



SOM INSTITUTE
SOCIETY OPINION MEDIA



UNIVERSITY OF GOTHENBURG

Swedish Citizen Panel

Probability-based Recruitment

Summer 2025

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, Summer 2025

Gross sample	18 097
Stratification	Sex, age, education, and birthplace (Sweden or not Sweden)
Initial mail out	Juni 17, 2025
Field stop	August 29, 2025
Consented to participate	8.4% (1 521)
Recruitment rate	8% (1 442)
Recruitment rate (corrected for unequal probabilities of selection)	16%
Became a panel member	7.8% (1 412)
Completed invitation survey	7.9% (1 428)
Reminders	1 text message 1 postal 1 digital mailbox
Experiment*	1 experiment

* The experiment was implemented to assess the effect of self-efficacy through a reassuring message and an easy-to-answer question in the invitation letter. Sample individuals were randomly assigned to a control or a treatment group. The control group received the standard invitation letter which followed similar templates as have been administered in other SCP probability-based recruitments. The treatment group received an invitation letter with a reassuring message and an easy-to-answer question.

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:

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