

# Show me the money!

Evaluating a graduated incentive structure to keep respondents engaged through 101 surveys in 28 days

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# Agenda

- Overview
- Methods
- Survey test background
- Evaluation of incentive structure



# Overview

NASA's X-59 Airplane

# Overview

- NASA's X-59 airplane



Lockheed Martin



# Methods

NASA's X-59 Community Response Testing (CRT)

# Methods

- Sample addresses within Recruitment Region using Address-Based Sampling
- Recruit respondents (mail push-to-web)
  - Household screener
  - Background survey for selected respondent
- Community Response Surveys (app and web)
  - Single Event survey at each flight pass
  - Daily Summary survey each evening
  - Notify by text, email, and/or app notification for each survey
  - Four weeks, total of 76 Single Event and 23 Daily Summary surveys
- End-of-Test survey (app and web)



# Survey Test Background

NASA's Planning Stage Survey Test

# Survey Test Background

- Nashville, Tennessee area
- Recruitment: Aug – Oct 2023
- Single Event and Daily Summary Surveys: Oct – Nov 2023
- End-of-Test Survey: Nov 2023
- 5,000 addresses sampled
- 800 adults recruited
- 602 survey test respondents
- 534 EOT survey respondents





# Evaluation of incentive structure

NASA's Planning Stage Survey Test

# Incentives during recruitment

- Household screener
  - \$2 pre-incentive with initial letter to household
  - Promise of selected household member earning up to \$240
- Selected adult recruitment
  - Promise of \$10 for completing Background survey
  - Promise of earning up to \$240
- Recruitment phase complete
  - Reloadable debit card with \$10
  - Detailed information about potential weekly earnings for remaining \$230

# Incentives during Survey Test

Week or Item	If you complete at least 50% of requested surveys	If you complete at least 75% of requested surveys	If you complete 100% of requested surveys
Week 1	\$25	\$35	\$45
Week 2	\$30	\$40	\$50
Week 3	\$35	\$45	\$55
Week 4	\$40	\$50	\$60
End of Study Survey	\$20	\$20	\$20

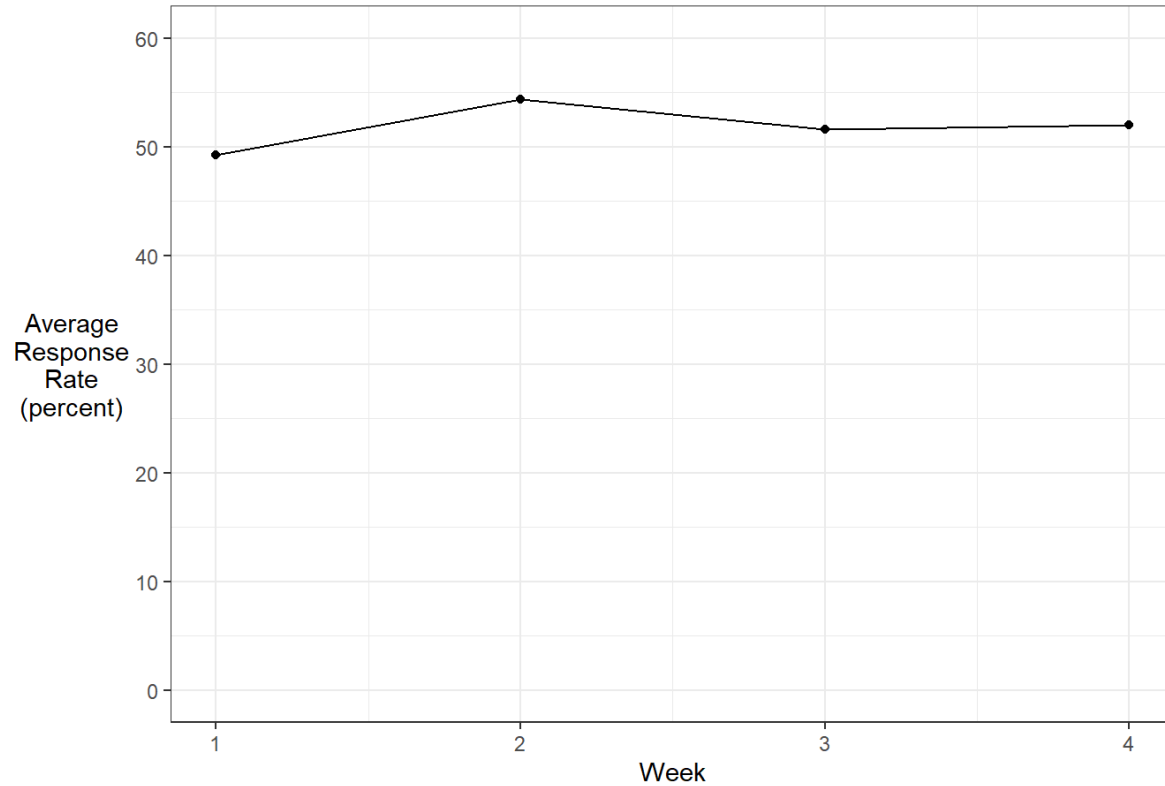
# Respondent participation by week

Weekly Count of Respondents by Completion Rate<sup>1</sup>

Week	0%	1-49%	50-74%	75-99%	100%
Week 1	223	135	99	290	53
Week 2	250	85	82	179	204
Week 3	257	81	95	255	112
Week 4	269	79	70	229	153

<sup>1</sup> Includes both Single Event and Daily Summary Surveys

# Average response rate to Single Event surveys by week



# Smartphone application

- Single Event and Daily Summary surveys submitted by web or app
- No additional incentive to use app
- 41 percent of participants used app
- 44 percent of surveys completed in app

	App users	Web-only users
Average surveys	81	60
Average incentive	\$160	\$112
Average weeks of earning incentive	3.6	2.6

# Takeaways

- Offering smartphone application supported project goals
- Incentive structure successful at keeping participants engaged in completing surveys through all four weeks
  - Graduated amounts over time
  - Graduated amounts based on completion rate
  - Calculated and paid by week

# Thank you

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