

KnowledgePanel®

The opportunity to be heard.

Discover why leaders rely on Ipsos' KnowledgePanel to get a true representation of the American public, in all its diversity.

The Gold Standard in Online Panel Research

As the U.S. transforms socially and politically, leaders need trusted data, not guesswork. Ipsos' KnowledgePanel delivers accurate, nationally-representative insights, helping organizations navigate with confidence. This is not an opt-in panel. KnowledgePanel is built on scientific, address-based sampling (ABS), giving every U.S. household a known chance of selection. That means no self-selection bias, no inflated opinions, just real, reliable data from a truly representative sample.



Why Leaders Rely on KnowledgePanel

KnowledgePanel provides deep insights and practical strategies that help you anticipate change, shape narratives, and implement solutions that drive real impact. Our integrated suite of solutions empowers decision-makers across industries to stay ahead of the curve.

Proven Accuracy

Fraud Free: Approx. 60,000 active panel members that are scientifically selected and free from self-selection bias

Reliable insights: Every U.S. household has a chance of selection

High engagement: Richer insights, especially from hard-to-reach groups

Trusted by the Best

Long track record: Conducted more OMB-approved studies than any other panel

Credibility among peers: Powered *Washington Post's* Pulitzer-winning reporting on the AR-15

Academic integrity: Accuracy validated in publications by Pew Research Center and the CDC

Always Reliable

Single-mode data collection: Online only with no mode effects affecting data and insights

Full inclusivity: We provide tablets and internet to offline homes

No opt-ins: Invitation-only, using USPS Delivery Sequence File for near-total population coverage

Scan the QR code for contact information and more details about KnowledgePanel methodology and accuracy

