In the Media

We’ve made an impact.

National Poll on Children’s Health: The C.S. Mott Children’s Hospital

The top 5 overall health concerns for children in the U.S.

<table>
<thead>
<tr>
<th>Issue</th>
<th>2010</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Obesity</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Not Enough Exercise</td>
<td></td>
<td>38%</td>
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<tr>
<td>Drug Abuse</td>
<td></td>
<td>38%</td>
</tr>
<tr>
<td>Bullying</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>Stress</td>
<td></td>
<td>35%</td>
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</tbody>
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The C.S. Mott Children’s Hospital National Poll on Children’s Health—conducted using KnowledgePanel—is led by the University of Michigan Health System’s Division of General Pediatrics’ Child Health Evaluation and Research Unit. The poll measures public opinion on major health care issues and trends for children in the U.S. Its funders include the National Institutes of Health, The Institute of Medicine; the Centers for Disease Control and Prevention, state governments and private foundations. Results have been published in ScienceDaily and Medical News Today.


The Home Technology Monitor™

The ways in which people use technology and media continue to change. When it comes to the devices that KnowledgePanel members use to view TV, we see a big shift from 2010 to 2013. The largest increases are in people turning to VGS consoles and streaming players such as the “Roku box.” Blu-ray players had the smallest gain at 6%.

TV Viewing Using Internet-connected Devices

Internet Users Age 13-54

- VGS console: 2010 - 5%, 2013 - 15%
- DVR: 2010 - 6%, 2013 - 13%
- A streaming player like Roku: 2010 - 2%, 2013 - 12%
- HDTV set: 2010 - 7%, 2013 - 9%
- Blu-ray player: 2010 - 1%, 2013 - 7%

The Home Technology Monitor™, October 2013.

Academic Organizations Team Up with KnowledgePanel®

GfK and KnowledgePanel® collaborate with leading academic institutions that seek to understand your opinion. Information from KnowledgePanel has also been featured in dozens of leading academic journals. By surveying KnowledgePanel members, George Mason and Yale Universities continually monitor Americans’ attitudes toward climate change. In addition, on an ongoing basis, the University of Maryland gives voice to American public opinion—through KnowledgePanel—for an international collaborative project that seeks to reveal the public viewpoint of specific nations.

NBC Winter and Summer Olympics

KnowledgePanel members have provided daily feedback to NBC about viewers’ likes and dislikes, event coverage and programming preferences since 2004.