



Research on knowledge  
and skills

# HOW IS THE NETHERLANDS DOING?





[www.piaaonderzoek.nl](http://www.piaaonderzoek.nl)

It is important that everyone in the Netherlands has enough knowledge and skills to take part in everyday life. For example, at school or at work, to make (online) purchases or to compare products. Why do you think this is important?

## The PIAAC survey maps the knowledge and skills of the Dutch population.

### **Why take part?**

By taking part in the study, you will help develop work and education programmes that can improve the knowledge and skills of the Dutch population. You will also be financially compensated for your help. Details are available in the invitation letter.

**WILL YOU HELP BY TAKING PART IN AN INTERVIEW?**

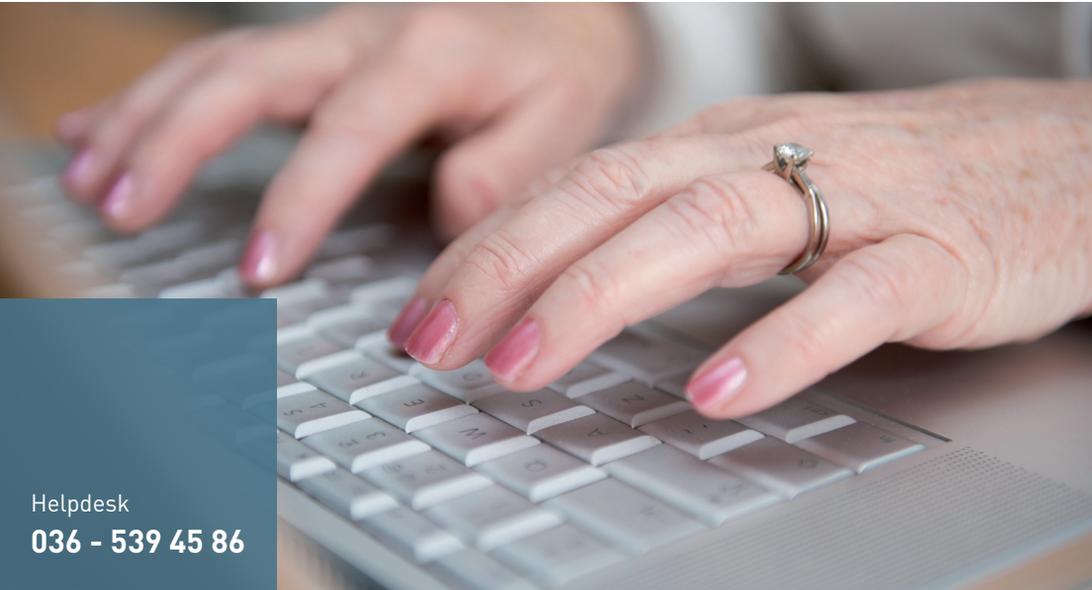


## What does the research entail?

The interview begins with some questions about your education and work experience. It is about your own experiences, so there are no right or wrong answers. Next, you will perform small tasks similar to what you do in everyday life; for example, using an advertisement or a leaflet, or giving directions on a map. You don't have to prepare anything. If you don't want to or can't answer a question, that's no problem. During the interview, you will not only be answering questions but will also be actively involved. As a result, the length of the interview varies from person to person.

A Kantar employee will contact you soon to set up an appointment for the interview. You can specify the time and location that is convenient for you. There are two options:

1. You can contact us yourself to make an appointment for the interview
  - Email us at [piaac-onderzoek@kantar.com](mailto:piaac-onderzoek@kantar.com) (Specify when you are available and include your reference number. This is at the top of the invitation letter.)
  - Or call 036 - 539 45 86 (on working days from 9 am to 5 pm)
2. You can wait for the interviewer to come to you
  - The interview can then take place immediately
  - Or the interviewer will make an appointment with you and come back at a later time



Helpdesk  
036 - 539 45 86

For this study, the CBS randomly selected 10,000 individuals in the Netherlands. You are one of them. You will represent other residents of the Netherlands. Therefore, it is important that you take part in this study.

### **Are you actually interested in me?**

Yes we are! It is very important to us that people of all ages are represented in this study:

- people who are working, looking for work or retired;
- people who are now in training and those who did their training years ago;
- people with few years of education and those with more

### **Who is involved in the research?**

PIAAC is being implemented in 35 countries around the world. In the Netherlands, several organizations are involved in the implementation of the PIAAC study. The Ministries of Education, Social Affairs and Economic Affairs fund the research. The Central Bureau of Statistics (CBS), the Kohnstamm Institute of the University of Amsterdam and Kantar (formerly TNS NIPO) are responsible for implementing PIAAC.

### **Possible COVID-19 measures**

Our interviewers adhere to the COVID-19 guidelines prescribed by the government. Of course, you can indicate your own preferences and the interviewer will take that into account.

### **All information is kept strictly confidential**

PIAAC complies with the GDPR law. All information is kept strictly confidential. After the interview, your name and contact information will be destroyed. The published results of the PIAAC study can never be traced back to an individual. The CBS receives many reports from other institutions in addition to PIAAC data, for example, about education and work. The CBS aggregates this information. For this reason, as little information as possible needs to be requested. The Kohnstamm Institute is granted access to this aggregated information by the CBS to produce statistics for this study. For example, what percentage of adults in the Netherlands use a computer in their daily lives? Personal data will never be recognizable.



**KANTAR**

### **Further questions?**

The Kantar employee who visits you can answer any questions about this study. For more information, you can also call the help desk, send an e-mail or visit the website.

### **Helpdesk**

Phone: 036 - 539 45 86 (available on weekdays from 9 am to 5 pm)

Email: [piaac-onderzoek@kantar.com](mailto:piaac-onderzoek@kantar.com)

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