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Kantar technical report SCK CEN

SCK CEN Stichting van Openbaar Nut

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1.   Background

The SCK CEN Barometer is a longitudinal study gauging opinion on nuclear energy and the associated risks. It was carried out for the first time in 2002.

2.   General description of the data collection method

Due to the COVID pandemic situation the original face-to-face CAPI methodology has been replaced by a mail to web methodology.

3.   Universe

The population consists of all residents of Belgium aged 18 and older. In practice, the population is limited to individuals who have a sufficient understanding of Dutch or French, as the questionnaire is only offered in these two languages.

Within the data collection method we have made a distinction between the main sample and the boost sample.

Within the main sample, a net sample of n = 1.060 Belgians 18+ has been realized, representative on the basis of gender, age, language and place of residence (province, living climate).

In addition, a boost sample of n = 300 inhabitants 18+ of municipalities in Wallonia with a high radon concentration (class 1b, 2a and 2b) has been realized. The respondents of this boost sample answered a limited part of the questionnaire.

4.   Data collection method

Respondents have been invited by Kantar by letter to participate in an online (CAWI) survey. Within the invitation letter, which has been carefully designed the SCKCEN and Kantar, the purpose of the survey has been explained and also the reason why they have received the invitation letter.

Kantar has foreseen two waves for this survey.   In wave one 10.000 letters have been send, 8.000 to the main sample and 2.000 to the boost sample.   Based on the response on the first sample we decided to

recontact those persons of the first wave who didn't participate together with 10.000 additional letters to a fresh sample.

The (gross) sample is drawn by Kantar from the central reference address files in Flanders (CRAB), Brussels (Urbis) and Wallonia (ICAR).

The sample drawing is completely at random.   All municipalities have been selected for the main sample and all municipalities for the boost sample from the Excel sheet have been selected as well.

1 address has been drawn per 1.715 inhabitants for each municipality. For example, Mol has 37.022 inhabitants, so draw 22 addresses for Mol.

Company addresses have been replaced by private addresses

Within each household the last birthday person in the household is asked to participate.

Respondents belonging to the main sample received the choice between an incentive of 10 euros or a donation of the same amount to the food bank. Regarding the choice of incentive 31% has chosen for the donation and 69% for the 10 €. Respondents who belong to the boost sample did not receive an incentive.

5.   Questionnaire

The average duration of the MAIN study is 25 minutes. The average duration of the BOOST study is 15,5 minutes.

Most of the questionnaire consists of closed questions with Likert answer scales. The questionnaire also contains some open questions.

For certain questions, the order in which they are asked have been randomized. The programming software (NField CAPI) that was developed by Nipo - a Kantar company – has been used for this research, and allowed very complex programming.

NField is ISO27001 certified (data security) and GDPR compliant

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6.   Evolution of the response

7/12/2020

The letters have been send on 7/12 to start on 8/12 (= Day +1).

16/12/2020

We obtained 180 interviews for the main sample and 27 for the boost sample.   This means a response of 2,3% for the main and 1,4% for the boost.   The response is much lower than expected.

21/12/2020

The first reminder was initially scheduled for 21 December. But due to an overload at the printer level the sending out of the letters was postponed to the 8th of January.

22/12/2020

The fieldwork obtained a good evolution: 117 for the boost and 451 for the main. But it will not be enough to obtain the total number of interviews. Therefore we have decided to not only send out the reminders but also the 10.000 additional letters.

04/01/2021

We obtained 648 interviews for the main sample and 157 interviews for the boost sample.

With a lot of pressure, we managed to send out the reminders and additional letters on the 4th of January.

We did send out :

- New sample : 8.000 main and 2.000 boost
- Reminders : 6.657 main and 1.771 boost

11/01/2021

We obtained 959 interviews for the main sample and 196 interviews for the boost sample.

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18/01/2021

In total we have obtained 1.077 interviews for the main sample and 265 interviews for the boost sample.

The survey for the main sample has been closed. After quality control the final number of interviews is 1.060.

25/01/2021

We closed the fieldwork of the boost on Monday morning 25/1. In total we have obtained 304 interviews. The quality check has been done and the final number of interviews is 300.

7.   Data quality control

As all questionnaires have been administered online the quality of the data was already high due to the programming of the questionnaire with filters, sequence and internal checks.

Nevertheless, checks have been carried out on the gross data. In the analysis of the gross results particular attention has been put on certain inconsistencies which could have occurred in the results due for example to programming errors or incoherent answers (e.g. conflicting socio-demos) But none of the questionnaires have been removed due to inconsistencies in the results.

The only clean-up was performed on the fact that the survey was filled in too quickly.   A cut-off value of at least 6 minutes has been applied as a criteria. The respondents which have been removed did receive their incentive. We didn't inform them that they have been excluded from the survey.

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8.   Weighting

The main sample has been weighted on Nielsen area, province, gender, age, habitat (big cities, urban towns, municipalities, other) and education. With as reference the CIM statistics.

The boost sample has been weighted on gender, age and municipality. The municipalities received a weight according to their population within the boost universe. With as reference statbel.

The weight variable delivered in the SPSS file takes into account all aspects included in the table one by one.

Main sample objective versus unweighted versus weighted results

	Objectives CIM	Unweighted %	Weighted %
Gender			
Male	48,7	53,4	48,7
Female	51,3	46,5	51,2
Other	0,1	0,1	0,1
Age			
18-34	26,3	26,5	26,2
35-54	33,5	33,5	33,5
55 and +	40,2	40	40,3
Education			
Primary	20,9	9,9	20,7
Secondary	43,2	29,8	43,1
High	36	60,3	36,2
Nielsen zone			
I	24,2	23,5	24,2
II	32,1	34	32,1
III	12,1	12,3	12,1
IV	15	14,4	15
V	16,6	15,8	16,6
Habitat			
Big cities	29,1	30	29,1
Urban towns	21,9	22,8	21,9
Municipalities	23,6	22,5	23,6
Other	25,4	24,7	25,4
Province			
Antwerpen	16,1	16,9	16,1
Brussel	10,2	11,1	10,3

Henegouwen	11,6	10,1	11,6
Limburg	7,8	8,7	7,8
Luik	9,7	10,1	9,7
Luxemburg	2,5	1,9	2,5
Namen	4,4	3,9	4,4
Oost-Vlaanderen	13,5	13,5	13,5
Vlaams Brabant	10,2	9,5	10
Waals-Brabant	3,4	4,3	3,4
West-Vlaanderen	10,7	10	10,7

Boost sample objective versus unweighted versus weighted results

	Objective statbel	Unweighted %	Weighted %
	Gender		
Male	49,1	50	49,1
Female	50,6	49,7	50,6
Other	0,3	0,3	0,3
	Age		
18-34	26,5	20,3	26,5
35-54	32,5	36	32,5
55 and +	41	43,7	41