**ATTACHMENT 4**

**Incentive Experiments Report**

**Racial and Ethnic Approaches to Community Health Across the U.S. (REACH U.S.) Evaluation**

OMB CONTROL NUMBER: 0920-0805

**Report on Incentive Experiments**

OMB instructed CDC and NORC to conduct experiments regarding the use of respondent incentives for the REACH U.S. evaluation and to submit a report of the results of the experiments (Notice of Office of Management and Budget Action, 02/25/2009). We report here the results of two experiments conducted during Year 1 of the REACH U.S. Risk Factor survey (May 2009 through November 2009).

We had three objectives in examining the use of incentives: (i) to compare the response rates in the experimental and control groups, (ii) to provide an estimate of potential incentive bias; and (iii) to assess the cost/benefit of using incentives for the study in general.

**CATI refusal conversion Incentive experiment**

***Design***

REACH U.S. conducted an incentive experiment with telephone respondents who initially refused to complete the interview. Cases were eligible for the experiment if they completed the household screener, met the REACH U.S. interview eligibility criteria for the community, and after being selected for the interview twice refused to complete the interview (e.g., refused by saying “not interested,” “don’t have time,” etc.). These respondents are extremely important to the success of the survey because they represent the target racial or ethnic population for a given community, and time and resources have been devoted to identify these individuals.

A random half of the sample in each REACH community was flagged to be eligible for an incentive (should they refuse twice in CATI) while the remaining sample served as a control group. In the experimental group, after the second CATI refusal, a refusal conversion letter that addressed the respondent’s concerns and $5 was mailed to the CATI respondent. The letter promised an additional $10 token of appreciation upon completing the interview. Control group refusals received a conversion letter only.

***Results***

Table 1 shows the interview completion rates in the experimental (incentive) and control groups for all communities combined. A greater percentage of respondents offered an incentive completed the interview than did respondents in the control group, but this increase was not significantly different.

**Table 1.** **CATI Refusal Conversion by Incentive Category**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Experiment Group** | **N (Households)** | **Interviews Pending at time of experiment** | **Interviews Completed** | **% Completed** |
| No Incentive | 1,300 | 1,851 | 167 | 9.02% |
| Incentive | 1,339 | 1,888 | 192 | 10.16% |

There were large variations in the impact of an incentive Refusal conversion rates among different communities (Table 2). However, the number of respondents was small for each community.

**Table 2. CATI Refusal Conversion Rate by Incentive Category and by Community**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Community** | **No Incentive** | **Incentive** | **Community** | **No Incentive** | **Incentive** |
| 1 | 0.0% | 10.0% | 15 | 8.9% | 11.7% |
| 2 | 10.7% | 0.0% | 16 | 10.2% | 15.2% |
| 3 | 1.8% | 12.7% | 17 | 0.0% | 6.5% |
| 4 | 4.7% | 7.4% | 18 | 13.7% | 8.9% |
| 5 | 5.9% | 5.3% | 19 | 16.5% | 7.1% |
| 6 | 4.0% | 15.4% | 20 | 12.5% | 7.1% |
| 7 | 11.0% | 8.7% | 21 | 7.7% | 13.4% |
| 8 | 10.6% | 10.6% | 22 | 6.7% | 4.8% |
| 9 | 9.3% | 2.0% | 23 | 5.7% | 6.7% |
| 10 | 8.9% | 7.8% | 24 | 10.1% | 10.8% |
| 11 | 9.9% | 6.6% | 25 | 11.1% | 11.1% |
| 12 | 10.3% | 15.6% | 26 | 7.5% | 5.3% |
| 13 | 15.7% | 20.0% | 27 | 5.9% | 19.4% |
| 14 | 8.2% | 19.6% | 28 | 9.3% | 9.3% |

We examined several demographic variables to ascertain whether offering an incentive resulted in potential bias. Table 3 shows the characteristics of the respondents in the refusal conversion experiment (incentive) and control groups that completed after the experiment. The incentive and no incentive groups did not significantly differ in terms of age, gender, household income, education level, home ownership, language spoken at home, and foreign born status.

**Table 3. Demographic Characteristics of Respondents in CATI Refusal Conversion: Incentive versus Control**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Variable Value** | **Incentive Categories** | | **P-Value** |
| **none** | **yes** |
| Age category | 18-39 | 19.2 | 14.6 | 0.4515 |
| 40-64 | 35.3 | 34.9 |  |
| 65 or older | 45.5 | 50.5 |  |
| Sex | Male | 46.1 | 45.8 | 0.9585 |
| Female | 53.9 | 54.2 |  |
| Income | less than $15,000 | 21.6 | 19.5 | 0.8313 |
| $15,000 to less than $25,000 | 30.2 | 33.5 |  |
| $25,000 to less than $50,000 | 25.2 | 22.0 |  |
| $50,000 or more | 23.0 | 25.0 |  |
| Education level completed | Kindergarten or Less | 1.2 | 0.0 | 0.4552 |
| Elementary | 7.8 | 9.4 |  |
| High School | 50.3 | 49.0 |  |
| College | 40.7 | 41.7 |  |
| Own or rent home | Own | 65.3 | 65.9 | 0.9118 |
| Rent | 34.7 | 34.1 |
| Language spoken at home | English | 82.0 | 84.9 | 0.4658 |
| Non-English | 18.0 | 15.1 |  |
| Born in the United States | Yes | 76.7 | 82.8 | 0.1456 |
| No | 23.4 | 17.2 |  |

Table 4 shows selected health characteristics of respondents in CATI Refusal Conversion in incentive and control group. The only significant difference between the two groups for the selected health variables analyzed was the reported number of days with poor mental health.

**Table 4. Health Characteristics of Respondents: Incentives versus Control**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Variable Value** | **Incentive Categories** | | **P-Value** |
| **none** | **yes** |
| Number of days of poor physical health (during the past 30 days) | 0 | 58.1 | 58.2 | 0.9916 |
| 1 to 10 | 24.4 | 25.0 |  |
| 11 to 20 | 5.6 | 4.9 |  |
| 21 to 30 | 11.9 | 12.0 |  |
| Number of days of poor mental health (during the past 30 days) | 0 | 68.8 | 65.1 | 0.0356 |
| 1 to 10 | 14.0 | 24.7 |  |
| 11 to 20 | 5.7 | 4.3 |  |
| 21 to 30 | 11.5 | 5.9 |  |
| Health care coverage | Yes | 84.6 | 85.1 | 0.8886 |
| No | 15.4 | 4.9 |  |
| Time elapsed since last routine checkup | Within Past Year | 76.9 | 82.9 | 0.7252 |
| Within the past 2 years | 8.1 | 6.4 |  |
| Within the past 5 years | 6.3 | 4.3 |  |
| 5 or more years ago | 6.9 | 4.8 |  |
| Never | 1.9 | 1.6 |  |
| Moderate activities for 10 minutes | Yes | 71.7 | 75.1 | 0.4629 |
| No | 28.3 | 24.9 |  |
| Smoking frequency | EVERYDAY | 24.1 | 25.6 | 0.8781 |
| SOME DAYS | 14.5 | 16.7 |  |
| NOT AT ALL | 61.5 | 57.7 |  |

***Discussion***

The CATI refusal conversion of those known eligible is important because these cases are very precious and we have already determined eligibility and spent significant time and effort on them. It is worthwhile for us to do what we can to increase response at this stage rather than incur the cost of releasing additional sample. Furthermore, in some communities the sampling frame is small and additional sample may not be available. In general, the Year 1 experiment suggests that sending a conversion letter was just effective as an incentive (the conversion rate ranged from 9-10%). However, the Year 1 experiment also showed that there was large variation in the impact of an incentive on completion rates within different communities.

During Year 2 data collection, NORC initially mailed refusal conversion letters to all households that were known to be eligible for the member interview and had refused twice to complete the interview via telephone. These letters were sent without any monetary incentive and served as an attempt to convert initially hesitant respondents into completed cases. After NORC mailed the letter, an interviewer called the respondent to answer any questions and attempt to complete the interview. Toward the end of Year 2 data collection, NORC and CDC offered monetary incentives to increase interview completion rates in 10 selected communities and to obtain the requisite number of completed interviews. As with the Year 1 experiment, a conversion letter and $5 was sent to the respondent with a promise of an additional $10 upon completion. In contrast to Year 1, the Year 2 incentives resulted in a 18.9% conversion rate for pending interviews. Hence, the same approach was followed for Year 3 data collection – the Year 3 refusal conversion letters (without incentive) resulted in a 6% conversion rate. When NORC mailed refusal conversion letters and offered incentives to pending interviews, 29% of pending interviews converted.

Our experience with Year 2 and Year 3 data collection suggests that incentives are a valuable and useful tool for the purposes of completing the required number of interviews and converting initial refusals. A number of reasons may explain why incentives appear to be of greater utility in Years 2 and 3 than in Year 1. First, the types of sample released in Year 1 differed from that released in Years 2 and 3. Specifically, Year 1 was conducted with sampled addresses of unknown survey eligibility. In Years 2 and 3 the address-based sample was enhanced with demographic information to facilitate the sampling of addresses likely to meet the eligibility requirements of the survey. It may be that addresses for which additional information is available via commercial vendors are more amenable to completing a survey if an incentive is offered. Second, whereas the Year 1 experiment was conducted in all communities, there was substantial variability across communities in the effectiveness of the incentive. In Years 2 and 3, the incentives were offered to a subset of communities, many of which saw a marked increase in interview completion rates during the Year 1 incentive experiment. As a result, the overall conversion rates for Years 2 and 3 are higher because the project offered incentives in a targeted manner.

**Self-Administered Questionnaire (SAQ) Incentive experiment**

***Design***

The goal in REACH U.S. is to complete 900 interviews with eligible adults in the target community, and because of the increasing use of cell phones and decreasing ability to reach all households via landline telephone, mail surveys are necessary to supplement the phone in order to provide adequate coverage of the geography. However, mail surveys tend to suffer from relatively low response rates. Mail surveys require additional motivation and effort on the part of the respondent to comprehend, complete, and return the instrument. To achieve higher response rates from mailed SAQs, we proposed that it was important to explore the use of incentives for those asked to complete the survey via mail SAQ. The purpose of this experiment was to establish whether incentives increase response to the SAQ mailing; and whether the cost of the increase (if an increase is obtained) can be justified on cost/benefit grounds.

Half the sample was randomly flagged to receive an incentive while the remaining sample served as a control group. Those in the experimental treatment group were mailed an SAQ along with a $5 incentive; within the experimental group half of the households also received a promise of an additional $10 upon return of the completed SAQ. The token of appreciation was given to the REACH U.S. household and not individual respondents to avoid encouraging the completion of questionnaires for ineligible respondents.

***Results***

Table 5 provides the results of the SAQ incentive experiment for all communities combined. Overall, more than 20 percent of households that received a SAQ packet responded to the mailing by returning at least one completed SAQ booklet. Offering an incentive significantly increased response to the SAQ mailing, with nearly 30 percent of households offered an incentive responding to the mailing compared to 11 percent of households in the control condition (χ2 (1) = 2,148.65, *p*< .0001). Moreover, among the households offered an incentive, a promise of an additional $10 upon completion significantly increased response to the mailing (χ2 (1) = 38.16, *p*< .0001); approximately 32 percent of the households promised an additional $10 responded to the mailing compared to 28 percent of those provided with $5 only.

**Table 5. SAQ Responses in Incentive Experiment: Incentive versus Group**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Control** | **Experimental** | | |  |
| **Categories** | **No Incentive Offered** | **$5 Initial only** | **$5 Initial & $10 Thank You** | **Total Across Experimental Conditions** | **Overall** |
| Households Mailed | 21,490 | 10,704 | 10,769 | 21,473 | 42,963 |
| Undeliverable Addresses | 1,706 | 878 | 836 | 1,714 | 3,420 |
| Households with at least one completed SAQ | 2,178 | 2,729 | 3,158 | 5,887 | 8,065 |
| Percent Households Responding | 11.0% | 27.8% | 31.8% | 29.8% | 20.4% |

There were large variations in the response to the SAQ mailing among communities, but all communities showed a strong positive response to the incentive. Differences between the control and experimental conditions ranged from 12 percentage points to over 20 percentage points. Table 6.1 through Table 6.28 at the end of this report displays the individual community tables of SAQ incentive experiment results.

Tables 7 shows several demographic and health characteristics of the SAQ respondents in the experimental (incentive) and control groups. Respondents differ among the experimental and control groups on several demographic variables. For example, respondents given incentives are more likely to be young, low income, and renters than respondents given no incentive. No significant difference was found between the two groups in gender, language spoken at home, and whether they were born in the U.S. In comparing the $5 only incentive group to the no incentive group, the $5 incentive group respondents are more likely to be renter and are less likely to be born in the U.S., than the no incentive group respondents. Note that tests were also conducted to compare the $5+$10 incentive respondents to the $5 and no incentive respondents. In most cases, the $5+$10 respondents were very similar to the $5 respondents, and different from the no incentive respondents in the same ways that the $5 respondents are.

**Table 7. Demographic Characteristics of SAQ Respondents: Incentives versus Control.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Variable Value** | **Incentive Categories** | | | **P value** | |
| **None** | **$5** | **$5+$10** | **Incentive vs. None** | **$5 vs. None** |
| Age Category | 18-39 | 25.1 | 27.8 | 34.8 | <.0001 | 0.063 |
| 40-64 | 54.5 | 52.6 | 53.7 |  |  |
| 65 or older | 20.5 | 19.7 | 11.6 |  |  |
| Sex | Male | 44.9 | 46.0 | 42.3 | 0.4521 | 0.452 |
| Female | 55.1 | 54.1 | 57.8 |  |  |
| Income | < $15,000 | 32.3 | 34.9 | 37.8 | 0.0333 | 0.116 |
| $15,000 to < $25,000 | 20.1 | 16.5 | 18.4 |  |  |
| $25,000 to < $50,000 | 24.8 | 26.3 | 22.8 |  |  |
| $50,000 or more | 22.8 | 22.4 | 21.0 |  |  |
| Education level completed | Kindergarten or Less | 0.7 | 0.0 | 0.3 | 0.0051 | 0.483 |
| Elementary | 3.3 | 4.4 | 4.4 |  |  |
| High School | 43.2 | 42.3 | 47.2 |  |  |
| College | 52.8 | 53.3 | 48.0 |  |  |
| Own or rent home | Own | 52.5 | 46.7 | 41.9 | <.0001 | 0.007 |
| Rent | 47.5 | 53.3 | 58.1 |  |  |
| Language spoken at home | English | 17.5 | 18.9 | 12.1 | 0.2984 | 0.114 |
| Non-English | 82.5 | 81.1 | 87.9 |  |  |
| Born in the United States | Yes | 82.8 | 78.4 | 85.4 | 0.2072 | 0.007 |
| No | 17.2 | 21.6 | 14.7 |  |  |

For the health characteristic variables, the $5 incentive group behaves similarly to the $5+$10 group in comparison to the control (Table 8). The incentive groups are less likely to have any days of poor physical health or mental health than the control group and are less likely to have seen a doctor within the last year; they are more likely to smoke every day. However, the $5 incentive group is no different from the control in regards to smoking behavior.

**Table 8. Selected Health Characteristics of SAQ Respondents: Incentive versus Control**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variable** | **Variable Value** | **Incentive Categories** | | | **P value** | |
| **None** | **$5** | **$5+$10** | **No Incentive vs Incentive** | **$5 vs none** |
| # of days of poor physical health (during the past 30 days) | 0 | 45.2 | 53.3 | 52.3 | 0.033 | 0.022 |
| 1 to 10 | 33.0 | 29.0 | 29.1 |  |  |
| 11 to 20 | 9.9 | 7.9 | 7.7 |  |  |
| 21 to 30 | 11.9 | 9.8 | 10.9 |  |  |
| # of days of poor mental health (during the past 30 days) | 0 | 43.9 | 45.2 | 47.9 | 0.031 | 0.008 |
| 1 to 10 | 33.3 | 33.7 | 29.6 |  |  |
| 11 to 20 | 9.2 | 13.0 | 12.4 |  |  |
| 21 to 30 | 13.5 | 8.1 | 10.1 |  |  |
| Health care coverage | Yes | 79.2 | 76.7 | 73.3 | 0.099 | 0.904 |
| No | 20.8 | 23.3 | 26.8 |  |  |
| Time elapsed since last routine checkup | Within past year | 69.3 | 64.1 | 61.2 | 0.034 | 0.043 |
| Within past 2 years | 13.5 | 15.7 | 16.0 |  |  |
| Within past 5 years | 6.3 | 10.1 | 9.4 |  |  |
| 5 or more years ago | 9.2 | 9.6 | 10.4 |  |  |
| Never | 1.7 | 0.5 | 3.1 |  |  |
| Moderate activities for 10 minutes | Yes | 76.2 | 78.6 | 75.8 | 0.537 | 0.985 |
| No | 23.8 | 21.4 | 24.2 |  |  |
| Smoking frequency | EVERYDAY | 32.3 | 32.9 | 40.6 | 0.043 | 0.704 |
| SOME DAYS | 14.2 | 16.7 | 16.5 |  |  |
| NOT AT ALL | 53.5 | 50.4 | 42.9 |  |  |

We examined the costs associated with the SAQ incentive effort, and the final cost per completed case. The costs by experimental condition are shown in Table 9.

**Table 9. Costs per Completed SAQ: Incentives versus Control**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Control** | **Experimental** | |
| **Categories** | **No Incentive Offered** | **$5 Initial only** | **$5 Initial & $10 Thank You** |
| Cost | $96 | $106 | $131 |

Although the control condition SAQs were less expensive than the two experimental conditions (whose costs include incentives), it also garnered the lowest response. The $5 plus an additional $10 condition was the most expensive per case. In fact, the response in this condition would need to be nearly 45 percent in order for it to become as cost effective as the $5 only condition, and raising the response rate from nearly 32 to 45 percent is unlikely without additional follow-up mailings (which would incur additional costs). However, not including an incentive at all, while the least expensive per-unit cost up front, would incur additional costs in the form of extra sample release needed in order to obtain the target completes. Because the incentives increase response to the mailing significantly, they reduce the overall sample needed. (Releasing additional sample to compensate for fewer completes among SAQs mailed without an incentive would increase survey costs as the additional sample would be mailed letters and contacted by interviewers.)

***Discussion***

Including $5 in SAQ mailing resulted in much higher response rates when compared to a control condition and was also cost effective. There were some significant demographic and health differences between the respondents from the incentive group and from the control. However, the $5 and $5+$10 were more similar to each other, and thus there would be no real advantage in terms of bias to incurring the cost of the additional $10. After the Year 1 experience, we included $5 in all SAQ mailings.

Table 6.1. Results of SAQ Incentive Experiment by Condition: Community 1

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 254 | 117 | 119 | 236 | 490 |
| Undeliverable Addresses | 32 | 10 | 13 | 23 | 55 |
| Households with at least one completed SAQ | 18 | 19 | 25 | 44 | 62 |
| Percent Households Responding | 7.1% | 16.2% | 21.0% | 18.6% | 12.7% |

Table 6.2. Results of SAQ Incentive Experiment by Condition: Community 2

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 262 | 127 | 137 | 264 | 526 |
| Undeliverable Addresses | 41 | 13 | 18 | 31 | 72 |
| Households with at least one completed SAQ | 14 | 21 | 21 | 42 | 56 |
| Percent Households Responding | 5.3% | 16.5% | 15.3% | 15.9% | 10.6% |

Table 6.3. Results of SAQ Incentive Experiment by Condition: Community 3

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 987 | 512 | 501 | 1,013 | 2,000 |
| Undeliverable Addresses | 35 | 29 | 27 | 56 | 91 |
| Households with at least one completed SAQ | 63 | 93 | 104 | 197 | 260 |
| Percent Households Responding | 6.4% | 18.2% | 20.8% | 19.4% | 13.0% |

Table 6.4. Results of SAQ Incentive Experiment by Condition: Community 4

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 1,719 | 869 | 847 | 1,716 | 3,435 |
| Undeliverable Addresses | 161 | 74 | 68 | 142 | 303 |
| Households with at least one completed SAQ | 205 | 235 | 303 | 538 | 743 |
| Percent Households Responding | 11.9% | 27.0% | 35.8% | 31.4% | 21.6% |

Table 6.5. Results of SAQ Incentive Experiment by Condition: Community 5

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 754 | 390 | 364 | 754 | 1,508 |
| Undeliverable Addresses | 15 | 9 | 12 | 21 | 36 |
| Households with at least one completed SAQ | 90 | 112 | 116 | 228 | 318 |
| Percent Households Responding | 11.9% | 28.7% | 31.9% | 30.2% | 21.1% |

Table 6.6. Results of SAQ Incentive Experiment by Condition: Community 6

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 218 | 130 | 110 | 240 | 458 |
| Undeliverable Addresses | 16 | 13 | 13 | 26 | 42 |
| Households with at least one completed SAQ | 14 | 26 | 32 | 58 | 72 |
| Percent Households Responding | 6.4% | 20.0% | 29.1% | 24.2% | 15.7% |

Table 6.7. Results of SAQ Incentive Experiment by Condition: Community 7

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 502 | 261 | 273 | 534 | 1,036 |
| Undeliverable Addresses | 55 | 29 | 24 | 53 | 108 |
| Households with at least one completed SAQ | 50 | 71 | 86 | 157 | 207 |
| Percent Households Responding | 10.0% | 27.2% | 31.5% | 29.4% | 20.0% |

Table 6.8. Results of SAQ Incentive Experiment by Condition: Community 8

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 523 | 255 | 249 | 504 | 1,027 |
| Undeliverable Addresses | 45 | 7 | 9 | 16 | 61 |
| Households with at least one completed SAQ | 45 | 54 | 67 | 121 | 166 |
| Percent Households Responding | 8.6% | 21.2% | 26.9% | 24.0% | 16.2% |

Table 6.9. Results of SAQ Incentive Experiment by Condition: Community 9

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 713 | 349 | 373 | 722 | 1,435 |
| Undeliverable Addresses | 25 | 16 | 15 | 31 | 56 |
| Households with at least one completed SAQ | 79 | 83 | 109 | 192 | 271 |
| Percent Households Responding | 11.1% | 23.8% | 29.2% | 26.6% | 18.9% |

Table 6.10. Results of SAQ Incentive Experiment by Condition: Community 10

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 413 | 198 | 189 | 387 | 800 |
| Undeliverable Addresses | 75 | 30 | 46 | 76 | 151 |
| Households with at least one completed SAQ | 24 | 38 | 56 | 94 | 118 |
| Percent Households Responding | 5.8% | 19.2% | 29.6% | 24.3% | 14.8% |

Table 6.11. Results of SAQ Incentive Experiment by Condition: Community 11

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 1,157 | 614 | 638 | 1,252 | 2,409 |
| Undeliverable Addresses | 98 | 59 | 52 | 111 | 209 |
| Households with at least one completed SAQ | 138 | 186 | 190 | 376 | 514 |
| Percent Households Responding | 11.9% | 30.3% | 29.8% | 30.0% | 21.3% |

Table 6.12. Results of SAQ Incentive Experiment by Condition: Community 12

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 1,600 | 797 | 811 | 1,608 | 3,208 |
| Undeliverable Addresses | 263 | 135 | 144 | 279 | 542 |
| Households with at least one completed SAQ | 209 | 209 | 272 | 481 | 690 |
| Percent Households Responding | 13.1% | 26.2% | 33.5% | 29.9% | 21.5% |

Table 6.13. Results of SAQ Incentive Experiment by Condition: Community 13

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 719 | 333 | 373 | 706 | 1,425 |
| Undeliverable Addresses | 50 | 23 | 17 | 40 | 90 |
| Households with at least one completed SAQ | 97 | 86 | 109 | 195 | 292 |
| Percent Households Responding | 13.5% | 25.8% | 29.2% | 27.6% | 20.5% |

Table 6.14. Results of SAQ Incentive Experiment by Condition: Community 14

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 593 | 286 | 287 | 573 | 1,166 |
| Undeliverable Addresses | 72 | 34 | 29 | 63 | 135 |
| Households with at least one completed SAQ | 64 | 67 | 92 | 159 | 223 |
| Percent Households Responding | 10.8% | 23.4% | 32.1% | 27.7% | 19.1% |

Table 6.15. Results of SAQ Incentive Experiment by Condition: Community 15

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 255 | 126 | 132 | 258 | 513 |
| Undeliverable Addresses | 25 | 11 | 9 | 20 | 45 |
| Households with at least one completed SAQ | 20 | 22 | 32 | 54 | 74 |
| Percent Households Responding | 7.8% | 17.5% | 24.2% | 20.9% | 14.4% |

Table 6.16. Results of SAQ Incentive Experiment by Condition: Community 16

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 2,651 | 1,272 | 1,311 | 2,583 | 5,234 |
| Undeliverable Addresses | 286 | 124 | 157 | 281 | 567 |
| Households with at least one completed SAQ | 284 | 370 | 439 | 809 | 1,093 |
| Percent Households Responding | 10.7% | 29.1% | 33.5% | 31.3% | 20.9% |

Table 6.17. Results of SAQ Incentive Experiment by Condition: Community 17

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 1,794 | 915 | 914 | 1,829 | 3,623 |
| Undeliverable Addresses | 82 | 71 | 48 | 119 | 201 |
| Households with at least one completed SAQ | 147 | 199 | 252 | 451 | 598 |
| Percent Households Responding | 8.2% | 21.7% | 27.6% | 24.7% | 16.5% |

Table 6.18. Results of SAQ Incentive Experiment by Condition: Community 18

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 504 | 273 | 249 | 522 | 1,026 |
| Undeliverable Addresses | 17 | 8 | 21 | 29 | 46 |
| Households with at least one completed SAQ | 45 | 46 | 65 | 111 | 156 |
| Percent Households Responding | 8.9% | 16.8% | 26.1% | 21.3% | 15.2% |

Table 6.19. Results of SAQ Incentive Experiment by Condition: Community 19

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 744 | 338 | 337 | 675 | 1,419 |
| Undeliverable Addresses | 73 | 36 | 35 | 71 | 144 |
| Households with at least one completed SAQ | 68 | 91 | 120 | 211 | 279 |
| Percent Households Responding | 9.1% | 26.9% | 35.6% | 31.3% | 19.7% |

Table 6.20. Results of SAQ Incentive Experiment by Condition: Community 20

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 292 | 141 | 133 | 274 | 566 |
| Undeliverable Addresses | 6 | 7 | 2 | 9 | 15 |
| Households with at least one completed SAQ | 31 | 29 | 37 | 66 | 97 |
| Percent Households Responding | 10.6% | 20.6% | 27.8% | 24.1% | 17.1% |

Table 6.21. Results of SAQ Incentive Experiment by Condition: Community 21

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 646 | 333 | 322 | 655 | 1,301 |
| Undeliverable Addresses | 144 | 64 | 48 | 112 | 256 |
| Households with at least one completed SAQ | 55 | 89 | 98 | 187 | 242 |
| Percent Households Responding | 8.5% | 26.7% | 30.4% | 28.5% | 18.6% |

Table 6.22. Results of SAQ Incentive Experiment by Condition: Community 22

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 1,146 | 559 | 562 | 1,121 | 2,267 |
| Undeliverable Addresses | 38 | 16 | 11 | 27 | 65 |
| Households with at least one completed SAQ | 122 | 158 | 175 | 333 | 455 |
| Percent Households Responding | 10.6% | 28.3% | 31.1% | 29.7% | 20.1% |

Table 6.23. Results of SAQ Incentive Experiment by Condition: Community 23

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 208 | 87 | 100 | 187 | 395 |
| Undeliverable Addresses | 13 | 4 | 5 | 9 | 22 |
| Households with at least one completed SAQ | 6 | 12 | 22 | 34 | 40 |
| Percent Households Responding | 2.9% | 13.8% | 22.0% | 18.2% | 10.1% |

Table 6.24. Results of SAQ Incentive Experiment by Condition: Community 24

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 602 | 298 | 303 | 601 | 1,203 |
| Undeliverable Addresses | 71 | 37 | 32 | 69 | 140 |
| Households with at least one completed SAQ | 92 | 80 | 91 | 171 | 263 |
| Percent Households Responding | 15.3% | 26.8% | 30.0% | 28.5% | 21.9% |

Table 6.25. Results of SAQ Incentive Experiment by Condition: Community 25

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 157 | 72 | 77 | 149 | 306 |
| Undeliverable Addresses | 17 | 4 | 6 | 10 | 27 |
| Households with at least one completed SAQ | 23 | 21 | 20 | 41 | 64 |
| Percent Households Responding | 14.6% | 29.2% | 26.0% | 27.5% | 20.9% |

Table 6.26. Results of SAQ Incentive Experiment by Condition: Community 26

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 581 | 289 | 306 | 595 | 1,176 |
| Undeliverable Addresses | 28 | 15 | 17 | 32 | 60 |
| Households with at least one completed SAQ | 37 | 48 | 72 | 120 | 157 |
| Percent Households Responding | 6.4% | 16.6% | 23.5% | 20.2% | 13.4% |

Table 6.27. Results of SAQ Incentive Experiment by Condition: Community 27

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 735 | 370 | 381 | 751 | 1,486 |
| Undeliverable Addresses | 83 | 27 | 38 | 65 | 148 |
| Households with at least one completed SAQ | 89 | 116 | 121 | 237 | 326 |
| Percent Households Responding | 12.1% | 31.4% | 31.8% | 31.6% | 21.9% |

Table 6.28. Results of SAQ Incentive Experiment by Condition: Community 28

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Control** | **Experimental** | | |  |
|  | **Categories** | **No Incentive Offered** | **$5 Initial only** |  | **Total Across Experimental Conditions** | **Overall** |
| **$5 Initial & $10 Thank You** |
| **Total** | Households Mailed | 749 | 385 | 368 | 753 | 1,502 |
| Undeliverable Addresses | 21 | 15 | 10 | 25 | 46 |
| Households with at least one completed SAQ | 57 | 67 | 87 | 154 | 211 |
| Percent Households Responding | 7.6% | 17.4% | 23.6% | 20.5% | 14.0% |