

**UCDAVIS**



**Student Affairs Research & Information**

Quick Survey # 273

Report # 366

# Student Preferences for Survey Incentives

*Prepared at the Request of*

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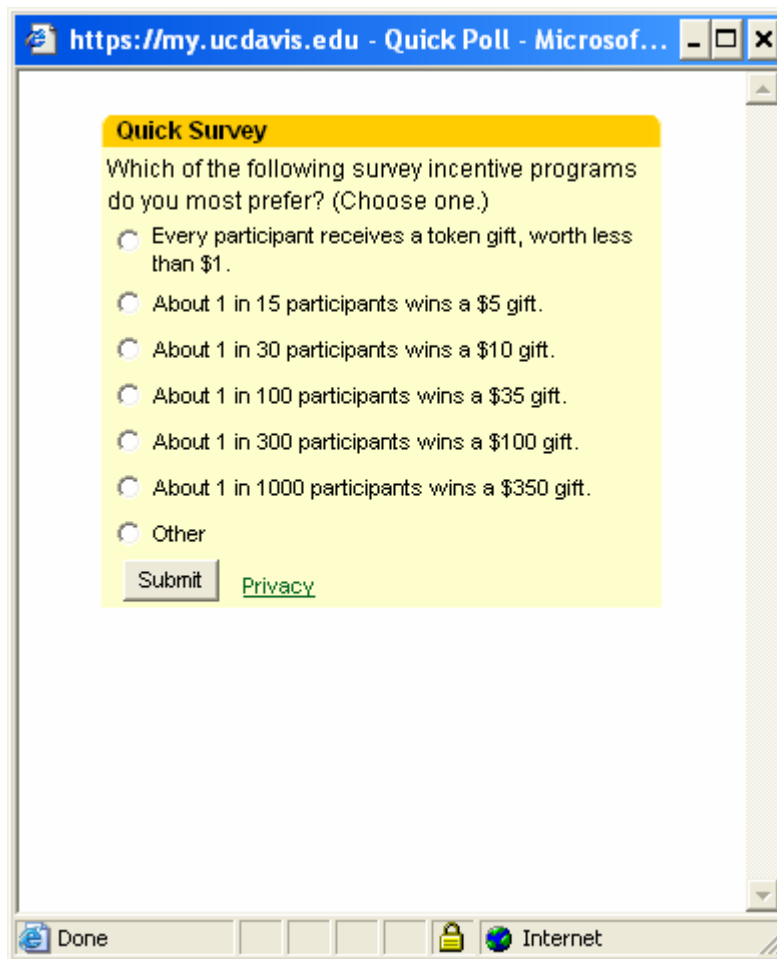
**JULY 2006**

# Survey Background and Methods

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In winter 2006, the office of Student Affairs Research and Information (SARI) was preparing for a spring administration of the 2006 University of California Undergraduate Experience Survey (UCUES). In hopes of maximizing response to this census of undergraduates, SARI undertook a Quick Survey to explore student preferences for survey incentives.

From February 25<sup>th</sup> 2006 to March 4<sup>th</sup> 2006, SARI delivered a Quick Survey to all enrolled undergraduates via the MyUCDavis portal (<http://my.ucdavis.edu>). Students were asked to choose their preference among the mix of odds and prize values displayed below, ranging from a guaranteed token gift to 1 in 100 odds of winning a prize valued at \$350 (the expected value of each incentive is approximately constant by design). A total of 3315 current undergraduates responded to the Quick Survey (15% of the enrolled undergraduate population).



https://my.ucdavis.edu - Quick Poll - Microsof... - □ ×

**Quick Survey**

Which of the following survey incentive programs do you most prefer? (Choose one.)

- Every participant receives a token gift, worth less than \$1.
- About 1 in 15 participants wins a \$5 gift.
- About 1 in 30 participants wins a \$10 gift.
- About 1 in 100 participants wins a \$35 gift.
- About 1 in 300 participants wins a \$100 gift.
- About 1 in 1000 participants wins a \$350 gift.
- Other

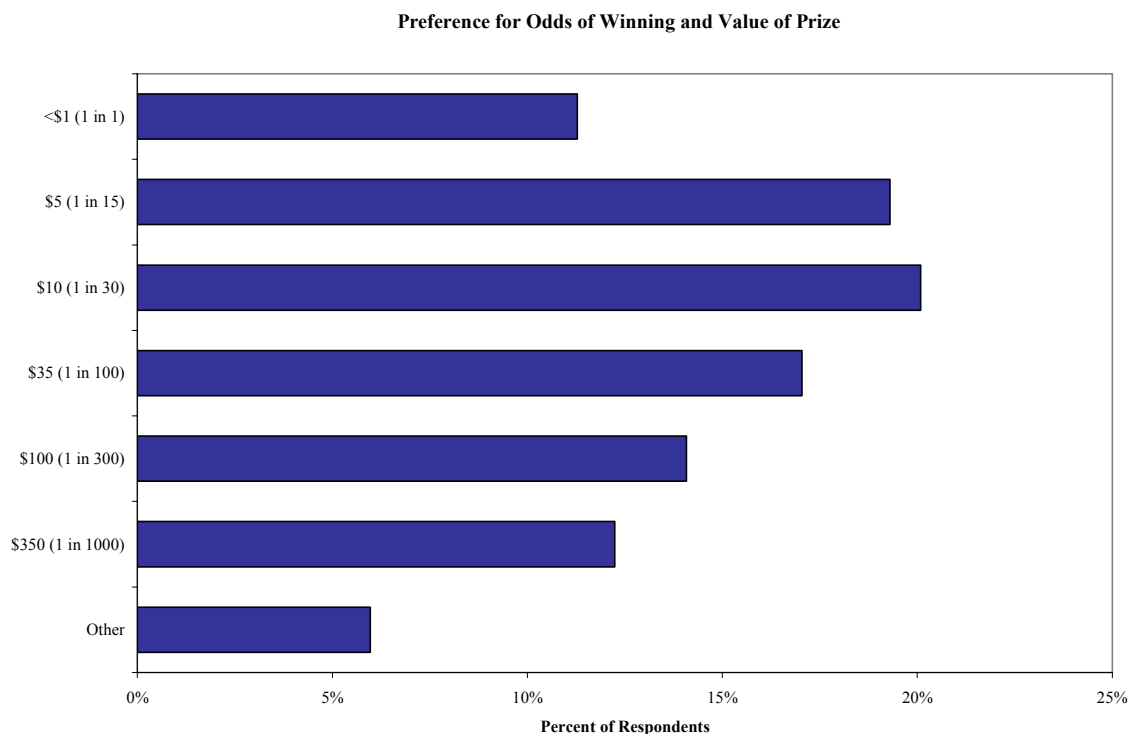
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# Results

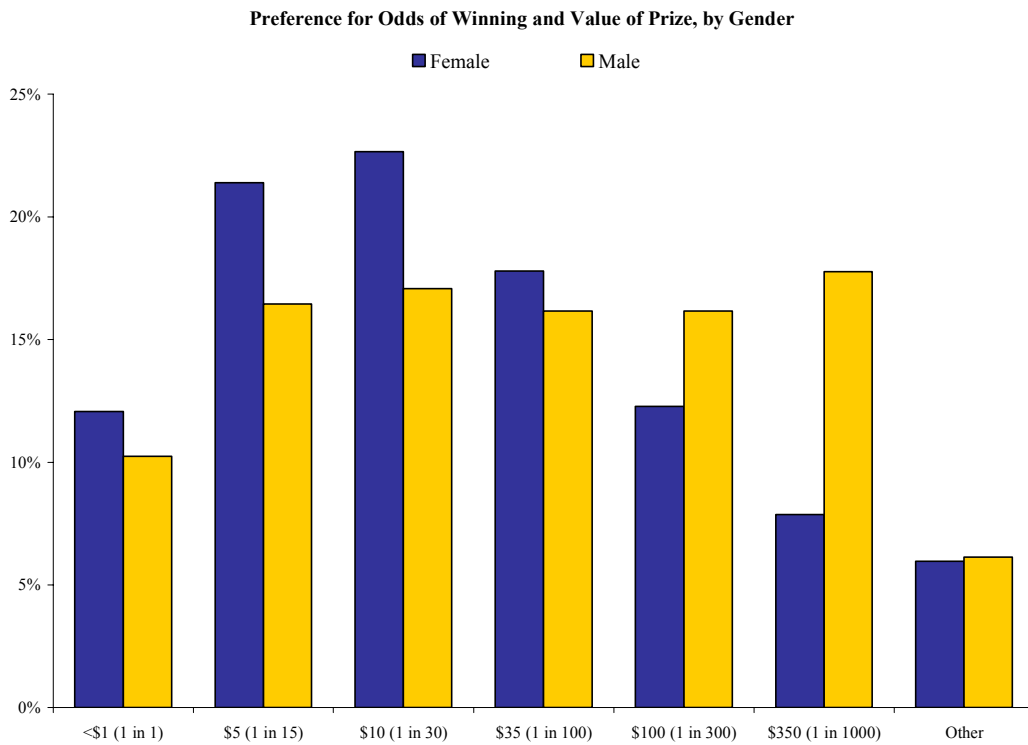
Results are shown in Figure 1. The most preferred incentive option was a chance of 1 in 30 of winning a \$10 prize, chosen by 20% of respondents, followed closely by a 1 in 15 chance of winning a \$5 prize, chosen by 19% of respondents. About one-half of all respondents indicated a preference for a prize valued at \$10 or less with favorable odds.

Figure 1.



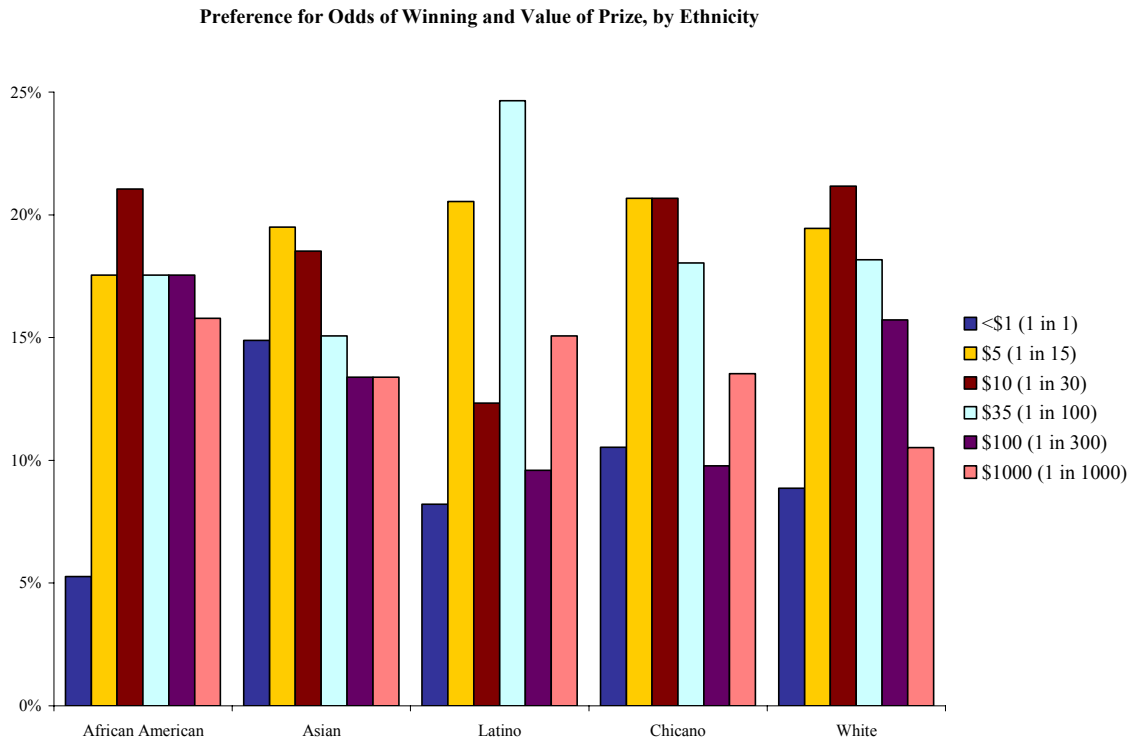
Incentive preferences did not vary significantly by class level (data not shown). However, incentive preferences did vary significantly by gender ( $p < 0.001$ ). Males were more likely to indicate a preference for larger prizes and longer odds, with the differences greatest for the largest prizes.

Figure 2.



Preferences for prize odds and values also varied significantly by ethnic group. However, \$5 and \$10 prizes were popular among African American, Asians, and Mexican Americans – all groups who were underrepresented among respondents to the 2004 UCUES.

Figure 3.



For their preferred prize value, respondents were asked to select the type of prize they preferred. Rewards were distinguished mainly as “Cash or Check”, “Gift Card” or “Merchandise”. Cash was the most popular choice regardless of the value of the prize and the percentage of students who preferred cash increased with the value of the prize.

Figure 4.

