

# SHOW Me the Money?

## Effects of Preincentives, Differential Incentives, and Envelope Messaging in an ABS Mail Survey

Kristen Cyffka<sup>1,2</sup>, Jennifer Dykema<sup>1</sup>, John Stevenson<sup>1</sup>, Kelly Elver<sup>1</sup>, Karen Jaques<sup>1</sup>

<sup>1</sup>University of Wisconsin Survey Center

<sup>2</sup>Department of Statistics, University of Wisconsin-Madison

AAPOR

May 18, 2012

© 2012. Materials may not be reproduced without permission of the author.



University of Wisconsin Survey Center



# Background

---

- RDD telephone surveys are no longer a viable mode for many studies
  - Decline in last 2 decades in response rates
  - Inadequate coverage due to cell phones
- Researchers are increasingly looking to alternative designs
  - Return to mail surveys due to the DSF and ABS
- Effective ways to increase response rates in mail surveys (Edwards et al 2002, Church 1993):
  - More interesting vs. less interesting questionnaire
  - Recorded delivery vs. standard
  - Monetary incentive vs. no incentive

# Research Questions

---

- How much of an increase will a \$5 pre-incentive yield over a \$2 pre-incentive?
- Can we attract initial nonresponders with a second incentive?
- What effect will messages on the front of the envelope have on response rates?
- What is the most cost-effective incentive package we can give to increase response rates?

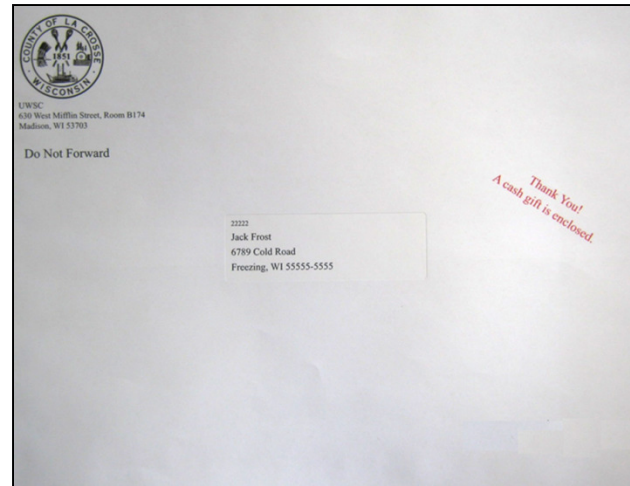
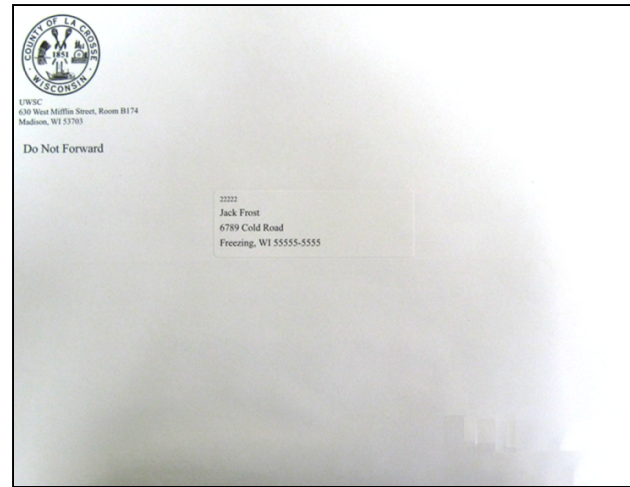
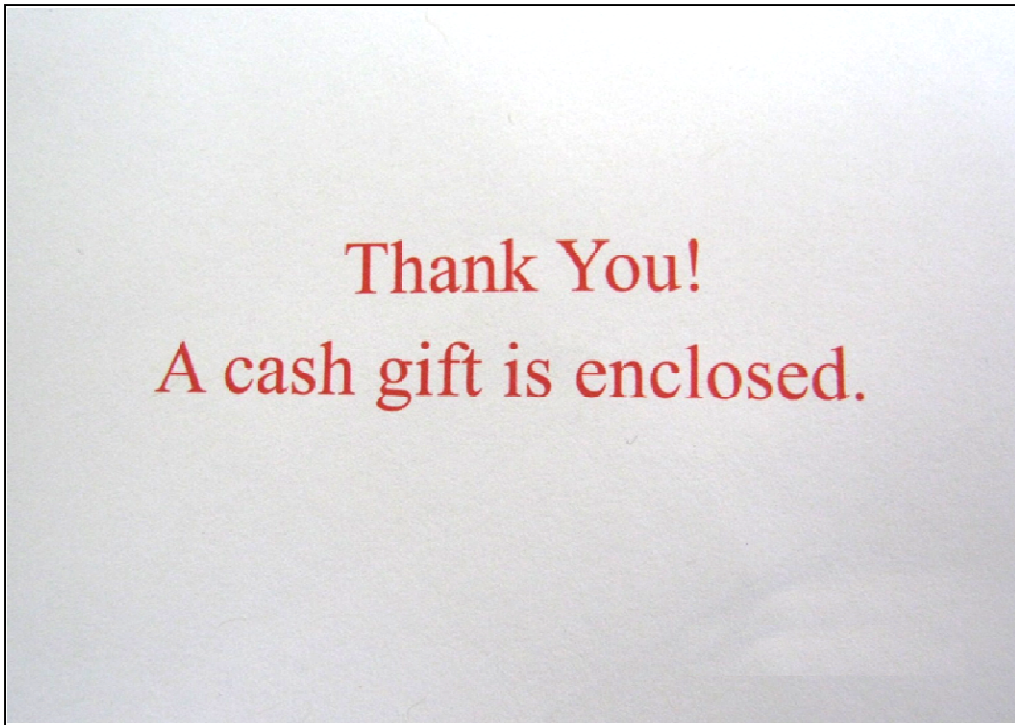
# Study: Survey of the Health of Wisconsin (SHOW)

	<b>SHOW 1</b>	<b>SHOW 2</b>
<b>Year</b>	2011	2012
<b>Contacts</b>	Initial packet Reminder postcard Second packet	Initial packet Reminder postcard Second packet
<b>Sampled cases</b>	2,608	2,616
<b>Completed surveys</b>	1,566	1,440
<b>Response rate (RR1)</b>	66.9%	66.8%
<b>Experimental conditions</b>		
<b>Pre-incentive</b>		
<b>Second incentive</b>		
<b>Envelope message</b>		

# Study: Survey of the Health of Wisconsin (SHOW)

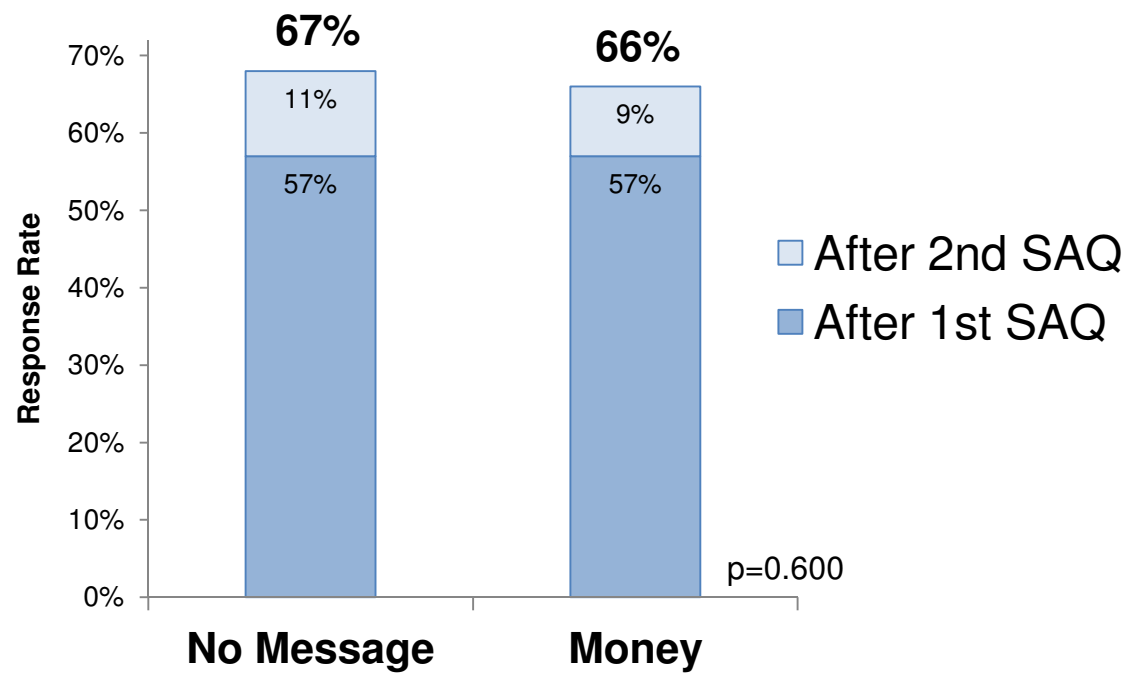
	<b>SHOW 1</b>	<b>SHOW 2</b>
<b>Experimental conditions</b>		
<b>Pre-incentive</b>	- \$2 - \$5	- \$2
<b>Second incentive</b>	- \$0 - \$2	- \$0 - \$5
<b>Envelope message</b>	- No message - Monetary message	- No message - Monetary message - Health message

# Envelope Message: SHOW 1



# Response Rates: Envelope Messaging

## SHOW 1



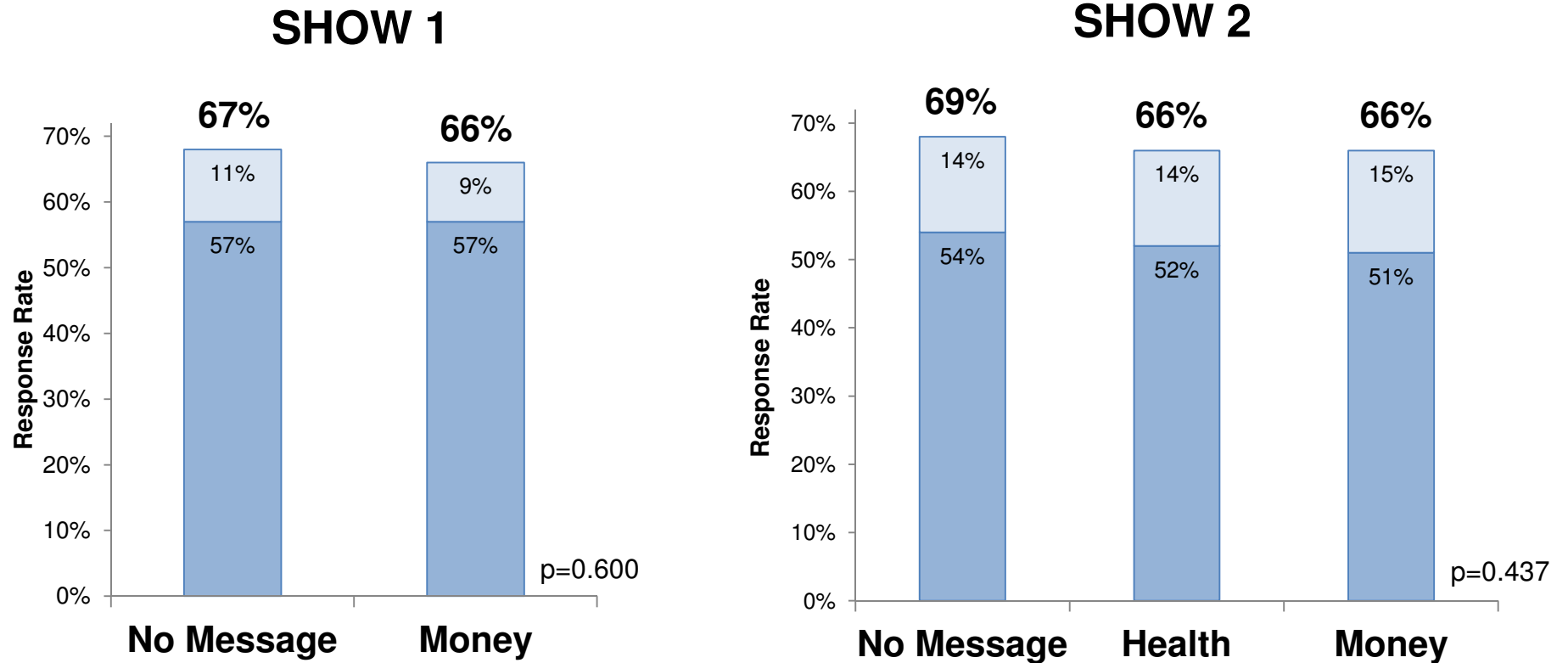
# Envelope Message: SHOW 2

---



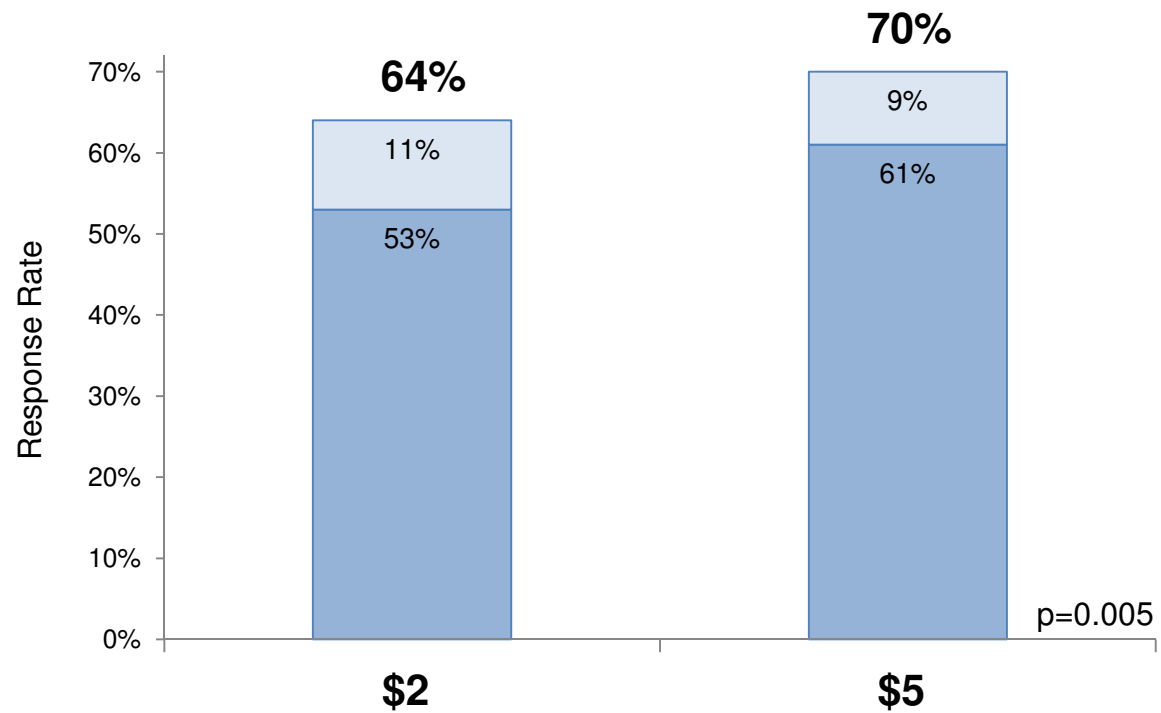


# Response Rates: Envelope Messaging



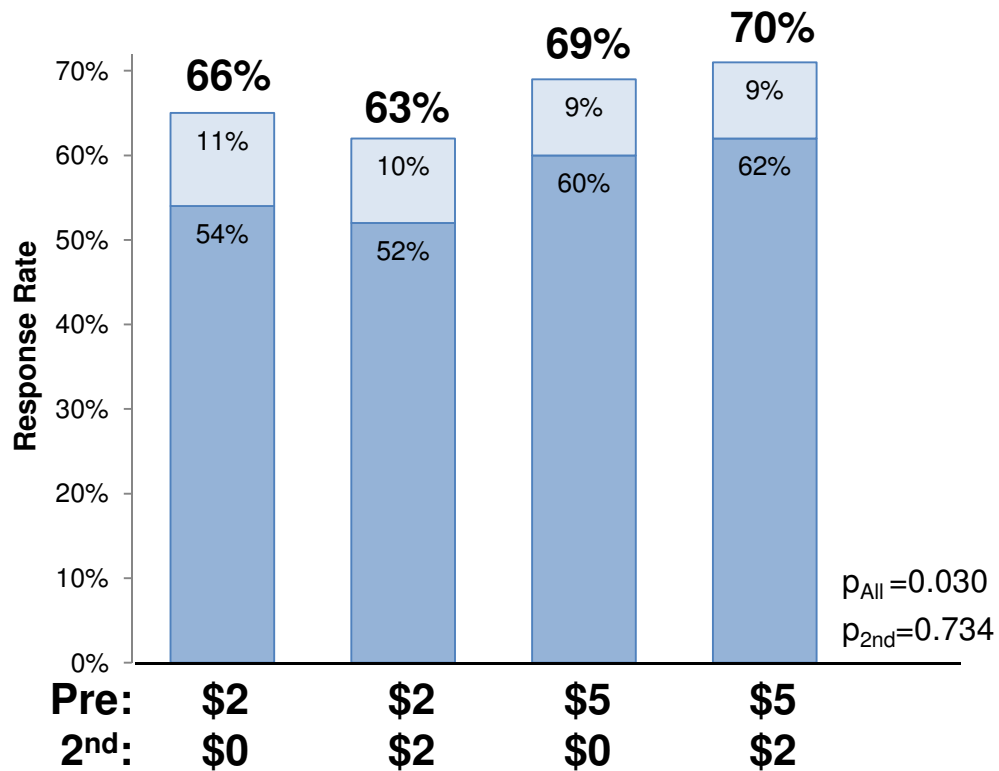
# Response Rates: Pre-Incentive

## SHOW 1

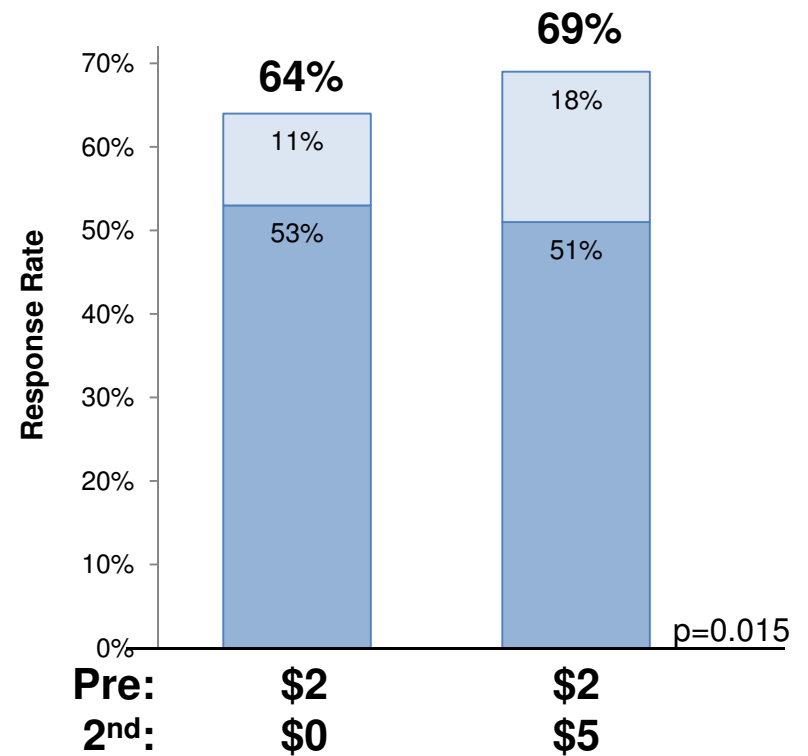


# Response Rates: After All Incentives

## SHOW 1

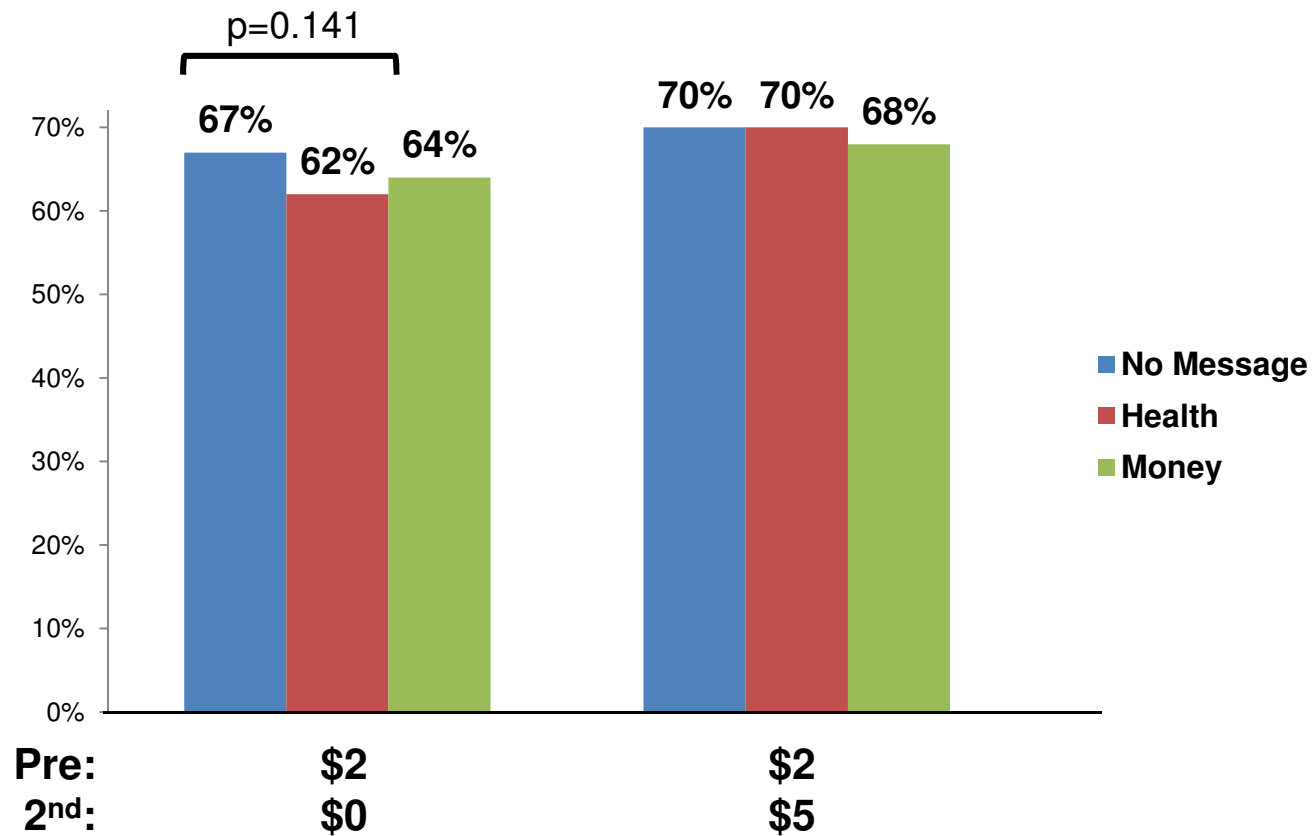


## SHOW 2



# Response Rates: Message and Incentive

## SHOW 2



# Costs per Complete by Incentive

<b>SHOW 1</b>	<b>Pre:</b>	<b>\$2</b>	<b>\$2</b>	<b>\$5</b>	<b>\$5</b>
	<b>2<sup>nd</sup>:</b>	<b>\$0</b>	<b>\$2</b>	<b>\$0</b>	<b>\$2</b>
<b>Total Number of Completes</b>		383	371	403	423
<b>Response Rates</b>		65.7%	63.1%	69.0%	70.6%
<b>Cost Per Complete</b>		\$23.31	\$26.05	\$26.67	\$26.28

<b>SHOW 2</b>	<b>Pre:</b>	<b>\$2</b>	<b>\$2</b>
	<b>2<sup>nd</sup>:</b>	<b>\$0</b>	<b>\$5</b>
<b>Total Number of Completes</b>		669	741
<b>Response Rates</b>		64.4%	69.3%
<b>Cost Per Complete</b>		\$25.49	\$28.37

# Other Analyses in SHOW 1

---

## Data quality

- Item-missing data: no difference between treatments

## Differential response

- No difference between treatments in:
  - Gender
  - Age
  - Race
  - Education
  - Employment
  - County

# Discussion

---

- Envelope messaging
  - Effects on response rates
  - Future study
- Incentives
  - Effects on response rates
    - Pre-incentives
    - Second incentives
  - Implications on cost

Thank You!

For copies of this presentation or more information, contact:

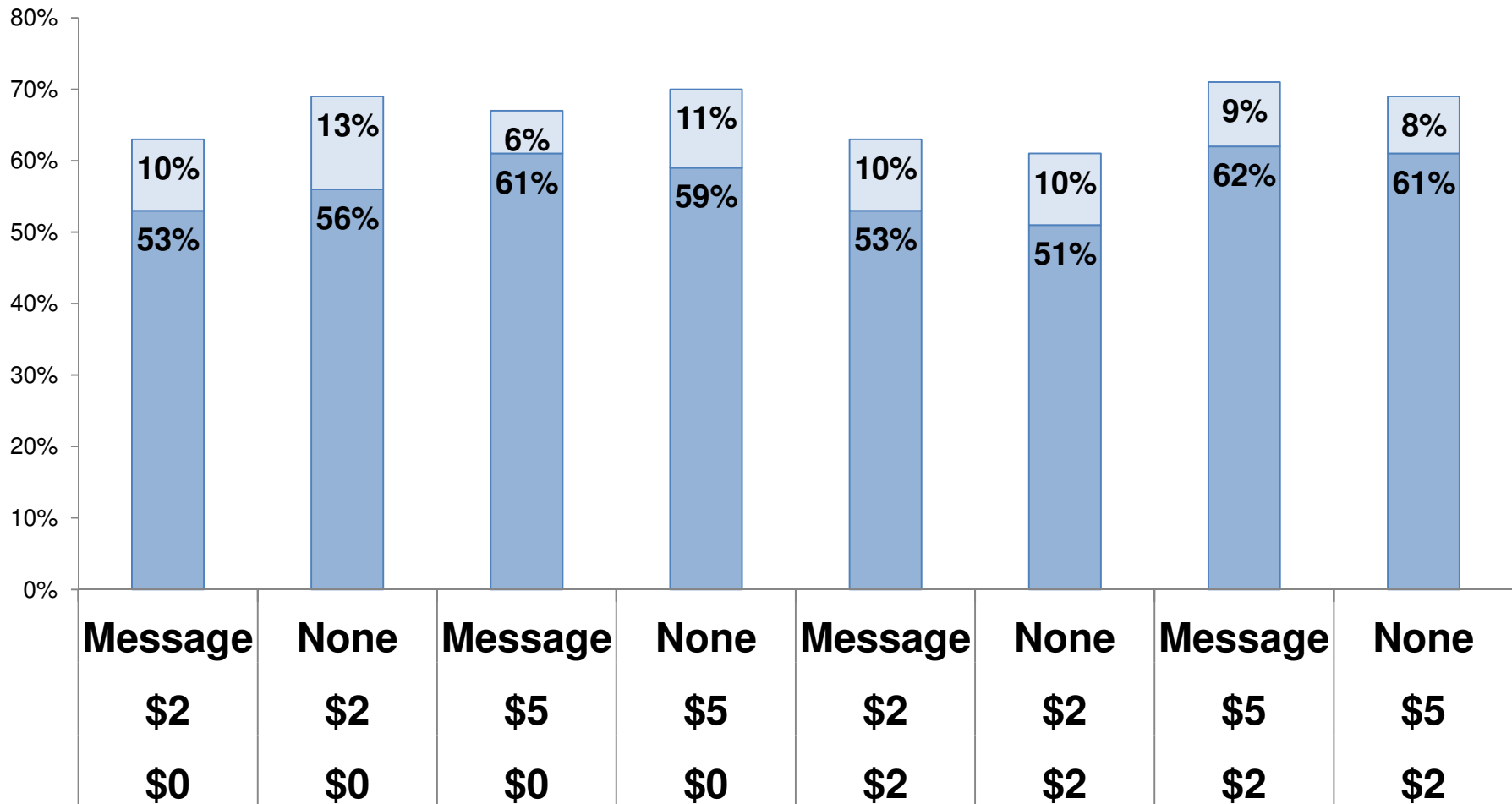
Kristen Cyffka  
cyffka@ssc.wisc.edu

Please visit us at:  
**[www.uwsc.wisc.edu](http://www.uwsc.wisc.edu)**



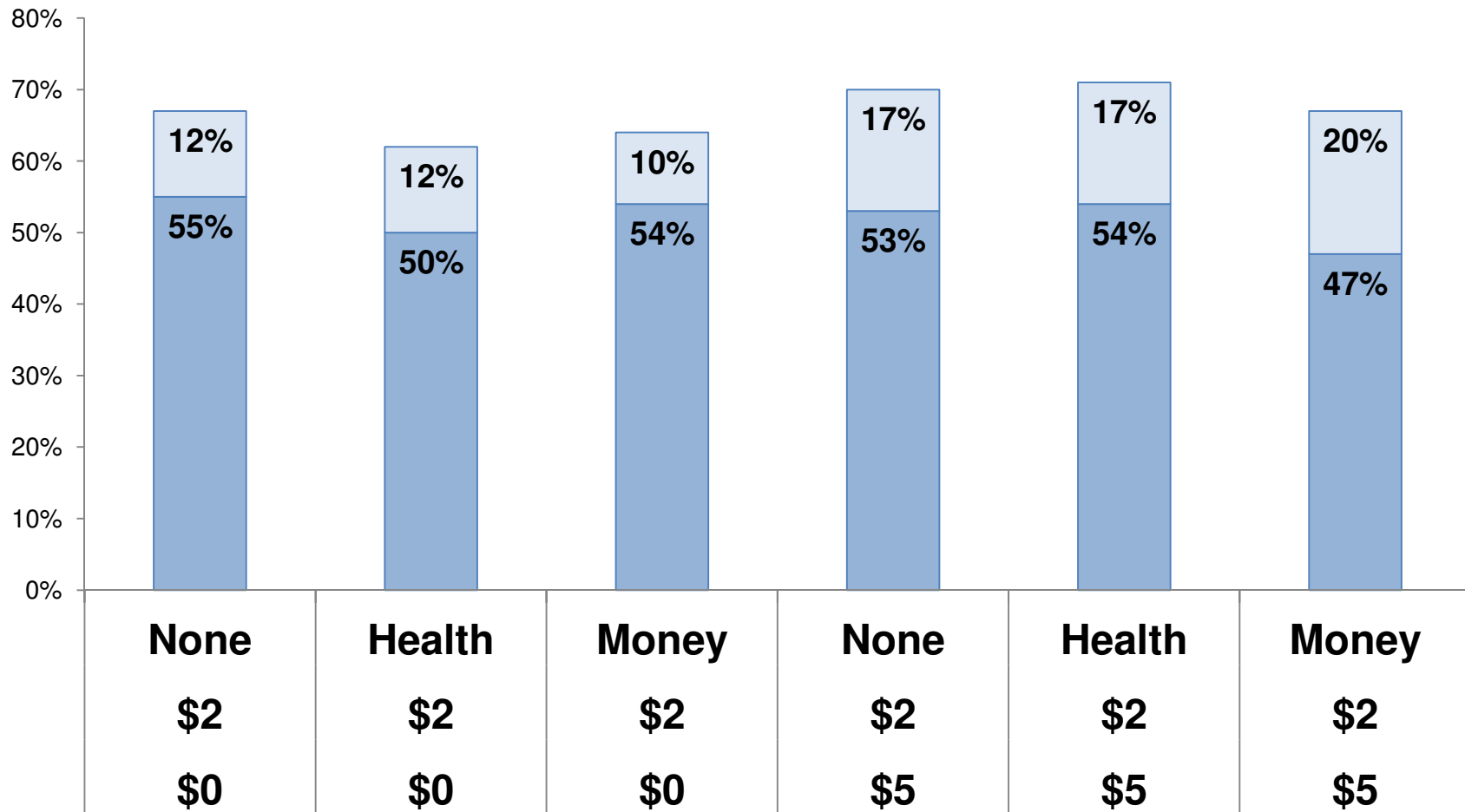
# Response Rates: After All Treatments

## SHOW 1



# Response Rates: After All Treatments

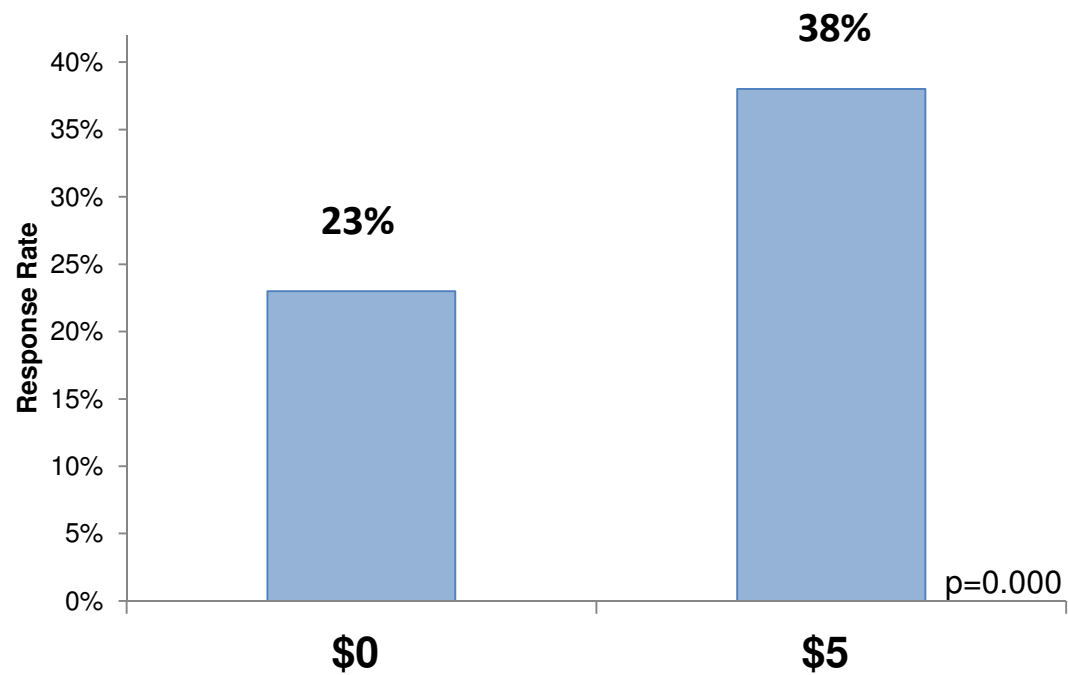
## SHOW 2



# Response in Initial Nonresponders

---

## SHOW 2: Second Incentive



## Cost analysis – What we included

---

We included:

- Mailings
- Postage, printing of all materials
- Stuffing
- Incentives
- Data entry

We did not include:

- Survey development and layout of SAQ
- Programming of data entry instrument
- Project management
- Sample management
- Data delivery