

HOW DO I INCREASE SURVEY RESPONSE RATES?



A major issue associated with student surveys is response rates. While there is no silver bullet or guaranteed method to ensuring a high response rate to any survey, there are some things you can do that can increase the likelihood of getting a sufficient response rate.

SURVEY PLANNING



CONSIDER SURVEY TIMING

Avoid sending surveys during midterms and finals, holidays, or major campus events.



AVOID OVERLAP WITH OTHER SURVEYS

If possible, coordinate with other offices on campus re: who is sending surveys when



PROVIDE INCENTIVES

Incentives can be a chance to win a bigger prize, or it can be a small item for all who participate.



PRE-ANNOUNCEMENTS

Consider sending an email or preannouncement of the survey a few days prior to launch to raise awareness.



CONSIDER YOUR SAMPLE SIZE

Perhaps you don't have to email every student on campus. Consider who and how many people you will invite.

THE INVITATION



LENGTH

Keep your survey invitation brief.



PURPOSE

Make sure to explain to your potential participants why you are sending them a survey.



MAKE IT PERSONAL

Include their name or anything else that makes the invitation more personalized.



RESULTS

Tell participants how you will use the results.



CONTACT INFORMATION

Include an easily-recognizable name or email for the respondent to reply to.

POST-LAUNCH



REMINDERS

Send reminder emails to those who have not responded.



DURATION

Keep your survey open for an appropriate period of time (typically, at least one month for current students).



SHARE RESULTS

Be sure to share what you learned with your participants.