**Attachment 4**

**Evidence for Incentives**

**Prepared by Westat, March 31, 2014**

# **Federal Studies involving Incentives (2012 – present)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Client | Interview Length (minutes) | Incentive Amount | Interview type | Population | OMB Clearance Number |
| Bureau of Justice Statistics | 90 |  $ 40.00  | In-person | Crime victims in last 12 months | 1121-0325, expiry 7/31/2015 |
| NCI FLASHE | 30 |  $75.00  | In-person | Youth ages 12-17 and parents | 0925-0589, expiry 7/31/2017 |
| Food and Nutrition Services, USDA | 60 |  $60.00  | In-person | SNAP recipients | 0584-0564, expiry 10/31/2017 |
| Department of Health and Human Services | 90 |  $50.00  | In-person | Mix of respondents with different health issues, smokers | 0925-0589, expiry 7/31/2017 |
| HINTS | 90 |  $50.00  | In-person | Mix of cancer patients and general population | 0925-0589, expiry 7/31/2017 |
| HINTS | 90 |  $50.00  | In-person | 18 years or older | 0925-0589, expiry 7/31/2017 |
| Bureau of Justice Statistics | 60 |  $50.00  | In-person | Crime victim within last 12 months | 1121-0325, expiry 7/31/2015 |
| Bureau of Justice Statistics | 90 |  $40.00  | In-person | Crime victim within past 12 months | 1121-0325, expiry 7/31/2015 |
| NCI | 120 |  $40.00  | In-person, followed by phone interview | Respondents with android cell phones | 0925-0642, expiry 08/31/2017 |
| NCI | 60 | $50.00 | In-person | General population, mix of ethnicity, gender, & education | 0925-0645, expiry 12/31/2014 |

# **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 |

**Sample Impact of Incentive on Recruitment Budget**

# **Scope of Work**

Recruit and conduct 8 focus groups, each group 90 minutes with 5-7 women

* 2 with inactive, white women of childbearing age
* 2 with inactive, African-American women of childbearing age
* 2 with inactive, Latina women of childbearing age
* 2 with active women (mixed ethnicity) of childbearing age

# **Recruitment Assumptions**

### No-show rate

* Typically, we would recruit 9 respondents to ensure that 5-7 show for the focus group itself. As incentives decrease, the no-show rate increases. Based on feedback from local facilities, lower incentives result in a no-show rate of more than 50%.

### Recruiting hours per respondent

* We have no experience recruiting for 90-minute focus groups with such a low incentive. However, based on our experience recruiting for cognitive interviews (typically shorter) for smaller amounts, we estimate 6 recruiting hours per respondent for a $40 or $50 incentive. As incentives decrease, recruiting effort (and recruiting hours) increase.

|  |  |  |  |
| --- | --- | --- | --- |
| **Incentive Amount** | **Recruitment goals for each focus group**  | **Number of recruiting hours per respondent** | **Increase in budget with decrease in incentive** |
| $50 | Recruit 9 for 5-7 to show | 6 |  |
| $40 | Recruit 11 for 5-7 to show | 6 | + $2500 |
| $25 | Recruit 13 for 5-7 to show | 8 | + $5700 |

**Feedback from Local Focus Group Facilities** (based on 90 minute in-person interview)

Shugoll Research

Recommended $100 incentive.  Based on their experience, incentives of $50 and lower result in over half of the recruited respondents failing to show.

Observation Baltimore

Recommended $85 incentive, although noted that recruitment of Latino respondents typically required a higher incentive of at least $100.  Based on their experiences, a $25 or $40 incentive would only be sufficient to recruit a 15-minute telephone interview for this population.

EurekaFacts

Recommended $100 incentive.  Could potentially recruit with an incentive as low as $50, but would require a larger recruiting effort and would result in a higher no-show rate.