



10 Differentiators of the Ipsos KnowledgePanel®

With about 60,000 active members, Ipsos KnowledgePanel is the original, largest and most well-established probability-recruited online research panel in the U.S.

KnowledgePanel has been on the leading edge of online research for more than two decades. Backed by scientific design and statistical rigor, it provides consistently high-quality measurement. Because of its scientific underpinnings, KnowledgePanel is singularly suited for high caliber research in a variety of fields including public policy, health policy and services, epidemiology, environmental protection, political science, sociology, and social psychology.

Key differentiators of the KnowledgePanel are:

1 Probability Based Recruitment

KnowledgePanel puts into practice the basic principle that research subjects should be randomly selected. KnowledgePanel participants are selected using Address Based Sampling (ABS) and a panel recruitment survey is mailed to the randomly selected households. The panel's probability-based foundation allows for the accurate computation of margins of sampling error, projections to the national population, and prevents responses from bots or click farms.

2 Coverage of Non-Internet Households

KnowledgePanel solves the 'digital divide' problem for online survey research: KnowledgePanel includes representation of U.S. households that do not have Internet access. KnowledgePanel provides non-Internet households a tablet and Internet service plan in order to complete surveys. The ABS recruitment also ensures coverage of the growing number of cell-phone-only households.

3 Coverage of the United States Population

The KnowledgePanel is designed to be representative of the U.S. adult population, including many difficult-to-survey populations such as African Americans, Latinos (including Spanish-speaking Latinos), lower education, and low-income households.

4 Single Mode of Survey Administration

Because we provide Internet to households that do not already have it, all of our panelists complete surveys online, thus eliminating mode effects and allowing for speedy data collection.

5 Mobile-friendly

Our device-agnostic survey programming lets respondents choose where, when and on what device they participate in surveys. Our survey platform also allows the use of graphics, audio and video clips, and even video recordings of participants' responses to survey questions.

6 Deep Knowledge of its Members

Ipsos maintains an extensive, multi-year database of more than 2,000 profile variables on KnowledgePanel members. Updated annually, the profile database provides detailed information about individual and household demographics, health status, political attitudes and behaviors, media and technology use, sports interests and activities, and retail shopping behavior. This profile data can be used to target unique subgroups and augment survey data.



7 Passive Data Integration

We track the online behavior of selected consenting panelists to enrich the survey data and allow comparison of passive data with survey responses.

8 Recontact Surveys

KnowledgePanel enables interviewing the same respondent multiple times for the same research program, making longitudinal studies accessible and affordable for all researchers. Our usual retention rates are among the highest in the industry; this maintains the representativeness of the sample and allows robust longitudinal studies.

9 Demonstrated Track Record of Publication

Results from KnowledgePanel studies are among the most widely published online panel survey results. Publications based on KnowledgePanel data appear regularly in peer-reviewed journals such as the Lancet and Journal of the American Medical Association, and presentations of KnowledgePanel studies feature prominently at social science conferences such as AAPOR. In addition, the KnowledgePanel is prominently cited by our various marquee media partners, including ABC News, Axios, FiveThirtyEight, and the Washington Post.

10 Demonstrated Track Record for Federal Review

KnowledgePanel also has more studies conducted under Office of Management and Budget (OMB) guidelines and approvals than does any other online panel.

Questions? Contact us!

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people. Our passionately curious research professionals, analysts and scientists have built unique multispecialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5,000 clients across the world with 75 business solutions. Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid60 index and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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