The Swedish
Citizen Panel

UNIVERSITY OF GOTHENBURG

Technical report
Citizen Panel 58 – 2025

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The Swedish
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The SOM Institute

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Contents

Glossary

Break-offs	Type of nonresponse. Defined as responses with more than 50 percent item nonresponse.
Completion rate (COMR)	The quotient of complete responses (answered more than 80% of the applicable questions) and all invited to the survey in a probability-based panel sample (COMR=complete responses/all invited to the survey).
Date of reminders	Reminders are sent by email to those in the sample who have not yet completed the survey.
Eligible	Respondents with characteristics meeting the inclusion criteria of the study.
E-mail bounces	Due to automatic spam filters and similar services, or incorrect e-mail addresses, certain e-mails may result in a bounce, i.e. a non-contact. Includes both "hard" and "soft" bounces.
Field period	The field period is the time from the first to the last field day.
Item response rate	Calculated by dividing the number of item responses with the number of received/applicable items.
Net completion rate (NCOMR)	The quotient of complete responses (answered more than 80% of the applicable questions) and all invited to the survey excluding email bounces in a probability-based panel sample (NCOMR=complete responses/all invited to the survey excluding email bounces).
Net participation rate (NPR)	The quotient of complete responses (answered more than 80% of the applicable questions) and all invited to the survey excluding email bounces in a non-probability based panel sample or mix probability and non-probability panel sample (NPR=complete responses/all invited to the survey excluding email bounces).
Non-eligible	Respondents who do not meet the inclusion criteria of the survey.
Number of received/applicable items	The number of questions the participant received in the survey or would have received if the participant finished the survey.
Outliers (sleepers)	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 ($Q3 + 1.5{\times}IQR$).
Outliers (speeders)	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 ($Q1 - 0.5{\times}IQR$).
Partial response	Defined as responses with more than 20 and less than 50 percent item nonresponse.
Participation rate (PR)	The quotient of complete responses (answered more than 80% of the applicable questions) and all invited to the survey in a non-probability based panel sample or mix probability and non-probability panel sample (PR=complete responses/all invited to the survey).
Responses	The number of surveys completed that are registered on the last field day.
Study	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.

Introduction

The Swedish Citizen Panel (SCP)

The Swedish Citizen Panel (SCP) (Swedish: Medborgarpanelen) is a non-commercial online access panel run by the SOM Institute at the University of Gothenburg. Today, the SOM Institute is a research infrastructure for collecting data from online questionnaires, mainly for survey experiments and panel studies. An essential part of the SOM Institute is also to contribute to methodological development and testing in the area of web surveys.

The Swedish Citizen Panel consists of approximately 70 000 pre-recruited panelists who have agreed to participate in research surveys in earlier recruitment efforts. Around 25 percent of the panel is recruited using a probability-based recruitment method, while remaining 75 percent of the panel is self-recruited. The Swedish Citizen Panel does not offer the participants any economic compensation for their participation.

The data collections tend to follow omnibus survey style where respondents answer questions on several topics and may participate in several different survey experiments. The topics and survey experiments are administered in collaboration with researchers and these collaborations are referred to as "studies" in this report. In addition to the studies, the respondents answer general questions not specific to any of the specific studies.

Citizen Panel 58 (MP58)

The Citizen Panel 58 was administered between Tuesday June 10, 2025, and Monday June 30, 2025.

- A total of 30 473 panelists were invited to complete the questionnaire, out of which 29 843 were reached by the invitation. Furthermore, 20 330 of the panelists clicked on the link to the questionnaire, and 18 643 answered more than 80% of the applicable questions (Participation Rate: 61% and Net Participation Rate (excluding those who could not be reached): 63%).
- Respondents in the panel were recruited by both probability and non-probability based methods. What type of sample used in each respective study is defined in this report.
- All in all, there were five studies included in the Citizen Panel 58.

Completion and participation estimations

The technical report reports four types of participation rates, following AAPOR (2023) standard definitions for Probability-based Internet Panels and Non-probability based Internet Panels.

If the sample of respondents was drawn solely from the probability-based internet panel of SCP, Completion Rate (COMR) (Eq.1.) and Net Completion Rate (NCOMR) (Eq.2.) is reported.

If the sample of respondents was drawn from both the probability-based internet panel and the non-probability based internet panel, or if the sample was drawn solely from the non-probability based internet panel, Participation Rate (PR) (Eq.3) and Net Participation Rate (NPR) (Eq.4) is reported.

SCP recommend that COMR and PR be reported in publications referring to a specific study.

Completion rate (probability-based internet panel)

$$\text{Eq.1. Completion rate (COMR)} = \frac{I}{(I+P)+(R+NC+O)}$$

$$\text{Eq.2. Net completion rate (NCOMR)} = \frac{I}{(I+P)+(R+O)}$$

Participation rate (non-probability based internet panel or mix probability and non-probability panel)

$$\text{Eq.3. Participation rate (PR)} = \frac{I}{(I+P)+(R+NC+O)}$$

$$\text{Eq.4. Net participation rate (NPR)} = \frac{I}{(I+P)+(R+O)}$$

I (Interview) refer to a completed study where the respondent answered 80% or more of the questions they would have gotten.

P (Partial) refer to a partial study where the respondent answered 50% or more but fewer than 80% of the questions they would have gotten.

R (Refusal) refer to a refused questionnaire where the respondent was contacted but did not click on the link to the questionnaire. *R* also refer to break-offs where the respondent started the study but answered fewer than 50% of the question they would have gotten.

NC (Non-contact) refer to a questionnaire invitation that during the entire field period never reached the respondent's email (i.e., the email invitation bounced in the first invitation and in all of the reminder emails).

O (Other) refer to other categories of nonresponse. Examples of such categories are that the respondent terminated their participation in the SCP in the time between being selected to be invited and having their invitation emailed to them, did not accept the terms of participation in the panel, died, was physically or mentally unable to complete the questionnaire, or had notified that they had moved abroad (i.e. emigrated from Sweden).

Fieldwork

Table 1: Field information

Name	Citizen Panel 58 (MP58)
No. of field days	21
Soft launch	Day 1: Tuesday June 10, 13:15, 2025
Main launch	Day 2: Wednesday June 11, 10:15, 2025
Reminder 1	Day 8: Tuesday June 17, 08:00, 2025
Reminder 2	Day 16: Wednesday June 25, 14:00, 2025
Field end	Day 21: Monday June 30, 14:15, 2025

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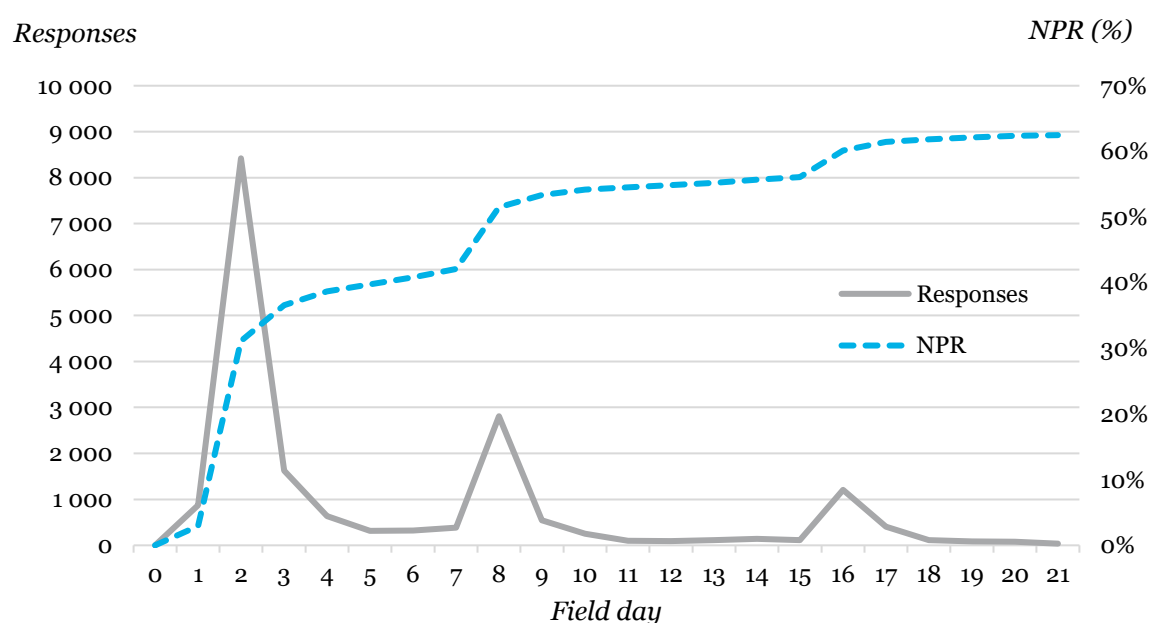
Featured studies

Table 2: Featured studies in Citizen Panel 58

Study:	Title:	Principal investigator(s):
Study 1	The LORE panel – wave 35	Patrik Öhberg
Study 2	Constructive journalism experiment III	Mats Ekström
Study 3	What is considered important when hiring new employees?	Elina Lampi
Study 4	Parenthood and Gender Inequality	Johanna Rickne
Study 5	Fertility Questionnaire Test	Elias Markstedt

Study 1: The LORE panel, wave 35

Table 3: Study 1, the LORE panel, wave 35

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	Panelists
Age frame	17+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	3 304
Completed study; more than 80% answered questions (I)	2 304
Partial study; 50%-80% answered questions (P)	9
Break-offs; fewer than 50% answered questions (R)	56
Refusals (R)	825
E-mail bounce backs or failed deliveries (NC)	110
Other (O)	0
Participation rate	
Participation rate (PR)	70%
Net participation rate (NPR)	72%
Devices among completes	
Computer device	38%
Mobile device	56%
Tablet device	6%

Table 4: Details on Study 1, the LORE panel, wave 35

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	82.84	83.00	0.36	2 369
Number of item responses	80.48	83.00	11.95	2 369
Item response rate	0.97	1.00	0.14	2 369
Minutes to answer, excluding outliers	10.54	9.79	4.20	2 210
Seconds per item, excluding outliers	7.74	7.08	2.98	2 202
Minutes to answer, including outliers	13.11	9.95	31.54	2 366
Seconds per item, including outliers	9.58	7.19	22.55	2 358
Seconds per item, speeders	2.95	3.04	0.33	35
Seconds per item, sleepers	45.00	23.76	92.12	121

Study 2: Constructive journalism experiment III

Table 5: Study 2: Constructive journalism experiment III

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	Sex*Age*Education
Age frame	18-85
Sample disposition	
Total panelists invited (*I+P+R+NC+O*)	6 000
Completed study; more than 80% answered questions (*I*)	3 165
Partial study; 50%-80% answered questions (*P*)	39
Break-offs; fewer than 50% answered questions (*R*)	262
Refusals (*R*)	2 415
E-mail bounce backs or failed deliveries (*NC*)	119
Other (*O*)	0
Participation rate	
Participation rate (PR)	53%
Net participation rate (NPR)	54%
Devices among completes	
Computer device	29%
Mobile device	67%
Tablet device	4%

Table 6: Details on Study 2: Constructive journalism

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	48.45	56.00	11.62	3 466
Number of item responses	44.87	56.00	14.51	3 466
Item response rate	0.93	1.00	0.20	3 466
Minutes to answer, excluding outliers	9.57	9.20	4.79	3 156
Seconds per item, excluding outliers	12.08	10.98	5.08	3 156
Minutes to answer, including outliers	11.22	9.21	14.94	3 451
Seconds per item, including outliers	14.19	10.99	20.30	3 451
Seconds per item, speeders	4.49	4.64	0.62	142
Seconds per item, sleepers	66.69	35.77	76.54	153

Study 3: What is considered important when hiring new employees?

Table 7: Study 3, What is considered important when hiring new employees? (Full sample)

Sample	
Source	Probability 22%
	Non-probability 78%
Pre-stratification variables or other selection criteria	Panelists who have hired employees
Age frame	30-79
Sample disposition	
Total panelists invited (*I+P+R+NC+O*)	370
Completed study; more than 80% answered questions (*I*)	274
Partial study; 50%-80% answered questions (*P*)	0
Break-offs; fewer than 50% answered questions (*R*)	0
Refusals (*R*)	95
E-mail bounce backs or failed deliveries (*NC*)	1
Other (O)	0
Participation rate	
Participation rate (PR)	74%
Net participation rate (NPR)	74%
Devices among completes	
Computer device	42%
Mobile device	53%
Tablet device	5%
Eligibility for follow-up study	
Non-Eligible *(NE)*	118
Eligible *(E)*	156

Table 8: Study 3, What is considered important when hiring new employees? (Eligible sample)

Sample	
Source	Probability 24%
	Non-probability 76%
Pre-stratification variables or other selection criteria	Panelists who have hired employees
Age frame	30-77
Sample disposition	
Eligible panelists *(E)*	156
Completed study; more than 80% answered questions (*I*)	140
Partial study; 50%-80% answered questions (*P*)	2
Break-offs; fewer than 50% answered questions (*R*)	14
Participation rate	
Participation rate (PR)	90%
Net participation rate (NPR)	90%
Devices among completes	
Computer device	35%
Mobile device	60%
Tablet device	5%

Table 9: Details on Study 3, What is considered important when hiring new employees?

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	35.00	38.00	8.95	156
Number of item responses	34.00	37.00	8.67	156
Item response rate	0.92	0.92	1.00	156
Minutes to answer, excluding outliers	7.27	7.16	0.23	146
Seconds per item, excluding outliers	13.53	11.75	7.66	146
Minutes to answer, including outliers	5.66	3.93	11.22	156
Seconds per item, including outliers	17.11	11.92	22.04	156
Seconds per item, speeders	0.00	0.00	0.00	0
Seconds per item, sleepers	69.39	40.15	64.64	10

Study 4: Parenthood and Gender Inequality

Table 10: Study 4, Parenthood and Gender Inequality

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	–
Age frame	18+
Sample disposition	
Total panelists invited (*I+P+R+NC+O*)	17 799
Completed study; more than 80% answered questions (*I*)	11 057
Partial study; 50%-80% answered questions (*P*)	142
Break-offs; fewer than 50% answered questions (*R*)	931
Refusals (*R*)	5 326
E-mail bounce backs or failed deliveries (*NC*)	343
Other (*O*)	0
Participation rate	
Participation rate (PR)	62%
Net participation rate (NPR)	63%
Devices among completes	
Computer device	31%
Mobile device	65%
Tablet device	4%

Table 11: Details on Study 4, Parenthood and Gender Inequality

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	18.92	21.00	3.23	12 130
Number of item responses	17.42	21.00	5.34	12 130
Item response rate	0.93	1.00	0.23	12 130
Minutes to answer, excluding outliers	5.65	5.29	2.52	11 298
Seconds per item, excluding outliers	19.54	17.20	10.45	11 171
Minutes to answer, including outliers	7.69	5.45	37.95	12 106
Seconds per item, including outliers	32.75	17.68	579.11	11 976
Seconds per item, speeders	6.12	6.36	0.74	107
Seconds per item, sleepers	248.38	55.27	2389.72	698

Study 5: Fertility Questionnaire Test

Table 12: Study 5, Fertility Questionnaire Test

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	–
Age frame	18-85
Sample disposition	
Total panelists invited (*I+P+R+NC+O*)	3 000
Completed study; more than 80% answered questions (*I*)	1 955
Partial study; 50%-80% answered questions (*P*)	16
Break-offs; fewer than 50% answered questions (*R*)	40
Refusals (*R*)	932
E-mail bounce backs or failed deliveries (*NC*)	57
Other (*O*)	0
Participation rate	
Participation rate (PR)	65%
Net participation rate (NPR)	66%
Devices among completes	
Computer device	28%
Mobile device	69%
Tablet device	3%

Table 13: Details on Study 5, Fertility Questionnaire Test

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	11.77	12.00	2.86	2 130
Number of item responses	11.31	12.00	3.17	2 130
Item response rate	0.96	1.00	0.12	2 011
Minutes to answer, excluding outliers	2.99	2.63	1.50	1 937
Seconds per item, excluding outliers	13.66	11.94	6.73	1 826
Minutes to answer, including outliers	4.35	2.79	19.85	2 127
Seconds per item, including outliers	19.51	12.65	87.51	2 004
Seconds per item, speeders	3.17	3.16	0.39	9
Seconds per item, sleepers	83.56	44.89	293.76	169

Summary, Citizen Panel 58

Table 14: Overall information, Citizen Panel 58

Sample	
Source	Non-probability
	Probability
Pre-stratification variables or other selection criteria	–
Age frame	17+
Sample disposition	
Total panelists invited (*I+P+R+NC+O*)	30 473
Completed questionnaires; more than 80% answered questions (*I*)	18 643
Partial questionnaires; 50%-80% answered questions (*P*)	487
Break-offs; fewer than 50% answered questions (*R*)	1 200
Refusals (*R*)	9 513
E-mail bounce backs or failed deliveries (*NC*)	630
Other (*O*)	0
Participation rate	
Participation rate (*PR*)	61%
Net participation rate (*NPR*)	63%
Devices among completes	
Computer device	32%
Mobile device	64%
Tablet device	4%

The Swedish Citizen Panel (SCP) is an academic web survey center located at the SOM Institute at the University of Gothenburg. The objective of the Swedish Citizen Panel 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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