Knowledge Networks Panel Book

KnowledgePanel® brings you a probability-based online sample covering 97% of the U.S. population
Rigor: KnowledgePanel®

Knowledge Networks, a GfK company, provides the highest quality online sample to research firms, custom and syndicated researchers with data-only projects. The sample is backed by our experts working with you throughout field and data delivery.

By using KnowledgePanel, you gain unprecedented accuracy in your research through the use of a statistically valid sampling method and a known published sampling frame that results in statistical projectability. KnowledgePanel is the only online panel that is representative of the U.S. population. In fact, we cover 97% of the U.S. population while opt-in panels cover roughly 74% of the population.

Knowledge Networks has combined true probability sampling and the Internet’s many advantages as a research medium in the creation of KnowledgePanel. It incorporates the views and opinions of all Americans and does not leave out cell phone-only households; non-Internet households; the full spectrum of the Hispanic population; other minorities; and young adults. KnowledgePanel is not susceptible to the “professional respondent” problem and other hazards of “opt-in” online panels. Quite simply, this means that KnowledgePanel provides the highest level of accuracy and representation available on the Web today — a degree of quality essential to projectable research for effective marketing and policy making.

By combining the only representative, probability-based online panel with over 4,500 variables collected on each panelist, Knowledge Networks is pleased to offer myriad ways to target sample and enhance your analysis. You can target KnowledgePanel members based on thousands of variables described in this document, including (but not limited to) shopping habits, media usage, or health conditions. In addition, you can append variables to final datasets to provide further insight into analyses.

Collaboration

With a highly experienced and responsive team, Knowledge Networks Service Bureau is more than just a data provider. We will work with you at every step of the way, from sample design to weighting, to make sure that not only your project proceeds smoothly, but that the end dataset offers the insightful analyses needed to delight your clients.

Expertise

Knowledge Networks has a rich history and experience to execute even your most complex project. We have successfully transitioned a myriad of projects from phone and mail methodologies and opt-in panels to KnowledgePanel. We can help with the re-designing of the questionnaire to ensure that the data captured will provide the consistency needed. In addition, we have the experience running numerous long term trackers, providing you with the data accuracy of a probability-based panel and the speed of an online methodology.
Personal & Household Characteristics ................................................................. 4

Latino .................................................................................................................. 5

Lifestyle ............................................................................................................... 5

Media Usage ....................................................................................................... 6

Shopping Behavior ............................................................................................ 6

Sports Interest ................................................................................................... 7

Politics ............................................................................................................... 7

Investments & Finance ....................................................................................... 8

Technology & Electronics .................................................................................. 8

Personal Health .................................................................................................. 9

Health Care Coverage and Attitudes ............................................................... 9
### Personal and Household Characteristics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Marital status</th>
<th>Hispanic origin</th>
<th>Employment status</th>
<th>Hispanic origin</th>
<th>Employment status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Married</td>
<td>Mexican, Mexican-American Chicano</td>
<td>Working — as a paid employee</td>
<td>Mexican, Mexican-American Chicano</td>
<td>Working — as a paid employee</td>
</tr>
<tr>
<td></td>
<td>Widowed</td>
<td>Puerto Rican</td>
<td>Working — self-employed</td>
<td>Puerto Rican</td>
<td>Working — self-employed</td>
</tr>
<tr>
<td></td>
<td>Divorced</td>
<td>Cuban</td>
<td>Not working — on temporary layoff from a job</td>
<td>Cuban</td>
<td>Not working — on temporary layoff from a job</td>
</tr>
<tr>
<td></td>
<td>Separated</td>
<td>Central American</td>
<td>Not working — looking for work</td>
<td>Central American</td>
<td>Not working — looking for work</td>
</tr>
<tr>
<td></td>
<td>Never married</td>
<td>South American</td>
<td>Not working — retired</td>
<td>South American</td>
<td>Not working — retired</td>
</tr>
<tr>
<td></td>
<td>Living with partner</td>
<td>Caribbean</td>
<td>Not working — disabled</td>
<td>Caribbean</td>
<td>Not working — disabled</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other Spanish/Hispanic/Latino</td>
<td>Not working — other</td>
<td>Other Spanish/Hispanic/Latino</td>
<td>Not working — other</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Children</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No formal education</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1st, 2nd, 3rd, or 4th grade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5th or 6th grade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7th or 8th grade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9th grade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10th grade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11th grade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>12th grade NO DIPLOMA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>HIGH SCHOOL GRADUATE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- high school DIPLOMA or</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>the equivalent (GED)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Some college, no degree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Associate degree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bachelor's degree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Master's degree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Professional or Doctorate degree</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Student status</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Full-time student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Part-time student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Not enrolled in school</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Race</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>White</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Black or African American</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>American Indian or Alaska</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Native</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Asian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Native Hawaiian/Pacific Islander</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2+ races</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Household income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Less than $5,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$5,000 to $7,499</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$7,500 to $9,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$10,000 to $12,499</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$12,500 to $14,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$15,000 to $19,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$20,000 to $24,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$25,000 to $29,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$30,000 to $34,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$35,000 to $39,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$40,000 to $49,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$50,000 to $59,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$60,000 to $74,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$75,000 to $84,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$85,000 to $99,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$100,000 to $124,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$125,000 to $149,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$150,000 to $174,999</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$175,000 or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Household head</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Empty-nester</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Non-Internet household</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cell phone-only household</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pets in household</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dog</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fish</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bird</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gerbil, guinea pig, hamster, mouse, rabbit, ferret</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reptile</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Horse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of jobs</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Occupation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Industry</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sexual orientation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Heterosexual or straight</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gay</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lesbian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bisexual</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member of a labor union</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member of AARP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member of Armed Forces</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Religion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Baptist—any denomination</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Protestant (e.g., Methodist, Lutheran, Presbyterian, Episcopal)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Catholic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mormon</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Jewish</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Muslim</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hindu</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Buddhist</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pentecostal</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Eastern Orthodox</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other Christian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other non-Christian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>None</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gun ownership</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pistol</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shotgun</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rifle</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ancestry</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Languages spoken</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>English</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spanish</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tagalog</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>French</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vietnamese</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>German</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Korean</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Italian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Russian</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Arabic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Portuguese</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>U.S. citizenship</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes, U.S. born citizen</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes, naturalized U.S. citizen</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>No, not a citizen</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

©1998 - 2012 Knowledge Networks, Inc. All rights reserved
Knowledge Networks Service Bureau: knowledgenetworks.com/sb/index.html
Country of citizenship
Language spoken at home
Only Spanish
More Spanish than English
Both Spanish and English equally
More English than Spanish
Only English
Language proficiency
English proficient
Bilingual
Spanish proficient
Country of birth, parents’/grandparents’ country of birth
Years lived in the U.S.
Attitudes about culture, values, life in U.S.
Hours of Spanish-language TV watched per week
How many hours of English-language TV watched per week
How many hours of Spanish-language radio listened to per week
How many hours of English-language radio listened to per week
How often reads Spanish-language newspapers
How often reads English-language newspapers
How many Spanish-language magazines read in a month
How many English-language magazines read in a month
Remittances during past 12 months
Methods used to send remittances
A wire transfer company
A bank
Electronic cashier
A credit union
A cash card
Through a friend, relative, or other person
Post office mail
Online payment system

Interests/hobbies
Bird watching
Dancing
Gardening
Going to antique shows and stores
Shopping
Needlework/knitting/crocheting
Painting or drawing
Photography
Reading
Writing
Woodworking
Video games
Surfing the web
Playing sports
Exercising
Vacation plans
Attitudes about work, leisure, socializing
Time spent with family/friends
How often works from home
television media

- Number of television sets in home
- Type of television signal
- How often watches television
- How often watches types of programs
  - Local morning news programs
  - National morning news programs (ABC, CBS, NBC)
  - Local evening news programs
  - National evening news programs (ABC, CBS, NBC)
  - Sunday news or public affairs programs
  - News magazines (e.g., Dateline, 20/20, 60 Minutes)
  - Primetime sitcoms
  - Primetime animated comedies
  - Primetime dramas
  - Primetime action/adventure series
  - Primetime reality programs
  - Primetime science fiction programs
  - Primetime history or science programs

- Primetime crime/investigation programs
- Theatrical movies
- Made-for-TV movies
- Live sports coverage (e.g., live sports, games, matches)
- Sports news
- Day time talk shows (e.g., Oprah)
- 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

- How often watches each broadcast TV network
- Favorite broadcast TV network
- Owns HDTV set
- Has digital cable TV service
- Cable TV service provider
- Satellite TV service provider
- Telephone company TV service provider

- Services bundled with cable TV
- High-speed Internet access
- Telephone service to your home
- Mobile/cellular telephone service
- Owns a digital video recorder (DVR)

- Amount of monthly cable/satellite bill

- How often watches cable TV channels

print media

- How often reads print magazines
- How often reads online magazines
- Print/electronic magazine preference
- How often reads print newspaper
- How often reads electronic newspaper
- Print/electronic newspaper preference
- Sources of news
- How obtains print newspaper
- Newspaper sections usually reads

shopping behavior

- Primary grocery shopper
- Discount stores or supercenters—purchased something in past 3 months
- Drug stores—purchased something in past 3 months
- Warehouse club stores—purchased something in past 3 months
- Websites made purchase at in past 3 months

- Stores purchased groceries at in past 3 months
- Store spends most money at for groceries
- Prefers name brands or private label brands
- Cosmetics
- Non-alcoholic beverages
- Packaged convenience foods
- Medication you can buy without a prescription

- Perfume/cologne/fragranced lotions/creams
- Hair care products
- Skin care products
- Oral care
- Baby personal care
- Body moisturizers
- Pet supplies
sports interests

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
IRL IndyCar Racing
NASCAR Racing
NASCAR Nationwide Series (formerly Busch Series)
NASCAR Camping World Truck Series (formerly Craftsman Series)
NHRA Drag Racing
Track & Field
Cycling
Horse Racing
Summer Olympics
Winter Olympics
Swimming
Skiing
Snowboarding
Figure Skating
Boxing
Soccer
Swimming
Tennis
Volleyball
Wrestling
Baseball
Basketball
Hockey
Martial Arts
Skateboarding
Skiing
Rollerblades
Skateboard
Skis
Snowboard
Soccer ball
Soccer cleats
Tennis racquet

politics

Most important issue in U.S. today
Registered to vote
2008 Presidential candidate voted for
Party identification
Strong Republican
Not strong Republican
Leans Republican
Undecided/Independent/Other
Leans Democrat
Not strong Democrat
Strong Democrat
Political ideology
Extremely liberal
Liberal
Slightly liberal
Moderate/middle of the road
Presidential approval
Slightly conservative
Conservative
Extremely conservative
Involvement in community organizations
investment and finance

Primary financial decision maker in household
Banks, brokerages, financial institutions used
Credit union member

Types of accounts
Checking
Savings
Money Market
Credit Card
Debit Card
CD
Mortgage
Auto Loan
Personal Loan
Home Equity Loan

Methods for handling financial transactions
By telephone
By mail
Online
Face-to-face

Types of investments
401K or 403B account
IRA
Real Estate
529 Plan

Individual stocks
U.S. bonds
City/Municipal or State bonds
Corporate bonds
Money Market Funds
Mutual Funds
Annuity

$1,000,000 to $4,999,999
$5,000,000 or more

Credit cards owned
Debit cards owned

Primary credit card

Reasons applied for primary credit card
You were preapproved for it
It offered a large credit line
It came with an attractive rewards program (e.g., reward points, miles, cash back)
It offered a low ongoing interest rate (APR)
It had no annual fee
It offered a low interest rate on balance transfers
The company has superior customer service
It is accepted at places you want to use it

How pays off credit card bills
Always pay entire balance
Almost always pay entire balance
Usually pay more than the minimum but not the entire balance
Almost always pay the minimum
Always pay the minimum

Total monthly expenses

Economic attitudes

Attitudes about retirement
Concern about the economy
Changes in behavior due to the economy
Spending
Saving
Investments
Driving my car
Eating out
Planning to retire
Working
Buying generic or store brand products
Watching my grocery budget
Shopping for groceries where I normally shop
Spending time watching television
Buying non-essential items

Online investor
Total investable assets
Less than $50,000
$50,000 to $99,999
$100,000 to $149,999
$150,000 to $249,999
$250,000 to $499,999
$500,000 to $999,999

Credit cards owned
Debit cards owned

Primary credit card

Reasons applied for primary credit card
You were preapproved for it
It offered a large credit line
It came with an attractive rewards program (e.g., reward points, miles, cash back)
It offered a low ongoing interest rate (APR)
It had no annual fee
It offered a low interest rate on balance transfers
The company has superior customer service
It is accepted at places you want to use it

How pays off credit card bills
Always pay entire balance
Almost always pay entire balance
Usually pay more than the minimum but not the entire balance
Almost always pay the minimum
Always pay the minimum

Total monthly expenses

Economic attitudes

Attitudes about retirement
Concern about the economy
Changes in behavior due to the economy
Spending
Saving
Investments
Driving my car
Eating out
Planning to retire
Working
Buying generic or store brand products
Watching my grocery budget
Shopping for groceries where I normally shop
Spending time watching television
Buying non-essential items

technology & electronics

Cell phone user
Smart phone user
Cell phone manufacturer
Cell phone features
Regular cell phone activities

Technology ownership
Digital video camcorder
High definition video camcorder
Digital still camera (i.e., one that does not use film)
Handheld Global Positioning System

On-board navigation/GPS in your car
On-board DVD system in your car
Portable MP3 player (Apple iPod)
Portable MP3 player (Other than Apple iPod)
Portable MP3 player with video capability
Latest-generation video game console such as a Nintendo Wii, Microsoft Xbox or Sony PlayStation
Portable gaming device such as a Sony PSP or Nintendo DS
Digital picture frame
Number of laptops and computers
Type of Internet service (including Wi-Fi)
Has a webcam
Has wireless computer network at home
Internet service provider
Browsers used most frequently

Regular computer activities

Online photo services
Online music services
Online video services
Attitudes about technology and new technology products

©1998 - 2012 Knowledge Networks, Inc. All rights reserved
Knowledge Networks Service Bureau: knowledgenetworks.com/sb/index.html
**personal health**

**Self-reported health status**

- Health/weight/BMI
- Current cigarette smoker
- Tried to quit smoking in past 12 months
- Monthly/weekly beer drinker
- Monthly/weekly wine drinker
- Monthly/weekly liquor drinker

**Ailments/medical conditions**

- Acid reflux disease
- ADHD or ADD
- Anxiety disorder
- Asthma, chronic bronchitis or COPD
- Cancer (all types except skin cancer)
- Depression
- Diabetes
- Heart disease
- Heart attack
- Kidney disease
- Mental health condition
- Multiple sclerosis
- Osteoarthritis, joint pain or inflammation
- Osteoporosis or osteopenia
- Rheumatoid arthritis
- Skin cancer
- Sleep disorders such as sleep apnea or insomnia
- Stroke

- Caregiver for an adult family member with a medical condition
- Caregiver for a child with a medical condition

**Type of health insurance**

- Health insurance through an employer or union
- Medicare
- Medicaid or a state medical assistance plan
- Health insurance that you bought directly
- Health insurance from some other source

**Disease association or patient support group**

- Health insurance company
- Newsletters or magazines
- Television
- The Internet

**Level of education**

- Doctorate or professional degree
- Master’s degree
- Bachelor’s degree
- Associate degree
- High school degree
- No degrees

**Sources of health information**

- Doctor
- Pharmacist
- Nurse, nurse practitioner or physician’s assistant
- Relative, friend or co-worker
- Someone you know who has a particular medical condition

**Enrolled in Medicare Part D plan**

- Annual deductible
- Out-of-pocket medical expenses in past 12 months
- Satisfaction with healthcare coverage

**Health insurance company**

- Newsletters or magazines
- Television
- The Internet

**Insurance**
For more information about Knowledge Networks’ capabilities, or to request a quote, please email us at sbt@knowledgenetworks.com.

Or contact us:

**Naomi Keller**
Associate Vice President
Business Development
(312) 416-3685

**Patricia Graham**
Chief Strategy Officer
(312) 416-3660