



Technical report LORE Citizen Panel 39 – 2020

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Martinsson, J., Andreasson, M., Lundmark, S., Rönnerstrand, B., Andersson, F., Cassel, S., Enström, D., Rosberg-Carlsten, J., 2020, *Technical report Citizen Panel 39 – 2020,* Gothenburg: University of Gothenburg, LORE.

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Contents

| Introduction | 4 |
|---|----|
| The Citizen Panel | 4 |
| Citizen Panel 39 (MP39) | 4 |
| Fieldwork | 5 |
| Summary, Citizen Panel 39 | 6 |
| Featured studies | 7 |
| Study 0: LORE - General questions | 8 |
| Study 1: Hjerm - The liberalizing effect of higher education | 9 |
| Study 2: Tidelius – Paranormal beliefs | 10 |
| Study 3: Cullinane – Efficiency of transport when returning clothes bought online | 11 |
| Study 4: Håkansson - Tolerance of hostility towards female politicians | 12 |
| Study 5: KRISAMS - Crisis communication and social trust in a multi-public society (wave 2) | 13 |
| Study 6: Kölln - Expectations and evaluations of party behaviour | 14 |
| Study 7: De Groote - Respondents' attitudes towards legumes | 15 |
| Study 8: Rönnerstrand - Antibiotics without doctor's prescription | 16 |
| Study 9: Lundmark & Rönnerstrand - Measuring participation in events | 17 |
| Glossary | 18 |

Introduction

The Citizen Panel

The Citizen Panel (Swedish: Medborgarpanelen – MP) is an online panel survey run by the Laboratory of Opinion Research (LORE), which is a part of the SOM Institute at the University of Gothenburg. Today, LORE is a research infrastructure for collecting data from online questionnaires, mainly for survey experiments and panel studies. An essential part of LORE is also to contribute to methodological development and testing in the area of web surveys. Each survey consists of a number of specific studies as well as a number of more general questions that are not included in a specific study. The design and content of these specific studies vary, but are mostly either survey experiments using random assignment or panel studies that span over several waves of the Citizen Panel.

Citizen Panel 39 (MP39)

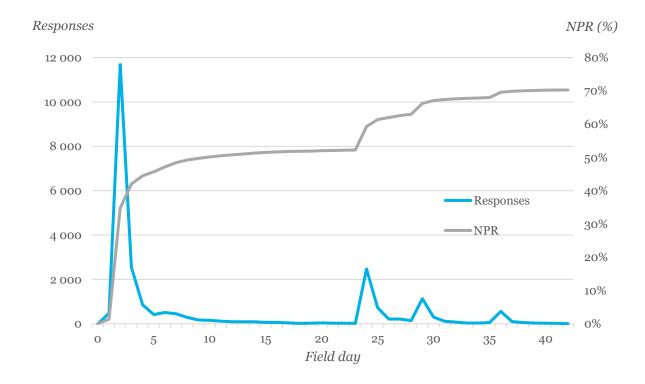
- The panel was carried out between Tuesday September 15, 2020 and Monday October 26, 2020.
- Questionnaires were sent to 36,388 panelists of which of which 25,642 started the survey, and 24,591 made a complete response (AAPOR RR5: 68 percent, Gross Participation Rate: 69 percent, Net Participation Rate: 71 percent).
- All in all, there were 9 studies included in Citizen Panel 39. In addition to participating in at least one of these studies, the median respondent was asked to answer 5 general questions.
- Respondents in the panel are recruited with both probability (26 percent) and non-probability (74 percent) based methods.

Fieldwork

Table 1: Field information

| Name | Citizen Panel 39 (MP39) |
|-------------------------|--|
| No. of field days | 41 |
| Soft launch | Day 1: Tuesday September 15, 13:50, 2020 |
| Main launch | Day 2: Wednesday September 16, 11:00, 2020 |
| Reminder 1 ¹ | Day 24: Thursday October 8, 16:25, 2020 |
| Reminder 2 | Day 29: Tuesday October 13, 14:23, 2020 |
| Reminder 3 | Day 36: Tuesday October 20, 10:42, 2020 |
| Field end | Day 42: Monday October 26, 08:56, 2020 |

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



¹ The reminders for this edition of the Citizen Panel were sent out later than usual. This was because of a problem with the email servers at the University of Gothenburg.

Summary, Citizen Panel 39

Table 2: General information, Citizen Panel 39

| Gross sample size (GSS) | 36,388 |
|---|--------|
| Net sample size (NSS) | 35,001 |
| E-mail bounce backs or failed deliveries | 1,387 |
| Coverage rate/Absorption rate | 96% |
| All responses (complete, partials and break-offs) | 25,642 |
| Complete responses; more than 80% item response | 24,591 |
| Partial responses; 50%-80% item response | 412 |
| Break-offs; less than 50% item response | 639 |
| AAPOR RR5 | 68% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 69% |
| Net Participation Rate (NPR) | 71% |
| Computer device | 44% |
| Mobile device | 49% |
| Tablet device | 7% |

Table 3: Detailed information, Citizen Panel 39

| | Mean | Median | Std. Dev. | N. |
|---|--------|--------|-----------|--------|
| Number of received/applicable items | 57.33 | 67.00 | 25.39 | 25,642 |
| Number of item responses | 54.82 | 65.00 | 26.61 | 25,642 |
| Item response rate | 0.95 | 1.00 | 0.14 | 25,642 |
| Item non-response rate | 0.05 | 0.00 | 0.14 | 25,642 |
| Minutes to answer, excluding outliers | 8.10 | 7.42 | 4.00 | 23,756 |
| Seconds per item, excluding outliers | 8.72 | 7.59 | 6.76 | 23,680 |
| Seconds per item including text-pages, excluding outliers | 9.73 | 8.25 | 8.98 | 23,680 |
| Minutes to answer, including outliers | 12.17 | 7.64 | 84.92 | 25,606 |
| Seconds per item, including outliers | 14.79 | 7.75 | 360.27 | 25,530 |
| Seconds per item including text-pages, including outliers | 19.34 | 8.47 | 495.73 | 25,530 |
| Seconds per item, speeders (time-use outliers) | 2.96 | 3.05 | 0.41 | 378 |
| Seconds per item, sleepers (time-use outliers) | 115.44 | 18.72 | 1497.03 | 1,472 |

Featured studies

Table 4: Featured studies in Citizen Panel 39

| Study: | Title: | Responsible researcher(s): |
|---------|--|---|
| Study 0 | General questions ² | LORE |
| Study 1 | The liberalizing effect of higher education | Mikael Hjerm |
| Study 2 | Paranormal beliefs | Cristoffer Tidelius |
| Study 3 | Efficiency of transport when returning clothes bought online | Sharon Cullinane |
| Study 4 | Tolerance of hostility towards female politicians | Sandra Håkansson |
| Study 5 | Crisis communication and social trust in a multi-public society (wave 2) | KRISAMS |
| Study 6 | Expectations and evaluations of party behaviour | Ann-Kristin Kölln |
| Study 7 | Respondents' attitudes towards legumes | Annica De Groote |
| Study 8 | Antibiotics without doctor's prescription | Björn Rönnerstrand |
| Study 9 | Measuring participation in events | Sebastian Lundmark & Björn Rönnerstrand |

² General questions are variables not directly related to a specific study within the survey. Most of these are updated on a regular basis, often at least twice every year. Background variables like sex and education-level are included in this definition, treated as a sub-category.

Study 0: LORE - General questions

Table 5: General information on Study O, General questions

| Sample type | Probability 26 % |
|--|-----------------------|
| | Non-probability: 74 % |
| Pre-stratification variables or other selection criteria | |
| Age-frame | 16+ |
| Gross sample size (GSS) | 36,388 |
| Net sample size (NSS) | 35,001 |
| E-mail bounce backs or failed deliveries | 1,387 |
| Coverage rate/Absorption rate | 96% |
| All responses (complete, partials and break-offs) | 25,615 |
| Complete responses; more than 80% item response | 22,443 |
| Partial responses; 50%-80% item response | 2,116 |
| Break-offs; less than 50% item response | 1,056 |
| AAPOR RR5 | 62% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 67% |
| Net Participation Rate (NPR) | 70% |
| Computer device | 44% |
| Mobile device | 49% |
| Tablet device | 7% |

Table 6: Detailed information on Study O, General questions

| | Mean | Median | Std. Dev. | N. |
|---|--------|--------|-----------|--------|
| Number of received/applicable items | 5.46 | 5.00 | 0.81 | 25,615 |
| Number of item responses | 5.02 | 5.00 | 1.35 | 25,615 |
| Item response rate | 0.92 | 1.00 | 0.20 | 25,615 |
| Item non-response rate | 0.08 | 0.00 | 0.20 | 25,615 |
| Minutes to answer, excluding outliers | 0.94 | 0.86 | 0.45 | 23,452 |
| Seconds per item, excluding outliers | 8.45 | 7.62 | 3.95 | 22,863 |
| Seconds per item including text-pages, excluding outliers | 9.07 | 8.21 | 4.16 | 22,870 |
| Minutes to answer, including outliers | 2.39 | 0.89 | 50.06 | 25,615 |
| Seconds per item, including outliers | 22.09 | 7.85 | 1346.71 | 25,019 |
| Seconds per item including text-pages, including outliers | 29.43 | 8.51 | 1369.08 | 25,028 |
| Seconds per item, speeders (time-use outliers) | 2.50 | 2.62 | 0.38 | 335 |
| Seconds per item, sleepers (time-use outliers) | 196.84 | 25.06 | 4989.71 | 1,821 |

Study 1: Hjerm - The liberalizing effect of higher education

Table 7: General information on Study 1, The liberalizing effect of higher education

| Sample type | Non-probability |
|--|--------------------|
| Pre-stratification variables or other selection criteria | not initiated |
| | college/university |
| | studies |
| Age-frame | 19-29 |
| Gross subsample size | 1,020 |
| Net subsample size | 986 |
| E-mail bounce backs or failed deliveries | 34 |
| Coverage rate/Absorption rate | 97% |
| All responses (complete, partials and break-offs) | 319 |
| Complete responses; more than 80% item response | 310 |
| Partial responses; 50%-80% item response | 0 |
| Break-offs; less than 50% item response | 9 |
| AAPOR RR5 | 30% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 30% |
| Net Participation Rate (NPR) | 31% |
| Computer device | 30% |
| Mobile device | 67% |
| Tablet device | 3% |

Table 8: Detailed information on Study 1, The liberalizing effect of higher education

| | Mean | Median | Std. Dev. | N. |
|---|-------|--------|-----------|-----|
| Number of received/applicable items | 16.87 | 17.00 | 0.62 | 319 |
| Number of item responses | 16.40 | 17.00 | 2.59 | 319 |
| Item response rate | 0.97 | 1.00 | 0.15 | 319 |
| Item non-response rate | 0.03 | 0.00 | 0.15 | 319 |
| Minutes to answer, excluding outliers | 2.60 | 2.36 | 1.11 | 283 |
| Seconds per item, excluding outliers | 8.39 | 7.77 | 3.29 | 279 |
| Seconds per item including text-pages, excluding outliers | 8.84 | 7.99 | 3.66 | 283 |
| Minutes to answer, including outliers | 3.65 | 2.44 | 6.07 | 315 |
| Seconds per item, including outliers | 10.93 | 7.93 | 17.92 | 311 |
| Seconds per item including text-pages, including outliers | 12.36 | 8.29 | 20.24 | 315 |
| Seconds per item, speeders (time-use outliers) | 3.03 | 3.12 | 0.50 | 5 |
| Seconds per item, sleepers (time-use outliers) | 38.62 | 28.14 | 53.23 | 27 |

Study 2: Tidelius - Paranormal beliefs

Table 9: General information on Study 2, Paranormal beliefs

| Sample type | Probability |
|--|---------------|
| Pre-stratification variables or other selection criteria | sex, edu, age |
| Age-frame | 18-85 |
| Gross subsample size | 1,900 |
| Net subsample size | 1,825 |
| E-mail bounce backs or failed deliveries | 75 |
| Coverage rate/Absorption rate | 96% |
| All responses (complete, partials and break-offs) | 1,114 |
| Complete responses; more than 80% item response | 1,067 |
| Partial responses; 50%-80% item response | 15 |
| Break-offs; less than 50% item response | 32 |
| AAPOR RR5 | 56% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 57% |
| Net Participation Rate (NPR) | 59% |
| Computer device | 43% |
| Mobile device | 50% |
| Tablet device | 7% |

Table 10: Detailed information on Study 2, Paranormal beliefs

| | Mean | Median | Std. Dev. | N. |
|---|-------|--------|-----------|-------|
| Number of received/applicable items | 55.97 | 56.00 | 0.16 | 1,114 |
| Number of item responses | 53.84 | 56.00 | 8.20 | 1,114 |
| Item response rate | 0.96 | 1.00 | 0.15 | 1,114 |
| Item non-response rate | 0.04 | 0.00 | 0.15 | 1,114 |
| Minutes to answer, excluding outliers | 7.99 | 7.39 | 3.25 | 1,016 |
| Seconds per item, excluding outliers | 8.27 | 7.65 | 3.09 | 985 |
| Seconds per item including text-pages, excluding outliers | 8.66 | 7.89 | 3.66 | 1,016 |
| Minutes to answer, including outliers | 11.38 | 7.64 | 55.95 | 1,113 |
| Seconds per item, including outliers | 11.77 | 7.85 | 59.56 | 1,082 |
| Seconds per item including text-pages, including outliers | 12.20 | 8.11 | 58.89 | 1,113 |
| Seconds per item, speeders (time-use outliers) | 2.99 | 3.12 | 0.44 | 17 |
| Seconds per item, sleepers (time-use outliers) | 56.84 | 21.29 | 214.91 | 80 |

Study 3: Cullinane – Efficiency of transport when returning clothes bought online

Table 11: General information on Study 3, Efficiency of transport when returning clothes bought online

| Sample type | Probability |
|--|---------------|
| Pre-stratification variables or other selection criteria | sex, edu, age |
| Age-frame | 16-75 |
| Gross subsample size | 3,600 |
| Net subsample size | 3,444 |
| E-mail bounce backs or failed deliveries | 156 |
| Coverage rate/Absorption rate | 96% |
| All responses (complete, partials and break-offs) | 2,050 |
| Complete responses; more than 80% item response | 1,965 |
| Partial responses; 50%-80% item response | 43 |
| Break-offs; less than 50% item response | 42 |
| AAPOR RR5 | 55% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 56% |
| Net Participation Rate (NPR) | 58% |
| Computer device | 40% |
| Mobile device | 54% |
| Tablet device | 6% |

 $\begin{tabular}{ll} Table 12: Detailed information on Study 3, Efficiency of transport when returning clothes bought online \\ \end{tabular}$

| | Mean | Median | Std. Dev. | N. |
|---|-------|--------|-----------|-------|
| Number of received/applicable items | 40.40 | 43.00 | 13.38 | 2,050 |
| Number of item responses | 38.44 | 37.00 | 13.76 | 2,050 |
| Item response rate | 0.96 | 1.00 | 0.13 | 2,050 |
| Item non-response rate | 0.04 | 0.00 | 0.13 | 2,050 |
| Minutes to answer, excluding outliers | 4.70 | 4.27 | 2.21 | 1,889 |
| Seconds per item, excluding outliers | 6.81 | 5.99 | 5.74 | 1,888 |
| Seconds per item including text-pages, excluding outliers | 7.35 | 6.44 | 5.90 | 1,888 |
| Minutes to answer, including outliers | 6.00 | 4.40 | 14.05 | 2,048 |
| Seconds per item, including outliers | 8.41 | 6.10 | 19.66 | 2,047 |
| Seconds per item including text-pages, including outliers | 9.08 | 6.62 | 19.85 | 2,047 |
| Seconds per item, speeders (time-use outliers) | 2.62 | 2.75 | 0.43 | 40 |
| Seconds per item, sleepers (time-use outliers) | 35.78 | 15.80 | 73.24 | 119 |

Study 4: Håkansson - Tolerance of hostility towards female politicians

Table 13: General information on Study 4, Tolerance of hostility towards female politicians

| Sample type | Non-probability |
|--|-----------------|
| Pre-stratification variables or other selection criteria | sex, edu, age |
| Age-frame | 18-85 |
| Gross subsample size | 6,300 |
| Net subsample size | 5,960 |
| E-mail bounce backs or failed deliveries | 340 |
| Coverage rate/Absorption rate | 95% |
| All responses (complete, partials and break-offs) | 3,761 |
| Complete responses; more than 80% item response | 3,379 |
| Partial responses; 50%-80% item response | 266 |
| Break-offs; less than 50% item response | 116 |
| AAPOR RR5 | 54% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 58% |
| Net Participation Rate (NPR) | 61% |
| Computer device | 39% |
| Mobile device | 54% |
| Tablet device | 7% |

Table 14: Detailed information on Study 4, Tolerance of hostility towards female politicians

| | Mean | Median | Std. Dev. | N. |
|---|--------|--------|-----------|-------|
| Number of received/applicable items | 17.97 | 18.00 | 0.41 | 3,761 |
| Number of item responses | 16.88 | 18.00 | 3.10 | 3,761 |
| Item response rate | 0.94 | 1.00 | 0.17 | 3,761 |
| Item non-response rate | 0.06 | 0.00 | 0.17 | 3,761 |
| Minutes to answer, excluding outliers | 3.70 | 3.45 | 1.41 | 3,421 |
| Seconds per item, excluding outliers | 11.31 | 10.24 | 6.07 | 3,404 |
| Seconds per item including text-pages, excluding outliers | 12.39 | 11.13 | 7.27 | 3,404 |
| Minutes to answer, including outliers | 5.88 | 3.53 | 77.38 | 3,754 |
| Seconds per item, including outliers | 21.68 | 10.47 | 355.37 | 3,737 |
| Seconds per item including text-pages, including outliers | 23.25 | 11.40 | 355.40 | 3,737 |
| Seconds per item, speeders (time-use outliers) | 4.52 | 4.73 | 0.72 | 80 |
| Seconds per item, sleepers (time-use outliers) | 166.65 | 27.10 | 1359.81 | 253 |

Study 5: KRISAMS - Crisis communication and social trust in a multi-public society (wave 2)

Table 15: General information on Study 5, Crisis communication and social trust in a multipublic society (wave 2)

| Sample type | Non-probability |
|--|-------------------|
| Pre-stratification variables or other selection criteria | KRISAMS panelists |
| Age-frame | 16+ |
| Gross subsample size | 11,013 |
| Net subsample size | 10,929 |
| E-mail bounce backs or failed deliveries | 84 |
| Coverage rate/Absorption rate | 99% |
| All responses (complete, partials and break-offs) | 10,226 |
| Complete responses; more than 80% item response | 10,162 |
| Partial responses; 50%-80% item response | 23 |
| Break-offs; less than 50% item response | 41 |
| AAPOR RR5 | 92% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 92% |
| Net Participation Rate (NPR) | 93% |
| Computer device | 48% |
| Mobile device | 45% |
| Tablet device | 7% |

Table 16: Detailed information on Study 5, Crisis communication and social trust in a multi-public society (wave 2)

| | Mean | Median | Std. Dev. | N. |
|---|-------|--------|-----------|--------|
| Number of received/applicable items | 63.17 | 63.00 | 1.46 | 10,226 |
| Number of item responses | 62.41 | 62.00 | 4.08 | 10,226 |
| Item response rate | 0.99 | 1.00 | 0.06 | 10,226 |
| Item non-response rate | 0.01 | 0.00 | 0.06 | 10,226 |
| Minutes to answer, excluding outliers | 8.19 | 7.53 | 3.05 | 9,396 |
| Seconds per item, excluding outliers | 7.26 | 6.70 | 2.67 | 9,389 |
| Seconds per item including text-pages, excluding outliers | 7.70 | 7.06 | 2.91 | 9,389 |
| Minutes to answer, including outliers | 10.81 | 7.71 | 44.75 | 10,222 |
| Seconds per item, including outliers | 9.36 | 6.84 | 41.16 | 10,215 |
| Seconds per item including text-pages, including outliers | 10.16 | 7.22 | 42.32 | 10,215 |
| Seconds per item, speeders (time-use outliers) | 3.02 | 3.07 | 0.29 | 187 |
| Seconds per item, sleepers (time-use outliers) | 42.07 | 19.10 | 160.85 | 639 |

Study 6: Kölln - Expectations and evaluations of party behaviour

Table 17: General information on Study 6, Expectations and evaluations of party behaviour

| 0 1 | D 1 1 11 |
|--|---------------|
| Sample type | Probability |
| Pre-stratification variables or other selection criteria | sex, edu, age |
| Age-frame | 18-85 |
| Gross subsample size | 6,600 |
| Net subsample size | 6,326 |
| E-mail bounce backs or failed deliveries | 274 |
| Coverage rate/Absorption rate | 96% |
| All responses (complete, partials and break-offs) | 3,803 |
| Complete responses; more than 80% item response | 3,568 |
| Partial responses; 50%-80% item response | 9 |
| Break-offs; less than 50% item response | 226 |
| AAPOR RR5 | 54% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 54% |
| Net Participation Rate (NPR) | 57% |
| Computer device | 43% |
| Mobile device | 51% |
| Tablet device | 6% |

Table 18: Detailed information on Study 6, Expectations and evaluations of party behaviour

| | Mean | Median | Std. Dev. | N. |
|---|-------|--------|-----------|-------|
| Number of received/applicable items | 24.95 | 25.00 | 0.21 | 3,803 |
| Number of item responses | 23.51 | 25.00 | 5.44 | 3,803 |
| Item response rate | 0.94 | 1.00 | 0.22 | 3,803 |
| Item non-response rate | 0.06 | 0.00 | 0.22 | 3,803 |
| Minutes to answer, excluding outliers | 5.24 | 4.78 | 2.31 | 3,450 |
| Seconds per item, excluding outliers | 10.60 | 9.21 | 5.52 | 3,441 |
| Seconds per item including text-pages, excluding outliers | 13.70 | 11.51 | 14.15 | 3,450 |
| Minutes to answer, including outliers | 6.84 | 4.91 | 14.93 | 3,762 |
| Seconds per item, including outliers | 13.79 | 9.41 | 39.28 | 3,753 |
| Seconds per item including text-pages, including outliers | 17.80 | 11.88 | 43.96 | 3,762 |
| Seconds per item, speeders (time-use outliers) | 3.29 | 3.44 | 0.51 | 74 |
| Seconds per item, sleepers (time-use outliers) | 63.11 | 27.81 | 146.17 | 238 |

Study 7: De Groote - Respondents' attitudes towards legumes

Table 19: General information on Study 7, Respondents' attitudes towards legumes

| Sample type | Non-probability |
|--|-----------------------|
| Pre-stratification variables or other selection criteria | sex, edu, age, region |
| Age-frame | 18-85 |
| Gross subsample size | 4,500 |
| Net subsample size | 4,269 |
| E-mail bounce backs or failed deliveries | 231 |
| Coverage rate/Absorption rate | 95% |
| All responses (complete, partials and break-offs) | 2,677 |
| Complete responses; more than 80% item response | 2,527 |
| Partial responses; 50%-80% item response | 28 |
| Break-offs; less than 50% item response | 122 |
| AAPOR RR5 | 56% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 57% |
| Net Participation Rate (NPR) | 60% |
| Computer device | 40% |
| Mobile device | 54% |
| Tablet device | 6% |

Table 20: Detailed information on Study 7, Respondents' attitudes towards legumes

| | Mean | Median | Std. Dev. | N. |
|---|--------|--------|-----------|-------|
| Number of received/applicable items | 101.00 | 101.00 | 0.00 | 2,677 |
| Number of item responses | 96.55 | 101.00 | 17.86 | 2,677 |
| Item response rate | 0.96 | 1.00 | 0.18 | 2,677 |
| Item non-response rate | 0.04 | 0.00 | 0.18 | 2,677 |
| Minutes to answer, excluding outliers | 11.11 | 10.48 | 4.23 | 2,448 |
| Seconds per item, excluding outliers | 6.13 | 5.74 | 2.14 | 2,443 |
| Seconds per item including text-pages, excluding outliers | 6.91 | 6.30 | 3.28 | 2,443 |
| Minutes to answer, including outliers | 15.08 | 10.61 | 114.11 | 2,664 |
| Seconds per item, including outliers | 8.42 | 5.82 | 67.28 | 2,659 |
| Seconds per item including text-pages, including outliers | 10.27 | 6.37 | 79.68 | 2,659 |
| Seconds per item, speeders (time-use outliers) | 2.49 | 2.73 | 0.57 | 75 |
| Seconds per item, sleepers (time-use outliers) | 51.20 | 16.35 | 289.69 | 141 |

Study 8: Rönnerstrand - Antibiotics without doctor's prescription

Table 21: General information on Study 8, Antibiotics without doctor's prescription

| Sample type | Non-probability |
|--|-----------------|
| Pre-stratification variables or other selection criteria | sex, edu, age |
| Age-frame | 18-85 |
| Gross subsample size | 7,200 |
| Net subsample size | 6,797 |
| E-mail bounce backs or failed deliveries | 403 |
| Coverage rate/Absorption rate | 94% |
| All responses (complete, partials and break-offs) | 4,243 |
| Complete responses; more than 80% item response | 4,098 |
| Partial responses; 50%-80% item response | 99 |
| Break-offs; less than 50% item response | 46 |
| AAPOR RR5 | 57% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 58% |
| Net Participation Rate (NPR) | 62% |
| Computer device | 41% |
| Mobile device | 53% |
| Tablet device | 6% |

Table 22: Detailed information on Study 8, Antibiotics without doctor's prescription

| | Mean | Median | Std. Dev. | N. |
|---|--------|--------|-----------|-------|
| Number of received/applicable items | 19.53 | 19.00 | 1.95 | 4,243 |
| Number of item responses | 18.32 | 18.00 | 2.75 | 4,243 |
| Item response rate | 0.94 | 0.95 | 0.10 | 4,243 |
| Item non-response rate | 0.06 | 0.05 | 0.10 | 4,243 |
| Minutes to answer, excluding outliers | 3.21 | 2.98 | 1.20 | 3,864 |
| Seconds per item, excluding outliers | 9.05 | 8.39 | 3.25 | 3,830 |
| Seconds per item including text-pages, excluding outliers | 9.50 | 8.77 | 3.51 | 3,864 |
| Minutes to answer, including outliers | 5.93 | 3.05 | 93.79 | 4,218 |
| Seconds per item, including outliers | 16.95 | 8.60 | 283.14 | 4,182 |
| Seconds per item including text-pages, including outliers | 17.65 | 9.00 | 281.95 | 4,218 |
| Seconds per item, speeders (time-use outliers) | 3.74 | 3.85 | 0.32 | 77 |
| Seconds per item, sleepers (time-use outliers) | 130.66 | 24.01 | 1099.67 | 275 |

Study 9: Lundmark & Rönnerstrand - Measuring participation in events

Table 23: General information on Study 9, Measuring participation in events

| Sample type | Non-probability |
|--|----------------------------|
| Pre-stratification variables or other selection criteria | residents of Gothenburg |
| Age-frame | 18+ |
| Gross subsample size | 1,600 |
| Net subsample size | 1,543 |
| E-mail bounce backs or failed deliveries | 57 |
| Coverage rate/Absorption rate | 96% |
| All responses (complete, partials and break-offs) | 1,169 |
| Complete responses; more than 80% item response | 1,165 |
| Partial responses; 50%-80% item response | 1 |
| Break-offs; less than 50% item response | 3 |
| AAPOR RR5 | 73% |
| AAPOR RR6 / Gross Participation Rate (GPR) | 73% |
| Net Participation Rate (NPR) | 76% |
| Computer device | 44% |
| Mobile device | 48% |
| Tablet device | 8% |

Table 24: Detailed information on Study 9, Measuring participation in events

| | Mean | Median | Std. Dev. | N. |
|---|------|--------|-----------|-------|
| Number of received/applicable items | 5.00 | 5.00 | 0.00 | 1,169 |
| Number of item responses | 4.98 | 5.00 | 0.23 | 1,169 |
| Item response rate | 1.00 | 1.00 | 0.05 | 1,169 |
| Item non-response rate | 0.00 | 0.00 | 0.05 | 1,169 |
| Minutes to answer, excluding outliers | 0.43 | 0.40 | 0.16 | 1,083 |
| Seconds per item, excluding outliers | 1.22 | 1.13 | 0.47 | 1,083 |
| Seconds per item including text-pages, excluding outliers | 1.22 | 1.13 | 0.47 | 1,083 |
| Minutes to answer, including outliers | 0.57 | 0.41 | 2.82 | 1,169 |
| Seconds per item, including outliers | 1.63 | 1.14 | 8.44 | 1,169 |
| Seconds per item including text-pages, including outliers | 1.63 | 1.14 | 8.44 | 1,169 |
| Seconds per item, speeders (time-use outliers) | 0.42 | 0.44 | 0.05 | 24 |
| Seconds per item, sleepers (time-use outliers) | 9.24 | 3.45 | 36.02 | 62 |

Glossary

| AAPOR participation rate (RR5): | AAPOR Standard Definitions 2011 participation rate measure excluding partial responses (partials are defined as response with over 20 and less than 50 percent item nonresponse; calculation: RR5=(responses-partials)/GSS). |
|-------------------------------------|--|
| Background variables | Includes questions related to demographic or basic socio-economic factors such as age, education, household etc. These are regularly updated. |
| Break-offs | Type of nonresponse. Defined as responses with more than 50 percent item nonresponse, used when calculating AAPOR RR5. |
| Coverage rate/Absorption rate | The quotient of net and gross sample size (coverage=NSS/GSS). Coverage and absorption rate are synonyms describing this relation. |
| Date of reminders | Reminders are sent by email to those in the sample who have not yet completed the survey. |
| E-mail bounce backs | Due to automatic spam filters and similar services, or incorrect e-mail addresses, certain e-mails may result in a bounce back, i.e. a non-contact. Includes booth "hard" and "soft" bounce backs. |
| Field period | The field period is the time passed between the first and the last field day. |
| General variables (Study 0) | General variables are the variables that are not related to a specific study within the survey. Most of these are repeated on a regular basis, often at least twice every year. Background variables are included in this definition, treated as a sub-category. |
| Gross participation rate (GPR) | The quotient of responses and gross sample size (GPR=responses/GSS). Does not exclude partials. Corresponds to AAPOR RR6 and COMR. |
| Gross sample size (GSS) | Gross sample size is the number of potential participants in the initial sample. |
| Gross subsample size | Gross subsample size is the number of potential participants assigned to a specific study in the initial sample. |
| Item non-response rate | Calculated by subtracting the item response rate from one (1-item response rate). |
| Item response rate | Calculated by dividing the number of item responses with the number of received/applicable items. |
| Net participation rate (NPR) | The quotient of responses and net sample size (NPR=responses/NSS). Does not exclude partials. |
| Net sample size (NSS) | Net sample size is the number of potential participants in the initial sample, excluding e-mail bounce backs (NSS=GSS-bounce backs). |
| Net subsample size | Net subsample size is the number of potential participants assigned to a specific study in the initial sample, excluding e-mail bounce backs within that subsample. |
| Partial response | Defined as responses with more than 20 and less than 50 percent item nonresponse (less than 80% of the questions answered), used when calculating AAPOR RR5. |
| Number of received/applicable items | The number of items a respondent who finished the survey received. In case a respondent didn't finish the survey, it is an estimation of how many items the respondent would have received if the respondent finished the survey. |
| Responses | The number of surveys completed by a participant that are registered on the last field day. |
| Study | 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. |
| Text-pages | Pages in the survey where no questions are asked, i.e. text-only. |
| Time-use outliers, speeders | A respondent is defined as a speeder if it the mean time-use per question/item is less than the first quartile minus half the interquartile range $(Q1 - 0.5 \times IQR)$. |
| Time-use outliers, sleepers | A respondent is defined as a sleeper if it the mean time-use per question/item is more than the third quartile plus 1.5 times the interquartile range (Q3 + $1.5 \times IQR$). |

The Laboratory of Opinion Research (LORE) is an academic web survey center located at the SOM Institute at the University of Gothenburg. The objective of the Laboratory of Opinion Research 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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