



# Technical report

## Citizen Panel 55 – 2024

Please use the following citation when using data from Citizen Panel 55:

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## Glossary

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<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 ( $Q_3 + 1.5 \times IQR$ ).
<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.

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# 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 75 000 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 55 (MP55)

The Citizen Panel 55 was administered between Monday September 23, 2024, and Thursday October 17, 2024.

- A total of 21 880 panelists were invited to complete the questionnaire, out of which 20 969 were reached by the invitation. Furthermore, 12 931 of the panelists clicked on the link to the questionnaire, and 12 334 answered more than 80% of the applicable questions (Participation Rate: 68% and Net Participation Rate (excluding those who could not be reached): 71%).
- 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 2 studies included in the Citizen Panel 55.

## Completion and participation estimations

The technical report reports four types of participation rates, following AAPOR (2016, p. 49) 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).

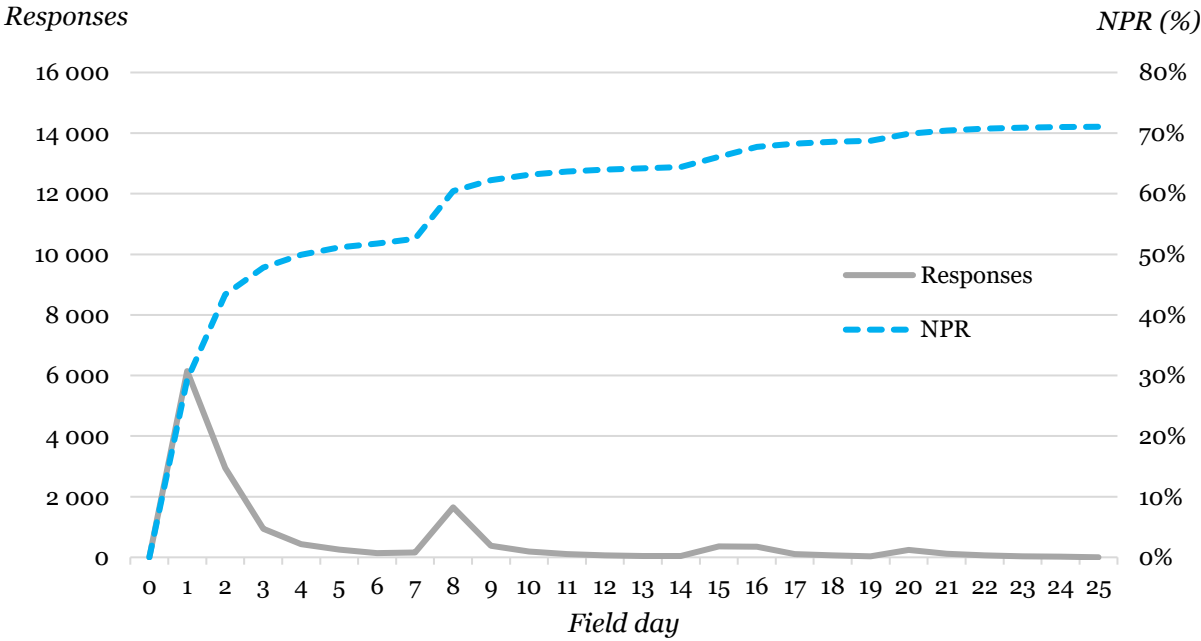
*O* (Other) refer to other categories of nonresponse. Examples of such categories are that the respondent terminated their participation in the SCP in the time between being selected to be invited and having their invitation emailed to them, did not accept the terms of participation in the panel, died, 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 55 (MP55)
No. of field days	24
Soft launch	Day 1: Monday September 23, 13:55, 2024
Main launch	Day 1: Monday September 23, 16:20, 2024
Reminder 1	Day 8: Monday September 30, 08:00, 2024
Reminder 2	Day 15: Monday October 7, 08:00, 2024
Reminder 3	Day 20: Saturday October 12, 12:00, 2024
Field end	Day 25: Thursday October 17, 09:15, 2024

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



# Featured studies

Table 2: Featured studies in Citizen Panel 55

<i>Study:</i>	<i>Title:</i>	<i>Principal investigator(s):</i>
Study 1	Involuntary Loneliness Among the Elderly	Axel Wolf
Study 2	Varieties of Media Effects: Event Study	Adam Shehata

## Study 1: Involuntary Loneliness Among the Elderly

Table 3: Study 1, Involuntary Loneliness Among the Elderly

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	-
Age frame	65+
Sample disposition	
Total panelists invited ( $I+P+R+NC+O$ )	16 880
Completed study; more than 80% answered questions ( $I$ )	12 334
Partial study; 50%-80% answered questions ( $P$ )	346
Break-offs; fewer than 50% answered questions ( $R$ )	251
Refusals ( $R$ )	3194
E-mail bounce backs or failed deliveries ( $NC$ )	755
Other ( $O$ )	0
Participation rate	
Participation rate (PR)	71%
Net participation rate (NPR)	76%
Devices among completers	
Computer device	41%
Mobile device	47%
Tablet device	12%

Table 4: Details on Study 1, Involuntary Loneliness Among the Elderly

	Mean	Median	Std. Dev.	N.
Received/applicable items	49.71	43.00	11.23	12 931
Item responses	46.77	42.00	12.46	12 931
Item response rate	0.94	0.97	0.12	12 931
Minutes to answer, excluding outliers	10.70	9.20	5.97	12 037
Seconds per item, excluding outliers	13.21	11.23	7.64	12 037
Minutes to answer, including outliers	13.53	9.69	32.35	12 910
Seconds per item, including outliers	16.35	11.84	34.71	12 910
Seconds per item, speeders	2.48	2.59	0.34	36
Seconds per item, sleepers	62.20	44.35	124.52	837



## Study 2: Varieties of Media Effects: Event Study

Table 5: Study 2: Varieties of Media Effects: Event Study

Sample		Probability
Source		Sex*Age*Education
Pre-stratification variables or other selection criteria		
Age frame		18-85
Sample disposition		
Total panelists invited ( $I+P+R+NC+O$ )		5 000
Completed study; more than 80% answered questions ( $I$ )		2606
Partial study; 50%-80% answered questions ( $P$ )		39
Break-offs; fewer than 50% answered questions ( $R$ )		101
Refusals ( $R$ )		2098
E-mail bounce backs or failed deliveries ( $NC$ )		156
Other ( $O$ )		0
Participation rate		
Participation rate (PR)		52%
Net participation rate (NPR)		54%
Devices among completes		
Computer device		33%
Mobile device		59%
Tablet device		8%

Table 6: Details on Study 2: Varieties of Media Effects: Event Study

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	48.00	48.00	0.00	2 746
Number of item responses	45.89	48.00	8.26	2 746
Item response rate	0.96	1.00	0.17	2 746
Minutes to answer, excluding outliers	6.35	5.88	2.54	2 527
Seconds per item, excluding outliers	8.20	7.33	4.18	2 527
Minutes to answer, including outliers	8.69	5.99	48.35	2 725
Seconds per item, including outliers	11.23	7.52	61.05	2 725
Seconds per item, speeders	3.12	3.20	0.34	42
Seconds per item, sleepers	62.56	22.55	249.79	156

## Summary, Citizen Panel 55

Table 17: Overall information, Citizen Panel 55

Sample	
Source	Probability (23%) Non-probability (77%)
Pre-stratification variables or other selection criteria	-
Age frame	18+
Sample disposition	
Total panelists invited ( $I+P+R+NC+O$ )	21 880
Completed questionnaires; more than 80% answered questions ( $I$ )	14 897
Partial questionnaires; 50%-80% answered questions ( $P$ )	414
Break-offs; fewer than 50% answered questions ( $R$ )	429
Refusals ( $R$ )	5 229
E-mail bounce backs or failed deliveries ( $NC$ )	911
Other ( $O$ )	0
Participation rate	
Participation rate ( $PR$ )	68%
Net participation rate ( $NPR$ )	71%
Devices among completes	
Computer device	39%
Mobile device	50%
Tablet device	11%

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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