

Notes on Response Rates

Response Rates based on review of published survey results

- Previous research suggests average response rates at 55-65% for paper-pencil surveys.
- With careful attention to design, 70% can be achieved consistently. (Dillman, 2000)
- Others suggest that returns less than 40-50% are common on mail surveys

A meta-analysis of web survey reports (N=68)

- Mean response rate was 40% (SD=20%)
- Survey response rate was improved by
 - # of contacts
 - personalized contact
 - prenotification letter, message
 - issue salience
- No relationship found between survey length or password requirements and response rates

Cook, C., Heath, F., & Thompson, R. L. (2000). A meta-analysis of response rates in web-or internet-based surveys. *Educational and Psychological Measurement, 60*(6), 821-836.