



Survey Methodology: Knowledge Networks' National Panel for Federally Sponsored Research

Presented to: NOAA Fisheries & Social Science Workshop



Knowledge Networks Web-Enabled Panel

- Combines the following components into a single survey platform:

- Probability sampling
- Multimedia interviewing (Video, audio, print)
- Internet-based data collection (PC, MSNTV[®])
- Panel based

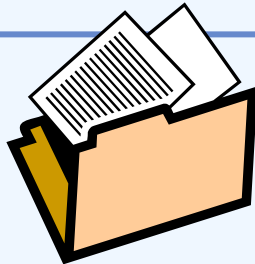
Not:

- Interviewer based
- Convenience sample, not volunteer sample

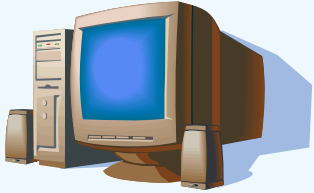
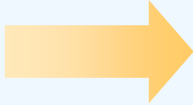
Knowledge Networks Panel Sample Design

- A Research Panel of the U.S. Population
 - Selection using high standard RDD sampling methods
 - Inclusion of internet **and** non-internet households
 - Nationally representative panel stratified on:
 - Black/Hispanic by region
 - Internet Access
 - ISP Coverage
 - Address Matched
 - State/Region Geography
- Recruitment via advanced letter mailing and telephone
- Collect basic profile Information
- Preparation of Panel on Weekly Basis – new recruits, etc.
- Post-Stratification of Panel sample to CPS Benchmarks
 - Age, race, sex, Hispanic ethnicity, education, Census Region

Recruit Panelists via RDD



**RDD Sample Of
USA Phone Population**



**Reverse
Address Match**



**Telephone Recruit
Yields High Cooperation**



Panel Created



**Installation
and Service
Support**



**Household Is
"Survey Ready"**



**Profiling Information
Collected Over A
Period Of Time**



Panel Mirrors U.S. Population

- The KN panel tracks closely the U.S. population on age, race, Hispanic ethnicity, geographical region, employment status, and other demographic elements.

	KN Panel	U.S. Adult Population
Women	51%	51%
Age 18 – 34	34%	33%
Married	63%	61%
Working	74%	67%
Homeowner	74%	71%
Less than college	62%	69%
African-American	11%	12%
Over \$75,000	25%	22%

Selected Public Policy Projects

- CDC
 - Canadian Style Cigarette Labeling Study
- NOAA
 - Seafood Consumption
 - Coral Reef Valuation
 - Marine Protected Areas
- EPA
 - Mortality Risk
 - Regional Water Quality Valuation
 - Adirondacks Valuation
 - Regional Water Quality
- FDA
 - Food-Specific Allergy Survey
- USDA
 - Survey of Home Storage of Food Products
 - Consumer Benefits of Improving Food Safety
- Homeland Security
 - Critical Targets Survey
- NIH
 - Non-Schizophrenic Controls
 - Age of Onset of Alcoholic Drinking
- Program for International Policy Attitudes
 - Ongoing foreign policy surveys
- Annenberg School of Public Policy
 - E-Dialogue project 2002 & 2004
 - E-Dialogue health professionals 2005
 - Continuous Health Policy Survey
- Stanford Dept. of Communications
 - “Deliberative Polling” project
- CA Dept. of Health
 - Anti-smoking message tracking
- Johns Hopkins University
 - Genetics and Public Policy Center

Selected Journals Published KN-Collected Data

- [Archives of Internal Medicine](#)
- [American Journal of Public Health](#)
- [Criminology](#)
- [Diabetes Care](#)
- [Health Services Research](#)
- [Personality and Social Psychology Bulletin](#)
- [Journal of the Air and Waste Management Association](#)
- [Journal of the American Medical Association \(JAMA\)](#).
- [Journal of Personality and Social Psychology](#)
- [Journal of Trauma and Dissociation](#)
- [Land Economics](#)
- [Morbidity & Mortality Weekly Report \(CDC\)](#)
- [Police Quarterly](#)
- [Political Science Quarterly](#)
- [Social Forces](#)

N Interviews for the 2005 NOAA National Seafood Survey

Main		Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Number of interviews completed	Fresh Cross-sectional sample
National Seafood	Cohort 1	879				706				531				2116	879
	Cohort 2		877				652				539			2068	877
	Cohort 3			935				652				539		2126	935
	Cohort 4				853				644				528	2025	853
	Cohort 5					270				191				461	270
	Cohort 6						255				211			466	255
	Cohort 7							191				145		336	191
	Cohort 8								211				149	360	211
	Cohort 9									199				199	199
	Cohort 10										217			217	217
	Cohort 11											224		224	224
	Cohort 12												200	200	200
			879	877	935	853	976	907	843	855	921	967	908	877	10798

Conjoint Screen

What if Region 1, the region with worse water quality, had 68% of lake acres and river miles with good water quality instead of 60% of lake acres and river miles with good water quality?

	Region 1	Region 2	
Increase In Annual Cost of Living	\$100	\$500	
Percent of Lake Acres and River Miles With Good Water Quality	50% Old 55% Old 60% Old 68% New	75%	
Which region would you prefer?	Region 1 <input type="radio"/>	Region 2 <input type="radio"/>	No Preference <input type="radio"/>

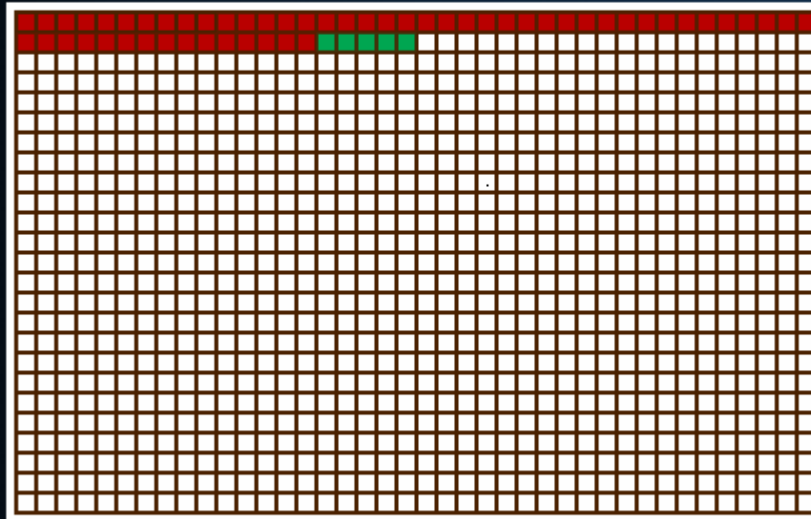
Next Question

Willingness to Pay Conjoint Screen

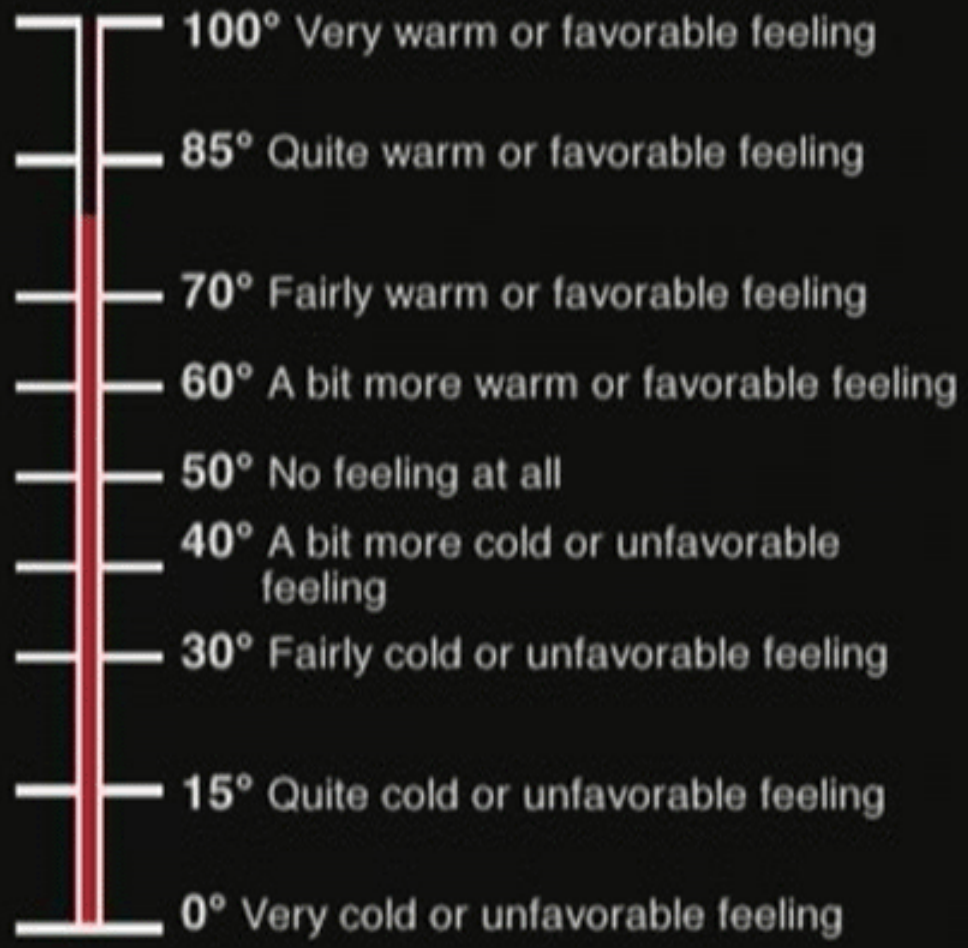
Brand	United	Aetna	United
Change to your bi-weekly paycheck	\$30 deduction	\$65 deduction	\$0 deduction
Yearly deductible	\$200	\$500	\$4,000
Per visit co-pay	\$40	\$20	You pay 100% of visit cost
Prescription drug co-pay: generic / insurer approved brand / all other	\$20/\$45/\$65	\$10/\$25/\$45	\$10/\$25/\$45
Choice of Doctor	You must stay in United doctor network	Can leave Aetna doctor network, you pay 20% of visit cost	Can go anywhere, you pay 100% of the cost
Referral to see Specialist	Required	Not required	Not required
Physicals, immunizations, & screenings	Free	You pay 10% of cost plus co-pay	You pay for 100% of cost
Choice of Hospital	You must go to Primary Care Physician's Hospital	Can leave hospital network, you pay 30% of cost up to the deductible	Can go anywhere, you pay 100% of the cost up to the deductible
Web services for provider selection, claims tracking, and wellness info	Unavailable	Available	Available

Risk Reduction Screen

A 5 in 10,000 risk reduction each year means that over 10 years there will be 50 fewer deaths. This is shown by 5 squares changed from red to green in the figure.



Continue



The first person is:
George W. Bush

Where on that
feeling
thermometer
would you rate
George Bush?



Next Question

How likely do you think it is that the hepatitis B virus can infect children?

You may read the information again about hepatitis B virus infecting children by selecting these links.

[\[Page 1\]](#) [\[Page 2\]](#) [\[Page 3\]](#)

Select one answer only

Unlikely

Very likely



1



2



3



4



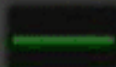
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6

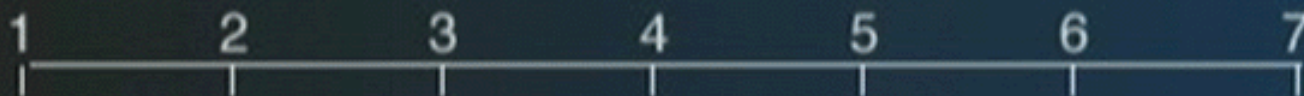


Unsure /
Don't
know



Where do you place Al Gore on this issue?

Regulation of Business



Tougher regulations on business needed to protect environment

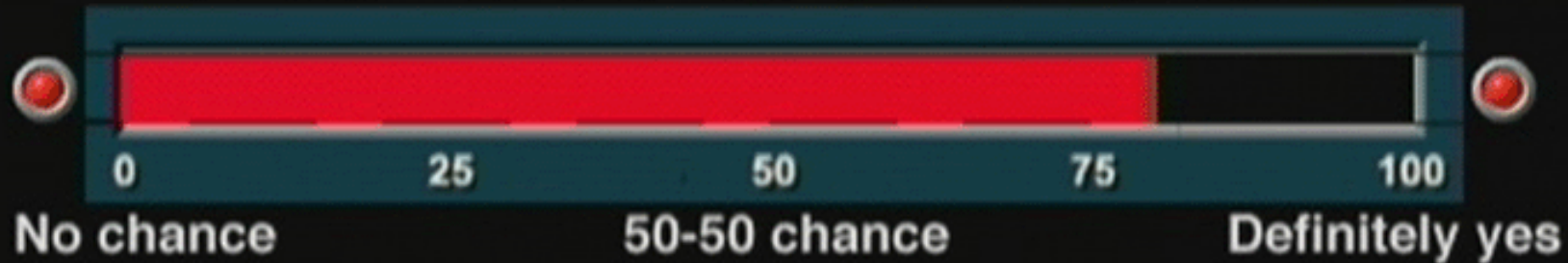
Regulations to protect environment already too much a burden on business

Enter an answer from 1 to 7

No Opinion

How likely do you think it is, in percentage terms, that you will live for another 10 years or more?

80

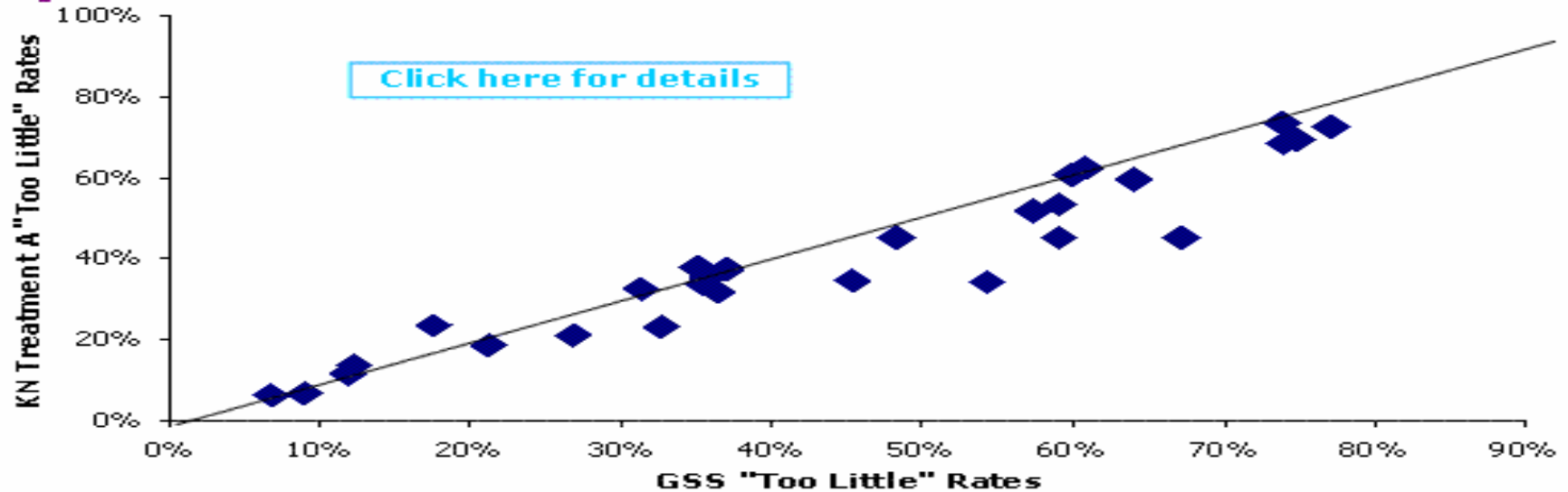


Next Question

General Social Survey & KN Comparison

Figure 1

Systematic Direction to Differences



Note: Similar results emerge if the GSS is compared to the average of the KNS results across all four treatments. The GSS finds fewer saying "too much" is spent on sixteen of seventeen items and more saying that "too little" is spent on thirteen of seventeen items. The same items show large differences, and the differences are even greater than those based on only KNS-A for all items with large differences and almost all items with small differences.

Data Collection Mode Effects

J. M. Dennis, C. Chatt, R. Li, A. Motta-Stanko, P. Pulliam.
January, 2005. Data Collection Mode Effects Controlling for
Sample Origins in a Panel Survey: Telephone versus
Internet.

Citation for the KN-GSS Paper

Smith, Tom W., and J. Michael Dennis. December, 2005.
Online versus In-Person: Experiments with Mode, Format,
and Question Wordings. *Public Opinion Pros.*

Available at

www.publicopinionpros.com/from_field/2005/dec/smithkn.asp

Non-Effect of Panel Attrition on Survey Validity

Profile Surveys	N Questions	Total Interviews	N Active Interviews	Lost %	Average Absolute Difference
Lifestyle	98	37,979	22,555	41%	0.003
Automobile	19	29,250	20,661	29%	0.004
Fast Food	8	30,788	23,237	25%	0.004
Cable / TV	7	25,105	18,792	25%	0.006
Health	23	48,368	25,232	48%	0.007
Magazine	18	32,618	16,537	49%	0.007
Values	69	32,055	25,769	20%	0.007
Political	19	44,552	18,333	59%	0.009
News Consumption	34	44,250	21,923	50%	0.011
Computer/Internet	26	52,075	23,846	54%	0.013
Movies	2	19,992	11,381	43%	0.015
Total	323	397,032	228,266	40%	0.008

J. M. Dennis and R. Li. 2003. Effects of Panel Attrition on Survey Estimates. Presented at the 2003 Annual Meeting of the American Association for Public Opinion Research in Nashville, TN.

Available: <http://www.knowledgenetworks.com/ganp/reviewer-info.html>

Additional Information ...

This is a link to KN methodological papers:

<http://www.knowledgenetworks.com/ganp/reviewer-info.html>



Questions and Followup

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