

Mixed-mode designs offer respondents a choice in how they respond to a survey, thereby increasing the likelihood of higher response rates and the potential to obtain a more diverse set of respondents than if only one mode were used. However, a mixed-mode approach may have implications for data quality: differences in responses and item non-response rates, by response mode.

Conducted by CDC's National Center for Health Statistics, the National Study of Long-Term Care Providers (NSLTCP) uses survey and administrative data to monitor trends in the supply and use of five long-term care sectors: cross-sectional, nationally representative survey data for adult day services centers and residential care communities; administrative data for home health agencies, hospices, and nursing homes. The survey uses mail and web questionnaires, with telephone follow-up for non-response. In 2014, among the adult day services center respondents, 63% responded by mail, 24% used web, and 13% in CATI; 72% of residential care communities responded by mail, 16% by web, and 12% used CATI.

Using chi-squared tests, t-tests, and ANOVA, the study aims to (1) examine provider characteristics (e.g., size, geographic location, ownership) associated with different completion modes, (2) compare item non-response by completion mode, (3) identify differences in responses to items by completion modes, controlling for provider characteristics, and (4) assess if findings are generalizable across both sectors surveyed. Preliminary results indicate that fewer smaller residential care communities responded by web than larger communities, and more communities in the West responded by mail than communities in other regions. Fewer chain-affiliated adult day services centers (60%) responded by mail than non-chain centers (66%). This presentation will include complete results that address all four study aims. Findings from this study will identify establishment characteristics associated with and differences in data quality related to response modes in establishment surveys.