

BACKGROUND

- Previous surveys with U.S. Military Veterans using a multi-mode approach (web, mail, phone) reported overall response rates between 34-69%
- No evaluation of the modes of survey response has been conducted in this population

OBJECTIVE

- Compare the characteristics of VA patients who used the three different response modes (web, mail or telephone) to the VA Preparedness Communication Survey (VAPCS)
- VAPCS evaluated VA patients' communication preferences for receiving information from the VA in case of natural disasters

METHODS

- 10-15 minute survey was fielded in Aug-Nov 2015 using three-sequential mode approach (web, mail, telephone)
- Sample size: 2,264 VA-users in the Northeastern U.S. region

CONCLUSION

- Sequential mode approach increased survey participation
- 50% of the VA-users aged <45 responded by the 3rd attempt
- Older Veterans (65+) preferred mail surveys
- Younger Veterans (<45) preferred web or telephone

RESULTS

Table 1. Demographic characteristics by mode of response, VA-users, Northeast U.S. (2015), N=2,264

Characteristic	Mode of response		
	1st attempt (Web)	2nd attempt (Mail)	3rd attempt (Phone)
N (%)	648 (27%)	1008 (51%)	608 (22%)
Age groups: (Mean Age=63)			
<45	28%	22%	50%
45-64	32%	43%	25%
>64	25%	62%	13%
Gender:			
Male	27%	52%	21%
Female	28%	38%	34%
Marital status :			
Married	31%	51%	18%
Not married	21%	52%	27%
Race:			
White	28%	53%	19%
Black	21%	47%	32%
Hispanic	28%	31%	41%
Asian/Pacific Islander	31%	35%	34%
Native American	17%	29%	55%
Other	50%	38%	12%
Education:			
High school or less	18%	64%	18%
Some college	27%	47%	26%
4-year college	40%	39%	22%
Post-graduate	42%	36%	22%
Income:			
<\$30,000	18%	63%	19%
\$30,000-\$50,000	30%	55%	15%
>\$50,000	38%	41%	20%

Table 2. Predicted* percentages for mode of response by age, VA-users, Northeast U.S. (2015), N=2,264

Age Groups	Mode of response		
	1st attempt (Web)	2nd attempt (Mail)	3rd attempt (Phone)
<45	30% (26%-35%)	24% (20%-29%)	45% (40%-50%)
45-64	33% (30%-37%)	46% (42%-51%)	20% (17%-24%)
>64	25% (21%-29%)	65% (61%-69%)	10% (7%-13%)

*Adjusted for income, education, and physical limitations

Table 3. Odds ratios for predictors of mode of response, VA-users, Northeast U.S. (2015), N=2,264

Multinomial logistic model (ref=2nd attempt/mail)	1st attempt (web)	3rd attempt (telephone)
	OR (95% CI)	OR (95% CI)
Age <45 (ref=65+)	2.24 (1.54-3.24)**	9.58 (6.08-15.12)**
Age 45-65 (ref =65+)	1.66 (1.22-2.25)**	2.06 (1.79-3.95)**
Education: College + (ref=high school or less)	2.04 (1.48-2.81)**	1.35 (0.94-1.94)
Income: \$30,000-\$50,000 (ref= < \$30,000)	1.71 (1.19-2.46)*	0.84 (0.57-1.24)
Income: > \$50,000 (ref= < \$30,000)	2.37 (1.67-2.36)**	1.25 (0.84-1.87)
Difficulty concentrating or remembering	1.07 (0.77-1.50)	1.58 (1.07-2.35)*
Difficulty hearing without hearing aid	1.00 (0.74-1.36)	0.90 (0.63-1.29)
Difficulty with vision without glasses	0.85 (0.64-1.14)	0.82 (0.60-1.15)
Difficulty grasping small objects	0.81 (0.57-1.15)	1.03 (0.82-1.22)

* p < 0.001; ** p < 0.0001

Table 3 Results:

- Older VA users were less likely to respond to web or telephone and overwhelmingly used mail
- Younger VA users (<45) were more likely to respond after multiple attempts
- VA users with higher education and income levels were more likely to respond by the first attempt