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Documentation on Demographic Questions and Panel Recruitment Documents for Purposes of Submission to IRBs

Knowledge Networks Demographic Profile Questions

Date: 10/04/2001

These demographic profile questions are used by Knowledge Networks for the collection of profile data that are attached to surveys conducted for TESS. This instrument is the property of Knowledge Networks, and it is to be distributed only to researchers planning studies in collaboration with TESS.

Which of these types of housing best describes where you live?[single select; do NOT randomize]

- (1) A single-family house detached from any other house
- (2) A single-family house attached to one or more houses, e.g. townhouse
- (3) An apartment
- (4) A condominium or co-op
- (5) College dormitory
- (6) A manufactured or mobile home
- (7) Other

Do you own or rent your residence?[single select]

- (1) Own
- (2) Rent
- (3) Do not pay for housing

Including yourself, how many people live in your household? Please count adults and children of all ages, including infants.

Do you have any teenagers (age 13 to 17 years old) in your household?

- (1) Yes
- (2) No

What languages do you speak?

- (1) English
- (2) Spanish
- (3) French
- (4) German
- (5) Italian
- (6) Chinese
- (7) Tagalog
- (8) Polish
- (9) Korean
- (10) Vietnamese
- (11) Russian
- (12) Portuguese
- (13) Japanese
- (14) Greek
- (15) Arabic
- (16) Hindi (Urdu)
- (17) Other, please specify [_____]

Are you currently . . .

- (1) married
- (2) single (never married)
- (3) divorced
- (4) widowed
- (5) separated

Now we would like to ask you about your ethnicity. Are you of Spanish, Hispanic, or Latino descent?

- (1) No, I am not
- (2) Yes, Mexican, Mexican-American, Chicano
- (3) Yes, Puerto Rican
- (4) Yes, Cuban
- (5) Yes, Central American
- (6) Yes, South American

- (7) Yes, Caribbean
- (8) Yes, Other Hispanic

Please check one or more categories below to indicate what race(s) you consider yourself to be.

- (1) White
- (2) Black/African-American
- (3) American Indian or Alaska Native
- (4) Asian/Pacific Islander

You have indicated that you are of Hispanic origin. Please check one or more categories below to indicate what race(s) you consider yourself to be.

- (1) Hispanic, White
- (2) Hispanic, Black/African-American
- (3) Hispanic, American Indian or Alaska Native
- (4) Hispanic, Asian/Pacific Islander

What is the highest degree or level of education that you have completed?

- (1) Less than high school
- (2) Some high school, no diploma
- (3) Graduated from high school - Diploma or Equivalent (GED)
- (4) Some college, no degree
- (5) Associate degree (for example: AA, AS)
- (6) Bachelor's degree
- (7) Master's degree
- (8) Professional degree (for example: MD, DDS, LLB, JD)
- (9) Doctorate degree

Are you

- (1) a full-time college student
- (2) a part-time college student
- (3) not a college student

Which statement best describes your current employment status?

- (1) I work as a paid employee
- (2) I am self-employed
- (3) I am an owner or partner in a small business, professional practice, or farm
- (4) I work at least 15 hours a week without pay in a family business or farm
- (5) I am unemployed, temporarily laid off, but looking for work
- (6) I am retired
- (7) I am disabled
- (8) I am a homemaker
- (9) Other

Please indicate the types of companies for which YOU or ANYONE IN YOUR HOUSEHOLD currently work.

	YOU	OTHER MEMBERS OF THE HOUSEHOLD
AGRICULTURE, FORESTRY, AND FISHING		
BANKING AND FINANCE		
COMMUNICATIONS		
Radio station or radio network		
Television station or television network		
Other communications		
CONSTRUCTION		
GOVERNMENT/PUBLIC ADMINISTRATION		
INSURANCE		
MANUFACTURING		
Beverages with alcohol		
Beverages without alcohol		
Food		
Furniture and fixtures		
Health, personal care, and beauty products		
Printing and publishing -- newspapers, books		
Soap, cleaning, and laundry products		
Textile and apparel		
Tobacco		
Other manufacturing		
MILITARY		
NON-PROFIT AND RELIGIOUS ORGANIZATIONS		
REAL ESTATE		
NONE OF THESE ON THIS SCREEN		
SERVICES		
Accommodation and food services		
Administrative support services		
Advertising		
Amusement and entertainment		
Automotive repair, services, and parking		
Computer and data services		
Education		
Engineering services		
Legal services		
Management		
Marketing, market research		

Medicine and healthcare
Motion pictures production and distribution
Personal services
Public relations and promotions
Research, development, and testing
Other services
TELECOMMUNICATIONS
TRADE, WHOLESALE
TRADE, RETAIL
TRANSPORTATION
Airlines
Railroads
Other transportation
UTILITIES AND SANITARY SERVICES
NONE OF THESE ON THIS SCREEN

In your current job, what kind of work do you do?

ADMINISTRATIVE SUPPORT

- [1] Clerk
- [2] Secretary, stenographer, typist
- [3] Other administrative support

CRAFT AND REPAIR

- [4] Mechanic, repairer
- [5] Tradesperson -- baker, butcher, machinist, printer, tailor, upholsterer
- [6] Other craft and repair

EXECUTIVE, ADMINISTRATIVE, AND MANAGERIAL

- [7] Chief executive, administrator, official
- [8] Manager
- [9] Other executive, administrative, and managerial

LABORER

- [10] Handler, equipment cleaner, helper, laborer

MACHINE OPERATOR, ASSEMBLER, AND INSPECTOR

- [11] Machine operator, assembler
- [12] Production inspector, tester, sampler, weigher

PROFESSIONAL

- [13] Engineer, architect, surveyor
- [14] Health assessment, diagnosing, and treating
- [15] Lawyer, judge
- [16] Librarian, archivist, curator
- [17] Scientist, researcher, analyst, statistician
- [18] Social, recreation, religious worker
- [19] Teacher, except college and university
- [20] Teacher, college and university
- [21] Writer, author, entertainer, athlete
- [22] Other professional

SALES

- [23] Sales representative in finance and business services
- [24] Retail and personal services sales worker
- [25] Other sales

SERVICE

- [26] Food service -- bartender, waiter, cook, food preparation, food counter
- [27] Health service -- dental assistant, health aide, nursing aide, orderly
- [28] Cleaning and building service -- maid, houseman, janitor, pest control
- [29] Personal service -- hairdresser, cosmetologist, guide, usher, child care worker
- [30] Other service

TECHNICIAN

- [31] Health technician
- [32] Engineering and science technician
- [33] Other technician

TRANSPORTATION AND MATERIAL MOVING

- [34] Motor vehicle operator -- bus driver, truck driver, taxi driver
- [35] Railroad and water transportation operator
- [36] Material moving operator -- crane, tower, grader, dozer, scraper operator
- [37] Other transportation and material moving

[38] OTHER, PLEASE SPECIFY

In your most recent job, what kind of work did you do?

Approximately, how many full-time employees does your company have in all its locations worldwide? If you work in several companies, please answer about the one for which you work the most hours. [single select]

(1) 1

- (2) 2-4
- (3) 5-9
- (4) 10-49
- (5) 50-99
- (6) 100-249
- (7) 250-499
- (8) 500-999
- (9) 1000-2499
- (10) 2500-4999
- (11) 5000-9999
- (12) 10,000+

Was your total PERSONAL income in the past 12 months?

- (1) below \$35,000
- (2) \$35,000 or more

We would like to get a more accurate estimate of your total PERSONAL income in the past 12 months before taxes. Was it

- (1) less than \$5,000
- (2) \$5,000 to \$7,499
- (3) \$7,500 to \$9,999
- (4) \$10,000 to \$12,499
- (5) \$12,500 to \$14,999
- (6) \$15,000 to \$19,999
- (7) \$20,000 to \$24,999
- (8) \$25,000 to \$29,999
- (9) \$30,000 to \$34,999

We would like to get a more accurate estimate of your total PERSONAL income in the past 12 months before taxes. Was it

- (1) \$35,000 to \$39,999
- (2) \$40,000 to \$49,999
- (3) \$50,000 to \$59,999
- (4) \$60,000 to \$74,999
- (5) \$75,000 to \$84,999
- (6) \$85,000 to \$99,999
- (7) \$100,000 to \$124,999
- (8) \$125,000 or more

We are interested in your use of the Internet (like using e-mail or surfing the web) AT HOME. Before your household received the WebTV, did you ever use the Internet AT HOME?

- (1) Yes
- (2) No

Did you ever use the Internet AT WORK?

- (1) Yes
- (2) No

How many desktop or laptop computers are there in your household (not including this WebTV unit)? [single select]

- (1) None
- (2) 1
- (3) 2
- (4) 3
- (5) 4 or more

Is the computer in your household connected to the Internet? [single select]

- (1) Yes
- (2) No

How many of the (text substitution of Q39 response) computers in your household are connected to the Internet?

Age in years?

Gender: Male Female

Recruitment Letter

Date

PREFIX FIRST LAST
ST ADD
CITY, STATE
ZIP

Dear "PREFIX" "FIRST" "LAST" :

Your family may qualify to participate in a new research panel being established by Knowledge Networks that will be utilized by the Stanford University Graduate School of Business Behavioral Laboratory and other organizations. Households, such as yours, have been randomly selected for participation on our survey panel.

- ◆ The short surveys, some from Stanford, and some from other organizations, will ask for your opinion on many topics: current events and politics, products such as cars and movies, and advertising.
- ◆ Unlike conventional surveys, you will be interviewed using your TV when it is convenient for you and you will receive an average of 3 to 4 short surveys per month. Knowledge Networks will provide a free WebTV, a set-top box that connects your TV to the Internet.
- ◆ WebTV is easy and fun to use. A remote control enables you to surf the Web, send and receive email, track news, weather, and sports, and shop for merchandise. No computer or computer experience are needed.
- ◆ You will not be asked to buy anything, listen to any sales pitch, or pay the cost of WebTV. There is no cost to you.

Your answers will tell policymakers what Americans think and will be kept completely confidential. We will never give your name, address, or telephone number to any marketing organization.

You are very important to us because your opinion counts. No other household can replace your unique opinion in this study.

A Knowledge Networks staff member will phone you within the next week to determine your eligibility. In the meantime, if you have questions contact us toll-free at (800) 416-5238 between the hours of 6:00 A.M. and 10:00 P.M. Pacific Standard Time.

Thank you for your help. We look forward to speaking with you.

KN PANEL RECRUITMENT SCRIPT FOR RDD

JULY 2001

1. HELLO, I'M CALLING ON BEHALF OF KNOWLEDGE NETWORKS WORKING IN PART WITH THE STANFORD UNIVERSITY AND ITS GRADUATE SCHOOL OF BUSINESS BEHAVIORAL LABORATORY. MY NAME IS [FIRST NAME, LAST NAME].

[IF NECESSARY] I'd like to speak with someone in your household 18 years of age or older.

2. We recently sent a letter to [RESPONDENT NAME]. May I speak with him/her?
 Yes person saw letter Go to Q3
 No, person did not see letter Go to Q5

3. Do you have any questions about the letter?

4. Do you have any other questions or are you ready to continue?
 Continue Go to Q8
 Need more information Go to Q5

5. Your household has been selected to be part of an important national study using the Internet. There will be no cost to you at all.

6. As part of this study you will be given a WebTV receiver which connects very easily to your television set and telephone. WebTV allows you to have free access to the Internet. IT will also allow you to take part in brief surveys on your television. It is about the size of a small VCR.

7. Your participation in these surveys is very important because your opinion counts. No other household can replace yours in the study.

8. The research project needs people with all levels of experience with the Internet. Would you say you have
 No experience
 Some experience go to question 10
 A lot of experience with the Internet go to question 10

9. Have you or anyone else in your household ever used a computer, either at home, school, or at work?
 Yes
 No go to 12A

10. Is there a computer in your home?
 Yes
 No go to 12A

11. Is your home computer connected to the Internet or the World Wide Web?
 Yes go to 12B
 No go to 12B

12A. As you may know, the Internet is a new way that people find out information or keep in touch with their friends and relatives through electronic mail.

Most people use their computers to get on to the Internet. You can do this with your television using the Web TV receiver we will send you.

[ALL]

12B. With WebTV you can just turn on your television and type a few words to get news, sports scores or weather in different locations without having to wait for the television news to come on. You can also shop from home, get maps or travel directions and find out information about your hobbies, among many other things.

[YOU CAN TALK ABOUT YOUR OWN EXPERIENCES ON THE WEB, MENTION ANY OF THE WEB SITES ON THE LIST THAT YOU THINK THIS REPENDENT MIGHT LIKE, OR FIND OUT IF THEY HAVE ANY HOBBIES.]

13. You can also use the electronic mail feature to send messages to your friends and relatives.
14. For being part of this study, we will pay the monthly fee for your connection to the World Wide Web through WebTV.
15. You can also use WebTV to add special features to your television such as custom program listings or searches for particular programs.
16. And by answering the surveys you will be voicing your opinions on a wide variety of topics that could include government policies or even what kind of cars or movies you like.
17. To set up your Web TV for the people in your household, I need to ask you a few questions.
18. Counting yourself, how many people usually live in your household?
(RECORD NUMBER) : _____

[IF Q18=1 ASK 19A; ELSE ASK 19B]

- 19A. You will be able to use electronic mail on the WebTV, and you will be sent short surveys on the WebTV on interesting topics (like current events, movies, and advertising seen on TV).
GO TO 20A
- 19B. Each member of your household 13 and older will be able to use electronic mail on the WebTV. The adults in your household will be sent short surveys an average of 3 to 4 times a month on the WebTV on interesting topics (like current events, movies, and advertising seen on TV). Persons age 13 to 17 can take surveys with the permission of a parent or legal guardian.
GO TO 20B
- 20A. Please tell me your full name and your age so that we can set up the email for you. [CONFIRM GENDER].
[Populate first row of grid, then GO TO Q21]
- 20B. Let's start with you and then go from the oldest person in the household to the youngest. Please include everyone who usually lives there. For each person, please tell me their full name, their age, whether that person is male or female, and how they are related to you.

	First Name	Last Name	Age	Gender	Relationship to the respondent	Title
1	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____
5	_____	_____	_____	_____	_____	_____
6	_____	_____	_____	_____	_____	_____
7	_____	_____	_____	_____	_____	_____
8	_____	_____	_____	_____	_____	_____
9	_____	_____	_____	_____	_____	_____
10	_____	_____	_____	_____	_____	_____

Possible Relationships:

- | | | |
|----------------------|-------------------------|--|
| 1. Is the respondent | 14. Step-son | 27. Roommate |
| 2. Wife | 15. Granddaughter | 28. POSSLQ (Persons of opp. sex sharing living quarters) |
| 3. Husband | 16. Grandson | 29. Other unrelated |
| 4. Mother | 17. Great-Granddaughter | 30. Sister |
| 5. Father | 18. Great-Grandson | 31. Brother |
| 6. Grandmother | 19. Niece | |
| 7. Grandfather | 20. Nephew | |
| 8. Fiance' | 21. Great-niece | |
| 9. Daughter | 22. Great-nephew | |
| 10. Son | 23. Cousin | |
| 11. Daughter-in-law | 24. Uncle | |
| 12. Son-in-law | 25. Aunt | |
| 13. Step-daughter | 26. Distant relation | |

21. Add another person? [ADD ANY NAMES TO THE GRID].
YES 1 (Add in Grid)
NO 2 (Go to Q22)
22. How many different phone numbers do you have coming into your house that can receive phone calls? Please don't count those which are used only for work, computers or modems, faxes, cell phones, or children's lines.
(RECORD NUMBER): _____
23. Do you have a touch-tone or a rotary phone?
Touch tone 1
Rotary 2
24. The WebTV we send comes with a 25-foot telephone cord for connecting the WebTV to a phone jack. Is that cord long enough?
25-FOOT CORD IS LONG ENOUGH Store 1 at 32b
SEND 50-FOOT CORD Store 2 at 32b
R INSISTS ON WIRELESS PHONE JACK Store 3 at 32b
25. The WebTV will be delivered to you in the next two weeks. It will come with instructions about how to install it and get started. We will include an 800 telephone number which you can call if you have any questions about the instructions.

26. To send you the WebTV I need to confirm the correct spelling of your name and your address.
- A. Could you please spell your first name? _____
- B. Could you please spell your last name? _____
- C. [ASK ONLY IF NECESSARY] Would you please tell me your gender? _____
- D. What is your street address? _____
Apt #, Unit, or Suite: _____
- E. City? _____
- F. State? _____
- G. Zip Code? _____
- 26A. Does this address have a corresponding business name?
YES 1 (GO TO 26B)
NO 2 (GO TO 26C)
- 26B. Interviewer, Record business name.
- 26C. Verify Address again
27. The WebTV is a valuable piece of equipment and we would like to be sure that there will be someone at home to receive in person. Is someone usually home during the day to receive packages?
YES 1 (GO TO 29)
NO 2
28. Is there another address to which we can ship your WebTV where you personally will receive it. [WE MUST HAVE A DAYTIME DELIVERY ADDRESS. (EITHER A WORK ADDRESS OR A HOME ADDRESS)]
- A. Could you please spell your first name? _____
- B. Could you please spell your last name? _____
- C. What is your street address? _____
Apt#, Unit, or Suite: _____
- D. City? _____
- E. State? _____
- F. Zip Code? _____
- G. Shipping Phone Number? _____
29. What is the main reason you decided to join the study? [RECORD THE REASON GIVEN]

30. Congratulations on joining the study! We believe you will find it interesting and rewarding. Do you have any other questions?
31. You should be receiving your WebTV within two weeks. If you do not receive your box within those days, please call us at 1-800-782-6899.
- The box will come with all of the instructions you will need to get started. It will also have an 800 number that you can call with questions. The person who answers the 800 number will be able to help you connect it.
- Thank you very much for becoming part of this study. [END OF INTERVIEW]
- CASES DEBRIEFING
- 32a. INTERVIEWER: ARE THERE ANY SPECIAL INSTALLATION REQUIREMENTS NEEDED FOR THE HOUSEHOLD SUCH AS AN EXTRA LONG PHONE CORD, SPECIAL ADAPTOR FOR AN ANTENNA CONNECTION, ETC?
1.....YES
2.....NO
- 32B. What are the installment instructions? RECORD ALL THAT APPLY
4. Cost Assurance Letter
5. Delay Install
6. In Home Install
7. Mail USPS, not UPS
8. Classic to Plus Transfer
9. Plus to Plus Transfer
- 32BOS What are the installment instructions? _____
- [IF 32B CONTAINS "5" DELAY INSTALL]
32DELAY
Interviewer, record the delayed install date here:
Enter the month, day and year with no /'s or '/s
Example: 070401 (For July 4, 2001)

33. Interviewer comments [PLEASE ENTER ANY COMMENTS YOU HAVE ABOUT THIS CASE HERE]:

- 34a. Interviewer:
Was this a response to an 1-800 phone call?
YES 1
NO 2
- 34b. IF YES, ENTER DATE OF PHONE CALL:
____/____/____
35. Would you like to change the these comments for the call history screen?
YES 1 (Go to Q36)
NO 2 (Go to Q37)
36. Interviewer, Record New Comments.
37. Please type your name
38. Do you have an error sheet for this respondent
YES 1 (Go to Q39)
NO 2
39. Interviewer, Record error. Be sure to include question number, respondent number, and a brief description of the problem.

July 2001 Note: Modifications were made at the request of RTI's IRB (question 19)

Knowledge Networks Privacy Terms Posted on the KN Corporate Web Site
Revised July 2000

Note: The bullet point on personal information was expanded in order to be consistent with the Privacy and Terms of Use Policy.

Our Promise to Our Panel Partners: We are researchers, NOT telemarketers.

As such, Knowledge Networks will never try to sell you anything. We operate under the standards set by the Council of American Research Organizations (CASRO) and are a TRUSTe Web site.

Here's what we can promise you:

- ◆ Your survey responses are provided to our clients in anonymous form, and never include identifying information such as your name, address or phone number.
- ◆ Every survey response and every bit of information you provide us with is strictly private and confidential
- ◆ Under no circumstances will we ever make any personal information of our Panel Members available to anyone without your express permission, except that we may disclose your information if we believe we are required to do so by law or for legal purposes. Occasionally, Knowledge Networks will share contact information to third parties in order to provide specific services to Panel Members, such as the delivery of free gifts.
- ◆ You are always free to refuse to answer a particular question or survey.
- ◆ You are always free to leave the Knowledge Networks Panel.
- ◆ We will provide ongoing support and technical advice as you need it.
- ◆ We promise to hold details of your participation on the Knowledge Networks Panel in the strictest confidence.
- ◆ Your decisions about participating in a study, responding to specific questions, or discontinuing participation will be respected without question

As a participant on the Knowledge Networks Panel, you are a part of a revolutionary research project that will forever change the way in which information is collected and used around the world. You are a crucial and greatly appreciated part of this project.

Knowledge Networks, Inc. Privacy & Terms of Use Policy

[Cover]

Knowledge Networks Panel Members have been invited to take part in a major national research project. Members will be asked for feedback and opinions on a range of political, lifestyle, advertising, and other questions. As long as Panel Members continue to participate in the surveys and remain part of the Knowledge Networks Panel, Knowledge Networks will receive and pay all of the bills for the WebTV service.

[inside]

The following Privacy & Terms of Use Policy lets you know how Knowledge Networks will use the information collected from you and what steps will be taken to protect your privacy. This Policy also ensures that there is no cost to you.

Knowledge Networks Panel Member Bill of Rights
We are researchers, not telemarketers.

Here's what we can promise you:

Knowledge Networks will never try to sell you anything. We operate under the standards set by the Council of American Research Organizations (CASRO) and are a TRUSTe Website.

Your survey responses and information are provided to our clients in anonymous form, unless you have given your express permission.

Occasionally, we may contact you to validate responses. We will never misrepresent ourselves nor what we are doing.

Your decision about participating in the Knowledge Networks Panel or responding to specific questions will be respected without question.

We will do our best to be sure your participation on the Knowledge Networks Panel is a pleasant experience. We will provide ongoing support and technical advice as needed.

All equipment and connection to the Internet is free to active Panel Members.

As a participant on the Knowledge Networks Panel, you are a part of a revolutionary research project that will change the way information is collected and used around the world. You are a crucial and greatly appreciated part of this project.

How can I ensure participation in the Knowledge Networks Panel is free?

Knowledge Networks has pre-configured the WebTV-based Internet Receiver to dial a local, toll-free call to connect to the Web-TV Network. Participation in the Knowledge Networks Panel and the use of the WebTV product is free to an active member.

To ensure the WebTV unit is dialing this local phone number, it is essential to follow the enclosed instructions carefully. The unit has been set to automatically dial a toll-free number to obtain the local access numbers for your area. However, if for some reason you see a message asking if you have moved or are in the same place, be sure to select the "Moved" option. This will instruct the WebTV unit to dial a toll-free number to obtain the local access numbers for your area. Access to the Microsoft WebTV Network through a local call is available to you by following the enclosed *Tips for Easy Set-Up*.

During peak usage hours, it may take longer to get a connection to the Internet. In the few areas where there may be limited local access numbers, the WebTV receiver will give you the option to call a toll number. The following type of message will appear on your screen.

You should only select "Continue" if you are willing to pay the possible toll charge for the call, since Knowledge Networks does not reimburse toll charges in areas with local access. If you wish to try connecting through a local, toll-free call, turn the unit off and then turn it back on again.

What personally identifiable information does Knowledge Networks collect from me?

During the Knowledge Networks recruitment process, Knowledge Networks collects personal information including your name, address, and the names and ages of the members of your household. This information is used to set up email accounts for each household member who is 13 years of age or older.

Personally identifiable information regarding household members will never be shared with any third parties without your express permission, except that we may disclose your information if we believe we are required to do so by law, if we need to do so to protect someone's safety or our rights or property, or in order to comply with this policy or the WebTV Terms of Service. In addition, occasionally Knowledge Networks will share contact information, such as name and address, with third parties with whom we have partnered to provide specific services to members of the Knowledge Networks Panel, or services on behalf of Knowledge Networks, such as panel recruitment, contest entry processing or delivery of free gifts to members of the Knowledge Networks Panel. These partners are contractually obligated to not use any personally identifiable information except for the purpose of providing these services, unless you enter into a relationship with them that would directly allow them to do so.

All employees of Knowledge Networks are required to sign a confidentiality agreement requiring them to keep confidential all personally identifiable information regarding Panel Members.

What happens to information collected from surveys that I complete?

Knowledge Networks collects and shares survey responses with clients in an anonymous form. Clients will never receive personally identifiable information, nor will they be able to identify Panel Members, without your express permission. Knowledge Networks frequently asks Panel Members for demographic information (such as age, income, gender). We use information like this to ensure that our panel accurately represents the country's population as a whole. This and additional information (such as consumer habits or household goods) will be used to pre-qualify members or households that target specific demographic groups (male v. female, age, etc.).

Knowledge Networks relies on Panel Members themselves to provide updates to personal contact information.

Will Knowledge Networks ever try to sell me anything?

Absolutely not! The surveys do not involve any sort of sales pitch or the purchase of any products. We are researchers, not telemarketers.

What are WebTV's policies on privacy and terms of service?

WebTV has its own terms of service and privacy policy. A copy of this policy is enclosed in the box sent to each Knowledge Networks Panel Member. By opening and using the equipment, Panel Members are agreeing to abide by the WebTV policy.

Note that the WebTV Network Inc. Terms of Service contain information about the cost of WebTV service. As long as Panel Members continue to participate in the surveys and remain part of the Knowledge Networks Panel, Knowledge Networks will receive and pay all of the bills for the WebTV service.

What are the policies on privacy and terms of service of other Websites?

Panel Members are provided equipment and connection to the Internet. If a Panel Member chooses to access any Website, other than Knowledge Networks, it is the Panel Member's responsibility to review and comply with any terms of service and privacy policy for that Website.

What if I have more questions?

Contact Knowledge Networks at 1-800-782-6899.
Or via email at membersupport@KnowledgeNetworks.com

This Terms of Use and Privacy Policy may be modified from time to time by Knowledge Networks upon written or electronic notice by Knowledge Networks to you.

[Contact Us](#)

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