IPSOS KNOWLEDGEPANEL

Use existing data on Ipsos's KnowledgePanel members to meet your research needs

KnowledgePanel is the original and most well-established probability-based online research panel in the U.S.

With more than 60,000 active members, recruited through address-based sampling, we can provide samples of various demographic, behavioral, or attitudinal groups, including low-incidence populations.

We've collected more than 2,000 variables on panel members, letting us easily identify sample for your target population.

These data have several purposes:

- ✓ Select sample
- ✓ Serve as baseline data
- ✓ Avoid "priming" respondents by not asking certain questions in your survey
- ✓ Keep your survey short by having these data appended to your survey data file

Examples of Target Populations

Military Service
- 16,000+ respondents: Has family member currently or previously in the military
- 3,000+ respondents: Veterans

Health Conditions
- 8,000+ respondents: Has high blood pressure or hypertension

Demographic Groups
- 12,000+ respondents: Age 65+
- 5,000+ respondents: Parents of 0- to 17-year-olds

Employed Adults
- 8,000+ respondents: Private for-profit company employees
- 3,000+ respondents: Government employees (federal, state, or local)

Behaviors
- 10,000+ respondents: Weekly drinker
- 3,000+ respondents: Smoke cigarettes and/or use e-cigs

Attitudes
- 4,000+ respondents: Rarely vaccinate or opposed to vaccines

Finances
- 4,000+ respondents: Not confident could come up with $2K for unexpected needs

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

MORE ABOUT

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Profile Data

In addition to appending "profile" data to your survey data file, you can also purchase these variables as a separate package.

The data span a wide range of topics—11 different topics covered in 12 profile surveys.

Each survey is fielded annually to the full panel.

12 Profile Surveys Conducted Annually

- Personal and Household Characteristics
- Hispanics
- Media
- Shopping Behavior
- Lifestyle and Sports Interests
- Public affairs, civic engagement, ancestry
- Religion, military service
- Investment and Finance
- Computer and technology products
- Website, app, and video game usage
- Personal Health
- Health Coverage and Attitudes



Contact us to discuss your research goals and learn how KnowledgePanel can support your work.

For more information, please contact:
us-kp-requests@ipsos.com