

# 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  $\geq 18$  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

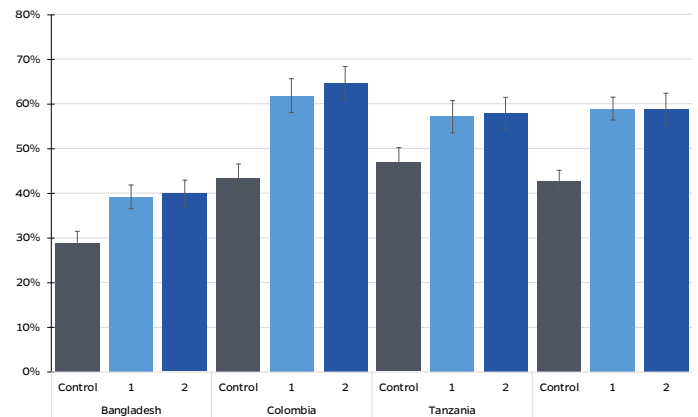
Tanzania: Ifakara Health Institute

Uganda: Makerere University School of Public  
Health

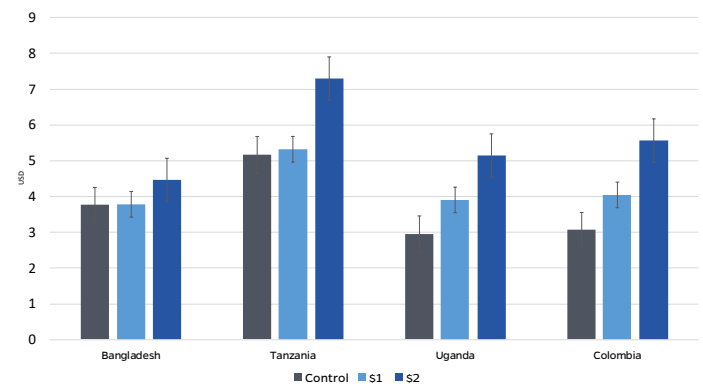
## ABOUT DATA FOR HEALTH

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



## CONTACT

**D4H\_JHU@jhu.edu**  
410-614-4730

 /HealthSystemsProgram

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