

Effects of a financial incentive on the response rate to an online questionnaire

Submission date 08/12/2008	Recruitment status No longer recruiting	☐ Prospectively registered ☐ Protocol
Registration date 27/03/2009	Overall study status Completed	☐ Statistical analysis plan ☒ Results
Last Edited 12/05/2010	Condition category Other	☐ Individual participant data

Plain English summary of protocol
Not provided at time of registration

Contact information

Type(s)
Scientific

Contact name
Prof Mark Petticrew

Contact details
Public & Environmental Health Research Unit
London School of Hygiene & Tropical Medicine
Keppel Street
London
United Kingdom
WC1E 7HT
Mark.Petticrew@lshtm.ac.uk

Additional identifiers

Study information

Scientific Title
Effects of a financial incentive on the response rate to an online questionnaire: a randomised controlled trial

Study objectives
To assess whether monetary incentives increase response rates to online questionnaires.

Ethics approval required

Old ethics approval format

Ethics approval(s)

Institute for Research in the Social Sciences (IRISS) Ethics Committee, University of York, approved on 10/07/2008.

Primary study design

Interventional

Study design

Randomised controlled trial

Study type(s)

Other

Health condition(s) or problem(s) studied

Research dissemination

Interventions

Knowledge of incentive vs no knowledge of incentive. Gift vouchers (from Amazon.com, Inc.) to the value of £10 (British pounds) were to be given to all participants who completed the questionnaire. The questionnaire/invitation was first sent to the participants on 13 October 2008. Those who did not respond by 31 December 2008 were considered to be non-responders.

Intervention Type

Other

Phase

Not Applicable

Primary outcome(s)

Rate of response between the two groups.

Key secondary outcome(s)

No secondary outcome measures

Completion date

19/12/2008

Eligibility**Key inclusion criteria**

UK based principal investigators of health services and public health research completed 2003-2008 and (extramural) funded by the Chief Scientist Office, Economic and Social Research Council, Medical Research Council, NIHR Health Technology Assessment Programme, NIHR Service Delivery and Organisation Programme or Wellcome Trust.

Participant type(s)

Patient

Healthy volunteers allowed

No

Age group

Other

Sex

All

Key exclusion criteria

Any principal investigators not based in UK.

Date of first enrolment

13/10/2008

Date of final enrolment

19/12/2008

Locations**Countries of recruitment**

United Kingdom

England

Study participating centre

Public & Environmental Health Research Unit

London

United Kingdom

WC1E 7HT

Sponsor information**Organisation**

Medical Research Council (UK)

ROR

<https://ror.org/03x94j517>

Funder(s)**Funder type**

Government

Funder Name

Medical Research Council (MRC) Population Health Sciences Research Network (UK) (Ref: PHSRN 11)

Results and Publications

Individual participant data (IPD) sharing plan**IPD sharing plan summary**

Not provided at time of registration

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	10/05/2010		Yes	No