

Gaining Respondent Cooperation around the World:
What's Used, What Works

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Table 1

Procedures Used to Increase Response

Call-backs	90%*
Left Letters, Booklets, etc.	59%*
Intro Letter/Booklet	55%*
Interviewer Bonuses	52%*
Intro Telephone Call	45%*
Uses Converters	35%*
Incentives to Respondents	24%

*Applies only to face-to-face surveys

n=29-38

Table 2

Use of Incentives Among Surveys Using Incentives

Offered Only Selectively, Not to All	40%
Standard/Same Incentive to All	78%
Incentive is Gift, Not Cash	60%
Incentive Offered/Given at First Contact	67%

n=9

Table 3

**Open-ended Mentions on Face-to-Face Surveys of
Most Effective Strategies or Tactics for Maximizing Your Response Rate**

Interviewer Training	11
Good Interviewer Behavior	8
Having Experienced Interviewers	6
Advanced Letter	6
Respondent Incentives	6
Interviewer Supervision	5
Call Backs	4
Interesting Content of Survey	3
Interviewer Bonuses	3
Sorter Questionnaire	3
Time of Contact	3
Longer Field Period	2
Other (all mentioned once): Smaller Interviewer Workloads/Right Introduction/ Center Office Support/Involvement of Study Director-PI	1

n=29 (totals more than 29 due to multiple mentions)

Table 4

Rated Effectiveness of Various Measures to Increase Response Rates in Face-to-Face Surveys

	% Very Useful
More Supervision of Interviewers	54%
More Interviewer Training	50%
More Call Backs per Case	45%
Shorter Questionnaires	41%
Letters, Booklets, etc.	32%
Longer Field Periods	31%
Respondent Incentives	21%
Interviewer Bonuses	17%
Use of Converters	10%

n=29

Table 5

Type of Interviewers (Face-to-Face Surveys)

(% of All Interviewers)

	Full-time Professional	Part-time Professional	Student	Other
None	55.6	22.2	37.0	85.2
1-24%	11.1	14.8	29.7	3.7
25-49%	11.1	22.2	11.1	7.4
50-99%	14.8	14.8	11.1	0.0
100%	7.4	25.9	7.4	3.7

N=29