



BE SURE WITH KNOWLEDGEPANEL®

Ensuring accuracy with an industry leading representative random sample, exceptional response rates and coverage.

Accuracy from an industry leading panel with exceptional response rates and coverage

KnowledgePanel has been at the forefront of conducting online research for more than 16 years. Backed by scientific design, statistics and sector experts, it provides consistently high-quality measurement and a survey response rate of more than 55%.

KnowledgePanel is the largest probability-based online panel in the US – with about 55,000 members. Our research capability spans all industries from public health to commercial services and products. We have the most experienced analysts and online panel research team in the industry. And, with thousands of profile variables, we can reach all with the cost benefit of online survey administration without sacrificing accuracy.

With address-based sampling (ABS), KnowledgePanel provides a statistically valid representation of the U.S. population as well as many difficult-to-survey populations:

- cellphone-only households
- African Americans
- Latinos
- young adults (ages 15+)

Your outcomes depend on using a proven online approach with certainty of sample and research quality. Rigorous design, superior coverage, panel size and sound methodology make KnowledgePanel® the most suitable choice for a broad range of commercial, academic, and governmental applications.

Introducing KnowledgePanel Digital

We continue to innovate in the area of behavior and attitudinal linkages with the imminent launch of KnowledgePanel Digital in July 2015. This new offering passively meters a subset of KnowledgePanel members, with their permission, to collect their digital behavior across smartphones, tablets, laptops and desktops. This enables you to better measure and monitor trends in media use linked to opinion, product and service consumption, and voting outcomes. Our approach lessens reliance on asking people questions via surveys and can also be used for sampling based on digital behavior. We capture a comprehensive view of individual online and app behavior, as well as predictive metrics that allow you to make proactive decisions. Our behavioral/passive data, linked to attitudinal data, can be used to address the timeliest questions facing marketers, media agencies policymakers and officials.

The key design advantages of KnowledgePanel

- **We address self-selection bias by choosing respondents.** Our efficient sample design uses a single sampling frame: the Delivery Sequence File (DSF) of the United States Postal Service, covering approximately 97% of the U.S. population.

- **We address participant fatigue by ensuring minimal survey burden.** Panelists take on average two KnowledgePanel surveys a month, minimizing respondent fatigue and attrition. Our research has highlighted a stark difference in the burden on KnowledgePanel members compared to opt-in participants:

Panel Hygiene

Number of online surveys in a Typical Month

We would like to think about surveys you take online over the internet. About how many ONLINE surveys would you estimate that you complete in a typical month?

	KnowledgePanel®	Opt-in
Mean	7.25	26.8
Median	5	15

At 80+ percent of KnowledgePanel members only belong to KnowledgePanel. The same stat of solo panel membership for Opt-in samples is at 33

- **We address mode bias.** Mixed-mode effects have been found with dual-mode online and telephone methods. KnowledgePanel provides non-internet households with a netbook and internet service to enable a single mode of data collection. When the AP-GfK poll switched from RDD telephone to online administration, careful analysis uncovered clear mode effects in survey responses. The example below highlights the impact of mode on the responses of similar demographic groups:

Question		Telephone	Online
Do you favor or oppose providing a legal way for illegal immigrants already in the country to become citizen?	Strongly favor	33.3*	20.3
	Somewhat favor	31.8	34.5
	Somewhat oppose	11.5	24.1
	Strongly oppose	23.4	21.1

*significant difference by mode at 95% confidence

- **We address coverage bias.** We provide coverage of hard-to-reach populations such as Hispanics across all acculturation levels, minority young adults, low income households, populations with low educational attainment, youth and pre-teens.
- **We address coverage of U.S. Hispanics:** You no longer need to rely on expensive and problematic methods when conducting Hispanic research. KnowledgePanel LatinoSM has reinvented research to meet the needs of the online survey age without sacrificing population representation and the sound sampling principles you expect. We uniquely cover about 93% of U.S. Latino households. This encompasses Spanish- and English-dominant and bilingual households alike, as well as U.S. Latinos who do not have access to the internet at least occasionally.
- **We address non-response bias.** We lead the online research industry in terms of the proportion of the respondent pool that actually participates in our research. This is partly the result of our efforts to “convert” non-responders.
- **We can calibrate.** KnowledgePanel CalibrationSM meets the needs of studies involving either exceptionally large sample sizes or the targeting of very small subpopulations/local geographies. This blended web sample approach is an effective methodology when compared to conducting the survey exclusively with non-probability opt-in panels. When calibrated, the combined sample sources – KnowledgePanel and opt-in online samples – result in higher accuracy over the use of an opt-in sample alone.

We know our panelists. We maintain an extensive, multi-year database of more than 2,000 profile variables based on survey respondents. Updated annually, the database is used to identify unique subgroups that are otherwise unattainable online. With the breadth of GfK KnowledgePanel profiles, we are able to:

- target the specific survey respondents you need, so that you don't need to waste valuable time in your custom survey

- integrate analytic value from profile packages – this might include, but is not limited to, information about political affairs, lifestyle, media, shopping habits, financial views, technological sophistication and more
- create custom panels based on collected characteristics, behaviors and attitudes of GfK KnowledgePanel members, eliminating the cost of newly recruiting a panel

GfK expertise applied

We believe that the true value to you of working with our company lies in the knowledge of our people and having their know-how and creativity, motivation and commitment applied to your needs. KnowledgePanel alone cannot tell a story, provide actionable recommendations or create the best survey or sample design to find them either, but GfK's experts can. Our team members combine and apply their industry experience and specialist knowledge to every project – so you can be assured you'll not only receive the best survey/sample design but the best insight on which to act too.



KnowledgePanel validations and data integration innovations

The American Association of Public Opinion Research (AAPOR), through its Online Task Force and scientific comparison research, has indicated the greater accuracy of online results produced by probability based samples. In fact, the AAPOR Report on Online Panels states: “Researchers should avoid non-probability online panels when one of the research objectives is to accurately estimate population values.” The KnowledgePanel model provides a scientific basis in keeping with this task force finding and recommendation. We are continuously improving our GfK KnowledgePanel design and procedures through our “research on research” program, as shown by our extensive methodological research into advancing state-of-the-art online surveys.

Until recently, the market research industry was the exclusive provider of “why” information about the public or consumers. Integrating “what” with “why” information has often proved difficult. But the situation has fundamentally changed with the vast array of other data sources readily available to you, our clients. GfK leads the way

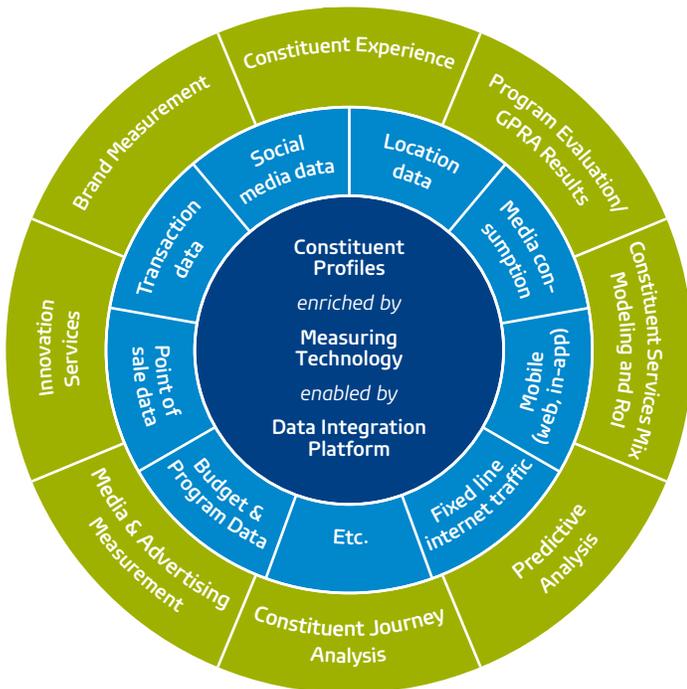
in harnessing these data, big or otherwise, and integrating them with your survey data from KnowledgePanel. Our research platform capabilities, shown below, can add to any research.

The quality of KnowledgePanel and GfK’s consumer profile information is unparalleled in terms of representativeness and granularity. This is the basis for our Reference Layer.

GfK’s Data Integration Platform combines custom collected statistical data with your operational and customer data sources to add context and projectability to your data assets. To achieve this we combine rich public and/or consumer profiles with measured web usage and purchase data when available. This allows you to address a range of research use cases:

- utilize existing panels where available (e.g. KnowledgePanel)
- create new calibration panels where needed (e.g. KnowledgePanel Digital)
- integrate big data sets with your own or third-party)
- solve various business requirements and use cases

Data integration: a differentiator that we put to work for you



GfK INTEGRATED DATA

KnowledgePanel – an integration platform that serves as a standalone and/or a calibration tool, as a link between various data sources, and for data enrichment of external and internal data sources

DATA SOURCES

Proprietary constituent and third-party data

INSIGHTS THAT MATTER

Defines your current needs and/or potential future opportunities for GfK

KnowledgePanel accuracy makes it the optimal choice for precisely assessing:

Core mission issues:

- public policy and programs
- economic issues
- political and social issues
- health policy and issues

Opinions and attitudes:

- public affairs and corporate communication evaluation
- opinion tracking
- media plans and communication issues

Behaviors:

- behavior and attitude linkages to outcomes
- service or product choice
- changes in attitudes and usage
- willingness to pay/discrete choice
- brand health using trackers
- digital behavior

Advanced methods:

- calibration of non-probability samples
- campaign and program evaluation
- multicultural research
- low-incidence/rare group targeting
- experimental designs
- online qualitative, integrated with quant research

Market sizing and targeting:

- marketing plans
- sizing populations
- innovation
- segmentation
- prevalence estimates
- new product evaluation
- late-stage concepts
- ROI
- white space
- precise screening/targeting

Let's put GfK KnowledgePanel to work for your business

- custom surveys
- public release research
- three-screen digital and attitudinal measurement
- marketing science services
- data integration services
- statistical consulting

Understanding the public sector

GfK KnowledgePanel is the trusted source of relevant public opinion information that enables its clients to make smarter decisions. Our experts combine their passion with GfK's long-standing data science experience. This allows us to deliver vital global insights matched with local intelligence from more than 100 countries. By using innovative technologies and data sciences, we turn big data into smart data, enabling its clients to address critical concerns in public policy, health policy and services, epidemiology, environmental protection, political science, sociology, social psychology, and many other fields.



Questions? Contact us!

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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.