

ABSTRACT/ EXECUTIVE SUMMARY

Non-response has always been a very teasing problem in all the surveys conducted by public or private organizations. Its role has been detrimental to the degree of reliability and acceptability of the results of the surveys. Many efforts have been made and various strategies adopted to minimize the rate of non-response for making the results more acceptable.

This study was under taken to gauge the effect of three factors on non-response rate. These three factors include questionnaire's color, cover letter and follow-up. Four questionnaires separately containing questions on a political issue, an educational issue, a social issue, and a national & international issue were framed. The target population was the employees of the NGOs for which a detailed list was available from Agha Khan Research Institute Karachi. Using that list as a sampling frame; a sample of 1600 employees of 125 randomly selected NGOs was obtained for e-mailing the questionnaires.

The data set was analyzed using SPSS version 10.0. For descriptive section, frequencies, percentages and bar charts were used and for analytic section chi-square, cramer's V-value, odds ratio and its confidence interval were used to test the association of each factor with the response rate.

It was observed that in the questionnaire on political issue having colored font, cover letter and follow-up, each were associated with an increased response rate by 6.5%, 14.5% and 12.5% respectively. In the questionnaire on educational issue having colored font and follow-up each were associated with an increased response rate by 17.75% and 17.75% respectively while the factor cover letter decreased response rate by 5.25%. In the questionnaire on social issue having cover letter and follow-up each were associated with an increased response rate by 3.75% and 17.75% respectively while the factor colored font decreased response rate by 3.75% and in the questionnaire on a national & international issue having cover letter and follow-up each were associated with an increased response rate by 20% and 29.5% respectively while the factor colored font made no effect on response rate.

Being confined only to Internet users, apprehension of virus in opening an unidentified e-mail and computer technical problems may be the limitations of this e-mail survey.