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## Maximizing response rates in survey research: Issues and methods

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### Abstract

Collecting accurate data is a challenge for researchers, and securing sufficient response rates can be especially difficult, particularly when asking respondents to reveal sensitive information. This paper will review the relevant literature and illustrate the issues by reporting the methods used to collect data for Work and Well Being: A Study of North Carolina Social Workers. By following a rigorous protocol, the study achieved a 75% response rate (N=751), a sample that was representative of the population, and minimal response bias. The results highlight the ways in which social work researchers can explore difficult substantive arenas and yet achieve an excellent response.

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