

MA & PDP CAHPS RESPONSE RATES

Medicare Advantage and Prescription Drug Plan Response Rates

The tables below provide current and historical information regarding the response rates achieved by Medicare Advantage (MA) contracts (combining all survey types sent to MA enrollees [MA-only, MA-PD, MA PPO, as applicable]) and Prescription Drug Plans (PDPs) participating in the MA and PDP CAHPS Surveys. The most current response rate information is from 2024 surveys, and the historical information dates back to 2007 for MA Surveys and 2011 for PDP Surveys¹. Note that the MA and PDP CAHPS Surveys were not administered in 2020. CMS uses mixed-mode data collection to increase the likelihood of survey participation. Prior to 2024, surveys were administered by mail with telephone follow-up (mail-telephone). In 2024 an initial web mode was added (web-mail-telephone). Contracts can promote survey participation by providing their vendor with up-to-date email addresses, mailing addresses, and telephone numbers for all contract members. Data are restricted to contracts with at least 300 sampled cases.

Each annual table shows the percentiles of the overall response rate and response rates for each available response mode (mail and telephone prior to 2024; web, mail, and telephone starting in 2024) separately for MA and PDP contracts. The overall response rate percentiles appear in the first column for each contract type. In 2024 for example, the median (50th percentile) MA contract overall response rate was 32.5%, and the middle 80% of MA contracts (those between the 10th and 90th percentile of overall response rate) had an overall response rate of 23.1-42.9%. Similarly in 2023, the median MA contract overall response rate was 35.0%, and the middle 80% of MA contracts had an overall response rate of 26.0-44.7%. In 2024, the median PDP contract overall response rate was 38.3%, and the middle 80% of PDP contracts had an overall response rate of 31.9-48.4%. Similarly, in 2023, the median PDP contract overall response rate was 38.0%, and the middle 80% of PDP contracts had an overall response rate of 31.4-48.1%.

Starting in 2024, the second column for each contract type shows the percentiles for the web response rate. In 2024, the median MA contract web response rate was 3.0%, and the middle 80% of MA contracts (those between the 10th and 90th percentiles) had web response rates of 1.1-6.4%. Similarly, in 2024 the median PDP contract web response rate was 4.1%, and the middle 80% of PDP contracts had web response rates of 2.2-6.9%.

The last two columns for each contract type show the percentiles of the mail and telephone response rates. In 2024, the median MA contract mail response rate was 26.4%, and the middle 80% of MA contracts (those between the 10th and 90th percentiles) had mail response

¹ The PDP Survey was first administered in 2011.

rates of 18.4-35.1%. Similarly, in 2023 the median MA contract mail response rate was 31.1%, and the middle 80% of MA contracts had mail response rates of 21.1-41.7%. In 2024, the median MA contract telephone response rate was 2.3%, and the middle 80% of MA contracts (those between the 10th and 90th percentiles of telephone response rate) had telephone response rates of 1.3-4.9%. In 2023, the median MA contract telephone response rate was 3.3%, and the middle 80% of MA contracts had telephone response rates of 1.6-6.5%. In 2024, the median PDP contract mail response rate was 32.9%, and the middle 80% of PDPs had mail response rates of 25.9-42.0%. In 2023, the median PDP contract mail response rate was 36.7%, and the middle 80% of PDPs had mail response rates of 29.0-45.9%. In 2024, the median PDP contract telephone response rate was 1.5%, and the middle 80% of PDPs had telephone response rates of 1.0-2.2%. In 2023, the median PDP contract telephone response rate was 2.0%, and the middle 80% of PDPs had telephone response rates of 1.3-3.3%.

Note that the percentiles for the overall, web, mail, and telephone response rates are defined independently of one another, so it is not the case that within a given row and contract type the mode-specific response rates (mail and telephone; web starting in 2024) should sum to the overall response rate. The denominator for overall and mode-specific response rates is all eligible sampled cases.

2024 MA and PDP Contract Response Rates

Percentile	MA				PDP			
	Overall Response Rate	Web Survey Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Web Survey Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	23.1%	1.1%	18.4%	1.3%	31.9%	2.2%	25.9%	1.0%
25th	27.4%	1.6%	22.0%	1.7%	34.5%	3.0%	28.3%	1.1%
50th	32.5%	3.0%	26.4%	2.3%	38.3%	4.1%	32.9%	1.5%
75th	38.3%	4.7%	31.2%	3.4%	42.2%	5.2%	36.4%	1.8%
90th	42.9%	6.4%	35.1%	4.9%	48.4%	6.9%	42.0%	2.2%

2023 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	26.0%	21.1%	1.6%	31.4%	29.0%	1.3%
25th	30.2%	25.6%	2.2%	34.2%	32.3%	1.5%
50th	35.0%	31.1%	3.3%	38.0%	36.7%	2.0%
75th	40.3%	37.1%	4.9%	43.4%	41.3%	2.3%
90th	44.7%	41.7%	6.5%	48.1%	45.9%	3.3%

2022 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	23.9%	20.2%	1.4%	30.7%	28.8%	1.2%
25th	28.6%	24.5%	1.9%	34.9%	32.6%	1.5%
50th	34.0%	30.6%	2.9%	38.9%	37.3%	1.7%
75th	40.4%	37.9%	4.0%	43.7%	41.9%	2.2%
90th	45.3%	43.3%	5.3%	50.6%	49.3%	3.0%

2021 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	25.9%	20.3%	1.5%	27.8%	25.4%	1.3%
25th	30.1%	25.2%	2.2%	33.0%	31.0%	1.6%
50th	35.3%	31.2%	3.4%	39.7%	37.4%	2.1%
75th	40.9%	37.9%	5.0%	42.4%	40.7%	2.4%
90th	46.3%	43.9%	6.6%	51.0%	48.7%	3.2%

2019 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	28.8%	21.3%	3.2%	30.6%	24.3%	2.1%
25th	33.6%	25.5%	4.2%	34.1%	30.2%	3.0%
50th	38.8%	31.2%	5.8%	39.2%	35.0%	3.7%
75th	43.4%	37.5%	8.3%	43.3%	40.2%	4.8%
90th	47.7%	43.1%	12.1%	53.7%	49.3%	5.8%

2018 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	31.0%	21.6%	3.9%	29.8%	26.6%	2.0%
25th	36.3%	26.4%	5.2%	36.9%	33.6%	2.7%
50th	41.5%	33.7%	7.0%	41.3%	37.5%	3.5%
75th	46.2%	39.1%	9.4%	48.4%	44.6%	5.1%
90th	50.4%	44.4%	12.8%	54.0%	52.0%	5.7%

2017 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	31.9%	23.2%	3.8%	34.8%	27.8%	3.1%
25th	37.7%	28.3%	4.9%	39.7%	35.0%	3.8%
50th	43.0%	36.3%	6.5%	44.9%	39.5%	5.0%
75th	48.4%	41.0%	8.8%	53.4%	47.5%	6.1%
90th	52.3%	46.9%	12.2%	59.1%	53.6%	8.0%

2016 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	29.4%	22.0%	2.5%	25.3%	20.4%	2.7%
25th	37.2%	28.3%	4.2%	35.5%	31.2%	3.6%
50th	43.4%	35.7%	6.6%	40.4%	35.2%	4.1%
75th	48.6%	41.9%	9.5%	47.2%	42.1%	5.7%
90th	52.2%	46.8%	12.1%	52.3%	49.5%	6.8%

2015 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	30.2%	23.0%	2.9%	28.7%	20.6%	3.5%
25th	36.1%	28.4%	4.2%	32.6%	27.8%	4.3%
50th	42.2%	35.1%	6.2%	39.2%	33.5%	5.6%
75th	48.4%	41.8%	8.5%	47.1%	40.4%	6.7%
90th	52.9%	46.9%	11.4%	53.9%	49.4%	7.7%

2014 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	34.3%	26.2%	4.0%	26.2%	19.4%	3.9%
25th	38.7%	29.9%	5.6%	32.4%	25.6%	5.0%
50th	45.0%	36.7%	7.5%	39.4%	32.7%	6.2%
75th	50.3%	43.3%	9.5%	48.2%	40.4%	7.8%
90th	55.2%	48.6%	12.3%	56.9%	49.0%	9.8%

2013 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	34.3%	27.0%	4.1%	31.2%	24.5%	4.5%
25th	39.6%	31.5%	5.4%	35.7%	30.4%	5.7%
50th	46.5%	38.6%	6.9%	41.9%	35.1%	7.0%
75th	51.7%	45.0%	9.0%	49.6%	42.1%	8.9%
90th	57.3%	49.5%	11.4%	62.1%	51.1%	9.9%

2012 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	36.4%	28.2%	4.8%	33.3%	24.4%	5.1%
25th	42.2%	33.0%	5.8%	38.4%	30.7%	6.0%
50th	48.0%	40.0%	7.3%	43.4%	35.2%	7.7%
75th	53.3%	46.2%	9.2%	51.6%	43.1%	9.0%
90th	58.1%	51.5%	12.3%	60.5%	51.6%	11.3%

2011 MA and PDP Contract Response Rates

Percentile	MA			PDP		
	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	32.6%	29.1%	2.4%	28.7%	24.8%	2.4%
25th	40.0%	35.1%	3.5%	33.8%	29.1%	3.5%
50th	47.0%	41.9%	4.7%	39.2%	36.3%	4.5%
75th	53.7%	47.8%	6.1%	46.3%	41.8%	5.5%
90th	58.5%	53.1%	7.5%	52.2%	46.1%	6.4%

2010 MA Contract Response Rates

Percentile	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	49.1%	37.4%	7.5%
25th	57.7%	44.3%	9.0%
50th	64.3%	52.7%	10.8%
75th	69.1%	59.1%	13.1%
90th	73.2%	63.3%	15.4%

2009 MA Contract Response Rates

Percentile	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	52.5%	37.3%	9.2%
25th	60.1%	44.2%	11.3%
50th	66.5%	53.2%	13.5%
75th	71.9%	59.1%	16.1%
90th	75.3%	63.8%	18.8%

2008 MA Contract Response Rates

Percentile	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	50.8%	36.7%	8.9%
25th	59.7%	44.3%	10.8%
50th	67.4%	53.7%	12.8%
75th	72.7%	60.4%	15.7%
90th	76.3%	65.7%	18.0%

2007 MA Contract Response Rates

Percentile	Overall Response Rate	Mail Survey Response Rate	Telephone Interview Response Rate
10th	35.6%	21.0%	9.8%
25th	43.7%	28.7%	12.0%
50th	52.3%	38.6%	13.7%
75th	58.9%	44.5%	15.6%
90th	63.4%	50.5%	18.5%