



Opinion **Dynamics**



HOW TO INCREASE RESPONSE RATES: *NO TOTE BAG REQUIRED*

Presented by:

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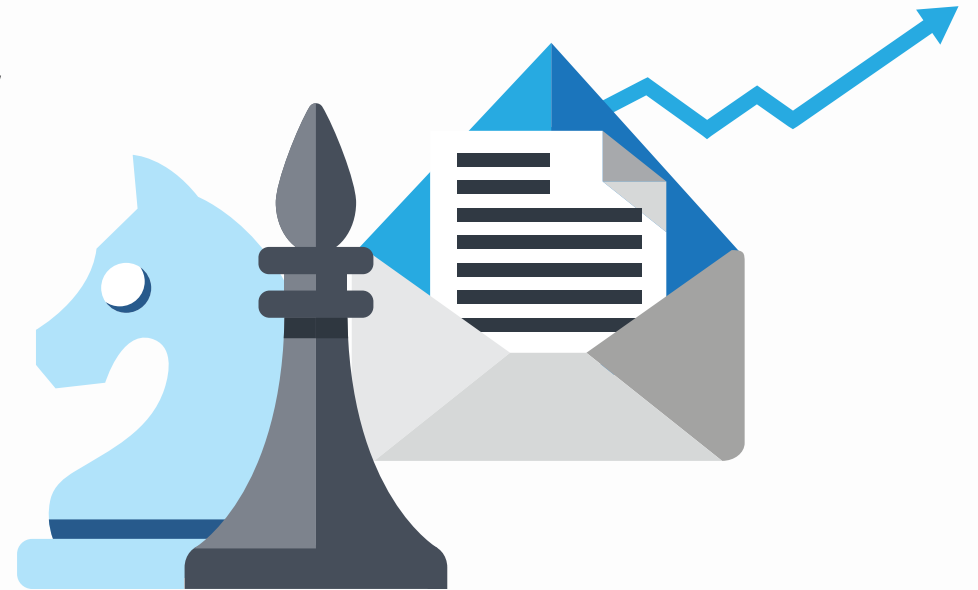
Surveys Increasingly Going to the Web

- Nearly half of calls to mobile devices unanswered last year
- 90% of US adults use the internet
- Spam emails and viruses make email links scary
- How do we get people to respond to our web surveys?



Standard Advice

- Dillman's Tailored Design Method (2014)
 - Establish trust
 - Explain why they were selected and why their help is needed
 - Explain how the answers will be used and how this will benefit them
- Great for initial email
- What can improve response rates to reminder emails?



Pledge Drive Language



We haven't reached our goal of \$15,000,000,000 in pledges this hour. Can you be one of the?



Example Template

[Salutation]

We recently asked you to respond to a brief survey about [topic].

We have not yet met our goal number of responses to our survey. Can you be one of the 50 people who gets us to that goal? Your feedback is crucial to helping the [client] understand [topic].

If you have already completed the survey, thank you very much for your input. If you have not had a chance to respond, we hope you will take a few minutes to complete it. Please click on the link below to go to the survey site: [Link here]

Thank you in advance for your help with this important research!

[Signature]

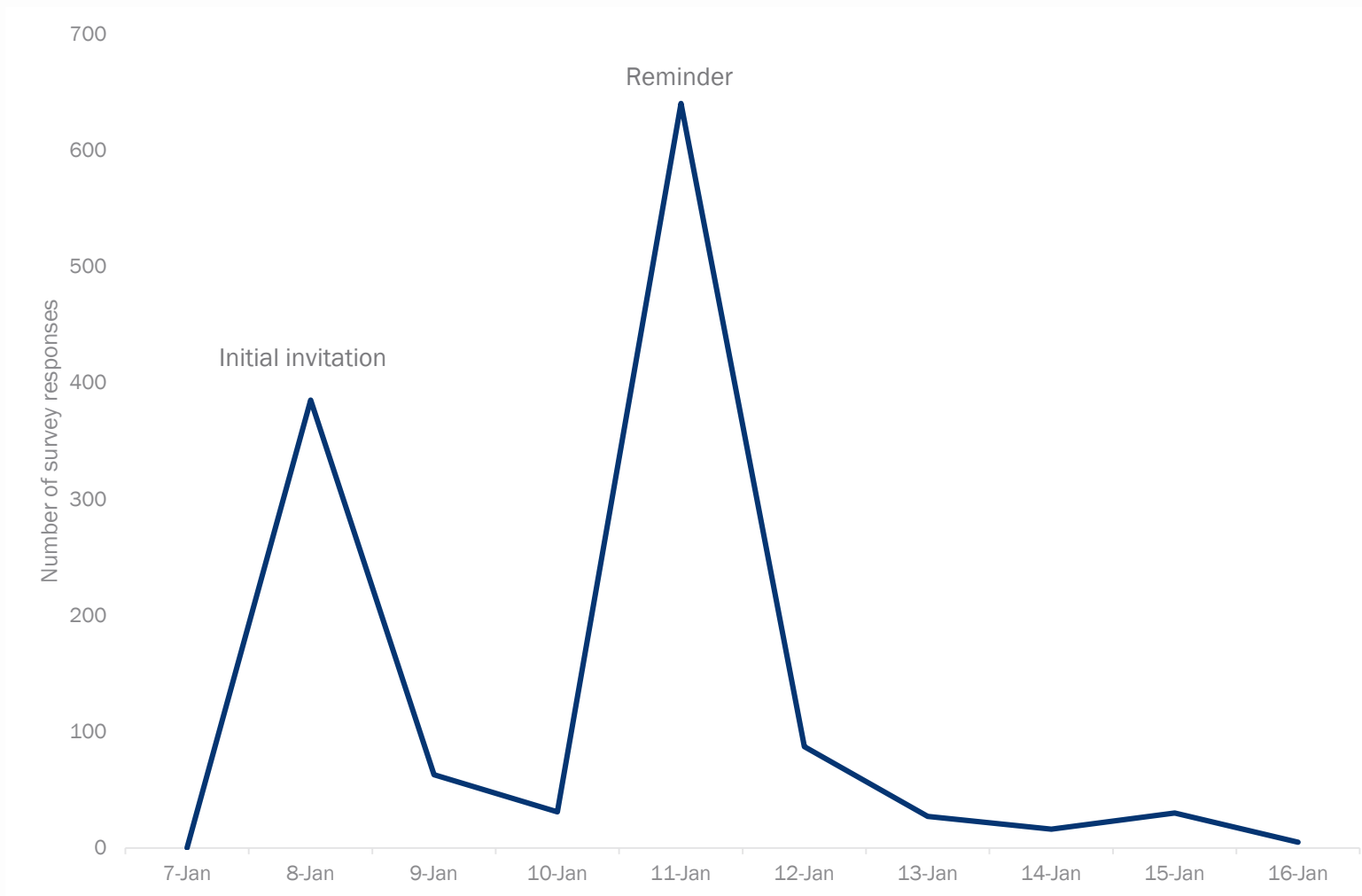


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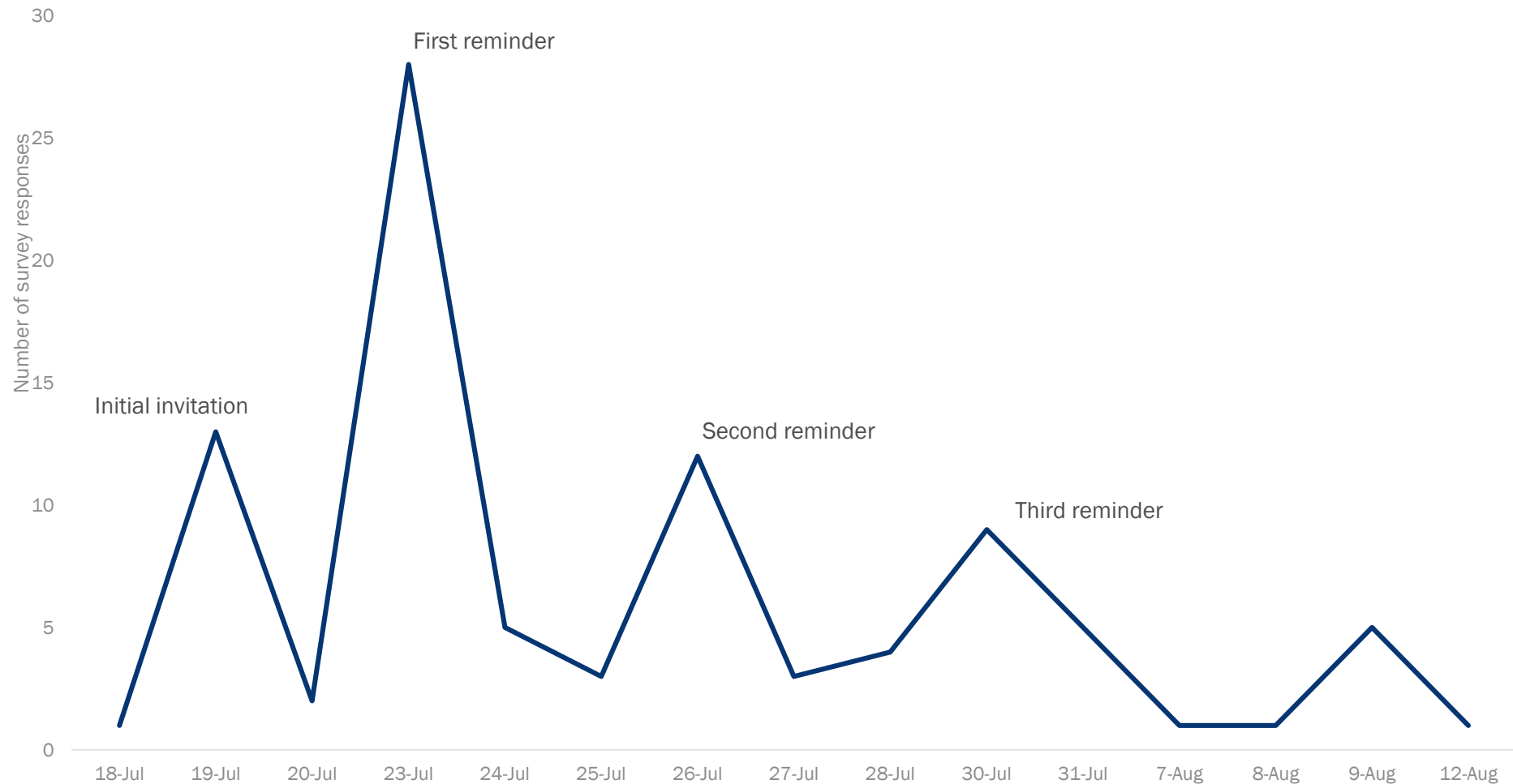


PROJECT EXAMPLES

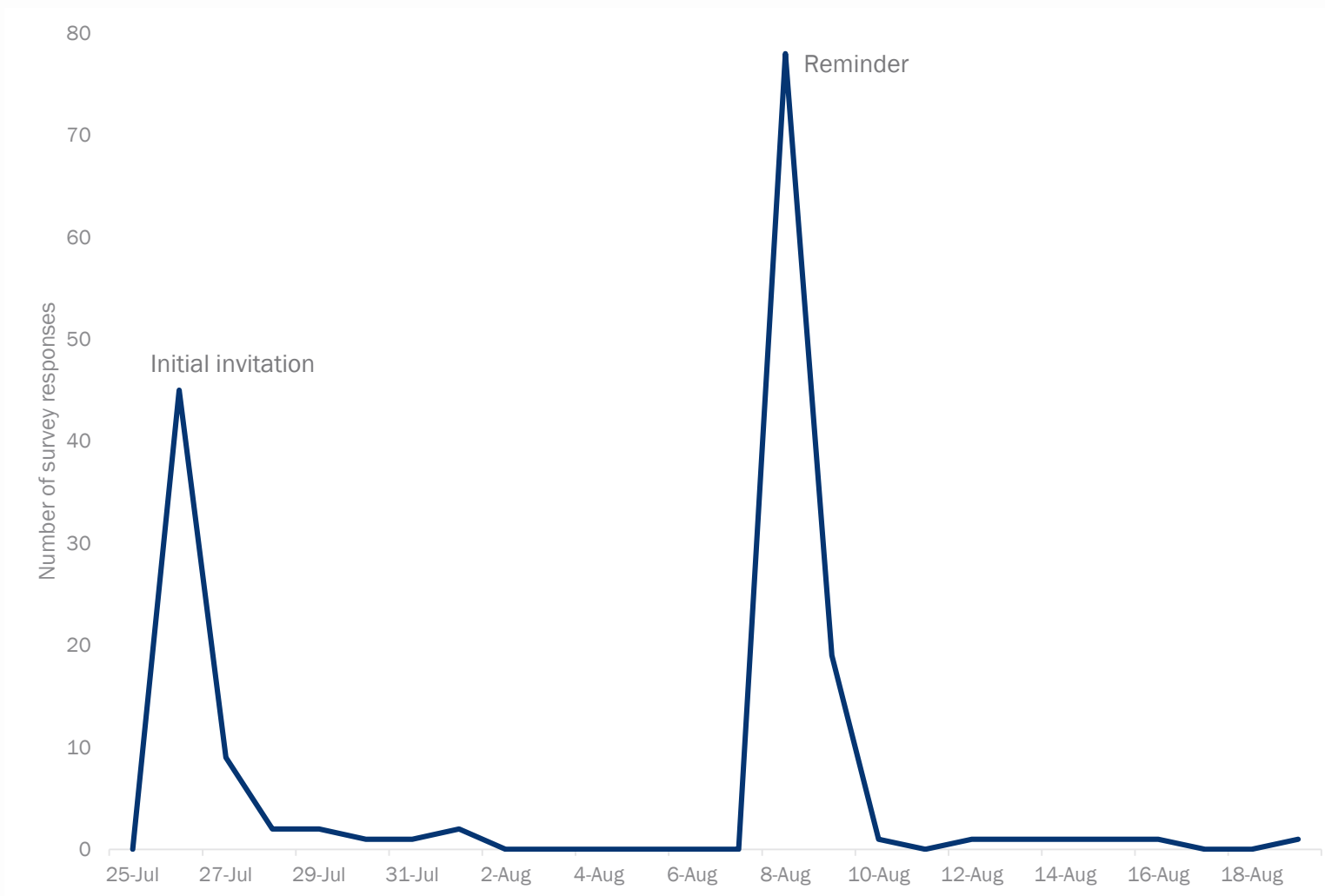
C&I Utility Program Nonparticipants in the Midwest



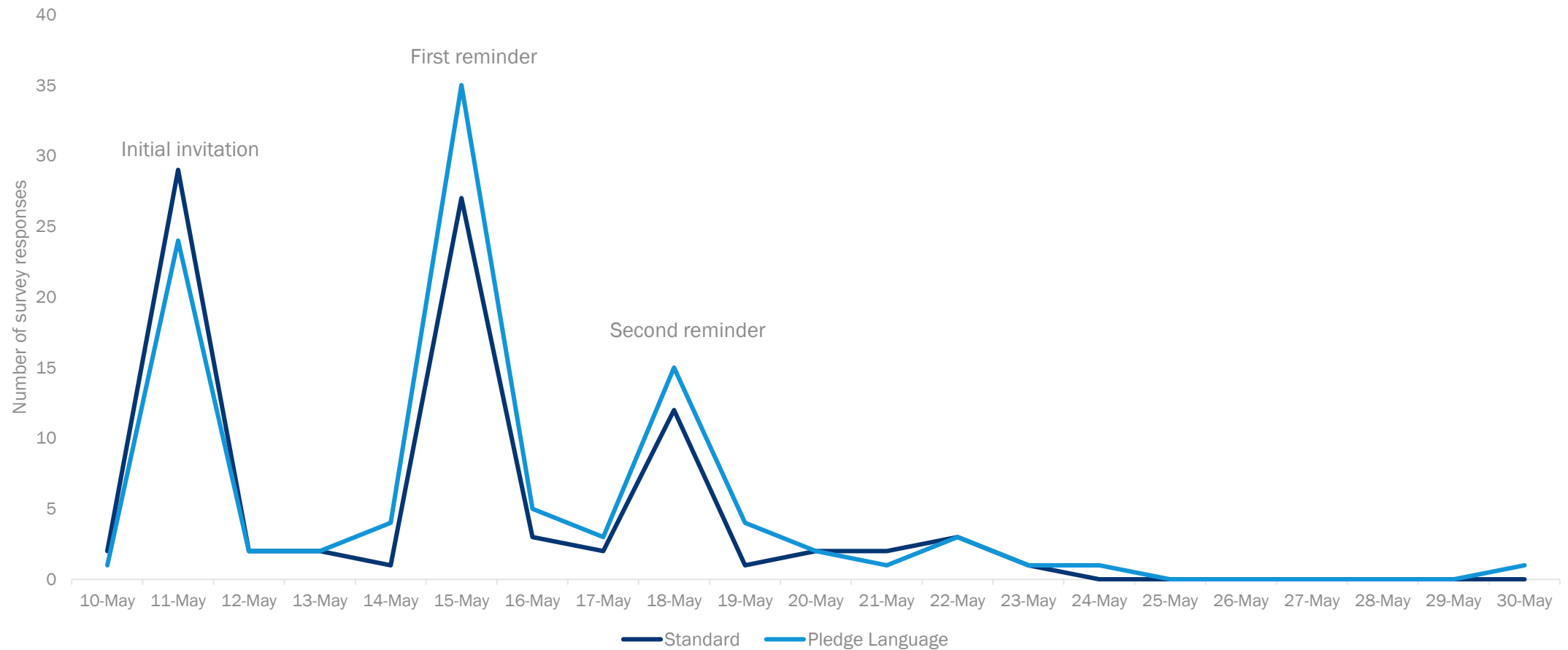
Energy Professionals in the Northwest



Residential Market Study in the Northwest



Residential Audit Participants in the Northeast



New message



To

Subject

Subject Lines: Varied Somewhat

- Initial email
 - [Client] needs your input or feedback
 - Share your experiences about [topic]
- Reminder emails
 - [Client] still needs your input or feedback
 - We still want to hear about your experiences with [topic]
- Do not expect that subject lines drove pattern

Send



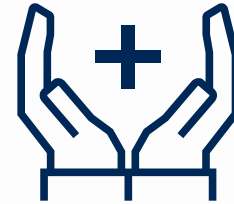


CONCLUSIONS & IMPLICATIONS

Why It Works (We Think)



Motivated by goals



Inherently helpful



Avoid dissonance caused by inconsistency



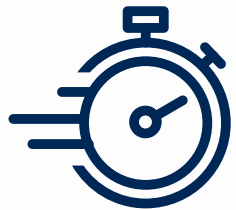
Social creatures who want to belong



Conclusions and Implications

As communication evolves, evaluators must also evolve.

Improved response rates to online surveys:



Saves time



Improves confidence



Saves money



May attenuate
nonresponse bias



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