Designing a Multipurpose Longitudinal Incentives Experiment for the SIPP

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March 5, 2015

Overview

- Background/Previous SIPP Incentive Experiments
- SIPP 2014 Experiment
  - Design
  - Wave 1 Results
  - Wave 2 Goals
  - Future Plans

The SIPP Survey

- The Survey of Income and Program Participation (SIPP) is a demographic longitudinal survey that collects data and measures change for many topics, including:
  - Economic Well-being
  - Family Dynamics
  - Education
  - Assets
  - Health Insurance
  - Childcare
  - Food Security

The SIPP Survey Design

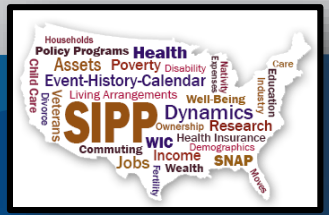
- Previous Panels (1996, 2001, 2004, 2008)
  - 3-5 year panels
  - Conducted in waves, each 4 months long
  - 4 equally sized rotation groups
- 2014 Panel
  - 4 year panel
  - Conducted in waves, each 1 year long
  - No rotation groups

Previous SIPP Incentive Experiments

- Since the 1996 Panel, SIPP has conducted several incentive tests of different types.
- Designed to test the effect of monetary incentives on overall response rates.

Previous SIPP Incentive Experiments

- Tested both conditional and unconditional incentives.
- Tested both random assignment as well as discretionary incentives
- Experimented with the monetary amount of the incentive, with $10, $20, and $40 being the typical choices.



Results of Previous Experiments

1996 Panel

- $20 (but not $10) unconditional incentives were effective in reducing household nonresponse in Wave 1, and this effect remained in later waves.

Results of Previous Experiments

2001 Panel

- For 7 out of 9 waves, $40 conditional discretionary incentives increased response rates.

Results of Previous Experiments

2004 Panel

- Households that receive $40 discretionary incentives are more likely to receive them in later waves.

Results of Previous Experiments

2008 Panel

- The Wave 1 $20 unconditional incentive effectively improved response rates in Waves 1-3 by 1.1-1.4% compared to the control.
- The discretionary $40 conditional incentive (in any wave) had an effect in Waves 7-9, improving response rates by 1.6-3.1% compared to the control.

2014 Panel – Experimental Design

- Households randomly put into 1 of 4 equally sized groups (≈ 13,000 households).
- Conditional incentives are distributed as debit cards by NPC.
- Testing the use of a propensity model to assign incentives in later waves.

Group	Wave 1	Wave 2
1	$0	$0
2	$0	$40
3	$20	$0
4	$40	(a) $40
		(b) $0

2014 Panel Wave 1 – Results

- Households were randomly assigned to $0, $20, or $40 conditional incentives.
  - $20 increased the response rate by 1.2%
  - $40 increased the response rate by 3.5%

Group	Wave 1
1	$0
2	$0
3	$20
4	$40

2014 Panel Wave 1 – Results

Gender

Response Rates

Incentive Group	Male	Female
$0	68%	71%
$20	70%	72%
$40	71%	74%
ALL	69%	72%

Distribution of Interviewed

Incentive Group	Male	Female
$0	47%	53%
$20	47%	53%
$40	47%	53%
ALL	47%	53%

Poverty Stratum

Response Rates

Incentive Group	Low Income	Non-Low Income
$0	71%	66%
$20	73%	67%
$40	76%	68%
ALL	72%	67%

Distribution of Interviewed

Incentive Group	Low Income	Non-Low Income
$0	38%	62%
$20	39%	61%
$40	39%	61%
ALL	39%	61%

While incentives affected response rates, they did not affect the distribution of the interviewed.

2014 Panel Wave 2 – Model

- Create a logistic regression model predicting the probability of response given certain household characteristics
  - Census Region
  - Age of Householder
  - Gender
  - Race
  - Hispanic Origin
  - Education
  - Marital Status
  - Income
  - Work Status

Group	Wave 1	Wave 2
1	$0	$0
2	$0	$40
3	$20	$0
4	$40	(a) $40
		(b) $0

- Assign incentives to those with the lowest probabilities of responding to improve coverage.

2014 Panel Wave 2 – Tests

- Effect of randomly assigned incentives on ***response rates***
  - Does the Wave 1 incentive effect carry-over to Wave 2?
    - 4(b) vs. 1
    - 3 vs. 1

Group	Wave 1	Wave 2
1	$0	$0
2	$0	$40
3	$20	$0
4	$40	(a) $40
		(b) $0

2014 Panel Wave 2 – Tests

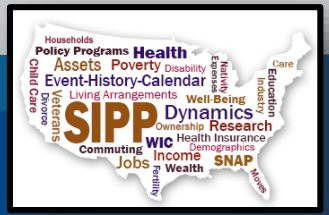
- Effect of randomly assigned incentives on ***response rates***
  - What is the effect of duplicate incentives?
    - 4(a) vs. 1
    - 4(a) vs. 4(b)

Group	Wave 1	Wave 2
1	$0	$0
2	$0	$40
3	$20	$0
4	$40	(a) $40
		(b) $0

2014 Panel Wave 2 – Tests

- Effect of randomly assigned incentives on ***response rates***
  - What is the effect of a later incentive?
    - 2 vs. 1

Group	Wave 1	Wave 2
1	$0	$0
2	$0	$40
3	$20	$0
4	$40	(a) $40
		(b) $0



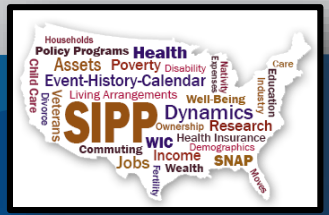
2014 Panel Wave 2 – Tests

- Effectiveness of the propensity model in assigning incentives, conditional on Wave 1 incentives.
- For a given percentage of households with the lowest propensities, compare the ***distributions*** and ***response rates*** of:
  - Groups 1 and 2
  - Groups 4(a) and 4(b)
  - Groups 4(a) and 2

Group	Wave 1	Wave 2
1	$0	$0
2	$0	$40
3	$20	$0
4	$40	(a) $40
		(b) $0

2014 Panel Wave 3 Plans

- Depending on the results of Wave 2, we may decide to implement the propensity model.
- We are concerned that the group of households that received $40 incentives for two consecutive waves will expect them again.

Thank you!

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