

**THIRD PARTY ENDORSEMENT VIA
EVALUATIVE CERTIFICATION AS A METHOD
FOR INCREASING MAIL SURVEY RESPONSE RATES:
A FIELD EXPERIMENT**

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ABSTRACT

This paper investigates the use of third party endorsement via evaluative certification as a technique for improving mail survey response rates. The study was carried out using

a field test, testing only two conditions: endorsed and non-endorsed. The result of the study suggests that evaluative certification does not enhance mail survey response rates.