

# Stempunt

## What is the StemPunt panel?

The StemPunt-panel is Motivaction's ISO 26362-certified online research panel. Created in 2002, the panel consists of over 70,000 active Dutch citizens (reference date: January 2024). We use this panel for representative research conducted among Dutch citizens. We also take samples for research from a broad range of target groups, such as specific ethnic and business segments. There is a great deal of profile data available on the panel members.

## How do we compile goal-oriented samples?

We take samples using propensity sampling, a statistical technique that makes it possible to correct self-selection, among other things. We then match these samples from the StemPunt panel to the "Gold Standard" and to underlying reference data based on Mentality™, Motivaction's unique values and lifestyle research tool.

- **You want your organization to perform at its best, now and in the future. To do this, you need to know more about your target groups' behavior and what motivates them**
- **StemPunt gives you fast and continuous access to population segments relevant to your organization and a broad range of lifestyle and profile data**
- **You will have reliable data at your disposal, allowing you to increase the impact of your organization and its policy**

# Stempunt

## **How do we manage the panel?**

Motivaction takes great care to ensure that it compiles a high-quality panel. The foundation of the panel consists of panel members recruited online. In order to prevent selectiveness, we use a variety of online recruitment sources. We also recruit panel members offline, for example via research in which we approach respondents by mail, radio, television and newspapers. We approach target groups which are more difficult to reach for (online) research via specialized panel suppliers. Motivaction regularly conducts research into self-selection and methods of approach, and adjusts the composition of the panel based on the results of this research.

## **How can StemPunt benefit *you*?**

StemPunt will provide you with reliable and valid data which is representative of specific target groups. It will also give detailed information on people's behavior, motives, and needs. Research results are enriched with the Mentality profile, socio-demographic information, and previous research results.

