



GAME CHANGERS



The Future of Knowledge: An Omnibus Superhero.

March 12, 2019

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YOUR SPEAKERS TODAY.



Bob Torongo
SVP Public Affairs

Bob Torongo works with federal agencies, policy organizations, and universities on designing and implementing federally-funded statistical research. For the past 18 years, Bob has designed and conducted surveys across a diverse array of topic areas. Bringing depth of experience in survey research, his expertise includes sample design, estimation, survey methods, and survey operations; and, he has published numerous papers and articles on statistical methods and survey research techniques.



Paul Abbate
SVP Public Affairs

Paul has 30 years of sales, marketing and consumer insights experience with client companies PepsiCo and Coca-Cola, and market research industry experience at Greenfield Online, TNS, GfK, and Ipsos. He is currently the leader of Ipsos Public Affairs US, Canadian, and Global Omnibus platforms,

The KnowledgePanel® Timeline



AGENDA.

KnowledgePanel

**Omnibus
Services**

Case Studies

Questions



KnowledgePanel[®]

Why KnowledgePanel®?

Ipsos KnowledgePanel® is the original, largest and broadest-based online probability-based research panel in the US.



An **accurate representation** of the current demographic make-up of adults 18+ currently living in the United States, including offline households, Spanish-speaking households and cell phone only households.



With approximately **55,000 members** the panel is built on a representative, random sample of residential addresses using a process called “address-based sampling.” Unlike most online panels our members do not “opt-in.”



Because all KnowledgePanel households were selected randomly with a **known probability of selection**, KnowledgePanel estimates can be used with the statistical confidence required.



KnowledgePanel is not susceptible to the “professional respondent” problem and other **hazards of “opt-in” online panels** based on convenience sampling.

KnowledgePanel®

KnowledgePanel is built on a representative, random sample of residential addresses.

Because of this methodology our sample includes:



Cell-phone-only households



Spanish-language households

We uniquely cover about 81% of US Latino households, including Spanish- and English-dominant and bilingual households alike, as well as the roughly 19% of US Latinos who do not have access to the Internet at least occasionally.



Households with no Internet access at time of recruitment

Since almost three in ten US households do not have home Internet access, we supply these households a free netbook computer and Internet service.

KnowledgePanel®

KnowledgePanel survey has many advantages over telephone surveys:



Use of online or embedded multimedia, administration of complex willingness-to-pay questions



Improve reliability of answers to sensitive topics



Real-time links to other websites



Random assignment of sample to different treatments, or implementation of other complex sample designs



Embed audio and/or video integrated into surveys



Minimal survey burden: Use of profile data reduces fatigue and attrition. Respondents complete, on average, only 2 – 4 surveys per month

You have 2 types of online panels to use supporting your decisions

PROBABILITY BASED ONLINE PANELS

(KnowledgePanel®)



NON-PROBABILITY VOLUNTEER "OPT-IN" ONLINE PANELS OR ACCESS PANELS

(An array of other online samples we buy when needed)



KnowledgePanel®

KnowledgePanel has many advantages over opt-in samples

Feature	Opt-in Panels	KnowledgePanel®
Coverage %	76% of US households	97% of US households
Sampling	Self-selected / convenience	Probability-based random
Non-internet Population	Excluded	Included
Latino Households	Excluded	Included without internet access
Sample Representativeness	Over-represents internet users	Comparable to high-quality RDD with cell phone sample supplementation
Survey Frequency	Up to 5 or more per month	2 to 4 per month

KnowledgePanel®

KnowledgePanel is a true snapshot of the current demographic make up of the United States, matching within only a few percentage points the U.S. Census figures.

KnowledgePanel® Profile Data



On an annual basis, we collect and update detailed demographic, attitudinal, behavioral and health status information about our KnowledgePanel members.

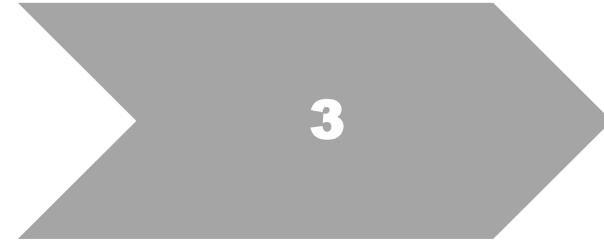
These and other facts are collected across a wide range of topics.



Just a few simple, people-based facts can be easily integrated into your study, enabling you to conduct a more robust analysis and rounding out the information you obtain from your survey.

Examples include:

- Self-reported health status
- Technology use
- Political information
- Shopping behavior
- Social media habits
- Financial/Investment behavior
- Media viewing habits



Importantly you can obtain this information without taking up valuable space in your survey. This provides value and reduces respondent burden.



KnowledgePanel[®]

Omnibus Services

Ipsos Omnibus Services

Omnibus, a multi-client, shared cost quantitative survey instrument designed to collect data from the general population or a targeted audience to deliver valuable insights quickly and affordably.

Ask a single question or a short survey to gather knowledge on these and many other marketing issues.

- Awareness, attitude and usage
- Public opinion polling
- Media consumption
- Concept screening and testing
- Brand image and positioning
- Ad campaign impact measurement
- Identify trends/tracking studies
- Time sensitive or topical issues
- Crisis management
- Incidence checks
- Consumer satisfaction
- And much more!



OmniWeb using KnowledgePanel®

Weekly online omnibus of Ipsos KnowledgePanel®, exclusively, the only online probability panel available in the market. Results are representative and projectable to that of the US general population, unlike other opt-in panels.



- The KP recruitment process involves ABS (addresses based sampling) as the primary methodology, along with dual frame telephone recruitment, to derive a true probability-based sample; consented but not Opted-in
- Fieldwork: Questions due every Thursday by noon, fieldwork conducted Fri-Sun with data tabulation results available Monday by C.O.B.
- Suggested uses: KnowledgePanel has all the benefits of online plus the representativeness of the sample makes it projectable to the adults general population; thereby an alternative to telephone samples
- Sample balanced to match US population on key variables: gender, age, ethnicity/race, education, income and region.
- Pricing based on a per question “unit” basis, starting as low as \$1,000.
- Volume discount for larger quantity of questions or multi wave projects.

Hispanic Omnibus using KnowledgePanel®

Monthly online Omnibus of a national sample of 1,000 Hispanic Americans aged 18+.



Surveyed in either Spanish or English (Respondent's option).



Sampling: Utilizes the KnowledgePanel LatinoSM (KPL) panel.



Identifies country of origin (US or foreign and where) language dominance and level of acculturation (approximately one third low, partly and highly acculturated).



Weighting: sample balanced to key variables: gender, age, education, region, income, primary language and country of origin.



Pricing based on a per question "unit" basis, starting at \$1000.

KnowledgePanel® Latino

KnowledgePanel LatinoSM ...



... uniquely covers about 93% of US Latino households, including Spanish- and English-dominant and bilingual households alike. This panel provides researchers with the most statistically representative panel of U.S. Latino households in existence, with about 9,500 Latino adults (of whom over 4,200 are Spanish-language participants).

It includes ...



... unassimilated Latinos and Spanish-language dominant households as well as those without Internet access at home before joining the panel. Ipsos provides Web-enabled computers and Internet service for the roughly 19% of Latinos without Web access from home.

The sample ...



... for KnowledgePanel Latino is selected using a dual-frame design. The main sample is recruited by mail using English and Spanish materials. The ABS sample is supplemented with a smaller RDD telephone recruitment that specifically targets high density Hispanic areas across the country to exclusively recruit additional Spanish-dominant households.

Thought Leadership to Help Consumers Make Informed Financial Decisions.



Business Context

Bankrate.com and Creditcards.com, two digital properties belonging to Red Ventures, continually seek to build and strengthen their reputation through thought leadership and value-add insights by providing timely content to connect consumers with information they need to make better financial decisions.



Solution

Using KnowledgePanel® OMNIWEB, the largest commercially available online probability panel in the marketplace; Bankrate.com and Creditcards.com interview 1,000 adults 18 years of age and older on diverse financial topics ranging from [personal economic outlook](#) to [financial infidelity](#). By utilizing Ipsos KnowledgePanel®, the research findings are truly projectable to the US population, with a margin of error on weighted data of +/- 3 percentage points for the full sample, allows the clients to provide consumers with information and recommendations that will help them improve aspects of their financial lives.



Ipsos Recommendation & Business Impact

These clients continue to utilize the KnowledgePanel® for its reasonable cost, representativeness, and quick turnaround time. Both Bankrate.com and Creditcards.com successfully continue to leverage the KnowledgePanel® to strengthen their brand image by engendering compelling and relevant financial content, which provides consumers with clarity on topics that many may find confusing and intimidating. The latest Bankrate.com survey was conducted on March 1-3, and CreditCards.com fielded its latest survey on March 8-10.

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Leveraging KnowledgePanel® for Informed Animal Advocacy Work



Business Context

Faunalytics is a nonprofit research organization dedicated to helping animals to empower animal advocates with access to research, analysis, strategies, and messages that maximize the impact of their efforts to create a positive change for animals.



Solution

Faunalytics leverages the KnowledgePanel® OMNIWEB, the largest commercially available online probability panel in the marketplace for their annual “Faunalytics Animal Tracker.” First conducted in 2008, this tracker examines the attitudes and behaviors of 1,000 U.S. adults 18 years of age and older with respect to animals and animal advocates. The first survey included 15 core questions, and a subset of five questions has been asked every year since. Using KnowledgePanel® and a consistent methodology from year to year allows Faunalytics to uncover how attitudes and behaviors have change over time.



Ipsos Recommendation & Business Impact

The “Faunalytics Animal Tracker,” executed its eleventh iteration in March of 2019. Faunalytics continues to utilize the KnowledgePanel® because it understands and values the importance of a nationally representative, census-balanced participant samples for all major studies that are intended to produce population estimates. For over a decade, Faunalytics has inspired other groups to make informed advocacy a centerpiece of their efforts – “The increasing focus on being more thoughtful advocates is a win for us, for the movement and especially for animals.”

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High impact, low investment Research to Drive Internal Decision-Making



Business Context

A leading pharma company sought to assess and receive feedback on the conditions under which consumers utilize a given family of products, in order to make a more informed internal decisions about the future direction of these products.



Solution

This leading pharma company leveraged the KnowledgePanel® OMNIWEB, the largest commercially available online probability panel in the marketplace to obtain a complete picture of how and when Americans use this family of products. A total of 1,000 U.S. adults 18 years of age and older were surveyed over a two-day field period, providing the client with results which were truly projectable to the US population, with a margin of error on weighted data of +/- 3 percentage points for the full sample.



Ipsos Recommendation & Business Impact

This client's internal decision-making was improved by the KnowledgePanel® for its ability to obtain a full picture of American consumers utilize their family of products, empowering them to make informed decisions regarding the future of these products.

ABOUT IPSOS.

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist – NYSE – Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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GAME CHANGERS.

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes 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 applies to everything we do.

Through specialization, we offer our clients a unique depth of knowledge and expertise. 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 caliber of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarizes our ambition.



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THANK YOU!

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