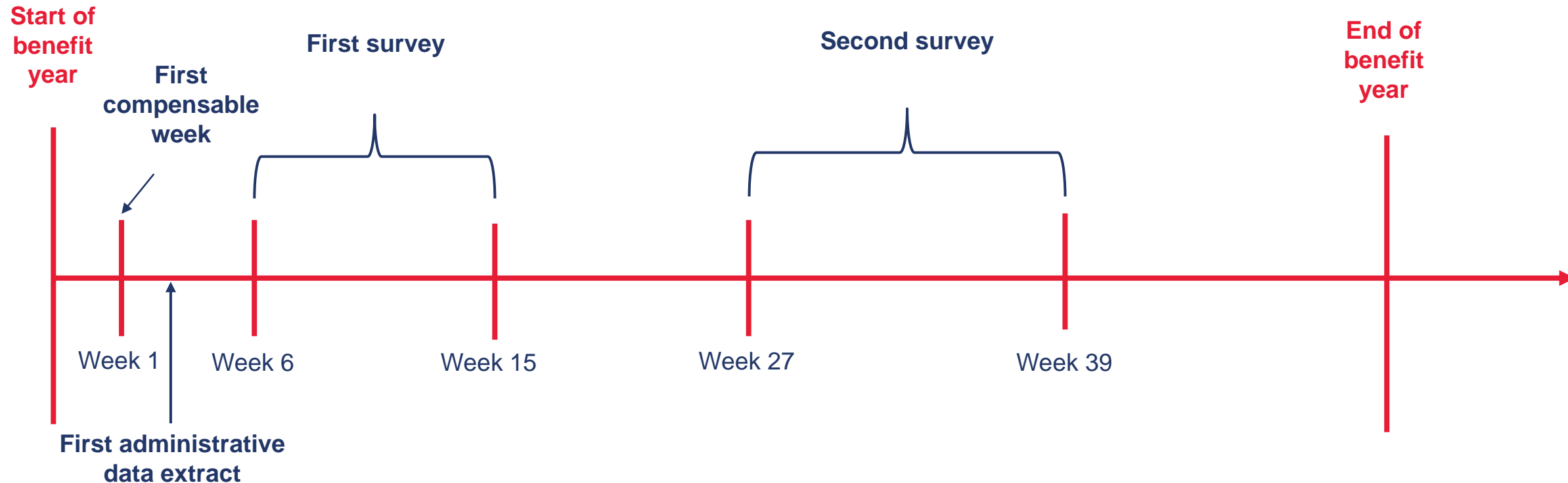


Source: <http://geology.com/county-map/california.shtml>.

Key Differences Between Study Areas

- **Central Valley sample was more likely to:**
 - Be Hispanic (65% vs. 43%)
 - Hold less than a high school degree (44% vs. 15%)
 - Report employment in the agricultural industry prior to UI claim (44% vs. 2%)
 - Report employment in a seasonal or temporary job prior to UI claim (67% vs. 43%)
- **Los Angeles sample was more likely to:**
 - Hold a bachelor's degree or higher (35% vs. 7%)
 - Report higher weekly earnings in their job prior to UI claim (\$1064 vs. \$676)
 - Have had better benefits available through their job prior to UI claim (58% vs. 42% offered health insurance)

Data Collection: Types and Timeline



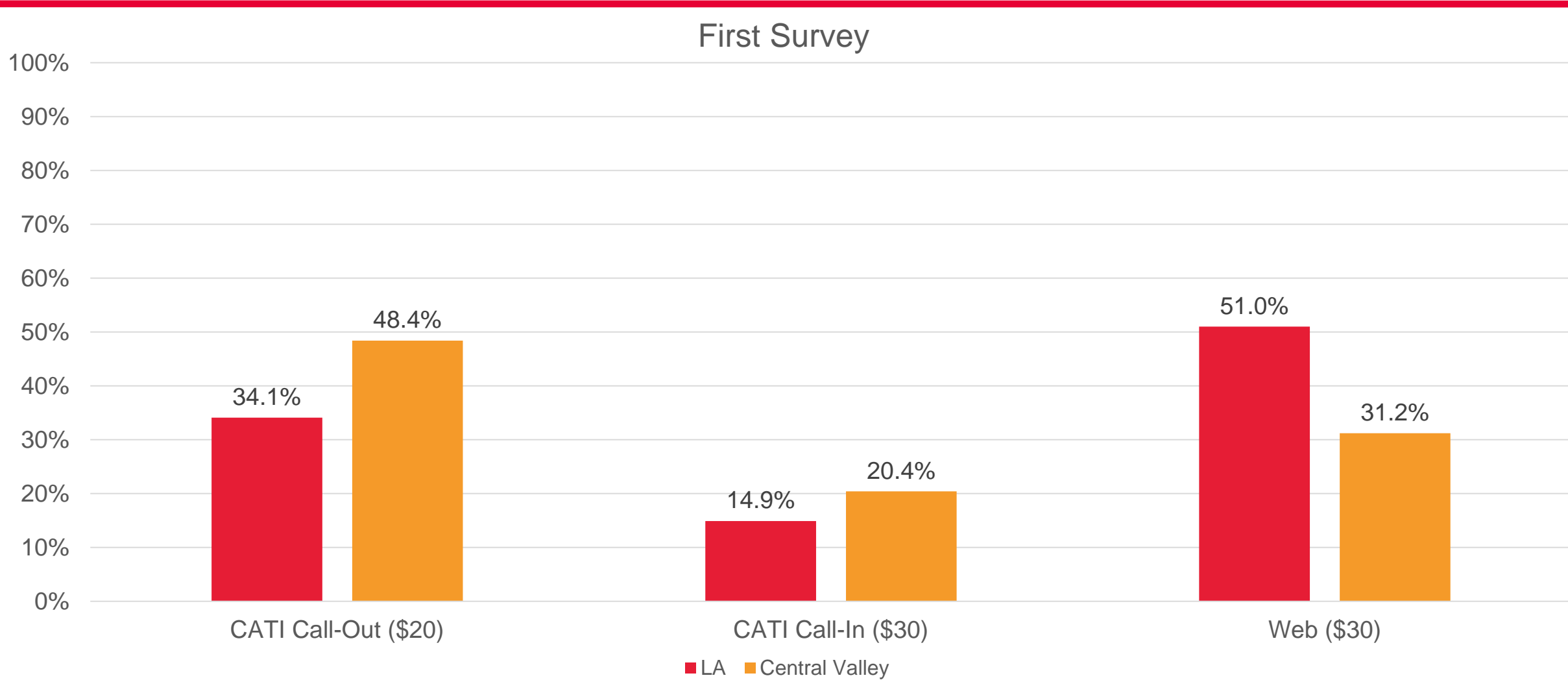
Data Collection Design

- Each 25-minute survey wave was fielded via Internet and computer-assisted telephone interviewing (CATI)
- \$5 prepayment sent to all sample members before first survey
- Differential post-payment based on mode of completion (\$20 vs. \$30 total)

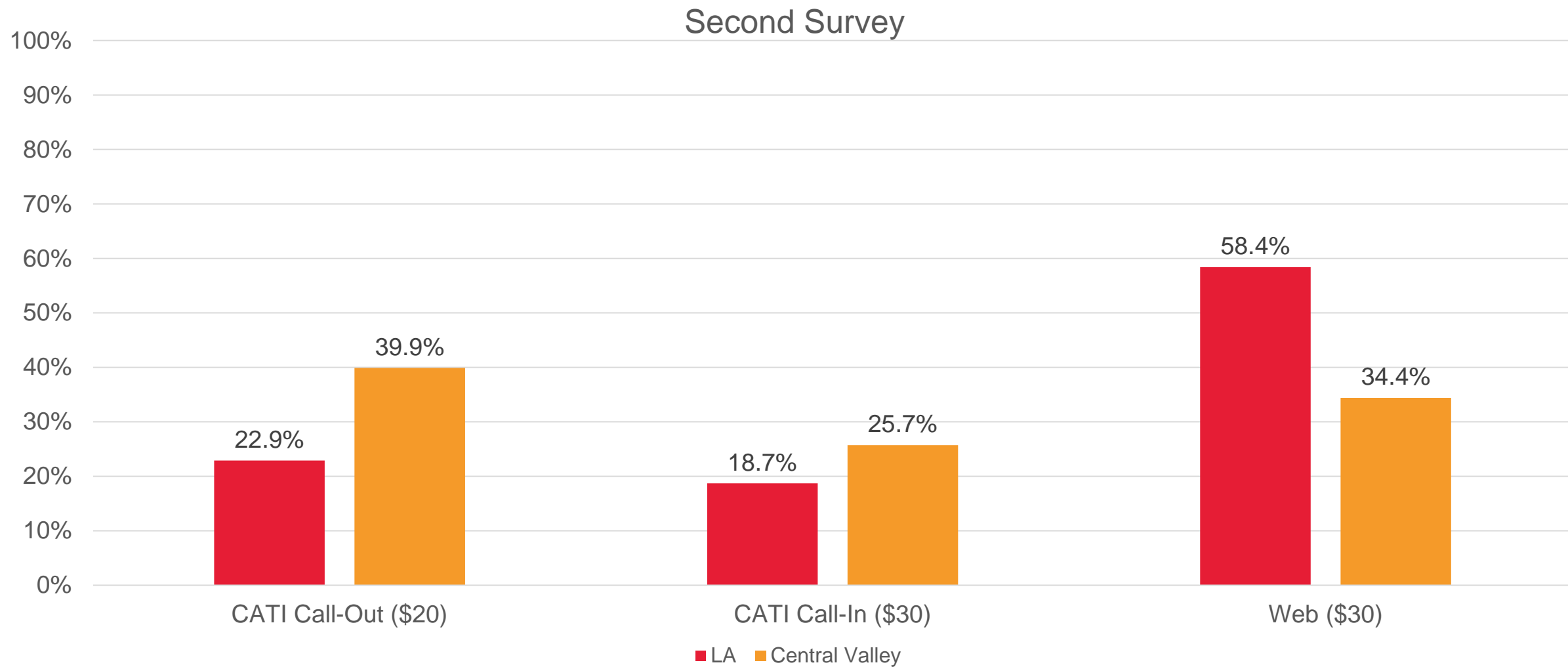
Contact Approach

- Respondents were contacted at multiple points via mail (reminder letters, postcards) and email.
- First survey: Active call-outs began six days after advance letter
- Second survey: Active call-outs began three weeks after advance letter
- Lack of email addresses
 - Prior to first survey: Potentially valid email addresses for 20% of the sample via Accurint
 - Prior to second survey: Potentially valid email addresses for 65% of the sample via first survey

Completes by mode (CATI breakdown)



Completes by mode (CATI breakdown)



Effects of demographics on mode choice

More likely to complete by CATI Call-Out	More likely to complete by CATI Call-In	More likely to complete by web
Men		Women
	Lower income	Higher income
		LA Area
Spanish speakers		English speakers
Respondents younger than age 35, as compared to those older than age 50		White, non-Hispanic

Cost Impacts

- **Assumptions during design phase**
 - Completion using the web survey is the most cost effective, as it requires little to no interviewer labor.
 - Completion using CATI call-ins is the next most cost effective method as it ideally limits the number of calls interviewers must make to sample members.
 - Completion using CATI call-outs is the least cost effective method due to interviewer labor.

Interviewer Investment per Complete

	First Survey	Second Survey
CATI Call-Ins		
Total Completes	377	362
Total Time of Attempts (hrs)	283	167
Minutes per Complete	45.0	27.6
CATI Call-Outs		
Total Completes	883	508
Total Time of Attempts (hrs)	693	268
Minutes per Complete	46.8	31.8
Web		
Total Completes	892	775
Total Time of Attempts (hrs)	57	42
Minutes per Complete	3.6	3.0

Conclusions

- **Do differential incentives influence mode of completion?**
 - Due to study design, we could not find a meaningful comparison group to measure this impact.
- **If so, does this influence vary by demographic or language characteristics?**
 - Significant effects from gender, wage, language, study area, age and race on mode choice.
 - Contact approaches may be tailored based on a respondent's propensity to complete in a given mode.
- **Can differential incentives reduce overall data collection costs?**
 - Incentives which encourage web survey completion will reduce data collection cost. There is little cost difference between CATI call-in and call-out in a fixed field period.

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For More Information

- **Please contact:**
 - **Alicia Harrington, Mathematica Policy Research**
 - aharrington@mathematica-mpr.com