

Appendix M

Analysis of Response Rates

APPENDIX M

ANALYSIS OF RESPONSE RATES

Table M-1. Research questions and outcome measures for evaluating coverage and nonresponse by mode

| Research question | Outcome measures |
|---|--|
| <p>What are the differences in response rates by telephone and mail?</p> <p>How do these rates differ before and after telephone followup of the mail survey?</p> | Response rates by mode of interview. |
| What are the differences in response rates for telephone and mail by the type of geographic area? | Response rates by mode of interview and census populations figures (e.g., % Hispanic; % in different age groups). |
| What are the combined coverage and nonresponse rate differences between the mail and telephone modes? | <p>Comparison of mail and telephone population characteristics to external sources (e.g., census; Current Population Survey). Characteristics would include those listed here:</p> <ul style="list-style-type: none"> - Age, - Gender, - Race, - Household size (number of adults), - Income, - Education, and - Type of area (rural, metro). |
| What percentage of the mail survey includes mobile only and nontelephone households? | Frequencies and comparison to NHIS data. |
| <p>How much item missing data are there for the mail and telephone surveys?</p> <p>How much item missing data are from refusals or don't knows?</p> <p>How much missing data on the mail survey are from skipped items?</p> | Frequencies. |