

## THE RESPONSE INCENTIVES EXPERIMENT IN THE CANADIAN LABOUR FORCE SURVEY

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This paper describes the methodology of the Response Incentives Experiment which was carried out in the Canadian Labour Force Survey in order to determine the effectiveness of a response incentive on improving respondent relations and interviewer performance. Included in the paper are various results relating to non-response rates and refusal rates as well as results of an evaluation questionnaire which was completed by all interviewers at the conclusion of the experiment.

## 1. INTRODUCTION

The Response Incentives Experiment was carried out in the Canadian Labour Force Survey during 1975 and 1976 in order to determine the effectiveness of a response incentive on improving respondent relations and interviewer performance.

The response incentive used in the experiment was the "Canada Handbook", an annual Statistics Canada publication which is an attractive presentation in textual and pictorial format of economic, social and cultural developments in Canada. The "Canada Handbook" was chosen because it was felt that this publication would improve respondent relations by showing respondents the importance of Statistics Canada's role as a compiler of statistical data and that it would provide interviewers with a valuable source of information on the various statistics produced by the agency for which they work.

This paper deals with the methodology and results of the Response Incentives Experiment. A comprehensive set of tables and graphs highlighting the major findings of the experiment is included. Section 2 describes the methodology of the experiment, including its design and the procedures

which were followed. Various results relating to non-response and refusal rates were obtained in order to determine the effect of the "Canada Handbook" on respondent relations and interviewer performance. These results are summarized in Section 3. Qualitative information on the effectiveness of response incentives in terms of interviewers' acceptance and attitudes was obtained from an evaluation questionnaire which was completed by all interviewers after the experiment was completed. Section 4 outlines the results of this evaluation questionnaire. Concluding remarks are given in Section 5.

## 2. METHODOLOGY OF THE EXPERIMENT

In order to measure the effectiveness of the "Canada Handbook" as a response incentive, interviewers across Canada were divided into two groups to form an experimental subsample and a control subsample. Interviewers in the experimental group distributed "Canada Handbooks" to all households which were visited for the first time, while interviewers in the control group offered no response incentive to respondents.

The two groups of interviewers were selected in such a way that the two groups together included all Labour Force Survey interviewers but did not overlap. The selection scheme was carried out independently for SRU interviewers and NSRU interviewers. SRU interviewers interview primarily in SRU's (self-representing units, i.e. cities with a population of over 12,000), while NSRU interviewers interview primarily in NSRU's (non self-representing units, i.e. areas other than SRU's).

The first step in the selection procedure was to stratify the interviewers according to the eight regional offices (St. John's, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver). Within each regional office, interviewers were assigned to the experimental and control groups in the following way: (a) If an SRU had four or more interviewers, then these interviewers were listed according to the magnitude of their average refusal rates over a three month period prior to the implementation

of the experiment (i.e. the interviewer with the lowest refusal rate was listed first, while the interviewer with the highest refusal rate was listed last). One of the first two interviewers on the list was then chosen at random, and this interviewer together with every second interviewer who followed was assigned to the experimental group. All remaining interviewers were assigned to the control group. (b) All NSRU's having less than four interviewers were grouped together and interviewers in these areas were systematically allocated to one of the two groups using the method described in (a) above. (c) Interviewers in NSRU's were systematically allocated to the experimental or control group according to the procedure described in (a) above.

It should be pointed out that this method of subsample selection allowed the experiment to be easily implemented in the field, and it ensured that refusal rates in each subsample were approximately equal at the outset of the experiment.

Regional Offices were required to report all new hirings and changes in interviewer assignments to Head Office in order to facilitate the analysis of non-response rates. If an interviewer was replaced by another interviewer, then the procedure was to assign the new interviewer to whichever group the original interviewer belonged. In cases where interviewers were hired to enumerate areas with a sample increase (i.e. not a replacement), these interviewers were systematically allocated to the two groups.

The Labour Force Survey sample consists of six rotation groups, each of approximately equal size. Every selected dwelling belongs to one of these rotation groups and remains in the survey for six consecutive months. In any one month approximately one-sixth of the sample rotates out and is replaced by dwellings rotating into the sample for the first time (for example, a dwelling which rotates into the survey in January is enumerated each month from January to June and is replaced by another dwelling in July). Interviewers in the experimental group distributed

one copy of the "Canada Handbook" to each household entering the survey for the first time. A copy was given in any of the following circumstances:

- (a) during the first interview, when a dwelling rotated into the survey for the first time.
- (b) at the time of the first interview with a household which was a non-interview in the first month or in all previous months of its six month tenure in the survey, and
- (c) when there was a complete change in household membership during the six months while a dwelling was in the survey.

Interviewers were instructed to give the "Canada Handbook" to the respondent at the end of the interview, unless they felt it would be more effective to offer it at the beginning of the interview (for example, if they detected some resistance on the part of the respondent). Interviewers explained to the respondents that the "Canada Handbook" was being given to them in appreciation for their co-operation during the survey. When confronted with a refusal on a first visit interviewers still offered a copy of the "Canada Handbook" to the respondent, with a brief explanation that these books were being distributed to every selected household.

Interviewers in the SRU experimental group began to distribute "Canada Handbooks" during the August 1975 survey to households visited for the first time. Most of these households, it should be pointed out, were households rotating into the Labour Force Survey sample that month. SRU interviewers continued to distribute "Canada Handbooks" until the January 1976 survey. In this way the response incentive was eventually distributed to all households in their assignments which were contacted for the first time during the six month period from August to January. The control subsample, of course, received no response incentive over this same period of time other than the usual introductory letter and presentation of the interviewer's identification card.

Because of problems (such as assignments being re-distributed and new interviewers being hired) caused by an increase in sample size in the NSRU portion of the Labour Force Survey, it was decided to implement the Response Incentives Experiment at a different time in NSRU's than in SRU's. For this reason, the experiment did not begin in NSRU's until the October 1975 survey, and it ran until the March 1976 survey. Every household which was enumerated for the first time over this six month period by an interviewer in the NSRU experimental group received a copy of the "Canada Handbook" and, like the SRU control group, no response incentive was distributed by interviewers in the NSRU control group.

### 3. NON-RESPONSE AND REFUSAL RATES

In the Labour Force Survey, non-response occurs due to operational difficulties, time and cost restraints, the lack of co-operation from respondents, the inability or unwillingness of interviewers to track down missing respondents, or for some other reason. The non-response rate measures the severity of this non-response problem, and it is calculated as the percentage of non-respondent households out of all sampled households.

The non-response rates (including all components of non-response) and refusal rates were averaged over the six rotation groups on the basis of the number of months each group of households was in the survey. These rates were calculated for the control and experimental subsamples in the following way. Let  $R_j$  denote the average non-response rate for households during the  $j$ th month they were in the survey. Then

$$R_j = \frac{\sum_{i=1}^6 r_{ij}}{\sum_{i=1}^6 n_{ij}} \times 100 \quad (j = 1, 2, 3, 4, 5, 6)$$

where  $r_{ij}$  and  $n_{ij}$  denote the number of non-responses and the number of sampled households respectively in rotation group  $i$  during the  $j$ th month of the rotation pattern. The average refusal rate was calculated in a similar fashion.

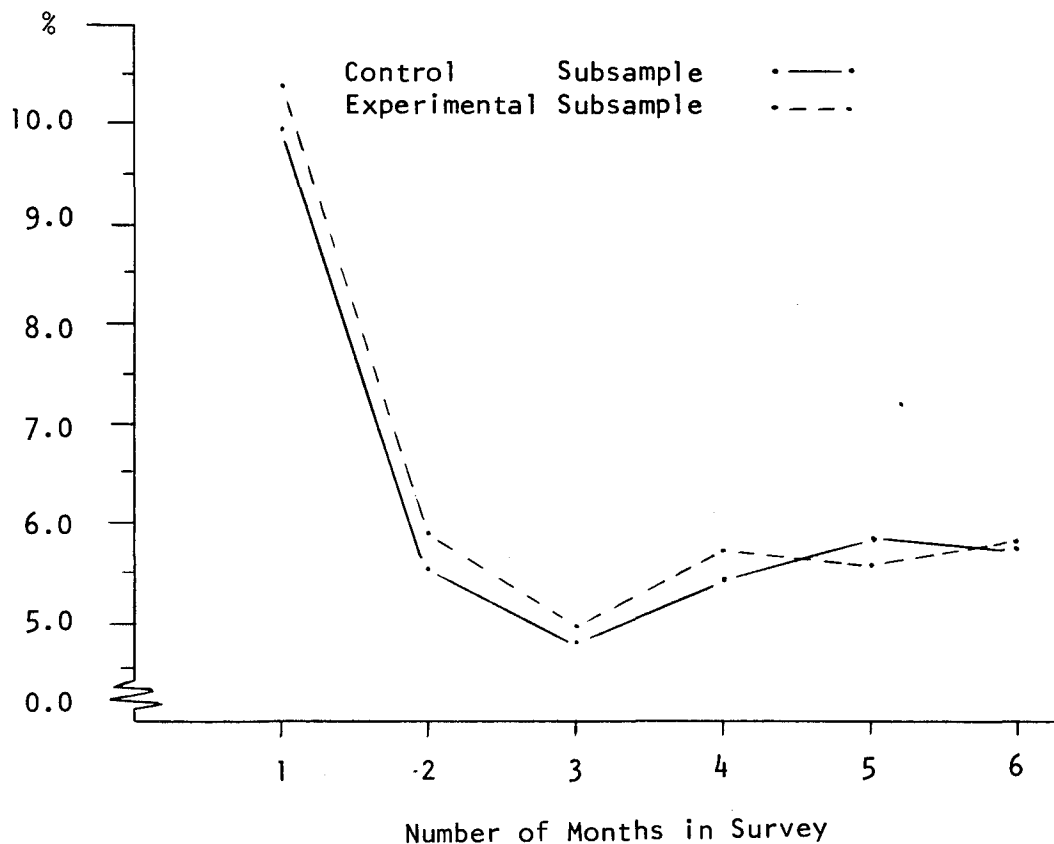
To test for significant differences in the rates (non-response or refusal) between the two subsamples the statistic

$$t = \frac{p_c - p_e}{\sqrt{\frac{p_c(1-p_c)}{n_c} + \frac{p_e(1-p_e)}{n_e}}}$$

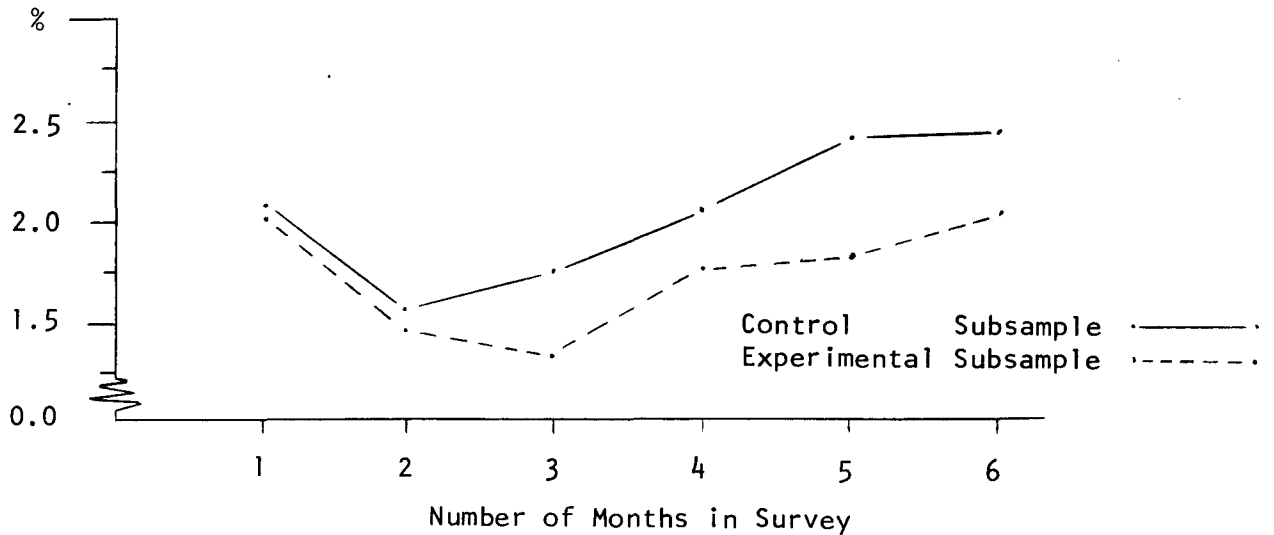
was calculated, where  $p_c$  and  $p_e$  denote the rates in the control and experimental subsamples respectively and  $n_c$  and  $n_e$  denote the number of households in the control and experimental subsamples respectively. If  $|t|$  exceeded 1.96, then the difference in the rates between the two subsamples was considered to be significant at the 5 percent level of significance.

Graphs 3.1 and 3.2 show the non-response and refusal rates respectively for SRU's, averaged over the six rotation groups.

Graph 3.1: Non-Response Rates in the SRU Control and Experimental Subsamples Averaged Over Six Rotation Groups



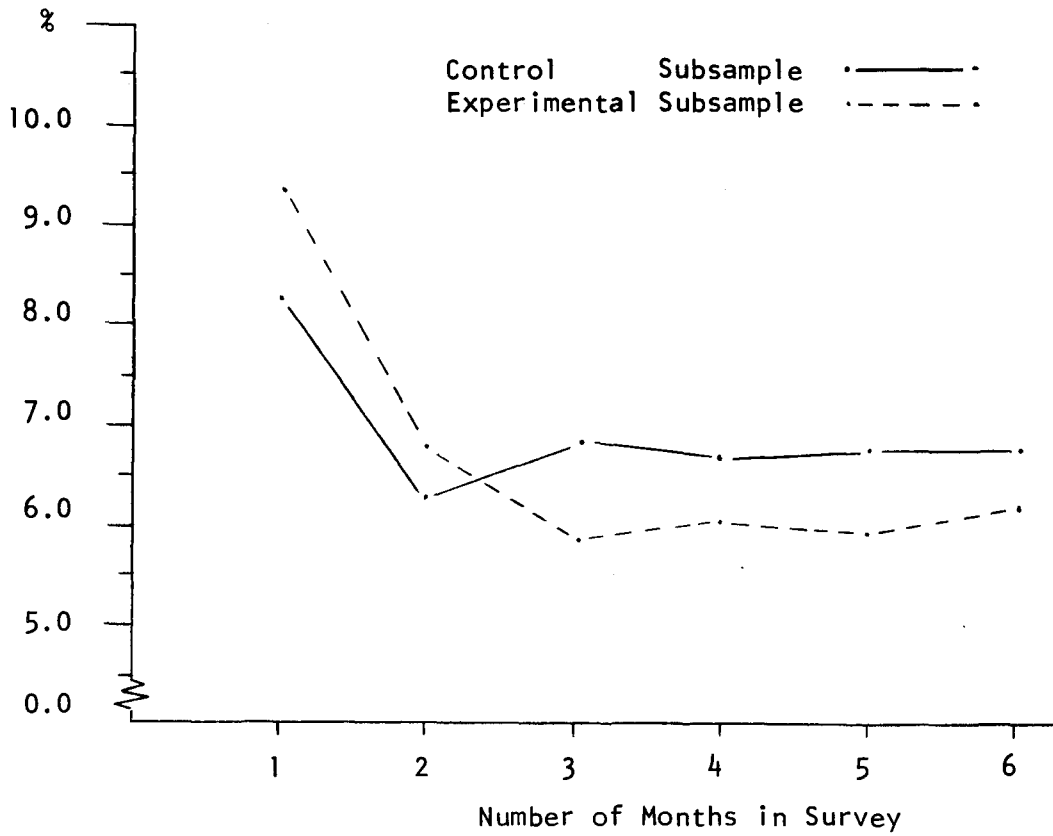
Graph 3.2: Refusal Rates in the SRU Control and Experimental Subsamples Averaged Over Six Rotation Groups



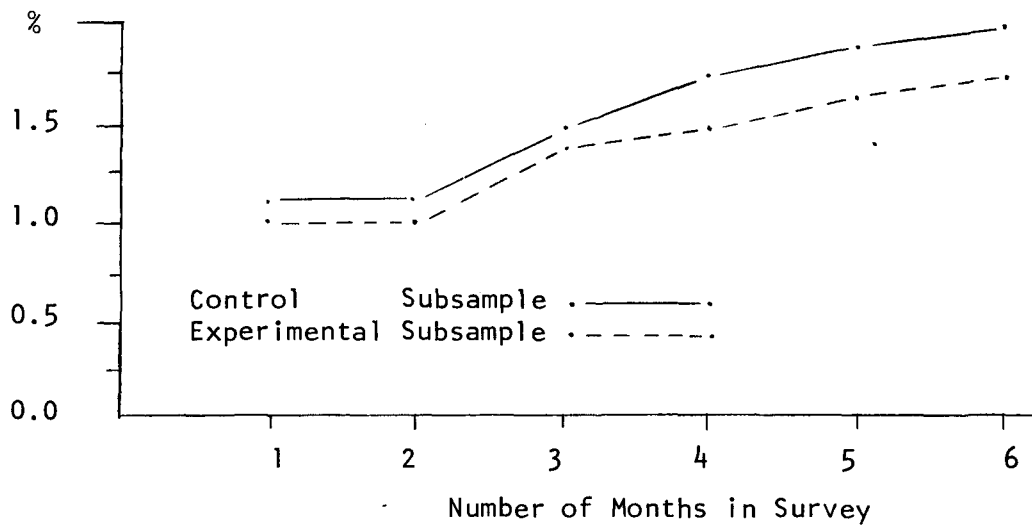
Graph 3.1 shows that the average non-response rates in the SRU control and experimental subsamples were approximately equal during every month of the six-month rotation pattern. No significant differences between the two subsamples were noted in the average non-response rates. In the case of the average refusal rates, Graph 3.2 shows that the refusal rate in the SRU experimental subsample was consistently lower than the corresponding rate in the SRU control subsample throughout the six months, with the differences being significant in the third and fifth months only.

Graphs 3.3 and 3.4 show the average non-response and refusal rates respectively for NSRU's.

Graph 3.3: Non-Response Rates in the NSRU Control and Experimental Subsamples Averaged Over Six Rotation Groups



Graph 3.4: Refusal Rates in the NSRU Control and Experimental Subsamples Averaged Over Six Rotation Groups



In NSRU's Graph 3.3 shows that the average overall non-response rate for the six rotation groups was higher in the experimental subsample than in the control subsample for the first two months but lower during the remaining four months. These differences were significant in the first, third and fifth months.

Like the behaviour of the SRU refusal rates, Graph 3.4 shows that the refusal rate in the NSRU experimental group was consistently lower than the refusal rate in the NSRU control group. No significant differences, however, were observed in any of the six months.

The behaviour of refusal rates in the control and experimental subsamples in both SRU's and NSRU's indicates that the distribution of the "Canada Handbook" had very little effect on converting a refusal to a response at the time of the interviewer's first contact with a household, but respondents who received the "Canada Handbook" were less likely to refuse at some later time than respondents who received no response incentive. The increasing trend which was observed in the behaviour of refusal rates in the two subsamples during the six month tenure of households in the survey was due to the fact that refusal rates tend to be cumulative. A refusal one month usually remains a refusal the next month, so that an increase in the refusal rate during one month can be expected to result in higher refusal rates during subsequent months.

During the experiment, it was found that other types of non-response, such as the "no one at home" component, were generally not any lower in the experimental subsample than in the control subsample. This suggests that having the "Canada Handbook" available to give to respondents did not motivate interviewers to put more effort into tracking down non-respondents.

#### 4. EVALUATION QUESTIONNAIRE

Interviewers in both the experimental and control groups were asked to complete an evaluation questionnaire in order that qualitative information could be obtained on the effectiveness of response incentives in terms of interviewers' acceptance and attitudes. Interviewers rated their own attitudes as well as their perception of respondent attitudes to a list of miscellaneous materials which covered a wide range of response incentives and represented varying degrees of association with Statistics Canada and the Labour Force Survey. Included on this list were the following items:

- (1) the Labour Force Survey brochure - a pamphlet outlining the purpose of the Labour Force Survey and asking respondents for their co-operation,
- (2) an interviewer identification card, with a photograph of the interviewer attached, that shows the interviewer to be an official representative of Statistics Canada (to be shown to respondents),
- (3) a letter from Statistics Canada to respondents prior to the first interview that explains the importance of the Labour Force Survey and asks for their co-operation,
- (4) a Statistics Canada publication that describes the use of Labour Force Survey data and other data collected by Statistics Canada in a colour-illustrated paperback format ("Canada Handbook"),
- (5) a reference telephone number to be given to respondents who have questions about the Labour Force Survey which cannot be answered by the interviewer,
- (6) a metric converter that gives conversions of temperature and other measures to the metric scale (e.g. Fahrenheit to Centigrade),
- (7) a wallet size calendar, and
- (8) nothing necessary.

Interviewers were asked to show the extent of their agreement or disagreement on a scale of 1 to 5 (strongly disagree to strongly agree) to the following two statements which describe the effect of the response incentives listed above on the respondent (statement A) and on the interviewer (statement B).

Statement A: "Respondents would be more willing to participate in the Labour Force Survey if they were given such a material".

Statement B: "You would find it easier to ask respondents to participate if they were given such a material".

In addition to completing these questions, interviewers in the experimental group were also asked to respond to the following questions:

- (1) How did you find respondents generally reacted to the "Canada Handbook"? (a) very positive, (b) positive, (c) neutral, (d) negative or (e) very negative.
- (2) If the "Canada Handbook" or some other publication was distributed to respondents, to which households do you think it should be sent? (a) all households, (b) hostile households, or (c) other (specify).
- (3) If the "Canada Handbook" or some other publication was distributed to respondents, when do you think it should be distributed?  
(a) before the first interview, sent by the regional office, (b) first interview, (c) anytime, (d) last interview, or (e) after the last interview, sent by the regional office.
- (4) If the "Canada Handbook" or some other publication was distributed during the interview, it should be ... (a) at the beginning of the interview, (b) as decided by the interviewer, or (c) upon completion of the interview.
- (5) Was the distribution of the "Canada Handbook" difficult to manage while doing your assignment? (a) yes, or (b) no.

A total of 552 interviewers across Canada completed the response incentives evaluation questionnaire. These 552 interviewers can be broken down as follows:

126	interviewers	in the	SRU	control	group
150	"	"	"	NSRU	"
128	"	"	"	SRU	experimental group
148	"	"	"	NSRU	"

Unfortunately, no responses were received from 100 interviewers (50 in the control group and 50 in the experimental group).

The results of the evaluation questionnaire are summarized on Table 4.1 for the control and experimental groups for both SRU's and NSRU's combined. The median rating has been used to summarize the responses to each statement or question. When asked to show the extent of their agreement or disagreement with statements A and B describing the effect of the various response incentives on respondents as well as themselves, interviewers indicated

- strong agreement with the letter
- agreement with the interviewer identification card, Labour Force Survey brochure, "Canada Handbook" and reference telephone number
- uncertainty about the wallet-size calendar and metric converter
- disagreement that nothing was necessary.

The frequencies of the ratings for each statement on the questionnaire were also tabulated for interviewers according to the following classifications:

- (1) type of area (SRU or NSRU)
- (2) interviewing experience, and
- (3) size of assignment (i.e. number of dwellings assigned).

The reaction of SRU interviewers to the various response incentives was very similar to the reaction of NSRU interviewers. Interviewers in SRU's, however, tended to show stronger agreement with the Labour Force Survey brochure and the reference telephone number than did interviewers in NSRU's. In both SRU's and NSRU's most interviewers indicated very strong agreement with the introductory letter and lesser agreement, in varying degrees, with the other response incentives. Differences in the responses by SRU and NSRU interviewers may, in part, have been due to the effect of the new interviewers who were hired to enumerate areas in NSRU's where there was a sample size increase. As pointed out in Section 2, however, precautions were taken to ensure that new interviewers were included in both the control and experimental groups by systematically allocating them to the two groups.

**Table 4.1: RESULTS OF LFS RESPONSE INCENTIVES  
EXPERIMENT EVALUATION QUESTIONNAIRE**

(Completed by all SRU and NSRU interviewers across Canada)

**Statement A:** Respondents would be more willing to participate in the LFS if they were given . . .

**Statement B:** You (the interviewer) would find it easier to ask respondents to participate in the LFS if they were given . . .

(1) the LFS brochure

Statement	Group	Percent Responses					No. of Responses	Median Response
		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
A	Control	1	4	18	36	41	276	Agree
	Experimental	1	1	22	34	42	276	Agree
B	Control	1	2	18	34	45	276	Agree
	Experimental	1	1	18	33	47	276	Agree

(2) an interviewer identification card

Statement	Group	Percent Responses					No. of Responses	Median Response
		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
A	Control	1	8	14	36	41	276	Agree
	Experimental	1	9	14	37	39	276	Agree
B	Control	1	9	14	34	42	276	Agree
	Experimental	2	10	15	36	37	276	Agree

(3) an introductory letter

Statement	Group	Percent Responses					No. of Responses	Median Response
		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
A	Control	2	1	5	24	68	276	Strongly Agree
	Experimental	1	2	10	21	66	276	Strongly Agree
B	Control	2	2	4	21	71	276	Strongly Agree
	Experimental	1	1	9	24	65	276	Strongly Agree

(4) a Statistics Canada publication (e.g. "Canada Handbook")

Statement	Group	Percent Responses					No. of Responses	Median Response
		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
A	Control	1	8	28	30	33	276	Agree
	Experimental	1	6	15	38	40	276	Agree
B	Control	2	12	22	34	30	276	Agree
	Experimental	2	7	13	38	40	276	Agree

Table 4.1 (continued)

Statement A: Respondents would be more willing to participate in the LFS if they were given . . .

Statement B: You (the interviewer) would find it easier to ask respondents to participate in the LFS if they were given . . .

(5) a reference telephone number

Statement	Group	Percent Responses					No. of Responses	Median Response
		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
A	Control	4	17	27	32	20	276	Agree
	Experimental	6	14	28	34	18	276	Agree
B	Control	4	15	29	32	20	276	Agree
	Experimental	5	19	24	32	20	276	Agree

(6) a metric converter

Statement	Group	Percent Responses					No. of Responses	Median Response
		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
A	Control	12	32	26	19	11	276	Uncertain
	Experimental	15	21	31	21	12	276	Uncertain
B	Control	14	33	26	18	9	276	Uncertain
	Experimental	15	24	28	24	9	276	Uncertain

(7) a wallet-size calendar

Statement	Group	Percent Responses					No. of Responses	Median Response
		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
A	Control	14	30	27	22	7	276	Uncertain
	Experimental	15	28	33	18	6	276	Uncertain
B	Control	15	33	26	19	7	276	Uncertain
	Experimental	14	28	34	18	6	276	Uncertain

(8) nothing necessary

Statement	Group	Percent Responses					No. of Responses	Median Response
		Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
A	Control	41	27	18	11	3	276	Disagree
	Experimental	39	28	20	10	3	276	Disagree
B	Control	40	25	21	10	4	276	Disagree
	Experimental	40	25	22	10	3	276	Disagree

When classified according to interviewing experience, interviewers with at least one year's experience tended to show stronger agreement with the interviewer identification card than did interviewers with less than one year's experience. In fact, 43 percent of the interviewers with at least one year's experience indicated "strong agreement" with the identification card, while only 28 percent of the remaining interviewers indicated "strong agreement" with this response incentive. The extent of interviewers' agreement or disagreement with the other response incentives listed on the questionnaire did not vary according to the number of months of interviewing experience. Similarly, questionnaire responses did not vary according to the size of interviewers' assignments, except that interviewers with larger assignments (60 dwellings or more) tended to show stronger agreement with the Labour Force Survey brochure, interviewer identification card and letter but slightly less agreement with the "Canada Handbook" than interviewers with smaller assignments (less than 60 dwellings).

Responses by interviewers in the experimental group to the five questions relating to the distribution of the "Canada Handbook" are summarized in Table 4.2. The percent responses and the median response to each question are given in the table.

Most interviewers (87 percent) rated respondents' reaction to the "Canada Handbook" as "positive" or "very positive", while only a few interviewers (under 2 percent) felt that respondents' reaction was "negative" or "very negative". The median response of all interviewers was that the reaction of respondents was "very positive". Interviewers in SRU's differed slightly in their assessment of respondents' reaction than interviewers in NSRU's. SRU interviewers tended to rate respondents' reaction more positively than did NSRU interviewers and, whereas the median response in SRU's was "very positive", the median response in NSRU's was "positive". Similarly, interviewers with at least one year's experience rated the reaction of respondents as "very positive", while interviewers with less than one year's experience rated their reaction as "positive".

Table 4.2: SUMMARY OF RESULTS OF RESPONSE INCENTIVES  
EVALUATION QUESTIONNAIRE

Questions completed by all interviewers across Canada in the experimental group:

Question 1: How did you find respondents generally reacted to the "Canada Handbook"?

Percent Responses					No. of Responses	Median Response
Very Negative	Negative	Neutral	Positive	Very Positive		
1	1	11	36	51	270	Very Positive

Question 2: If the "Canada Handbook" or some other publication was distributed to respondents, to which households do you think it should be distributed?

Percent Responses			No. of Responses	Median Response
All Households	Hostile Households	Other		
86	3	11	269	All Households

Question 3: If the "Canada Handbook" or some other publication was distributed to respondents, when do you think it should be distributed? (A) Before first interview, sent by regional office, (B) first interview, (C) anytime, (D) last interview, (E) after last interview, sent by regional office.

Percent Responses					No. of Responses	Median Response
A	B	C	D	E		
14	76	3	6	1	270	1st Interview

Question 4: If the "Canada Handbook" or some other publication was distributed during the interview, it should be . . .

Percent Responses			No. of Responses	Median Response
At the beginning of the interview	As decided by the interviewer	Upon completion of the interview		
24	54	22	271	As decided by the interviewer

Question 5: Was the distribution of the "Canada Handbook" difficult to manage while doing your assignment?

Percent Responses		No. of Responses	Median Response
Yes	No		
12	88	268	No

Nearly every interviewer replied that the "Canada Handbook" or some other response incentive should be given to all households. Most interviewers felt that this type of response incentive should be given to the respondent at the time of the first interview. Some interviewers indicated that they would prefer to have it sent to the respondent by the regional office prior to the first interview, but very few interviewers thought that the last interview was the appropriate time.

When queried on the best time during the interview to give the "Canada Handbook" to the respondent, slightly more than half the interviewers felt that it should be left to the discretion of the interviewer, while the remaining interviewers were almost evenly divided between the responses "at the beginning of the interview" and "upon completion of the interview". Interviewers with more experience tended to choose "upon completion of the interview" more frequently than interviewers with less experience.

Almost 90 percent of the interviewers who distributed the "Canada Handbook" responded that they did not find it difficult to manage while doing their assignments. The remaining 10 percent of the interviewers indicated that they found the book difficult to manage. Some of these interviewers wrote comments, saying that the books were heavy and difficult to carry in and out of their cars and home. Interviewers who had large assignments apparently found it more difficult than interviewers with smaller assignments to distribute copies of the "Canada Handbook" while doing their assignments. About 21 percent of the interviewers with assignment sizes greater than 60 dwellings responded that they found it difficult, while only 6 percent of the interviewers with assignment sizes less than 60 dwellings found the distribution of "Canada Handbooks" difficult to manage.

Interviewers wrote many comments in addition to their responses to the evaluation questionnaire. Most interviewers responded that the distribution of the "Canada Handbook" was very worthwhile and that it was especially well received by professionals, students and respondents with

school-age children. Some interviewers, however, encountered respondents who considered that the "Canada Handbook" was an expensive publication to be given out so generously and that it was a further example of the waste of taxpayers' money. A few interviewers found that presenting the "Canada Handbook" to hostile respondents often made them more hostile. Many interviewers indicated that a less expensive response incentive is probably all that is necessary, and they suggested that a small publication relating only to the survey data and its uses should be given to respondents. Most interviewers feel that it is necessary to educate respondents as well as the general public on the purposes and uses of the survey. For this reason, interviewers feel that it is extremely important to send an introductory letter to respondents in order to explain the purpose of the survey and to ask for their co-operation. Some interviewers also suggested that a "thank you" letter should be sent to the respondents after the survey thanking them for their participation. Generally speaking, it can be concluded that the majority of interviewers feel that response incentives are necessary and that they are helpful in establishing a good rapport with respondents.

#### 5. CONCLUDING REMARKS

The Response Incentives Experiment provided useful information on the effect of a response incentive such as the "Canada Handbook" on respondent relations and interviewer performance.

Households which received the "Canada Handbook" tended to have a lower refusal rate than households which did not receive it, although the observed differences in the refusal rates between the control and experimental groups were generally not significant. The behaviour of refusal rates in the two groups indicated that the distribution of the "Canada Handbook" had very little effect on converting a refusal to a response at the time of the interviewer's first contact with a household, but respondents who received the "Canada Handbook" were less likely to refuse at some later time than respondents who received no response incentive. Considering that the refusal rate in the Labour Force Survey

under normal survey conditions is very low (approximately 1.5 percent), it is not surprising that only a minimal reduction in the refusal rate was realized through the distribution of the "Canada Handbook". Other types of non-response, such as "no one at home", were generally higher in the experimental subsample than in the control subsample. This suggests that the "Canada Handbook" did not motivate interviewers to put more effort into tracking down non-respondents.

The results of the evaluation questionnaire showed that both respondents and interviewers reacted very favourably to the "Canada Handbook". Although the majority of interviewers feel that response incentives are useful in establishing a good rapport with respondents, most interviewers believe that materials such as an introductory letter and an identification card are actually more effective than gifts such as the "Canada Handbook".

The Response Incentives Experiment has shown that there is a real need to provide the respondent with more information on the purposes of the survey and the uses of the data. It is very important, therefore, that interviewers should be equipped to provide this information since they have the main responsibility in gaining the co-operation of the respondent. Interviewers can be equipped with this knowledge through training which emphasizes the purposes and importance of the survey and by having support material available such as an introductory letter, an explanatory brochure or other response incentives which illustrate these points.

## 6. ACKNOWLEDGMENT

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RESUME

Cet article présente une description de la méthodologie de l'expérience sur l'incitation à la réponse qui a été effectuée à l'occasion de l'enquête sur la population active du Canada afin de déterminer comment une incitation à la réponse pourrait améliorer les rapports entre le répondant et l'enquêteur et le rendement de ce dernier. On y retrouvera aussi divers résultats concernant les taux de non-réponse et de refus, de même que les réponses au questionnaire d'évaluation qu'ont rempli tous les enquêteurs à la fin de l'expérience.