

# How Can Improve Your Survey: The Costs and Implications of Offering an Incentive and Mixed-Mode Survey

Alyssa Na'im, NMR Group, Inc.

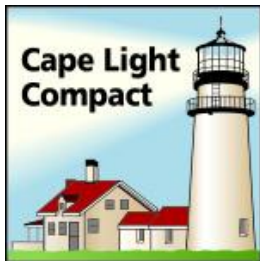
Lisa Wilson-Wright, NMR Group, Inc.

Pam Rathbun, Tetra Tech



2015 IEPEC Conference — Long Beach, California

# Background



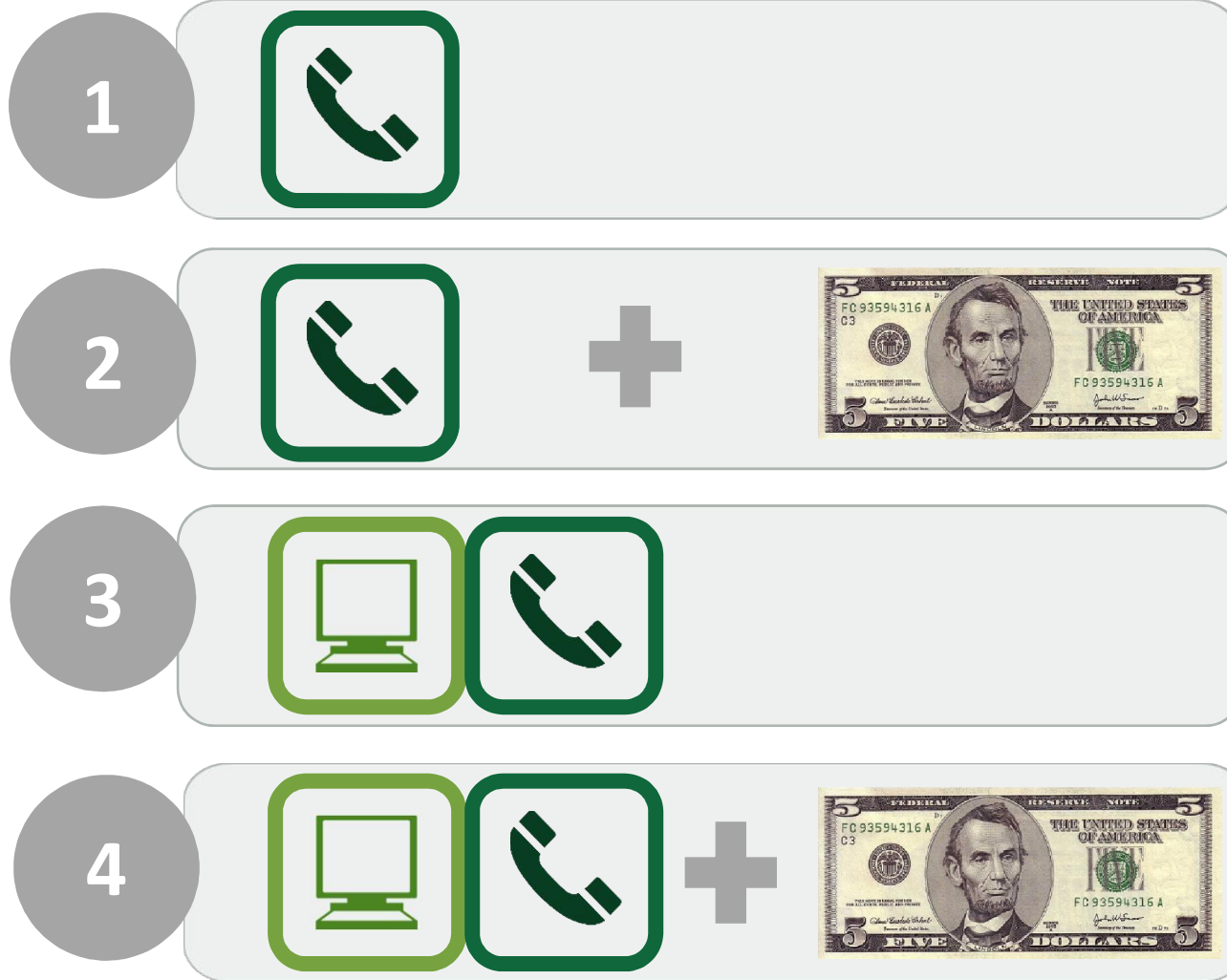
EVERSOURCE

nationalgrid



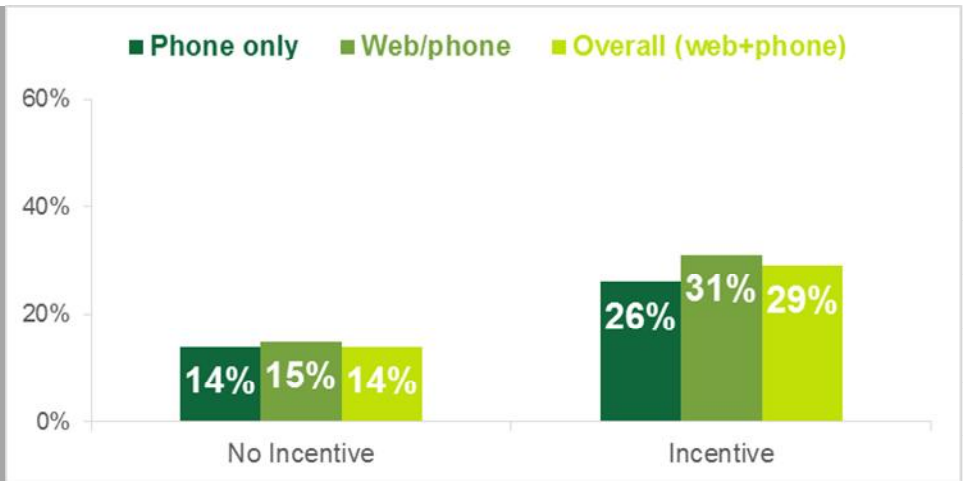
MA ENERGY EFFICIENCY  
ADVISORY COUNCIL

# Design and Methodology

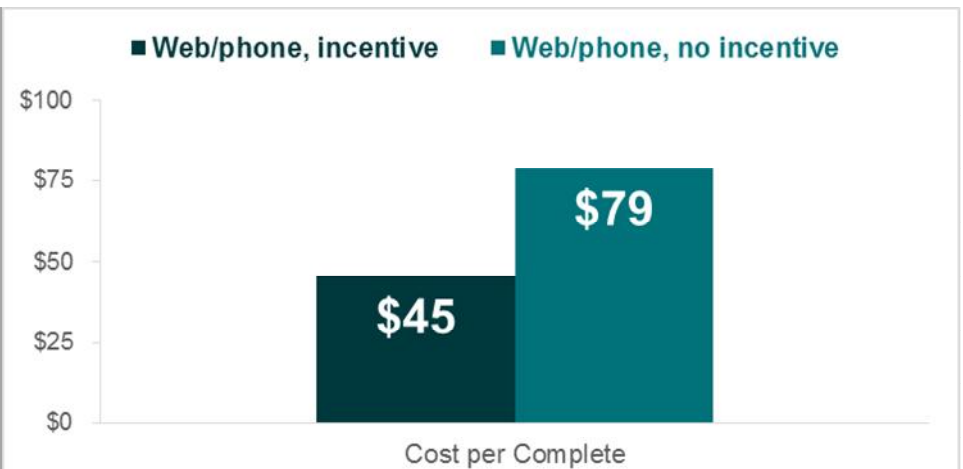


# Results

Overall, offering a prepaid incentive *doubled response rates*

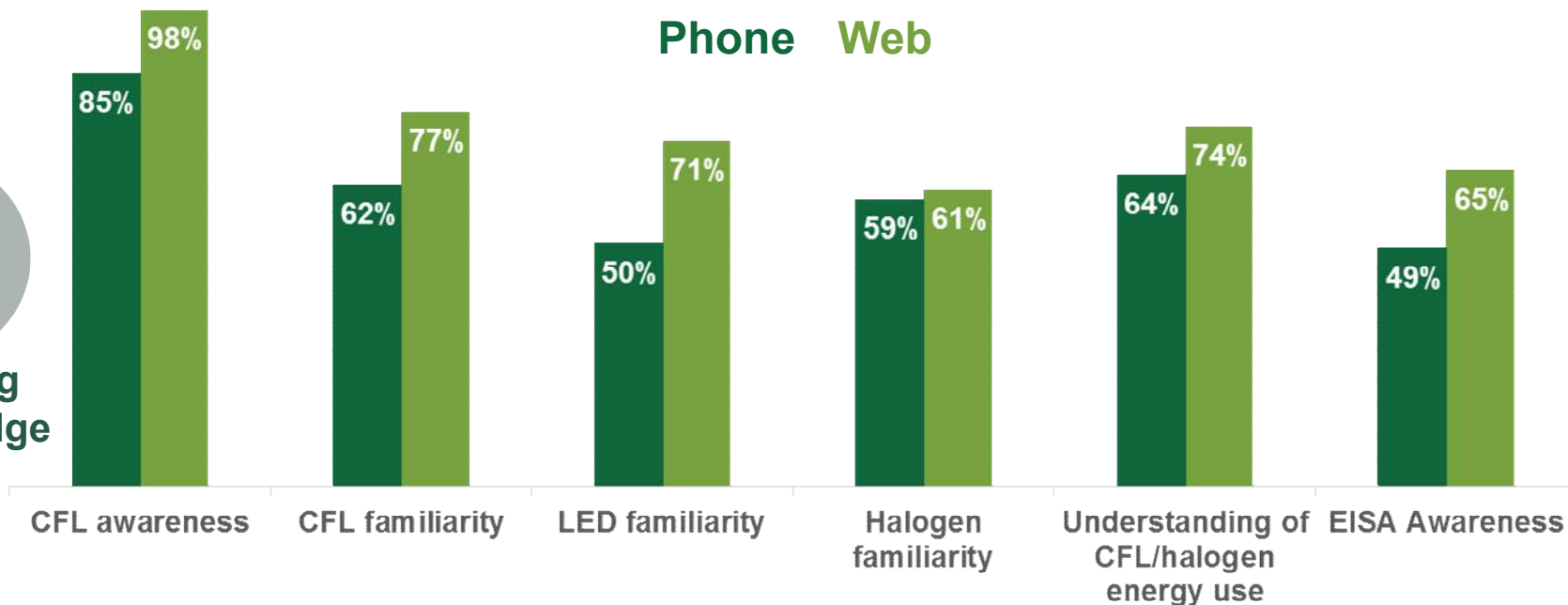


The cost with a prepaid incentive is about *40% less per completed survey*





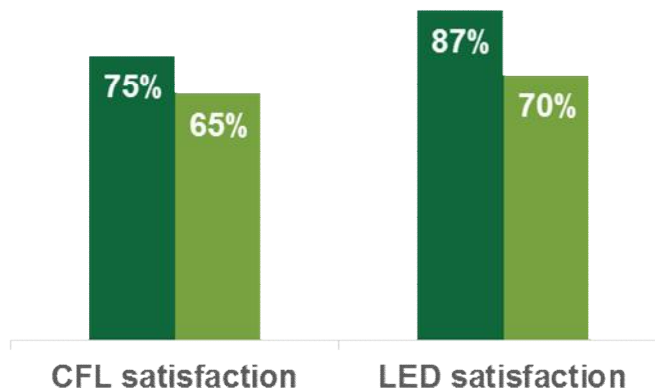
### Lighting knowledge



**Web respondents** reported greater familiarity with efficient lighting and were more knowledgeable about key lighting concepts while **phone respondents** reported higher satisfaction with efficient lighting.

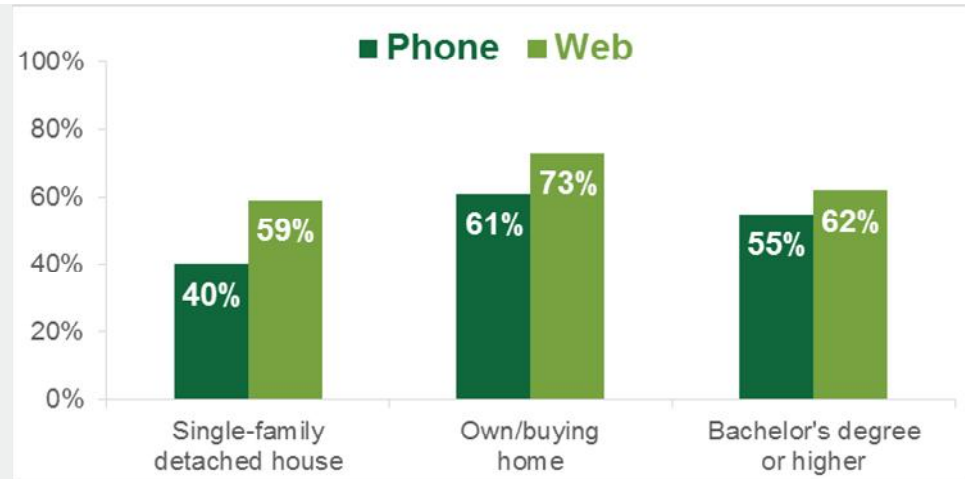


### Bulb satisfaction

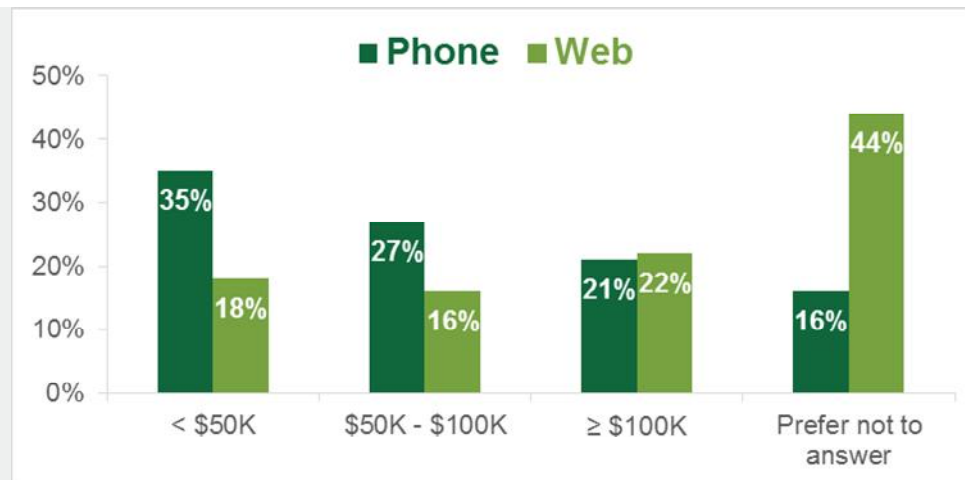


# Exploring Response Bias



**Web respondents** self-reported *higher levels of socio-economic status* than **phone respondents**



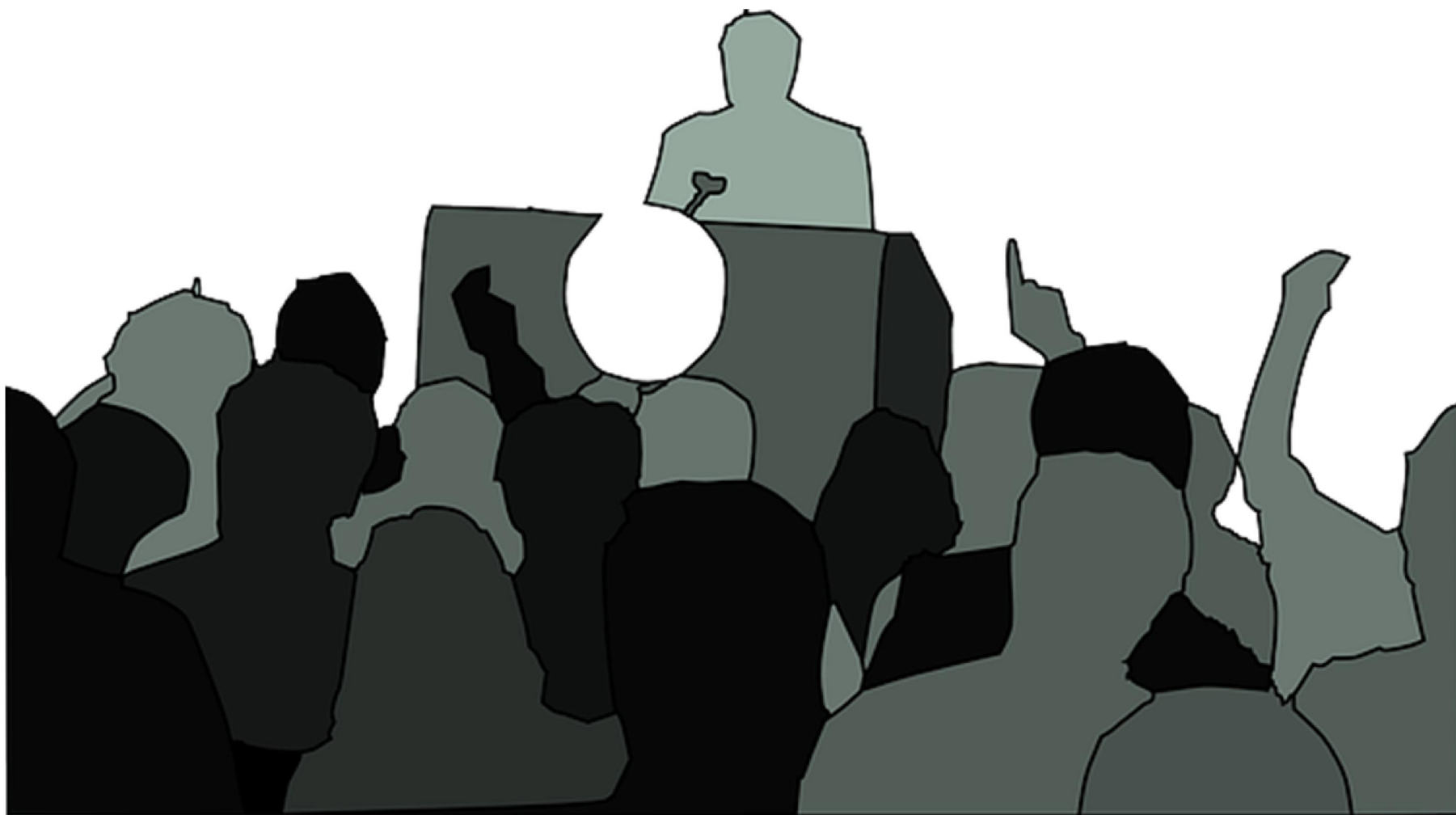
**Web respondents** more frequently *refused to answer* demographic questions



# Conclusions

	Response Rate	Response Bias
 Prepaid incentive	Increased	No effect
 Mixed-mode administration	No effect	Some evidence

# Discussion





# Thank You!

Alyssa Na'im

NMR Group, Inc.

[anaim@nmrgroupinc.com](mailto:anaim@nmrgroupinc.com)