

Appendix 1

THE DATA COLLECTION

The survey is based on 24 questions about awareness, attitudes, and perceptions of human rights in Scandinavia with responses from 7,500 people. Furthermore, the survey included 10 background questions on for example gender, age, education, political stance, ethnicity, disability, and sexual orientation. These questions have not been used in the analysis in this first report but will be used to examine potential inequalities in awareness, attitudes, and perceptions in future reports.

The distributed questionnaire was opened by 10,190 respondents and completed by 8,126. After Ipsos had cleaned the data, 7,500 usable responses were included in the study: 2,500 from Denmark, 2,499 from Norway and 2,501 from Sweden.

During the data cleaning process, so-called “speeders” and “straight liners” were removed. A “speeder” is a respondent who completes the survey three times quicker than the median speed for the survey. We remove speeders as they might have rushed through the survey without reading carefully, leading to unreliable and low-quality responses. A “straight liner” is identified based on particular response patterns in one or multiple grids, for example if someone only answers with the first response option in all questions. We remove straight liners because their repetitive responses suggest a lack of engagement, making their answers unreliable.

WEIGHTS

The collected responses have been weighted in accordance with the population distribution in each of the three countries, with regards to gender, age, region, and education. In table 1 is presented the maximum/minimum weight as well as weighting efficiency for each of the countries. The weighting efficiency represents how much the data has been altered through weighting to obtain the desired percentages for needed variables. A high efficiency (close to 100%) will indicate that the collected data was close to the target sample distribution. See table below:

Table 1: Weight per country

Country	Weight efficiency	Min weight	Max weight
Denmark	99.50%	0.89	1.20
Norway	96.00%	0.72	1.54
Sweden	96.70%	0.79	1.97

The weighting was done based on n=7462 respondents, since no target weight can be assigned for those who answer ‘another gender’ or ‘prefer not to say’ regarding gender. The

respondents who opted for not responding 'male' or 'female' were given the weight '1' – a total of n=38 respondents, or 0.51% of the sample.

The tables below show the background parameters for the target population and the sample distribution before weighting for each of the countries:

Tabel 2: Representativity

Land	Characteristics	Group	Population	Sample before weights	Difference	Sample after weights	Difference
Denmark	Age group	16-24	13%	13%	0%	13%	0%
		25-39	23%	22%	1%	23%	0%
		40-49	15%	15%	0%	15%	0%
		50-59	17%	17%	0%	16%	1%
		60-99	32%	33%	-1%	32%	0%
	Gender	Male	49%	49%	0%	49%	0%
		Female	51%	51%	0%	50%	1%
		Other	NO DATA	<1%	NO DATA	<1%	NO DATA
		Don't want to answer	NO DATA	<1%	NO DATA	<1%	NO DATA
	Education	Low	26%	26%	0%	26%	0%
		Medium	40%	39%	1%	40%	0%
		High	34%	35%	-1%	34%	0%
	Region	Jylland	33%	34%	-1%	33%	0%
		Sjælland	14%	15%	-1%	14%	0%
København		32%	29%	3%	32%	0%	
Syddanmark		21%	22%	-1%	21%	0%	
Norway	Age group	16-24	13%	11%	2%	13%	0%
		25-39	25%	23%	2%	25%	0%
		40-49	16%	17%	-1%	16%	0%
		50-59	16%	18%	-2%	16%	0%
		60-99	32%	31%	1%	29%	3%
	Gender	Male	50%	50%	0%	50%	0%
		Female	50%	49%	1%	50%	0%
		Other	NO DATA	<1%	NO DATA	<1%	NO DATA
		Don't want to answer	NO DATA	<1%	NO DATA	<1%	NO DATA
	Education	Low	23%	24%	-1%	23%	0%
		Medium	38%	30%	8%	37%	1%
		High	39%	46%	-7%	39%	0%
	Region	Oslo	13%	14%	-1%	13%	0%
		Østland uten Oslo	38%	43%	-5%	38%	0%

		Vestlandet	26%	24%	2%	26%	0%
		Midt-Norge	14%	12%	2%	14%	0%
		Nord-Norge	9%	8%	1%	9%	0%
Sweden	Age group	16-24	12%	8%	4%	13%	-1%
		25-39	25%	26%	-1%	25%	0%
		40-49	15%	16%	-1%	15%	0%
		50-59	16%	17%	-1%	16%	0%
		60-99	32%	32%	0%	32%	0%
	Gender	Male	50%	47%	3%	50%	0%
		Female	50%	52%	-2%	50%	0%
		Other	NO DATA	0%	NO DATA	0%	NO DATA
		Don't want to answer	NO DATA	0%	NO DATA	0%	NO DATA
	Education	Low	18%	18%	0%	18%	0%
		Medium	40%	43%	-3%	40%	0%
		High	41%	38%	3%	41%	0%
	Region	Norrland	9%	8%	1%	9%	0%
		Mellansverige	25%	25%	0%	25%	0%
		Stockholm	23%	23%	0%	23%	0%
Västsverige		20%	19%	1%	20%	0%	
Södersverige		23%	24%	-1%	23%	0%	

LIMITATIONS AND CONSIDERATIONS WHEN USING SURVEY DATA

Surveys open the possibility of investigating a target group's attitudes and experiences on a given topic. But the use of surveys as a method comes with certain limitations that must be kept in mind when interpreting the results.

In this survey we have used an Ipsos panel as respondents. An internet panel consists of individuals who have agreed to participate in various types of surveys, including opinion polls and consumer satisfaction surveys. By using an internet panel, you can easily and quickly reach a specific target group, therefore panels are a common choice when conducting surveys. However, it is not possible to conduct an attrition analysis or report a response rate when using internet panels, as the survey is closed once the predetermined number of responses has been received – in this case 7,500 responses, 2,500 from each country. Therefore, a deeper analysis of selection and attrition bias is not possible to do.

Selection bias occurs when there are systematic differences between those who are included in the survey and those who are not. This typically occurs when participant selection is not random. When using internet panels, there is a risk that there are systematic differences between people who choose to participate in a panel and people who do not. This can affect the representativeness of the sample.

Attrition bias arises when there are systematic differences between those who drop out after starting the survey and those who remain.

We have counteracted both biases as much as possible by weighting the data, but this is only possible for measurable or observable characteristics such as gender, age, education, and region. However, there may be unobservable characteristics that affect who participate in the survey. Those differences could be both individual interests, like political engagement or cultural or socio-economic background. It can affect the representativeness of the survey if those unobservable differences are correlated with the answers to the questions.