

IPSOS KNOWLEDGE PANEL 5K OMNIBUS (CURRENT SPECIAL TOPIC: COVID-19)

The new **Ipsos KnowledgePanel 5K Omnibus** survey with a true probability-recruited representative sample of **5,000 (5K) English and Spanish speaking U.S. respondents** is designed to deliver timely, reliable, relevant and projectable results. The KnowledgePanel 5K Omnibus offers researchers overall population characteristics with the ability to drill down to multiple subpopulations in a single survey.

Methodology

- 5K Omnibus surveys are limited to approximately 20 minutes in length to ensure high item response. Should demand for this survey require more survey minutes than a single monthly survey will allow, Ipsos has the resources to conduct more than one 5K Omnibus survey in a month.
- The Ipsos KnowledgePanel 5K Omnibus survey will be conducted in **English and Spanish**. Ipsos will provide a high-quality translation of your survey items.
- Post-stratification weights are provided as part of the final deliverable.
- Data are delivered as an SPSS, SAS or STATA file with an accompanying banner table.
- Survey Timing:
 - Survey questions are due to Ipsos by noon eastern time on the first Friday of the month
 - Survey fielding begins on the second Friday of the month and remains open for 7 calendar days
 - Weighted survey data and Field Report are delivered on the Monday after the survey closes
- **20 standard demographic variables** including gender, age, education, household income, race/ethnicity, marital status and household size. Additional profile data with each dataset include a **26-item health conditions battery** (including, for example, cancer, diabetes or pre-diabetes and heart attack, heart disease, or other heart condition) as well as body mass index (**BMI**).
- Approximately 2,000 additional profile variables available for purchase spanning issues as diverse as health characteristics, sports interest, internet usage and finance.

Your own custom questions (they need not be related to COVID-19)

Ipsos plans to conduct the 5K Omnibus survey once per month with leading COVID-19 questions. Each 5K Omnibus survey will have a **7-day** field period with 55–60% cooperation rates, assuring high-quality data including representation from harder-to-reach groups such as young adults, males and minorities.





Special topic: COVID-19

Each Ipsos KnowledgePanel 5K Omnibus will contain **5 minutes of standard COVID-19 related questions**¹ such as:

- Current overall health status
- Symptoms consistent with COVID-19
- Medical diagnosis of COVID-19
- Hospital or home medical care during the pandemic
- Employment status at the onset of the COVID-19 pandemic and current employment status
- Identification as an essential worker
- Working from home at the onset of the COVID-19 pandemic and currently
- Health insurance status at the onset of the COVID-19 pandemic and currently
- Receiving government assistance during the pandemic
 - Unemployment (since advent of pandemic)
 - Enhanced unemployment
 - CARES Act check
- Home schooling of children since advent of pandemic
- Any psychological or mental issues since advent of pandemic
- Amount of time spent outside of the home within the past week

¹ Lead topic may change once the current COVID-19 pandemic abates.

Pricing

- Pricing starts at \$4,000 per question unit* for questions 1 through 3 (with a minimum of 3 question units) and \$3,000 for each subsequent question unit.
- Also available at an additional fee: supplemental profile data and custom banners.

*A unit is a simple, straightforward, close-ended question, such as yes/no or a checklist of up to 10 response categories, or a rating scale with up to four attribute statements.

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).

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