



# **Technical report**

# **Citizen Panel 60 – 2025**

Please use the following citation when using data from Citizen Panel 60:

Bergström, A., Cassel, F., Ekström, T., Garcia-Nilsson, A., Jagers, K., Wessman, F. (2025). *Technical Report Citizen Panel 60 – 2025*, Gothenburg: University of Gothenburg, The SOM Institute.

## Contents

Glossary .....	3
Introduction .....	4
The Swedish Citizen Panel (SCP) .....	4
Citizen Panel 60 (MP60).....	4
Completion and participation estimations.....	5
Fieldwork.....	6
Featured studies .....	7
Study 1: The use of health-related digital devices in everyday life .....	8
Study 2: Constructive journalism – pilot study.....	9
Study 3: Conspiratorial thinking and digital media: a longitudinal panel study - pilot study .....	10
Study 4: The use of social norms in communication to resist information influence - pilot study.....	11
Study 5: The tolerance project .....	12
Summary, Citizen Panel 60 .....	13

This report was created by:  
Klara Jagers  
Deputy Chief Analyst  
The SOM Institute  
University of Gothenburg

## 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>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>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 ( $Q3 + 1.5 \times IQR$ ).
<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 ( $Q1 - 0.5 \times IQR$ ).
<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 60 (MP60)

The Citizen Panel 60 was administered between Tuesday December 9, 2025 and Friday January 9, 2025.

- A total of 9 620 panelists were invited to complete the questionnaire, out of which 9 369 were reached by the invitation. Furthermore, 6 490 of the panelists clicked on the link to the questionnaire, and 5 795 answered more than 80% of the applicable questions (Participation Rate: 60% and Net Participation Rate (excluding those who could not be reached): 62%).
- 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 5 studies included in the Citizen Panel 60.

## 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).

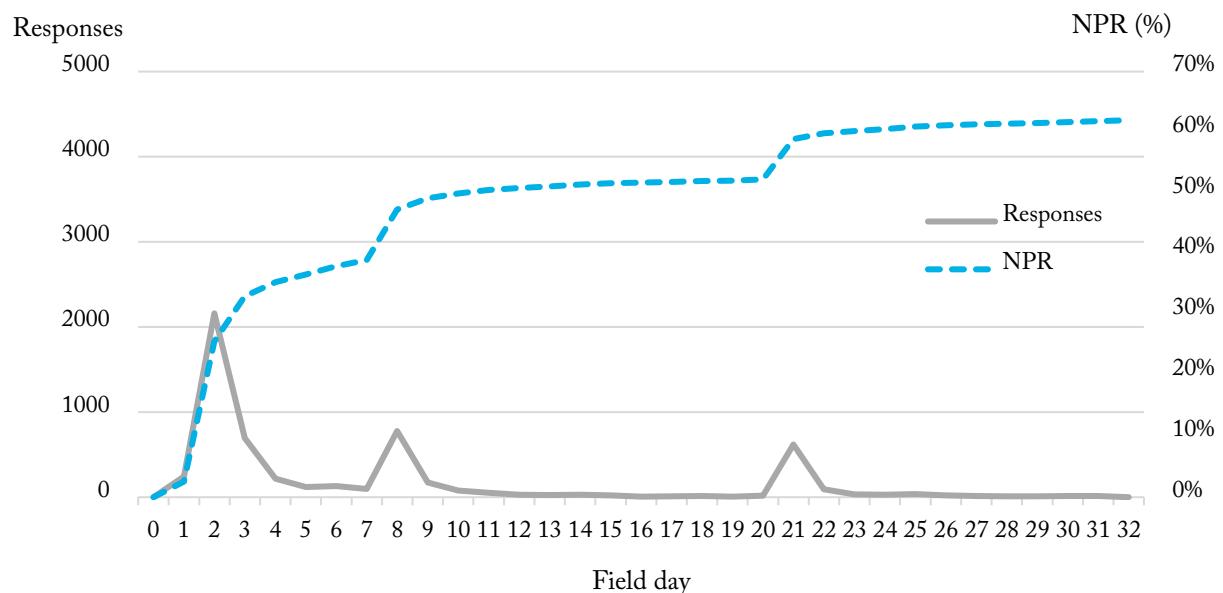
*O* (Other) refer to other categories of nonresponse. Examples of such categories are that the respondent terminated their participation in the SCP in the time between being selected to be invited and having their invitation emailed to them, did not accept the terms of participation in the panel, died, 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 60 (MP60)
No. of field days	32
Soft launch	Day 1: Tuesday December 9, 14:45, 2025
Main launch	Day 2: Wednesday December 10, 13:00, 2025
Reminder 1	Day 8: Tuesday December 16, 08:00, 2025
Reminder 2	Day 21: Monday December 29, 08:00, 2025
Field end	Day 32: Friday January 9, 09:55, 2026

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



## Featured studies

**Table 2: Featured studies in Citizen Panel 60**

<i>Study:</i>	<i>Title:</i>	<i>Principal investigator(s):</i>
Study 1	The use of health-related digital devices in everyday life	Maiko Watanabe
Study 2	Constructive journalism – pilot study	Adam Shehata
Study 3	Conspiratorial thinking and digital media: a longitudinal panel study – pilot study	Jesper Strömbäck
Study 4	The use of social norms in communication to resist information influence – pilot study	Bengt Johansson
Study 5	The tolerance project	Patrik Öhberg

## Study 1: The use of health-related digital devices in everyday life

Table 3: Study 1, The use of health-related digital devices in everyday life

Sample	Probability
Source	
Pre-stratification variables or other selection criteria	-
Age frame	20+
<b>Sample disposition</b>	
Total panelists invited ( $I+P+R+NC+O$ )	1 120
Completed study; more than 80% answered questions ( $I$ )	666
Partial study; 50%-80% answered questions ( $P$ )	10
Break-offs; fewer than 50% answered questions ( $R$ )	25
Refusals ( $R$ )	395
E-mail bounce backs or failed deliveries ( $NC$ )	24
Other ( $O$ )	0
<b>Participation rate</b>	
Completion rate (COMR)	60%
Net completion rate (NCOMR)	61%
<b>Devices among completes</b>	
Computer device	34%
Mobile device	61%
Tablet device	5%

Table 4: Details on Study 1, The use of health-related digital devices in everyday life

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	44.25	39.00	8.05	701
Number of item responses	42.69	39.00	10.89	701
Item response rate	0.96	1.00	0.16	701
Minutes to answer, excluding outliers	5.81	5.54	2.33	640
Seconds per item, excluding outliers	8.22	7.44	4.66	640
Minutes to answer, including outliers	8.32	5.74	27.95	695
Seconds per item, including outliers	11.09	7.77	29.31	695
Seconds per item, speeders	2.93	2.96	0.11	5
Seconds per item, sleepers	48.56	24.05	101.68	50

## Study 2: Constructive journalism – pilot study

Table 5: Study 2: Constructive journalism – pilot study

Sample		
Source		Non-probability
Pre-stratification variables or other selection criteria		-
Age frame		18+
Sample disposition		
Total panelists invited ( $I+P+R+NC+O$ )	5 300	
Completed study; more than 80% answered questions ( $I$ )	3 062	
Partial study; 50%-80% answered questions ( $P$ )	66	
Break-offs; fewer than 50% answered questions ( $R$ )	517	
Refusals ( $R$ )	1 502	
E-mail bounce backs or failed deliveries ( $NC$ )	153	
Other ( $O$ )	0	
Participation rate		
Participation rate (PR)	58%	
Net participation rate (NPR)	60%	
Devices among completes		
Computer device	33%	
Mobile device	62%	
Tablet device	5%	

Table 6: Details on Study 2: Constructive journalism – pilot study

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	45.16	41.00	5.60	3 645
Number of item responses	39.42	41.00	15.44	3 645
Item response rate	0.86	1.00	0.31	3 645
Minutes to answer, excluding outliers	6.58	5.91	4.14	3 516
Seconds per item, excluding outliers	10.40	9.12	14.69	3 516
Minutes to answer, including outliers	8.06	6.20	21.17	3 634
Seconds per item, including outliers	12.91	9.21	40.82	3 634
Seconds per item, speeders	2.13	2.16	0.28	23
Seconds per item, sleepers	108.51	34.91	216.37	95

## Study 3: Conspiratorial thinking and digital media: a longitudinal panel study - pilot study

Table 7: Study 3, Conspiratorial thinking and digital media: a longitudinal panel study - pilot study

<b>Sample</b>	
Source	Non-probability
Pre-stratification variables or other selection criteria	Sex, age and education
Age frame	18-85
<b>Sample disposition</b>	
Total panelists invited ( $I+P+R+NC+O$ )	1 000
Completed study; more than 80% answered questions ( $I$ )	545
Partial study; 50%-80% answered questions ( $P$ )	13
Break-offs; fewer than 50% answered questions ( $R$ )	22
Refusals ( $R$ )	397
E-mail bounce backs or failed deliveries ( $NC$ )	23
Other ( $O$ )	0
<b>Participation rate</b>	
Participation rate (PR)	55%
Net participation rate (NPR)	56%
<b>Devices among completes</b>	
Computer device	28%
Mobile device	68%
Tablet device	4%

Table 8: Details on Study 3, Conspiratorial thinking and digital media: a longitudinal panel study - pilot study

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	137.68	138.00	1.73	580
Number of item responses	130.36	136.00	20.54	580
Item response rate	0.95	0.99	0.15	580
Minutes to answer, excluding outliers	18.97	17.32	7.34	530
Seconds per item, excluding outliers	8.29	7.59	3.11	530
Minutes to answer, including outliers	20.47	17.55	11.84	578
Seconds per item, including outliers	8.99	7.64	5.15	578
Seconds per item, speeders	2.35	2.29	0.70	17
Seconds per item, sleepers	24.61	22.23	7.31	31

## Study 4: The use of social norms in communication to resist information influence - pilot study

Table 9: Study 4, The use of social norms in communication to resist information influence - pilot study

<b>Sample</b>	
Source	Non-probability
Pre-stratification variables or other selection criteria	-
Age frame	20+
<b>Sample disposition</b>	
Total panelists invited ( $I+P+R+NC+O$ )	2 200
Completed study; more than 80% answered questions ( $I$ )	1 499
Partial study; 50%-80% answered questions ( $P$ )	23
Break-offs; fewer than 50% answered questions ( $R$ )	11
Refusals ( $R$ )	616
E-mail bounce backs or failed deliveries ( $NC$ )	51
Other ( $O$ )	0
<b>Participation rate</b>	
Participation rate (PR)	68%
Net participation rate (NPR)	70%
<b>Devices among completes</b>	
Computer device	34%
Mobile device	61%
Tablet device	5%

Table 10: Details on Study 4, The use of social norms in communication to resist information influence - pilot study

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	34.00	34.00	0.00	1 533
Number of item responses	33.35	34.00	3.14	1 533
Item response rate	0.98	1.00	0.09	1 533
Minutes to answer, excluding outliers	6.37	5.96	2.21	1 378
Seconds per item, excluding outliers	11.07	10.30	4.33	1 378
Minutes to answer, including outliers	7.20	6.12	4.56	1 528
Seconds per item, including outliers	12.47	10.57	8.04	1 528
Seconds per item, speeders	4.66	4.76	0.48	38
Seconds per item, sleepers	32.47	28.73	14.45	112

## Study 5: The tolerance project

Table 11: Study 5, The tolerance project

<b>Sample</b>	
Source	Non-probability
Pre-stratification variables or other selection criteria	-
Age frame	18+
<b>Sample disposition</b>	
Total panelists invited ( $I+P+R+NC+O$ )	7 500
Completed study; more than 80% answered questions ( $I$ )	4 519
Partial study; 50%-80% answered questions ( $P$ )	28
Break-offs; fewer than 50% answered questions ( $R$ )	221
Refusals ( $R$ )	2 528
E-mail bounce backs or failed deliveries ( $NC$ )	204
Other ( $O$ )	0
<b>Participation rate</b>	
Participation rate (PR)	60%
Net participation rate (NPR)	62%
<b>Devices among completes</b>	
Computer device	33%
Mobile device	62%
Tablet device	5%

Table 12: Details on Study 5, The tolerance project

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	6.06	6.00	0.31	4 774
Number of item responses	5.76	6.00	1.23	4 774
Item response rate	0.95	1.00	0.20	4 768
Minutes to answer, excluding outliers	1.89	1.73	0.84	4 359
Seconds per item, excluding outliers	17.08	15.20	10.55	4 295
Minutes to answer, including outliers	2.36	1.79	4.30	4 761
Seconds per item, including outliers	21.46	15.67	41.76	4 696
Seconds per item, speeders	4.96	5.14	0.74	91
Seconds per item, sleepers	86.89	49.25	142.52	310

## Summary, Citizen Panel 60

Table 13: Overall information, Citizen Panel 60

Sample	
Source	Probability 12% Non-probability 88%
Pre-stratification variables or other selection criteria	-
Age frame	18+
<b>Sample disposition</b>	
Total panelists invited ( $I+P+R+NC+O$ )	9 620
Completed questionnaires; more than 80% answered questions ( $I$ )	5 795
Partial questionnaires; 50%-80% answered questions ( $P$ )	181
Break-offs; fewer than 50% answered questions ( $R$ )	514
Refusals ( $R$ )	2 879
E-mail bounce backs or failed deliveries ( $NC$ )	251
Other ( $O$ )	0
<b>Participation rate</b>	
Participation rate ( $PR$ )	60%
Net participation rate ( $NPR$ )	62%
<b>Devices among completes</b>	
Computer device	33%
Mobile device	62%
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:

[citizenpanel@som.gu.se](mailto:citizenpanel@som.gu.se)