KNOWLEDGE PANEL®
BRINGS YOU A
PROBABILITY-
BASED ONLINE
SAMPLE
Rigor:
GfK provides the highest quality online samples to the research community, backed by experts in survey research methods who work closely with our clients throughout the field period and data delivery. Relying on rigorous statistical methodologies and probability-based samples, survey results from KnowledgePanel are often used for government and academic research purposes and publications in peer-reviewed journals. KnowledgePanel is the largest online panel that is representative of the U.S. population. KnowledgePanel recruitment employs an addressed-based sampling methodology from the United States Postal Service’s Delivery Sequence File – a database with full coverage of all delivery points in the U.S. As such, samples from KnowledgePanel cover all households regardless of their phone status. Member households without internet access are furnished with a free computing device and internet service.

One of the unique features of KnowledgePanel that provides a powerful tool for probability-based sample surveys of rare subgroups is a rich battery of profile data for all 55,000 recruited panel members. These data are obtained from an in-depth Demographic Profile survey and a dozen Topical Profile surveys panel members take once recruited. The availability of such detailed profile data for all panel members provides a cost-effective alternative for selecting representative samples from low-incidence populations based on geodemographic, behavioral, and attitudinal indicators.

Expertise:
By all measures – clients, services, professionals, and industry recognition – GfK is a leading research organization. Relying on an impressive cadre of seasoned statisticians and survey research scientists, our tried and proven methodologies are supported by an organizationally mandated quest to remain at the cutting edge of relevant technologies. Our experts have successfully transitioned a myriad of survey and market research projects from phone and mail modalities to online data collection via KnowledgePanel. These include long-term longitudinal and tracking surveys with complex reporting needs.
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PERSONAL & HOUSEHOLD CHARACTERISTICS

Gender

Age

Marital status
- Married
- Widowed
- Divorced
- Separated
- Never married
- Living with partner

Children
- Age
- Gender
- Number

Education
- No formal education
- 1st, 2nd, 3rd or 4th grade
- 5th or 6th grade
- 7th or 8th grade
- 9th grade
- 10th grade
- 11th grade
- 12th grade, no diploma
- High school graduate – high school diploma or the equivalent (GED)
- Some college, no degree
- Associate’s degree
- Bachelor’s degree
- Master’s degree
- Professional or doctorate degree

Student status
- Full-time student
- Part-time student
- Not enrolled in school

Race
- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian/Pacific Islander
- 2+ races

Hispanic origin
- Mexican, Mexican-American, Chicano
- Puerto Rican
- Cuban, Cuban American
- Other Spanish/Hispanic/Latino

Household income
- Less than $5,000
- $5,000 to $7,499
- $7,500 to $9,999
- $10,000 to $12,499
- $12,500 to $14,999
- $15,000 to $19,999
- $20,000 to $24,999
- $25,000 to $29,999
- $30,000 to $34,999
- $35,000 to $39,999
- $40,000 to $49,999
- $50,000 to $59,999
- $60,000 to $74,999
- $75,000 to $84,999
- $85,000 to $99,999
- $100,000 to $124,999
- $125,000 to $149,999
- $150,000 to $174,999
- $175,000 or more

Home ownership
- Owned or being bought by you or someone in your household
- Rented for cash
- Occupied without payment of cash rent

Domicile location
- ZIP code
- County
- Metro area
- DMA
- State
- Region

Employment status
- Working – as a paid employee
- Working – self-employed
- Not working – on temporary layoff from a job
- Not working – looking for work
- Not working – retired
- Not working – disabled
- Not working – other

Household head

Empty-nester

Non-internet household

Pets in household
- Cat
- Dog
- Fish
- Bird
- Gerbil, guinea pig, hamster, mouse, rabbit, ferret
- Reptile
- Horse
- Other

Number of jobs

Hours per week at main job
- 35 hours or more
- Less than 35 hours
### Latino

<table>
<thead>
<tr>
<th>Field</th>
<th>Options</th>
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<tbody>
<tr>
<td>Born-again or evangelical Christian</td>
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<tr>
<td>Frequency of attendance at religious services</td>
<td></td>
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<tr>
<td>Gun in household/personal gun ownership</td>
<td></td>
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<tr>
<td>Ancestry</td>
<td></td>
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<tr>
<td>Languages spoken</td>
<td>English, Spanish, Tagalog, Chinese, French, Vietnamese, German, Korean, Italian, Russian, Arabic, Portuguese</td>
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<td>U.S. citizenship</td>
<td>Born a citizen, Naturalized citizen, Not a citizen</td>
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<tr>
<td>Current or former citizenship of other nations</td>
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<td>Language spoken at home</td>
<td>Only Spanish, More Spanish than English, Both Spanish and English equally, More English than Spanish, Only English</td>
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<tr>
<td>Language proficiency</td>
<td>English proficient, Bilingual, Spanish proficient</td>
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<td>Country of birth</td>
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<tr>
<td>Years lived in the U.S.</td>
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<tr>
<td>Parents/grandparents born in U.S. or another country</td>
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<tr>
<td>Cultural identification</td>
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<tr>
<td>Spouse Hispanic/Latino</td>
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<tr>
<td>Attitudes about culture, values, life in U.S.</td>
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</tr>
<tr>
<td>Hours of media consumed per week</td>
<td>Spanish-language TV, English-language TV, Spanish-language radio, English-language radio</td>
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<tr>
<td>How often reads newspapers</td>
<td>Spanish-language, English-language</td>
</tr>
<tr>
<td>How many magazines read in a month</td>
<td>Spanish language, English-language</td>
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<tr>
<td>Frequency of technology use</td>
<td>Send email or instant message to people in family’s country of origin, Post a status or picture on social media, Make a phone call over the internet</td>
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</tbody>
</table>
TELEVISION

Number of television sets in home

Has HDTV with built-in internet capability

Brand of HDTV

Watched streaming video in past 6 months

Type of television service

How long ago households without pay television service canceled service

How often watches television programs

How often watches types of programs
  - Primetime sitcoms
  - Primetime animated comedies
  - Primetime dramas
  - Primetime action/adventure series
  - Primetime reality TV
  - Primetime science fiction
  - Primetime history or science
  - Primetime crime/investigation
  - Movies originally released in a movie theater
  - Made-for-TV movies
  - Live sports coverage (e.g., live sports, games, matches)
  - Sports news
  - Day time talk shows (e.g., Ellen)
  - Late night talk shows (e.g., The Tonight Show on NBC, The Late Show on CBS)
  - Soap operas
  - Game shows
  - “How To” programs
  - Children’s programs
  - News/news magazine programs

How often watches programs on broadcast TV networks
  - ABC
  - CBS
  - The CW
  - Fox
  - MyNetwork TV
  - NBC
  - PBS
  - Telemundo
  - Univision

Favorite broadcast TV network

How many evenings per week anyone in household watches PBS in primetime

Does anyone in household watch children’s programs on PBS or public television station

Financial contributions to a public television station in the past 12 months

Devices used to watch streaming video
  - Apple TV
  - Fire TV
  - Google Chromecast
  - Google Nexus Player
  - PlayStation (PS3 or PS4)
  - Roku
  - Slingbox
  - Wii or Wii U
  - Xbox 360 or Xbox One
  - Smartphone
  - Tablet

Streaming video services used
  - Amazon Prime/Amazon Instant Video
  - CBS All Access (distinct from streaming content with ads on CBS.com)
  - Epix
  - Google Play
  - HBO Now (distinct from HBO Go)
  - Hulu (free)
  - Hulu (pay)
  - Netflix
  - Showtime App (distinct from Showtime Anytime)
  - Sling TV
  - Sony PlayStation Network
  - Ultraviolet
  - Vudu
Shopping Behavior

Primary grocery shopper

Last time shopped
- Department store (like Sears, Macy's, Kohl's)
- Dollar store (like Dollar General)
- Discount store (like Walmart, Kmart, Target)
- Specialty clothing store (like the Gap, Ann Taylor)
- Specialty store for beauty care (like Bath & Body Works, Sephora, or a salon or spa)

Websites where made purchase in past 3 months
- Amazon
- Bestbuy.com
- eBay
- Gap.com
- HomeDepot.com
- Target.com
- Walmart.com

Household Amazon Prime membership

Types of stores where purchased groceries in past 3 months
- Supermarket/grocery store
- Grocery website (like Netgrocer.com, Peapod, AmazonFresh)
- Discount store
- Farmers market
- Warehouse club store
- Dollar store
- Drug store

Specific stores where purchased groceries in past month

Frequency of shopping activities
- Using blogs and social networking sites such as Facebook and Twitter to help make shopping decisions
- Using coupons received in emails
- Using paper coupons
- Downloading coupons from websites
- Researching products online then buying in a physical store
- Researching products in a physical store then buying them online
- Using the internet to compare prices
- Using the internet to check product reviews
- Reading paper store circulars
- Reading online store circulars
- Using Site to Store
- Using social picture sharing websites or apps such as Pinterest and Instagram to help make shopping decisions
- Using a retailer’s mobile app when in a store

SHOPPING BEHAVIOR

Websites where made purchase in past 3 months
- Xbox Live Marketplace
- Website or app from a television network
- Website or app from your TV service provider

Has video-on-demand cable service

How often watched free and paid video-on-demand movies or programs in past 4 weeks

Name of cable TV, satellite TV, or telephone company TV service provider

Services bundled with cable TV
- High-speed Internet access
- Telephone service to your home
- Mobile/cellular telephone service
- Home security/alarm service

Has HD television service

Has a digital video recorder (DVR)

Amount of monthly cable/satellite bill

How often watches 130 cable TV channels

Stores near enough to where you live or work to shop regularly

Stores where made purchase in the past 3 months
- Discount stores or supercenters
  - Target
  - Walmart
- Drug stores
  - CVS
  - Rite Aid
  - Walgreens
- Warehouse club stores
  - Costco
  - Sam’s Club
- Electronics retail stores
  - Apple Store
  - Best Buy
  - Microsoft Store
- Home improvement stores
  - Home Depot
  - Lowe’s
  - Ace
- Department or clothing stores
  - JC Penney
  - Kohl’s
  - Macy’s
  - Old Navy
  - The Gap
  - Banana Republic
  - Athleta
Interest in spectator sports

- ATP Men’s Tennis
- WTA Women’s Tennis
- MLB – Major League Baseball
- Minor League Baseball
- Little League Baseball
- MLS – Major League Soccer
- International Pro Soccer
- NBA – National Basketball Association
- WNBA – Women’s National Basketball Association
- Men’s College Basketball
- Women’s College Basketball
- NFL – National Football League
- AFL – Arena Football League
- College Football
- High School Football
- Pop Warner/Pre-High School Football
- NHL – National Hockey League
- PGA Tour Golf
- LPGA Tour Golf
- Volleyball
- Formula One Racing
- IndyCar Racing
- NASCAR Spring Cup Racing
- NASCAR Nationwide Xfinity Series
- NASCAR Camping World Truck Series
- NHRA Drag Racing
- Track & Field
- Cycling
- Horse Racing
- Summer Olympics
- Winter Olympics
- Swimming
- Skiing
- Snowboarding
- Figure Skating
- Boxing
- Mixed Martial Arts – UFC or Bellator
- Pro Wrestling – WWE or TNA
- Extreme Sports
POLITICS

Registered to vote

Feels like things in this country are generally going in the right direction or have gotten off on the wrong track

2012 Presidential candidate voted for

2014 Congressional election party voted for

2016 likelihood of voting

Party identification
- Strong Republican
- Not very strong Republican
- Leans Republican
- Undecided/Independent/Other
- Leans Democratic
- Not very strong Democrat
- Strong Democrat

Political ideology
- Extremely liberal
- Liberal
- Slightly liberal
- Moderate/middle of the road
- Slightly conservative
- Conservative
- Extremely conservative

Level of interest in politics and public affairs

Frequency gets information about politics from media
- Radio
- Internet news sites
- Print newspapers
- Television
- Magazines
- Internet blogs
- Social media websites

Civic and political activism in past 12 months
- Attended a political protest or rally
- Contacted a government official

Active participation in political movements
- Tea Party
- Environmental Rights
- Women's Rights
- Racial Equality
- Right to Life
- Peace/Anti-war
- Lesbian, Gay, Bisexual and Transgender (LGBT) Rights
- Occupy

Participation in civic organizations/interest groups
- Service club or fraternal organization (e.g., Elks, Rotary)
- Veterans group
- Religious group
- Senior citizens' center or group
- Women's group
- Non-partisan civic organization
- School club or association
- Hobby, sports team or youth group
- Neighborhood association or community group
- Group representing racial/ethnic interests

Involvement in community in past 12 months
- Attended PTA/school group meeting
- Attended a community group meeting
- Donated blood
- Gave money to a charity/not-for-profit
- Worked for a charity/not-for-profit or your church

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- Skateboarding
- B.A.S.S. Bassmaster Fishing
- Professional Bull Riding (PBR)
- Professional rodeo

Level of interest in sports/fandom

Favorite sport

How often watches sports on TV

How often reads, listens to or watches sports news or information

Sources for sports news and information

Sports attended in past 12 months

Sports participated in during past 12 months
- Baseball
- Basketball
- Boxing
- Cycling
- Extreme Sports
- Figure Skating
- Fishing
- Football
- Golf
- Hockey
- Martial Arts
- Skateboarding
- Skiing
- Snowboarding
- Soccer
- Swimming
- Tennis
- Track & Field
- Volleyball
- Wrestling

Favorites
- NFL team
- NBA team
- MLB team
- College team
Environmentally-minded activities in past 12 months
- Gave money to an environmental organization
- Contributed time or expertise to an environmental group
- Recycled cans, glass, plastic, newspapers or other household waste
- Purchased a product specifically because it was made from recycled materials
- Took steps to reduce use of energy
- Replaced incandescent bulbs with compact fluorescent lamps

Methods for handling financial transactions
- By telephone
- By mail
- Online, using a personal computer
- Online, using the web browser on your mobile phone or tablet
- Using an app on your smartphone or tablet
- Using online chat
- Face-to-face
- At an ATM

Financial services used by household members
- PayPal
- Store credit cards (e.g., Walmart)
- Alternative currencies (e.g., Bitcoin)
- Venmo
- Visa Check Out
- Apple Pay
- Samsung Pay
- Android Pay
- Chase Pay
- NetSpend
- MasterPass
- Other e-Wallets
- Western Union
- MoneyGram

Other financial activities in past 3 months
- Cashed a check at a place other than a bank
- Purchased money orders at a place other than a bank, savings and loan or credit union
- Used payday loan or payday advance services
- Sold items at pawn shops
- Bought something at a rent-to-own store
- Received payment for wages on a payroll card rather than cash, check or direct deposit
- Used prepaid, reloadable debit cards not linked to checking or savings accounts
- Overdrafted a checking account

Approach to investment decisions
- Does own research and makes own trades
- Gets information and trading support through a brokerage for a fee
- Relies on a commissioned broker at a brokerage firm
- Uses a financial planner

Total investable assets
- Under $5,000
- $5,000 to $9,999
- $10,000 to $24,999
- $25,000 to $34,999
- $35,000 to $49,999
- $50,000 to $74,999
- $75,000 to $99,999
- $100,000 to $249,999
- $250,000 to $499,999
- $500,000 to $999,999
- $1,000,000 or more
Investment goals
- Retirement
- Child’s private school tuition (not college)
- Child’s college tuition
- Home purchase
- Second/vacation home purchase
- Investment property purchase
- Wedding
- Automobile
- Debt repayment
- Long-term health care
- Another goal

Timeframe for saving money

Savings habits

Number and type of credit/debit cards owned

Bank that issues credit cards

Primary credit card

Household living paycheck to paycheck

Satisfaction with current financial condition

How well household keeps up with bills and credit payments
- Keeps up without any difficulties
- Keeps up, but it is a struggle from time to time
- Keeps up, but it is a constant struggle
- Falling behind with some payments
- Falling behind with many payments

How often household ran out of money before the end of the month during the past 12 months

Confidence you could come up with $2,000 for unexpected needs

How long household could make ends meet if faced an emergency

Credit score – very poor, poor, fair, good, excellent

Number of cell phones, number of smartphones and types of smartphones used in household

Cell phone user

Smartphone user

Cell phone manufacturer and service provider

Smartphone operating system

Activities on cell phone
- Send or receive email
- Send or receive text messages
- Take pictures
- Access the internet
- Send a photo or video
- Download apps
- Play games
- Play music
- Record video
- Access social networking site
- Watch video
- Check bank balance or do any online banking
- Participate in video call or video chat
- Compare prices when shopping
- Download or use electronic coupons
- Access Twitter
- Watch TV programs or movies
- Buy a product
- Read a product or service review
- Navigate using GPS

Household device ownership
- Desktop
- Laptop
- Tablet
- Gaming console
Personal device ownership
- Desktop
- Laptop
- Tablet
- Wearable computing device

When personal tablet was purchased

Types of apps used on mobile devices in past 30 days
- Banking/Finance
- Communication
- Dating
- Entertainment/Food
- Maps/Navigation
- Music
- News/Weather
- Productivity
- Search
- Shopping/Retail
- Social Networking
- Travel/Lifestyle
- Video/Movies
- Promotions/Deals
- Price checking
- TV apps
eWallets/ePayment
- Retail/Store-specific apps

Regular activities on mobile devices
- Listen to music/songs
- View or share digital photos online
- Watch movies
- Watch TV shows
- Watch user-generated video clips/short videos
- Subscribe to an online digital music service
- Pay to view and/or download a digital video file (movie, TV show, etc.)
- Play video or online games
- Research a product or service online
- Purchase a product or service online
- Visit online auction sites
- Use an e-Wallet when paying
- Check prices while shopping
- Visit social or professional networking sites

- Blog
- Use Twitter
- Email
- Share pictures and video
- Check news, weather or sports
- Use a search engine
- Job searches
- Visit wiki sites
- Read product reviews while shopping

Number of computers in use in household

Type of Internet service (including Wi-Fi)
- Dial-up
- DSL
- Cable modem
- Mobile broadband
- Satellite
- Fiber-optic

Operating systems on household desktop/laptop computers and tablets
- Has a webcam

Computer network at home

Type of device most often used to access the internet

Internet service provider

Internet service is part of a bundle

Browsers used most frequently

Frequency accessed the internet in past year

Amount of time spent using the internet

Internet activities in past year
- Working from home or telecommuting
- Entertainment
- Financial services
- Education or schoolwork
- Personal communications

Concern about sharing personal information on the internet

Frequency of use of specific websites
- Amazon
- Facebook
- LinkedIn
- Reddit
- Twitter
- YouTube
- ESPN
- MSN
- Buzzfeed
- Wikipedia
- Yahoo
- Craigslist
- eBay
- Blogspot
- Netflix
- TripAdvisor
- Yelp
- Tumblr
- Google+
- Instagram
- Pinterest
- PayPal

Attitudes toward technology and new technology products
PERSONAL HEALTH

Self-reported health status

Height/weight/BMI

When was last visit to a healthcare professional

Received care in an emergency department or urgent care center in past 2 years

Used a retail health clinic for personal care, child care, an adult in your care in past 12 months

When was last visit to a dentist

Personal medical conditions

• Acid reflux disease
• ADHD or ADD
• Asthma, chronic bronchitis or COPD
• Cancer
• Chronic pain (such as low back pain, neck pain or fibromyalgia)
• Diabetes or pre-diabetes
• Epilepsy
• Eye condition (other than poor vision)
• Gastrointestinal condition
• Gout
• Heart attack, heart disease or other heart condition
• Hepatitis C
• High blood pressure
• High cholesterol
• Kidney disease
• Menopause or perimenopause
• Multiple sclerosis
• Osteoarthritis, joint pain or inflammation
• Osteoporosis or osteopenia
• Over Active Bladder
• Psoriasis
• Rheumatoid arthritis
• Seasonal allergies
• Sexual dysfunction

• Sleep disorders such as sleep apnea or insomnia
• Stroke

Personal mental health conditions

• Anxiety disorder
• Bipolar disorder
• Depression
• Mood disorders
• Schizoaffective disorder
• Schizophrenia

How each medical condition managed

• Under the care or supervision of a doctor or other qualified medical professional
• Takes a prescription drug on a regular basis
• Takes an over-the-counter medication on a regular basis
• With diet and exercise
• Something else

Diagnosed with Type 1 diabetes/Type 2 diabetes/Pre-diabetes or IGT

How diabetes is managed

Type of cancer diagnosis

Biomarker used to determine type of cancer or best treatment

Had or plans to have joint replacement surgery

Caregiver for an adult family member or friend

Medical and mental health conditions of adult family member or friend for whom care is provided

Caregiver for a child

Medical conditions of child for whom care is provided

Frequency of exercise

Smoked 100 cigarettes in lifetime

Current cigarette smoker
HEALTH COVERAGE & ATTITUDES

Type of health insurance
- Through own or someone else’s employer or union
- Medicare
- Medicaid or a state medical assistance plan
- Health insurance you bought through an insurance exchange
- Health insurance you bought directly not through an exchange
- Veteran’s Affairs, Department of Defense or other military program
- Health insurance from some other source

Has supplemental insurance

Type of health insurance plan
- HMO
- PPO
- Fee for service
- High deductible health plan

Enrolled in Medicare Part D plan

Enrolled in a Medicare Advantage plan

Ever covered by health insurance purchased through a state or federal exchange

Year in which first purchased health insurance through an exchange

Tried to quit smoking in past 12 months

Monthly/weekly drinker and number of drinks in past week
- Beer
- Wine
- Liquor

Insured through own employer, spouse or domestic partner’s employer, parent or guardian’s employer or someone else’s employer

Health plan has a deductible

Annual deductible for in-network and out-of-network charges

Amount of out-of-pocket medical expenses in past 12 months

Number of prescriptions prescribed by doctor in past 12 months

Where prescriptions are filled
- Chain pharmacy
- Local independent drug store
- Discount store or warehouse
- Grocery store pharmacy
- Hospital outpatient pharmacy
- Doctor’s outpatient office
- Hospital / infusion center
- Through the mail
- Through the internet

Family member used a program for lower cost or free prescription drugs in past 12 months
- Prescription drug samples from healthcare provider
- Coupons or vouchers from a prescription drug company
- Copay assistance program offered by a pharmaceutical company to subsidize the costs of medications for lower income patients
- Free drug program offered by a pharmaceutical company and doctor/healthcare provider
- Foundation support from a non-profit organization

Satisfaction with quality of medical care in past 12 months

Satisfaction with healthcare coverage

Sources of health information in past 12 months
- Doctor
- Pharmacist
- Nurse, nurse practitioner or physician’s assistant
- Relative, friend or co-worker
- Someone you know who has a particular medical condition
- Disease-related association or patient support society
- Educational forum at a local clinic, hospital, community center or other location
- Pharmaceutical company
- Health insurance company
- Newspapers or magazines
- Television
- The internet
- Social media
- Healthcare app

Seen advertisements for prescription drugs in the past 12 months

Actions after seeing advertisements for prescription drugs

Attitudes about U.S. healthcare system

Cost-related healthcare experiences in the past 12 months
- Used all or a portion of savings to pay for healthcare
- Borrowed money or accumulated debt to pay for healthcare
- Skipped medication doses to make a medicine last longer
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.

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