



Technical report

Citizen Panel 59 – 2025

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Bergström, A., Cassel, F., Ekström, T., Garcia-Nilsson, A., Jagers, K., Wessman, F. (2025). *Technical Report Citizen Panel 59 – 2025*, Gothenburg: University of Gothenburg, The SOM Institute.

Contents

Glossary	3
Introduction	4
The Swedish Citizen Panel (SCP)	4
Citizen Panel 59 (MP59).....	4
Completion and participation estimations.....	5
Fieldwork	6
Featured studies	7
Study 1: Prioritized Outcomes for Evaluating Healthcare Practices	8
Study 2: What is considered important when hiring new employees?	10
Study 3: The SOM panel, wave 1.....	12
Study 4: Stratification experiment	13
Study 5: Societal issues experiment.....	14
Study 6: Deregistered panelists experiment	15
Summary, Citizen Panel 59	16

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Glossary

<i>Break-offs</i>	Type of nonresponse. Defined as responses with more than 50 percent item nonresponse.
<i>Completion rate (COMR)</i>	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).
<i>Date of reminders</i>	Reminders are sent by email to those in the sample who have not yet completed the survey.
<i>Eligible</i>	Respondents with characteristics meeting the inclusion criteria of the study
<i>E-mail bounces</i>	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.
<i>Field period</i>	The field period is the time from the first to the last field day.
<i>Item response rate</i>	Calculated by dividing the number of item responses with the number of received/applicable items.
<i>Net completion rate (NCOMR)</i>	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).
<i>Net participation rate (NPR)</i>	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).
<i>Non-eligible</i>	Respondents who do not meet the inclusion criteria of the survey.
<i>Number of received/applicable items</i>	The number of questions the participant received in the survey or would have received if the participant finished the survey.
<i>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 ($Q_3 + 1.5 \times IQR$).
<i>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 ($Q_1 - 0.5 \times IQR$).
<i>Partial response</i>	Defined as responses with more than 20 and less than 50 percent item nonresponse.
<i>Participation rate (PR)</i>	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).
<i>Responses</i>	The number of surveys completed 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.

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 59 (MP59)

The Citizen Panel 59 was administered between Wednesday September 24, 2025, and Thursday October 16, 2025.

- A total of 22 036 panelists were invited to complete the questionnaire, out of which 21 367 were reached by the invitation. Furthermore, 15 163 of the panelists clicked on the link to the questionnaire, and 14 402 answered more than 80% of the applicable questions (Participation Rate: 65% and Net Participation Rate (excluding those who could not be reached): 67%).
- 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 6 studies included in the Citizen Panel 59.

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).

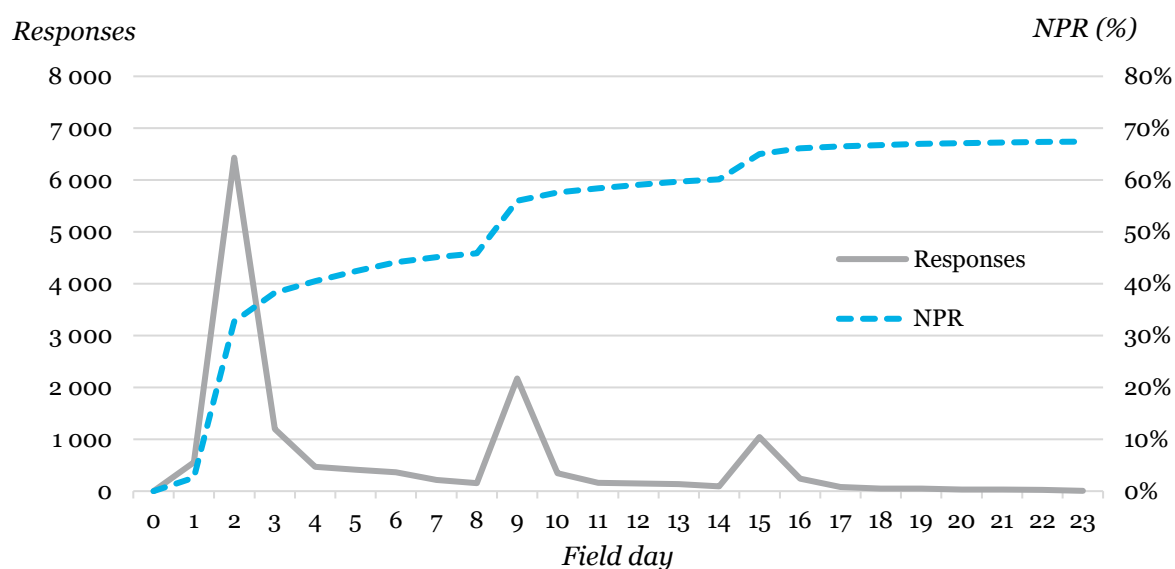
O (Other) refer to other categories of nonresponse. Examples of such categories are that the respondent terminated their participation in the SCP in the time between being selected to be invited and having their invitation emailed to them, did not accept the terms of participation in the panel, died, 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 59 (MP59)
No. of field days	23
Soft launch	Day 1: Wednesday September 24, 14:10, 2025
Main launch	Day 2: Thursday September 25, 10:15, 2025
Reminder 1	Day 9: Thursday October 2, 8:00, 2025
Reminder 2	Day 15: Wednesday October 8, 12:00, 2025
Field end	Day 23: Thursday October 16, 13:00, 2025

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



Featured studies

Table 2: Featured studies in Citizen Panel 59

<i>Study:</i>	<i>Title:</i>	<i>Principal investigator(s):</i>
Study 1	Prioritized Outcomes for Evaluating Healthcare Practices	Lena Rosenlund
Study 2	What is considered important when hiring new employees?	Elina Lampi
Study 3	The SOM panel, wave 1	Patrik Öhberg
Study 4	Stratification experiment	Sebastian Lundmark
Study 5	Societal issues experiment	Patrik Öhberg
Study 6	Deregistered panelists experiment	Sebastian Lundmark

Study 1: Prioritized Outcomes for Evaluating Healthcare Practices

Table 3: Study 1: Prioritized Outcomes for Evaluating Healthcare Practices

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	Panelists with chronic disease and frequent contact with healthcare
Age frame	18+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	6 000
Completed study; more than 80% answered questions (I)	5152
Partial study; 50%-80% answered questions (P)	6
Break-offs; fewer than 50% answered questions (R)	17
Refusals (R)	797
E-mail bounce backs or failed deliveries (NC)	28
Other (O)	0
Participation rate	
Participation rate (PR)	89%
Net participation rate (NPR)	86%
Devices among completes	
Computer device	34%
Mobile device	60%
Tablet device	6%
Eligibility for follow-up study	
Non-Eligible (NE)	1035
Eligible (E)	4117

Table 4: Study 1, Prioritized Outcomes for Evaluating Healthcare Practices. Eligible sample

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	Panelists with chronic disease and frequent contact with healthcare
Age frame	20-98
Sample disposition	
Eligible panelists (<i>E</i>)	4117
Completed study; more than 80% answered questions (<i>I</i>)	3902
Partial study; 50%-80% answered questions (<i>P</i>)	98
Break-offs; fewer than 50% answered questions (<i>R</i>)	117
Participation rate	
Participation rate (PR)	95%
Net participation rate (NPR)	95%
Devices among completes	
Computer device	34%
Mobile device	60%
Tablet device	6%

Table 5: Details on Study 1: Prioritized Outcomes for Evaluating Healthcare Practices. Eligible sample

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	107.45	117.00	16.31	4117
Number of item responses	104.13	113.00	16.39	4117
Item response rate	0.95	0.95	0.12	4117
Minutes to answer, excluding outliers	14.61	14.61	6.28	3781
Seconds per item, excluding outliers	8.18	7.40	3.71	3781
Minutes to answer, including outliers	18.11	13.80	34.43	4117
Seconds per item, including outliers	10.12	7.60	19.10	4117
Seconds per item, speeders	2.81	2.93	0.40	78
Seconds per item, sleepers	40.81	23.90	68.00	258

Study 2: What is considered important when hiring new employees?

Table 6: Study 2: What is considered important when hiring new employees?

Sample	
Source	Non-probability 86%
	Probability 14%
Pre-stratification variables or other selection criteria	Panelists who have hired employees
Age frame	23-85
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	3 032
Completed study; more than 80% answered questions (I)	2 409
Partial study; 50%-80% answered questions (P)	0
Break-offs; fewer than 50% answered questions (R)	9
Refusals (R)	593
E-mail bounce backs or failed deliveries (NC)	21
Other (O)	0
Participation rate	
Participation rate (PR)	80%
Net participation rate (NPR)	80%
Devices among completes	
Computer device	37%
Mobile device	60%
Tablet device	3%
Eligibility for follow-up study	
Non-Eligible (NE)	983
Eligible (E)	1 426

Table 7: Study 2: What is considered important when hiring new employees? Eligible sample

Sample	
Source	Non-probability 87% Probability 13%
Pre-stratification variables or other selection criteria	Panelists who have hired employees
Age frame	26-84
Sample disposition	
Eligible panelists (<i>E</i>)	1 426
Completed study; more than 80% answered questions (<i>I</i>)	1 234
Partial study; 50%-80% answered questions (<i>P</i>)	14
Break-offs; fewer than 50% answered questions (<i>R</i>)	178
Participation rate	
Participation rate (PR)	87%
Net participation rate (NPR)	87%
Devices among completes	
Computer device	34%
Mobile device	63%
Tablet device	3%

Table 8: Details on Study 2: What is considered important when hiring new employees? Eligible sample

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	40.32	45.00	11.23	1426
Number of item responses	39.12	44.00	11.06	1426
Item response rate	0.90	1.00	0.25	1426
Minutes to answer, excluding outliers	7.35	7.12	3.44	1386
Seconds per item, excluding outliers	11.70	10.26	10.38	1386
Minutes to answer, including outliers	9.13	7.25	25.02	1426
Seconds per item, including outliers	14.01	10.40	34.49	1426
Seconds per item, speeders	.	.	.	0
Seconds per item, sleepers	94.71	33.96	181.01	40

Study 3: The SOM panel, wave 1

Table 9: Study 3, The SOM panel, wave 1

Sample	
Source	Probability
Pre-stratification variables or other selection criteria	-
Age frame	17+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	2 504
Completed study; more than 80% answered questions (I)	1 345
Partial study; 50%-80% answered questions (P)	15
Break-offs; fewer than 50% answered questions (R)	66
Refusals (R)	1 017
E-mail bounce backs or failed deliveries (NC)	61
Other (O)	0
Completion rate	
Completion rate (COMR)	54%
Net completion rate (NCOMR)	55%
Devices among completes	
Computer device	22%
Mobile device	75%
Tablet device	3%

Table 10: Details on Study 3, The SOM panel, wave 1

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	39.83	40.00	0.64	1 426
Number of item responses	37.69	40.00	8.09	1 426
Item response rate	0.95	1.00	0.20	1 426
Minutes to answer, excluding outliers	3.73	3.42	1.55	1 169
Seconds per item, excluding outliers	7.02	6.66	2.33	1 169
Minutes to answer, including outliers	4.43	3.53	4.36	1 378
Seconds per item, including outliers	8.90	7.26	8.35	1 378
Seconds per item, speeders	2.37	2.64	0.59	19
Seconds per item, sleepers	21.10	17.05	17.28	190

Study 4: Stratification experiment

Table 11: Study 4, Stratification experiment

Sample	
Source	Probability 50%
	Non-Probability 50%
Pre-stratification variables or other selection criteria	Half sample stratified on sex, age, and education
Age frame	18+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	4 000
Completed study; more than 80% answered questions (I)	2 280
Partial study; 50%-80% answered questions (P)	140
Break-offs; fewer than 50% answered questions (R)	95
Refusals (R)	1 391
E-mail bounce backs or failed deliveries (NC)	94
Other (O)	0
Participation rate	
Participation rate (PR)	57%
Net participation rate (NPR)	58%
Devices among completes	
Computer device	31%
Mobile device	64%
Tablet device	5%

Table 12: Details on Study 4, Stratification experiment

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	60.60	62.00	1.91	2 515
Number of item responses	52.67	55.00	9.40	2 515
Item response rate	0.87	0.91	0.15	2 515
Minutes to answer, excluding outliers	9.68	9.02	3.89	2 329
Seconds per item, excluding outliers	9.76	8.90	4.63	2 315
Minutes to answer, including outliers	11.25	9.25	19.14	2 510
Seconds per item, including outliers	11.26	9.08	18.68	2 496
Seconds per item, speeders	3.80	3.93	0.34	45
Seconds per item, sleepers	39.27	25.40	72.36	136

Study 5: Societal issues experiment

Table 13: Study 5, Societal issues experiment

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	-
Age frame	18+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	5 000
Completed study; more than 80% answered questions (I)	3 171
Partial study; 50%-80% answered questions (P)	0
Break-offs; fewer than 50% answered questions (R)	203
Refusals (R)	1 447
E-mail bounce backs or failed deliveries (NC)	179
Other (O)	0
Participation rate	
Participation rate (PR)	63%
Net participation rate (NPR)	66%
Devices among completes	
Computer device	33%
Mobile device	62%
Tablet device	5%

Table 14: Details on Study 5, Societal issues experiment

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	1.00	1.00	0.02	3 375
Number of item responses	0.94	1.00	0.24	3 375
Item response rate	0.94	1.00	0.24	3 374
Minutes to answer, excluding outliers	1.18	0.95	0.85	3 093
Seconds per item, excluding outliers	4.45	3.56	3.19	3 093
Minutes to answer, including outliers	2.03	1.03	22.27	3 347
Seconds per item, including outliers	7.64	3.86	83.53	3 347
Seconds per item, speeders	0.00	0.00	0.00	0
Seconds per item, sleepers	45.56	20.28	300.85	254

Study 6: Deregistered panelists experiment

This study did not include its own questions and is therefore excluded from the presentation of general and detailed information.

Summary, Citizen Panel 59

Table 15: Overall information, Citizen Panel 59

Sample	
Source	Probability 24% Non-Probability 76%
Pre-stratification variables or other selection criteria	-
Age frame	17+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	22 036
Completed questionnaires; more than 80% answered questions (I)	14 402
Partial questionnaires; 50%-80% answered questions (P)	205
Break-offs; fewer than 50% answered questions (R)	556
Refusals (R)	6 204
E-mail bounce backs or failed deliveries (NC)	669
Other (O)	0
Participation rate	
Participation rate (PR)	65%
Net participation rate (NPR)	67%
Devices among completes	
Computer device	32%
Mobile device	63%
Tablet device	5%

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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