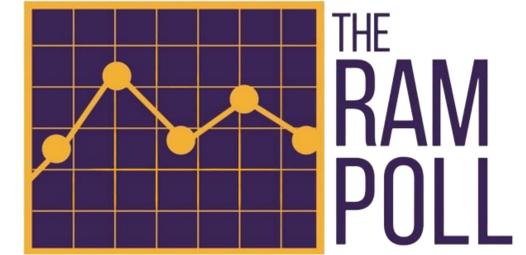# Survey Incentive Effectiveness for Undergraduate Students
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Abstract

College students receive many emails regarding different types of surveys. However, there is often a lack of survey responses and completion, costing companies and universities valuable data. Therefore, these companies and universities have attempted to incentive the surveys with mixed results. In October 2020, the RamPoll team sent out an online survey to collect opinions about the 2020 presidential election to Pennsylvania-resident undergraduate students at the 13 PASSHE colleges, then again in October 2022 about the 2022 midterm election. To test the effectiveness of survey incentives on survey responses and completion at the college-age level, students were randomly chosen to receive an incentive based on campus. I plan on utilizing chi-squared modeling to build confidence intervals to test for survey response rate across treatments, completion rate across treatments, and completion rate across years. I hypothesize that the survey incentives boosted both response and completion rates and that the guaranteed incentive boosted the response rate compared to a chance of an incentive.
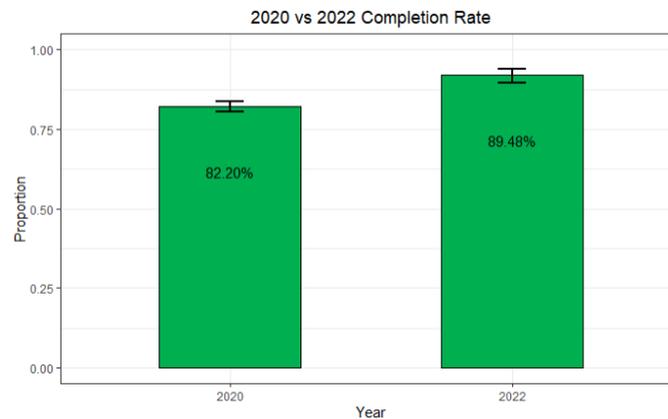
Incentive Plan

2020

- Every student received an incentive email
- Entered into a raffle
- $25 Amazon eGiftcard

2022

- Only certain campuses received an incentive email
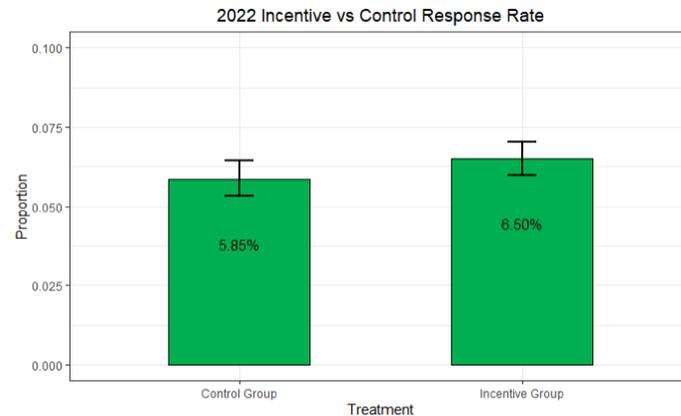- Guaranteed incentive
- $5 Tango eGiftcard

Analysis

2020 vs 2022 Completion Rate

Chi-Squared: 34.081
P-value: 5.288e-09
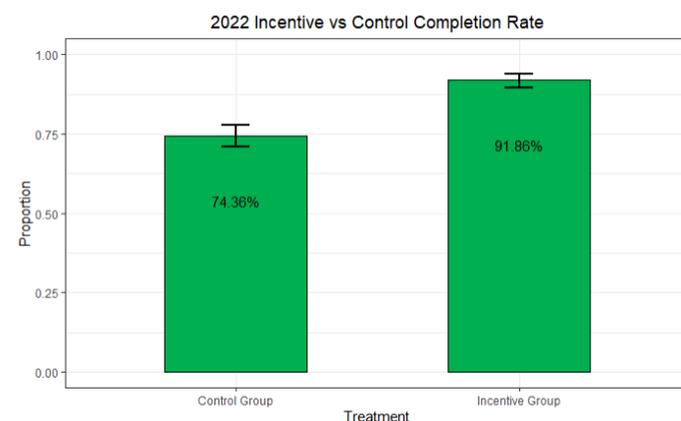95% CI:
(-0.1245, -0.0689)

6.89% to 12.45% increase in completion rate from raffle incentive to guaranteed incentive

2022 Incentive vs Control Response Rate

Chi-Squared: 2.5845
P-value: 0.1079
95% CI:
(-0.0013, 0.0143)

0.13% decrease to 1.43% increase in response rate from control group to incentive group

2022 Incentive vs Control Completion Rate

Chi-squared: 67.998
P-value: <2.2e-16
95% CI:
(0.1332, 0.2169)

13.32% to 21.69% increase in completion rate from control group to incentive group

Randomization

Campus	Region	School	Requested	Expected Responses	Expected Response Rate	Actual Responses	Actual Response Rate
Bloomsburg	Central	Commonwealth	1539	156	10.1%	10	0.6%
California	West	Penn West	943	111	11.8%	57	6.0%
Clarion	Central	Penn West	723	45	6.2%	58	8.0%
East Stroudsburg	Northeast		877	83	9.5%	27	3.1%
Edinboro	West	Penn West	593	62	10.5%	46	7.8%
Indiana	Central		1645	150	9.1%	70	4.3%
Kutztown	Dutch		1322	103	7.8%	20	1.5%
Lock Haven	Central	Commonwealth	570	38	6.7%	41	7.2%
Mansfield	Central	Commonwealth	320	29	9.1%	29	9.1%
Millersville	Dutch		1294	171	13.2%	70	5.4%
Shippensburg	Dutch		1070	135	12.6%	99	9.3%
Slippery Rock	West		1465	111	7.6%	88	6.0%
West Chester	Southeast		2906	276	9.5%	333	11.5%
Overall:			**15384**	**1502**	**9.8%**	**948**	**6.2%**

Conclusions

In conclusion, the utilization of a guaranteed incentive improved the survey completion rate despite the incentive being a smaller demonization. The introduction of incentives did not statistically show an increase of survey response rates. However, the introduction of incentives showed a drastic increase of survey completion rates. Thus, to help increase survey completion, companies and universities should introduce smaller guaranteed incentives to all participants rather than a raffle-based system.

References

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