

KN Panel Quality Assurance Measures

Non-response minimization:

- We send advance letters prior to telephone recruitment
- Call attempts are distributed across "dayparts" (daytime, evening and weekend) to insure that we contact all households in our sample
- We call back refusals and attempt to convert them
- Once on the panel, we contact members by phone if they miss two consecutive surveys
- We contact them again if they miss 4 surveys
- Panel members who miss 6 consecutive surveys are removed from our panel and replaced

Representation and Statistical Projectability:

- Weights are constructed every two weeks to account for sample selection and non-response
- Recruitment is ongoing and kept at a constant rate to insure that the panel remains at equilibrium -- some panels recruit in waves which means that panel characteristics can change quite drastically
- KN maintains a high response rate by removing (and replacing) non-responders. This is key to maintaining data quality because it means that even respondents who are less likely to participate on the panel for long periods of time are well-represented in any given study
- Similarly, high response rates mean that results are not based, solely, on the responses of those who take surveys quickly. We leave our surveys open for at least 7 days to make sure that all respondents have ample time to complete a survey.
- Panel members receive points for surveys they take REGARDLESS of whether or not they "qualify". Thus there is no perverse incentive.

Panel Relations/community building:

- Quarterly newsletter -- provides panel members with information on our loyalty programs and provides other information about how the KN panel is used and why their participation is important
- Panel member website -- allow members to see their survey history, redeem rewards etc.
- We maintain an inbound 800 number and support center that is open 7 days a week from 9am to 9pm in all time zones. This is unique among on-line panels. We do this to remain proactive in handling our panelists issues and to make their experience is pleasant as possible. This minimizes panel attrition and insures that even those less comfortable with completing surveys do so and have the support they require

Privacy/Data security:

- Only a select group of KN employees have access to the personally identifying information of panelists

- None of the people who have access to the personally identifying information have access to the survey information -- ensuring that survey responses are never linked to an individual's personal information
- Panel members know that they can refuse to answer any question and/or any survey -- we never "force" them to tell us anything
- Panel members can request to have their personally identifying information removed from our databases and we will do so (their survey data will remain but their name, address, email etc. are permanently removed)
- We never release the names, phone numbers or other personal information about our panelists.
- We constantly review our privacy standards and, as a result, we feel we are doing everything possible to safe-guard our panel members' interests. In conclusion, we know that these standards vastly exceed those employed for telephone and other "traditional" modes of research.