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UK KnowledgePanel

Total understanding of the UK public

KnowledgePanel®

GAME CHANGERS



Introduction



Introduction

Ipsos' KnowledgePanel is the UK's largest random probability online panel.

Obtaining robust population estimates has traditionally been a slow and expensive process, yet the need for fast-moving high-quality data has never been greater. The world is changing quickly; we need innovative solutions to better understand and keep pace with new behavioural norms and evolving public attitudes.

The UK KnowledgePanel provides a premium and reliable source of nationally representative data at speed; delivering quality, scale and efficiency for organisations and businesses seeking robust cutting-edge insight. Established in August 2020, the continued growth of

KnowledgePanel over 20,000 panellists provides unprecedented opportunities for public insight.

A key point of difference is the inclusion of digitally excluded households. We provide those who are unable to access the internet with tablets, free data and technical support to help them complete surveys online. As a result, we have no differential mode bias and can maximise the potential of online research to deliver a total understanding of the UK public.

Quality Scale Efficiency

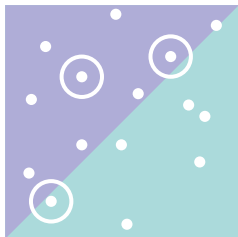
20,000+
panellists



What makes the UK KnowledgePanel unique?



Random probability sampling



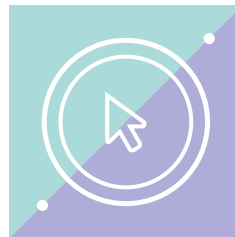
Panellists to the KnowledgePanel are recruited using random probability unclustered address-based sampling: the gold-standard in UK survey research. This means that every household in the UK has a known chance of being selected to join the panel; improving the statistical reliability of your data.

Inclusion of digitally excluded



4% of UK households don't have internet access. It is important that the panel represents their views to be truly representative of wider UK society. Members of this group are able to register to the KnowledgePanel by post. They are given a tablet, an email address, and basic internet access which allows them to complete surveys online.

No differential mode effects



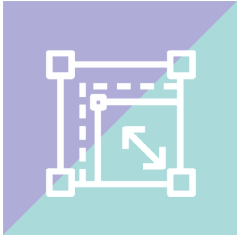
All our surveys are completed online. Use of a single data collection method allows us to be confident that variations in the data are real and are not due to differences in the way in which data has been collected. This maximises your potential to better understand and compare groups across the UK.

High survey completion rates



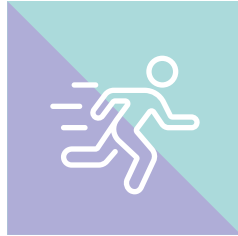
Driven by a mobile-first approach and an effective communication and incentivisation strategy, our average survey completion rate is between 60-70%. This improves the quality of and confidence in your data.

Large scale



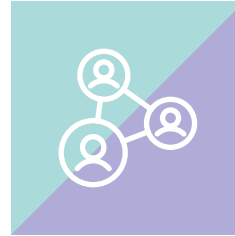
Continued growth of KnowledgePanel, with 20,000 participants across the UK and boosts in Scotland and Northern Ireland. This provides a rich source of data, and enhances your ability to conduct robust sub-group analysis or target questions to specific groups.

Fast data collection



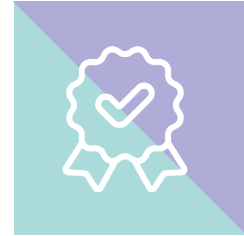
Fieldwork takes a week, and data is returned within a week of fieldwork ending. This provides a short and consistent reference point throughout data collection, and allows you to action insights more quickly.

Rich panellist profiling



We maintain an extensive profile of relevant demographic and geodemographic variables that can be used to augment survey responses or identify unique subgroups.

Quality assurance



We take great care to deliver the highest quality data. This includes ongoing quality reviews to maximise response rates, ensuring our panellists are not overburdened, and designing mobile-first questionnaires to increase engagement.

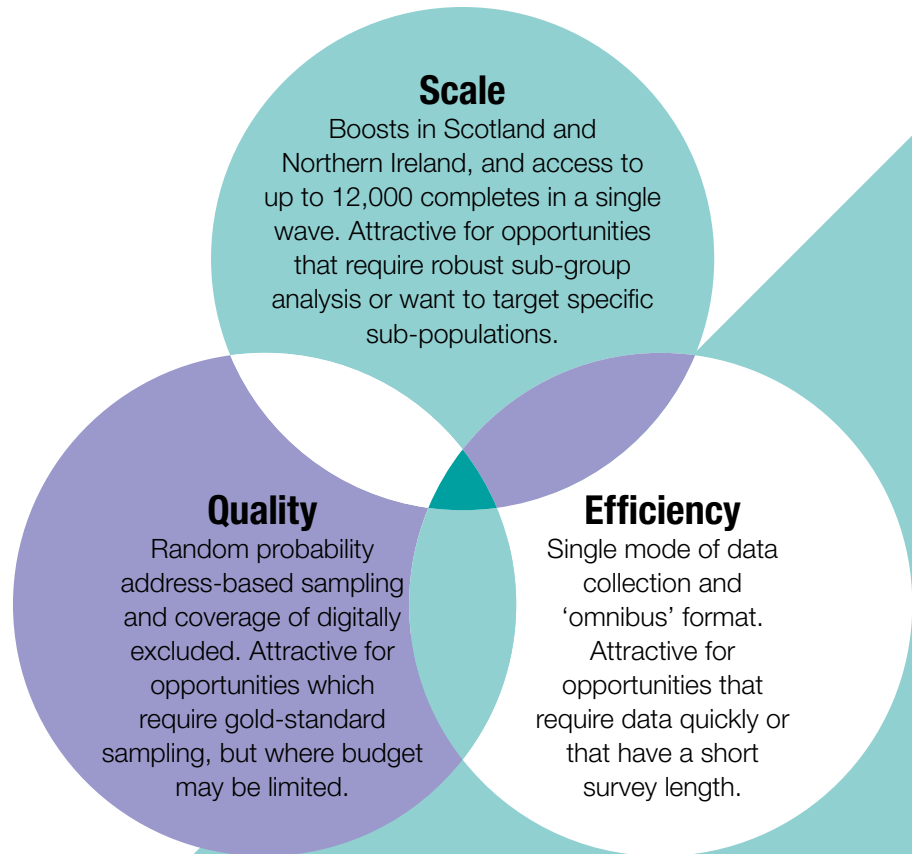
Value: when to consider UK KnowledgePanel



Value: when to consider UK KnowledgePanel

The UK KnowledgePanel is underpinned by three key attributes: quality, scale and efficiency. Any one of these alone provides significant value; however, it's the combination of all three attributes where the true value of KnowledgePanel is realised in allowing a total understanding of the UK public.

For example, when decisions of significant social or corporate value require the highest possible quality estimates, but there isn't the budget to commission a full standalone survey. Or research questions that require robust comparisons between sub-groups, but where results are needed quickly and there is limited time for additional data collection.



Rich panellist profiling

We have a rich database of profiling information on our panellists, including geo-demographics data as well as values and opinion data. This means that valuable questionnaire space can be dedicated to answering your key research questions.

Longitudinal insight

The scale of KnowledgePanel and ongoing recruitment facilitates both fresh and longitudinal samples. Longitudinal perspectives provide an opportunity to build rich insight on the same cohort of households or individuals over time, capturing observed shifts in circumstances, behaviours and attitudes.

Screening to identify key groups

Given the pace and scale of change to recent norms, some population estimates have become outdated or incomplete. The KnowledgePanel offers an effective means to screen large numbers of the population to provide reliable incidence rates for new circumstances, attitudes and behaviours.

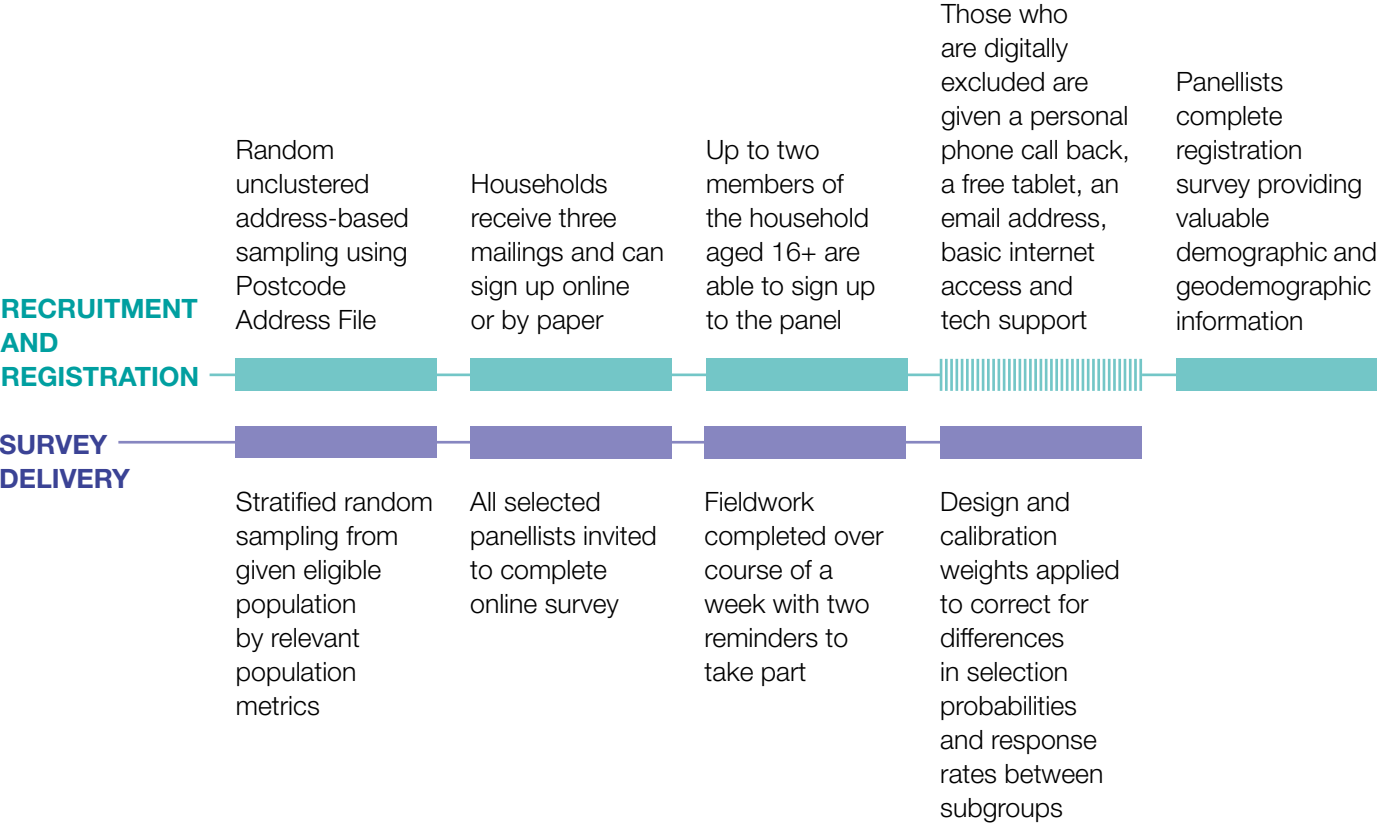
All UK KnowledgePanel projects are tailored to your specific needs

Since launching, we've helped clients achieve robust UK and national samples, boost ethnic minority groups, screen for niche audiences, and run longitudinal analysis

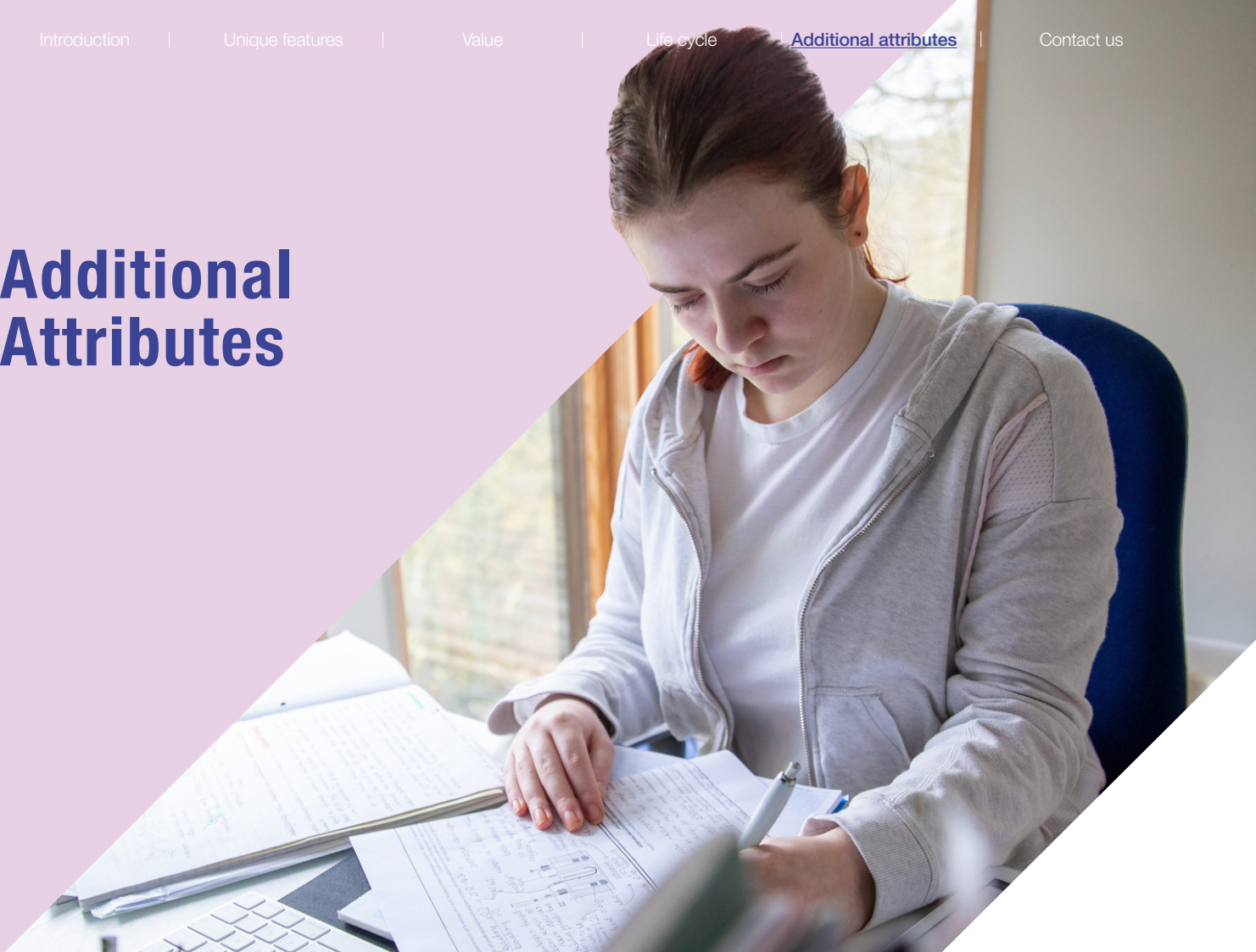
UK KnowledgePanel life cycle



KnowledgePanel life cycle



Additional Attributes



Additional features

The KnowledgePanel is affordable and agile. Fieldwork runs every two weeks, with flexible survey lengths and sample sizes. There is also the opportunity to conduct bespoke waves, or to extend the reach of KnowledgePanel through integration with other data collection methods.

We take care to ensure that panellists are not over-researched or become conditioned. Panellists are restricted to a maximum of one survey invite a week. We continuously monitor panel health, and regularly schedule fresh recruitment drives to maintain the size and profile of the panel.

The KnowledgePanel platform is designed to be mobile-first, embedding best practice principles in survey design to the look, feel and usability of a questionnaire to improve survey completion rates.

An ongoing quality review of the performance of the KnowledgePanel, led by our expert in-house Research Methods Centre, drives continuous improvement. We design regular experiments to maximise response rates and improve the efficiency of our random samples.

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We have access to a wealth of demographic and geographic variables to support your analysis, which means your survey can remain focused and efficient. We are also able to provide additional profiling on specialist areas such as health, political opinion, and attitudes towards society.

Demographic information

Age	Gender	Ethnicity
Working status	Marital status	Highest level of education
Number of adults 16+	NS-SEC	Cohabitation
No. of cars/vans owned/used	Children in household	Housing tenure
Caring responsibilities	Household income	Citizenship
Frequency of internet use	Newspaper readership	Religion

Geodemographic information

- Regional classification, from Government Office Region to LSOA, including NHS regions
- Parliamentary constituency
- Index of Multiple Deprivation, including Scotland and Northern Ireland IMD
- Urbanity
- Past electoral results in constituency
- % of homes by tenure (owned, rented)

About Ipsos

Ipsos, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses, the FTSE100 and many government departments and public bodies.

We are passionately curious about people, markets, brands and society. We deliver information and analysis that make our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, Simplicity, Speed and Substance apply to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Our areas of expertise range from brand and communications, media, innovation and healthcare research through to customer experience, corporate reputation and social and political research. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

Contact us:

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