



Technical report

Citizen Panel 57 – 2025

Please use the following citation when using data from Citizen Panel 57:

Bergström, A., Cassel, F., Ekström, T., Garcia-Nilsson, A., Wessman, F. (2025). *Technical Report Citizen Panel 57 – 2025*, Gothenburg: University of Gothenburg, The SOM Institute.

Contents

Glossary	3
Introduction	4
The Swedish Citizen Panel (SCP)	4
Citizen Panel 57 (MP57).....	4
Completion and participation estimations.....	5
Fieldwork.....	6
Featured studies	7
Study 1: Trust in Sahlgrenska University Hospital.....	8
Study 2: Constructive journalism.....	9
Study 3: Measuring attitudes towards climate delaying arguments	10
Study 4: Label experiment	11
Study 5: Order and question effects in climate related issues	12
Study 6: Crisis communication and the school shooting in Örebro.....	13
Study 7: SCP: Additional general questions.....	14
Summary, Citizen Panel 57	15

This report was created by:
Tilda Ekström
Deputy Chief Analyst
The SOM Institute
University of Gothenburg

Glossary

<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.

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 57 (MP57)

The Citizen Panel 57 was administered between Wednesday February 26, 2025, and Monday March 24, 2025.

- A total of 70 913 panelists were invited to complete the questionnaire, out of which 68 906 were reached by the invitation. Furthermore, 47 243 of the panelists clicked on the link to the questionnaire, and 45 458 answered more than 80% of the applicable questions (Participation Rate: 64% and Net Participation Rate (excluding those who could not be reached): 66%).
- 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 seven studies included in the Citizen Panel 57.

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).

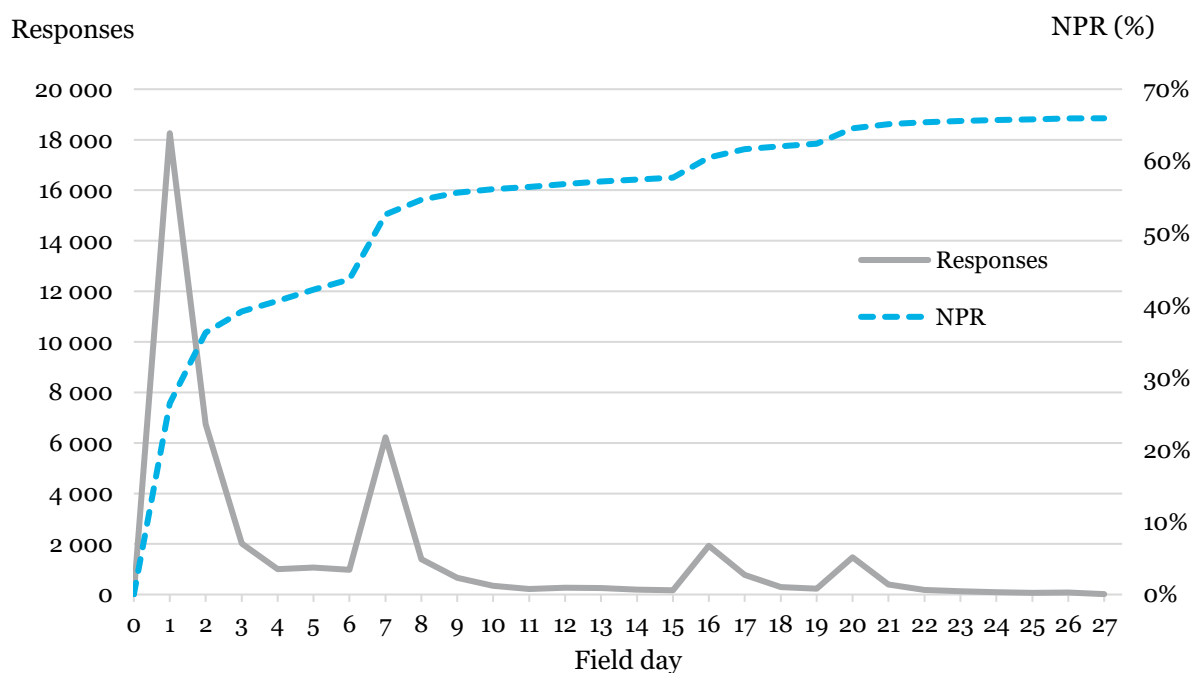
O (Other) refer to other categories of nonresponse. Examples of such categories are that the respondent terminated their participation in the SCP in the time between being selected to be invited and having their invitation emailed to them, did not accept the terms of participation in the panel, died, 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 57 (MP57)
No. of field days	26
Soft launch	Day 1: Wednesday February 26, 11:00, 2025
Main launch	Day 1: Wednesday February 26, 14:45, 2025
Reminder 1	Day 7: Tuesday March 4, 08:00, 2025
Reminder 2	Day 16: Thursday March 13, 16:00, 2025
Reminder 3	Day 20: Monday March 17, 10:00, 2025
Field end	Day 27: Monday March 24, 09:35, 2025

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



Featured studies

Table 2: Featured studies in Citizen Panel 57

<i>Study:</i>	<i>Title:</i>	<i>Principal investigator(s):</i>
Study 1	Trust in Sahlgrenska University Hospital	Sahlgrenska University Hospital
Study 2	Constructive journalism	Mats Ekström
Study 3	Measuring attitudes towards climate delaying arguments	Björn Rönnerstrand
Study 4	Label experiment	Sebastian Lundmark
Study 5	Order and question effects in climate related issues	Björn Rönnerstrand
Study 6	Crisis communication and the school shooting in Örebro	Bengt Johansson
Study 7	SCP: Additional general questions	Swedish Citizen Panel

Study 1: Trust in Sahlgrenska University Hospital

Table 3: Study 1, Trust in Sahlgrenska University Hospital

Sample	
Source	Probability
Pre-stratification variables or other selection criteria	Residents in Västra Götaland
Age frame	18-85
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	3 000
Completed study; more than 80% answered questions (I)	1 239
Partial study; 50%-80% answered questions (P)	562
Break-offs; fewer than 50% answered questions (R)	102
Refusals (R)	1 025
E-mail bounce backs or failed deliveries (NC)	72
Other (O)	0
Participation rate	
Participation rate (PR)	41%
Net participation rate (NPR)	42%
Devices among completes	
Computer device	34%
Mobile device	59%
Tablet device	7%

Table 4: Details on Study 1, Trust in Sahlgrenska University Hospital

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	28.28	28.00	0.45	1 903
Number of item responses	24.70	28.00	6.10	1 903
Item response rate	0.87	1.00	0.22	1 903
Minutes to answer, excluding outliers	2.77	2.52	1.31	1 772
Seconds per item, excluding outliers	6.36	5.43	5.33	1 768
Minutes to answer, including outliers	3.90	2.63	17.32	1 891
Seconds per item, including outliers	8.60	5.61	34.96	1 887
Seconds per item, speeders	1.79	1.85	0.23	10
Seconds per item, sleepers	45.51	18.60	139.36	109

Study 2: Constructive journalism

Table 5: Study 2: Constructive journalism

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	Sex*Age*Education
Age frame	18-85
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	6 000
Completed study; more than 80% answered questions (I)	3 050
Partial study; 50%-80% answered questions (P)	24
Break-offs; fewer than 50% answered questions (R)	295
Refusals (R)	2 470
E-mail bounce backs or failed deliveries (NC)	161
Other (O)	0
Participation rate	
Participation rate (PR)	51%
Net participation rate (NPR)	52%
Devices among completes	
Computer device	33%
Mobile device	62%
Tablet device	5%

Table 6: Details on Study 2: Constructive journalism

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	48.55	56.00	11.62	3 369
Number of item responses	44.57	56.00	14.89	3 369
Item response rate	0.93	1.00	0.21	3 369
Minutes to answer, excluding outliers	9.92	9.64	5.16	3 065
Seconds per item, excluding outliers	12.54	11.36	5.51	3 065
Minutes to answer, including outliers	12.41	9.63	25.57	3 356
Seconds per item, including outliers	15.67	11.36	34.55	3 356
Seconds per item, speeders	4.48	4.59	0.68	146
Seconds per item, sleepers	92.95	45.30	144.27	145

Study 3: Measuring attitudes towards climate delaying arguments

Table 7: Study 3, Measuring attitudes towards climate delaying arguments

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	-
Age frame	20+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	2 500
Completed study; more than 80% answered questions (I)	1 686
Partial study; 50%-80% answered questions (P)	7
Break-offs; fewer than 50% answered questions (R)	39
Refusals (R)	699
E-mail bounce backs or failed deliveries (NC)	69
Other (O)	0
Participation rate	
Participation rate (PR)	67%
Net participation rate (NPR)	69%
Devices among completes	
Computer device	35%
Mobile device	60%
Tablet device	5%

Table 8: Details on Study 3, Measuring attitudes towards climate delaying arguments

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	19.00	19.00	0.00	1 732
Number of item responses	17.79	18.00	2.08	1 732
Item response rate	0.94	0.95	0.11	1 732
Minutes to answer, excluding outliers	3.44	3.12	1.42	1 564
Seconds per item, excluding outliers	5.62	5.08	2.33	1 564
Minutes to answer, including outliers	5.42	3.26	30.68	1 731
Seconds per item, including outliers	8.87	5.29	51.00	1 731
Seconds per item, speeders	1.30	1.74	0.76	29
Seconds per item, sleepers	47.34	16.62	176.53	138

Study 4: Label experiment

Table 9: Study 4, Label experiment

Sample	
Source	Non-probability
Pre-stratification variables or other selection criteria	-
Age frame	25+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	600
Completed study; more than 80% answered questions (I)	391
Partial study; 50%-80% answered questions (P)	26
Break-offs; fewer than 50% answered questions (R)	21
Refusals (R)	151
E-mail bounce backs or failed deliveries (NC)	11
Other (O)	0
Participation rate	
Participation rate (PR)	65%
Net participation rate (NPR)	66%
Devices among completes	
Computer device	36%
Mobile device	60%
Tablet device	4%

Table 10: Details on Study 4, Label experiment

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	6.00	6.00	0.00	438
Number of item responses	5.04	5.00	1.17	438
Item response rate	0.84	0.83	0.20	438
Minutes to answer, excluding outliers	3.09	2.74	1.51	399
Seconds per item, excluding outliers	27.78	24.35	13.66	394
Minutes to answer, including outliers	3.78	2.87	3.37	438
Seconds per item, including outliers	33.63	25.33	29.05	433
Seconds per item, speeders	7.33	7.62	0.54	6
Seconds per item, sleepers	108.21	84.43	53.02	33

Study 5: Order and question effects in climate related issues

Table 11: Study 5, Order and question effects in climate related issues

Sample	
Source	Probability
Pre-stratification variables or other selection criteria	Sex*Age*Education
Age frame	18-85
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	8 000
Completed study; more than 80% answered questions (I)	4 139
Partial study; 50%-80% answered questions (P)	107
Break-offs; fewer than 50% answered questions (R)	85
Refusals (R)	3 465
E-mail bounce backs or failed deliveries (NC)	204
Other (O)	0
Participation rate	
Participation rate (PR)	52%
Net participation rate (NPR)	53%
Devices among completes	
Computer device	34%
Mobile device	61%
Tablet device	5%

Table 12: Details on Study 5, Order and question effects in climate related issues

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	16.03	17.00	1.59	4 331
Number of item responses	15.54	15.00	2.63	4 331
Item response rate	0.97	1.00	0.13	4 331
Minutes to answer, excluding outliers	2.22	2.05	0.94	3 948
Seconds per item, excluding outliers	8.01	7.31	3.64	3 939
Minutes to answer, including outliers	2.91	2.13	7.01	4 318
Seconds per item, including outliers	10.39	7.55	25.06	4 309
Seconds per item, speeders	2.62	2.73	0.47	52
Seconds per item, sleepers	41.12	23.93	85.70	318

Study 6: Crisis communication and the school shooting in Örebro

Table 13: Study 6, Crisis communication and the school shooting in Örebro

Sample	
Source	Probability (65%) Non-probability (35%)
Pre-stratification variables or other selection criteria	Sex*Age*Education and residents in Örebro county
Age frame	18+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	3 813
Completed study; more than 80% answered questions (I)	2 137
Partial study; 50%-80% answered questions (P)	69
Break-offs; fewer than 50% answered questions (R)	75
Refusals (R)	1 434
E-mail bounce backs or failed deliveries (NC)	98
Other (O)	0
Participation rate	
Participation rate (PR)	56%
Net participation rate (NPR)	58%
Devices among completes	
Computer device	33%
Mobile device	62%
Tablet device	5%

Table 14: Details on Study 6, Crisis communication and the school shooting in Örebro

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	49.38	49.00	1.54	2 281
Number of item responses	46.74	49.00	8.36	2 281
Item response rate	0.95	1.00	0.17	2 281
Minutes to answer, excluding outliers	5.71	5.29	2.10	2 097
Seconds per item, excluding outliers	6.99	6.37	3.02	2 097
Minutes to answer, including outliers	6.40	5.36	6.04	2 257
Seconds per item, including outliers	7.83	6.48	7.40	2 257
Seconds per item, speeders	2.77	2.80	0.38	44
Seconds per item, sleepers	24.82	18.32	24.40	116

Study 7: SCP: Additional general questions

Table 15: Study 7, SCP: Additional general questions

Sample	
Source	Probability (25%) Non-probability (75%)
Pre-stratification variables or other selection criteria	-
Age frame	17+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	70 913
Completed study; more than 80% answered questions (I)	44 835
Partial study; 50%-80% answered questions (P)	630
Break-offs; fewer than 50% answered questions (R)	947
Refusals (R)	22 492
E-mail bounce backs or failed deliveries (NC)	2 007
Other (O)	2
Participation rate	
Participation rate (PR)	63%
Net participation rate (NPR)	65%
Devices among completes	
Computer device	35%
Mobile device	60%
Tablet device	5%

Table 16: Details on Study 7, SCP: Additional general questions

	Mean	Median	Std. Dev.	N.
Number of received/applicable items	20.00	20.00	1.06	46 412
Number of item responses	19.50	20.00	2.46	46 412
Item response rate	0.97	1.00	0.11	46 412
Minutes to answer, excluding outliers	2.18	2.01	0.81	42 575
Seconds per item, excluding outliers	6.27	5.77	2.48	42 575
Minutes to answer, including outliers	2.82	2.07	21.87	46 279
Seconds per item, including outliers	8.14	5.91	63.64	46 279
Seconds per item, speeders	2.51	2.56	0.22	694
Seconds per item, sleepers	35.87	17.50	247.73	3 010

Summary, Citizen Panel 57

Table 17: Overall information, Citizen Panel 57

Sample	
Source	Probability (25%) Non-probability (75%)
Pre-stratification variables or other selection criteria	-
Age frame	17+
Sample disposition	
Total panelists invited ($I+P+R+NC+O$)	70 913
Completed questionnaires; more than 80% answered questions (I)	45 458
Partial questionnaires; 50%-80% answered questions (P)	644
Break-offs; fewer than 50% answered questions (R)	1 141
Refusals (R)	21 661
E-mail bounce backs or failed deliveries (NC)	2 007
Other (O)	2
Participation rate	
Participation rate (PR)	64%
Net participation rate (NPR)	66%
Devices among completes	
Computer device	35%
Mobile device	30%
Tablet device	5%

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:

citizenpanel@som.gu.se