

The problem of response rates

A **response rate** is the proportion of the people who are issued with a questionnaire who choose to respond.

Response rates are generally quite low – often around 30% or fewer who are sent a questionnaire actually complete it and return it to the researcher. This means that the sample is not representative of the wider group (the population) from which it was drawn and the results cannot therefore be generalised beyond those who actually participated in the research.

