

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.