

Experimenting With Monetary Incentives in the CE Survey

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*Any opinions expressed in this presentation are those of the authors and do not constitute
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Outline

- I. Background
- II. Study Design
- III. Analysis
- IV. Conclusions
- V. Next Steps



I. Background



Incentives Test - Background

- Study objectives included developing a plan for:
 - ▶ Operationalizing & implementing incentives
 - ▶ Researching & recommending incentive amounts
 - ▶ Proposing incentive distribution procedures



II. Study Design



CE Interview Survey

- 4 quarters, one interview every 3 months
- Personal visit (majority)
- Approximately 60-65 minutes per interview (median)
- 6,000 – 6,500 usable interviews per quarter

Incentives Test - Overview

- Test Information and Conditions:
 - ▶ July 2016 – December 2016 Experiment
 - ▶ First Interviews (Wave 1 Only)
 - ▶ Treatments: 3 Groups
 - ▶ Control: 1 Group



Incentives Test – Treatment & Control Groups

Treatment and Control Groups			
	(1) \$5 “Token” Incentive (Unconditional)	(2) \$40 Survey Incentive (Conditional)	(3) \$20 Records Use Incentive (Conditional)
All (n=1,350)	\$5	\$40	\$20
No Token (n=1,350)	None	\$40	\$20
No Record (n=1,350)	\$5	\$40	None
Control (1 st Interviews)	None	None	None



Incentives Test – Operational Issues

- Many respondents did NOT receive debit card incentive which came with the Advance Letter

Incentive Receipt– Of Completed First Interviews	
	% Received
All Incentives	(766) 70.7%
No Token	(747) 61.6%
No Record	(781) 70.2%

Incentives Test – Operational Issues

- Many respondents did NOT activate and use their debit card

Debit Card Activation Rate – Of Completed First Interviews	
	% Activated
All Incentives	(766) 59.9%
No Token	(747) 52.4%
No Record	(781) 55.4%

III. Analysis



CE Data Quality Indicators

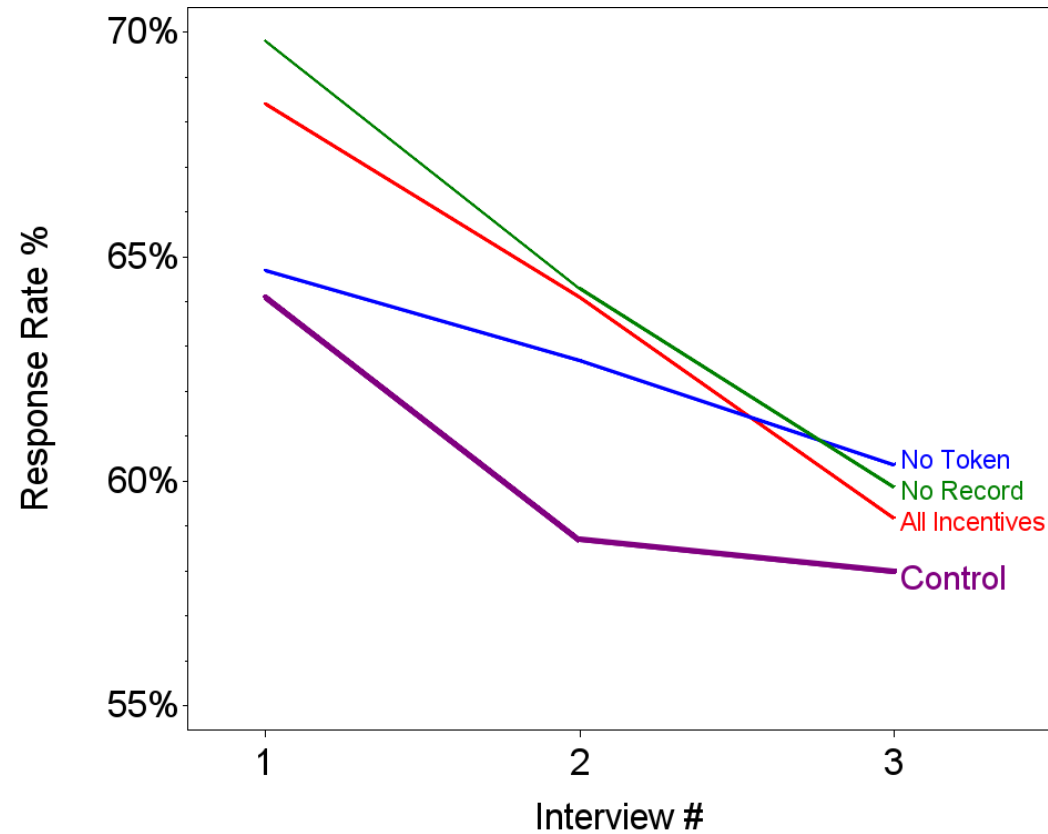
- Response rate
- Number of expenditures
- Number of contact attempts
- Mode – collection level
- Records usage
- Length of interview
- Doorstep Concerns
- Converted refusal

Incentives Test Analysis – Response Rate

	1 st Interview		2 nd Interview		3 rd Interview	
Treatment	Response Rate (Treatment Minus Control)		Response Rate (Treatment Minus Control)		Response Rate (Treatment Minus Control)	
All Incentives (1,2,3)	68.4%	(+4.3%)	64.1%	(+5.4%)	59.2%	(+1.2%)
No Token (2,3)	64.7%	(+0.6%)	62.7%	(+4.0%)	60.4%	(+2.4%)
No Record (1,2)	69.8%	(+5.7%)	64.3%	(+5.6%)	59.9%	(+1.9%)
Control	64.1%		58.7%		58.0%	



Response Rates by Treatment Group



Incentives Test Analysis – Records Usage

Records Usage: Interview 1	
By Incentive Group	% Using Records
Record-Use by Either Incentive Group (1,513 CUs)	83 %
No Record-Use Incentive: Includes the Control (1,835 CUs)	60 %



Incentives Test Analysis – Length of Interview

Survey Time (All Sections Plus Front/Back)

	Mean Survey Time (Treatment minus Control)	Median Survey Time (Treatment minus Control)
All Incentive (1,2,3)	84.3 minutes (+3.0)	78.5 minutes (+2.6)
No Token (2,3)	84.2 minutes (+2.9)	81.4 minutes (+5.5)
No Record (1,2)	84.5 minutes (+3.2)	76.8 minutes (+0.9)
Control	81.3 minutes	75.9 minutes



IV. Conclusions



Incentives Test - Conclusions

- Increase in response rates
- Increase in expenditures
(Slight but not significant)
- Decrease in contact attempts (minimal)
- Increase in records use
- Decrease in converted refusals
- Increase in interview time



Incentives Test – Supplemental Analysis

- Continue analysis of expenditure data focusing on imputed expenditures
- Determine impact on respondent burden
- Analyze cost effectiveness



Data to Analyze Burden (Wave 4)

■ Incentives vs No Incentives

Incentive		N=2,741
No Incentive	Control group	850
Incentives	Up to \$65	599
	Up to \$60	622
	Up to \$45	670

■ Burdened vs Not Burdened

“How burdensome was this survey to you?”		N=2,741
Not Burdened	1. Not at all	932
	2. A little	829
Burdened	3. Somewhat	661
	4. Very	205
	5. Extremely	114

Burden: Methodology

■ First Method - Average Treatment Effect (ATE)*

▶ $ATE = E[Y_i(1) - Y_i(0)]$

Treatment Group	Burdened (%)	Not Burdened (%)	N
Incentives	63.6	36.4	1,891
No Incentives	71.3	27.7	850
Difference*	-7.7		

* Statistically significant with $p < 0.05$

■ Second Method - Conditional Average Treatment (CATE)

▶ $CATE = E[Y_i(1) - Y_i(0) | X_i = x]$

Burden: Results

■ Treatment Effect Estimate

Treatment	% difference	SE
ATE	7.7%	0.019

- ▶ Statistically significant: $p < 0.05$
- Respondents were less likely to report being burdened if incentives were offered

V. Next Steps



Future Incentive Programs

- Large Scale Feasibility (LSF) test for Diary Survey: Online Diaries
 - ▶ \$5 unconditional cash incentive being sent with the advance letter to a random half of the sample (Priority Mail).
- Consideration of an Unconditional Incentive and an Incentive for Record Usage: Interview Survey

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