



SOM INSTITUTE
SOCIETY OPINION MEDIA



UNIVERSITY OF GOTHENBURG

Swedish Citizen Panel

Probability-based Recruitment

Autumn 2019

Glossary

<i>Gross sample</i>	The total number of individuals who were invited to participate in the panel.
<i>Stratifications</i>	The characteristics on which the invited sample was stratified.
<i>Initial mail out</i>	The date when the invitation to participate in the panel was mailed from the postal office.
<i>Field stop</i>	The date when the invitation survey was closed.
<i>Consented to participate</i>	The percentage of sampled individuals who accepted the participant agreement in the recruitment survey.
<i>Recruitment rate</i>	The percentage of sampled individuals who joined the panel. Including potential duplicates.
<i>Recruitment rate (corrected for unequal probabilities of selection)</i>	The weighted percentage of sampled individuals who joined the panel, correcting for the unequal probabilities of selection. Including potential duplicates.
<i>Became a panel member</i>	The percentage of sampled individuals who accepted the participant agreement and provided their e-mail address in the recruitment survey. Excluding duplicates.
<i>Completed invitation survey</i>	The percentage of sampled individuals who answered at least 80% of the questions in the recruitment survey.
<i>Number of reminders</i>	The number of reminders that were sent out and the mode in which they were sent.
<i>Experiment</i>	Whether the recruitment contained an experiment and a description of that experiment.

The Swedish Citizen Panel (SCP)

The Swedish Citizen Panel (SCP) (Swedish: Medborgarpanelen) is a non-commercial online access panel administered by the SOM Institute at the University of Gothenburg.

The SCP consists of approximately 70 000 panelists who have agreed to participate in studies online administered through web questionnaires. About 25 percent of the panelists are recruited using a probability-based recruitment method, whereas the remaining 75 percent were recruited using self-selection. The SCP does not offer the panelists any economic compensation for their participation.

The SCP performs approximately two probability-based recruitments per year. In each recruitment the sample to be drawn is stratified and acquired through Statistics Sweden by merging the Registry of the Population (Registret för Totalbefolkningen) and the Registry of Education (Utbildningsregistret). Sampled individuals are invited by mail, where they receive a letter with a link to a short online recruitment questionnaire. In the questionnaire, they agree to join the panel as well as provide the necessary background information. The recruitment is open for 2-3 months, with one or several reminders sent during this period.

The self-recruited panelists are recruited using a various number of methods. These consist mainly of informational ads, snowball sampling, and recruitment through a voting advice application in the Swedish newspaper Aftonbladet.

Probability-based Recruitment, Autumn 2019

Gross sample	35 849
Stratification	Age and education
Initial mail out	November 22, 2019
Field stop	February 2, 2020
Consented to participate	11.8% (4 224)
Recruitment rate	11% (3 934)
Recruitment rate (corrected for unequal probabilities of selection)	Weights unavailable*
Became a panel member	10.8% (3 869)
Completed invitation survey	10.9% (3 923)
Reminders	1 text message 1 postal
Experiment**	2 experiments

* Information to estimate weights is missing.

** The first experiment was implemented to test the effect of sending out invitations in postcards versus envelopes. Sample individuals were randomly assigned to a control group or a treatment group. The control group received postcards for invitations while the treatment group received envelopes.

The second experiment was implemented to test the effect of sending out text message reminders on different days during the field period. Sample individuals were randomly assigned one out of three experiment groups. The first group received a text message reminder four days after the postcard/envelope invitation, the second group received a text message reminder in the middle of the field period, and the third group received a text message reminder four days before the postcard/envelope reminder.

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 SCP is to enable researchers to conduct web survey experiments, collect panel data, and methodological development. For more information, please contact us at:

citizenpanel@som.gu.se