

# There's an app for that – lessons learned from building and implementing a mobile app for KnowledgePanel

**Nick Bertoni**

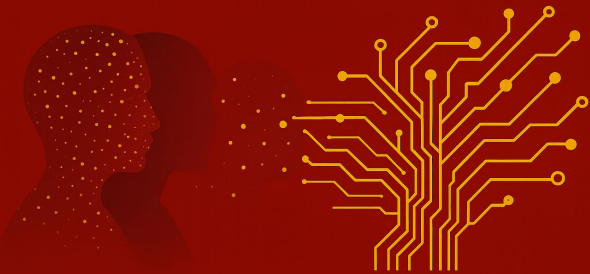
**Ipsos Public Affairs**

**CIPHER 2026**

**Current Innovations in Probability-Based Household  
Internet Panel Research (CIPHER) Conference**

**February 25 – 27, 2026**

**USC Capital Campus, Washington, D.C.**



# Background

## Fundamental principles of panel management:

- **Recruit people to the panel**
- **Keep them in the panel**
- **Maintain a representative sample composition**
- **Keep them engaged and responsive**
- **Manage costs**

# Problem

## Challenges of panel management:

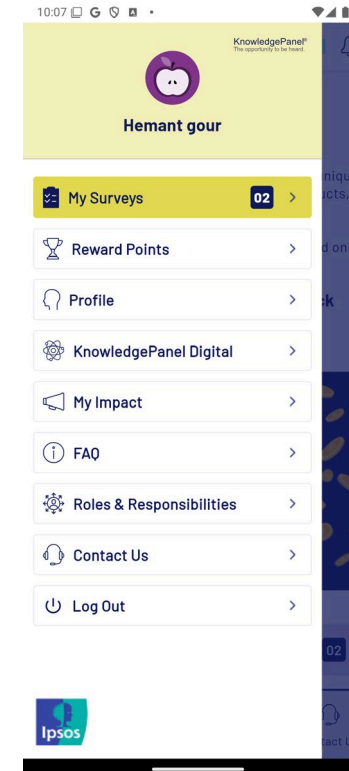
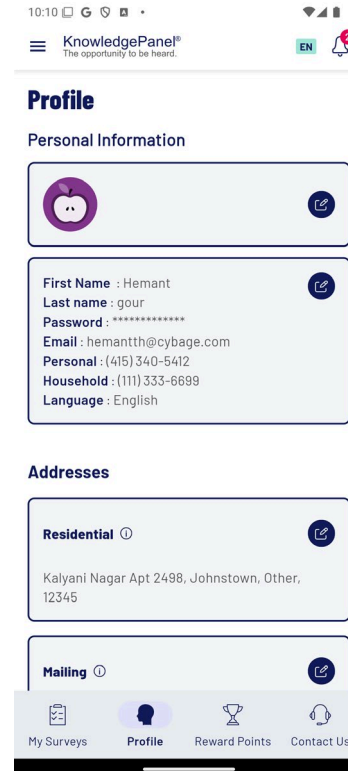
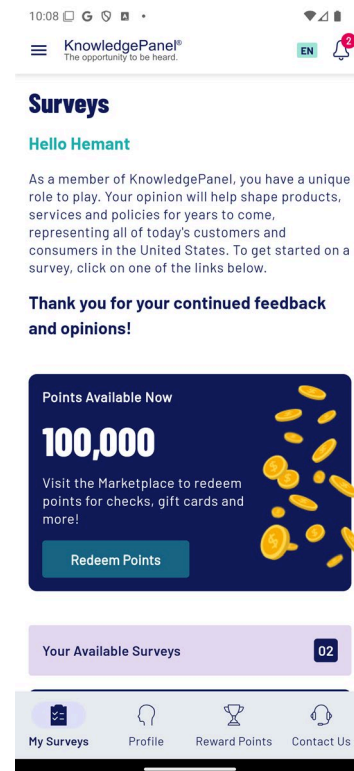
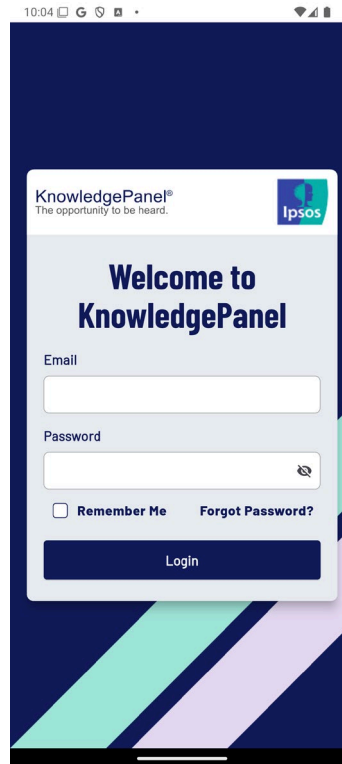
- **Young adults, lower educational attainment, and non-White panel members have lower response propensities than others**
- **They also leave panels at a higher rate than others**
- **Email providers like Gmail, Yahoo, and Microsoft are constantly changing requirements to reliably send emails**
- **Qualitative and anecdotal feedback that people (especially young adults) are checking email less frequently or ignoring altogether**

# Solution

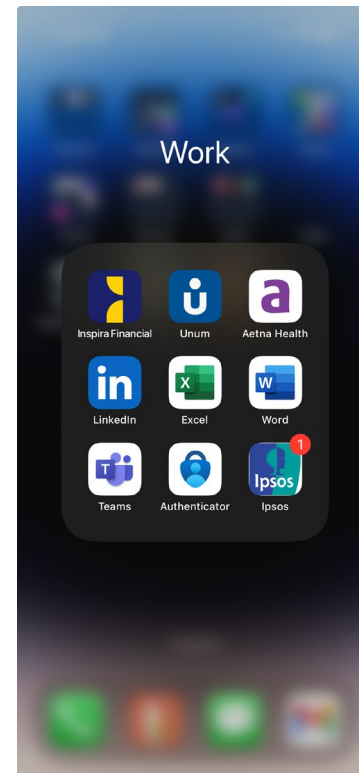
## Build a mobile app to address fundamentals and challenges of panel management

- Recruit people to the panel
- **Keep them in the panel**
- **Maintain a representative sample composition**
- **Keep them engaged and responsive**
- Manage costs

# KnowledgePanel mobile app deployed on June 30, 2025



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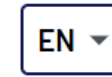
# Mobile App Adoption

# Implementation

- **July 31: Add download icons to emails**



- **August 20: Send notification through member site**



- **September 18: Mention app in email to low ed panel members**

- **September 25: Add download icons to footer on member site**

- **December 3: Mention app in email to 18-24 y/o panel members**

# Number of app downloads

**As of February 18, 2026**

- **15,326 iOS downloads**
- **1,920 Android downloads**

# Profile of app users – share by mode

Survey conducted January 16 – 23, 2026

G&A Omni English and Spanish

Completion mode	n=1,096
Email	729 (66%)
SMS	207 (19%)
Member page	85 (8%)
Mobile app	75 (7%)

# Profile of app users – Age range

Survey conducted January 16 – 23, 2026

G&A Omni English and Spanish

Completion mode	18-29	30-44	45-59	60+
Email	14%	24%	22%	40%
SMS	17%	24%	29%	30%
Member page	32%	25%	19%	24%
Mobile app	37%	35%	19%	9%

# Profile of app users – Race/ethnicity

Survey conducted January 16 – 23, 2026

G&A Omni English and Spanish

Completion mode	White	Black	Hispanic	Other
Email	68%	9%	14%	9%
SMS	61%	13%	18%	8%
Member page	46%	12%	24%	18%
Mobile app	51%	22%	24%	3%

# Profile of app users – Income

Survey conducted January 16 – 23, 2026

G&A Omni English and Spanish

Completion mode	< \$10k	\$10k < \$75k	\$75k < \$100k	\$100k+
Email	2%	32%	13%	53%
SMS	3%	40%	12%	45%
Member page	1%	39%	12%	48%
Mobile app	3%	59%	9%	29%

# Profile of app users – Education

Survey conducted January 16 – 23, 2026

G&A Omni English and Spanish

Completion mode	< High School	High School	Some college	College+
Email	6%	24%	25%	45%
SMS	11%	29%	26%	34%
Member page	15%	35%	25%	25%
Mobile app	13%	49%	23%	15%

# Discussion

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## Survey implications

- **Hard-to-reach groups access surveys through the app at higher rates than other modes**
- **Hopeful for increased retention from these groups (too early to tell)**

## Operational implications

- **Building the app took about 6 months with some delays**
- **Navigating app stores was easier than expected**
- **Downloads cannot be linked to individual people**
- **Constant development is necessary for OS updates**

**Thank you!**

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