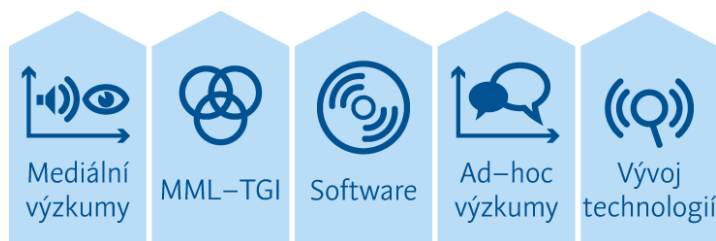




# TECHNICAL REPORT

Attitudes in society towards exposure to natural radionuclides

PRAGUE, 03/15/2023



**MEDIAN, s.r.o.**

Národních hrdinů 73, 190 12 Prague, tel.: 225 301 111, fax: 225 301 101

# Table of contents

1	Basic research parameters.....	3
1.1	Research specifications.....	3
2	Data collection .....	4
2.1	Response rate statistics .....	4
3	Online panel MEDIAN .....	5
3.1	Procedure for verifying respondents to the online panel.....	5
4	Sample structure.....	6
5	Research ethics .....	10

# 1 BASIC RESEARCH PARAMETERS

<b>Research title:</b>	Attitudes in society towards exposure to natural radionuclides (RadoNorm)
<b>Date of main data collection:</b>	09/02/2023 - 23/02/2023
<b>Target group:</b>	Primarily respondents with a radon measurement contract, supplemented by respondents according to the quota regulation
<b>Method of selection of respondents:</b>	quota selection
<b>Support for quota setting:</b>	CSO
<b>Quotas monitored:</b>	gender (binary), age, education, region, size of place of residence
<b>Collection method:</b>	CAWI
<b>Total valid questionnaires:</b>	<b>1 029</b> (1134 before discarding non-compliant ones)

## 1.1 RESEARCH SPECIFICATIONS

The questionnaire was supplied by the SURO contractor and discussed with the them. During the programming process we use a set of custom macros to generate the code for the XHTML/HTML4 questionnaire. The administration of the questionnaire was done electronically. The selection of respondents was done in such a way that as many respondents as possible were included in the sample who have a signed radon measurement contract. Respondents were then recruited according to quota regulations, so that the research population corresponded to a minimum of  $n=1000$  and was representative of the Czech adult population.

## 2 DATA COLLECTION

Primarily the panel of radon measurement contractees was consulted, 767 of which completed the questionnaire. Subsequently, respondents were being selected from the MEDIAN online panel (see below) to fill in a total sample of at least n=1000. In order for the research sample to be representative of the Czech population aged 18 and over, the collection process was being continually adjusted to meet the required quota. 263 respondents on the MEDIAN online panel completed the questionnaire.

The total number of respondents contacted was 2 174, of which:

- **1 040** did not respond to the invitation to complete (response rate 52,3%),
- **1 134** completed the questionnaire, of which:
  - o **1 029** questionnaires were validly completed (= included in the output),
  - o **104** questionnaires were invalid due to non-completion,
  - o **1** questionnaire was invalid due to too short a completion time (5 min)

131 respondents on the panel of radon measurement contractees completed the questionnaire during the piloting session of the research. No changes to the questionnaire were implemented after that.

The frequency of questionnaires completed per by day was as follows: 9.2. - **76**, 10.2. - **19**, 11.2. - **8**, 12.2. - **16**, 13.2. - **6**, 14.2. - **1**, 15.2. - **290**, 16.2. - **286**, 17.2. - **103**, 18.2. - **64**, 19.2. - **67**, 20.2. - **32**, 21.2. - **10**, 22.2. - **29**, 23.2. - **7**, 27.2. - **16**.

### 2.1 RESPONSE RATE STATISTICS

Each respondent was contacted with an offer to participate in the research by email and had at least **3** days to complete the questionnaire. About one third of the respondents were reminded at least once.

Each respondent was monetarily rewarded for completing the questionnaire in accordance with MEDIAN's remuneration standard. **14%** of respondents waived their remuneration in favour of a charitable organisation.

The average time to complete the questionnaire was **32.9** minutes. The median length of all questionnaires was **29.3** minutes.

### 3 MEDIAN ONLINE PANEL

The MEDIAN online panel contains approximately 30 000 respondents. The identity of 100% of respondents is verified by phone or in person, so they cannot appear in the panel twice or under a different identity, etc.

The MEDIAN panel differs from most other panels (including the CNP) in that more than 75% of respondents are recruited offline - in MEDIAN's face-to-face and CATI collections. A smaller proportion of the panel (up to 25%) is made up of respondents recruited by snowballing, online recruitment or self-reporting. MEDIAN's online panel is thus significantly more in line with the online population of the Czech Republic compared to other online panels, and is less skewed towards respondents who actively report to online surveys and other paid online services.

The MEDIAN online panel is also minimally used compared to competing panels (CNP) for so-called sample provision - i.e. releasing the panel to foreign and other Czech agencies that conduct their research on it. This is important because it prevents the respondents from becoming too professional - i.e. answering another survey every week and deteriorating the quality of their answers.

To check the quality of the data, we also ask attention-checking questions (e.g. of the form "check rather no in this row") and check the length and logic of the questionnaires.

#### 3.1 PROCEDURE FOR VERIFYING RESPONDENTS TO THE ONLINE PANEL

Before being included in the database of respondents for participation in the online surveys, each candidate is first verified by phone or in person by completing a short registration questionnaire.

The database records any identifying information about the respondent, such as date of establishment, contact and demographic information, or history of participation in individual surveys. This information is updated in the database after each questionnaire is completed, so that we have an overview of current socio-demographic information. We continuously monitor whether

the same person who registered for the panel is still participating in the surveys. If an inconsistency is detected (e.g., completion by another household member), the respondent is alerted to this undesirable behavior. We check for consistency by comparing changes in demographic and contact information, which can be used to identify suspicious contacts and then alert or exclude these respondents if necessary. At the same time, by checking this data supplemented with IP address information, we also detect any duplicates.

## 4 SAMPLE STRUCTURE

Quota fill is determined on the basis of weighted data. The weighing was done according to quota provided by CSO (Czech Statistical Office) for all the sociodemographic characteristics listed below. The structure of the data set after weighting corresponds to the distribution of the target population of the Czech Republic aged 18 and over.

### Gender

---

Male	48,7 %
Female	51,3 %

### Age

---

18-29	17,4 %
30-39	19,2 %
40-49	17,7 %
50-59	15,6 %
60-69	16,1 %
70+	14,0 %

### Education

---

Unfinished basic	0,2 %
Basic	12,4 %
Graduated / Secondary school without high school diploma	35,7 %
Secondary school with matriculation	31,8 %
Higher vocational / conservatory graduation	2,7 %
Bachelor's degree	3,7 %

Master's degree	11,9 %
-----------------	--------

Doctoral degree	1,6 %
-----------------	-------

#### **Size of place of residence**

---

up to 999 inhabitants	17,2 %
-----------------------	--------

1000-4999 inhabitants	21,7 %
-----------------------	--------

5 000-19 999 inhabitants	18,0 %
--------------------------	--------

20 000-99 999 inhabitants	21,9 %
---------------------------	--------

100 000 inhabitants and more	21,1 %
------------------------------	--------

#### **Region**

---

Praha	12,0 %
-------	--------

Central Bohemia	12,3 %
-----------------	--------

South Bohemia	6,0 %
---------------	-------

Pilsner Region	5,5 %
----------------	-------

Karlovarský Region	2,8 %
--------------------	-------

Ústecký Region	7,8 %
----------------	-------

Liberecký Region	4,1 %
------------------	-------

Královéhradecký Region	5,2 %
------------------------	-------

Pardubický Region	4,9 %
-------------------	-------

Vysočina Region	4,8 %
-----------------	-------

South Moravian Region	11,2 %
-----------------------	--------

Olomoucký Region	6,0 %
------------------	-------

Zlínský Region	5,6 %
----------------	-------

Moravian-Silesian Region	11,6 %
--------------------------	--------

#### 4.1 THE SOCIODEMOGRAPHICS OF THOSE WHO WERE CONTACTED BUT DID NOT RESPOND

##### Gender

---

Male	39,4 %
------	--------

Female	60,5 %
--------	--------

##### Age

---

18-29	47,1 %
-------	--------

30-39	17,8 %
-------	--------

40-49	17,4 %
-------	--------

50-59	5,6 %
-------	-------

60-69	7,1 %
-------	-------

70+	5,0 %
-----	-------

##### Education

---

Basic	43,2 %
-------	--------

Graduated / Secondary school without high school diploma	23,7 %
---	--------

Secondary school with matriculation	22,7 %
--	--------

University	10,1 %
------------	--------

##### Size of place of residence

---

up to 999 inhabitants	19,6 %
-----------------------	--------

1000-4999 inhabitants	20,7 %
-----------------------	--------

5 000-19 999 inhabitants	17,5 %
--------------------------	--------



20 000-99 999 inhabitants	15,3 %
100 000 inhabitants and more	26,8 %

### Region

---

Praha	20,5 %
Central Bohemia	16,2 %
South Bohemia	4,4 %
Pilsner Region	3,2 %
Karlovarský Region	1,7 %
Ústecký Region	8,9 %
Liberecký Region	2,3 %
Královéhradecký Region	5,0 %
Pardubický Region	3,8 %
Vysočina Region	2,3 %
South Moravian Region	11,7 %
Olomoucký Region	6,0 %
Zlínský Region	5,8 %
Moravian-Silesian Region	8,1 %

## 5 RESEARCH ETHICS

Respondents were assured of the anonymity of the entire survey and the fact that the data would be used as a single compact unit and would not be linked to specific individuals. Participants had the option to decline or terminate participation during the course of the survey. Participation was a free choice for each respondent. MEDIAN, s. r. o. is committed to the ethical standards and data quality control requirements defined by ESOMAR and SIMAR, of which it is a member.