

Does Airtime Incentive Amount Influence Interactive Voice Response Survey Participation?

Using Incentives for Surveys on
Randomized Controlled Trials for
Noncommunicable Disease Risk
Factors in Bangladesh, Colombia,
Tanzania, and Uganda



BACKGROUND

Even though monetary incentives have been found to increase response and cooperation rates of mail, telephone, and interview-mediated surveys in high-income countries, the evidence for their use in low- and middle-income countries is sparse.

STUDY OBJECTIVES

To assess whether airtime incentives can improve cooperation rates for an NCD IVR survey in Bangladesh, Colombia, Tanzania and Uganda.

METHODS

- Adults aged ≥ 18 years with a working mobile phone were sampled using Random Digit Dialing.
- Participants were randomized to three arms:
 - No Incentive (Control)
 - \approx \$1 worth of airtime
 - \approx \$2 worth of airtime
- The primary outcomes was cooperation rate which is the proportion of complete surveys from those who consented.

RESULTS

- The provision of airtime incentive significantly improved cooperation rates of an IVR survey, with no significant difference between the two incentive amounts.
- Airtime incentive approached becoming cost-neutral, with respect to the control arm, by reducing the number of incomplete interviews.

CONCLUSIONS

In four diverse settings, providing any type of incentive amount improved survey participation and completion.

PARTNERS

Bangladesh: Institute of Epidemiology,
Disease Control and Research

Colombia: Pontificia Universidad Javeriana

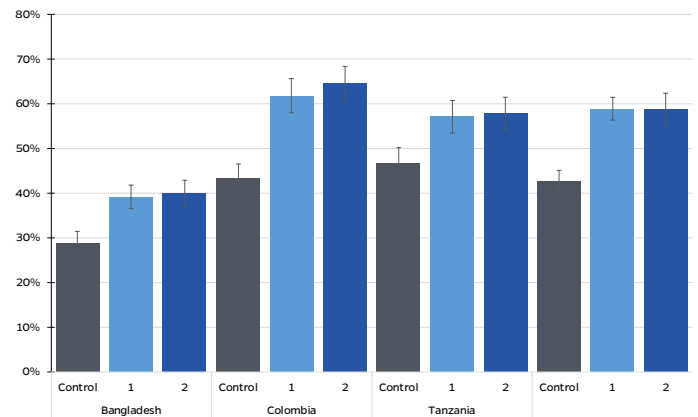
Tanzania: Ifakara Health Institute

Uganda: Makerere University School of Public
Health

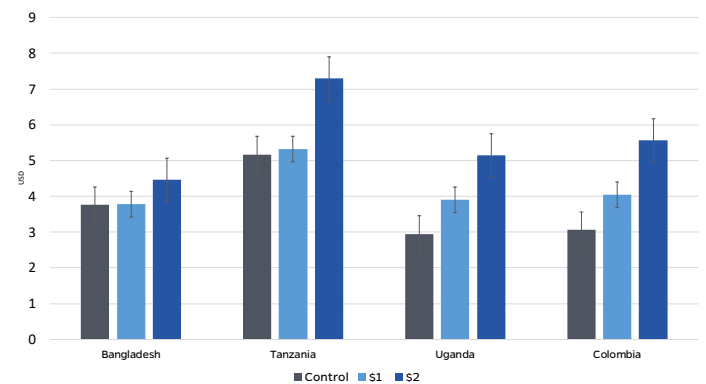
ABOUT DATA FOR HEALTH

The Data for Health Initiative is a Bloomberg Philanthropies-funded project that seeks to improve vital registration systems, expand current NCD surveillance efforts, and provide support for data use for policy makers in LMICs.

Cooperation Rates by Country and Incentive Amount



Cost Per Complete Interview



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