RadoNorm Survey in Portugal

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Project Manager: Teresa Gomes

Background

ISCTE contacted GfK Metris to conduct a survey on perceptions and behaviors regarding the indoor air pollutant radon.

The survey questions and introduction have been developed by APA Portugal and the European RadoNorm project partners.

GfK and the team responsible for the project

TRUSTED FOR QUALITY FOR ALMOST 80 YEARS

GfK was founded in 1934 in Germany, and currently has about 10 thousand employees.

The fourth largest market research company in the world: present in more than 100 countries.

In Portugal, GfK is present since 1997 and consists of three companies, complementary in terms of expertise:

- GfK Portugal Marketing Services
- GfK Metris
- Intercampus

António Gomes
Managing Director

Managing Director at GfK since 2010.

With more than 20 years experience in Marketing Research, has experience in management and a stronger expertise in Healthcare and Strategic Marketing, and analytic understanding of markets and consumers.

For 5 years was President of National Association for Market Research.

Has a degree in "Sociology" and a long experience as University teacher.

Teresa Gomes
Operations Director

Over 25 years' experience in Marketing Research, as Quantitative Project Manager, specialized both in local and international projects.

At GfK since 1996, is Operations Director since 2015, accumulating coordination functions of the Quantitative Department.

Has a degree in Tourism.

Netquest, the specialized online fieldwork company from GfK Group

In 2006, Netquest embarked on a journey to create exclusive online panels solely dedicated to research. It didn't take long for these panels to establish themselves as a preferred choice among market researchers in Spain, Portugal, and Latin America. Our reputation as a leading data collection supplier in the region can be attributed to our cutting-edge survey, panel management, and metering technology, as well as our unwavering commitment to continuous profiling and years of expertise in the field.

What sets us apart is our unwavering dedication to maintaining the highest standards of data quality. All our panels are meticulously managed and hosted on our own platform, ensuring complete control and uncompromised reliability. Over the years, we have successfully executed a multitude of online fieldwork projects across several countries, including Spain, Portugal, Brazil, Mexico, Argentina, Chile, Colombia, Peru, and Ecuador, to name just a few.

Our vision extends beyond regional boundaries. We strive to expand our digital panels globally, while upholding the same rigorous standards of quality and embracing our unique approach. To achieve this, we employ a multifaceted strategy that incorporates multiple sources of data and employs various quality checks. This approach safeguards against bias and ensures that our samples are truly representative, providing accurate and reliable insights. Moreover, we place great emphasis on nurturing engaged and validated panelists, as they are the cornerstone of consistent and predictable results.

At Netquest, we are driven by a passion for delivering high-quality data and empowering market researchers with valuable insights. With our advanced technology, unwavering commitment to quality, and a global perspective, we continue to forge ahead, shaping the future of online research.

Methodology (1/3)

Universe:

Consists of individuals, aged 18+ years old, living in Portugal.

Pilot test:

A pilot test was carried out on 120 respondents, with different characteristics in terms of gender, age and education, to test the length of the interview and the CAWI script allowing to check inconsistencies between responses.

No changes were applied to the questionnaire after the pilot.

The characteristics of the pilot respondents may be consulted in the Excel file "PILOT_Characteristics of respondents".

Sample size:

1200 interviews, representative for the target population, in terms of gender, age, urbanization level and district.

Methodology (2/3)

Characteristics of the population vs. Sample achieved:

Distrito / R.A.	Population	Sample
Aveiro	640 747	83
Beja	119 578	15
Braga	776 860	101
Bragança	135 448	18
Castelo Branco	164 610	21
Coimbra	372 394	48
Évora	133 770	17
Faro	380 822	49
Guarda	143 212	19
Leiria	411 728	53
Lisboa	1 912 946	248
Portalegre	93 410	12
Porto	1 589 493	206
Santarém	377 024	49
Setúbal	747 366	97
Viana do Castelo	234 529	30
Vila Real	210 211	27
Viseu	336 704	44
R.A. da Madeira	253 657	33
R. A. dos Açores	228 666	30
Total	**9 263 175**	**1 200**

Age	Population		Sample	
	Male	Female	Male	Female
18/24 y.o.	407 239	387 536	54	50
25/44 y.o.	1 281 885	1 259 162	170	163
45/64 y.o.	1 595 840	1 682 657	207	218
65+ y.o.	1 141 303	1 507 553	148	190
Total	**4 426 267**	**4 836 908**	**579**	**621**

Urbanization level	Population	Sample
Less than 2.000	3 574 142	417
2.000 to 9.999	1 833 336	225
10.000 to 99.999	2 490 015	324
100.000 to 499.999	869 561	149
500.000+	496 121	85
Total	**9 263 175**	**1 200**

Data collection:

The data was collected through online interviews using CAWI system (Computer Assisted Web Interviewing) in which the respondents have direct access to the questionnaire through an invitation with the link.

Respondents were randomly selected from an online panel that complies with the quality certifications in force in the sector.

The software used is Marktab.

Timeline:

- Reviewing, scripting and testing of the questionnaire: 2nd to 7th of April;
- Pilot interviews: 8th to 9th of April;
- Fieldwork: 8th to 25th April;
- Data Processing: 26th April to 7th May.

Date	Completes/day
08/04/2024	54
09/04/2024	83
10/04/2024	93
11/04/2024	232
12/04/2024	277
13/04/2024	126
14/04/2024	40
15/04/2024	160
16/04/2024	40
17/04/2024	7
18/04/2024	40
19/04/2024	27
20/04/2024	2
21/04/2024	2
22/04/2024	8
23/04/2024	4
24/04/2024	4
25/04/2024	1

Detailed description of the panel (1/3)

1. How was the panel built up?

We provide our survey respondents with an opportunity to complete surveys while supporting charitable causes. In exchange for their valuable input, participants can earn credits that can be redeemed as gift card rewards or donated to participating nonprofit organizations from our approved list.

We employ various channels to recruit individuals. Our iOS and Android mobile app plays a pivotal role in attracting users, and we also promote the app through app store listings. Additionally, we leverage Paid Social and email marketing channels to reach potential survey respondents. However, the most significant source of recruitment is through Social Networks, where we engage with a wide audience.

Furthermore, we collaborate with partners who offer a "panel offer wall" and tap into affiliate traffic, although the volume from these sources is relatively low.

While affiliated networks and referral programs are occasionally considered to reach niche audiences and harder-to-reach targets, it's crucial to note that our panel welcomes participants from all demographics. We do not reject individuals based on specific demographic criteria during the registration process. Instead, our panel comprises individuals who willingly and consciously decide to participate in online surveys through a double opt-in registration process.

To maintain a highly effective and user-friendly panel, we monitor the engagement and participation levels of our panelists. We take great care in using a wide array of recruitment sources and methods to construct a panel of exceptional quality that mitigates any inherent biases. We meticulously evaluate these recruitment sources, considering various metrics and tracking the activity and engagement of different demographic groups. This rigorous approach significantly enhances the data quality delivered by our panelists.

2. How often is panelist profile information/IP updated and verified?

We gather a wealth of information from our panelists, both during the registration process and through their participation in our internal surveys. During the registration stage, we collect essential sociodemographic information from our panelists, which includes details about their age, gender, education level, income, and other relevant factors. This information is crucial for becoming an active panelist within our community.

To ensure the accuracy and relevance of our panelist data, we update the sociodemographic information at least every six months. This regular updating process allows us to maintain up-to-date profiles and enables us to better match panelists with specific research projects.

In addition to sociodemographic details, we also collect information from panelists on various topics to expand their profiling within our system. These topics cover a wide range of areas such as entertainment, travel, cosmetics, banking, and more. By gathering this additional information, we create a more comprehensive profile of our panelists, enabling us to target specific research studies that align with their interests and preferences. In the registration process, we required a double opt-in from the new panelist.

We do not keep a record of a specific IP associated to each panelist, as we understand they may answer from different IP depending on the time or day.

Detailed description of the panel (3/3)

3. How often were panelists contacted and participated in surveys in the past year?

This is a piece of information that we cannot give as a rule. Panelists will be more frequently invited to surveys if they are more active. We try to adapt the number of invitations to the panelist's desire and behavior. We do have a strict rule for which no panelists will be invited to more than one survey/activity on average five days.

4. How were panelists compensated/incentivized?

Our panelists are always and exclusively incentivized with points, which we call "korus". The number of korus received per survey/activity is correlated to the amount of time estimated in the participation.

Korus are the points system that we use to reward members for their participation. Panelists will earn Korus for each activity or survey they participate in. They can accumulate and redeem them for gifts in our store or allocate them to charity projects.

5. In case another panel was consulted to meet quota: characteristics of panel, timing, etc.?

No other panel was consulted to meet quota, we used entirely our proprietary panel.

Detailed description of the sample (1/2)

1. What steps do you take to achieve a representative sample of the target population?

After a client commissions a sampling project, we begin by defining the specific population target that the client wishes to survey. To select panelists who will answer the client's survey, we carefully analyze the profiling data collected from our panelists through periodic profiling surveys conducted by us.

The selection process involves not only matching panelists with the target filters specified by the client but also ensuring that they are distributed according to the quotas set for the target. Quotas help maintain a balanced representation of different segments within the target population. Once a quota associated with a particular population target has been met, panelists belonging to that target are no longer eligible to participate in the survey.

Once the required panelists are identified and selected, we invite them to participate in the survey via email and mobile app notifications. We strategically schedule and size each invitation based on factors such as response rates and drop-out rates associated with the specific panelists. This careful planning allows us to ensure that the total number of completed survey responses required by the client is achieved within the estimated fieldwork period.

By following this systematic approach, we strive to efficiently and effectively gather data from panelists who meet the client's survey criteria. The combination of targeted selection, invitation management, and adherence to quotas helps us deliver high-quality and reliable results to our client

Detailed description of the sample (2/2)

2. How was the random selection from the panel performed?

The selection is done by our Panel Management tool which, according to the profiling criteria selected and the distribution requested, selects a batch that resembles the needs as much as possible.

3. Invitations? A total of 2593 invitations were sent, divided by 13 batches along the fieldwork period.

4. Reminders? A total of 7 batches of reminders, however each panelist never receive more than two reminders, the first 48 hours after the invitation and the second 24h after the first reminder.

5. Response rate? The response rate was 46%.

6. Refusals? A total of 232 panelists abandoned the survey and 29 refused to participate.

Quality control – General guidelines

- Our panels are recruited from multiple sources and accessible by invitation only, meaning users can only join the panel if they have received a personal invitation from one of our partners. We do not recruit through affiliate marketing campaigns, river samplings, banners, direct marketing, etc.

- The recruitment process is complex and uses several quality control procedures to guarantee unique participants and avoid duplication and fraud.

- The access to the survey is given by a unique code with the possibility to complete the survey on multiple devices, such as smart phone, computer and tablet.

- Participants receive up to 2 reminders in case they have not yet participated.

- Online questionnaires by invitation can only be answered once, so the same invitation cannot be used to participate multiple times.

- After completing the registration and double opt-in process, personal data is checked, and possible duplications are eliminated.

- As information is collected using the CAWI (Computer Assisted Web Interviewing) system, the data file is automatically validated at two levels: validation of response codes, question by question and validation of the articulation between questions (skips and filters), respecting the structure of the questionnaire used.

Detailed description of quality control (1/2)

1. Method

We employ three controls to ensure the authenticity and identity verification of panelists when accessing surveys. These controls are designed to enhance the integrity of the data collected and maintain the quality of our research:

- **Duplicates control**: To prevent duplicate entries, we utilize a fingerprinting system that compares the information of each new access with previous records. This allows us to identify and reject any duplicate responses, ensuring that each panelist provides a unique and distinct set of data for analysis

- **Captcha**: As an additional layer of security, all panelists are required to pass through a captcha verification process when accessing surveys. This measure helps us distinguish human participants from bots or automated systems, ensuring that the responses collected are from genuine individuals

- **Sex/Age control**: To validate the panelist's demographic information, we include questions regarding their sex and age in all our surveys. These responses are then compared with the information collected during the recruitment process. By verifying the consistency of their answers, we can ensure the accuracy of panelist profiles and maintain data integrity throughout the research These controls work in tandem to authenticate panelists, prevent duplicate participation, and verify essential demographic information. By implementing these measures, we uphold the reliability and credibility of the data collected, enabling us to provide valuable insights to our clients with confidence.

Detailed description of quality control (2/2)

2. Where? Besides the methods described, two trap questions were included along the questionnaire, check 1 and check 2.

3. To how many respondents? To every panelist who accessed the survey.

4. Excluded respondents?

A total of 727 interviews were excluded from the survey. The characteristics of the respondents and the reasons of exclusion may be consulted in the Excel file "EXCLUDED_Characteristics of respondents". The motives are:
  - Quality check 1: 39
  - Quality check 2: 61
  - Quota full: 365
  - Abandoned interviews: 232
  - Refusal: 29
  - Not eligible due to age: 1

5. Feedback from respondents if spontaneously received? No specific feedback received from respondents.