

KnowledgePanel®

The opportunity to be heard.

2025 YEAR IN REVIEW

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In 2025, KnowledgePanel continued to affirm its position as the pioneering authority in probability-based online research within the United States.

Being the original and most well-established online research panel, our consistent delivery of high-quality, representative data has solidified our reputation as the preferred research partner across numerous industries and institutions.

Here we celebrate our 2025 KnowledgePanel Year in Review.

Our commitment to excellence and innovation not only sustained but also enhanced our ability to provide businesses, government bodies, and academic institutions with insights that shape strategic decisions and future growth.



2025

Managing respondent burden is a crucial part of having an optimal panel member experience.

For that reason, we monitor and evaluate the survey burden for KnowledgePanel members monthly as part of our panel health review. In 2025, KnowledgePanel members on average were invited to participate in about 3 surveys each month, of which they completed on average about 2. We are able to keep the burden and survey volume at a lower level due to the overall size and coverage of our panel.

PANEL UTILIZATION

7,948,795

client survey minutes

903,524

completed client interviews

315

client surveys

RESPONDENT BURDEN

2.5

surveys assigned per person per month on average

1.6

surveys completed per person per month on average

KnowledgePanel is aggressive in maintaining an engaged panel.

Rather than carrying panel members along to advertise a large panel size, we actively withdraw those who stopped responding to surveys.

With approximately 61,000 active members, we deliver data you can trust, data which are fraud-resistant, scientifically selected, and free from self-selection bias.

PANEL SIZE



61,073

AVERAGE ACTIVE PANEL MEMBERS EACH MONTH



20,354

NEW PANEL MEMBERS PROFILED



57,324

ENGLISH

3,749

SPANISH

PANEL RECRUITMENT

635,000

households sampled for recruitment in 2025



Recruitment mailings conducted monthly

6 different types of targeted recruitment, all with their own customized materials

- Young adults 18-to-24 years old
- High school or less education
- Republican/Independent
- Other race non-Hispanic
- Black adults
- Latino ABS (either bilingual or Spanish-only)

Why does this matter?

Unlike opt-in panels, KnowledgePanel is built on scientific address-based sampling (ABS), ensuring every U.S. household has a known and non-zero chance of selection – and ensures that our data is a [reliable and accurate representation of the U.S.](#)

This best-in-class methodology, coupled with superior panel size and coverage, makes KnowledgePanel the go-to choice for commercial, academic, and government researchers.

Attrition rates are a key performance indicator (KPI) for evaluating the quality of online panels. Preventing attrition helps make research more representative and accurate, and is the most cost-effective approach to conducting research.

KnowledgePanel has developed and refined a rigorous panel maintenance protocol to promote retention and avoid attrition. As a result, attrition rates have been trending downward for KnowledgePanel since 2023 and in 2025 were at their lowest since 2020 due to the [Panel-Member First Approach](#) implemented by our panel management team.

ATTRITION RATES

3%

average monthly attrition

+10%

improvement from the Covid-era lowest attrition levels in 2020

3rd

consecutive year with reduction in attrition rates

Average Monthly Attrition Rates - Comparison by Year

	Overall	English	Spanish	18-29 YO	HS or Less Education	Black non-Hispanic	Hispanic	Rare Groups
2020	3.5%	3.5%	4.2%	6.1%	5.2%	4.7%	4.7%	7.7%
2021	4.7%	4.5%	6.6%	7.9%	7.1%	6.0%	6.5%	11.3%
2022	4.8%	4.7%	6.9%	8.5%	7.0%	6.2%	6.8%	10.7%
2023	3.7%	3.6%	4.9%	6.4%	5.5%	4.8%	5.1%	8.3%
2024	3.2%	3.0%	4.9%	6.0%	4.6%	3.8%	4.6%	6.5%
2025	3.0%	2.9%	4.4%	5.7%	4.2%	3.7%	4.2%	6.5%

Rare Groups = 18-29 YO + non-White + High School or less education

Completion rates are a key performance indicator (KPI) for evaluating the quality of surveys and panels in general. Completion rates have been trending upward for KnowledgePanel since 2023.

In 2025, completion rates were at their highest since 2020 due to the [Panel-Member First Approach](#) implemented by our panel management team in 2023. The average overall survey completion rate at the topline level for a KnowledgePanel survey in field for at least five days is 65%. We achieve these high completion rates due to our thorough panel maintenance procedures and our emphasis on the panel member experience.

COMPLETION RATES

NEARLY 10%

improvement from the Covid-era highest completion rates in 2020

3rd

consecutive year with increase in completion rates

Completion Rate of Surveys that Fielded for 5+ Days - Comparison by Year

	Overall				English	Spanish	Average Completion Rate for Key Demographics				
	Average Completion Rate	Average Breakoff Rate	Average Days in Field	Median Days in Field	Average Completion Rate	Average Completion Rate	60+ YO	Low Income	Minorities	Low Education	Black or African American, Non-Hispanic
2020	60%	N/A	18	14	60%	45%	73%	51%	52%	55%	51%
2021	58%	8%	17	14	59%	40%	70%	50%	50%	53%	50%
2022	55%	10%	21	16	56%	39%	68%	49%	49%	51%	50%
2023	62%	9%	19	15	63%	41%	72%	56%	56%	59%	59%
2024	63%	7%	17	12	64%	43%	73%	56%	58%	58%	60%
2025	65%	7%	15	13	66%	46%	75%	57%	60%	62%	61%

THANK YOU

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