



# Technical Report

## Citizen Panel 7 - 2013

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This report was created by:  
Elias Markstedt,  
Database Manager,  
Laboratory of Opinion Research,  
University of Gothenburg

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# Introduction

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## The Citizen Panel

The Citizen Panel (Sw: Medborgarpanelen – MP) is an online panel survey run by the Laboratory of Opinion Research (LORE), which was established in 2010 by the Multidisciplinary Opinion and Democracy (MOD) research group at faculty of social science, University of Gothenburg. The purpose of LORE is to provide a platform and an infrastructure for multidisciplinary research on democracy and opinion issues, as well as a to provide an efficient facility for collecting data from online questionnaires mainly for survey experiments and panel studies, and to contribute to methodological development and testing in the area of web surveys. LORE and the Citizen Panel are funded by the University of Gothenburg. Each survey consists of a number of core questions that are asked repeatedly, and a number of specific studies. 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 7 (MP7)

- The seventh Citizen Panel was carried out between the 12th of July 2013 and 8<sup>th</sup> of July 2013.
- Questionnaires were sent to 13 748 respondents, of which 8 439 answered the survey (Gross Participation Rate: 61%, Net Participation Rate: 63%).
- All in all, there were 7 experiments and 1 panel study included in Citizen Panel 7. In addition, 103 core questions were asked.
- The sample of MP7 respondents is a mixed, but mainly self-recruited, sample. 69 percent of the gross sample are from self-recruitment, while 31 percent come from probability based recruitment from population samples.
- The studies were fielded using two different web survey tools. Websurvey by Texttalk (WS) was used for Study 2 and Study 5-8. Qualtrics (QT) was used for Study 1 and Study 3.

## Summary

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**Table 1: General Information<sup>1</sup>**

Name:	Citizen Panel 7 (Sw: Medborgarpanelen 7 / MP7)
Field period:	2013-06-12 – 2013-07-08 (WS); 2013-06-12 – 2013-08-11 (QT)
No. of field days:	26 (Websurvey); 61 (Qualtrics)
Date of reminders:	2013-06-17; 2013-06-25
Gross sample size (GSS):	13 748
Net sample size (NSS):	13 351
E-mail bounce backs:	397
Coverage rate/Absorption rate:	97%
Responses:	8 439
Partial responses:	67
AAPOR participation rate (RR1):	61%
Gross participation rate (GPR):	61%
Net participation rate (NPR):	63%
Mean response time, excl. outliers <sup>2</sup> :	15 min
Median response time, excl. outliers:	12 min
Standard deviation, response time:	11 min

**Table 2: Dataset Information**

No. of variables in full dataset:	668
No. of variables in full dataset, excluding paradata:	508
No. of studies:	8
No. of study variables:	405
No. of core variables:	103

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<sup>1</sup> See Glossary on p. 10 for further information regarding the different categories and how the numbers are computed.

<sup>2</sup> Outliers are those who spend more than 90 minutes completing the questionnaire. In MP7, 261 participants (3.0 percent) used more than 90 minutes.

## Featured Studies

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Table 3: Featured Studies in Citizen Panel 7

<i>Study:</i>	<i>Title:</i>	<i>Researchers:</i>	<i>No. of variables</i>
Study 1	Personality Measurements	Mattias Gunnarsson, Sören Holmberg & Lennart Weibull	94
Study 2	Generic Substitution and Over-the-Counter Drugs in the New Pharmacy Market	Karolina Sundell & Tove Hedenrud	64
Study 3	Development of the Scarcity/Abundance Scale	Lars-Olof Johansson & Gró Einarsdóttir	58
Study 4	Nature Conservation and Knowledge	Leif Lithander & Frank Götmark	112
Study 5	Interpretation of Gender Measurements	Henrik Oscarsson, Lena Wängnerud & Monika Djerf-Pierre	64
Study 6	Local Corruption	Peter Esaiasson & Jordi Muñoz	3
Study 7	Right or Wrong Track?	Henrik Oscarsson	4
Study 8	Unemployment and Political Participation	Maria Solevid & Jordi Muñoz	6

**Table 4: Details of Featured Studies**

Study	<i>Gross subsample size</i>	<i>Net subsample size</i>	<i>NPR by study*</i>	<i>Mean time use (min.)<sup>3</sup></i>	<i>Median time use (min.)</i>	<i>St. dev. time use (min.)</i>	<i>Web survey tool</i>
Study 1	1 750	1 750**	59	11.1	9.7	7.7	Qualtrics
Study 2	4 200	4 058	64	5.4	4.8	3.0	Websurvey
Study 3	1 750	1 750**	60	8.6	7.5	6.2	Qualtrics
Study 4	2 700	2 500	48	7.5	6.6	4.1	Websurvey
Study 5	2 900	2 769	69	4.9	4.2	2.8	Websurvey
Study 6	3 200	3 153	79	1.3	1.1	0.9	Websurvey
Study 7	1 300	1 250	62	1.7	1.0	2.0	Websurvey
Study 8	10 248	9 852	65	0.8	0.7	0.5	Websurvey
Core (WS)	n.a.	n.a.	n.a.	4.8	3.7	4.1	Websurvey
Core (QT)	n.a.	n.a.	n.a.	2.5	1.8	4.1	Qualtrics

*Comment:* \* Please observe that NPR by study is not a good indicator of the quality of each individual study. Several of the studies overlap and the sample composition might intentionally differ, thereby influencing NPR.

\*\*Unfortunately, at the time of writing, Qualtrics does not properly record e-mail bounce backs. Therefore, proper net subsample sizes and net participation rates are unavailable for Studies 1 and 3.

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<sup>3</sup> Time is given in minutes. Time used per study excludes responses with completion times for a single group/page over 10 minutes. The available information is *time used per question group* (group size range from 1 up to more than 10 questions), which is equivalent to what the respondents sees on one web page before clicking “next”.

**Table 5: Item Nonresponse Rates by Study**

Study	<i>Mean item missing (%)</i>	<i>Std. Dev.</i>	<i>N</i>
Study 1	2.0	11.3	1 029
Study 2	3.9	4.3	2 594
Study 3	2.6	8.9	1 040
Study 4	4.5	6.9	1 209
Study 5	0.6	4.0	1 916
Study 6	0.0	0.0	2 477
Study 7	1.0	10.1	772
Study 8	1.0	6.9	6 360
Core vars.	0.9	5.1	8 429

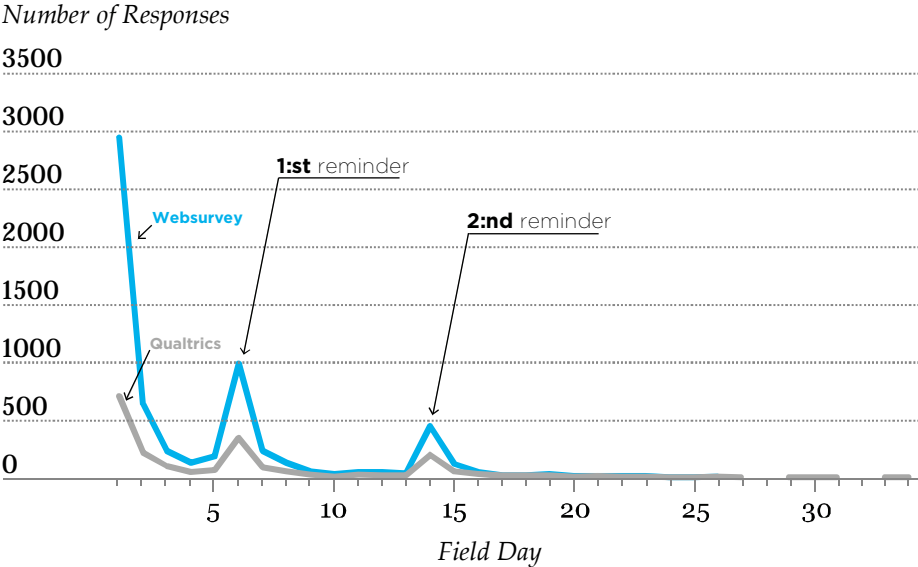


# Fieldwork

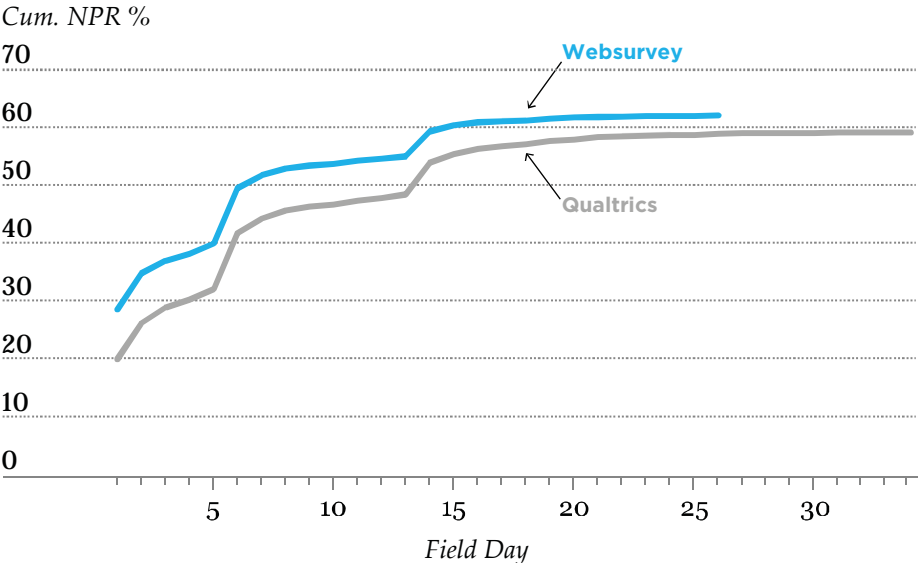
The questionnaires were mailed out 5.10 a.m. on Wednesday 12<sup>th</sup> of June 2013 using Websurvey by Texttalk and 5.00 a.m. on the same day using Qualtrics. Later that day an error was discovered regarding the question about party choice in the Swedish national elections 2014. 5.50 p.m. the response alternative *Don't know* was changed to *Other party*.

Two reminders were sent (field day 6 and 14). No significant technical issues occurred during the field work. Data collection was stopped on Monday 8<sup>th</sup> of July 2013. Due to a technical mistake, it was possible for respondents to participate in the Qualtrics version after the intended end of the fieldwork for 5 more weeks during the summer vacation. There was some initial worry that the switch to Qualtrics would result in a significant drop in response rate. As is seen in figure 2 there was indeed a 9 percentage point difference the first day. However, by field day 26, the difference had dropped to 3 percentage points.

**Figure 1: Number of Responses by Field Day**



**Figure 2: Cumulative Net Participation Rate by Field Day**



**Table 6: Net Participation (NPR) Rates by Gender in Entire Sample (ES), Websurvey (WS) and Qualtrics (QT) Samples**

	ES	WS	QT	ES	WS	QT	ES	WS	QT
<i>Gender</i>	<i>NPR</i>			<i>% of net sample</i>			<i>N</i>		
Male	67	69	62	55.8	58.4	48.4	7 448	5 753	1 695
Female	61	60	62	42.0	40.3	46.6	5 601	3 971	1 630
Missing information	18	23	14	2.3	1.3	5.0	302	128	174
Total	63	65	59	100	100	100	13 351	9 852	3 499

**Table 7: Net Participation Rates by Age Group**

	ES	WS	QT	ES	WS	QT	ES	WS	QT
<i>Agegroup</i>	<i>NPR</i>			<i>% of net sample</i>			<i>N</i>		
Age 17-29	43	43	44	15.0	15.3	14.1	1 999	1 504	495
Age 30-39	58	57	59	20.5	22.2	15.4	2 732	2 192	540
Age 40-49	63	64	60	19.6	20.4	17.2	2 615	2 013	602
Age 50-59	72	74	66	18.6	17.7	20.9	2 479	1 746	733
Age 60-69	77	81	70	17.7	16.0	22.6	2 365	1 574	791
Age 70+	84	85	77	6.1	6.9	4.1	821	677	144
Missing information	18	21	16	2.5	1.5	5.5	340	146	194
Total	63	65	59	100	100	100	13 351	9 852	3 499

**Table 8: Net Participation Rates by Education**

	ES	WS	QT	ES	WS	QT	ES	WS	QT
<i>Education attained</i>	<i>NPR</i>			<i>% of net sample</i>			<i>N</i>		
High school or lower	60	62	56	9.0	8.2	11.3	1 200	804	396
High school: graduated	63	66	57	12.5	11.1	16.2	1 665	1 098	567
Studies after high school	65	67	61	9.4	8.7	11.5	1 259	857	402
University/college: without a degree	58	59	58	20.1	22.5	13.5	2 688	2 215	473
University/college: with a degree	67	67	67	42.8	43.5	40.9	5 717	4 285	1 432
PhD	74	76	62	4.2	4.9	2.0	555	484	71
Missing information	13	17	10	2.0	1.1	4.5	267	109	158
Total	63	65	59	100	100	100	13 351	9 852	3 499

**Table 9: Net Participation Rates by Labor Market Situation**

	ES	WS	QT	ES	WS	QT	ES	WS	QT
<i>Labor market situation</i>	<i>NPR</i>			<i>% of net sample</i>			<i>N</i>		
Working/gainfully employed	66	68	61	60.4	59.7	62.5	8 064	5 877	2 187
Unemployed/labor market program	55	57	51	4.9	4.5	6.2	660	444	216
Old age/disability pensioner	80	83	74	15.3	14.9	16.5	2 048	1 469	579
Student	47	46	50	11.8	13.1	7.9	1 569	1 293	276
Other	66	70	54	2.7	2.9	2.1	360	286	74
Missing information	16	18	11	4.9	4.9	4.8	650	483	167
Total	63	65	59	100	100	100	13 351	9 852	3 499

**Table 10: Net Participation Rates by Political Interest**

	ES	WS	QT	ES	WS	QT	ES	WS	QT
<i>Political interest</i>	<i>NPR</i>			<i>% of net sample</i>			<i>N</i>		
Very interested	71	71	70	36.2	42.5	18.5	4 832	4 184	648
Rather interested	66	68	63	43.6	41.2	50.1	5 816	4 063	1 753
Not very interested	55	55	55	13.0	9.1	24.1	1 741	898	843
Not at all interested	45	44	46	1.3	0.7	3.1	179	72	107
Missing information	16	18	8	5.9	6.4	4.2	783	635	148
Total	63	65	59	100	100	100	13 351	9 852	3 499

**Significant External Events**

Significant events during the field period that might have influenced the responses are listed here:

- Nothing significant happened during the field period.

## Glossary

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<i>AAPOR participation rate (RR1):</i>	AAPOR Standard Definitions 2011 participation rate measure excluding partial responses (partials are defined as response with over 20 percent item nonresponse; calculation: $RR1 = \frac{\text{responses} - \text{partials}}{GSS}$ ).
<i>Background variables</i>	Includes questions related to demographic or basic socio-economic factors such as age, education, household etc. These are regularly updated.
<i>Core variables</i>	Core 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.
<i>Coverage rate/Absorption rate</i>	The quotient of net and gross sample size (coverage = $\frac{NSS}{GSS}$ ). Coverage and absorption rate are synonyms describing this relation.
<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 bounce backs</i>	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 both “hard” and “soft” bounce backs.
<i>Field days</i>	The day when the first emailing is made is regarded as the first field day. The last day is the day the survey is discontinued (closed), i.e. the last day that answers are still registered. The length of the field period is the number of days passed between (and including) the first and the last field day.
<i>Gross participation rate (GPR)</i>	The quotient of responses and gross sample size ( $GPR = \frac{\text{responses}}{GSS}$ ). Does not exclude partials. Corresponds to AAPOR RR6.
<i>Gross sample size (GSS)</i>	Gross sample size is the number of potential participants in the initial sample.
<i>Gross subsample size</i>	Gross subsample size is the number of potential participants assigned to a specific study in the initial sample.
<i>Net participation rate (NPR)</i>	The quotient of responses and net sample size ( $NPR = \frac{\text{responses}}{NSS}$ ). Does not exclude partials.
<i>Net sample size (NSS)</i>	Net sample size is the number of potential participants in the initial sample, excluding e-mail bounce backs ( $NSS = GSS - \text{bounce backs}$ ).
<i>Net subsample size</i>	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.
<i>No. of variables in full dataset</i>	Applies to the most recent version of the dataset including all featured studies.
<i>Paradata</i>	Refers to data that does not stem from a respondents answer to a survey question, e.g. data concerning time spent on the survey, the number of reminders, etc.
<i>Partial response</i>	Defined as responses with more than 20 percent item nonresponse (less than 80% of the questions answered), used when calculating AAPOR RR5.
<i>Response time</i>	The time it takes for a participant to complete a survey. Summary statistics of response times, such as averages, exclude completion times over 90 minutes.
<i>Responses</i>	The number of surveys completed by a participant 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.

The Laboratory of Opinion Research (LORE) is an academic web survey center located at the Department of Political Science at the University of Gothenburg. LORE was established in 2010 as part of an initiative to strengthen multidisciplinary research on opinion and democracy. The objective of the Laboratory of Opinion Research is to facilitate for social scientists to conduct web survey experiments, collect panel data, and to contribute to methodological development. For more information, please contact us at:

[info@lore.gu.se](mailto:info@lore.gu.se)