

Respondent Driven Contact Experiment

Testing Prepaid Incentives and Contact Strategies

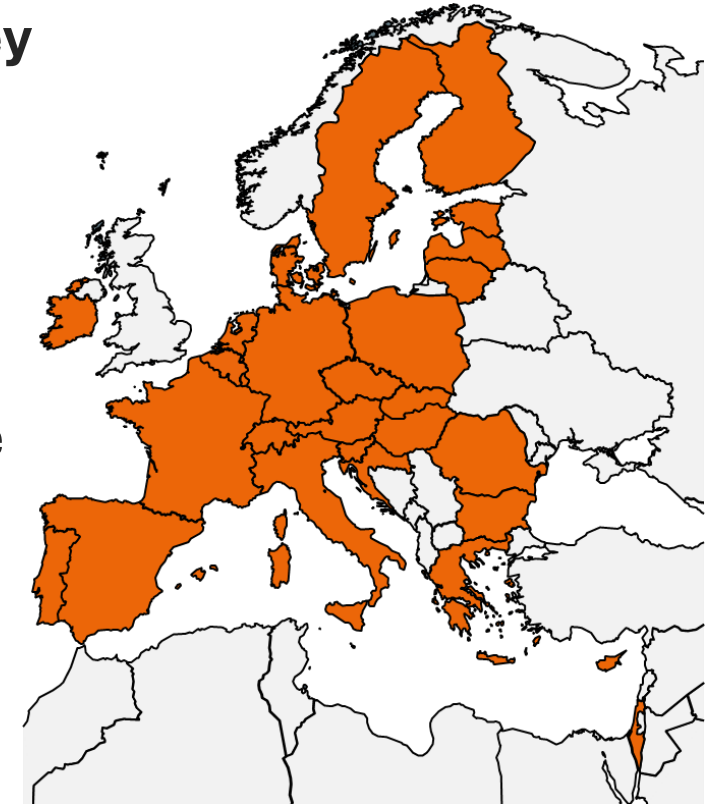
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SHARE in a nutshell

Survey of Health, Ageing and Retirement in Europe

- **Biennial** representative cross-national household **panel survey** of the **50+ population** in **27 European countries & Israel**
- **Launched** in **2004**, Wave 10 fieldwork started in 2024
- Around 616.000 **face-to-face interviews (CAPI mode)** with over 160.000 respondents
- Two additional SHARE Corona Surveys (2020 & 2021) by phone
- **Ex-ante harmonisation** – centralised procurement, questionnaire development, sampling, data collection instrument, and database management
- **Broad range of topics** (e.g., health, economic and living conditions, social relationships) and measures
- **Free data access for researchers:** <http://www.share-eric.eu>



Motivation

- Proportion of households with contact attempts in Wave 9: ~89% (=740 cases without any contact attempt)
- In some cases, long periods between advance letter and contact attempt
- Similar situation in Germany and Sweden (high travel costs)



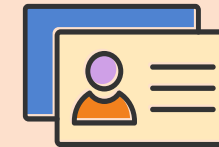
(Re)introduction of prepaid incentives?

Design: Reciprocity →

Respondents are expected to be more inclined to participate in a survey when they are offered a prepaid incentive



Prepaid incentive



Contact card



Same design in Germany & Sweden: Are respondents more likely to participate when they can directly respond to the incentive?



Design: Implementation

- Focus on Wave 10 refreshment sample
- Target number of individual interviews: ~2000
- Gross sample size (households): 6210
- Division into experimental groups at sample point level
- Balancing methodological interest with high data quality (response rate)

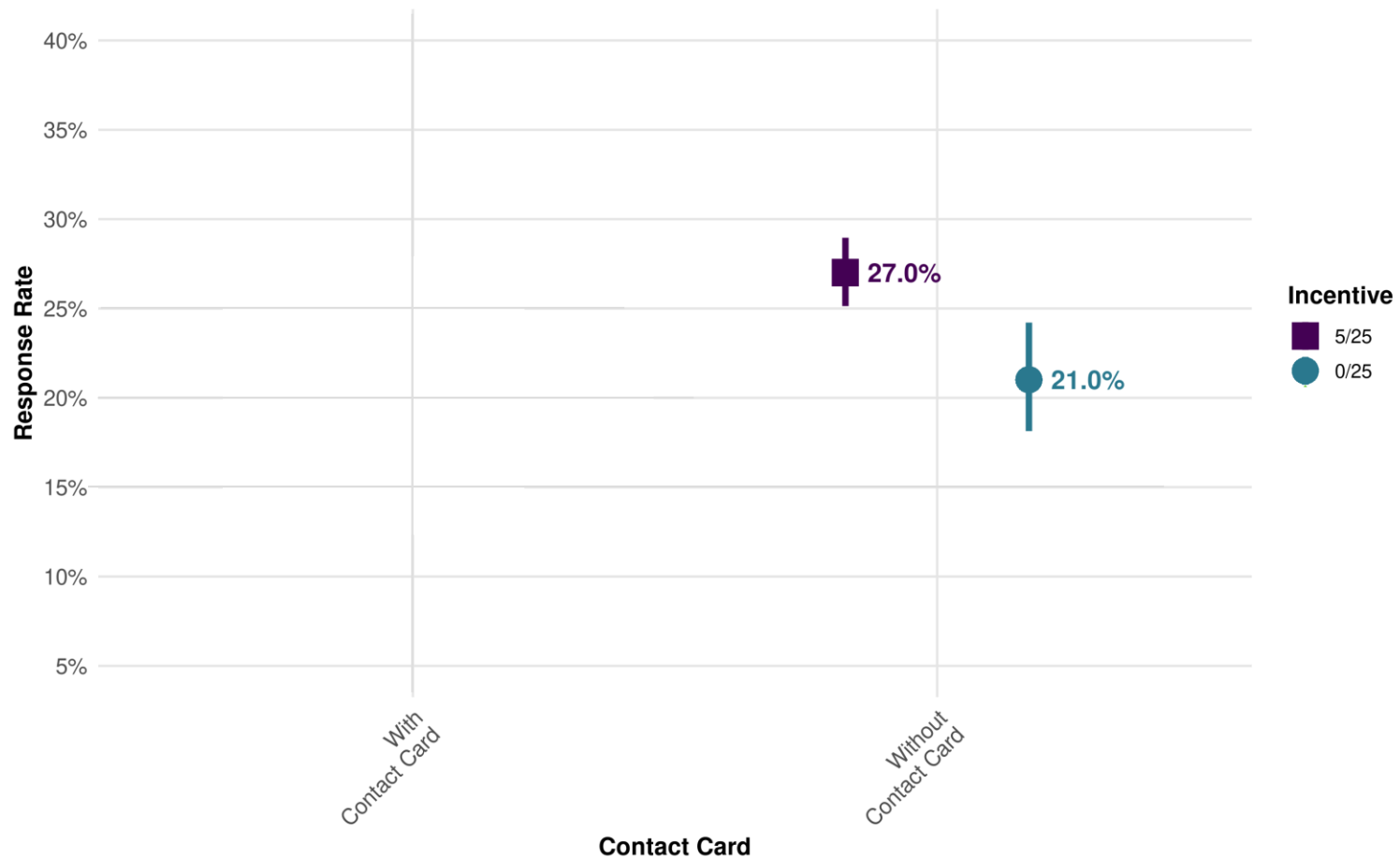
	With Contact Card		Without Contact Card		Total	
Prepaid	20	44%	15	33%	35	78%
No Prepaid	5	11%	5	11%	10	22%
Total	25	56%	20	44%	45	100%

Note: Absolute numbers are addresses per PSU.

Preliminary Results I

Response Rates by Experimental Condition

Total N = 7866

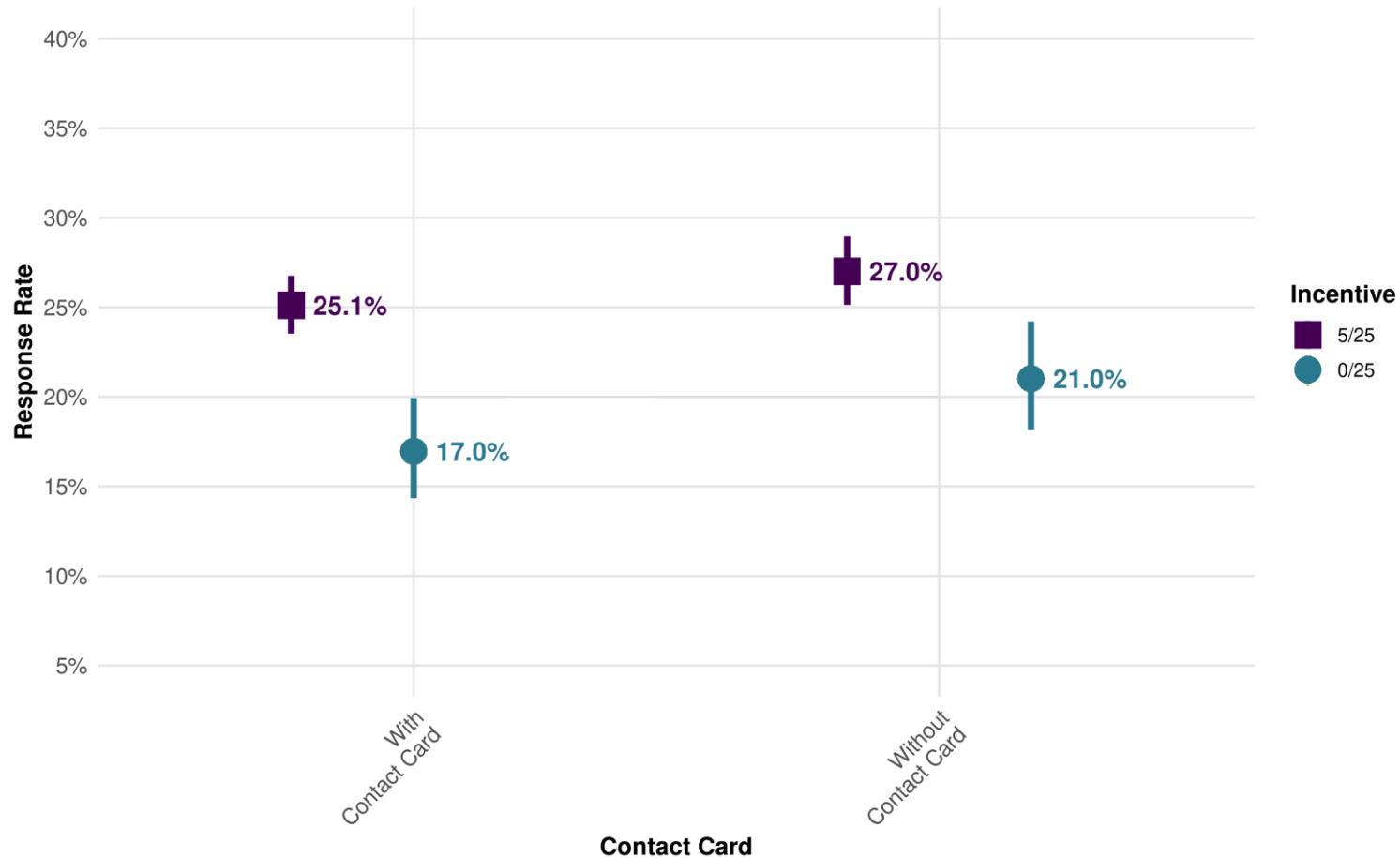


$$\text{Response rate} = \frac{\text{interviews}}{\text{gross sample}}$$

Preliminary Results II

Response Rates by Experimental Condition

Total N = 7866



$$\text{Response rate} = \frac{\text{interviews}}{\text{gross sample}}$$

Preliminary Results: Summary

- **Average effect sizes:**

- Prepaid incentive: 6.9%-points (CI: 4.5% - 9.4%)
- Contact card: -2.0%-points (CI: -4.2% - 0.1%)

- **Reciprocity – Incentive effect:**

- With contact card: 8.2%-points (CI: 4.9% - 11.4%)
- Without contact card: 6.0%-points (CI: 2.4% - 9.6%)

Conclusion

1. 5€ prepaid incentive has a strong and significant positive effect
2. Contact card has no significant effect (easier to reject an interview?)
3. Contact card also has no significant influence on the effectiveness of the incentive

Next steps

- **Analyze additional outcome variables**
 - Proportion of not attempted households
 - Time/number of attempts until first contact
 - Number of contacts until final outcome
- **Analyze heterogeneity of results**
 - Gender and age of target respondents
 - Interviewer experience and prior performance
 - Regional variation, e.g. federal state, urban/rural
- Look into cost-effectiveness of incentives (further experimental group)
- Compare results in Germany and Sweden

Thanks!

Have you got any questions?

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Bluesky



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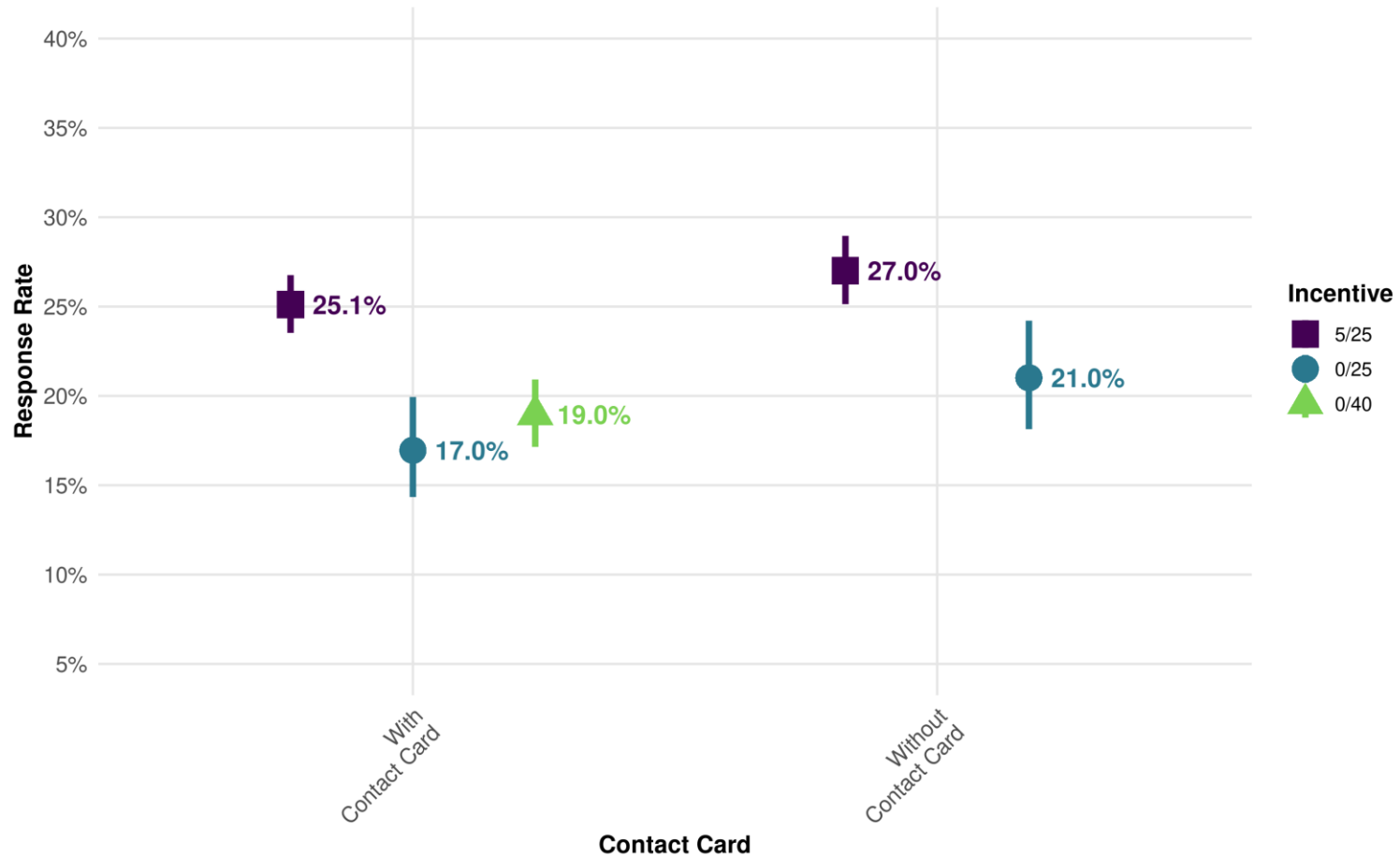
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Preliminary Results

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