

## Supplemental Appendix

**TITLE:** Digital Incentives in Surveys: Evidence from an RCT on Response Rates, Vendor Choice, and Sociodemographic Effects (Manuscript ID PandP-2026-1123)

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Appendix Table 1: Sample Summary Statistics  
and Covariate Balancing Test among Incentivized and Non-Incentivized Groups

	Panel A: Overall Sample Mean	Panel B: Incentivized Mean	Panel C: Non-Incentivized Mean	Mean Difference	p-value
Age	12.373 (1.101)	12.320 (1.096)	12.403 (1.102)	-0.001 [0.006]	0.929
Female	0.494	0.497	0.492	0.004 [0.007]	0.533
White	0.185	0.175	0.190	-0.001 [0.004]	0.875
Black	0.036	0.036	0.036	0.000 [0.002]	0.857
Hispanic	0.728	0.738	0.722	-0.001 [0.004]	0.789
Other Race	0.051	0.050	0.051	0.002 [0.002]	0.390
Free & Reduced-Price Lunch	0.568	0.586	0.558	-0.010 [0.005]	0.030 *
Spanish-Language Texts	0.251	0.255	0.249	-0.001 [0.002]	0.738
Texts4Teens Program	0.500	0.500	0.501	0.000 [0.001]	0.920
Observations	30,455	10,963	19,492		

*Sources:* Data from Texts4Teens Middle School Texting Program.

*Notes:* Standard deviations are shown in parentheses for continuous variables. Standard errors are clustered at the school-by-grade level and are shown in brackets. + p<0.10, \* p<0.05, \*\* p<0.01, \*\*\* p<0.001 denotes statistical significance.

Appendix Table 2: The Effects of Providing Incentives on Program Engagement by Texting Language

	(1) Start Survey	(2) Finish Survey	(3) Email Delivered	(4) Email Open	(5) Gift Claimed	(6) Essential Goods
Incentivized	0.115*** (0.005)	0.105*** (0.005)	0.158*** (0.004)	0.129*** (0.004)	0.113*** (0.004)	0.089*** (0.003)
Spanish-Language Texts	0.039*** (0.006)	0.031*** (0.005)	0.002 (0.001)	0.003* (0.001)	0.003* (0.001)	0.004*** (0.001)
Incentivized × Spanish	0.007 (0.010)	0.006 (0.009)	0.009 (0.008)	-0.015* (0.007)	-0.026*** (0.006)	-0.016** (0.005)
Obs.	30,455	30,455	30,455	30,455	30,455	30,455
R <sup>2</sup>	0.039	0.039	0.119	0.095	0.082	0.067
Non-Incentivized Mean	0.100	0.074	--	--	--	--
Student-Level Controls	Yes	Yes	Yes	Yes	Yes	Yes
School-by-Grade FE	Yes	Yes	Yes	Yes	Yes	Yes

*Notes:* Controls: children's age, gender, race/ethnicity, free and reduced-price lunch status, and program treatment status. Standard errors are clustered at the school-by-grade level (shown in parentheses). + p<0.10, \* p<0.05, \*\* p<0.01, \*\*\* p<0.001 denotes statistical significance.

Appendix Table 3: The Effect of Increasing Dollar Amount from \$5 to \$10 on Program Engagement by Texting Language

	(1) Start Survey	(2) Finish Survey	(3) Email Delivered	(4) Email Open	(5) Gift Claimed	(6) Essential Goods
Incentivized	0.069*** (0.009)	0.064*** (0.008)	0.132*** (0.007)	0.108*** (0.007)	0.092*** (0.006)	0.072*** (0.006)
Ten Dollars (Year 2023)	-0.029*** (0.006)	-0.026*** (0.005)	-0.006** (0.002)	-0.003* (0.002)	-0.003 (0.002)	-0.002 (0.002)
Spanish-Language Texts	0.059*** (0.009)	0.047*** (0.007)	0.003 (0.002)	0.003* (0.001)	0.003* (0.001)	0.004** (0.001)
Incentivized × Ten Dollars	0.059*** (0.012)	0.057*** (0.011)	0.040*** (0.009)	0.031*** (0.009)	0.031*** (0.008)	0.026*** (0.007)
Incentivized × Spanish	0.019 (0.019)	0.013 (0.018)	0.023 (0.017)	-0.022+ (0.013)	-0.032** (0.011)	-0.022* (0.010)
Ten Dollars × Spanish	-0.011 (0.014)	-0.012 (0.011)	-0.001 (0.001)	0.001 (0.001)	0.001 (0.001)	0.001 (0.001)
Incentivized × Ten Dollars × Spanish	-0.023 (0.026)	-0.014 (0.024)	-0.016 (0.021)	0.009 (0.017)	0.006 (0.015)	0.005 (0.013)
Obs.	25,469	25,469	25,469	25,469	25,469	25,469
R <sup>2</sup>	0.038	0.039	0.125	0.099	0.086	0.071
Non-Incentivized Mean	0.116	0.087	--	--	--	--
Student-Level Controls	Yes	Yes	Yes	Yes	Yes	Yes
School-by-Grade FE	Yes	Yes	Yes	Yes	Yes	Yes

Notes: Controls: children's age, gender, race/ethnicity, free and reduced-price lunch status, and program treatment status. Standard errors are clustered at the school-by-grade level (shown in parentheses). + p<0.10, \* p<0.05, \*\* p<0.01, \*\*\* p<0.001 denotes statistical significance.

Appendix Table 4: The Effect of Providing Information Options on Program Engagement by Texting Language

	(1) Start Survey	(2) Finish Survey	(3) Email Delivered	(4) Email Open	(5) Gift Claimed	(6) Essential Goods
Incentivized	0.129*** (0.008)	0.120*** (0.008)	0.172*** (0.006)	0.139*** (0.006)	0.123*** (0.006)	0.098*** (0.005)
Information Options (Year 2024)	-0.006 (0.008)	-0.003 (0.007)	0.010** (0.003)	0.007* (0.003)	0.005+ (0.003)	0.005+ (0.003)
Spanish-Language Texts	0.051*** (0.011)	0.039*** (0.009)	0.004+ (0.002)	0.007** (0.002)	0.006** (0.002)	0.008*** (0.002)
Incentivized × Information Options	0.025+ (0.014)	0.015 (0.013)	0.002 (0.012)	0.006 (0.011)	0.008 (0.011)	0.004 (0.010)
Incentivized × Spanish	-0.005 (0.016)	-0.002 (0.015)	0.007 (0.011)	-0.014 (0.010)	-0.026** (0.009)	-0.017* (0.008)
Information Options × Spanish	-0.111*** (0.013)	-0.078*** (0.010)	-0.003 (0.003)	-0.006* (0.002)	-0.005* (0.002)	-0.006** (0.002)
Incentivized × Information Options × Spanish	0.076** (0.026)	0.056* (0.023)	-0.010 (0.020)	0.002 (0.018)	0.006 (0.016)	0.004 (0.014)
Obs.	16,192	16,192	16,192	16,192	16,192	16,192
R <sup>2</sup>	0.059	0.057	0.107	0.087	0.076	0.063
Non-Incentivized Mean	0.091	0.065	--	--	--	--
Student-Level Controls	Yes	Yes	Yes	Yes	Yes	Yes
School-by-Grade FE	Yes	Yes	Yes	Yes	Yes	Yes

Notes: Controls: children's age, gender, race/ethnicity, free and reduced-price lunch status, and program treatment status. Standard errors are clustered at the school-by-grade level (shown in parentheses). + p<0.10, \* p<0.05, \*\* p<0.01, \*\*\* p<0.001 denotes statistical significance.