



# Welcome to KnowledgePanel<sup>®</sup>



# WHAT YOU DO WITH

## Who We Are

GfK, one of the world's leading opinion research companies, operates KnowledgePanel®, the only online consumer research panel that accurately represents the U.S. population. KnowledgePanel® is made up of randomly selected households from across the country. Your opinions represent the opinions of all Americans, and this is why no one can replace you.



I really enjoy the KnowledgePanel surveys. They often make me feel that I can give some feedback to manufacturers of products I use, or don't use. And being able to earn cash is a big plus too. It is interesting to see the results and compare to my own views."

## Why your opinion is important.

You'll share your opinions and preferences with the country's decision makers. Your input has the power to affect national policies, as well as the development of goods and services. Each survey you take has an impact on the world in which you live.

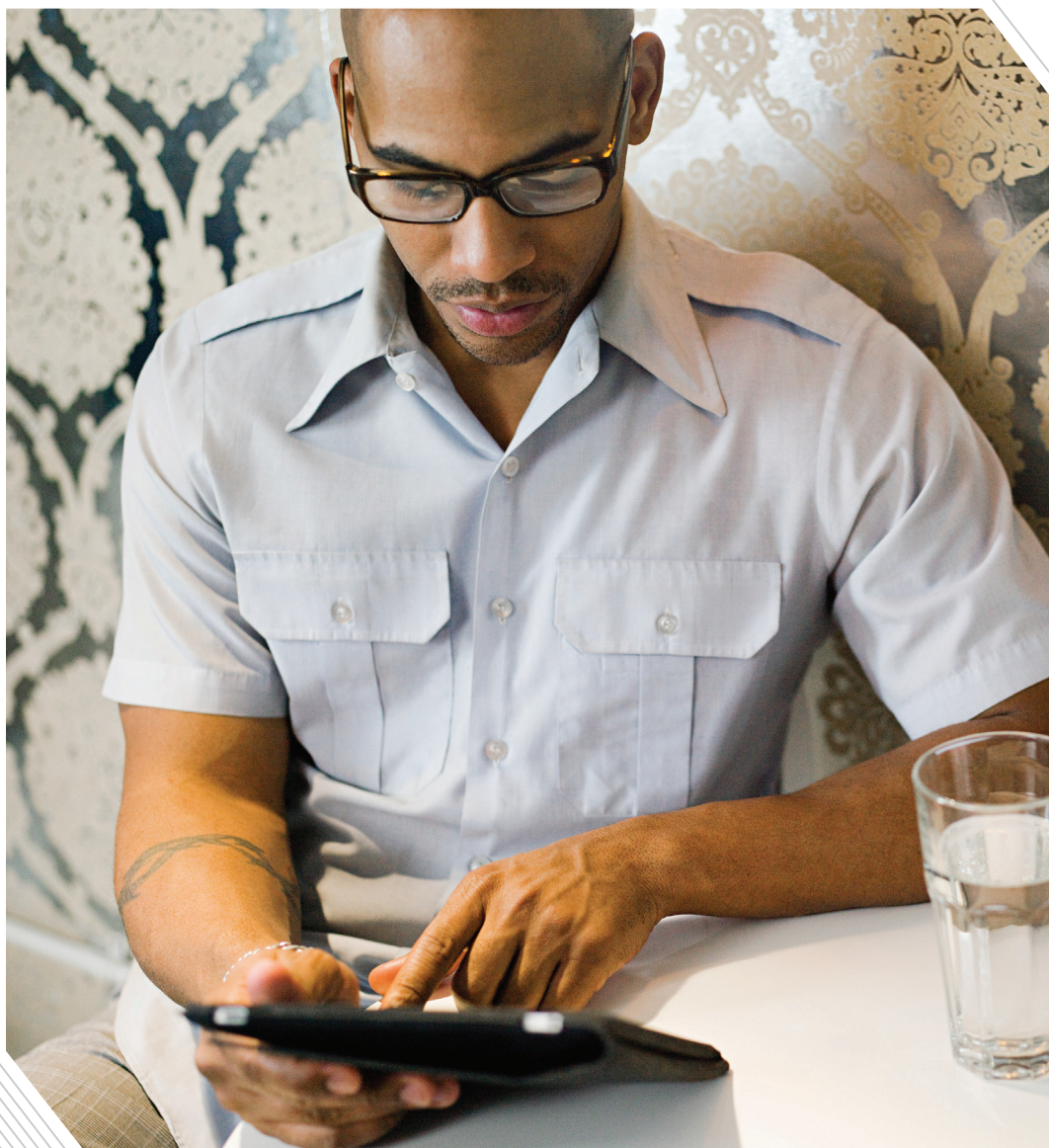
## Over the years our Panel Members have:

- Participated in a nationally recognized forum on health care
- Conducted in-home tests on a number of products
- Evaluated commercials that were later aired to the public
- Set suggested retail prices
- Had their reactions to presidential debates and State of the Union addresses broadcast on national television

## Our Panel Members have also voiced their opinions on such topics as:

- Consumers' health and use of Internet to access health care information
- Parental knowledge and feelings about childhood vaccinations and obesity
- Local and national elections
- Globalization and climate change
- Workplace attitudes
- The criminal justice system
- Long-term reactions to the terrorist attacks of September 11, 2001

# US COUNTS





**What personal information does GfK collect from me?**

During the recruitment process, GfK collects information such as your name and address so we can send your households members age-appropriate surveys, as well as rewards for participating.

**Will GfK sell my email address? Will I receive spam as a result of becoming a member of KnowledgePanel?**

At GfK, we know that protecting your privacy is one of our most important responsibilities. This means we follow the strictest code of ethics for our Panel Members. Our procedures are among the most thorough in the industry. Here's what we can promise you:

**WE HEAR YOU.  
PRIVACY IS  
IMPORTANT.**





I think KnowledgePanel is excellent. I was so surprised to be able to call or send an email and receive a prompt and live person answer. I am very impressed. Thank you for your thoroughness!"

- GfK will never try to sell you anything. We operate under the stringent standards set by the Council of American Survey Research Organizations (CASRO).
- Your survey responses and information are provided to our clients in an anonymous form, unless you have given us your express permission to do otherwise.
- We protect the personally identifiable information of minors using the same high standard we use for all Panel Members.
- All employees of GfK must sign an agreement requiring them to keep confidential all personally identifiable information regarding Panel Members.

Personally identifiable information regarding household members will never be shared with any third parties without your express permission. There are two exceptions:

1. We may disclose your information if we believe we are required to do so by law, to

protect someone's safety or our rights or property, or in order to comply with GfK's Privacy Policy found online at [members.knowledgepanel.com](http://members.knowledgepanel.com).

2. Occasionally, GfK will share contact information, such as your name and address, with third parties with whom we have partnered to provide specific services to Panel Members or services on behalf of GfK, such as panel recruitment, contest entries, or delivery of free gifts.



# FREQUENTLY ASKED

## How much does it cost to do surveys?

There is no cost; in fact, you earn rewards for participating. For full details about our rewards program, please log in to [members.knowledgepanel.com](http://members.knowledgepanel.com) using the password we've provided on your enclosed membership card.

## How long will my KnowledgePanel participation last?

We'd like to send you surveys regularly for the next few years, but you are welcome to withdraw from KnowledgePanel at any time. If you decide to withdraw before your tenure on the Panel is complete, we will provide you with a label to return any equipment we sent during the course of your participation.

## Who is eligible to participate?

Everyone in your household age 13 and older may be eligible. During recruitment, we collected the names and/or email addresses of each household member. We've already



I have really enjoyed my time as a survey member. I really think that my opinions are listened to. Thank you for the opportunity to participate."

sent each eligible member a survey, and enclosed their personal login. If any of your eligible household members did not receive this information, please call us toll free at 1-800-782-6899 or email us at [support@knowledgepanel.com](mailto:support@knowledgepanel.com). You can enroll additional members in your household at any time by going to [members.knowledgepanel.com](http://members.knowledgepanel.com).

## How long will the surveys take to answer, and how often will I get them?

Each survey session will take most people about 15 minutes. We'll send you surveys regularly throughout the month. Some topics are time sensitive, so please be sure to check your email often and complete the surveys at your earliest convenience.

## What if I'm going to be unavailable to do surveys for a time?

We can postpone surveys during your absence and resume them automatically upon your return. If you are going to be unavailable for surveys you can let us know online by logging on to [members.knowledgepanel.com](http://members.knowledgepanel.com) and clicking on "My Profile"; by contacting us via email at [support@knowledgepanel.com](mailto:support@knowledgepanel.com); or by calling us at 1-800-782-6899.

## What if some members of my household respond to your surveys regularly, but others do not?

It's not necessary for every eligible member in your home to participate in order for your household to remain on KnowledgePanel, but we strongly prefer it. We found that as other family members see how easy, fun, and rewarding it is to do the surveys, they decide to participate. We may send an email, or check in with a phone call, if we don't hear from a Panel Member after a few weeks.

# QUESTIONS



## How does my password work?

We provide every Panel Member a username and password to maintain the privacy of your personal information and survey responses. Your password provides you access to our Members-Only Web site—members.knowledgepanel.com—where you can check on the status of your surveys, update your profile, check and redeem Member Points for rewards, and find other valuable information.

## Can I refer my friends?

We get many inquiries from people around the country who would like to volunteer for our Panel, and most of them come from Panel Member referrals. Unfortunately, because households are selected at random, we cannot

accept volunteers that live outside your household. It would bias the survey results. However, if the person who would like to join lives in your household, they may be eligible. To enroll them, simply visit the My Profile section of members.knowledgepanel.com.

## What if I have more questions?

You can view our Privacy Policy and other important information online at members.knowledgepanel.com. For other questions, please contact GfK at 1-800-782-6899 or via email at support@knowledgepanel.com. Our Panel Support Team is dedicated to making your experience on the Panel as pleasant and rewarding as possible, and we are happy to answer your questions in a timely manner. **Again, thank you and welcome.**



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**KnowledgePanel®**  
the opportunity to be heard

KnowledgePanel Support  
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[members.knowledgepanel.com](http://members.knowledgepanel.com)

