

Maximizing Response Rates to Web-Based Surveys

Practical Strategies from the Field



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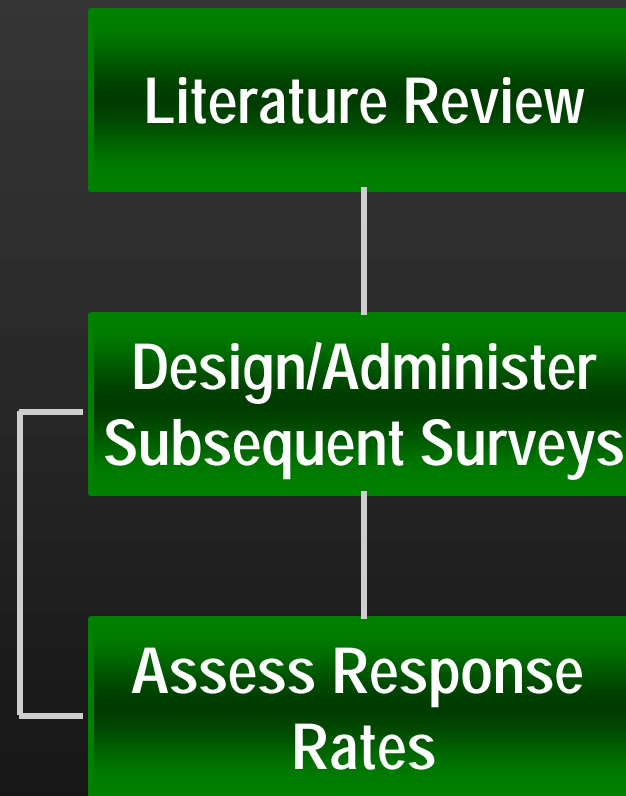
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An Internal DLS Study

Research Question

- How can survey designers optimize the response rates they obtain in their web-based surveys?

Method



Factors

- Match evaluation approach to needs of decision-makers.
- Obtain high-level survey sponsors and visible participation of opinion leaders.
- Guarantee anonymity.
- Employ characteristics that facilitate adoption of new innovations (Rogers, 1995).
- Allow adequate time to respond.
- Ensure surveys can be completed on company time.

Factors (continued)

- **Employ dynamic surveys.**
- **Conduct pilot tests to determine response time and item quality.**
- **Email survey invitations and reminders, place follow-up phone calls.**
- **Disseminate findings and recommendations.**
- **Implement and publicize results.**