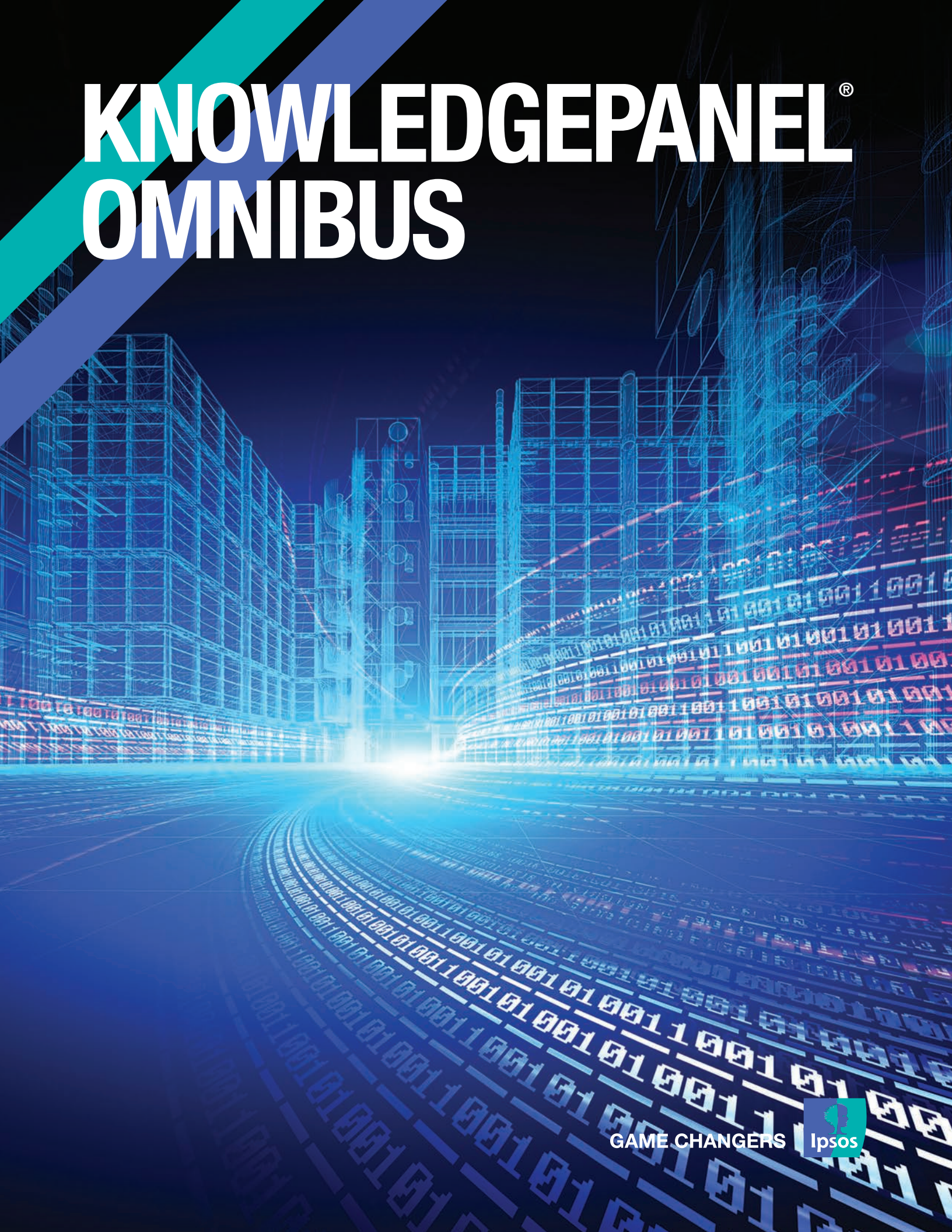


# KNOWLEDGE PANEL<sup>®</sup> OMNIBUS



GAME CHANGERS



### KnowledgePanel is...

The oldest and largest **probability-based** online panel in the U.S.

Known for its **accuracy** and high quality sampling methods.

A panel with **exceptional survey completion rates**.

Built on a foundation of **address-based sampling (ABS)**.

Provides a **statistically valid representation** of the U.S. population.

### An Omnibus is...

A **fast and cost-effective** research solution to gauge the opinions and thoughts of the general population.

A **shared quantitative research** vehicle that combines proprietary survey-questions on various topics from numerous clients into one master survey where each client will receive data for their own proprietary questions + demographic data.

### KnowledgePanel Omnibus is...

A **scientifically designed** online research platform that allows organizations to measure public opinion on various topics in a **fast** and **cost-effective** way while keeping the **quality** and **reliability** of data as a priority.

**Ipsos has a full range of KnowledgePanel solutions— see the comparison chart below for more details!**

#### Excellent solution to:

- Checking incidence rates and testing questionnaire wording
  - Gauge public opinion on current events, policy and social issues
  - Gather supporting data for public, media and press release initiatives
- Track consumer perspective and habits about brands, products, and services
- Measure attitudes about new launches and advertising campaigns

## A full range of KnowledgePanel Omnibus solutions:

### IPSOS KNOWLEDGEPANEL WEEKLY OMNIBUS

Weekly online survey of 1,000 respondents aged 18 or older who are representative of the U.S. general English-speaking adult population. Receive results in less than one week. [Click here for more information on KnowledgePanel Weekly Omnibus.](#)

### IPSOS GOVERNMENT & ACADEMIC (G&A) OMNIBUS

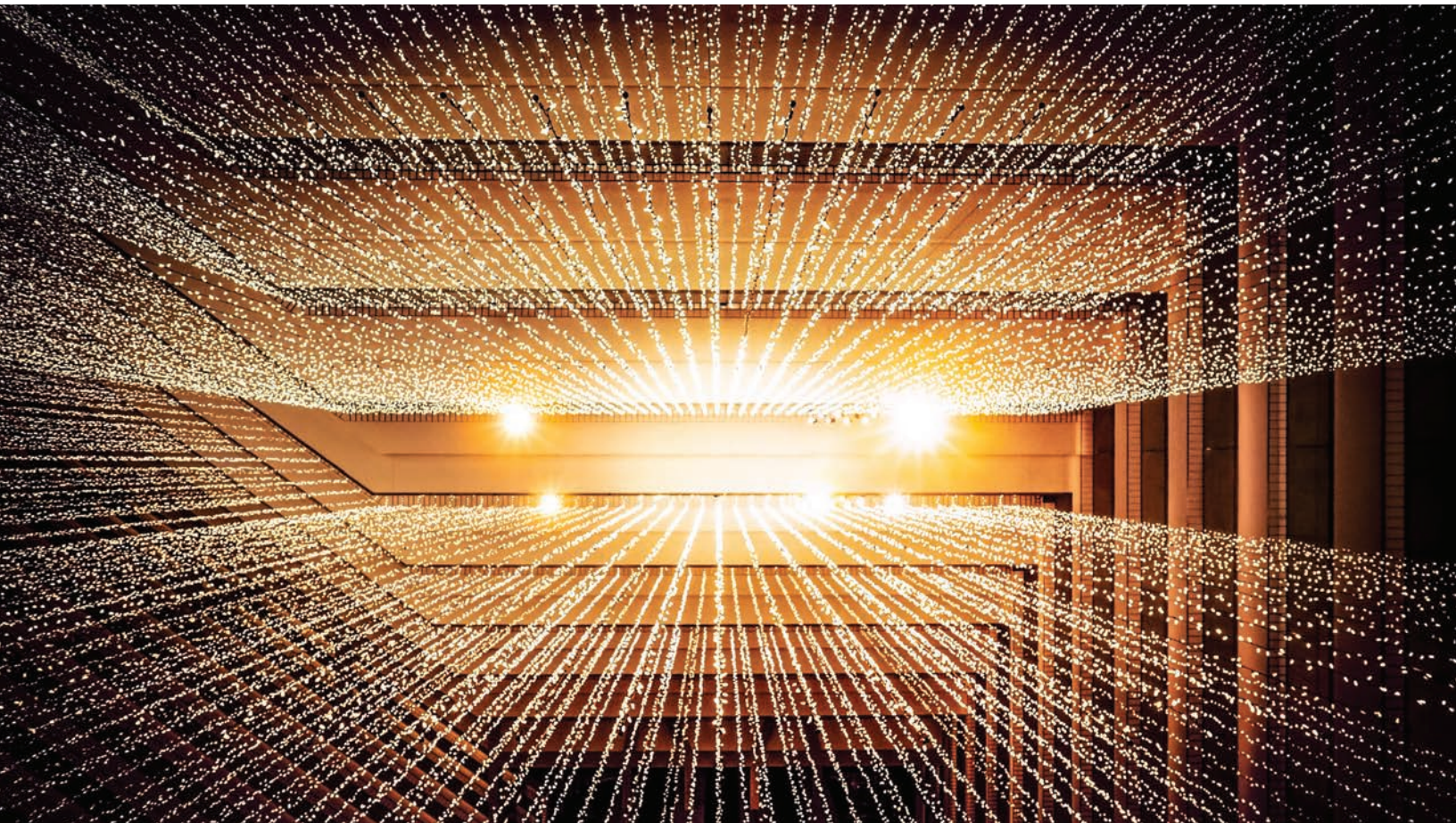
Monthly online survey of 1,000 respondents aged 18 or older who are representative of the U.S. general English- and Spanish-speaking adult population. Each Omnibus survey will have a 7–10-day field period with 55–60% cooperation rates, assuring high-quality data including representation from harder-to-reach groups such as young adults, males and minorities. [Click here for more information on G&A KnowledgePanel Omnibus.](#)

### IPSOS KNOWLEDGEPANEL 5K OMNIBUS

Monthly online survey of 5,000 (5K) English- and Spanish-speaking U.S. adults. Each 5K Omnibus survey will have a 7–10-day field period with 55–60% cooperation rates, assuring high-quality data including representation from harder-to-reach groups such as young adults, males and minorities. [Click here for more information on KnowledgePanel 5K Omnibus.](#)

### IPSOS HISPANIC OMNIBUS

Monthly online survey of 1,000 Hispanic Americans aged 18+. Conducted in either Spanish or English, utilizing the KnowledgePanel Latino<sup>SM</sup> panel. Includes acculturation model. [Click here for more information on KnowledgePanel Hispanic Omnibus.](#)



## What makes KnowledgePanel different?

KnowledgePanel (KP) differs from “opt-in” online panels:

### 1 PROBABILITY BASED RECRUITMENT

We use ABS (address-based sampling) as the primary methodology—a probability-based approach that includes cell phone-only households.

### 2 COVERAGE OF NON-INTERNET HOUSEHOLDS

We provide internet access and a tablet for the completion of online surveys: Therefore, the sample is not limited to only those who already have internet access.

### 3 COVERAGE OF THE UNITED STATES POPULATION

It is representative of U.S. adults, including hard-to-reach groups such as young adults, males and minorities.

### 4 REPUTATION

The original, largest and most well-established probability-recruited online panel with a demonstrated track record for publication, federal, and academic review.



## Pricing and Deliverables

KP Weekly Omni	Price Per Unit*
Question Units* 1–5 (each)	\$1,000
Question Units* 6–10 (each)	\$800
Question Units* 11+ (each)	\$750

KP 5K Omni	Price Per Unit*
Question Units* 1–3 (each)	\$4,000
Question Units* 4+ (each)	\$3,000

KP G&A & Hispanic Omni	Price Per Unit*
Question Units* 1–5 (each)	\$1,000
Question Units* 6–10 (each)	\$800
Question Units* 11+ (each)	\$750

### Standard Deliverables (provided with no additional cost)

Data file or data tables for each question

Each table includes standard banners (age, gender, income, region)

### Custom Deliverables (contact us for cost)

Custom banner tables

Respondent level data file (Excel, SAS, SPSS, etc.)

Additional profile variables:

[See profile variable options here](#)

Open ended question coding

Data visualization support

Media release support

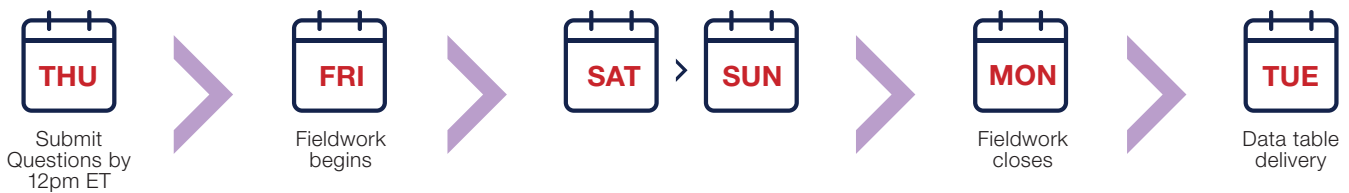
## Demographic Profile Variables included in data\*

Age, Actual years
Current Employment Status
Education, 4 & 5 Categories
Gender
Household Income
Household Members Age 0–17
Household Members 18 or Older
Household Size

Housing Type
Marital Status
MSA Status
Ownership Status of Living Quarters
Race/Ethnicity
State
U.S. Census Region 4
U.S. Census Division 9

\*Additional variables are provided with the 5K Omni

## KP Weekly Omni follows this weekly schedule:



Other KnowledgePanel solutions field monthly.

Please email [KnowledgePanelOmnibus@Ipsos.com](mailto:KnowledgePanelOmnibus@Ipsos.com) for the latest schedule.

## Compare KnowledgePanel (KP) Solution Offerings

	KP Weekly Omnibus	KP G&A Omnibus	KP 5K Omnibus	KP Hispanic Omnibus	KP Custom Study
<b>Description</b>	Weekly online survey of 1,000 respondents aged 18 or older who are representative of the U.S. general English-speaking adult population. Receive results in less than one week.	Monthly online survey of 1,000 English- and Spanish-speaking U.S. Each survey will have a 10-day field period with 55–60% cooperation rates, assuring high-quality data including representation from harder-to-reach groups such as young adults, males and minorities.	Monthly online survey of 5,000 (5K) English- and Spanish-speaking U.S. Each survey will have a 10-day field period with 55–60% cooperation rates, assuring high-quality data including representation from harder-to-reach groups. Offers researchers overall population characteristics with the ability to drill down to multiple sub-populations in a single survey.	Monthly online survey of 1,000 Hispanic Americans aged 18+. Conducted in either Spanish or English, utilizing the KnowledgePanel Latino <sup>SM</sup> panel. Includes acculturation model.	KnowledgePanel provides a statistically valid representation of the U.S. population as well as many under-researched and often harder-to-reach populations. A custom approach versus an omnibus should be used if the length of interview is long, specific quotas are required, target audience is too specific, etc.
<b>Starting Base Size</b>	n1000	n1000	n5000	n1000	Custom base size
<b>Target Sample</b>	General Population, 18+	General Population, 18+	General Population, 18+	Hispanics, 18+	Custom sample audience
<b>Sample Boost Options</b>	Ipsos has flexible offerings to add targeted boost groups for all the KnowledgePanel platforms. For example, a client can have n1000 general population + boost an additional n500 seniors or boost an additional n300 LGBTQ, etc.				
<b>Maximum Questionnaire Length</b>	20 question units*	20 question units*	20 question units*	40 question units*	Custom
<b>Minimum Questionnaire Length</b>	3 question units*	3 question units*	3 question units*	10 question units*	Custom
<b>Language</b>	English only	English and Spanish**	English and Spanish	English and Spanish**	English and Spanish**
<b>Frequency</b>	Weekly	Monthly	Monthly	Monthly	Daily
<b>Starting Price</b>	\$1,000 per unit* (minimum of \$3,000)	\$1,000 per unit* (minimum of \$3,000)	\$4,000 per unit* (minimum of \$12,000)	\$1,000 per unit* (minimum of \$10,000)	TBD
<b>Demographic Data</b>	<ul style="list-style-type: none"> <li>• Already included with the data: 17 standard demographic variables including gender, age, education, household income, race/ethnicity, marital status and region.</li> <li>• Option to purchase additional profiling data: 2,000+ additional profile variables available for purchase spanning issues as diverse as health characteristics, sports interest, internet usage and finance.</li> </ul>				
<p>*A unit is a simple, straightforward, close-ended question, such as yes/no or a checklist of up to 10 response categories, or a rating scale with up to five attribute statements.                  **Additional translation cost will apply.</p>					

### About Ipsos

Ipsos is the world’s third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5,000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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 Reuters ISOS.PA,  
 Bloomberg IPS:FP

[www.ipsos.com](http://www.ipsos.com)

