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Using Response Rates and Other Quality Metrics to Assess the Effects of the Mixed Collection Modes for Business Surveys: A Case Study

In the last decade, offering multiple modes of data collection has become increasingly popular. However, the benefits of offering multiple modes should not come at the cost of data quality. Using historic data from two federal business surveys, we investigate data quality as a function of mode of data collection using various quality measures, including the unit response rate (the unweighted proportion of responding reporting units) and the quantity response rate (the weighted proportion of an estimate obtained from reported data). For these analyses, we associate data quality as the percentage of retained reported data after processing. The results suggest mode-based differences in data quality. We discuss the implication of these results for multi-mode data collection.