

A Comparison of Response Rate, Respondent Profile,
and Item Nonresponse between Survey Modes:
An Assessment from SOGI Survey based on a
Random Selection from Basic Resident Registration

CHITOSE Yoshimi

This study reports the results of mode comparison from the mixed-mode SOGI survey (mail and web) conducted in 2019. A sample of 15,000 Osaka city residents was randomly selected from the Basic Resident Registration. Questionnaires were sent by mail and respondents answered either by mail or online. Web responses generated a lower response rate and did not contribute in raising response rates of the younger generation. Web respondents tend to be male, young, not married, highly educated and working. Web respondents had lower item nonresponse, both overall and for sensitive questions even after controlling for demographics. Among sensitive topics, web responses were found to have lower item nonresponse for "income," "bullying," and "education," and were at an identical level with mail responses for "SOGI." In general, there is no gender difference in item nonresponse, but for "SOGI" questions women's nonresponse is higher than that of men. Further analyses of mode comparison on scale questions need to be carried out to evaluate the quality of the data.

Keywords: mixed-mode surveys, sensitive questions, sexual orientation and gender identity