EMS 2.0 Incentive Offers
Concept Research

- Methodology
- Concepts (and variable names)
- Overall Interest and Intent Scores
- Overall Ranking
- #1 Rank vs All Other
- Results by Gender and Grade Level
- Discussion

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Methodology

• Incentive concepts developed by EMS 2.0 survey development team
  • Total 6 incentive concepts
  • Max $5K budget, est. 1,000 respondents

• Qualtrics survey
  • Randomly presented concepts (sorry, Angela)
  • Interest and Intent to Complete (5 point scale)
  • Forced ranking of concepts (1\textsuperscript{st} to 6\textsuperscript{th})
  • Gender and Grade Level
  • E-14 alumni (285), 10 bounced, reminder
  • 85 complete (30.9%) (Shannon’s 30% guess!)
Qualtrics has been improved!

New Branching and Flow tools
Qualtrics has been improved!

New Distribution and Reminder tools
Concepts

• Concept offer
• Descriptive of odds of winning

(note variable name for later reference)
As a thank you for completing our 10 minute survey, you will receive:

$5 gift card redeemable on all products at Amazon.

All respondents who complete the survey will receive this offer.

Variable Name = 5a
As a thank you for completing our 10 minute survey, you will receive:

$50 gift card redeemable on

100 respondents, chosen at random, from an estimated 1,000 total respondents who complete the survey, will receive this offer.

Variable Name = 50a
As a thank you for completing our 10 minute survey, you will receive:

$500 gift card redeemable on Delta and United

10 respondents, chosen at random, from an estimated 1,000 total respondents who complete the survey, will receive this offer.

Variable Name = 500t
As a thank you for completing our 10 minute survey, you will receive:

**Free FriXion gift set**
with a $25 purchase on JetPens.com

JetPens is the premiere on-line store for high-quality writing instruments, many exclusively imported from Germany and Japan. The Pilot FriXion uses thermo-sensitive ink that can be completely erased by friction (see a demonstration at tiny.cc/FriXion).

Gift set includes a 0.5 mm Retractable Gel Pen and an Erasable Highlighter. $5 value.

All respondents who complete the survey will receive this offer.

Variable Name = 5jp
As a thank you for completing our 10 minute survey, you will receive:

Free FriXion gift set
with a $10 purchase on JetPens.com

JetPens is the premiere on-line store for high-quality writing instruments, many exclusively imported from Germany and Japan. The Pilot FriXion uses thermo-sensitive ink that can be completely erased by friction (see a demonstration at tiny.cc/FriXion).

Gift set includes three 0.5 mm Retractable Gel Pens and an Erasable Highlighter. $10 value.

All respondents who complete the survey will receive this offer.

Variable Name = 10jp
As a thank you for completing our 10 minute survey, you will receive:

$5 donation in your name to

**Engineers Without Borders USA** builds a better world through engineering projects that empower communities to meet their basic human needs and equip leaders to solve the world’s most pressing challenges. Learn more at [www.ewb-usa.org](http://www.ewb-usa.org)

All respondents who complete the survey will receive this offer.

Variable Name = ewb
Interest and Intent Scores

*How interesting is this idea to you?* (Extremely - 5, Not At All – 1)

*Would this incentive get you to complete the survey?* (Definitely Yes - 5, Definitely Not - 1)

Error Bars = 95% CI (1.96*SEM)  
KJ and Beth will explain

Great job by our “creative marketing genius”!
Forced Rank Results

Now that you have seen all of the offers, please rank them from most desirable (1) to least desirable (6). You can drag and drop your choices to change the order.

### Forced Rank Results

<table>
<thead>
<tr>
<th>Offer</th>
<th>Mean Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>ewb</td>
<td>3.35</td>
</tr>
<tr>
<td>10jp</td>
<td>4.41</td>
</tr>
<tr>
<td>5jp</td>
<td>5.28</td>
</tr>
<tr>
<td>500t</td>
<td>2.81</td>
</tr>
<tr>
<td>50a</td>
<td>2.60</td>
</tr>
<tr>
<td>5a</td>
<td>2.55</td>
</tr>
</tbody>
</table>

Error Bars = 95% CI (1.96*SEM)  
KJ and Beth will explain
Intent by 5a Ranked #1

Would this incentive get you to complete the survey? (Definitely Yes - 5, Definitely Not - 1)

Error Bars = 95% CI (1.96*SEM) KJ and Beth will explain
Intent by 50a Ranked #1

Would this incentive get you to complete the survey? (Definitely Yes - 5, Definitely Not - 1)

Error Bars = 95% CI (1.96*SEM)  KJ and Beth will explain
Intent by 500t Ranked #1

Would this incentive get you to complete the survey? (Definitely Yes - 5, Definitely Not - 1)

Error Bars = 95% CI (1.96*SEM)  
KJ and Beth will explain
Forced Rank Results - Gender

Now that you have seen all of the offers, please rank them from most desirable (1) to least desirable (6). You can drag and drop your choices to change the order.

Error Bars = 95% CI (1.96*SEM) KJ and Beth will explain
Forced Rank Results – Grade Level

Now that you have seen all of the offers, please rank them from most desirable (1) to least desirable (6). You can drag and drop your choices to change the order.

Error Bars = 95% CI (1.96*SEM)  KJ and Beth will explain
Discussion

• Amazon offers ($5 and $50) and Travel award ($500) are most appealing and motivating

• Forced Ranked results show no significant difference between the Amazon offers and Travel award
  - Grads prefer the $5 Amazon offer over the Travel award

• Given the executional difficulties of issuing 1,000 – best option: Amazon $50 to 100 respondents

• ... or whatever Shannon decides!
KJ and Beth will explain

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> describe(ems)

   vars n mean  sd median trimmed mad min max range  skew kurtosis se
int.5a   1  85  3.76 1.81     4    3.84  1.48  1   5    4   -0.42   -0.37  0.11
yn.5a   2  85  4.05 0.99     4    4.17  1.48  1   5    4   -0.97    0.57  0.11
int.50a  3  85  4.13 0.84     4    4.20  1.48  1   5    4   -0.83    0.76  0.09
yn.50a  4  85  4.21 0.76     4    4.28  1.48  2   5    3   -0.53   -0.59  0.08
int.500t 5  85  4.01 1.12     4    4.14  1.48  1   5    4   -0.73   -0.73  0.12
yn.500t 6  85  3.91 1.09     4    4.03  1.48  1   5    4   -0.59   -0.58  0.12
int.5jp  7  85  2.07 1.09     2    1.94  1.48  1   5    4    0.79   -0.28  0.12
yn.5jp  8  85  2.33 1.07     2    2.25  1.48  1   5    4    0.58   -0.37  0.12
int.10jp 9  85  2.32 1.25     2    2.19  1.48  1   5    4    0.52   -0.73  0.14
yn.10jp 10 85  2.58 1.14     3    2.54  1.48  1   5    4    0.24   -0.84  0.12
int.ewb 11 85  3.33 1.06     3    3.35  1.48  1   5    4   -0.20   -0.59  0.12
yn.ewb 12 85  3.54 0.95     4    3.57  1.48  1   5    4   -0.33   -0.54  0.10
rank_1  13 85  2.56 1.55     2    2.35  1.48  1   6    5    0.81   -0.23  0.17
rank_2  14 85  2.53 1.21     2    2.43  1.48  1   6    5    0.55   -0.32  0.13
rank_3  15 85  2.82 1.54     3    2.71  1.48  1   6    5    0.43   -0.95  0.17
rank_4  16 85  5.28 1.21     6    5.52  0.00  2   6    4  -1.50    0.88  0.13
rank_5  17 85  4.42 1.27     5    4.62  0.00  1   6    5  -1.52    1.56  0.14
rank_6  18 85  3.38 1.42     4    3.36  1.48  1   6    5   -0.03   -0.79  0.15
year   19 85  3.28 1.42     3    3.14  1.48  1   6    5    0.71   -0.61  0.15
gen   20 85  1.56 0.50     2    1.58  0.00  1   2    1   -0.26   -1.96  0.05
r1.5a  21 85  0.34 0.48     0    0.30  0.00  0   1    1    0.66   -1.58  0.05
r1.50a 22 85  0.22 0.42     0    0.16  0.00  0   1    1    1.30   -0.30  0.05
r1.500t 23 85  0.26 0.44     0    0.20  0.00  0   1    1    1.08   -0.84  0.05
```