



SOM INSTITUTE
SOCIETY OPINION MEDIA



THE EFFECTS OF PUSH-TO-COMPLETE REMINDERS

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SEBASTIAN LUNDMARK

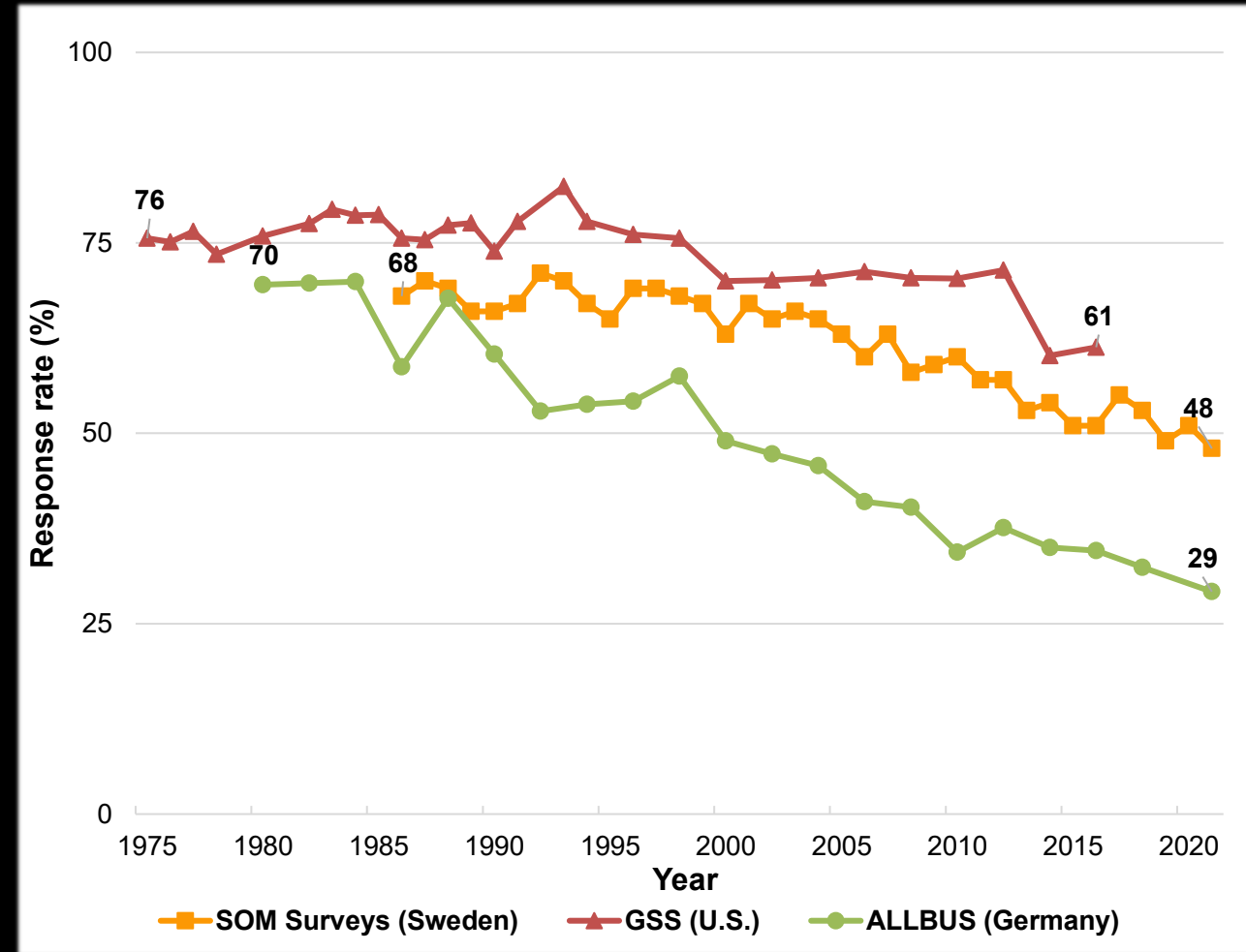
The SOM Institute

- A university-based research organization and a national infrastructure for survey data
 - The annual SOM surveys, conducted since 1986
 - Mixed-mode surveys on national, regional and local level
 - The Swedish Citizen Panel (SCP)
 - Online panel with over 70 000 active participants, both probability and non-probability recruited



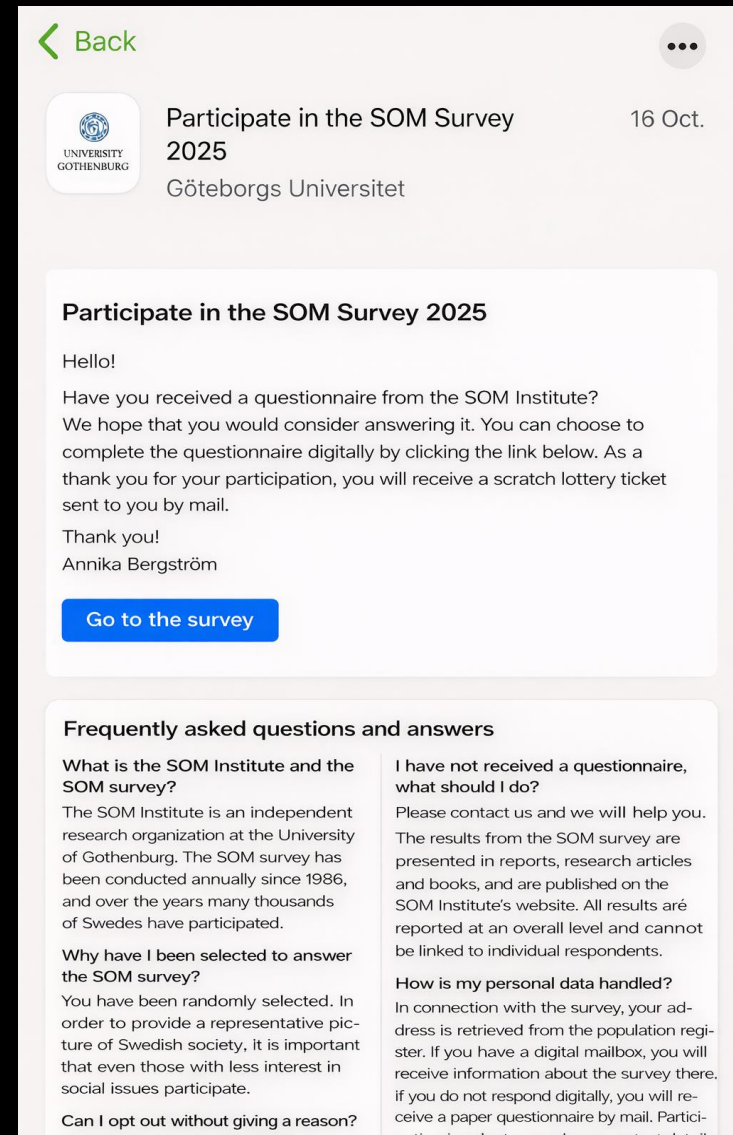
Introduction

- Declining response rates
 - Especially for hard-to-reach groups such as young people and foreign-born
- Finding phone numbers of potential respondents has become increasingly difficult
 - Young people and foreign-born especially hard-to-reach
- Digital mailboxes have recently been implemented in Sweden...




What is a digital mailbox?

- A cost-effective method for authorities to send official mail and information digitally
- Electronic identification connected to social security number
- Most commonly downloaded as an app to a smartphone



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 **Participate in the SOM Survey 2025** 16 Oct.
Göteborgs Universitet

Participate in the SOM Survey 2025

Hello!

Have you received a questionnaire from the SOM Institute? We hope that you would consider answering it. You can choose to complete the questionnaire digitally by clicking the link below. As a thank you for your participation, you will receive a scratch lottery ticket sent to you by mail.

Thank you!
Annika Bergström

[Go to the survey](#)

Frequently asked questions and answers

What is the SOM Institute and the SOM survey?
The SOM Institute is an independent research organization at the University of Gothenburg. The SOM survey has been conducted annually since 1986, and over the years many thousands of Swedes have participated.

Why have I been selected to answer the SOM survey?
You have been randomly selected. In order to provide a representative picture of Swedish society, it is important that even those with less interest in social issues participate.

Can I opt out without giving a reason?

I have not received a questionnaire, what should I do?
Please contact us and we will help you. The results from the SOM survey are presented in reports, research articles and books, and are published on the SOM Institute's website. All results are reported at an overall level and cannot be linked to individual respondents.

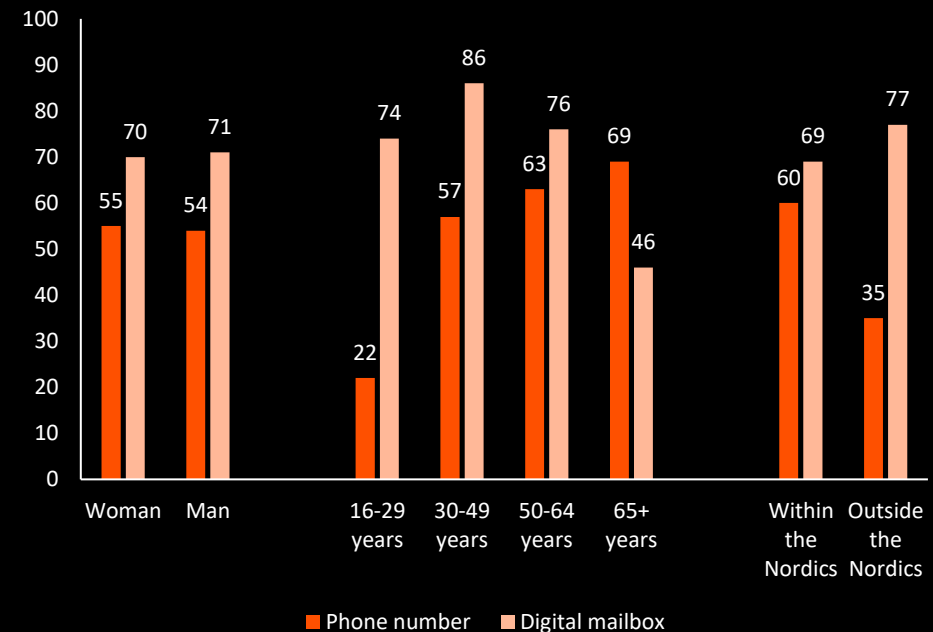
How is my personal data handled?
In connection with the survey, your address is retrieved from the population register. If you have a digital mailbox, you will receive information about the survey there, if you do not respond digitally, you will receive a paper questionnaire by mail. Participation is voluntary, and your contact detail



Previous digital mailbox experiment

- More than 6 million Swedish users (70%)
 - Most users are relatively young
 - Possible to reach people with incorrect postal addresses
- The aim of the digital mailbox experiment was to evaluate whether digital mailbox reminders could increase the response rate
 - Two of the four reminders normally sent via text message were instead sent via digital mailbox to the treatment group

Phone numbers and Digital mailboxes identified

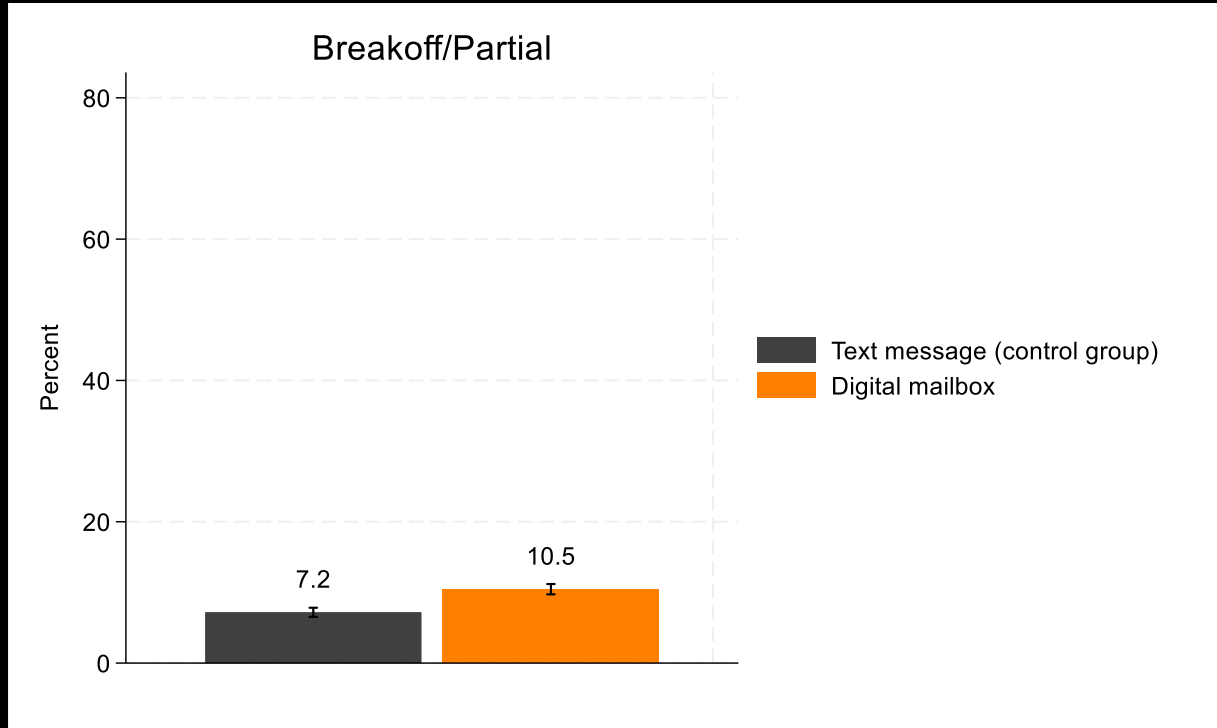
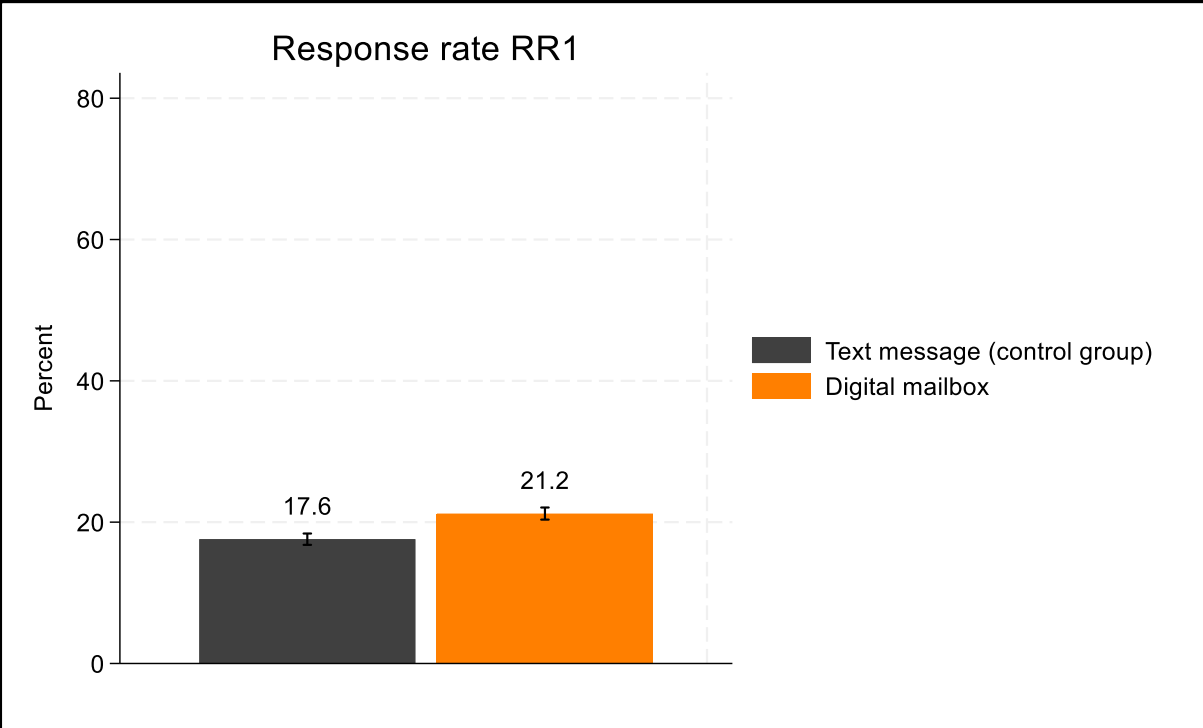




Digital mailbox results

Response rate (RR1)
>80% of the questions answered

Breakoffs/Partials
<80% of the questions answered



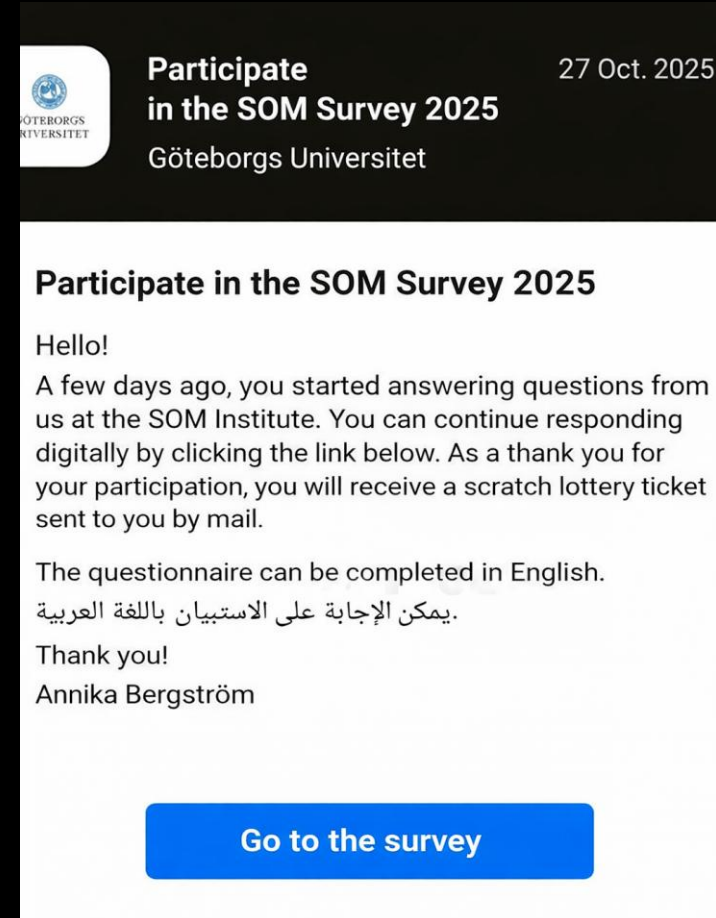
The push-to-complete experiment


- The aim of this experiment was to evaluate whether digital *push-to-complete* reminders could increase response rates and data quality
- Simple random sample
- Mixed mode
 - Push-to-web
- $N = 8,975$
- Individuals aged 16 or older, residing in Gothenburg

	<i>n</i>
Treatment group (Push-to-complete)	4,467
Control group	4,508

Procedure

- All sampled individuals received up to 9 reminders:
 - 5 by postal mail
 - 2 by text message
 - 2 by digital mailbox
- The treatment group were also sent an additional push-to-complete via digital mailbox if they had started but not completed the online questionnaire



 **Participate in the SOM Survey 2025** 27 Oct. 2025
Göteborgs Universitet

Participate in the SOM Survey 2025

Hello!

A few days ago, you started answering questions from us at the SOM Institute. You can continue responding digitally by clicking the link below. As a thank you for your participation, you will receive a scratch lottery ticket sent to you by mail.

The questionnaire can be completed in English.
يمكن الإجابة على الاستبيان باللغة العربية.

Thank you!
Annika Bergström

[Go to the survey](#)

- Translated by AI

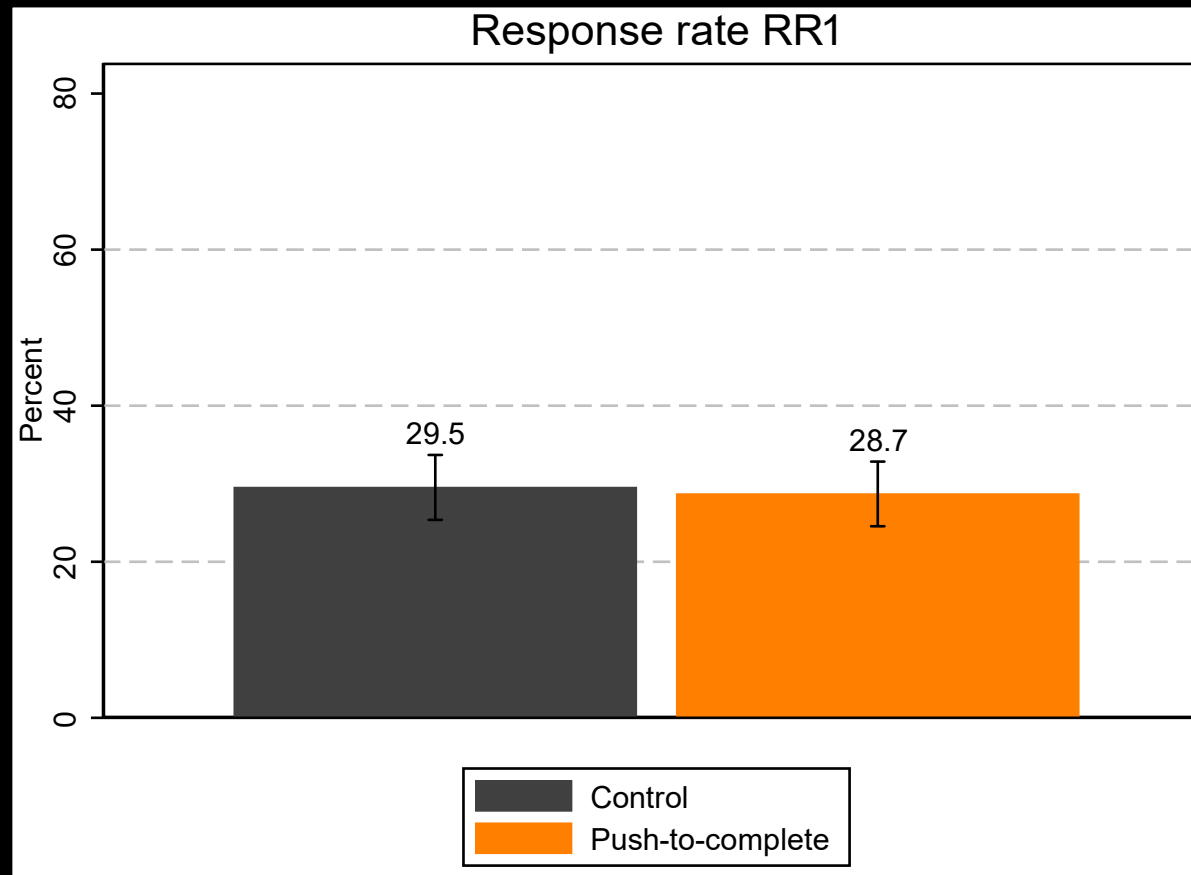


RESULTS



Response rate (RR1)

>80% of the questions answered

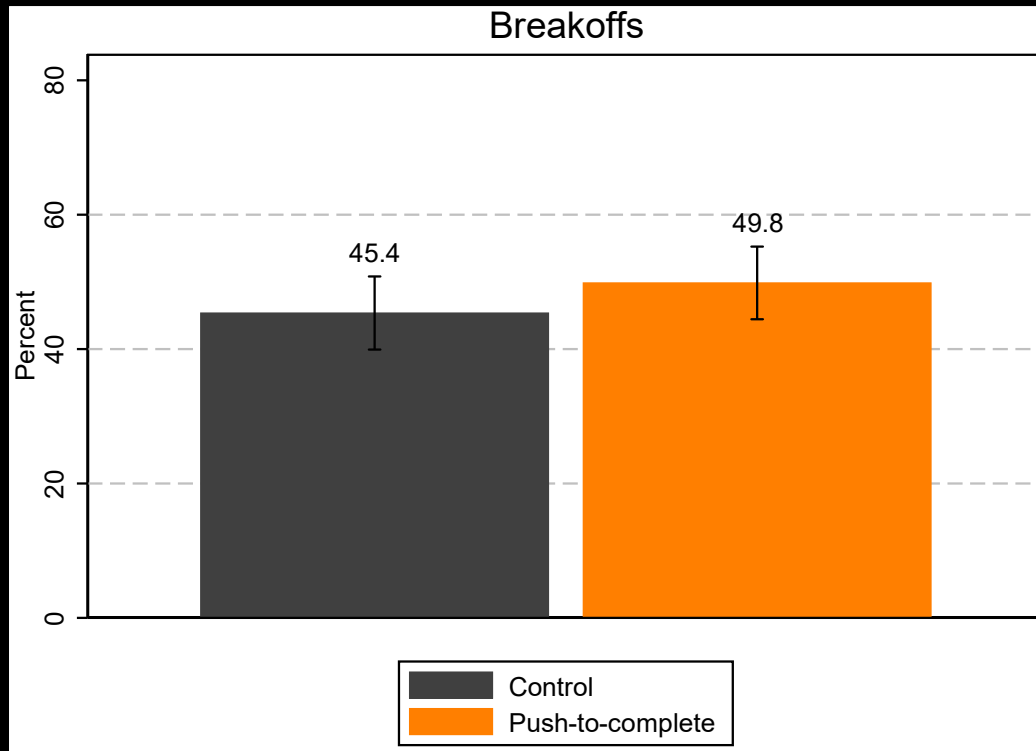


$n = 924$ $p = .781$



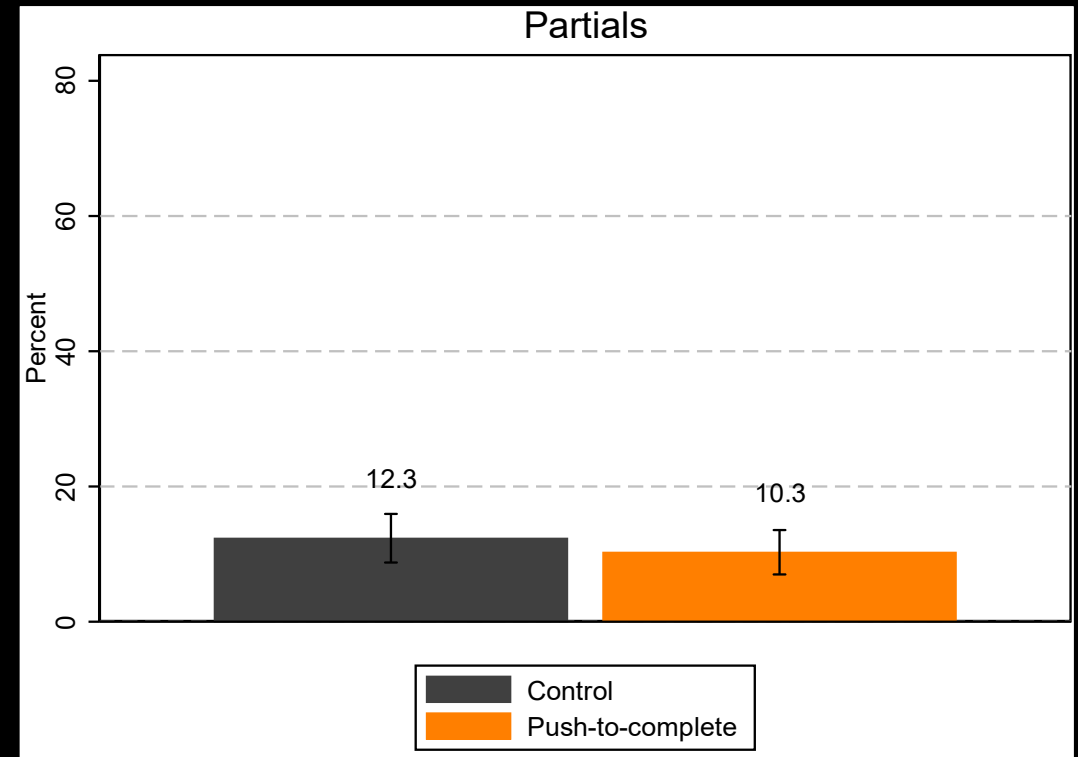
Data quality

Breakoffs < 50% of the questions answered



$n = 655, p = .251$

Partials 50-80% of the questions answered



$n = 655, p = .402$

Conclusions

- Push-to-complete reminders did not push respondents to complete the questionnaire
- More research is needed on how to convert partial responses into completed questionnaires

Thank you for listening!

The effects of push-to-complete reminders

February 27, 2026
Cologne, Germany

The SOM Institute's
Notes on Survey
Methodology



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Same, same but different –
Evaluating digital mailbox
reminders (not email) in surveys

