

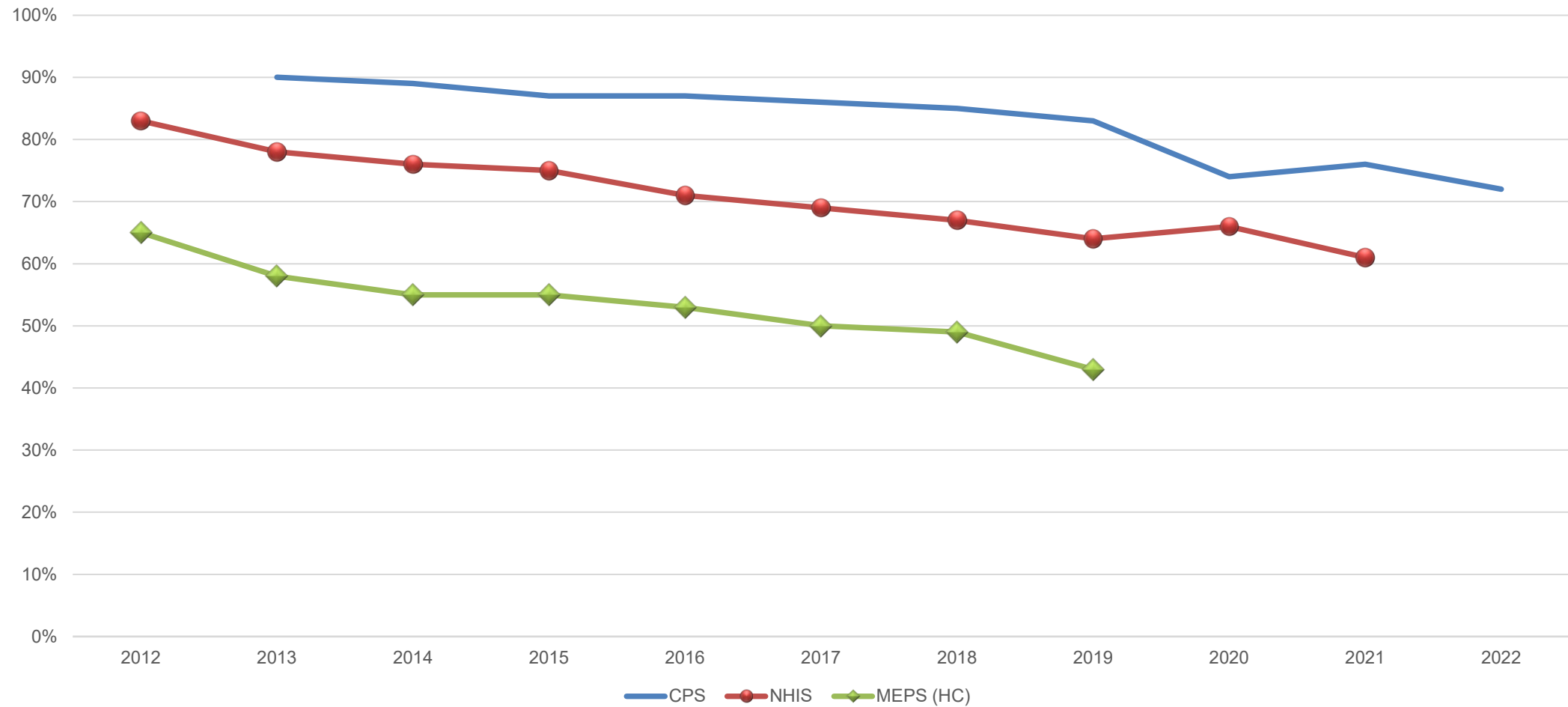
Trends in Survey Response Rates

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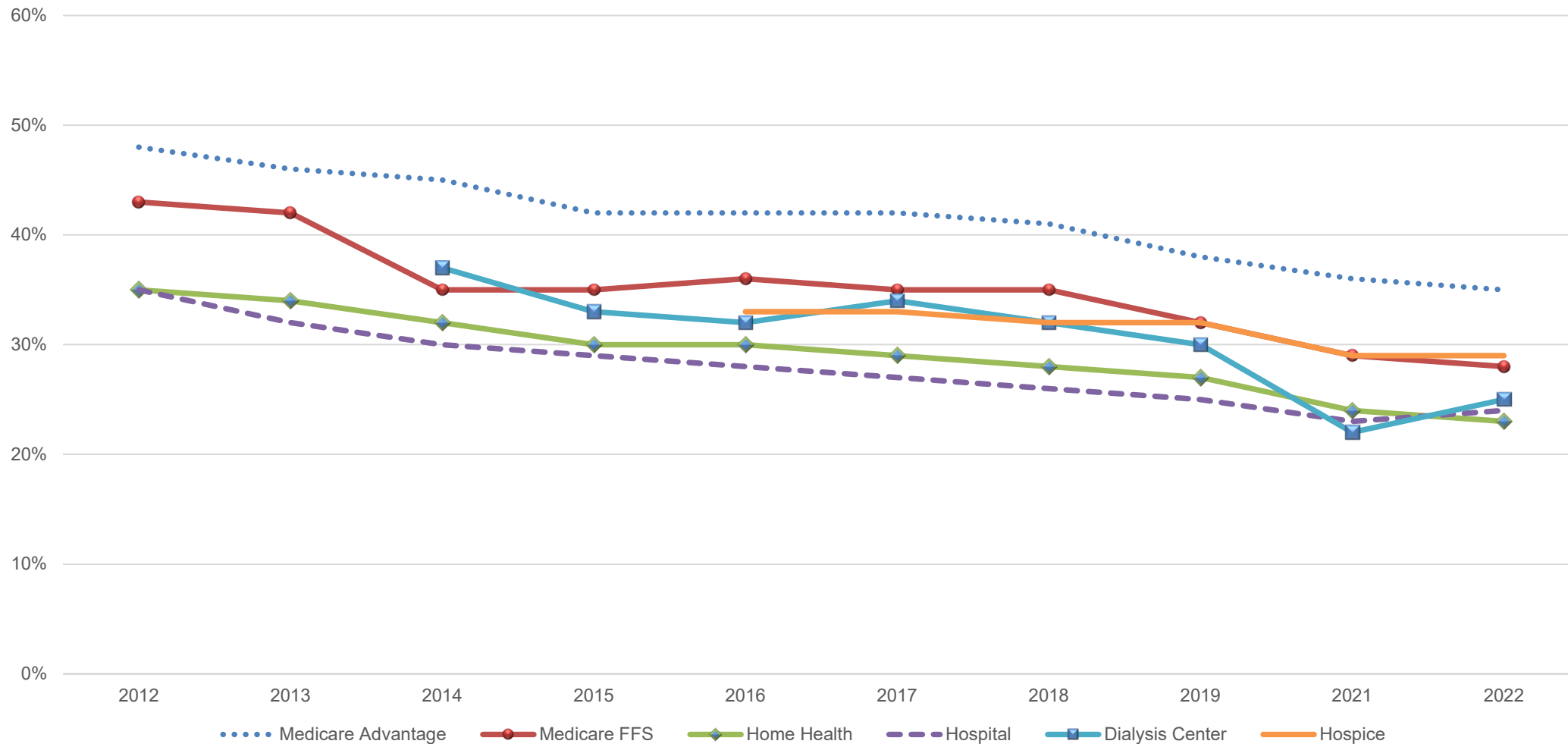
Response Rates Are Declining

- Since 2000, survey response rates in the published literature have decreased by more than 30 points
 - ▶ Trend occurs across all modes of survey administration
- Greatest effect on public opinion surveys and national household surveys
- Surveys related to health care (including patient surveys) are also affected

Historic Response Rates: National Surveys



Historic Response Rates: CAHPS Surveys



Challenges to Obtaining High Response Rates

- Contact rates
- Trust in organizations conducting surveys
- Privacy concerns
- Frequency of survey
- Timing of survey
- Survey length
- Clarity of survey questions

Role of Technology In Promoting Survey Response

- Promoting awareness of survey
 - ▶ Web pages
 - ▶ QR codes
 - ▶ Social media
- New methods to contact patients
 - ▶ Short message service (SMS)
 - ▶ Email
 - ▶ QR codes
- New modes of survey administration
 - ▶ Web
 - ▶ SMS