

KnowledgePanel LatinoSM

Latino Research Reinvented for the Online Survey Age

Inclusion in survey research matters. It is for this reason that Knowledge Networks, a GfK company, built the unique, Web-based KnowledgePanel LatinoSM. We stand alone in covering about 97% of the Latino households in the U.S., with a representative sample you can be sure of to meet your research need for statistically representative online surveys.

To bring you the organic growth and portfolio opportunities of an effective Hispanic marketing and media effort — and to identify important societal trends — KN applies resources such as 15 full-time research experts and unmatched online panels.

All populations should have a voice in survey research; and, for U.S. researchers, marketers and policy makers, there are few groups more important than U.S. Latinos, who

- represent 1 in every 6 U.S. residents and
- have over a trillion dollars in buying power.

Latinos are the fastest growing segment of the U.S. population, expanding at three times the national rate. The opinions, needs and attitudes of 50 million Latinos are at stake; a population that is a major force in both public policy making and consumer-spending growth, now and in future decades. Knowledge Networks (KN) is proud to be the only online survey research firm that can deliver a full view of this population as part of KnowledgePanel[®]!

For the first time, you can conduct online surveys with Latinos based upon language proficiency as well as acculturation level while including those Latinos who did not have Internet access prior to joining KnowledgePanel LatinoSM. You no longer need to rely on expensive RDD phone surveys that miss cell phone-only Latinos or unrepresentative mall intercepts to obtain a view of the Latino population you can be sure of.

KnowledgePanel Latino Survey Options

To meet these goals, KnowledgePanel Latino is representative, relevant, unique, credible, and price competitive. KN offers online research exploring this essential and growing population with several custom survey options, be they for full-service or sample-only needs:



- Stand-alone samples of Spanish-language and/or unacculturated households
 - For studies representative of this portion of the Latino population reflecting language, strong Latino values and acculturation levels
 - For studies requiring large, nationally balanced Spanish-language households
- Inclusive studies of just the U.S. Latino population
 - Unacculturated and/or Spanish-language households combined with acculturated and/or English-speaking and bilingual Latinos on KnowledgePanel for the most inclusive picture
- General population samples using KnowledgePanel, including unacculturated and/or Spanish-language households
 - For studies of the U.S. population, to assure full coverage inclusive of the Latino population as part of a gen pop survey but with a readable sample
 - To deliver representative estimates related to Latinos and in comparison to other population segments

KnowledgePanel LatinoSM: Unique Representation and Recruitment for Accuracy

To construct KnowledgePanel Latino, we have taken quality of online panel representation to the next level by providing netbooks and Internet service for the roughly 40% of Latinos who do not have Internet access at the time of recruitment.

The sample for KnowledgePanel Latino uses a dual frame design. The main sample is recruited through the mail using English and Spanish materials. This address-based sample (ABS) is drawn from the U.S. Postal Service's Computerized Delivery Sequence file that covers approximately 97% of the physical addresses in all 50 states. The ABS mail sample represents all households whether they have only cellular telephone service, a landline telephone or no telephone service. The ABS sample is further supplemented with a smaller random-digit dial (RDD) telephone recruitment that specifically targets high density Hispanic areas across the country. This RDD sample is designed to exclusively recruit additional Spanish-dominant households. As a result, KnowledgePanel Latino has the most complete coverage of the U.S. Hispanic population.

For all new panel members, demographic information such as gender, age, race/ethnicity, income, education – and for Latino members, language proficiency – are collected in an online “profile” survey. This information is used to determine eligibility for specific studies and eliminates the need for gathering basic demographic information on each panel survey. After this survey is completed, the panel member is regarded as active and ready to be sampled for other surveys.

KnowledgePanel LatinoSM Maintenance

Knowledge Networks includes unparalleled support and “hand-holding” to all, while recognizing the specific needs of Spanish-dominant and unacculturated households. We provide:

- Spanish-language materials for netbook set up
- Toll-free, Spanish-language helpdesk
- Outbound contacts to maintain engagement
- Newsletter and email communications outside the survey experience

Our panel maintenance approach recognizes that there are thousands of views of Latinos—highly diverse beliefs, goals, experiences, and points of view; and reaching each of them – or very specific subgroups – for policy-making, academic research and marketing research was a challenge waiting to be met. We have accepted that challenge.

Pre-Screened Profile Detail

KN is drawing on the unique experience and expertise it possesses from establishing and maintaining KnowledgePanel® – the only probability-based online

Language Usage	Spanish and English
	Language and Proficiency
	Language Spoken
Media Usage	Spanish and English
	Broadcast and Print
Demographics	Country of Birth
	Parents'/Grandparents' Country of Birth
	# of Years in the U.S. (Combined with Age to Capture % of Life Spent in the U.S.)
Attitudes and Values	Cultural Values and Identity
	Maintaining Cultural Values Through Generations
	Family and Kids
	Life in the U.S.
	Plans and Aspirations

panel that represents both the Internet and non-Internet populations. “Language spoken” is often not the destination considered in surveying Latinos. That is why Knowledge Networks offers a variety of Latino behavioral/attitudinal profile variables for use in your research. This suite of variables, highlighted in our table, will enable you to utilize the appropriate sample view for the issue at hand.

Key Facets of Latino Acculturation Level

KnowledgePanel Latino helps you take all of these differences into account as they consider:

- Who is my primary target within this population?
- What are the differences and similarities?
- What do they look for?
- Is my product or service meeting their needs?
- Is my positioning relevant?
- Are my marketing efforts achieving the best results?
- What are my target's attitudes, behaviors and beliefs, so that I know how to effectively market to and reach them?
- What is the public-policy-making impact?



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