

# Knowledge panel sm essay sample



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From now on, what you say counts as never before.

Congratulations, and thank you for choosing to participate in KnowledgePanel! Yours is one of a few households selected to represent your community, and we're delighted that you've decided to take advantage of this opportunity. By participating in the surveys we send, you will influence government decisions, business outcomes and social policy. In addition, you'll receive special rewards for the surveys you complete. Since its founding in 1998, Knowledge Networks has become the Gold Standard in opinion research through strict adherence to quality and integrity. Each KnowledgePanel Household is chosen using state-of-the-art statistical methods, which means that your opinions, in combination with the opinions of other selected households, accurately represent the entire U. S. population.

Because our selection process ensures reliable results, our Panel Members' opinions have been reported on national television, radio, major newspapers, magazines, and the Internet. In this packet you should find everything you need to know about participating in our Panel, including privacy protection information and your personal login ID and password. We've already emailed you an introductory survey from, and we're looking forward to hearing from you. If you haven't received your first survey or have questions or comments, please call our Panel Member Support Department toll free at 1-800-782-6899 or email us at [knowledgepanel.com](mailto:knowledgepanel.com). We're dedicated to making your experience as pleasant and rewarding as possible. Once again, welcome to KnowledgePanel and thank you for participating. Now you have what very few have —the opportunity to be heard.