



Technical report

LORE Citizen

Panel 41 – 2021

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Introduction

The Citizen Panel

The Citizen Panel (Swedish: Medborgarpanelen – MP) is an online panel survey run by the Laboratory of Opinion Research (LORE), which is a part of the SOM-institute at the University of Gothenburg. Today, LORE is a research infrastructure for collecting data from online questionnaires, mainly for survey experiments and panel studies. An essential part of LORE is also to contribute to methodological development and testing in the area of web surveys. Each survey consists of a number of specific studies as well as a number of more general questions that are not included in a specific study. The design and content of these specific studies vary, but are mostly either survey experiments using random assignment or panel studies that span over several waves of the Citizen Panel.

Citizen Panel 41 (MP41)

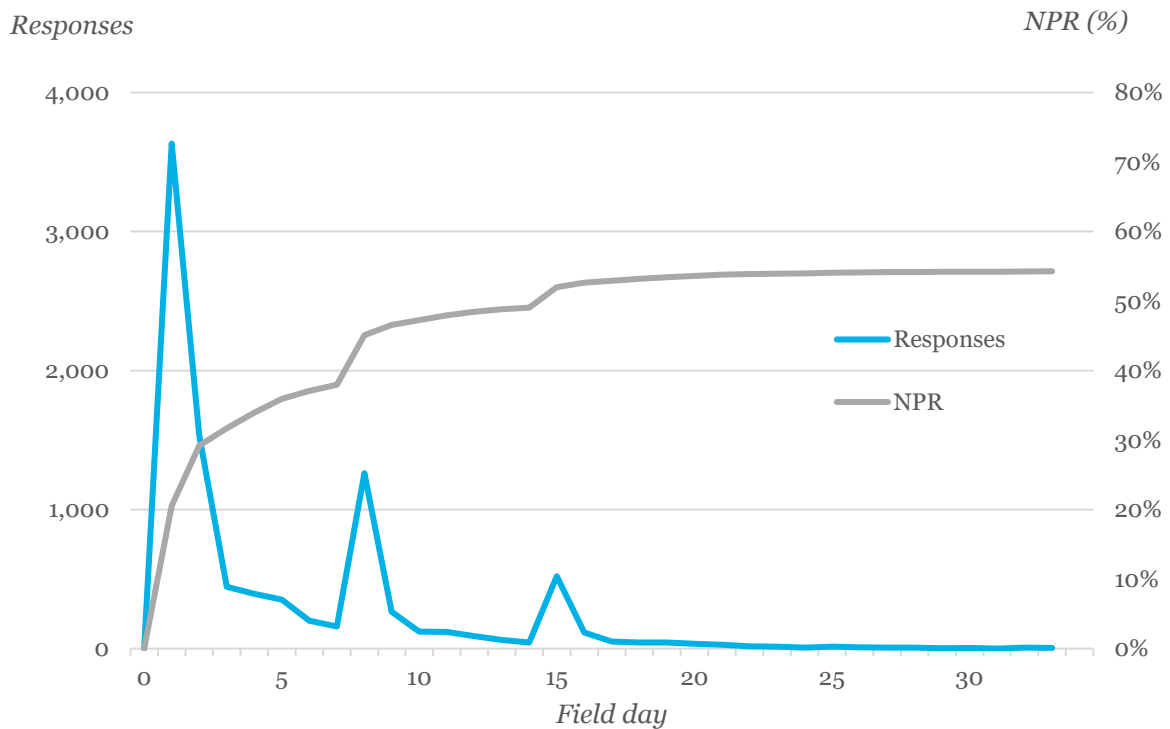
- The panel was carried out between Thursday February 25, 2021 and Tuesday March 30, 2021.
- Questionnaires were sent to 71,183 panelists of which of which 44,395 started the survey, and 43,427 made a complete response (AAPOR RR5: 61%, Gross Participation Rate: 62%, Net Participation Rate: 66%).
- Overall, there were seven studies included in Citizen Panel 41. In addition to participating in at least one of these studies, the median respondent was asked to answer 13 general questions (s0). In addition, the median respondent that was not sampled for study four was asked to answer an additional 9 general questions (s7).
- Respondents in the Citizen Panel are recruited with both probability and non-probability based methods.

Fieldwork¹

Table 1: Field information

Name	Citizen Panel 41 (MP41)
No. of field days	33
Soft launch	Day 1: Thursday February 25, 11:30, 2021
Main launch	Day 1: Thursday February 25, 16:00, 2021
Reminder 1	Day 8: Thursday March 4, 08:00, 2021
Reminder 2	Day 15: Thursday March 11, 12:00, 2021
Field end	Day 34: Tuesday March 30, 09:19, 2021

Figure 1: Number of responses / cumulative net participation rate (%) by field day



¹ Participants that were sampled to study six (s6) are not included in the data reported on this page. The reason being the different period of data collection of that study in comparison to the other studies (s1-s5).

Summary, Citizen Panel 41

Table 2: General information, Citizen Panel 41

Sample type	Probability 25 % Non-probability: 75 %
Pre-stratification variables or other selection criteria	-
Age-frame	16+
Gross subsample size	71,183
Net subsample size	66,827
E-mail bounce backs or failed deliveries	4,356
Coverage rate/Absorption rate	94%
All responses (complete, partials and break-offs)	44,395
Complete responses; more than 80% item response	43,427
Partial responses; 50%-80% item response	541
Break-offs; less than 50% item response	427
AAPOR RR5	61%
AAPOR RR6 / Gross Participation Rate (GPR)	62%
Net Participation Rate (NPR)	66%
Computer device	42%
Mobile device	51%
Tablet device	8%

Table 3: Detailed information, Citizen Panel 41

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	42.63	24.00	42.38	44,395
Number of item responses	41.20	24.00	41.15	44,395
Item response rate	0.97	1.00	0.10	44,395
Item non-response rate	0.03	0.00	0.10	44,395
Minutes to answer, excluding outliers	5.54	4.31	3.56	39,187
Seconds per item, excluding outliers	8.88	7.20	6.82	5,856
Seconds per item including text-pages, excluding outliers	11.28	9.62	7.90	39,173
Minutes to answer, including outliers	9.42	4.69	58.95	44,386
Seconds per item, including outliers	13.29	8.51	170.21	10,522
Seconds per item including text-pages, including outliers	16.88	9.75	314.39	44,371
Seconds per item, speeders (time-use outliers)	2.87	2.99	0.46	134
Seconds per item, sleepers (time-use outliers)	19.30	9.84	259.12	4,532

Featured studies

Table 4: Featured studies in Citizen Panel 41

<i>Study:</i>	<i>Title:</i>	<i>Responsible researcher(s):</i>
Study 0	General questions ²	LORE
Study 1	Sustainable Plastics and Transition Pathways	Johannes Stripple & Karl Holmberg
Study 2	The majority's desire to include the minority	Peter Esaiasson
Study 3	Sahlgrenska University Hospital - Trust	Sahlgrenska University Hospital
Study 4	Knowledge Resistance Panel, wave 2	Jesper Strömbäck & Elina Lindgren
Study 5	The political reward of dog whistling in policy messages	Björn Rönnerstrand
Study 6	The effect of timing of survey invites and reminders on response rates	LORE
Study 7	Additional general questions	LORE

² General questions are variables not directly related to a specific study within the survey. Most of these are updated on a regular basis, often at least twice every year. Background variables like sex and education-level are included in this definition, treated as a sub-category.

Study 0: LORE - General questions

Table 5: General information on Study 0, General questions

Sample type	Probability 25 % Non-probability: 75 %
Pre-stratification variables or other selection criteria	
Age-frame	16+
Gross sample size (GSS)	71,183
Net sample size (NSS)	66,827
E-mail bounce backs or failed deliveries	4,356
Coverage rate/Absorption rate	94%
All responses (complete, partials and break-offs)	44,496
Complete responses; more than 80% item response	42,698
Partial responses; 50%-80% item response	865
Break-offs; less than 50% item response	933
AAPOR RR5	60%
AAPOR RR6 / Gross Participation Rate (GPR)	61%
Net Participation Rate (NPR)	65%
Computer device	42%
Mobile device	51%
Tablet device	8%

Table 6: Detailed information on Study 0, General questions

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	13.33	13.00	2.46	44,496
Number of item responses	12.66	13.00	3.04	44,496
Item response rate	0.95	1.00	0.14	44,496
Item non-response rate	0.05	0.00	0.14	44,496
Minutes to answer, excluding outliers	2.54	2.36	1.10	41,197
Seconds per item, excluding outliers	11.00	9.77	5.77	6,740
Seconds per item including text-pages, excluding outliers	11.17	10.00	6.39	40,888
Minutes to answer, including outliers	3.95	2.45	46.17	44,496
Seconds per item, including outliers	12.17	9.73	23.92	7,187
Seconds per item including text-pages, including outliers	17.71	10.38	208.72	44,181
Seconds per item, speeders (time-use outliers)	3.66	3.72	0.49	210
Seconds per item, sleepers (time-use outliers)	53.15	33.13	121.14	237

Study 1: Stripple & Holmberg - Sustainable Plastics and Transition Pathways

Table 7: General information on Study 1, Sustainable Plastics and Transition Pathways

Sample type	Probability
Pre-stratification variables or other selection criteria	sex, edu, age
Age-frame	18-85
Gross subsample size	2,100
Net subsample size	1,976
E-mail bounce backs or failed deliveries	124
Coverage rate/Absorption rate	94%
All responses (complete, partials and break-offs)	1,111
Complete responses; more than 80% item response	1,069
Partial responses; 50%-80% item response	28
Break-offs; less than 50% item response	14
AAPOR RR5	51%
AAPOR RR6 / Gross Participation Rate (GPR)	52%
Net Participation Rate (NPR)	56%
Computer device	42%
Mobile device	52%
Tablet device	6%

Table 8: Detailed information on Study 1, Sustainable Plastics and Transition Pathways

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	65.62	66.00	0.70	1,111
Number of item responses	63.36	66.00	7.75	1,111
Item response rate	0.97	1.00	0.12	1,111
Item non-response rate	0.03	0.00	0.12	1,111
Minutes to answer, excluding outliers	10.08	9.24	4.24	1,008
Seconds per item, excluding outliers	8.78	8.01	3.45	997
Seconds per item including text-pages, excluding outliers	9.23	8.34	4.06	1,008
Minutes to answer, including outliers	12.29	9.54	12.10	1,107
Seconds per item, including outliers	10.75	8.26	11.21	1,096
Seconds per item including text-pages, including outliers	11.29	8.59	11.61	1,107
Seconds per item, speeders (time-use outliers)	2.92	3.14	0.55	17
Seconds per item, sleepers (time-use outliers)	36.35	25.86	28.77	82

Study 2: Esaiasson – The majority’s desire to include the minority

Table 9: General information on Study 2, The majority’s desire to include the minority

Sample type	Probability
Pre-stratification variables or other selection criteria	sex, edu, age
Age-frame	18-85
Gross subsample size	2,500
Net subsample size	2,380
E-mail bounce backs or failed deliveries	120
Coverage rate/Absorption rate	95%
All responses (complete, partials and break-offs)	1,416
Complete responses; more than 80% item response	1,364
Partial responses; 50%-80% item response	6
Break-offs; less than 50% item response	46
AAPOR RR5	55%
AAPOR RR6 / Gross Participation Rate (GPR)	55%
Net Participation Rate (NPR)	58%
Computer device	43%
Mobile device	51%
Tablet device	6%

Table 10: Detailed information on Study 2, The majority’s desire to include the minority

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	25.00	25.00	0.00	1,416
Number of item responses	24.06	25.00	4.16	1,416
Item response rate	0.96	1.00	0.17	1,416
Item non-response rate	0.04	0.00	0.17	1,416
Minutes to answer, excluding outliers	6.54	6.08	2.59	1,282
Seconds per item, excluding outliers	14.08	12.97	5.51	1,280
Seconds per item including text-pages, excluding outliers	15.47	14.19	6.15	1,282
Minutes to answer, including outliers	7.82	6.19	8.51	1,400
Seconds per item, including outliers	16.17	13.21	16.71	1,398
Seconds per item including text-pages, including outliers	18.41	14.51	19.64	1,400
Seconds per item, speeders (time-use outliers)	5.34	5.56	0.95	34
Seconds per item, sleepers (time-use outliers)	52.40	35.91	52.79	84

Study 3: Sahlgrenska University Hospital – Sahlgrenska University Hospital - Trust

Table 11: General information on Study 3, Sahlgrenska University Hospital - Trust

Sample type	Probability
Pre-stratification variables or other selection criteria	Residents of Västra Götaland
Age-frame	18-85
Gross subsample size	3,000
Net subsample size	2,818
E-mail bounce backs or failed deliveries	182
Coverage rate/Absorption rate	94%
All responses (complete, partials and break-offs)	1,824
Complete responses; more than 80% item response	1,251
Partial responses; 50%-80% item response	501
Break-offs; less than 50% item response	72
AAPOR RR5	42%
AAPOR RR6 / Gross Participation Rate (GPR)	58%
Net Participation Rate (NPR)	62%
Computer device	44%
Mobile device	48%
Tablet device	8%

Table 12: Detailed information on Study 3, Sahlgrenska University Hospital - Trust

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	21.54	22.00	3.04	1,824
Number of item responses	18.76	22.00	5.03	1,824
Item response rate	0.87	1.00	0.20	1,824
Item non-response rate	0.13	0.00	0.20	1,824
Minutes to answer, excluding outliers	4.01	3.59	2.00	1,655
Seconds per item, excluding outliers	9.16	8.04	5.10	1,655
Seconds per item including text-pages, excluding outliers	11.15	9.67	6.42	1,655
Minutes to answer, including outliers	5.16	3.68	11.68	1,819
Seconds per item, including outliers	11.25	8.19	26.31	1,819
Seconds per item including text-pages, including outliers	14.23	10.06	30.60	1,819
Seconds per item, speeders (time-use outliers)	2.31	2.42	0.46	47
Seconds per item, sleepers (time-use outliers)	44.38	26.48	96.31	117

Study 4: Strömbäck & Lindgren - Knowledge Resistance Panel, wave 2

Table 13: General information on Study 4, Knowledge Resistance Panel, wave 2

Sample type	Probability 48 % Non-probability 52 %
Pre-stratification variables or other selection criteria	KR panelists
Age-frame	18+ (at recruitment)
Gross subsample size	10,178
Net subsample size	9,595
E-mail bounce backs or failed deliveries	583
Coverage rate/Absorption rate	94%
All responses (complete, partials and break-offs)	5,584
Complete responses; more than 80% item response	5,072
Partial responses; 50%-80% item response	301
Break-offs; less than 50% item response	211
AAPOR RR5	50%
AAPOR RR6 / Gross Participation Rate (GPR)	53%
Net Participation Rate (NPR)	56%
Computer device	42%
Mobile device	51%
Tablet device	8%

Table 14: Detailed information on Study 4, Knowledge Resistance Panel, wave 2

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	143.34	144.00	1.69	5,584
Number of item responses	133.88	143.00	23.36	5,584
Item response rate	0.93	0.99	0.16	5,584
Item non-response rate	0.07	0.01	0.16	5,584
Minutes to answer, excluding outliers	17.68	16.83	5.84	5,021
Seconds per item, excluding outliers	7.16	6.72	3.42	5,019
Seconds per item including text-pages, excluding outliers	7.62	7.09	5.68	5,021
Minutes to answer, including outliers	20.70	16.94	46.87	5,568
Seconds per item, including outliers	8.32	6.75	19.26	5,566
Seconds per item including text-pages, including outliers	8.90	7.13	20.04	5,568
Seconds per item, speeders (time-use outliers)	3.15	3.31	0.52	234
Seconds per item, sleepers (time-use outliers)	30.71	16.88	76.70	313

Study 5: Rönnerstrand - The political reward of dog whistling in policy messages

Table 15: General information on Study 5, The political reward of dog whistling in policy messages

Sample type	Non-probability
Pre-stratification variables or other selection criteria	sex, edu, age
Age-frame	18+
Gross subsample size	1,780
Net subsample size	1,704
E-mail bounce backs or failed deliveries	76
Coverage rate/Absorption rate	96%
All responses (complete, partials and break-offs)	1,045
Complete responses; more than 80% item response	900
Partial responses; 50%-80% item response	30
Break-offs; less than 50% item response	115
AAPOR RR5	51%
AAPOR RR6 / Gross Participation Rate (GPR)	52%
Net Participation Rate (NPR)	55%
Computer device	36%
Mobile device	55%
Tablet device	8%

Table 16: Detailed information on Study 5, The political reward of dog whistling in policy messages

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	38.00	38.00	0.00	1,045
Number of item responses	33.55	38.00	10.89	1,045
Item response rate	0.88	1.00	0.29	1,045
Item non-response rate	0.12	0.00	0.29	1,045
Minutes to answer, excluding outliers	14.70	13.53	8.55	972
Seconds per item, excluding outliers	24.27	21.18	18.42	967
Seconds per item including text-pages, excluding outliers	28.01	23.29	36.77	972
Minutes to answer, including outliers	17.71	13.95	30.17	1,042
Seconds per item, including outliers	28.55	21.89	47.58	1,037
Seconds per item including text-pages, including outliers	32.36	24.25	56.61	1,042
Seconds per item, speeders (time-use outliers)	3.59	3.34	0.53	13
Seconds per item, sleepers (time-use outliers)	106.75	71.69	171.30	57

Study 6: LORE – The effect of timing of survey invites and reminders on response rates

This study did not contain questions of its own and is therefore not included in the presentation of general and detailed information.

Study 7: LORE - Additional general questions

Table 19: General information on Study 7, Additional general questions

Sample type	Probability 19 % Non-probability 81 %
Pre-stratification variables or other selection criteria	-
Age-frame	16+
Gross subsample size	61,005
Net subsample size	57,232
E-mail bounce backs or failed deliveries	3,773
Coverage rate/Absorption rate	94%
All responses (complete, partials and break-offs)	38,498
Complete responses; more than 80% item response	38,263
Partial responses; 50%-80% item response	35
Break-offs; less than 50% item response	200
AAPOR RR5	63%
AAPOR RR6 / Gross Participation Rate (GPR)	63%
Net Participation Rate (NPR)	67%
Computer device	42%
Mobile device	51%
Tablet device	7%

Table 20: Detailed information on Study 7, Additional general questions

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	8.99	9.00	0.28	38,498
Number of item responses	8.95	9.00	0.61	38,498
Item response rate	0.99	1.00	0.07	38,498
Item non-response rate	0.01	0.00	0.07	38,498
Minutes to answer, excluding outliers	1.35	1.25	0.53	36,228
Seconds per item, excluding outliers	2.40	1.40	2.84	46
Seconds per item including text-pages, excluding outliers	4.93	4.52	2.17	36,228
Minutes to answer, including outliers	1.96	1.29	33.57	38,411
Seconds per item, including outliers	2.40	1.40	2.84	46
Seconds per item including text-pages, including outliers	7.64	4.67	184.61	38,411
Seconds per item, speeders (time-use outliers)	0.00	0.00	0.00	0
Seconds per item, sleepers (time-use outliers)	0.00	0.00	0.00	0

Glossary

<i>AAPOR participation rate (RR5):</i>	AAPOR Standard Definitions 2011 participation rate measure excluding partial responses (partials are defined as response with over 20 and less than 50 percent item nonresponse; calculation: $RR5 = (\text{responses} - \text{partials}) / \text{GSS}$).
<i>Background variables</i>	Includes questions related to demographic or basic socio-economic factors such as age, education, household etc. These are regularly updated.
<i>Break-offs</i>	Type of nonresponse. Defined as responses with more than 50 percent item nonresponse, used when calculating AAPOR RR5.
<i>Coverage rate/Absorption rate</i>	The quotient of net and gross sample size (coverage = NSS / GSS). Coverage and absorption rate are synonyms describing this relation.
<i>Date of reminders</i>	Reminders are sent by email to those in the sample who have not yet completed the survey.
<i>E-mail bounce backs</i>	Due to automatic spam filters and similar services, or incorrect e-mail addresses, certain e-mails may result in a bounce back, i.e. a non-contact. Includes both “hard” and “soft” bounce backs.
<i>Field period</i>	The field period is the time passed between the first and the last field day.
<i>General variables (Study 0)</i>	General variables are the variables that are not related to a specific study within the survey. Most of these are repeated on a regular basis, often at least twice every year. Background variables are included in this definition, treated as a sub-category.
<i>Gross participation rate (GPR)</i>	The quotient of responses and gross sample size ($GPR = \text{responses} / \text{GSS}$). Does not exclude partials. Corresponds to AAPOR RR6 and COMR.
<i>Gross sample size (GSS)</i>	Gross sample size is the number of potential participants in the initial sample.
<i>Gross subsample size</i>	Gross subsample size is the number of potential participants assigned to a specific study in the initial sample.
<i>Item non-response rate</i>	Calculated by subtracting the item response rate from one (1-item response rate).
<i>Item response rate</i>	Calculated by dividing the number of item responses with the number of received/applicable items.
<i>Net participation rate (NPR)</i>	The quotient of responses and net sample size ($NPR = \text{responses} / \text{NSS}$). Does not exclude partials.
<i>Net sample size (NSS)</i>	Net sample size is the number of potential participants in the initial sample, excluding e-mail bounce backs ($\text{NSS} = \text{GSS} - \text{bounce backs}$).
<i>Net subsample size</i>	Net subsample size is the number of potential participants assigned to a specific study in the initial sample, excluding e-mail bounce backs within that subsample.
<i>Partial response</i>	Defined as responses with more than 20 and less than 50 percent item nonresponse (less than 80% of the questions answered), used when calculating AAPOR RR5.
<i>Number of received/applicable items</i>	
<i>Responses</i>	The number of surveys completed by a participant that are registered on the last field day.
<i>Study</i>	A study is a featured specific study, e.g. an experiment, or a set of panel questions with a specific purpose, or some other kind of specific and delimited study.
<i>Text-pages</i>	Pages in the survey where no questions are asked, i.e. text-only.
<i>Time-use outliers, speeders</i>	A respondent is defined as a speeder if the mean time-use per question/item is less than the first quartile minus half the interquartile range ($Q1 - 0.5 \times IQR$).
<i>Time-use outliers, sleepers</i>	A respondent is defined as a sleeper if the mean time-use per question/item is more than the third quartile plus 1.5 times the interquartile range ($Q3 + 1.5 \times IQR$).

The Laboratory of Opinion Research (LORE) is an academic web survey center located at the SOM-institute at the University of Gothenburg. The objective of the Laboratory of Opinion Research is to facilitate for scientists to conduct web survey experiments, collect panel data, and to contribute to methodological development. For more information, please contact us at:

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