



# Response Rates in 2006

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# Agenda



- Background
- Objectives
- Method
- Selected Results
- Issues raised

# Background



- Respondent co-operation has been a concern for many years
- Various task forces have investigated response rates
- This project was initiated by two academic researchers

# Objectives



## 1. To discover if *response rate decline* is still seen to be a problem:

- To assess perceptions of response rates in 2006
- To assess perceptions of response rates in 2011

## 2. To investigate *response rate decline* further:

- To assess possible reasons for problems
- To assess future outcomes
- To identify possible actions

# Method



- Survey of MRS Members
- Fieldwork April 2006
- Invitation to 4666 MRS members with email addresses
- On-line questionnaire

# Online questionnaire



Public Co-operation in Market Research - Mozilla Firefox

http://www.surveymonkey.com/Users/07918936/Surveys/263881851145/14C3138D-AC39-4226-844D-6E12968C6424.asp?u=263881851145&CO\_ND

MRS.

### 26. Overview on Trends

You have now completed 75% of the survey.

\* 26. For each of the following statements, please indicate whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree.

The current trends in response/ co-operation rates are due to.....

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Poorly trained interviewers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
People's Boredom with too many surveys	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People having less time available for surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Concerns over privacy and the sharing of personal data	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Too many long questionnaires	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad press associated with marketing research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Too many poorly designed surveys	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increased direct marketing	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Done

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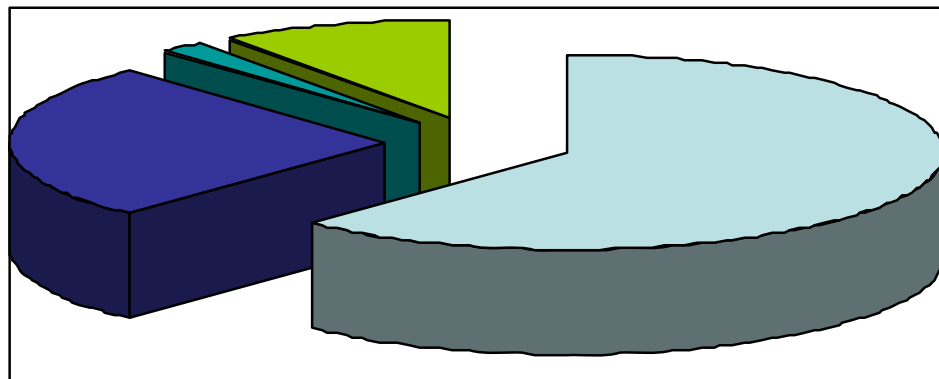
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# Sample details



<b>Initial Sample</b>	4666
<b>Useful sample</b>	933
<b>Final Response rate</b>	20%

Respondents were... (n=933)



- Agency 62%
- Client 26%
- Educ 2%
- Other 10%



# Respondents (n=933)



<b>Agency Director / Assoc Director</b>	<b>28%</b>
<b>Senior Researcher/ Researcher</b>	<b>18%</b>
<b>Market Research Manager</b>	<b>14%</b>
<b>Consultant</b>	<b>10%</b>
<b>Field Director/ Manager</b>	<b>3%</b>
<b>Other</b>	<b>27%</b>

## Measurement of Response Rates (n= 902)



*Does your organisation  
(or your research provider)  
normally measure response rates?*

- 58%**      **Always**
- 13%**      **Never**
- 29%**      **On certain types of project**

# Communication of Response Rates



## *Should response rates be communicated to clients?*

	<b>Clients</b>	<b>Agencies</b>
Sample Size-→	232	550
Always	55%	29%
Only for certain types of sample	16%	27%
Only at client request	19%	25%
Only for certain types of data collection	6%	10%
Never	0%	1%
Other	4%	8%

## Communication of Response Rates (n=892)



*Does your organisation report to clients on response rates?*

<b>21%</b>	<b>Always</b>
<b>33%</b>	<b>On some projects</b>
<b>30%</b>	<b>Only when requested to do so</b>
<b>10%</b>	<b>Never</b>
<b>5%</b>	<b>Other</b>

# Perceptions of Refusal Rates



We asked about refusal rates for...

- Online
- Postal
- Groups
- Telephone
- Face to face

*(Sample sizes vary because members only commented if they felt able)*

1. Original questionnaire wording has been clipped or modified for the purposes of this presentation.
2. Response rates cited should be considered as “perceptions”, they are not based on data records

# Perceived Refusals –Online (n= 278)



% of eligible respondents **not** responding

	2006	
<b>Web-based - Public</b>		
<b>Web-based - Business</b>		

# Perceived Refusals –Online (n= 278)



% of eligible respondents **not** responding

	2006	
<b>Web-based - Public</b>	<b>72%</b>	
<b>Web-based - Business</b>	<b>72%</b>	



# Perceived Refusals –Online (n= 278)



% of eligible respondents **not** responding

	2006	2011
<b>Web-based - Public</b>	<b>72%</b>	<b>71%</b>
<b>Web-based - Business</b>	<b>72%</b>	<b>72%</b>

# Perceived Refusals - Postal



% of eligible respondents **not** responding

		2006	
<b>Postal - Public</b>	(n = 287)		
<b>Postal - Business</b>	(n = 97)		

# Perceived Refusals - Postal



% of eligible respondents **not** responding

		2006	
<b>Postal - Public</b>	(n = 287)	<b>71%</b>	
<b>Postal - Business</b>	(n = 97)	<b>72%</b>	

# Perceived Refusals - Postal



% of eligible respondents **not** responding

		2006	2011
<b>Postal - Public</b>	(n = 287)	<b>71%</b>	<b>76%</b>
<b>Postal - Business</b>	(n = 97)	<b>72%</b>	<b>76%</b>

# Perceived Refusals - Phone



	% of eligible respondents refusing	
	2006	
<b>Telephone with public (n = 258)</b>		
<b>Telephone with business (n = 245)</b>		

# Perceived Refusals - Phone



	% of eligible respondents refusing	
	2006	
<b>Telephone with public</b> ( n =258)	<b>40%</b>	
<b>Telephone with business</b> (n = 245)	<b>45%</b>	

# Perceived Refusals - Phone



	% of eligible respondents refusing	
	2006	2011
<b>Telephone with public</b> ( n =258)	<b>40%</b>	<b>49%</b>
<b>Telephone with business</b> (n = 245)	<b>45%</b>	<b>51%</b>

# Perceived Refusals - Groups



		% of eligible respondents refusing	
		2006	
<b>Groups with public</b>	(n = 166)		
<b>Groups with business</b>	(n = 95)		



# Perceived Refusals - Groups



		% of eligible respondents refusing	
		2006	
<b>Groups with public</b>	(n = 166)	<b>40%</b>	
<b>Groups with business</b>	(n = 95)	<b>51%</b>	

# Perceived Refusals - Groups



		% of eligible respondents refusing	
		2006	2011
<b>Groups with public</b>	(n = 166)	<b>40%</b>	<b>43%</b>
<b>Groups with business</b>	(n = 95)	<b>51%</b>	<b>52%</b>

# Perceived Refusals - Personal



		% of eligible respondents refusing	
		2006	
<b>Hall/ street</b>	(n =136)		
<b>In-home/ doorstep</b>	(n=131)		
<b>Face to Face (Business)</b>	(n=120)		

# Perceived Refusals - Personal



		% of eligible respondents refusing	
		2006	
<b>Hall/ street</b>	(n=136)	<b>38%</b>	
<b>In-home/ doorstep</b>	(n=131)	<b>30%</b>	
<b>Face to Face (Business)</b>	(n=120)	<b>39%</b>	

# Perceived Refusals - Personal



		% of eligible respondents refusing	
		2006	2011
<b>Hall/ street</b>	(n=136)	<b>38%</b>	<b>48%</b>
<b>In-home/ doorstep</b>	(n=131)	<b>30%</b>	<b>37%</b>
<b>Face to Face (Business)</b>	(n=120)	<b>39%</b>	<b>43%</b>

# Recap



- Clear differences between data collection method (face to face has greater success)
- Business respondents pose greater challenges
- A feeling that refusals will increase in the next five years (except for online)

*To examine the reasons for less cooperation...*



*Try this question!*



*Which **one** of the following do **you** think is the main reason for decline in responses?*



## *Possible reasons for less cooperation*



<b>More direct marketing</b>	
<b>Long questionnaires</b>	
<b>People have less time</b>	
<b>Boredom with surveys</b>	
<b>Privacy Concerns</b>	
<b>Poorly designed surveys</b>	
<b>Bad press for MR</b>	
<b>Poorly trained interviewers</b>	

*We asked the members...*



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Done

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*they said...*



**Increased direct  
marketing...**

**and more...**

## Current trends are due to:



% strongly agree/agree	(n= 932)
<b>Increased direct marketing</b>	<b>79%</b>
<b>Too many long questionnaires</b>	<b>74%</b>
<b>People having less time available</b>	<b>74%</b>
<b>People's boredom with too many surveys</b>	<b>71%</b>
<b>Concerns over privacy</b>	<b>67%</b>
<b>Too many poorly designed surveys</b>	<b>62%</b>
<b><i>Bad press associated with market research</i></b>	<b><i>39%</i></b>
<b><i>Poorly trained interviewers</i></b>	<b><i>29%</i></b>

And



they also said that...

## Current trends will lead to:



% strongly agree/agree	(n= 904)
<b>More online surveys</b>	<b>80%</b>
<b>More incentives</b>	<b>77%</b>
<b>More multimode studies</b>	<b>70%</b>
<b>More panels</b>	<b>69%</b>
<b>Greater interviewing/research costs</b>	<b>68%</b>
<b>Major concerns for the M.R. industry</b>	<b>61%</b>
<b>More time to do research</b>	<b>50%</b>
<i>Decline in probability samples</i>	<i>45%</i>
<i>Decline in the reliability of research results</i>	<i>37%</i>
<i>Decline in the M.R. industry</i>	<i>11%</i>

And



they also said that...

# *Industry bodies should be more...*



% strongly agree/agree	(n=904)
<b>pro-active in responding to this issue</b>	<b>77%</b>
<b>prescriptive about the quality &amp; training of interviewers</b>	<b>61%</b>
<b>prescriptive about questionnaire design &amp; content</b>	<b>50%</b>



# Role of MRS



*Should response rates from a sample of agencies be collated and reported on by an industry body such as the MRS so that levels of co-operation can be tracked over time?*

<b>Yes</b>	<b>68%</b>
<b>No</b>	<b>13%</b>
<b>Don't Know</b>	<b>19%</b>

# Selected comments



*Need reliable tracking  
information/benchmarks*

# Selected comments



*MRS needs to engage  
with non-members –  
they are the ones  
producing the poorly  
designed questionnaires*

## Selected comments



*“Need to move to new innovative ways of engaging respondents- which makes it more fun to take part and respondents see a real benefit.”*

# 3 questions to debate



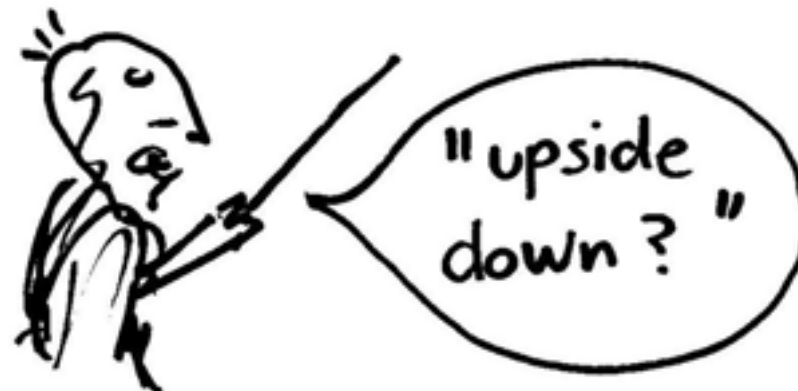
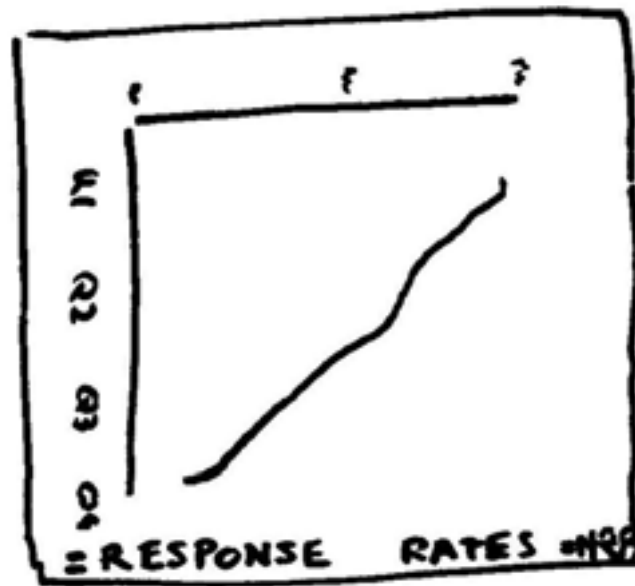
*1. Could response rates improve?*

*2. Should the MRS play a big role?*

- *track co-operation over time?*
- *“police” the design of projects?*

*3. Is research design at fault?*

# 1. Could response rates improve?



## 2. What role should MRS play?



### 3. Is research design at fault?



Just one last  
question ...



One last slide...



**Thank you for your  
attention**

# Response Rates in 2006



Prepared by Nigel Bradley and Alan Wilson for  
the MRS Fieldwork Conference  
Held at Aston University, UK

10 July 2006.

# Researchers



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Extra slides



## Selected comments



*“Need more education of the public regarding marketing research versus database creation and SUGGING”*

*“MRS needs to raise the industry’s profile”*

# Selected comments



*“This is an area needing to be addressed”*

*“Need for industry-wide definitions and methods of calculation for response rates”*

*“Need to measure non-availability”*

*“Need best practice guidelines on incentives, multi-mode research, questionnaire length, providing research feedback to respondents, managed access panels”*

# Selected comments



“ Respondents feel the relationship is one- way. The industry needs to be doing more to make sure research does have an impact and that this impact is communicated back to the people who have taken part”

# Summary Refusals - Public



		2006	2011
<b>Web-based</b>	(n = 278)	<b>72%</b>	<b>71%</b>
<b>Postal</b>	(n = 97)	<b>71%</b>	<b>76%</b>
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# Summary Refusals –B2B



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