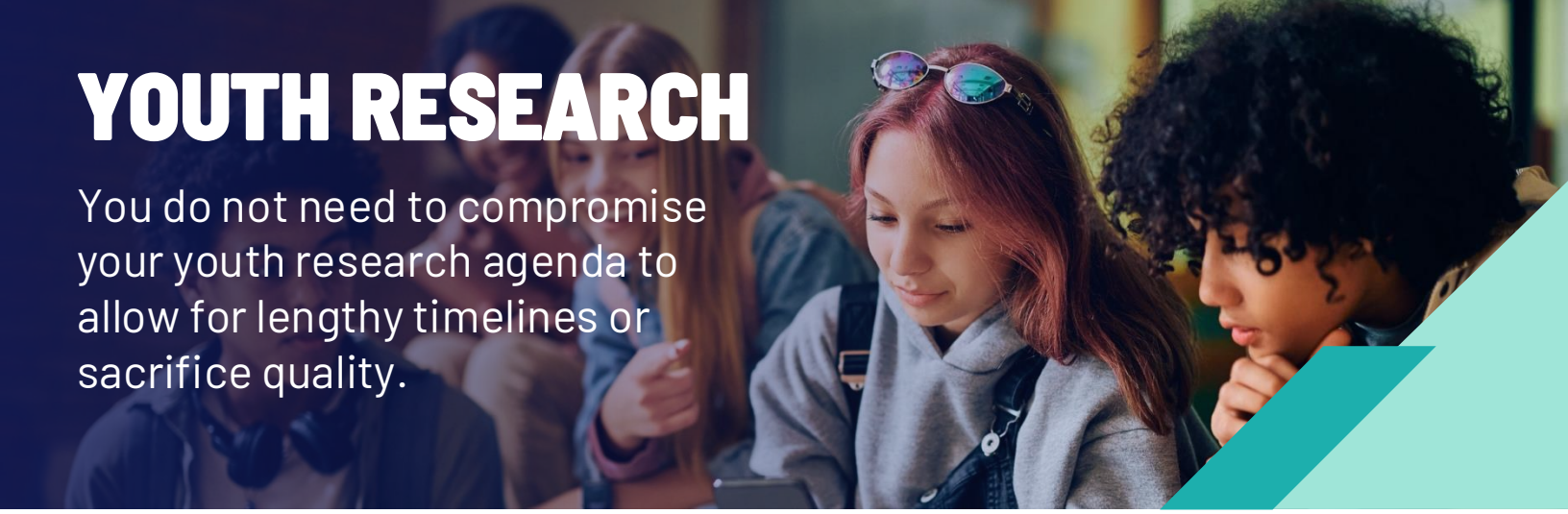
YOUTH RESEARCH



You do not need to compromise your youth research agenda to allow for lengthy timelines or sacrifice quality.

KnowledgePanel is Ipsos' online probability panel, designed to be truly representative of the general population (not just the online population that other panels only cover). KnowledgePanel is the nation's largest online panel from which probability-based samples are selected for rigorous survey research applications that need to produce measurable inferences. KnowledgePanel delivers unparalleled data quality and ease for youth research. We are able to target this hard-to-survey group with a level of rigor expected by academic and federally funded research.

The Ipsos KnowledgePanel enables researchers to readily survey teens and young adults while delivering accurate data and results. Features of the panel include the following.

- Probability-based access to over 3,000 13-24 years old with teens contacted through panel member parents.
- Ability to contact a sub-set of 13-17 year olds directly if preferred.
- 50%+ within survey cooperation rate.
- Robust, proven parental consent processes in place.
- Fully operational right now.

Examples of Youth Research Using KnowledgePanel Data

Do, V. V., Nyman, A. L., Kim, Y., Emery, S. L., Weaver, S. R., & Huang, J. (2022). **Association between E-Cigarette Advertising Exposure and Use of E-Cigarettes among a Cohort of U.S. Youth and Young Adults.** *International Journal of Environmental Research and Public Health*, *19*(19), 12640. https://doi.org/10.3390/ijerph191912640.

Elliott, T., & Earl, J. (2018). **Organizing the Next Generation: Youth Engagement with Activism Inside and Outside of Organizations.** *Social Media + Society*, *4*(1).

Maya Haasz, Rachel L. Johnson, Joseph A. Simonetti, Marian E. Betz, Rachel Cafferty, Ashley Brooks-Russell, Erin Wright-Kelly; **Perceptions of Firearm Safety and Youth Suicide Among Adults With a Child in Their Home.** *Pediatrics* October 2024; 154 (4): e2024066930. 10.1542/peds.2024-066930.

Turner HA, Finkelhor D, Mitchell K, Colburn D. **Prevalence of Technology-Facilitated Abuse Among Sexual and Gender Minority Youths.** JAMA Netw Open. 2024;7(2):e2354485. doi:10.1001/jamanetworkopen.2023.54485.

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

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MORE ABOUT

YOUTH RESEARCH



Further your understanding of youth in critical research and policy areas:

- Understand youth perspectives on issues relevant to your organizational mission.
- Evaluate performance of your program or campaign and impacts on youth.
- Increase your understanding of young people's lives with the ability to measure topics such as health, well-being and civic engagement.
- Utilize longitudinal or repeated cross-sectional designs to understand changes in attitudes, opinions, and behaviors over time.

Contact us to discuss your research goals and learn if KnowledgePanel is right for you. Ipsos' team of experienced researchers can help you design an effective survey and research protocol for your youth research needs. Reach out to us today to learn more.

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

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