



EFFECTS OF DIVERSIFIED CONDITIONAL INCENTIVES TO YOUNG ADULTS AND INDIVIDUALS BORN OUTSIDE THE NORDICS

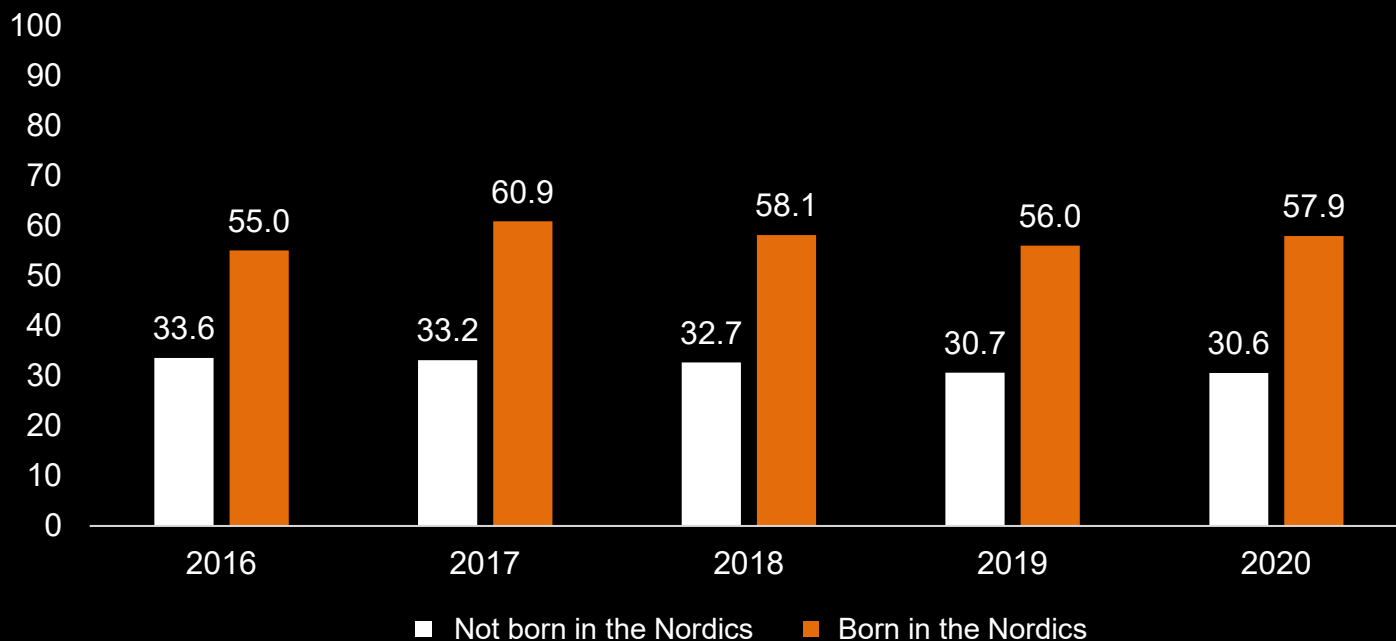
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PREREGISTRATIONS AVAILABLE AT
STUDY 1: [OSF.IO/KWB8A/](https://osf.io/kwb8a/)
STUDY 2: [OSF.IO/TEKCM/](https://osf.io/tekcm/)

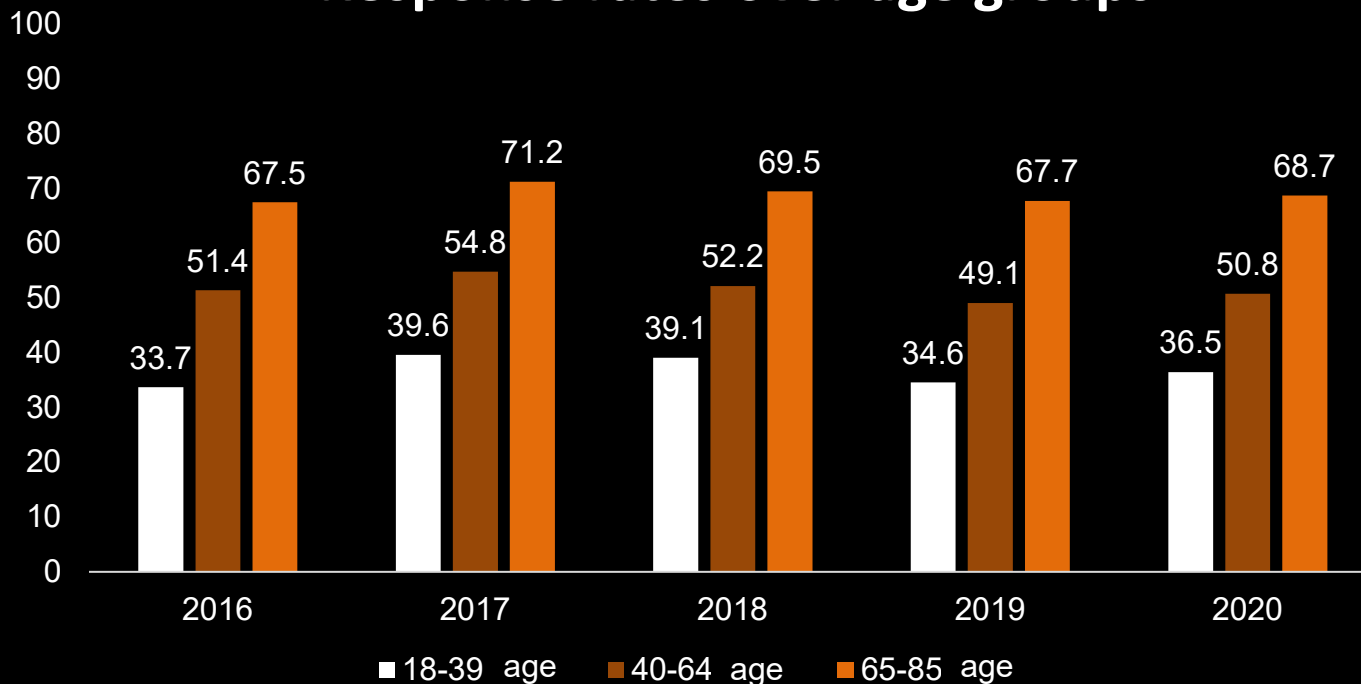
Nonresponse and nonresponse bias

- Nonresponse has been found to be positively associated with nonresponse bias (Cornesse & Bosnjak, 2018)
- Can become severe if the nonresponse is systematically related to unobserved data (Couper & Leeuw, 2015; Little & Rubin, 2002)

The SOM Institute's Annual Surveys: Response rates over country of birth



The SOM Institute's Annual Surveys: Response rates over age groups



Combating declining response rates and nonresponse bias

- Incentives consistently found to increase response rates (Singer and Ye, 2013; Arkede & Oscarsson, 2018)
- Higher value incentives seem to increase response rates even further (Mercer et al., 2015)
- Lottery incentives perform worse than monetary incentives (Leung et al., 2002)
- Tailoring the survey request to increase response rates of specific groups may decrease nonresponse bias

Increasing and changing the type of incentives for the reluctant groups may increase response rates and decrease nonresponse bias

STUDY 1

DIVERSIFYING INCENTIVES FOR FOREIGN-BORN AND YOUNG ADULTS (AGED 18-39)

[OSF.IO/KWB8A/](https://osf.io/kwb8a/)

Diversifying incentives for foreign-born and young adults (aged 18-39)

Unconditional:

Lottery incentive (cost 30 SEK)

versus

Monetary incentive (value 99 SEK)

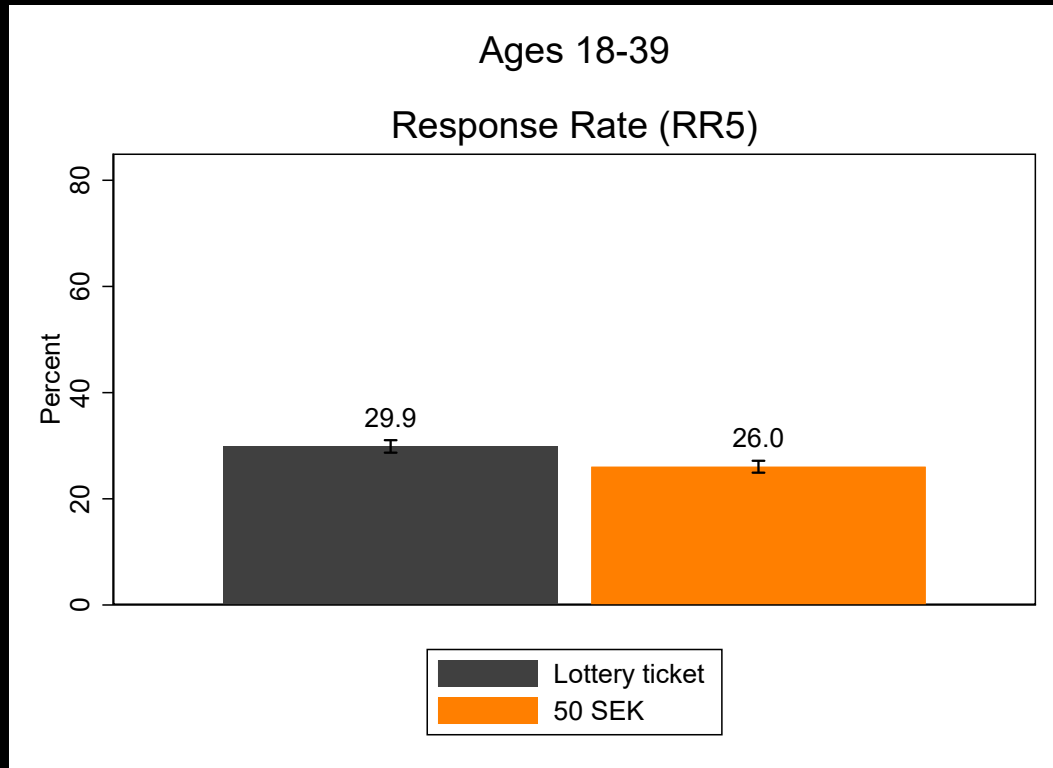
- A gift card redeemable online at many different stores
- Required the respondents to report their cellphone number or email
- 99 SEK to foreign-born ($N = 1,998$)
- 50 SEK to young adults ($N = 11,694$)



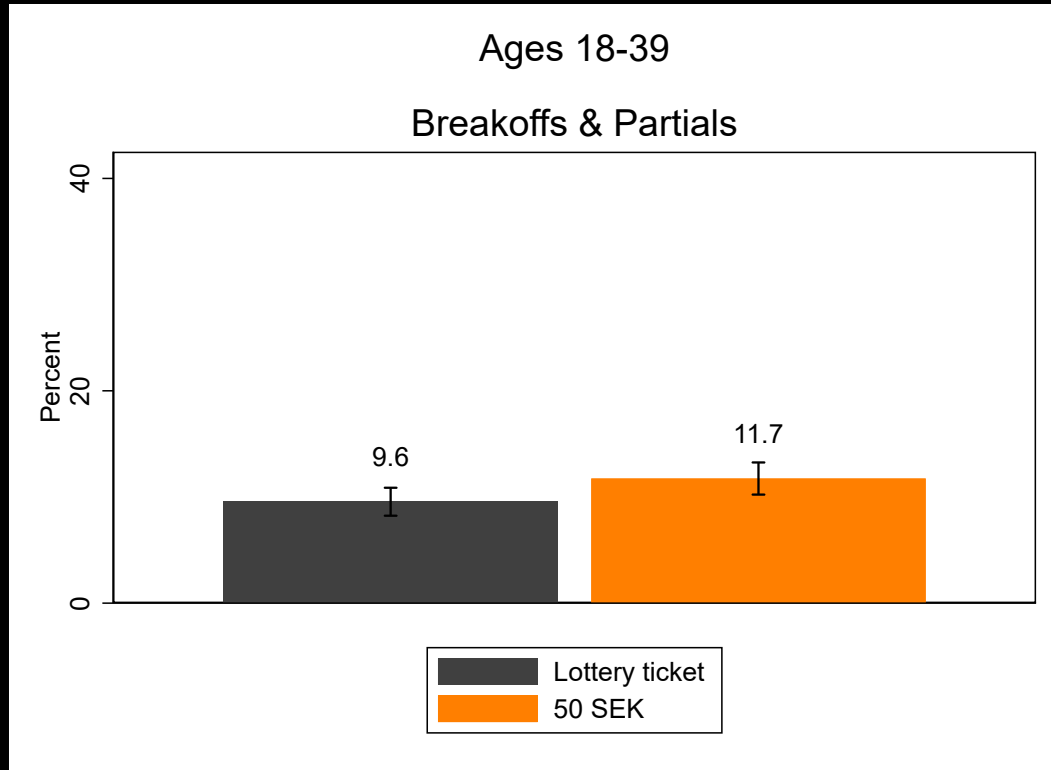
VS.



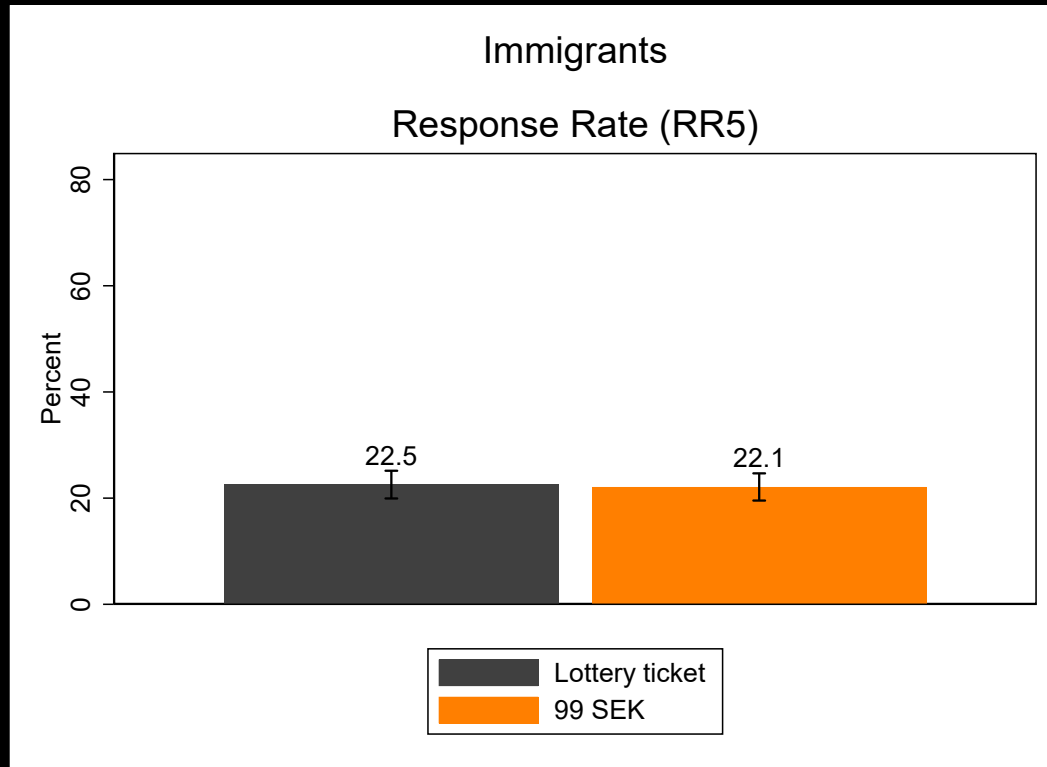
Study 1: Incentives among young adults



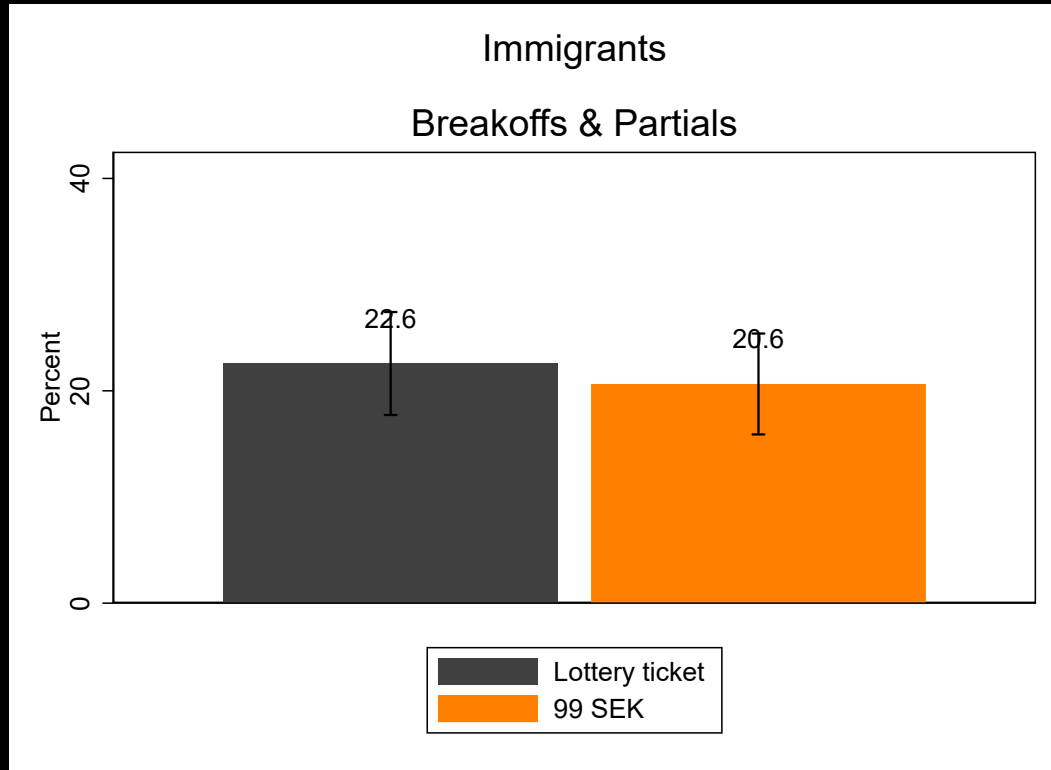
Study 1. Rate of breakoffs among young adults (started but completed less than 80% of the questionnaire)



Study 1: Incentives among immigrants



Study 1: Rate of breakoffs among immigrants (started but completed less than 80% of the questionnaire)



Study 1: Summary



Tailoring the survey request to immigrants and young adults by increasing the expected value of the incentive did not work

Why did it fail?

We believe using an incentive (digital gift card) requiring an email or phone number to be reported decreased the perceived value of the unconditional incentive



STUDY 2

USING A PHYSICAL GIFT-CARD TO DIVERSIFY INCENTIVES

[OSF.IO/TEKCM/](https://osf.io/TEKCM/)

Diversifying incentives for young adults

$N = 4,493$

Unconditional:

Lottery incentive (cost 30 SEK)

versus

Monetary incentive (either 75 SEK or 150 SEK randomized)

- A gift card for 75 SEK at the major grocery store chain or
- A movie ticket voucher valued at 150 SEK



VERSUS



Diversifying incentives for foreign-born persons living in the city Gothenburg

$N = 2,642$

Unconditional:

Lottery incentive (cost 30 SEK)

versus

Monetary incentive (value 100 SEK)

- A gift card redeemable at a popular café franchise
- Cafés in most suburbs and urban centers

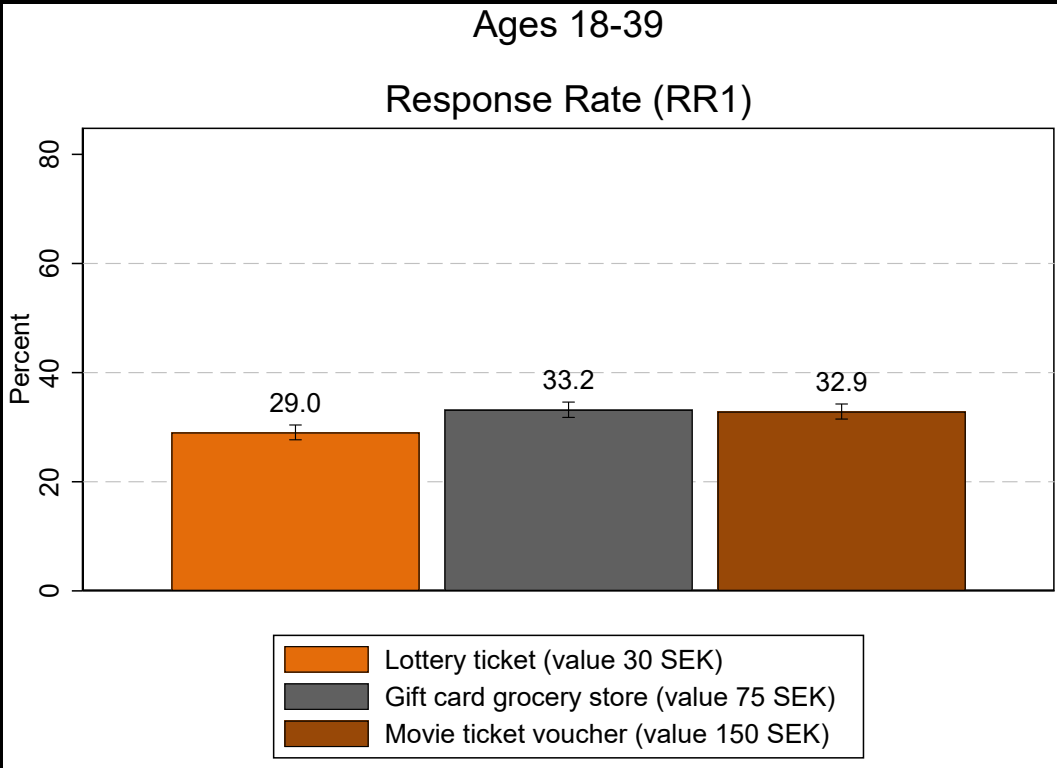


100 SEK

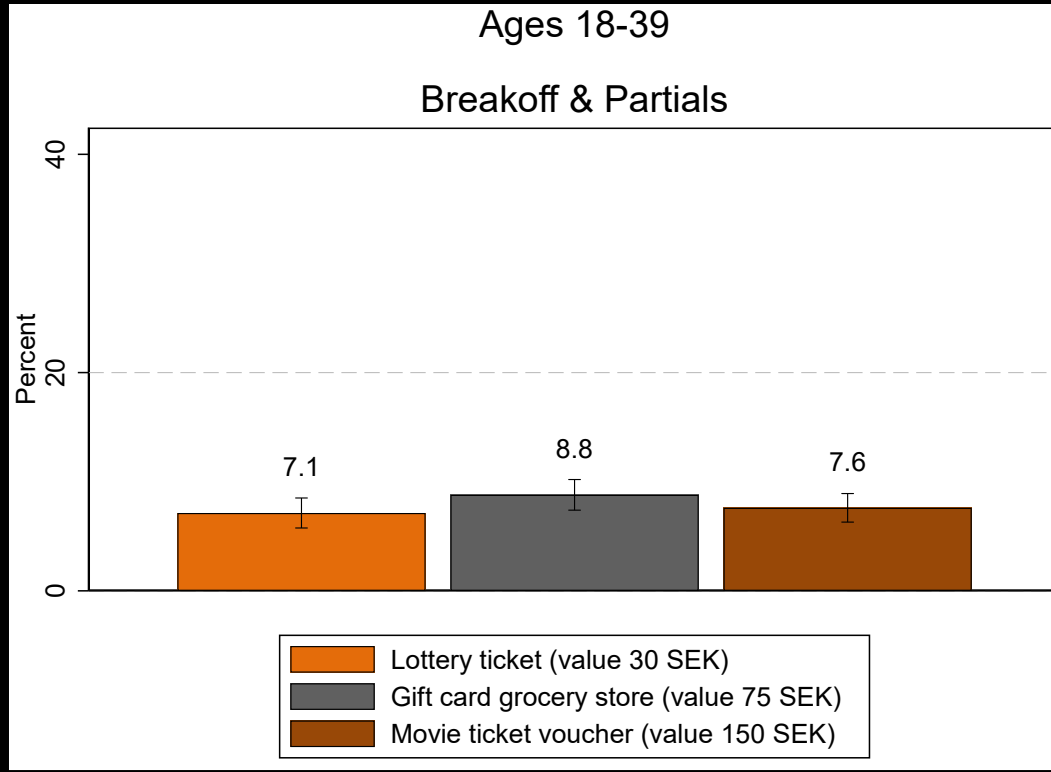
VERSUS



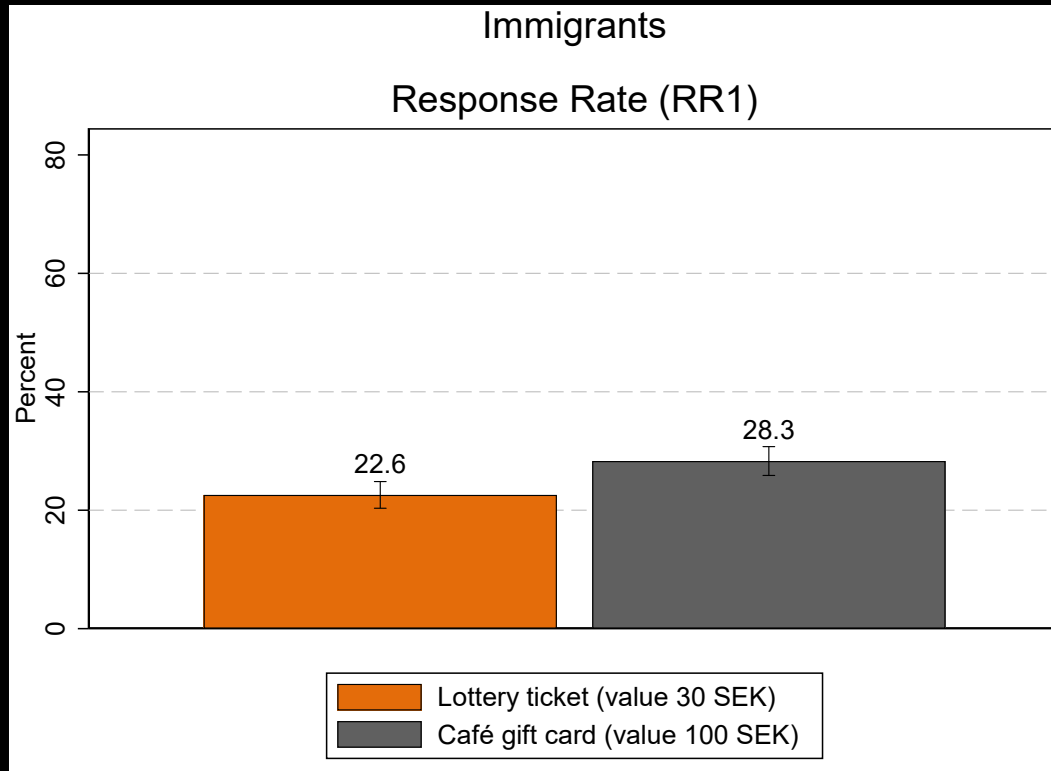
Study 2: Incentives among young adults



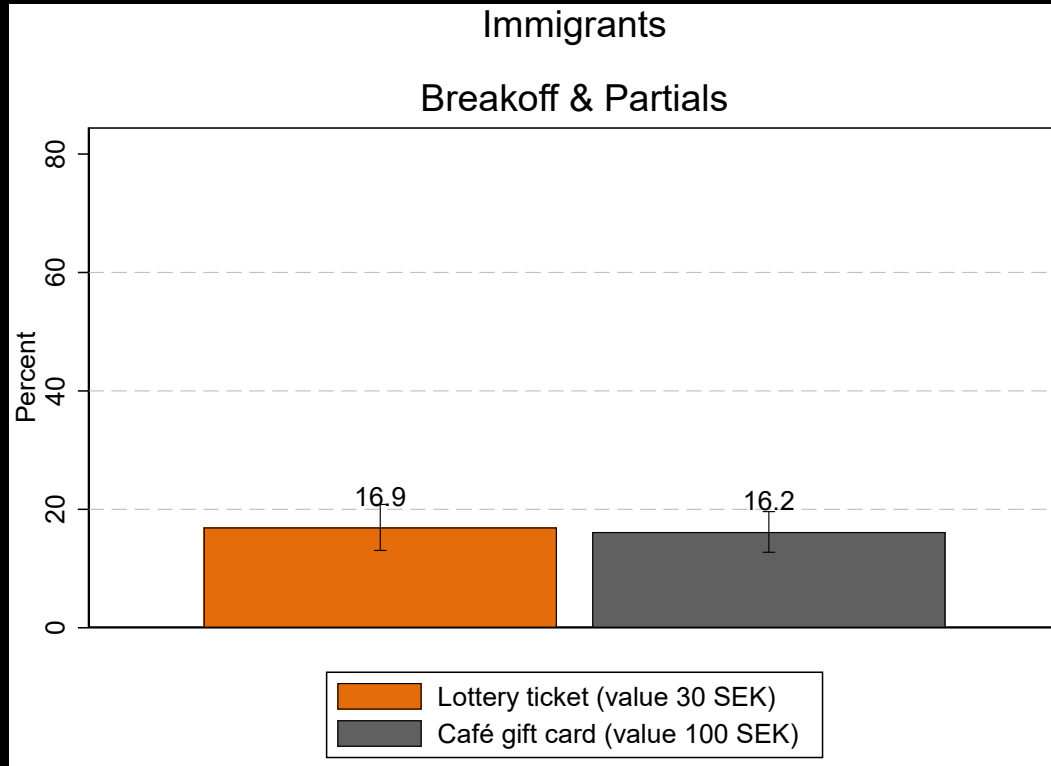
Study 2. Rate of breakoffs among young adults (started but completed less than 80% of the questionnaire)



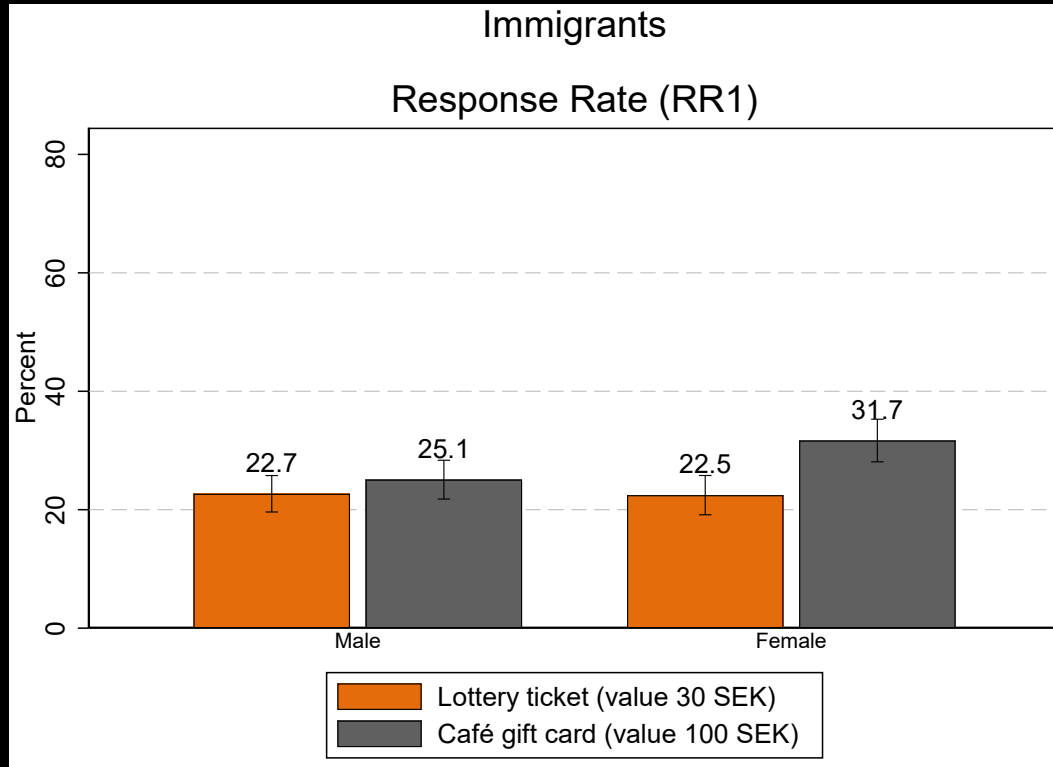
Study 2: Incentives among immigrants



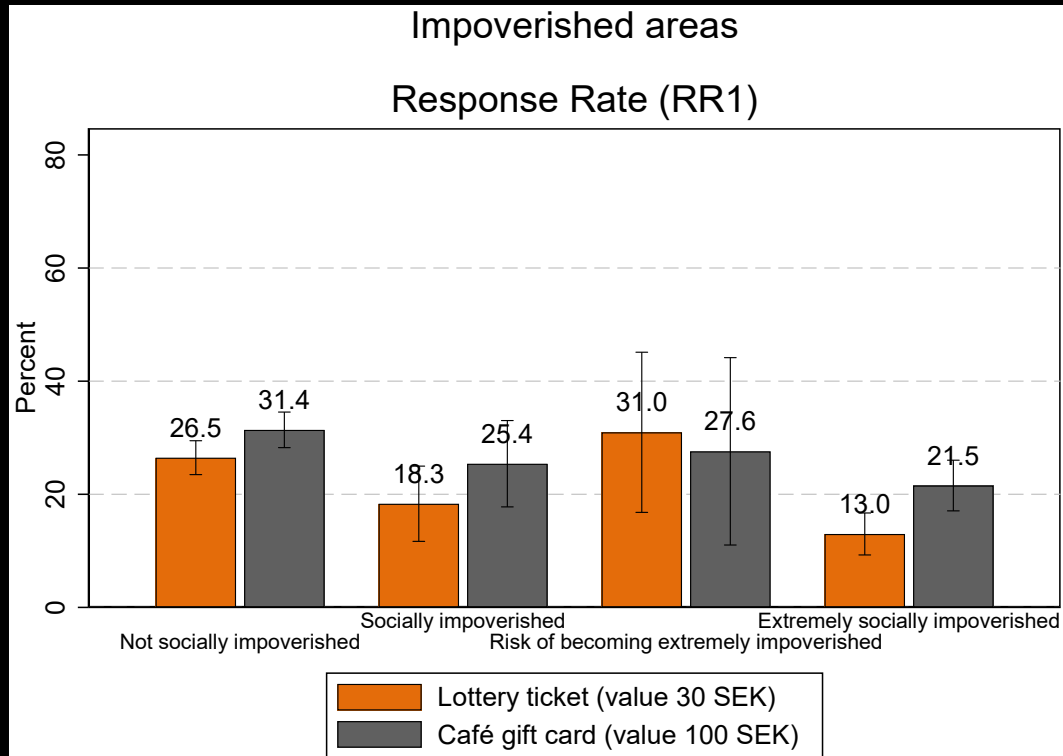
Study 2: Rate of breakoffs among immigrants (started but completed less than 80% of the questionnaire)



Study 2: Incentives among immigrants over sex



Study 2: Incentives over impoverished areas



R indicators (non-response-bias)

Model: logistic regression predicting responded with sex, age groups, and region of birth

Young adults	R indicators
Lottery ticket (value 30 SEK)	79,3
Gift card grocery store (value 75 SEK)	77,3
Movie ticket voucher (value 150 SEK)	78,9
Full sample by incentive	
If all would be given a lottery ticket	71,9
If all would be given a gift card at a grocery store (value 75 SEK)	73,1
If all would be given a movie ticket voucher (value 150 SEK)	73,2

R indicators (non-response-bias)

Model: logistic regression predicting responded with sex, age groups, and region of birth

Immigrants	R indicators
Lottery ticket (value 30 SEK)	84,5
Café gift card (value 100 SEK)	81,7
Full sample by incentive	
If all sampled persons would be given a lottery ticket	68,3
If all sampled persons would be given a café gift card	71,8

Summary

- Diversifying incentives can be a successful approach to increase response rates among harder-to-reach groups
- The incentive may need to be easily accessible to work
- The more easily accessible incentive with higher monetary value increased response rates of almost 10 percentage points among female immigrants.
- Increasing response rates among harder-to-reach groups decreased nonresponse bias for the full sample
- Direct replication of Study 2 will be administered in 2023

European Survey Research Association
July 17 – 21, Milan, Italy
2023

**Effects of diversified conditional incentives to
young adults and people born outside the
Nordics**

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