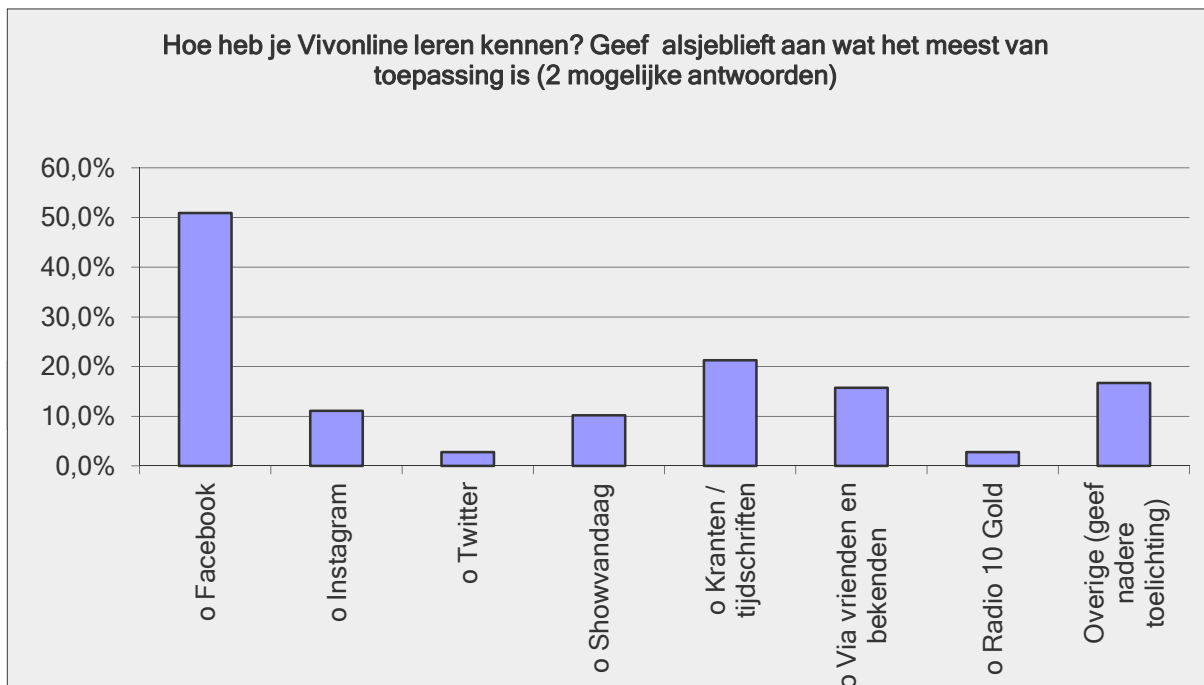


Vivonline

Hoe heb je Vivonline leren kennen? Geef alsjeblift aan wat het meest van toepassing is (2 mogelijke antwoorden)

Answer Options	Response Percent	Response Count
☐ Facebook	50,9%	55
☐ Instagram	11,1%	12
☐ Twitter	2,8%	3
☐ Showvandaag	10,2%	11
☐ Kranten / tijdschriften	21,3%	23
☐ Via vrienden en bekenden	15,7%	17
☐ Radio 10 Gold	2,8%	3
☐ Overige (geef nadere toelichting)	16,7%	18
answered question		108
skipped question		0



Question group: Behaviorally

1.How did you get to know Vivonline? Max 2 answers.

Answer Options	Response Percent	Response Count
☐ Facebook	50,9%	55
☐ Instagram	11,1%	12
☐ Twitter	2,8%	3
☐ Showvandaag TV program	10,2%	11
☐ Papers / Magazines	21,3%	23
☐ Frends	15,7%	17
☐ Radio 10 Gold	2,8%	3
☐ Other (please explain)	16,7%	18
answered question		108
skipped question		0
total responses		142

Breakdown into categories DIGITAL / TRADITIONAL / OTHER

Digital media

o Facebook	50,9%	55
o Instagram	11,1%	12
o Twitter	2,8%	3
Total	64,8%	70

Traditional media

o Showvandaag TV program	10,2%	11
o Papers / Magazines	21,3%	23
o Radio 10 Gold	2,8%	3
Total	34,3%	37

Other (please explain

o Friends	15,7%	17
Other (please explain)	16,7%	18
Total	32,4%	35

Response control

142

Breakdown of the 16,7% answers in Other

Other digital media, websites, search engines, links and blogs	9,3%	10
Other traditional media, other TV and radio exposure	4,6%	5
o Mouth to mouth communications	1,9%	2
Total	16,7%	18

Digital media, response of the category OTHER coded and included into these categories

o Facebook	50,90%	55
o Instagram	11,10%	12
o Twitter	2,80%	3
o Other digital media	9,26%	10
Total	74,06%	80

Traditional media, response of the category OTHER coded and included into these categories

o Showvandaag TV program	10,20%	11
o Papers / Magazines	21,30%	23
o Radio 10 Gold	2,80%	3
o Other traditional media	4,63%	5
Total	38,93%	42

Response control

142

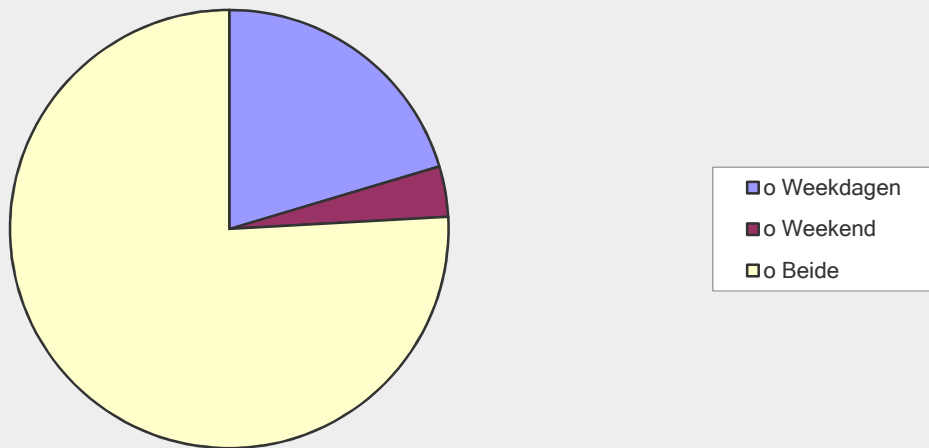
1

Vivonline

Welke dagen in de week bezoek je Vivonline? Geef alsjeblieft aan wat het meest van toepassing is

Answer Options	Response Percent	Response Count
☐ Weekdagen	20,4%	22
☐ Weekend	3,7%	4
☐ Beide	75,9%	82
<i>answered question</i>		108
<i>skipped question</i>		0

On which days do you visit Vivonline, please choose the best



Question group: Behaviorally

2. On which days do you visit Vivonline, please choose the best fit

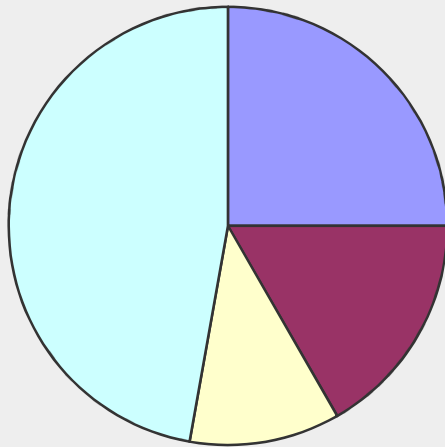
Answer Options	Response Percent	Response Count
☐ During the week	20,4%	22
☐ Weekend	3,7%	4
☐ Both	75,9%	82
<i>answered question</i>		108
<i>skipped question</i>		0
<i>total responses</i>		108

Vivonline

Wanneer bezoek je Vivonline? Geef alsjeblift aan wat het meest van toepassing is

Answer Options	Response Percent	Response Count
☐ Ochtend tot 1130	25,0%	27
☐ Middag 1130 - 1500	16,7%	18
☐ Einde van de middag 1500 - 1700	11,1%	12
☐ Avond na 1700	47,2%	51
<i>answered question</i>		108
<i>skipped question</i>		0

At what time do you visit Vivonline, please chose the best fit



- ☐ Ochtend tot 1130
- ☐ Middag 1130 - 1500
- ☐ Einde van de middag 1500 - 1700
- ☐ Avond na 1700

Question group: Behaviorally

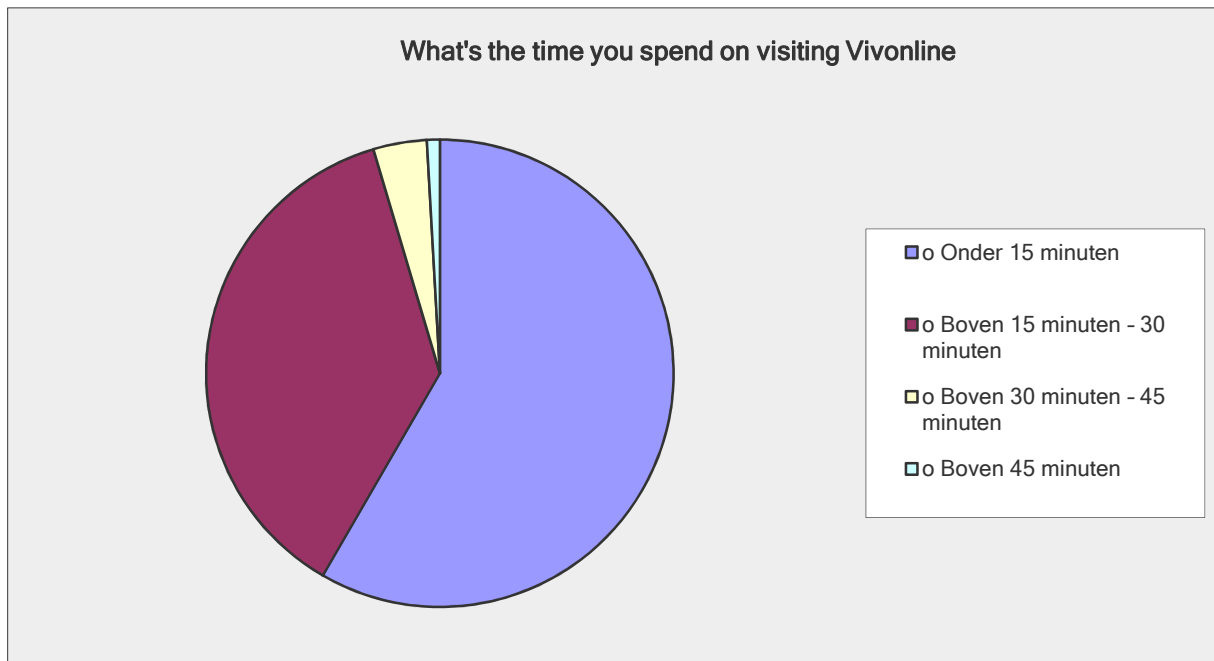
3. At what time do you visit Vivonline, please chose the best fit

Answer Options	Response Percent	Response Count
☐ Morning until 1130	25,0%	27
☐ During the day 1130 - 1500	16,7%	18
☐ Afternoon 1500 - 1700	11,1%	12
☐ Evening 1700 and later	47,2%	51
<i>answered question</i>		108
<i>skipped question</i>		0
<i>total responses</i>		108

Vivonline

Hoelang bezoek je Vivonline?

Answer Options	Response Percent	Response Count
☐ Onder 15 minuten	58,3%	63
☐ Boven 15 minuten - 30 minuten	37,0%	40
☐ Boven 30 minuten - 45 minuten	3,7%	4
☐ Boven 45 minuten	0,9%	1
answered question		108
skipped question		0



Question group: Behaviorally

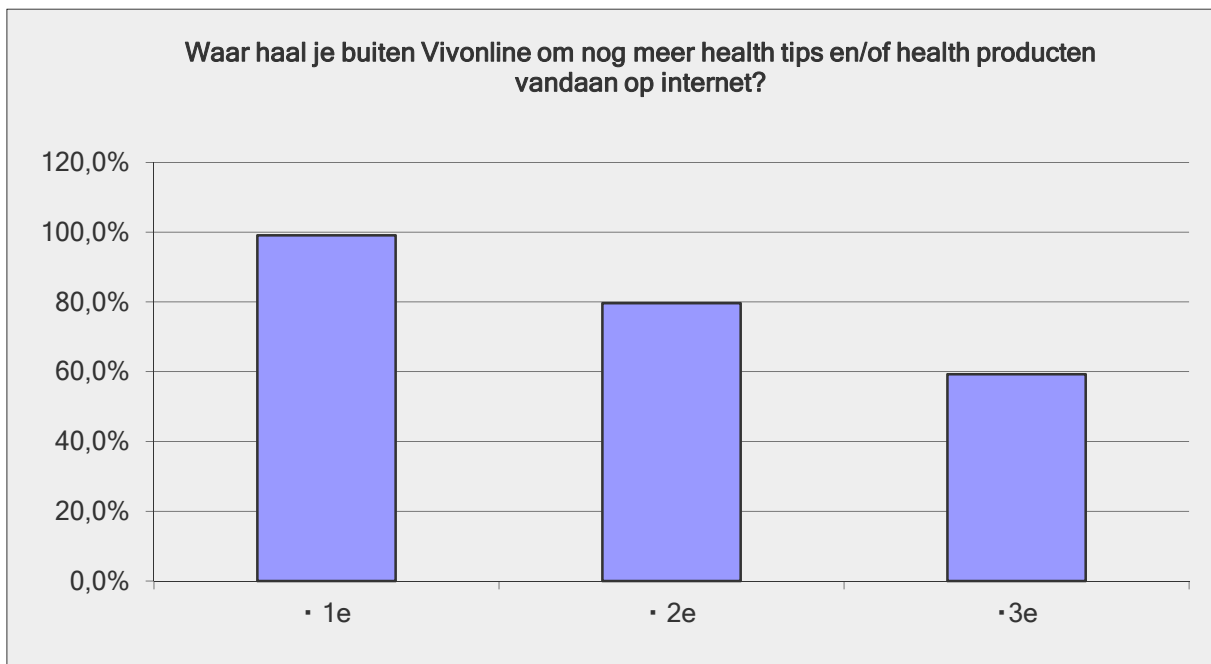
4.What's the time you spend on visiting Vivonline

Answer Options	Response Percent	Response Count
☐ 15 minutes or less	58,3%	63
☐ Between 15 minutes - 30 minutes	37,0%	40
☐ Between 30 minutes - 45 minutes	3,7%	4
☐ More then 45 minutes	0,9%	1
answered question		108
skipped question		0
total responses		108

Vivonline

Waar haal je buiten Vivonline om nog meer health tips en/of health producten vandaan op internet?

Answer Options	Response Percent	Response Count
• 1e	99,1%	107
• 2e	79,6%	86
• 3e	59,3%	64
<i>answered question</i>		108
<i>skipped question</i>		0



Question group: Competition

5. Where do you get your health tips and / or products elsewhere on the internet

Answer Options	Response Percent	Response Count
• 1e	99,1%	107
• 2e	79,6%	86
• 3e	59,3%	64
<i>answered question</i>		108
<i>skipped question</i>		0
<i>total responses</i>		255

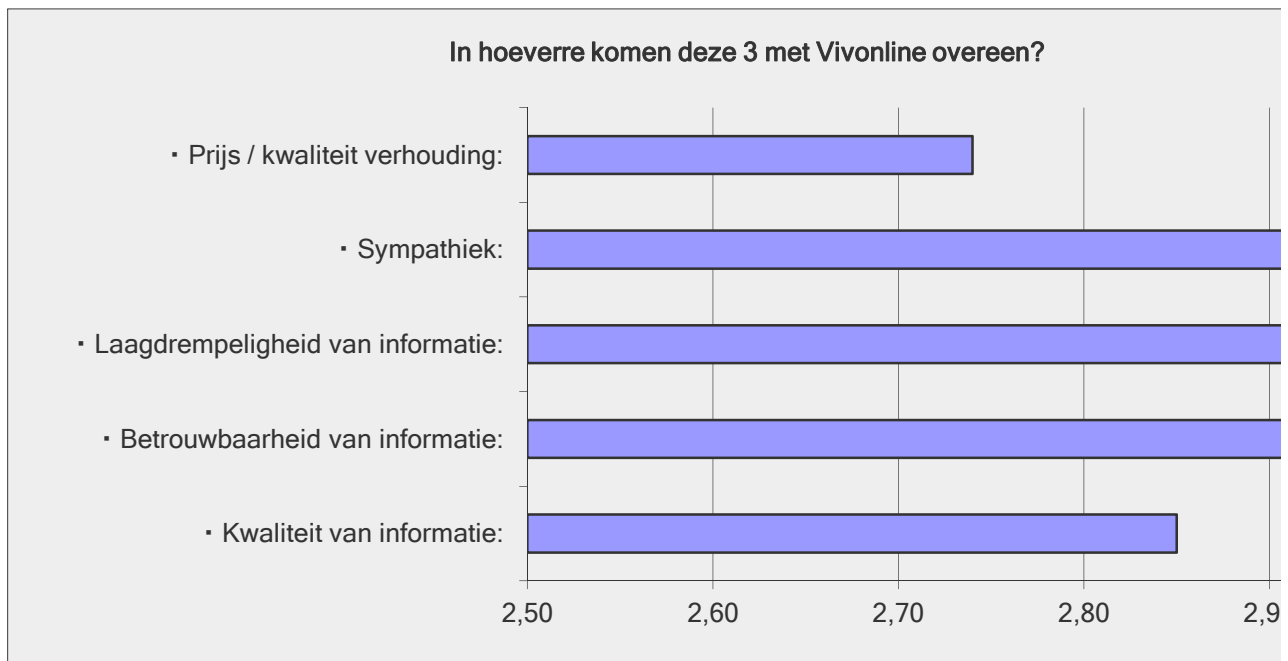
Coderen

dubbel met vraag 7

Vivonline

In hoeverre komen deze 3 met Vivonline overeen? (Online based)

Answer Options	helemaal niet	een beetje	grotendeel s	helemaal	Rating Average	Response Count
• Kwaliteit van informatie:	4	26	60	18	2,85	108
• Betrouwbaarheid van	2	15	70	21	3,02	108
• Laagdrempeligheid van	4	12	64	28	3,07	108
• Sympathiek:	5	13	56	34	3,10	108
• Prijs / kwaliteit verhouding:	9	21	62	12	2,74	104
• Overige (geef nadere toelichting)						7
answered question						108
skipped question						0



Question group: Competition

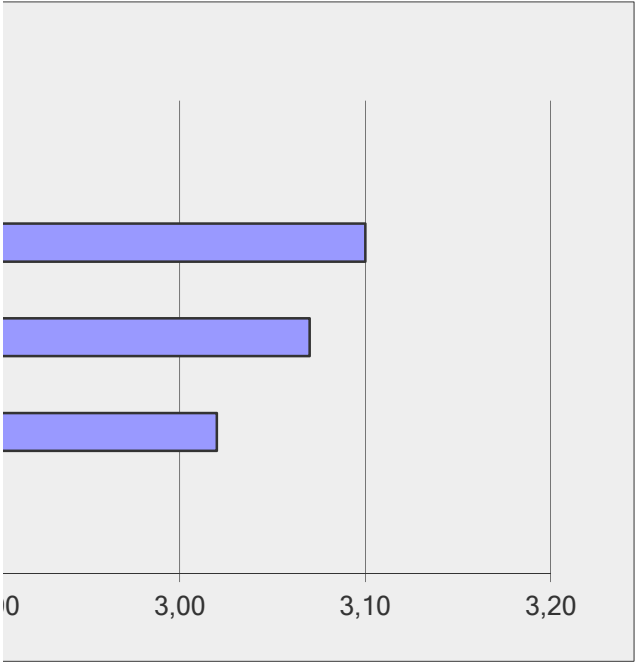
6. To what extend do these statements correspond to Vivonline (online based)

Answer Options	Not at all	A little	For the greatest part	Totally	Rating Average	Response Count
Likert scale	1	2	3	4		
• Quality of information:	4	26	60	18	2,85	108
• Reliability of information:	2	15	70	21	3,02	108
• Information easy accessible:	4	12	64	28	3,07	108
• Sympathiek:	5	13	56	34	3,10	108
• Price / Quality ratio:	9	21	62	12	2,74	104
Other (please explain)						7

<i>answered question</i>	108
<i>skipped question</i>	0
<i>total responses</i>	543

Weighted Mean Average	Conclusion
1	Very negative
1 to 2	Negative
2 to 3	Tends to positive but can be improved
3 to 4	Positive
4	Perfect

Likert Scale Dimensions	
Weighted Mean	Assigned
1	Very
1 to 2	Negative
2 to 3	Tends to positive but can be improved
3 to 4	Positive
4	Perfect



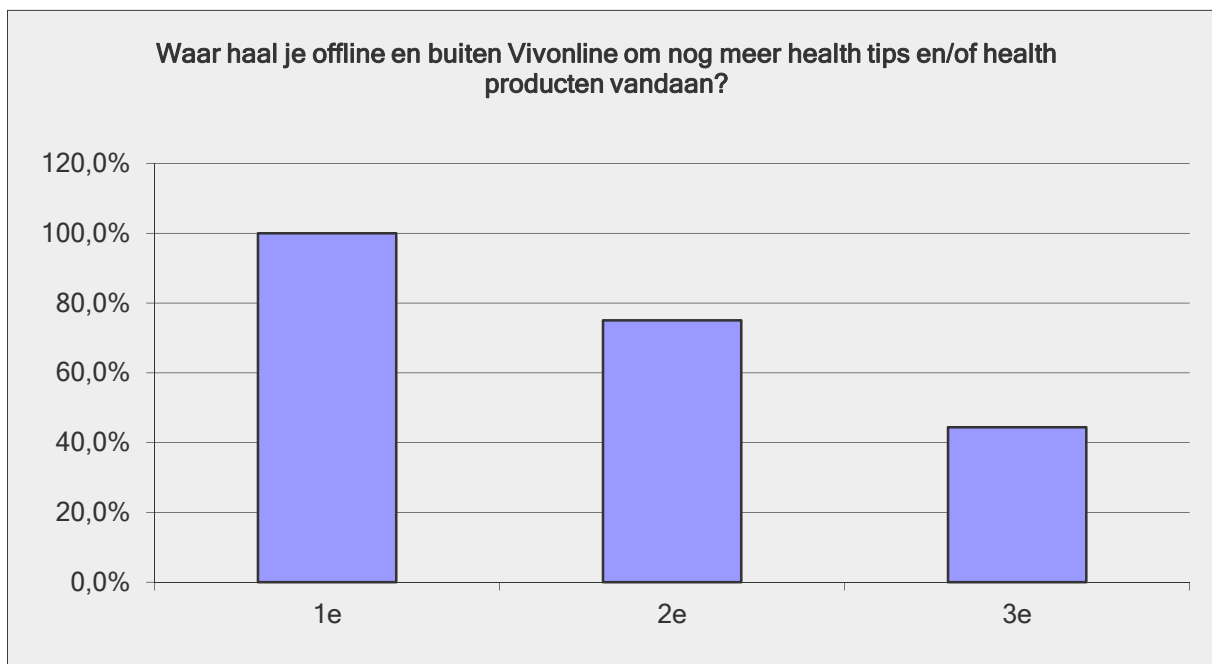
Conclusion	
	Tends to positive but can be improved
	Positive
	Positive
	Positive
	Tends to positive but can be improved
	N/A



Vivonline

Waar haal je offline en buiten Vivonline om nog meer health tips en/of health producten vandaan?

Answer Options	Response Percent	Response Count
1e	100,0%	108
2e	75,0%	81
3e	44,4%	48
<i>answered question</i>		108
<i>skipped question</i>		0



Question group: Competition

7. Where do you get your OFFLINE health tips and / or products

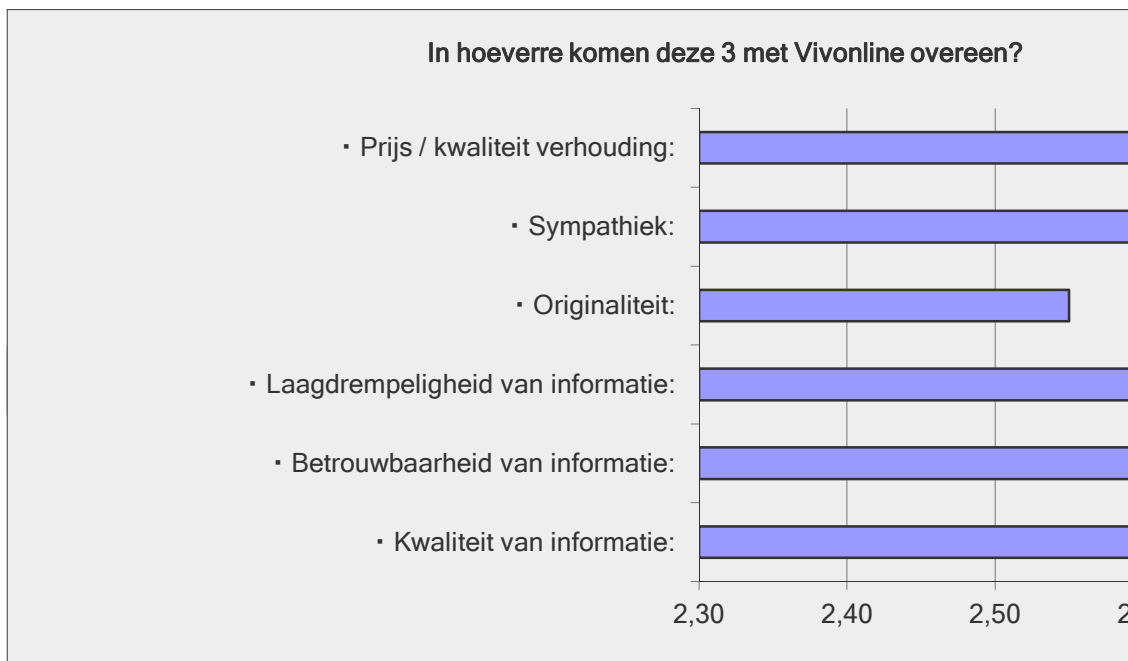
Answer Options	Response Percent	Response Count
• 1e	100,0%	108
• 2e	75,0%	81
• 3e	44,4%	48
<i>answered question</i>		108
<i>skipped question</i>		0
<i>total responses</i>		237

Vivonline

In hoeverre komen deze 3 met Vivonline overeen?

Answer Options	helemaal niet	een beetje	grotendeels	helemaal
• Kwaliteit van informatie:	3	23	71	11
• Betrouwbaarheid van	2	22	71	13
• Laagdrempeligheid van	3	25	63	16
• Originaliteit:	10	38	49	10
• Sympathiek:	3	25	63	14
• Prijs / kwaliteit verhouding:	3	31	64	8

ans
s



Question group: Competition

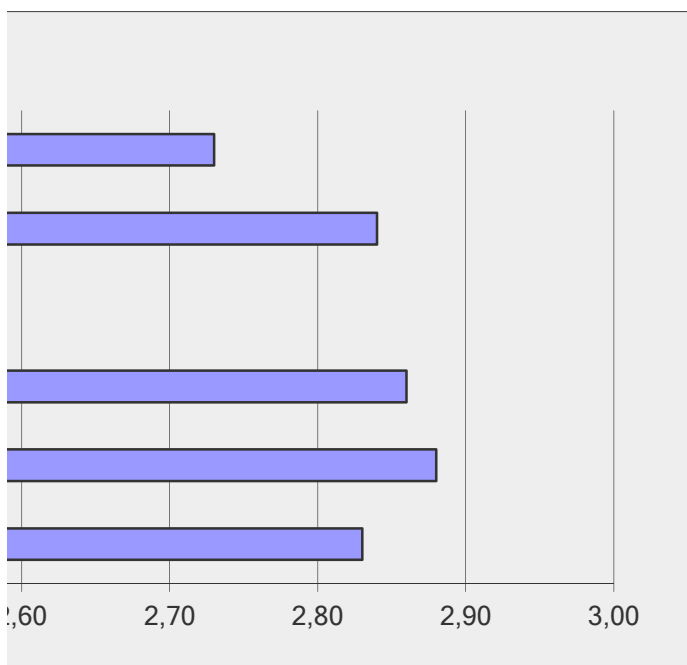
8. To what extent do these statements correspond to Vivonline (offline based)

Answer Options	Not at all	A little	For the greatest part	Totally
Likert scale	1	2	3	4
• Quality of information:	3	23	71	11
• Reliability of information:	2	22	71	13
• Information easy accessible:	3	25	63	16
• Originaliteit:	10	38	49	10
• Sympathiek:	3	25	63	14
• Price / Quality ratio:	3	31	64	8

ans

dubbel met vraag 6

Rating Average	Response Count
2,83	108
2,88	108
2,86	107
2,55	107
2,84	105
2,73	106
answered question	108
skipped question	0



Rating Average	Response Count	Conclusion
2,83	108	Tends to positive but can be improved
2,88	108	Tends to positive but can be improved
2,86	107	Tends to positive but can be improved
2,55	107	Tends to positive but can be improved
2,84	105	Tends to positive but can be improved
2,73	106	Tends to positive but can be improved
answered question	108	N/A

<i>skipped question</i>	0	
<i>total responses</i>	641	

Vivonline

9. Please rate the importance of the following aspects of online shopping

Answer Options	Helemaal niet belangrijk	Niet zo belangrijk	Een beetje belangrijk	Heel belangrijk
• Assortment:	0	2	30	76
• Price:	0	3	38	66
• Quality:	0	0	14	94
• Easy to use:	0	3	33	72
• Safety:	0	2	31	74



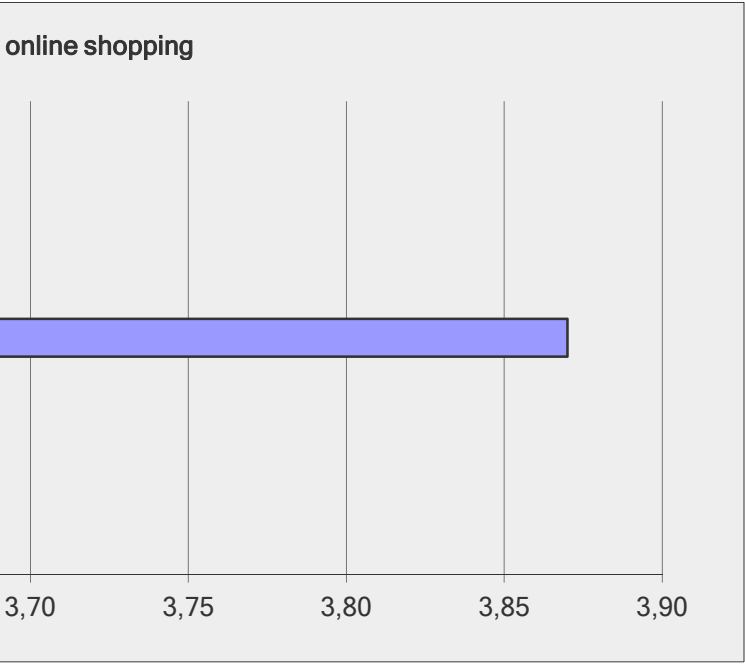
Question group: Psycho-graphical

9. Please rate the importance of the following aspects of online shopping

Answer Options	Not important at all	Not very important	A bit important	Very important
Likert scale	1	2	3	4
• Assortment:	0	2	30	76
• Price:	0	3	38	66
• Quality:	0	0	14	94
• Easy to use:	0	3	33	72
• Safety:	0	2	31	74

answered question
skipped question

Rating Average	Response Count
3,69	108
3,59	107
3,87	108
3,64	108
3,67	107
<i>answered question</i>	108
<i>skipped question</i>	0

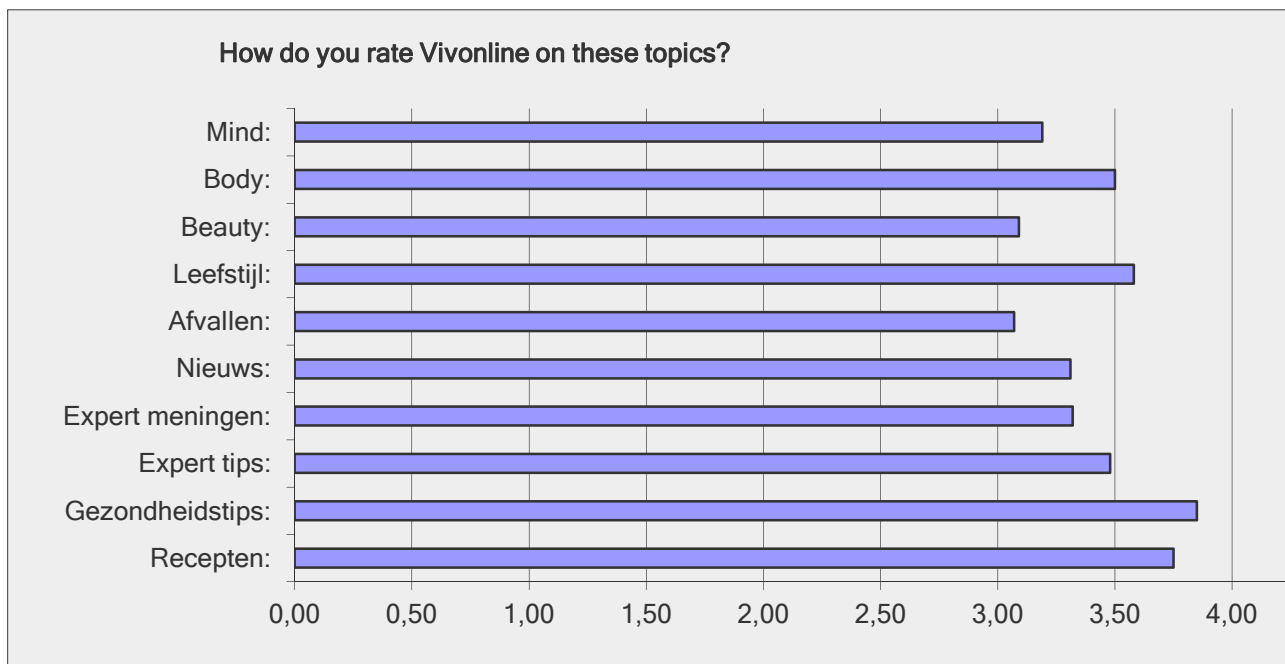


Rating Average	Response Count	Valuation
3,69	108	High
3,59	107	High
3,87	108	High
3,64	108	High
3,67	107	High
108	108	
0	0	
<i>total responses</i>	538	

Vivonline

Hoe waardeer je Vivonline op het gebied van de volgende topics?

Answer Options	Helemaal niet belangrijk	Niet zo belangrijk	Een beetje belangrijk
Recepten:	0	2	23
Gezondheidstips:	0	0	16
Expert tips:	1	5	43
Expert meningen:	2	7	53
Nieuws:	1	12	47
Afvallen:	4	22	44
Leefstijl:	2	3	33
Beauty:	2	23	46
Body:	2	4	40
Mind:	2	17	47

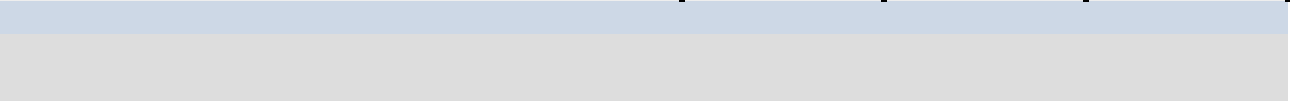


Question group: Psycho-graphical

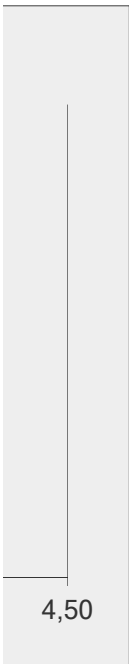
10. How do you rate Vivonline on these topics

Answer Options	Not important at all	Not very important	A bit important
Likert scale	1	2	3
• Recepten:	0	2	23
• Health tips	0	0	16
• Expert tips:	1	5	43
• Expert opinions:	2	7	53
• News:	1	12	47
• Loosing weight:	4	22	44
• Lifestyle:	2	3	33

• Beauty:	2	23	46
• Body:	2	4	40
• Mind:	2	17	47



Heel belangrijk	Rating Average	Response Count
83	3,75	108
92	3,85	108
58	3,48	107
45	3,32	107
48	3,31	108
37	3,07	107
70	3,58	108
37	3,09	108
62	3,50	108
42	3,19	108
<i>answered question</i>		108
<i>skipped question</i>		0



Very important	Rating Average	Response Count	Valuation
4			
83	3,75	108	High
92	3,85	108	High
58	3,48	107	High
45	3,32	107	High
48	3,31	108	High
37	3,07	107	High
70	3,58	108	High

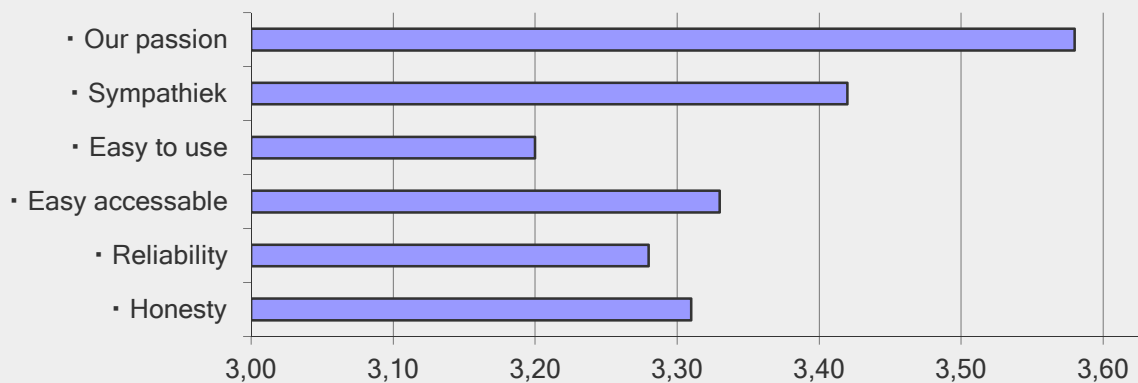
37	3,09	108	High
62	3,50	108	High
42	3,19	108	High
<i>answered question</i>		108	
<i>skipped question</i>		0	
<i>total responses</i>		1077	

Vivonline

Hoe beoordeel je Vivonline op het gebied van de volgende waarden?

Answer Options	slecht	voldoende	prima
▪ Honesty	0	6	62
▪ Reliability	1	9	57
▪ Easy accessible	1	5	59
▪ Easy to use	1	13	57
▪ Sympathiek	2	5	47
▪ Our passion	1	4	34

Hoe beoordeel je Vivonline op het gebied van de volgende waarden?



Question group: Psycho-graphical

11. How do you rate Vivonline on these values

Answer Options	slecht	voldoende	prima
▪ Honesty	0	6	62
▪ Reliability	1	9	57
▪ Easy accessible	1	5	59
▪ Easy to use	1	13	57
▪ Sympathiek	2	5	47
▪ Our passion	1	4	34

heel goed	Rating Average	Response Count
40	3,31	108
41	3,28	108
43	3,33	108
37	3,20	108
54	3,42	108
69	3,58	108
<i>answered question</i>		108
<i>skipped question</i>		0



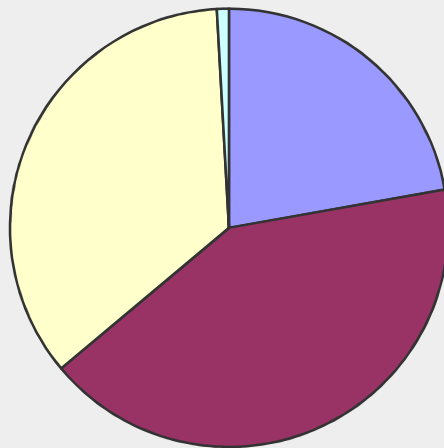
heel goed	Rating Average	Response Count	Valuation
40	3,31	108	High
41	3,28	108	High
43	3,33	108	High
37	3,20	108	High
54	3,42	108	High
69	3,58	108	High
<i>answered question</i>		108	
<i>skipped question</i>		0	
<i>total responses</i>		648	

Vivonline

Wat is je belangrijkste reden voor je bezoek aan Vivonline? Kies het meest toepasselijke antwoord, 1 antwoord mogelijk

Answer Options	Response Percent	Response Count
De laatste acties / 'challenges'	22,2%	24
Oriënteren	41,7%	45
Nieuws	35,2%	38
Aankoop in de webshop	0,9%	1
<i>answered question</i>		108
<i>skipped question</i>		0

What is the main reason to visit Vivonline. Please choose the best fit



- ☐ De laatste acties / 'challenges'
- ☐ Oriënteren
- ☐ Nieuws
- ☐ Aankoop in de webshop

Question group: Behaviorally

12.What is the main reason to visit Vivonline. Please choose the best fit

Answer Options	Response Percent	Response Count
• The latest promotions / 'challenges'	22,2%	24
• Explore the site	41,7%	45
• News	35,2%	38
• A purchase in the webshop	0,9%	1
<i>answered question</i>		108
<i>skipped question</i>		0
<i>total responses</i>		108

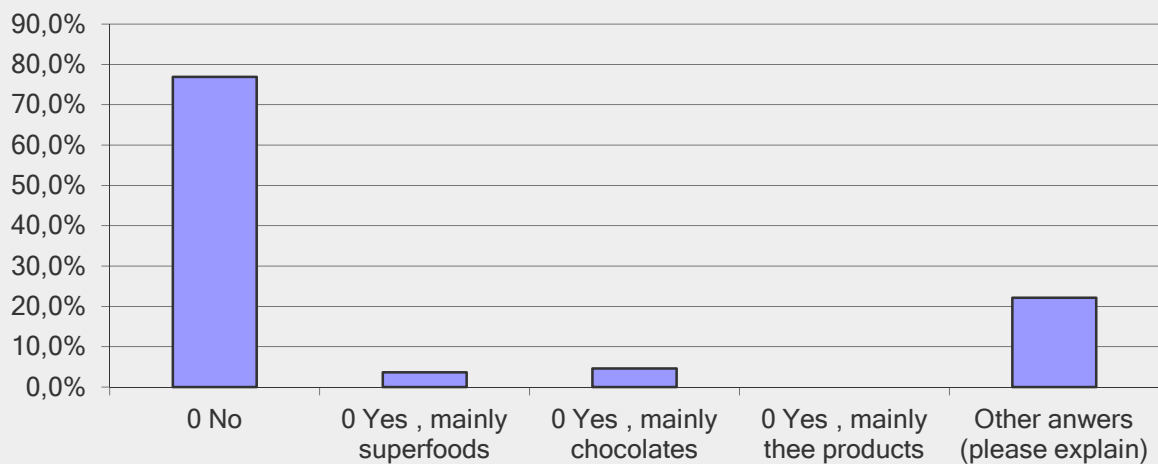
]

Vivonline

Are you making any purchases at Vivonline?

Answer Options	Response Percent	Response Count
0 No	76,9%	83
0 Yes , mainly superfoods	3,7%	4
0 Yes , mainly chocolates	4,6%	5
0 Yes , mainly thee products	0,0%	0
Other anwers (please explain)	22,2%	24
answered question		108
skipped question		0

Are you making any purchases at Vivonline?



Question group: Behaviorally

13.Are you making any purchases at Vivonline?

Answer Options	Response Percent	Response Count
0 No	76,9%	83
0 Yes , mainly superfoods	3,7%	4
0 Yes , mainly chocolates	4,6%	5
0 Yes , mainly thee products	0,0%	0
Other anwers (please explain)	22,2%	24
answered question		108
skipped question		0
total responses		120

Vivonline

Waar in kan Vivonline verbeteren? Minimaal 1 verbeter punt, maximaal 3

Answer Options

answered question
skipped question

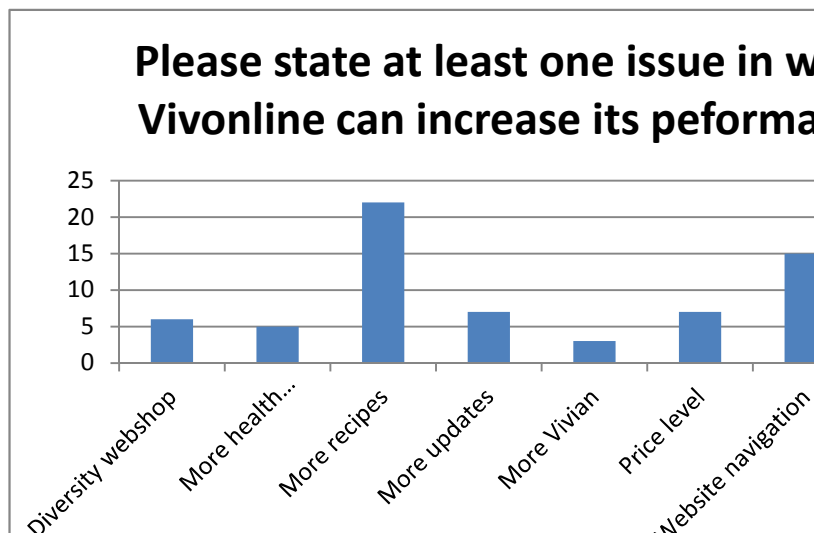
Question group: Psycho-graphical

14. Please state at least one issue in which Vivonline can increase its pe

Answer Options

answered question
skipped question
total responses

Verbeterpunt	Aantal
Diversity webshop	6
More health information	5
More recipes	22
More updates	7
More Vivian	3
Price level	7
Website navigation	15

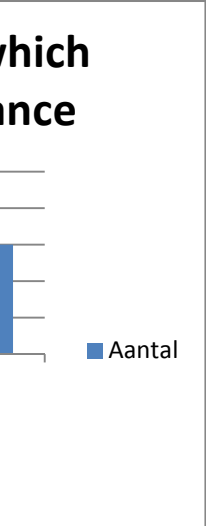


✓

✓

Response Count	
108	
	108
	0

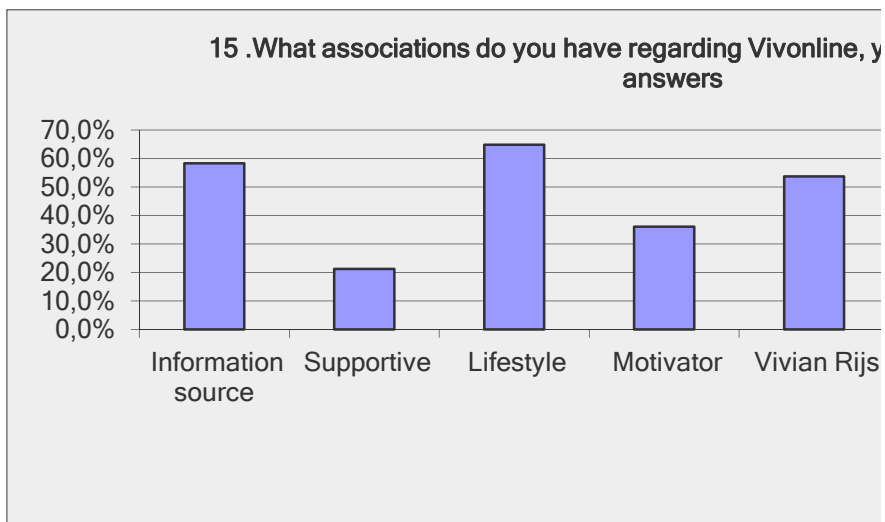
formance	
Response Count	
108	
	108
	0
	108



Vivonline

Waarmee associeer je Vivonline? Meerdere antwoorden mogelijk

Answer Options	Response Percent
Information source	58,3%
Supportive	21,3%
Lifestyle	64,8%
Motivator	36,1%
Vivian Rijs	53,7%
A good friend providing advice	14,8%
Other (please explain)	3,7%
<i>answered question</i>	
<i>skipped question</i>	



Question group: Brand associations

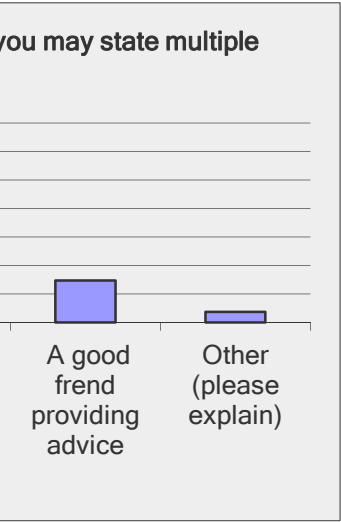
15 .What associations do you have regarding Vivonline, you may state mult

Answer Options	Response Percent
0 Information source	58,3%
0 Supportive	21,3%
0 Lifestyle	64,8%
0 Motivator	36,1%
0 Vivian Rijs	53,7%
0 A good friend providing advice	14,8%
0 Other (please explain)	3,7%
<i>answered question</i>	
<i>skipped question</i>	
<i>total responses</i>	

15 .What associations do you have regarding Vivonline, you may state mult

<i>answered question</i>	
<i>skipped question</i>	
<i>total responses</i>	

Response Count	
63	
23	
70	
39	
58	
16	
4	
	108
	0



iple answers

Response Count	
63	
23	
70	
39	
58	
16	
4	
	108
	0
	273

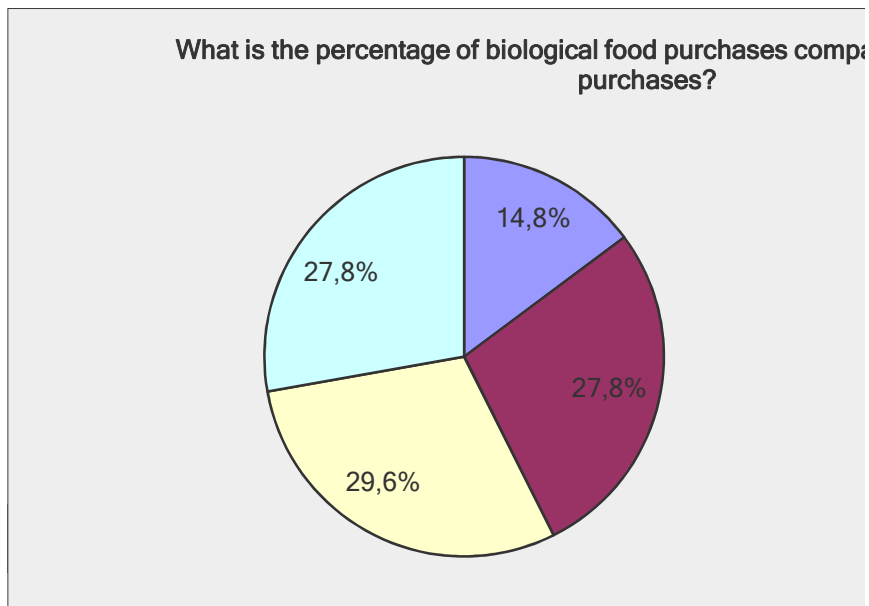
iple answers

	108
	0
	273

Vivonline

Als we het hebben over leefstijl, wat is belangrijk voor jou? Hoeveel procent biologisch?

Answer Options	Response Percent
Less then 10%	14,8%
Between 10-30 %	27,8%
Between 30-40 %	29,6%
more then 40%	27,8%
<i>answered question</i>	
<i>skipped question</i>	



Question group: Behaviorally and Psycho-graphical

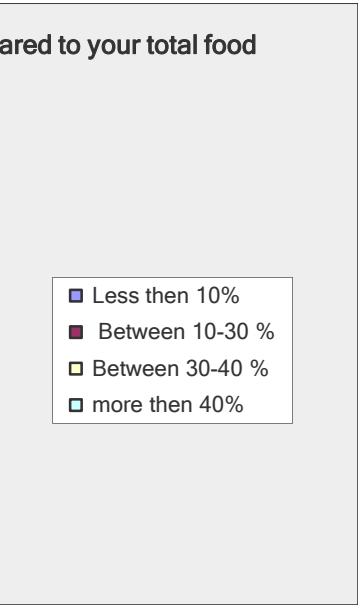
16.What is the percentage of biological food purchases compared to your total purchases?

Answer Options	Response Percent
0 Less then 10%	14,8%
0 Between 10-30 %	27,8%
0 Between 30-40 %	29,6%
0 more then 40%	27,8%
<i>answered question</i>	
<i>skipped question</i>	
<i>total responses</i>	

What is the percentage of biological food purchases compared to your total purchases?

<i>answered question</i>
<i>skipped question</i>
<i>total responses</i>

t van wat je aan voeding koopt is	
Response Count	
16	
30	
32	
30	
	108
	0

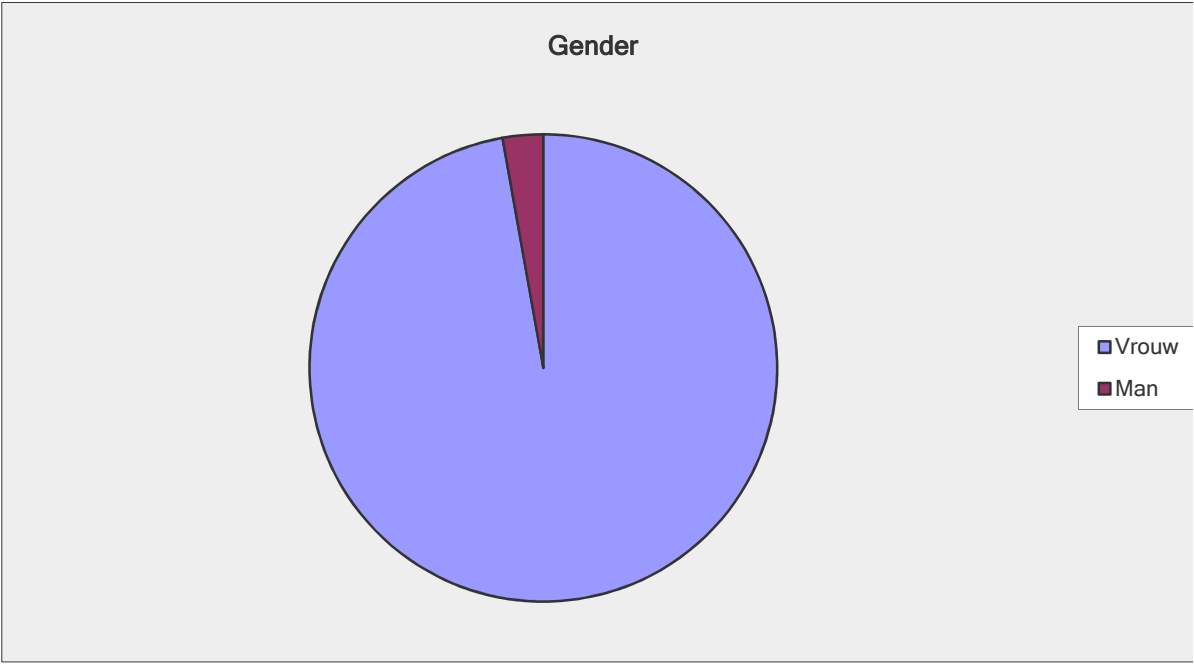


otal food purchases	
Response Count	
16	
30	
32	
30	
	108
	0
	108

food purchases	
	108
	0
	108

Vivonline

Geslacht		
Answer Options	Response Percent	Response Count
Vrouw	97,2%	105
Man	2,8%	3
<i>answered question</i>		108
<i>skipped question</i>		0



Question group: Demographically

17. Please state your gender		
Answer Options	Response Percent	Response Count
Female	97,2%	105
Male	2,8%	3
<i>answered question</i>		108
<i>skipped question</i>		0
<i>total responses</i>		108

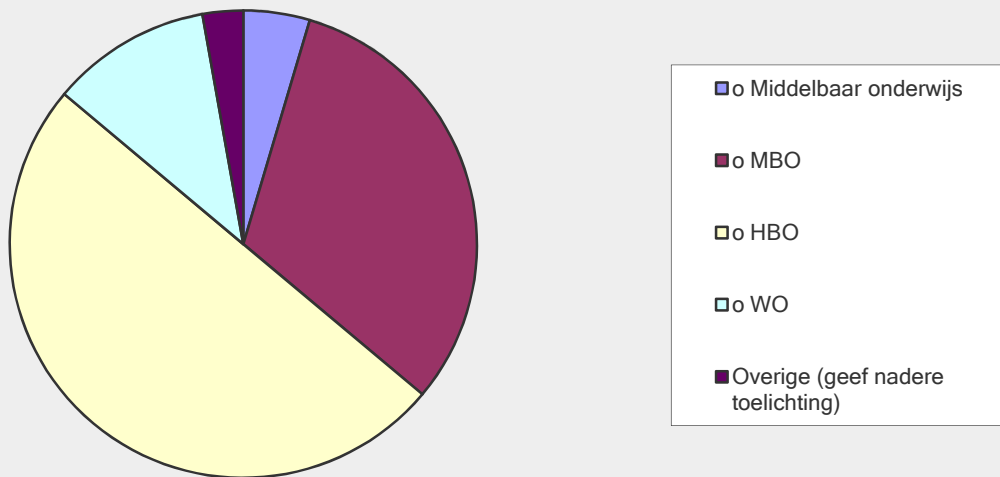


Vivonline

Welke opleiding heb je afgerond?

Answer Options	Response Percent	Response Count
☐ Middelbaar onderwijs	4,6%	5
☐ MBO	31,5%	34
☐ HBO	50,0%	54
☐ WO	11,1%	12
Overige (geef nadere toelichting)	2,8%	3
answered question		108
skipped question		0

What's your level of education?



Question group: Demographically

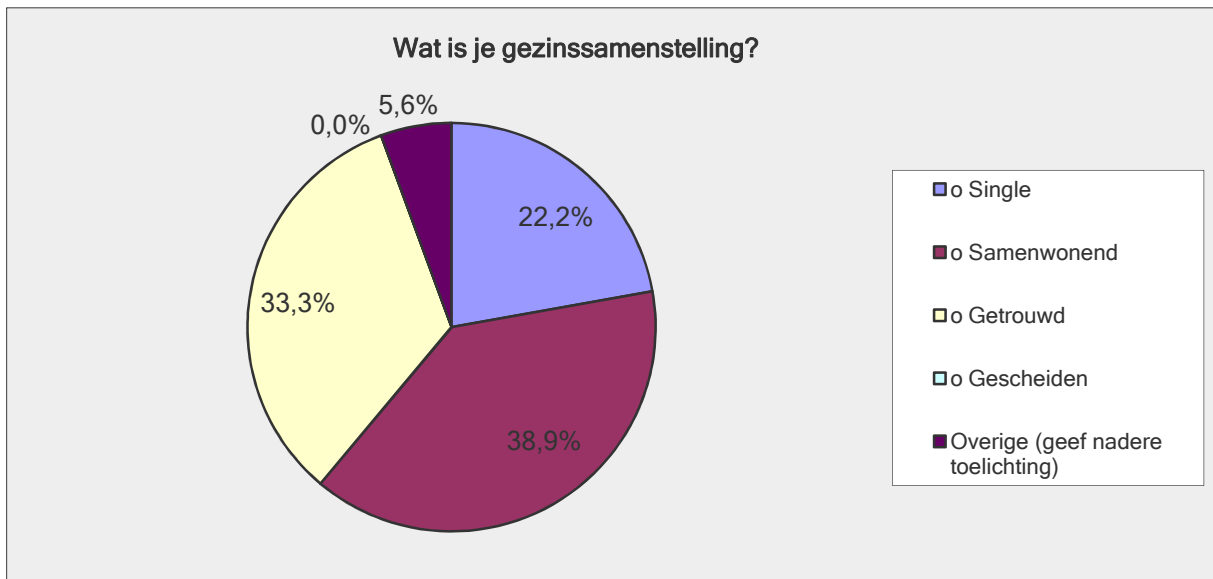
18. What's your level of education?

Answer Options	Response Percent	Response Count
☐ Middelbaar onderwijs level	4,6%	5
☐ MBO	31,5%	34
☐ HBO	50,0%	54
☐ WO	11,1%	12
Other (please explain)	2,8%	3
answered question		108
skipped question		0
total responses		108

Vivonline

Wat is je gezinssamenstelling?

Answer Options	Response Percent	Response Count
☐ Single	22,2%	24
☐ Samenwonend	38,9%	42
☐ Getrouwd	33,3%	36
☐ Gescheiden	0,0%	0
Overige (geef nadere toelichting)	5,6%	6
answered question		108
skipped question		0



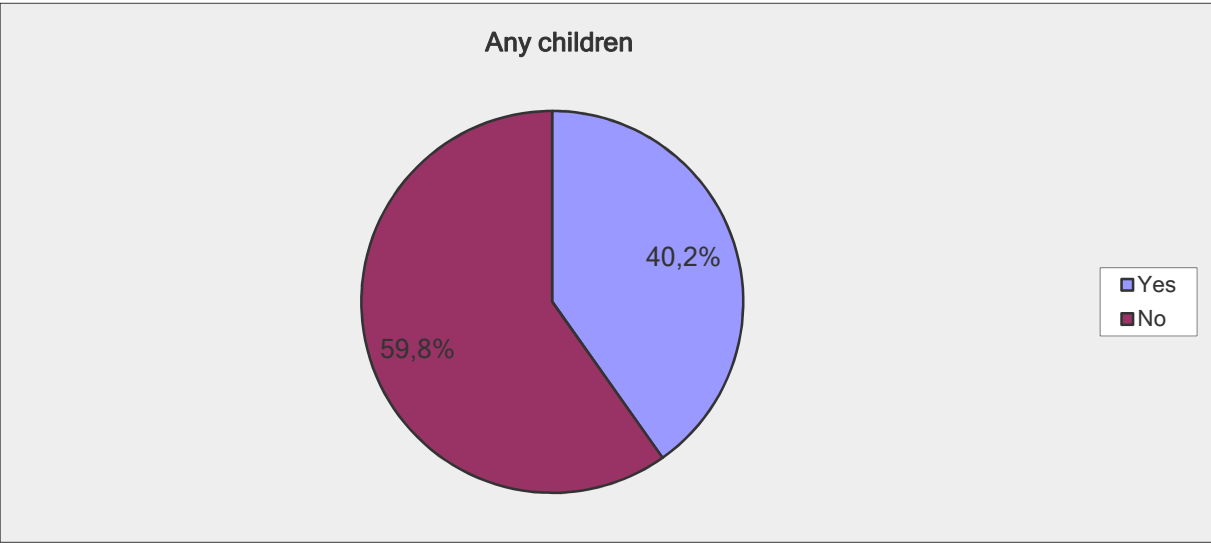
Question group: Demographically

19. What's your status

Answer Options	Response Percent	Response Count
☐ Single	22,2%	24
☐ Living together	38,9%	42
☐ Married	33,3%	36
☐ Divorced	0,0%	0
Other (please explain)	5,6%	6
answered question		108
skipped question		0
total responses		108

Vivonline

Heb je kinderen?		
Answer Options	Response Percent	Response Count
Yes	40,2%	43
No	59,8%	64
<i>answered question</i>		107
<i>skipped question</i>		1



Question group: Demographically

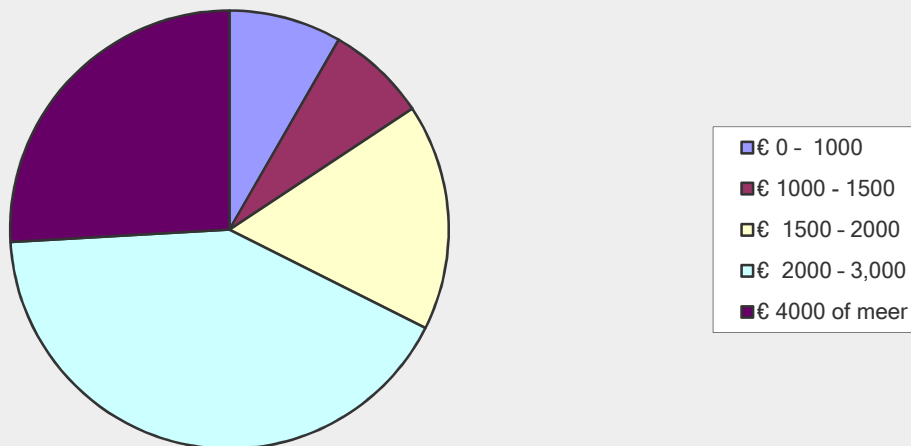
20. Do you have any children?		
Answer Options	Response Percent	Response Count
Yes	40,2%	43
No	59,8%	64
<i>answered question</i>		107
<i>skipped question</i>		1
<i>total responses</i>		107

Vivonline

Totale netto gezinsinkomen per maand: Geef alsjeblieft aan wat het meest van toepassing is

Answer Options	Response Percent	Response Count
€ 0 - 1000	8,3%	9
€ 1000 - 1500	7,4%	8
€ 1500 - 2000	16,7%	18
€ 2000 - 3,000	41,7%	45
€ 4000 of meer	25,9%	28
answered question		108
skipped question		0

Totale netto gezinsinkomen per maand: Geef alsjeblieft aan wat het meest van toepassing is



Question group: Demographically

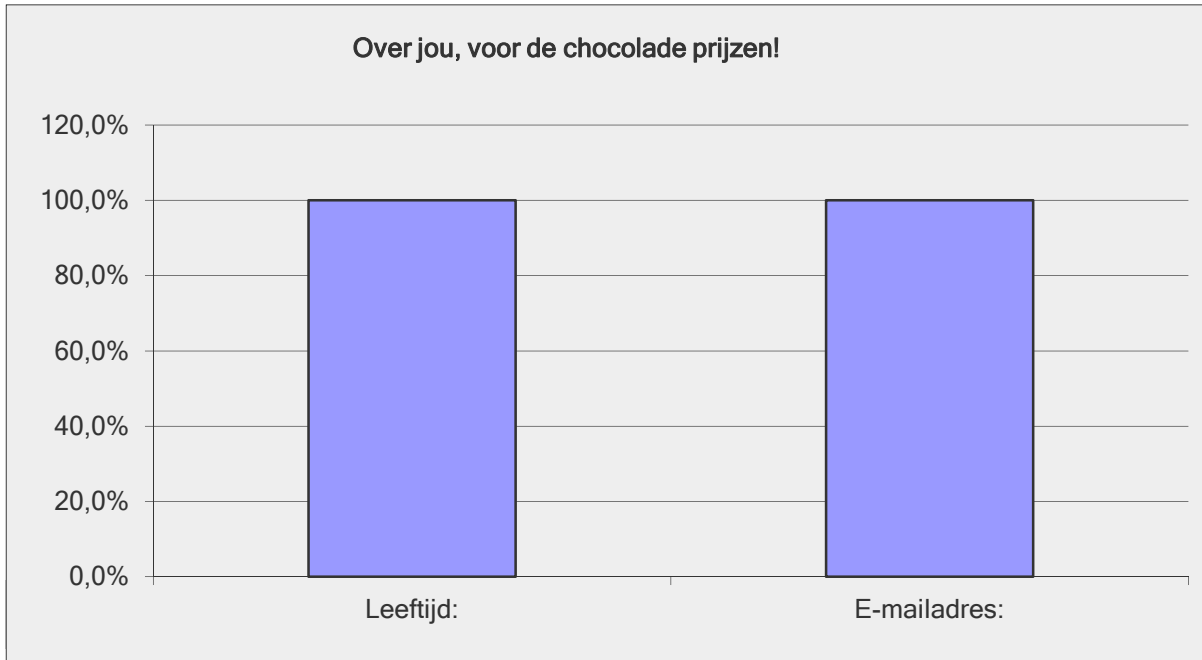
21.Total net family income per month, please choose best fit

Answer Options	Response Percent	Response Count
€ 0 - 1000	8,3%	9
€ 1000 - 1500	7,4%	8
€ 1500 - 2000	16,7%	18
€ 2000 - 3,000	41,7%	45
€ 4000 of meer	25,9%	28
answered question		108
skipped question		0
total responses		108

Vivonline

Over jou, voor de chocolade prijzen!

Answer Options	Response Percent	Response Count
Leeftijd:	100,0%	108
E-mailadres:	100,0%	108
<i>answered question</i>		108
<i>skipped question</i>		0



Question group: Demographically

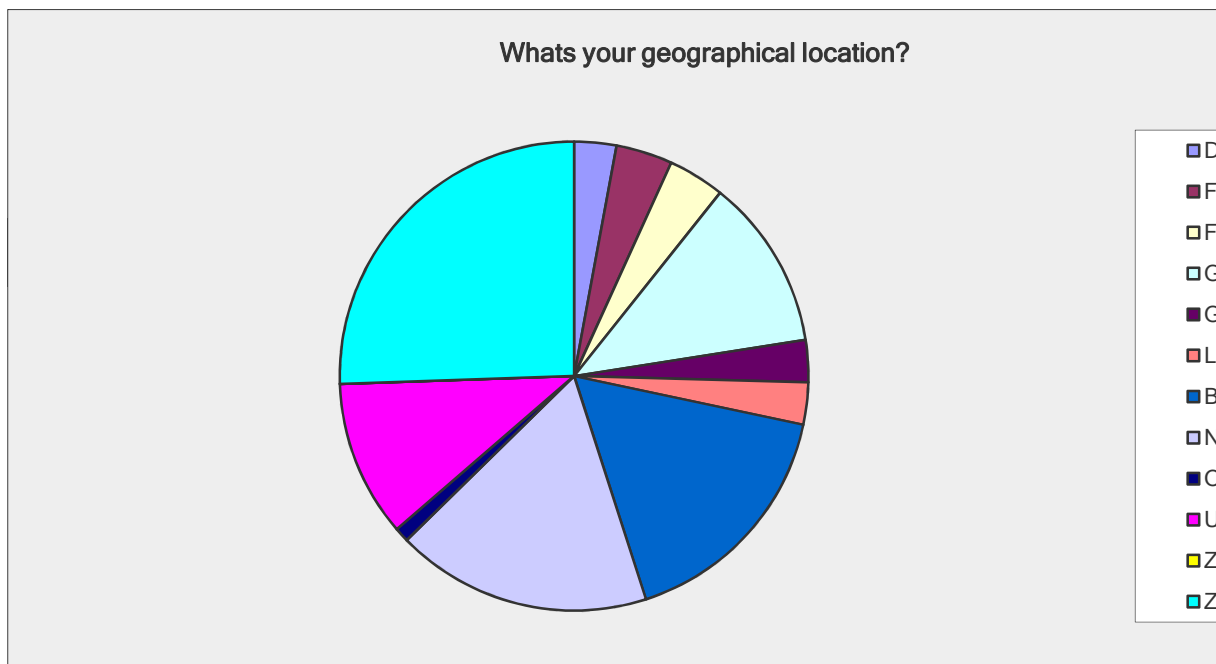
22. About you, and the giveaways!

Answer Options	Response Percent	Response Count
Your age:	100,0%	108
E-mailadres:	100,0%	108
<i>answered question</i>		108
<i>skipped question</i>		0
<i>total responses</i>		108

Vivonline

Welke provincie woon je?

Answer Options	Response Percent	Response Count
Drenthe	2,9%	3
Flevoland	3,9%	4
Friesland	3,9%	4
Gelderland	11,8%	12
Groningen	2,9%	3
Limburg	2,9%	3
Brabant	16,7%	17
Noord Holland	17,6%	18
Overijssel	1,0%	1
Utrecht	10,8%	11
Zeeland	0,0%	0
Zuid-Holland	25,5%	26
<i>answered question</i>		102
<i>skipped question</i>		6



Question group: Demographically

23. Whats your geographical location?

Answer Options	Response Percent	Response Count
Drenthe	2,9%	3
Flevoland	3,9%	4
Friesland	3,9%	4
Gelderland	11,8%	12
Groningen	2,9%	3
Limburg	2,9%	3
Brabant	16,7%	17
Noord Holland	17,6%	18

Overijssel	1,0%	1
Utrecht	10,8%	11
Zeeland	0,0%	0
Zuid-Holland	25,5%	26
<i>answered question</i>		102
<i>skipped question</i>		6
<i>total responses</i>		108

renthe
levoland
riesland
elderland
roningen
imburg
rabant
oord Holland
verijssel
trecht
eeland
uid-Holland

Province	No. inhabitants	No respondents
Groningen	579 034	3
Friesland	647280	4
Drenthe	491342	3
Overijssel	1134434	1
Flevoland	391988	4
Gelderland	2005298	12
Utrecht	1228579	11
Noord-Holland	2691426	18
Zuid-Holland	3527449	26

Zeeland	381582	0
Noord-Brabant	2453936	17
Limburg	1122631	3
Total		102
Correlation R		0,95