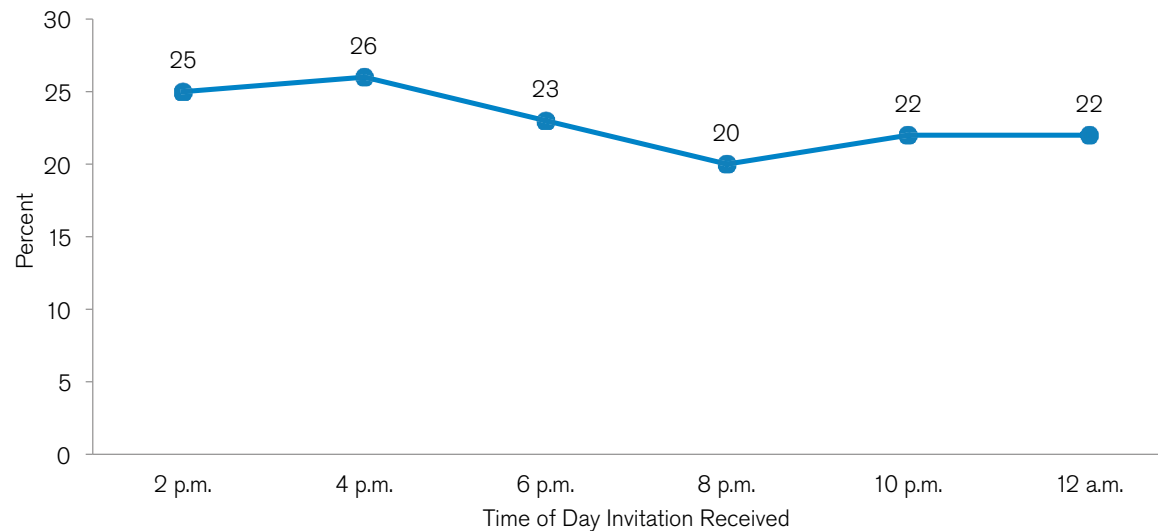


When is the Best Time of Day to Send a Survey Invitation to Students?

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Survey Participation by Time of Day Invitation Received



Students who took the ACT® test in October 2015 were invited to participate in an online survey about their test-taking experience. To study the relationship between timing of the invitation and survey participation, students were randomly assigned to one of six two-hour time increments, starting at two p.m. in the time zone of the survey recipient. The first set of invitations was sent three hours after students completed the ACT. Students received the invitation based on their own time zone and their randomly assigned time increment.

The figure illustrates these findings:

- **The optimal time to solicit student participation in a survey about the ACT is two p.m.** The largest percentage of students participating in the survey was when the invitation was received at two p.m. and four p.m. (a 25% and 26% participation rate, respectively).

- **A less optimal time to send out an invitation is eight p.m.** The lowest participation rate (20%) occurred when participants received the invitation at eight p.m. This rate was slightly lower than those observed for students who received invitations at either ten p.m. or twelve a.m.
- **Students who received the invitation later in the evening participated in the survey.** Although a larger percentage of students participated in the survey when they received the invitation earlier in the day, participation rates for those who received the invitation later in the evening (six p.m. to ten p.m.) were comparable, ranging from 20% to 23%.

Future research will investigate how these findings relate to the time of day in which the student participated in the survey. ■

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