

# Better Late Than Never?

## The Use of An Adaptive Incentive With Nonrespondents

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## Disclaimer

- This presentation is intended to promote ideas. The views expressed are part of ongoing research and do not necessarily reflect the position of the U.S. Department of Education or the U.S. Census Bureau.

# Overview

- Background on survey
- Experiment
- Results
- Conclusion and next steps

Conducted by:  
 U.S. DEPARTMENT OF EDUCATION  
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 U.S. DEPARTMENT OF COMMERCE  
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**TEACHER QUESTIONNAIRE**  
**NATIONAL TEACHER AND PRINCIPAL SURVEY**  
**2017-18 SCHOOL YEAR**



**THIS SURVEY HAS BEEN ENDORSED BY:**

American Association of School Administrators  
 American Association of School Librarians  
 American Federation of Teachers  
 American Montessori Society  
 American School Counselors Association  
 Association for Middle Level Education (formerly National Middle School Association)  
 Association for Supervision and Curriculum Development  
 Association of American Educators  
 Council of Chief State School Officers  
 Council of the Great City Schools  
 National Association of Elementary School Principals  
 National Association of Secondary School Principals  
 National Parent Teacher Association

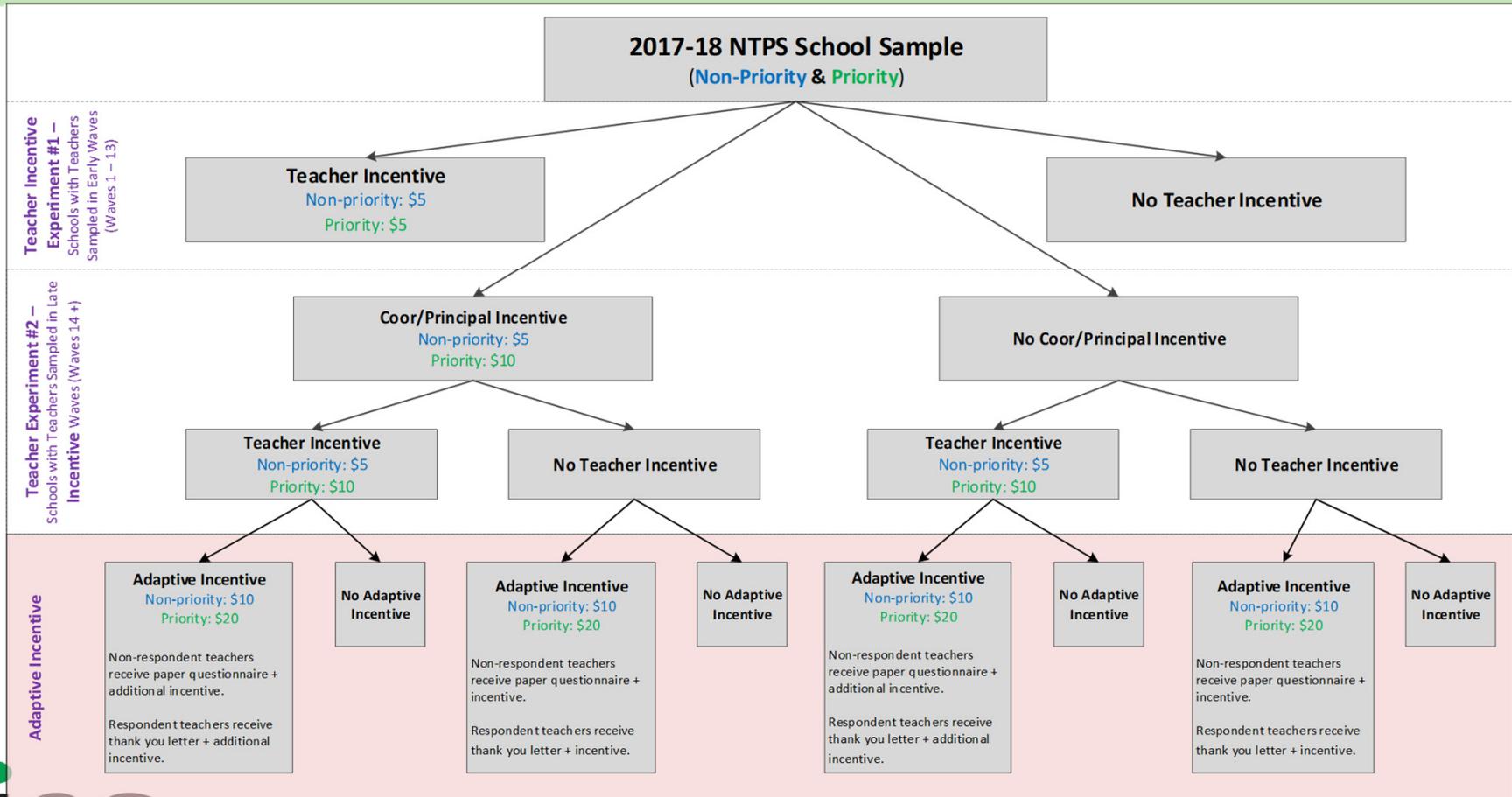
**Please return your completed questionnaire in the pre-addressed, postage-paid envelope or mail it to:**  
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**NOTICE:** The National Center for Education Statistics (NCES), within the U.S. Department of Education, is authorized to conduct this survey by the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543).

FORM NTPS-4A (9-2017)

## Background

- 2017-18 National Teacher and Principal Survey (NTPS)
  - Collects data from Schools, Principals and Teachers within sampled school
  - Schools submit teacher roster via completed “Teacher Listing Form” (TLF) or we utilize data from a vendor.
  - Teachers are sampled and invitations are sent in waves upon receipt of teacher roster
  - Teachers are sent up to 4 mailings (as needed) -- 2 web invites by paper and email followed by 2 paper questionnaire mailings
  - When possible, a “survey coordinator” is used to help distribute questionnaires and follow up with sample members



## Adaptive incentive

- \$10 or \$20 cash incentive depending on school characteristics
- Included in 3<sup>rd</sup> mailing to teachers
  - First paper questionnaire mailing to all respondents eligible for experiment
- Schools selected based on membership in certain domains
  - Among schools that were late to turn in a teacher roster or did not submit one
  - All teachers in selected school received the incentive, including those who had already responded



## Selection of cases for adaptive incentive experiment

- Primarily interested in publishability of estimates for key domains
- Difficult cases
  - School responded late or not at all
  - Teachers had not responded to two mailings

## Selection of cases for adaptive incentive experiment (continued)

- Based on the criteria, we selected schools in the following domains:
  - High Schools
  - Enrollment: 1000 or more
  - Free/Reduced Price Lunch: 75% or more
  - Charter
  - Combined Schools
  - City Schools
- Domains are not mutually exclusive
- Schools assigned to control (teachers did not receive adaptive incentive) and treatment group (received adaptive incentive)

## Overall results

Public Teacher Domain	Unweighted Response Rate	
	Treatment group (eligible for adaptive incentive)	Control group (not eligible for adaptive incentive)
All	74.8%*	71.7%
Charter	65.5%	68.2%
High	74.0%*	71.2%
Combined	77.7%	74.3%
City	70.3%*	67.2%
Enrollment 1,000 or more	74.3%*	68.8%
Free/reduced price lunch: >75%	70.2%	69.8%

## Results for cases that were non respondents at third mailing

Public Teacher Domain	Unweighted Response Rate	
	Treatment group (received adaptive incentive)	Control group (not eligible for adaptive incentive)
All	50.5%*	43.2%
Charter	41.4%	43.1%
High	48.5%*	42.6%
Combined	52.0%	46.4%
City	46.2%*	41.4%
Enrollment 1,000 or more	49.5%*	39.7%
Free/reduced price lunch: >75%	46.0%	43.7%

## Other findings among teachers in schools that received the adaptive incentive (table 2)

- Adaptive incentive at third mailout (AI) did not boost response for teachers who had an initial contact incentive in schools with no coordinator incentive (47.8% vs. 47.0%)
- But a difference for teachers who got initial incentives at schools where school coordinators got initial incentives (51.0% AI vs. 40.4% non AI)
- Some differences when only the coordinator received an initial incentive (47.9% AI vs. 40.7% non AI)
- Differences in most domains when neither teacher nor coordinator received any initial incentive

## Better late than never?

- Yes!
- But is it as good as up front?



**Thank You**

## Reference slides

Teacher sample sizes:					
Contingency Incentive Treatment Group	Phase 2 Treatment Group				Total
	Teacher, SC	Teacher Only	SC Only	No Incentives	
Treatment Group (Eligible for Contingency Incentive)	2,333	2,439	2,409	2,427	9,608
Control Group	2,207	2,553	2,507	2,450	9,717
Total	4,540	4,992	4,916	4,877	19,325
School sample sizes:					
Contingency Incentive Treatment Group	Phase 2 Treatment Group				Total
	Teacher, SC	Teacher Only	SC Only	No Incentives	
Treatment Group (Eligible for Contingency Incentive)	500	494	495	507	1,996
Control Group	482	505	506	502	1,995
Total	982	999	1,001	1,009	3,991

All	3,249	3,102	3,244	3,086
Charter	562	807	591	732
High	1,399	1,302	1,511	1,424
Combined	550	473	491	427
City	1,260	1,432	1,196	1,471
Enrollment: 1000 or more	1,092	1,033	1,178	1,194
Free/Reduced Price Lunch: >75%	936	1,109	942	1,052