

Contents

1. Introduction of the fieldwork company and the team.....	2
2. Detailed description of the panel.....	2
3. Overall fieldwork design.....	3
4. Description of the sample	4
4.1 Gender.....	4
4.2 Age.....	4
4.3 NUTS2	4
4.4 DEGURBA.....	5
4.5 Answers per day (completes).....	5
5. Population in Sweden (18+)	5
6. Information of the soft launch	6
7. Quality control	7
8. Excluded respondents	7
9. Final questionnaire	7

1. Introduction of the fieldwork company and the team

Kantar Public is a world-leading research and analysis company with over 900 employees in 19 countries. Kantar Public continues a long tradition of supporting the public sector in Sweden. We work with multiply organizations in the public sector, including authorities, municipalities, regions, universities, research institutes, interest groups, political parties and PR agencies. In Sweden the brand names have changed over time, when the company started in 1954 it was called SIFO. The Sifo panel is one of several important sources for data collection, based on recognized methods and scientific principles. We use both classic and innovative techniques to study society and people's behaviour. By understanding people, we can contribute to a better society. Kantar Media is responsible for collecting the data together with Kantar Public and the Sifo panel is owned by Kantar Media, together our companies have over 25 years of experience conducting online surveys in Sweden and as of recently both were the same company.

Responsible for the project at Kantar Public is Client Director Johan Orbe, Senior Projects Manager Katarina Hajdu and Project Operations Manager Emil Lundin. Together with the Kantar Public team we had a Data Programming team from Kantar Media that worked on the script as well as the sample dispatch and the data processing.

2. Detailed description of the panel

The Sifo panel is the largest panel in Sweden with more than 100 000 active members. All panellists are recruited from random sample from national population registers. Panellists are contacted to join the panel either by phone call, SMS, or postal to ensure reaching as large part of the population as possible. When being invited the recruited individual receives a registration link by e-mail to set up a panel account. The link is unique and can only be used once to ensure that the invited person, and that person only, can use it for registration.

By using samples from national registers only, we can ensure that we reach the person that we intent to and that no additional people can register in the panel. For example, online registration to the Sifo panel is not possible and there is no other self-recruitment involved either. When registering in the panel they fill in their basic information such as age, gender etc. Additional update surveys are done every 1-2 years to enable drawing sample for survey invitations. In general, panellists are invited to 5-6 surveys within a month. This can differ between the age groups and depending on what project is run in the panel.

For each survey the panellist is rewarded with points. 10 min survey equals 10 points which would give the respondent 10 SEK. The panellist can see their collected points at a specific panel portal (where they also can update their info, see available surveys etc.). At the panel portal they can redeem their points for incentives. The incentives can for example be cinema tickets, scratch cards, magazines, physical gifts, digital vouchers.

3. Overall fieldwork design

The survey was conducted as a CAWI (Computer aided web interviews) survey in the national representative Sifo panel (see 2. *Detail description of the panel* for more information). 1 046 complete interviews were conducted, and the total sample for the survey was 6 807 – which gives a response rate of 15,4 percent.

The random sample were pre-stratified on age and gender. No hard quotas were set for this survey. This was to ensure the best possible outcome for representativity in the panel. This way you send out to a bigger sample in the younger age groups 18-29 and 30-49 because their response rate is lower than in the older age groups. When weight is applied to the complete datafile the highest weight is 4,18 and the lowest 0,48. The median weight factor is 0,94.

The fieldwork (when the soft launch is excluded) started 22 June 2023 and was finished 27 June 2023. In total two reminders were sent out during the fieldwork period, the first one on 24 June 2023 and the second one 26 June 2023. The average response time for the total survey (including the soft launch) was 21,3 minutes and the median time was 19,5 minutes. If the soft launch is excluded the average response time was 21,4 minutes and the median time was 19,7 minutes. Excluding the soft launch respondents, the shortest response time in the survey was 2,5 minutes. And the longest response time was 74,3 minutes.

The survey was scripted in the scripting program Nfield by Kantar Media. Kantar Media, Kantar Public and the client tested the survey beforehand as part of the quality check. After the Pilot was conducted, no additional changes were made to the survey.

STATUS	Frequency	Percent
Didn't start	5 405	79,4 %
Complete	1 046	15,4 %
Screened out	22	0,3 %
Quota full	162	2,4 %
Incomplete	172	2,5 %
Total	6 807	100 %

4. Description of the sample

4.1 Gender

STATUS	Men	Women
Didn't start	2 823	2 582
Complete	518	528
Screened out	12	10
Quota full	82	80
Incomplete	60	112
Total	3 495	3 312

4.2 Age

STATUS	18-29	30-49	50-64	65+
Didn't start	2 501	2 022	598	284
Complete	220	360	257	209
Screened out	2	3	6	11
Quota full	37	64	21	40
Incomplete	20	49	61	42
Total	2 780	2 498	943	586

4.3 NUTS2

STATUS	SE11	SE12	SE21	SE22	SE23	SE31	SE32	SE33
Didn't start	1 254	969	405	779	1 061	393	205	339
Complete	224	195	85	155	213	74	51	49
Screened out	4	5	2	5	2	2	2	0
Quota full	32	37	14	22	26	12	9	10
Incomplete	32	40	18	23	28	13	6	12
Total	1 546	1 246	524	984	1 330	494	273	410

4.4 DEGURBA

STATUS	DEGURBA 1	DEGURBA 2	DEGURBA 3
Didn't start	2 557	2 072	776
Complete	472	415	159
Screened out	6	10	6
Quota full	73	63	26
Incomplete	78	72	22
Total	3 186	2 632	989

4.5 Answers per day (completes)

Date (2023)	Frequency
June 13	24
June 14	7
June 15	2
June 16	3
June 17	1
June 18	2
June 20	3
June 21	1
June 22	9
June 23	65
June 24	161
June 25	209
June 26	299
June 27	260
Total	1 046

5. Population in Sweden (18+)

NUTS2	8 326 771
SE11 Stockholm	1 917 191
SE12 Östra Mellansverige	1 394 500
SE21 Småland och öarna	698 160
SE22 Sydsverige	1 238 716
SE23 Västsverige	1 662 645
SE31 Norra Mellansverige	689 824
SE32 Mellersta Norrland	301 249
SE33 Övre Norrland	424 486
Gender	8 326 771
Female	4 157 608
Male	4 169 163

Age	8 326 771
18-29	1 489 297
30-49	2 776 042
50-64	1 914 295
65+	2 147 137

DEGURBA (Degree of Urbanisation)	8 326 771
Level 3	1 594 109
Level 2	3 398 422
Level 1	3 334 240

**All population is taken from Statistics Sweden (SCB)*

6. Information of the soft launch

The soft launch was sent out to 208 respondent and 43 completed the survey, which gives a response rate of 20,7 percent for the soft launch. The fieldwork started on 13 June 2023 and was finished 21 June 2023. The first respondents to complete the survey started answering the survey on the 13 June 2023 at 11.39 and the last one to complete the survey started 21 June 07.46. The first reminder was sent out two days after the fieldwork started, 15 June 2023 and a second reminder was sent out four days after the fieldwork started, 17 June 2023.

The median response time for the soft launch was 18,5 minutes and the average response time was 20,9 minutes. The fastest respondent to answer the survey answered in approximately 3 minutes and the slowest respondent to answer the survey answered in approximately 56 minutes.

NUTS2	
SE11 Stockholm	8
SE12 Östra Mellansverige	10
SE21 Småland och öarna	7
SE22 Sydsverige	5
SE23 Västsverige	8
SE31 Norra Mellansverige	1
SE32 Mellersta Norrland	2
SE33 Övre Norrland	2
Total	43

Gender	
Female	23
Male	19
Total	43

Age	
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18-29	12
30-49	10
50-64	12
65+	9
Total	43

DEGURBA (Degree of Urbanisation)

Level 3	8
Level 2	14
Level 1	21
Total	43

7. Quality control

There were two control questions added in the survey to check if the respondents were attentive throughout the whole survey. 157 (15%) respondents answered something else on the first control question and 129 (12%) on the second control questions. If you look at both the control questions together 93 (9%) respondents answered both control questions wrong.

8. Excluded respondents

In total 356 respondents were excluded from the survey. 172 respondents didn't complete the whole survey, 162 answered after the quotas were filled and 22 respondents answered "no" on the consent question. 175 (49%) of the excluded individuals were in the age span 18-49 years and 181 (51%) were in the age span 50+ years. 154 (43%) were men and 202 (57%) were women. There was no specific question that stopped the 172 respondents that didn't complete the whole survey. The average time for the incomplete answers was approximately 12 minutes.

See *Appendix 1* for the full SAV file of the excluded respondents.

9. Final questionnaire

See *Appendix 2* for full final questionnaire.