

## Obtaining a “Respectable” Response Rate for a Mail Survey (Response)

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To obtain good response rates (say at least 70%), use Don A. Dillman’s *Mail and Internet Surveys* (Wiley, 2000). If I were making the rules, no one would be allowed to send a mail questionnaire without using Dillman’s book. While I do not make the rules for others, I do have a rule for myself: “Do not fill out a mail questionnaire if the sender has not used the relevant research.” (Dillman summarizes all you need). In the past ten years, I have received only one questionnaire where it was evident that the designer was well acquainted with the research. I am especially amused by the poorly designed surveys received from the American Marketing Association.