



The Evolution of the "Early Bird" offer on the NLS

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NLS Summary

Funded by the Bureau of Labor Statistics, the National Longitudinal Surveys Program is focused on assessing labor market experiences of various birth cohorts over time.

The 2 active cohorts:

- National Longitudinal Survey of Youth – 1979
- National Longitudinal Survey of Youth – 1997

Conducted by NORC in partnership with CHRR at The Ohio State University.

The **National Longitudinal Surveys (NLS)** are a set of surveys designed to gather information at multiple points in time, from these birth cohorts, on their labor market activities and other significant life events including:

- Schooling
- Training
- Mental and Physical Health
- Family Formation
- Criminal Activity
- Job Type
- Employer
- Wages/Income
- Wealth
- Assets
- Risk Tolerance
- Other Attitudes

For more than 5 decades, NLS program data have served as an important tool for economists and other researchers as well as Congress and the popular press.

NLSY79 Youth (YTH)



- Ages 52-59
- Original sample members
- The original name is still used to refer to this group.
- The children of females form the rest of the young adult sample.

Challenge - maintain response rates, control costs

- As data collection gets tougher – what do you do?
- Phone seems simpler and cheaper
 - Respondent don't need to clean the house or set aside as much time.
- We have perfect attenders, how can we incent them?
- Early Bird was first implemented as a trial in Round 20 of the NLSY79 (2002-2003) to YTH perfect attenders.
 - Offered them additional incentive to call, make and keep appointment.

Respondent incentive amounts over time

NLSY79 Youth Incentives

Round	Year	Base	EB	Refusers
21	2004 - 2005	\$40	\$60/\$80	\$80
22	2006 - 2007	\$40	\$60/\$80	\$80
23	2008 - 2009	\$40	\$60/\$80	\$80
24	2010 - 2011	\$50	\$70/\$80	\$80
25	2012 - 2013	\$50	\$70/\$80	\$80-\$110
26	2014 - 2015	\$60	\$90-\$120	\$80-\$110
27	2016 - 2017	\$70	\$100	\$80-\$100

Early Bird – variations on a theme

- Moved from just perfect attenders in Round 23 to all YTH respondents receiving the Early Bird offer.
- Round 26
 - conducted experiment using fast post versus regular post - made no appreciable difference.
 - added reminder calls in addition to post, again made no appreciable difference in uptake.
- Round 27
 - was the first time the Young Adult (YA) sample was offer Early Bird as well.

NLSY79 Early Bird YTH Experience

NLSY79 Early Bird Take-up Rates

Round	Year	EB %	Fielded Completion Rate
21	2004 - 2005	~48%	~82%
22	2006 - 2007	~49%	~80%
23	2008 - 2009	~58%*	~82%
24	2010 - 2011	~48%	~81%
25	2012 - 2013	~45%	~77%
26	2014 - 2015	~47%	~77%
27	2016 - 2017	~42%	~75%

The NLSY97



- Ages 34 to 38
- Moved biennial in round 16 (2013) and to mostly phone in current round 18 (2017-2018)

On the NLSY97

- The NLSY97 is currently in the field (R18) with the first Early Bird offer having been made.
 - Similar uptake to the NLSY79 Young Adults (YA)

EB comparison 79 YTH, 79 YA and 97

Cohort/Sample	Round	EB %
NLSY79 Youth (YTH)	R27	42%
NLSY79 Young Adult (YA)	R27	35%
NLSY79 YA (97 birth years)	R27	26-27%
NLSY97	R18	27%

Conclusion

- No significant increase in the uptake of the EB among 79 YTH after 6 rounds.
- Not always the same folks who take up EB from round to round.
- Amount of EB incentive does not increase response significantly.
- Age is a factor – 79 YTH most receptive, youngest 79 YA and 97 less likely to take up EB.
- While we get the easiest cases cheaply, the hardest cases are now even more expensive.

Questions?

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Disclaimer

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Thank You!



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