

KnowledgePanel® knows California

The state's most trusted source for representative,
probability-based insights



The Trusted Voice of Californians

KnowledgePanel is the premier way to understand Californians. It delivers fast, representative insights that policymakers, universities, nonprofits, and leading companies trust to guide strategy. With unmatched scale and diversity, it captures voices others miss, from youth and parents to Spanish speakers and offline households, turning data into decisions that shape California's future.



Deep Californian Roots

Founded at Stanford

(1999): Born in California, backed by academic rigor

Local Expertise: Ipsos offices and staff across the state

Statewide Reach: 6,500+ active members in California

Inclusive Participation: 1000+ Spanish Speaking panelists

How we help you succeed



Gold standard methodology

Rigorous research practices ensure high accuracy and minimal bias



Smarter sampling and weighting

Maximizes effective sample sizes to deliver better, more trusted insights



Powerful continual research

80%+ retention for a year or more, ideal for tracking California trends

Targeted sampling delivers deeper insights:

By Demographic

- Black and African Americans
- Latinos, including Spanish speakers
- LGBTQ+ people

By Life Stage

- Young adults (13+)
- Parents of teens & young children
- Retirees

By Socioeconomics

- Households with income under \$75k
- Renters

By Household Type

- Non internet & cellphone only households
- Firearm owners and firearm households

For more information
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How KnowledgePanel has been used to understand Californians



Methodology You Can Trust

KnowledgePanel is the nation's original and most well-established probability-based online panel, designed for accuracy and inclusivity. Unlike opt-in surveys, it recruits members through address-based sampling, covering households with and without internet access. Participants are engaged in English and Spanish, and final data are weighted to official benchmarks to ensure results are projectable across California's diverse population.

With an average 65% response rate on surveys fielded for 5+ days, KnowledgePanel consistently outperforms other panels in both quality and reliability. This is why it is trusted by government, academic institutions, nonprofits, and commercial leaders alike.



*Learn more about
Ipsos KnowledgePanel
capabilities here:*



Proven Impact in California:

Public Policy Institute of California (PPIC) – Statewide Survey

1,500 adults per wave, weighted to Census and state benchmarks. Results are projectable to regions (Bay Area, LA, Central Valley, Inland Empire) and key groups (Latinos, Asian Americans, African Americans, LGBTQ+ people, and parents). Findings directly informed state policy decisions on economics, education, and governance.



RAND - LA County Mental Health Campaigns

Surveyed youth (14–25) and adults (26+) in both English and Spanish in 2023. Assessed the reach and impact of countywide mental health campaigns, identifying effective outreach methods and gaps. Results informed future campaign design and delivery.



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