

## 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 2025 surveys, and the historical information dates back to 2007 for MA Surveys and 2011 for PDP Surveys<sup>1</sup>. 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 2025 for example, the median (50<sup>th</sup> percentile) MA contract overall response rate was 32.7%, and the middle 80% of MA contracts (those between the 10<sup>th</sup> and 90<sup>th</sup> percentile of overall response rate) had an overall response rate of 24.5-43.3%. Similarly in 2024, the median MA contract overall response rate was 32.5%, and the middle 80% of MA contracts had an overall response rate of 23.1-42.9%. In 2025, the median PDP contract overall response rate was 37.0%, and the middle 80% of PDP contracts had an overall response rate of 29.4-47.5%. Similarly, 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%.

Starting in 2024, the second column for each contract type shows the percentiles for the web response rate. In 2025, the median MA contract web response rate was 3.5%, and the middle 80% of MA contracts (those between the 10<sup>th</sup> and 90<sup>th</sup> percentiles) had web response rates of 1.8-6.5%. In 2024, the median MA contract web response rate was 3.0%, and the middle 80% of MA contracts had web response rates of 1.1-6.4%. Similarly, in 2025 the median PDP contract web response rate was 4.5%, and the middle 80% of PDP contracts had web response rates of 3.1-7.4%. 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%.

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<sup>1</sup> The PDP Survey was first administered in 2011.

The last two columns for each contract type show the percentiles of the mail and telephone response rates. In 2025, the median MA contract mail response rate was 25.3%, and the middle 80% of MA contracts (those between the 10<sup>th</sup> and 90<sup>th</sup> percentiles) had mail response rates of 18.0-35.2%. Similarly, in 2024 the median MA contract mail response rate was 26.4%, and the middle 80% of MA contracts had mail response rates of 18.4-35.1%. In 2025, the median MA contract telephone response rate was 2.9%, and the middle 80% of MA contracts (those between the 10<sup>th</sup> and 90<sup>th</sup> percentiles of telephone response rate) had telephone response rates of 1.4-5.9%. In 2024, the median MA contract telephone response rate was 2.3%, and the middle 80% of MA contracts had telephone response rates of 1.3-4.9%. In 2025, the median PDP contract mail response rate was 30.9%, and the middle 80% of PDPs had mail response rates of 23.5-39.8%. 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 2025, the median PDP contract telephone response rate was 1.6%, and the middle 80% of PDPs had telephone response rates of 1.1-2.4%. 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%.

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.

**2025 MA and PDP Contract Response Rates**

	<b>MA</b>				<b>PDP</b>			
<b>Percentile</b>	<b>Overall Response Rate</b>	<b>Web Survey Response Rate</b>	<b>Mail Survey Response Rate</b>	<b>Telephone Interview Response Rate</b>	<b>Overall Response Rate</b>	<b>Web Survey Response Rate</b>	<b>Mail Survey Response Rate</b>	<b>Telephone Interview Response Rate</b>
<b>10<sup>th</sup></b>	24.5%	1.8%	18.0%	1.4%	29.4%	3.1%	23.5%	1.1%
<b>25<sup>th</sup></b>	28.3%	2.5%	21.3%	2.0%	32.0%	3.7%	26.2%	1.4%
<b>50<sup>th</sup></b>	32.7%	3.5%	25.3%	2.9%	37.0%	4.5%	30.9%	1.6%
<b>75<sup>th</sup></b>	38.1%	5.0%	30.4%	4.2%	41.9%	5.7%	34.9%	2.0%
<b>90<sup>th</sup></b>	43.3%	6.5%	35.2%	5.9%	47.5%	7.4%	39.8%	2.4%

**2024 MA and PDP Contract Response Rates**

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

**2023 MA and PDP Contract Response Rates**

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

2022 MA and PDP Contract Response Rates

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

2021 MA and PDP Contract Response Rates

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

2019 MA and PDP Contract Response Rates

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

2018 MA and PDP Contract Response Rates

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

2017 MA and PDP Contract Response Rates

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

2016 MA and PDP Contract Response Rates

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

2015 MA and PDP Contract Response Rates

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

2014 MA and PDP Contract Response Rates

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

2013 MA and PDP Contract Response Rates

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

2012 MA and PDP Contract Response Rates

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

2011 MA and PDP Contract Response Rates

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

2010 MA Contract Response Rates

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

2009 MA Contract Response Rates

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

2008 MA Contract Response Rates

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

2007 MA Contract Response Rates

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