

Westat IDEA Services

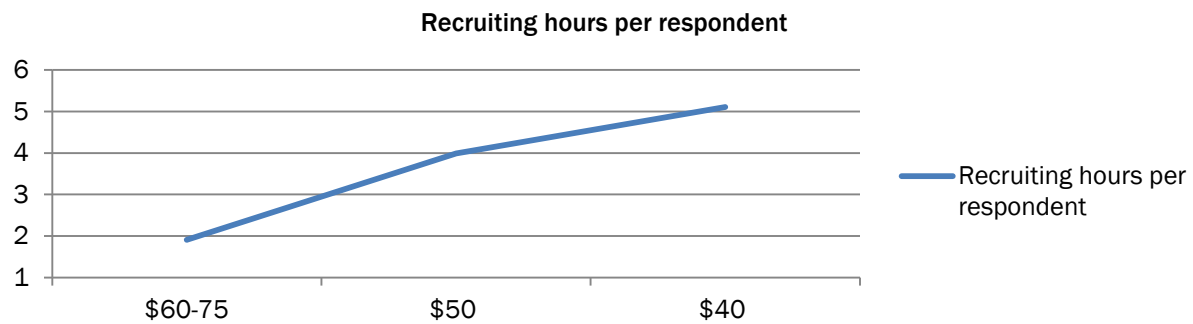
Recruiting Statistics

Recruiting Hours

The following calculations are drawn from IDEA Services' records of recruiting efforts. The calculations exclude projects which involved unusually difficult recruitment criteria (e.g., women who were sexually assaulted) or which involved unusual recruitment sources (e.g., the client provided a predetermined list of respondents from which we recruited). In all, 20 studies conducted between 2011 and the present are included in the calculations. The list of studies can be found on the next page.

Correlation between Recruiting Effort and Incentive Amounts

Incentive Amounts	Average number of recruiting hours spent per respondent scheduled	n (Number of tasks included in calculation)
\$60-75	1.91	6
\$50	3.99	8
\$40	5.11	6



No-show Rate

We only recently began tracking no-show rates, so only 4 studies from 2014 are included.

Correlation between No-show Rates and Incentive Amounts

Study	Incentive Amount	No-show Rate
NCI Physical Motivation Focus Groups (100 minutes, in-person)	\$30	54.2%
IRS ETB Cognitive Testing (60 minutes, in-person)	\$75	0%
NHATS Training Interviews (90 minutes, in-person)	\$75	0%
NIH AREA Awards Cognitive Testing (60 minutes, in-person)	\$100	0%

Projects Included in Recruiting Hours Calculations

Client	Interview Length (minutes)	Incentive Amount	Interview type	Population
Bureau of Justice Statistics	90	\$ 40.00	In-person	Crime victims in last 12 months
CDC's Office on Smoking and Health	60	\$75.00	In-person	Tobacco users and non-tobacco users
NIH & FDA	60	\$ 75.00	In-person	Heart or lung problems, smokers past and present
NIH & FDA	60	\$75.00	In-person	Smokers & non-smokers
NIH & FDA	60	\$75.00	In-person	Smokers & non-smokers
NCI FLASHE	30	\$75.00	In-person	Youth ages 12-17 and parents
Food and Nutrition Services, USDA	60	\$60.00	In-person	SNAP recipients
Department of Health and Human Services	90	\$50.00	In-person	Mix of respondents with different health issues, smokers
United States Public Health Service	60	\$50.00	In-person	General population, mix of ethnicity, gender, & education
HINTS	90	\$50.00	In-person	Mix of cancer patients and general population
HINTS	90	\$50.00	In-person	18 years or older
Bureau of Justice Statistics	60	\$50.00	In-person	Crime victim within last 12 months
CDC	60	\$50.00	In-person	Respondents with recent acute gastroenteritis
Food and Nutrition Services, USDA	60	\$50.00	Phone Interview	Managers of Farmer's Market, farmers participating in Farmer's Markets
CDC	30	\$50.00	In-person	Local respondents who had heart attack or stroke, who use aspirin and had TDAP shot
Bureau of Justice Statistics	90	\$40.00	In-person	Crime victim within past 12 months
NCI	120	\$40.00	In-person, followed by phone interview	Respondents with android cell phones
CDC PLCO	45	\$40.00	In-person	Persons who were on 2 prescriptions & at least 1 over the counter antacids and/or pain meds.
CDC- BRFSS	30	\$40.00	Phone Interview	Respondents with chronic diseases
Maryland Department of Health and Mental Hygiene	30	\$40.00	Phone Interview	Users of smoking devices, especially e-cigarettes