

Sharing Response Rates

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To inform your promotional strategy, Ipsos will share interim [response rate reports](#) with providers three times a week whilst the National Student Survey (NSS) is live. In addition to this, there will be a new tool available for use, with the option to view daily response rates.

Sharing the response rate with students and departments has been found to boost final response rates; this is both permitted and encouraged but is subject to restrictions. Please read carefully the section about the restrictions available in the 'Good Practice Guide', to ensure your provider's practice is compliant with the guidelines.

For more information, please refer to the NSS 2025 Good Practice Guide, available [here](#). If you have any questions regarding these guidelines, please contact the NSS Helpline at nss@ipsos.com.

Do

- Make sure that interim response rates are only shared for the purposes of increasing participation in the NSS: Any release must be limited, documented, and solely for the purposes of encouraging higher response rates.
- Document all instances of response rates being shared in a Project Communications Plan: Please refer to the 2025 Good Practice Guide, available via the NSS Extranet, for more information.
- Share response rates with academic colleagues: This can be disclosed at faculty meetings or for the purposes of running inter-departmental competitions.
- Communicate response rates with target student cohorts: Via the VLE, lecture shout outs, displays on campus screens (at the provider only), student mobile apps, and closed social media groups.
- Share response rates with relevant committees, students' unions, academic boards or other relevant bodies.
- Ensure all staff and students accessing the information are aware that they should consider the information confidential and not for wider or external circulation.

Don't

- Detailed response rate information must not be disclosed to third parties (i.e., staff or students who are not directly involved in the operation of the NSS or for whom the information is not relevant). All staff and students accessing the information for promotional purposes are aware that they should consider the information confidential and not for wider or external circulation.
- Share response rates with anyone outside the provider: This includes any media organisations, and any other group that is not involved in delivering the NSS at the provider in question.
- Share interim response rates for any purpose other than improving response rates: This includes unrelated promotional purposes.
- Providers are not permitted to share response rates on open social media platforms. This includes Twitter, Instagram, and public Facebook groups. However, response rates can be shared on closed social media platforms, such as private/closed Facebook groups which are controlled by the provider.

If you require help or need clarification of any of these items, please speak to the main NSS contact at your provider or contact the NSS teams at the OfS at nss@officeforstudents.org.uk or Ipsos at nss@ipsos.com.