Panel Book 2022

S StemPunt

motivaction
insights and strategy

StemPunt – Online panel

What is StemPunt panel?

StemPunt panel is Motivaction's online research panel and consists of over 70,000 active Dutch members (reference date: January 2022). Our panel was founded in 2002 and is ISO 20252:2019 certified.

How can you use StemPunt panel?

Organisations can use StemPunt for conducting research within the Dutch population. This panel can generate representative samples of 1,000 Dutch citizens at short notice, if needs be even within 24 hours. In need of a larger sample size? We are also able to realise samples of up to 20,000 participants within a few weeks.

Furthermore, we are able to reach specific research target groups based on a wide variety of background characteristics. Examples include healthcare employees, owners of e-bikes, or youngsters. Our panel is also enriched with Mentality™, the unique value and lifestyle research model developed by Motivaction.

In addition to traditional quantitative research, you can also use StemPunt panel for:

- Testing new TV programmes
- Implicit association tests
- In-home product testing (IHUT)

Interested?
Please get in touch with :

Maaike Zijderveld
m.zijderveld@motivaction.nl
+31 (0)6 304 05 021

Jeroen Bruin
j.bruin@motivaction.nl
+31 (0)6 411 93 255

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How do we manage the panel?

Motivaction pays a lot of attention to ensure that the composition of the panel remains of the highest quality. Most of the panel members are recruited online. In order to avoid selection bias we make use of various different online recruitment sources.

We also recruit panel members 'offline', e.g. via postal or central location studies in which respondents are contacted either directly or indirectly via invitations, e.g. on beer mats in pubs.

Recruitment takes place via individual invitations and via spontaneous applications. For those target groups which are harder to reach for (online) research, we also make use of specialised panel suppliers.

Motivaction investigates any bias resulting from self-selection and recruitment methods regularly and corrects the panel composition accordingly based on the results of these studies.
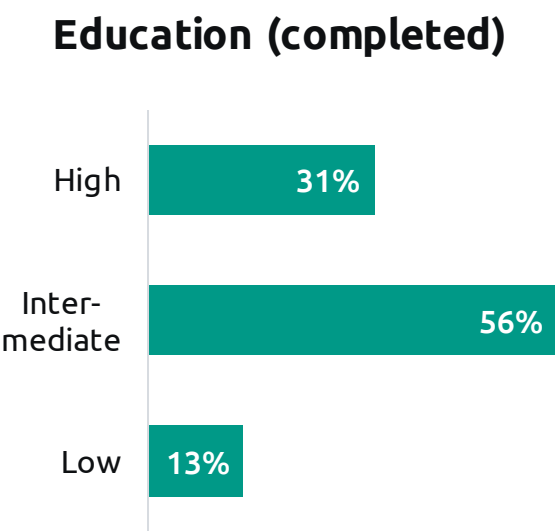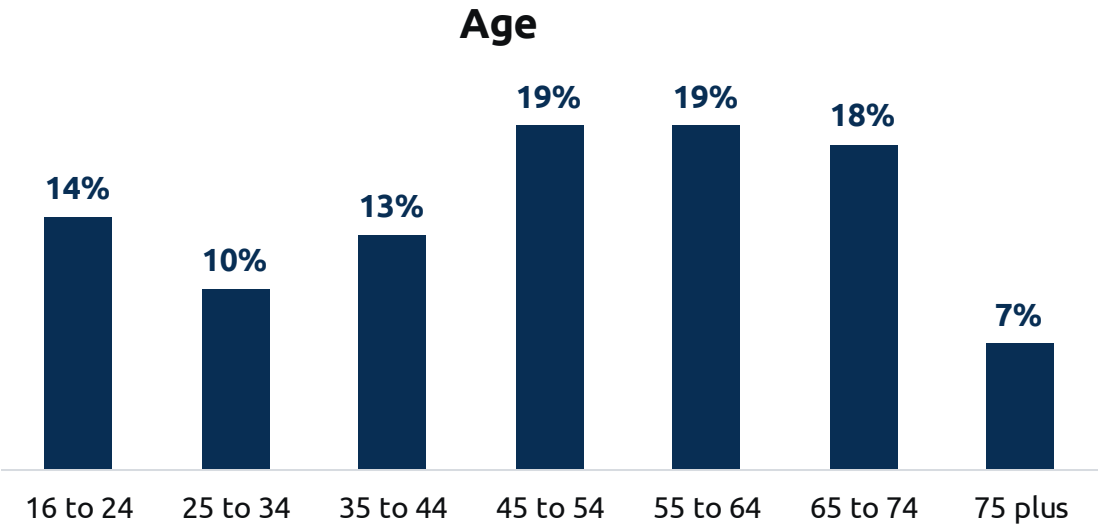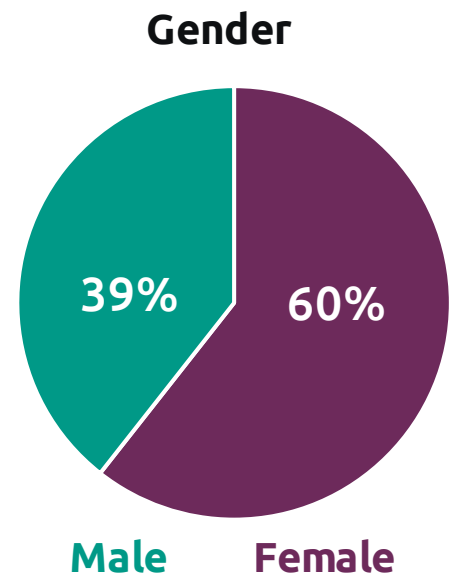
Contact with panel members takes place via e-mail. Panel members are able to complete questionnaires on their PC, tablet or smartphone.
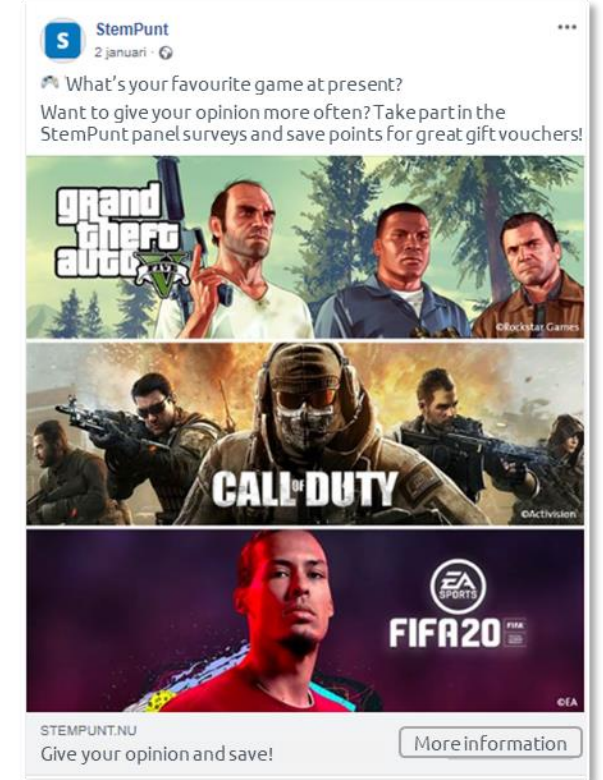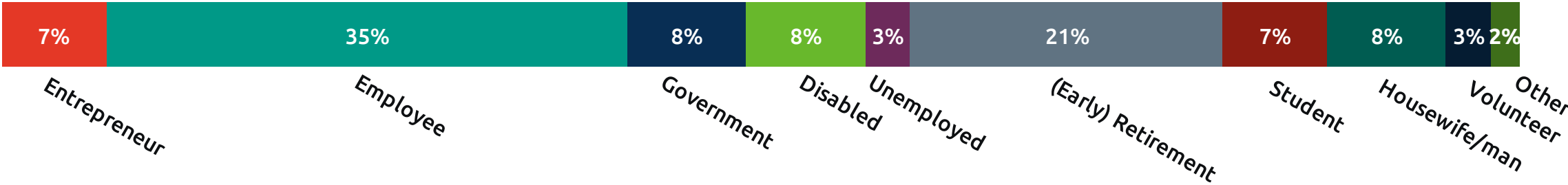
Read further for information about the panel composition and an indication of the background characteristics and available additional enrichments.
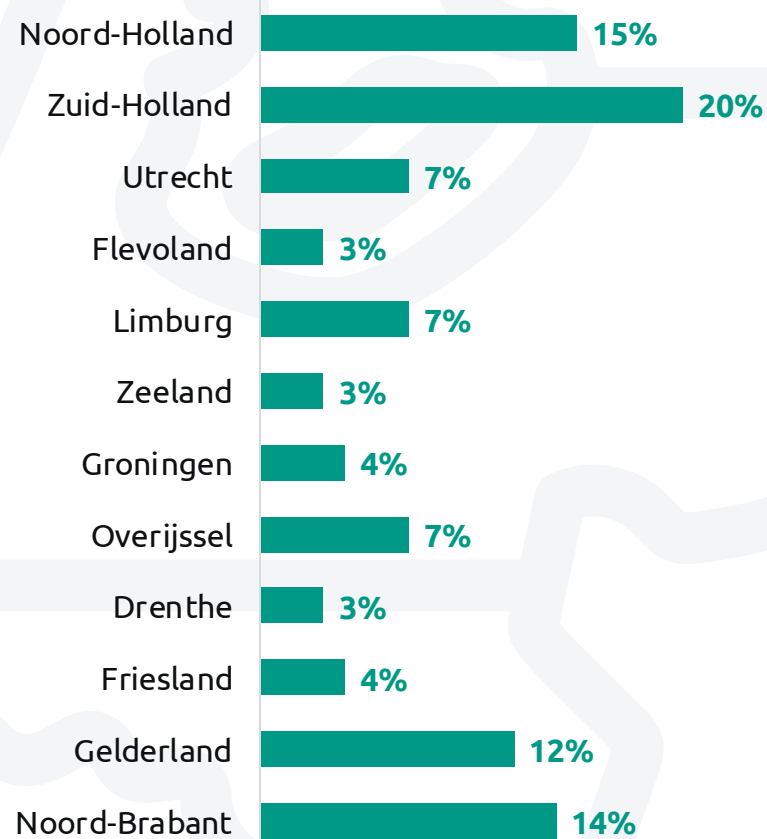
Personal background

Gender

- **39%** Male
- **60%** Female

Age

Age group	Percentage
16 to 24	14%
25 to 34	10%
35 to 44	13%
45 to 54	19%
55 to 64	19%
65 to 74	18%
75 plus	7%

Education (completed)

Level	Percentage
High	31%
Intermediate	56%
Low	13%

Work

Category	Percentage
Entrepreneur	7%
Employee	35%
Government	8%
Disabled	8%
Unemployed	3%
(Early) Retirement	21%
Student	7%
Housewife/man	8%
Volunteer	3%
Other	2%

Personal background

Which province do you live in?

Province	%
Noord-Holland	15%
Zuid-Holland	20%
Utrecht	7%
Flevoland	3%
Limburg	7%
Zeeland	3%
Groningen	4%
Overijssel	7%
Drenthe	3%
Friesland	4%
Gelderland	12%
Noord-Brabant	14%

Nielsen regions

- North — 11%
- East — 22%
- South — 24%
- West — 30%
- A'dam, R'dam, Utrecht — 9%
- Urban periphery — 4%
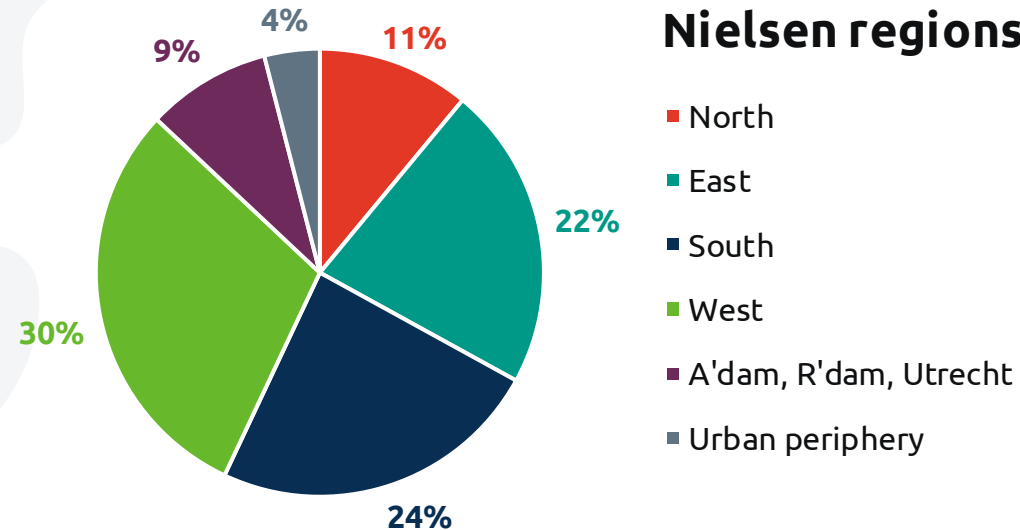
Do you own or rent your home?

	%
Own	62%
Rent	36%
Other	2%
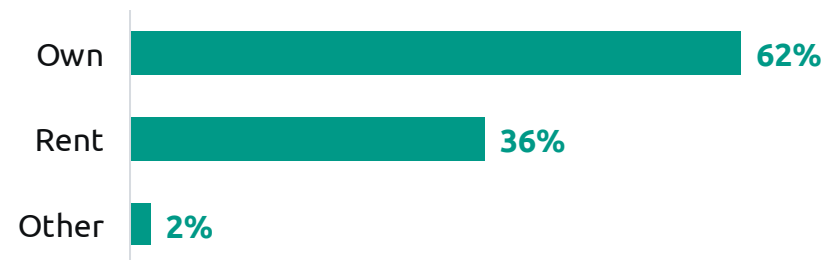
Personal background

Who in your household is responsible for doing the shopping?

- I myself — **55,0%**
- Partner — **8,1%**
- Both — **31,3%**
- Other — **5,6%**

Household composition

- 27%
- 14%
- 48%
- 8%
- 1%
- 2%

- Single (with/without children living at home)
- Cohabiting
- Married
- Living with parents/family
- Residential group/student residence
- Refusal
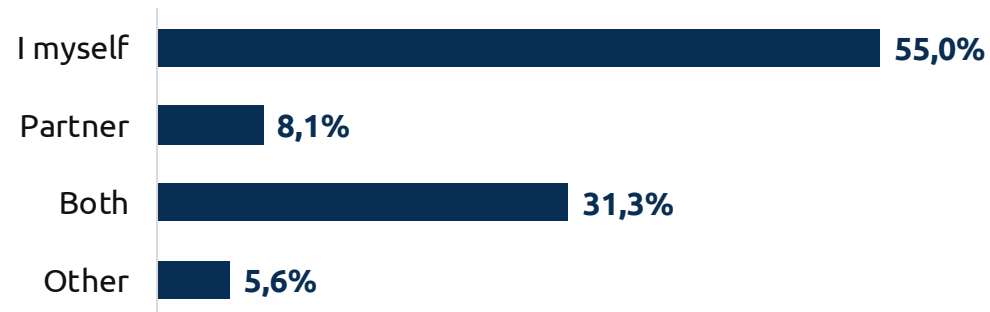
What is your gross household income?

- Minimum wage level — **6,8%**
- Lower than average — **14,4%**
- Almost average — **10,5%**
- Average — **12,4%**
- 1 to 2 times average — **15,3%**
- Twice average — **4,1%**
- Higher than twice average — **4,5%**
- Refusal — **21,8%**
- Don't know — **9,8%**
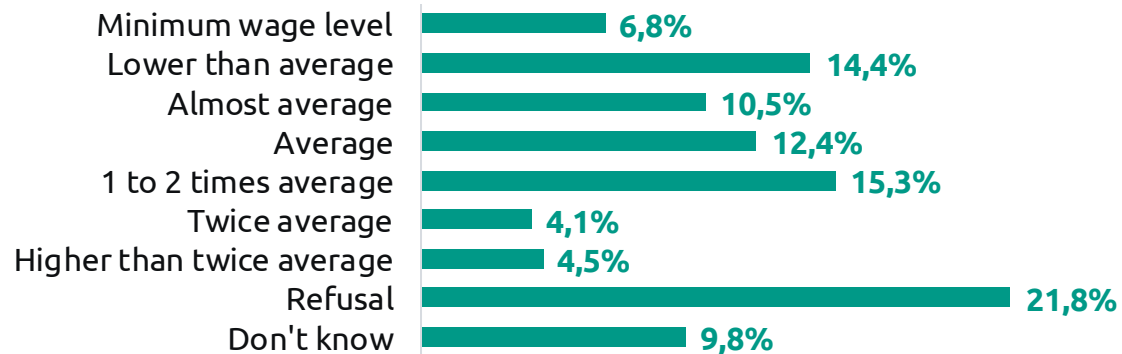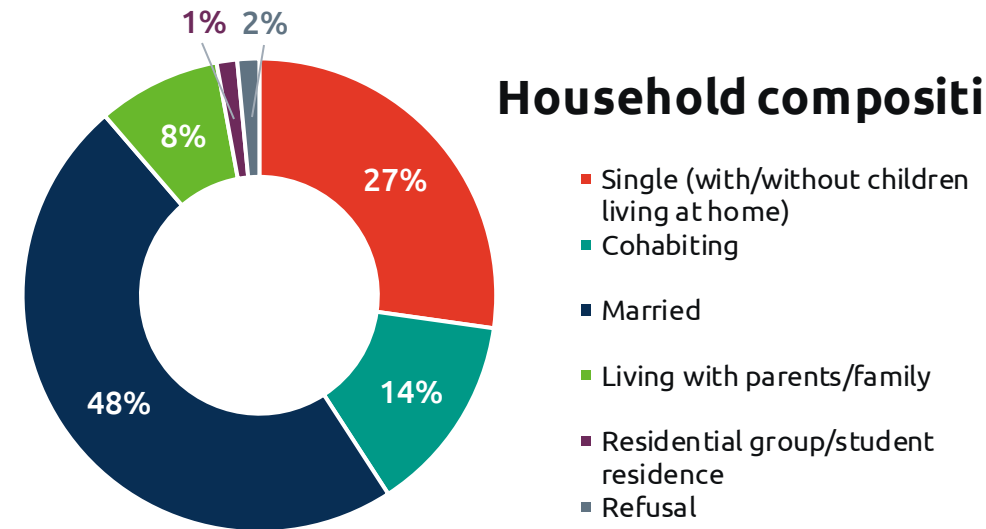
Do you have any children living at home?

33,5%	**66,5%**

No   **Yes**

Personal background

Who is the main wage earner in your household?
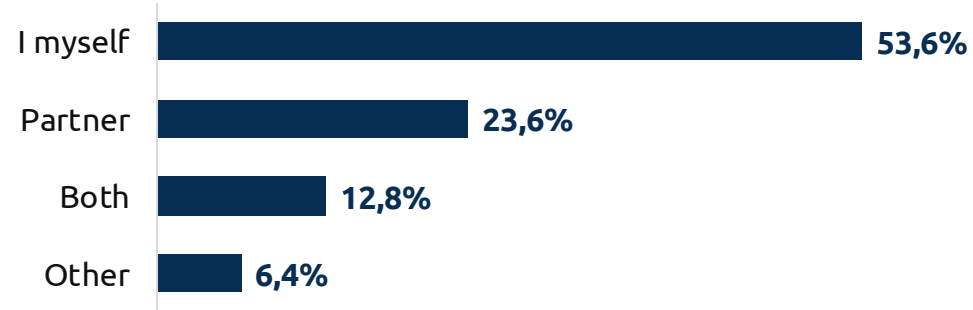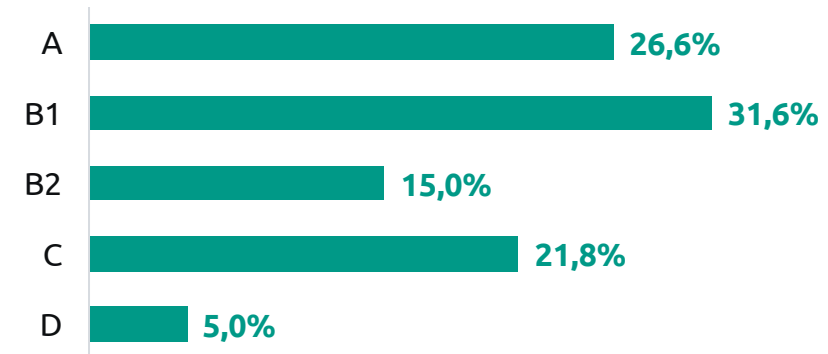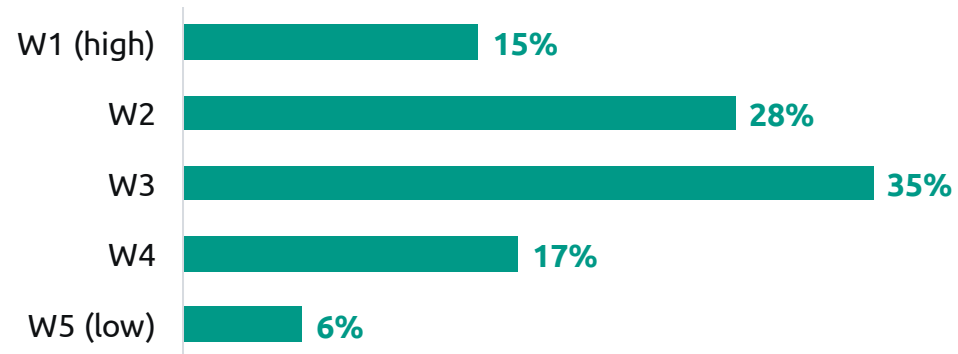
I myself	53,6%
Partner	23,6%
Both	12,8%
Other	6,4%

Social class

A	26,6%
B1	31,6%
B2	15,0%
C	21,8%
D	5,0%

Prosperity class

W1 (high)	15%
W2	28%
W3	35%
W4	17%
W5 (low)	6%

StemPunt Enrichment data

StemPunt Enrichment data

 Mentality segmentation

 Voting behaviour

 Professions

 Household shopping

 Tobacco

 Health and sport

 Mobility and transport

 Internet

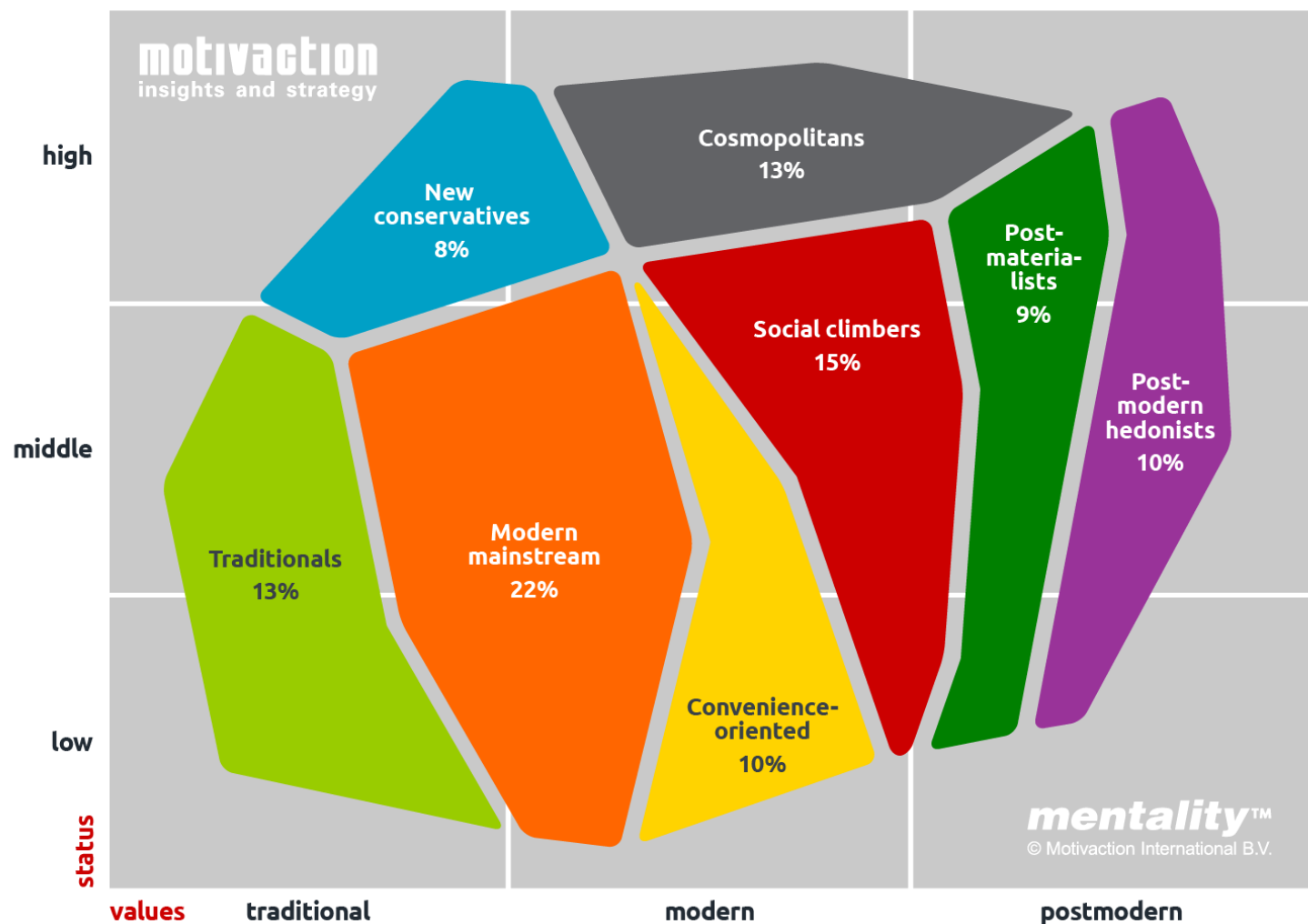 TV, Radio and Video on Demand

 Print

 Telecom

 Banks and Pensions

 Energy and home

 Insurance

Mentality segmentation and voting behaviour

Voting behaviour: Which party did you vote for at the last General Election?

StemPunt enrichment data – Professions

Government

- Which government sector do you work in?

Education

- What area do you work in within the education sector? (primary school, secondary school, MBO (Vocational college), HBO (Technical college), WO (University), Research institutes, University medical centres, adult education, other)
- What position(s) do you hold within the education sector?

Care

- What type of care organisation do you work in?
- What type of work do you do within first line care?
- What position do you hold within the care sector?

IT

- What type of position do you have in IT / automation?
- Which programming languages are you able to work in?

Financial

- What type of financial institution do you work for?
- Do you have contact with customers at the bank?

Trade

- What type of trade organisation do you work for?
- Do you have contact with customers?

StemPunt enrichment data – Household shopping

- At what types of shops do you do the household shopping?
  - Supermarket
  - Butcher
  - Greengrocer
  - Baker
  - Drugstore chemist
  - Organic produce shop
  - DIY-store
  - Garden centre

- At which supermarkets or health food stores do you do the household shopping?
- In which store do you do most of your household shopping?
- When is the supermarket shopping normally done?

StemPunt enrichment data – Tobacco

- Do you smoke?

- How much do you smoke per day?

- Which of the following tobacco products do you use:

  - Factory-made cigarettes

  - Filter cigarettes

  - E-cigarettes

  - Rolling tobacco/Roll-your-own cigarettes

  - Cigars

- Which brand of rolling tobacco do you smoke most often?

- Which variant of rolling tobacco do you smoke most often?

- Which brand of rolling papers do you use to roll your own cigarettes?

- Which brands of rolling tobacco do you smoke in addition to your regular brand?

- Which brand of factory-made cigarettes do you smoke most often?

- Which brands of factory-made cigarettes do you smoke in addition to your regular brand?

- Welk brand of filter cigarettes do smoke most often?

- Which brands of filter cigarettes do you smoke in addition to your regular brand?

StemPunt enrichment data – Health and sport

- Which medical insurer did you select for your medical insurance coverage?
- Which of the following conditions have you had in the past or do you currently still have?
  - Respiratory system
  - Skin
  - Digestion
  - Eyes
  - Allergy
  - Metabolic system
  - Kidneys/Urinary tract
  - Heart and vascular system
  - Head and neck complaints
  - Musculo/skeletal system
  - Psyche
  - Other

- How often do you do some kind of sport?
- Where do you do your sport? At home, Out-of-doors, At the gym/sports club, With a sports association
- Which sports do you take part in?

StemPunt enrichment data – Mobility and transport

- Please indicate how far you are prepared to travel in order to undertake the following activities.
  - Go to my place of work
  - Go to school/college (for myself or for my children)
  - Go shopping (for items other than daily household shopping)
  - Visit the cinema
  - Visit the GP
- Which municipality do you work in?
- How long does it take you to get to your place of work or school/college?
- Which municipality do you go to school/college in?
- How long does it take you to get to your school?
- How often do you use the following means of transport?
  - Car
  - Electric bicycle/e-bike
  - Moped/scooter
  - Bicycle
  - Train
  - Tram
  - Bus

- Which means of transport are present in your household?
  - Car
  - Electric bicycle/e-bike
  - Moped/scooter
  - Bicycle
- What make is the car that is used most?
- Was this car:
  - New
  - Second-hand
- Was this auto:
  - Purchased
  - Lease
  - Private lease
- Which makes are any other cars present?
- Which make is the bicycle (that is used most)?
- Do you have a season ticket for the:
  - Train
  - Tram
  - Bus
- Who pays the public transport season ticket?
- What make is the moped/.scooter (that is used most)?

StemPunt enrichment data – Internet

- How often and how many hours do you use internet via:
    - PC / laptop at home
    - PC / laptop at school
    - PC / laptop at work
    - Tablet
    - Smartphone
    - Game console
    - Dvd-/media player
    - Smart TV

- Which of the following products do you ever order online nowadays:
    - Daily household shopping
    - Toiletries
    - Clothing
    - Shoes
    - Books
    - Magazines
    - Music
    - Films
    - Games
    - Electronic appliances
    - Garden articles
    - Insurance
    - Furniture
    - Household articles

StemPunt enrichment data – TV, Radio, VOD

- How often / how many hours per week do you watch television via:
  - TV
  - PC / laptop
  - Tablet
  - Telephone / smartphone
- Which TV channels and broadcasters do you ever watch nowadays?
- Which of the following TV programmes are your favourite TV programmes?
- How often / how many hours per week do you listen to the radio via:
  - Radio/stereo
  - Car radio
  - TV
  - PC / laptop
  - Tablet
  - Telephone / smartphone
- Which of the following radio stations do you ever listen to nowadays?

- Please indicate which streaming services you use when listening to music?
- Do you ever listen to podcasts?
- Which of the following podcasts do you ever listen to nowadays?
- How often do you watch on demand via…
  - A TV
  - A PC / laptop
  - A tablet
  - A telephone / smartphone
- Which of the following online video services do you ever use nowadays?
- How often do you use the following online video services?
- How many hours per week do you watch videos on YouTube?

StemPunt enrichment data – Print

- Hoe often / How many hours per week do you spend reading a newspaper or news bulletins?
  - On paper
  - Digitally
- Which of the following newspapers or news sites do you ever read nowadays?
- How often / How many hours per week do you spend reading a magazine?
  - On paper
  - Digitally
- Which of the following applies to you relating to magazines?
  - I have a magazine subscription
  - I sometimes read a single issue of a magazine
  - I sometimes read magazines digitally
  - I follow the social media channels or website of a magazine
- Which of the following magazine categories do you ever read nowadays?
- Which TV-guide/broadcaster magazines do you read?

StemPunt enrichment data – Telecom

- Who is your current provider for:
  - Television
  - Fixed telephone line
  - Fixed internet at home
  - Personal mobile phone
- What brand of mobile phone do you have?
- How often do you use the following functions on your mobile phone?
  - Internet
  - E-mail
  - SMS
  - WhatsApp
  - Bluetooth
  - GPS
- Do you have a subscription or do you use pre-paid?
- Do you ever use the fixed telephone line?

- Are you the person who chooses the provider for the fixed telephone line?

StemPunt enrichment data – Banks and Pensions

- General aspects
    - Who makes most of the financial decisions in your household?
    - Which bank(s) do you have a current account at?
    - Which bank(s) do you have a savings account at?
    - Which bank(s) do you have an investment account at?
    - Which institution(s) do you have a mortgage with?

- Which of the following applies to your pension?
    - I am a pensioner/am retired
    - I am currently saving for my pension via my work/employer
    - I am saving independently for my own pension
    - None of the above

- Who do you receive your pension from?
    - Pension fund, namely: …
    - Pension insurance company, namely: …

- Which of the following pension schemes applies to you?
    - Average salary scheme
    - Final salary scheme
    - Defined contribution plan
    - A combination of the above
    - I don't know

- How are you saving for your pension via your work/employer?
    - With a pension fund, namely: …
    - With a pension insurance company, namely: …

- How are you saving independently for your own pension?

StemPunt enrichment data – Energy and home

- Who chooses the energy supplier in your household?

- Which energy supplier are you a customer with?

- For which of the following reasons would you switch to a different energy supplier?

- Have you ever switched to a different energy supplier for your gas and electricity supply?

- What type of house/home do you live in?

StemPunt enrichment data – Insurance

- Which insurance policies do you currently have?

- Who is responsible for taking out the insurance policy?

- Which insurance company/companies do you currently have at least one insurance policy with?

Motivaction International B.V.

Marnixkade 109F
1015ZL Amsterdam

Postbus 15262
1001MG Amsterdam

020 589 83 83

info@motivaction.nl

www.motivaction.nl

Weet wat mensen drijft.

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