



# Evaluating the representativity of KnowledgePanel

**Jared Coopersmith, Alec Tyson, Frances Barlas, Elisa Chan, Nick Bertoni**

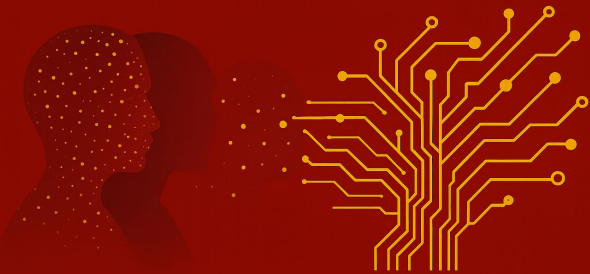
**Ipsos Public Affairs**

**CIPHER 2026**

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

**February 25 – 27, 2026**

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



# Study Background

KnowledgePanel is a probability-based online panel recruited via nationwide ABS. Panel size is approx. 60,000 panelists from approx. 52,000 households.

Samples are selected in two stages

- 1) The panel is weighted to the US population on a range of geodemographic characteristics
- 2) These weights are then used to assign selection probabilities in a probability-proportional-to-size sample selection

Weights are calculated in (generally) two stages

- 1) Modelled design weights to reflect selection probability for the selected sample
- 2) Final (post-stratification) weights: adjust design weights to correct for nonresponse

More than 20 year track record showing KnowledgePanel sampling and weighting yields low bias data

- Link et al (2023) found average difference of 3.3pp compared to external benchmarks

# Study Purpose

## Motivations for reassessing performance of KnowledgePanel

1. Continue to verify underlying assumptions of the methodology
2. Generalized, industry-wide concerns regarding how political attitudes may affect panel recruitment and survey response

## Two-pronged research approach

1. Assess performance of current sampling and weighting approach
2. Experiment with variations of additional controls for political attitudes and behavior

# Method

# Study Design: 5 variations in sample design

1. Standard geodemographics and 3-level PID (Democrat, Republican, independents + others)
  - Current default KnowledgePanel approach for general population studies
2. Standard geodemographics, 3-level PID plus **2024 vote choice**
3. Standard geodemographics but with **5-level PID** (Democrat, Lean Democrat, No lean, Lean Republican, Republican)
4. Standard geodemographics with **5-level PID and 2024 vote choice**
5. Standard geodemographics with **nested 5-level PID and 2024 vote choice**

Note: Population benchmarks from 2025 CPS ASEC, PID from Pew 2025 NPORS, and vote choice from Federal Election Commission

# Study Design: 3 variations in weighting

1. Standard geodemographics
  - Current approach for most KnowledgePanel studies
2. Standard geodemographics with **5-level PID**
3. Standard geodemographics with **5-level PID and 2024 vote choice**

# Study Details

First test: July/August 2025

- 4 samples, n= $\sim$ 3,445 per sample
- Final completes ranged from 2,355 to 2,509 per sample
- 10 days in field

Second test: December 2025

- 2 samples, n=2,500 per sample
- Final completes were 1,812 and 1,858
- 10 days in field

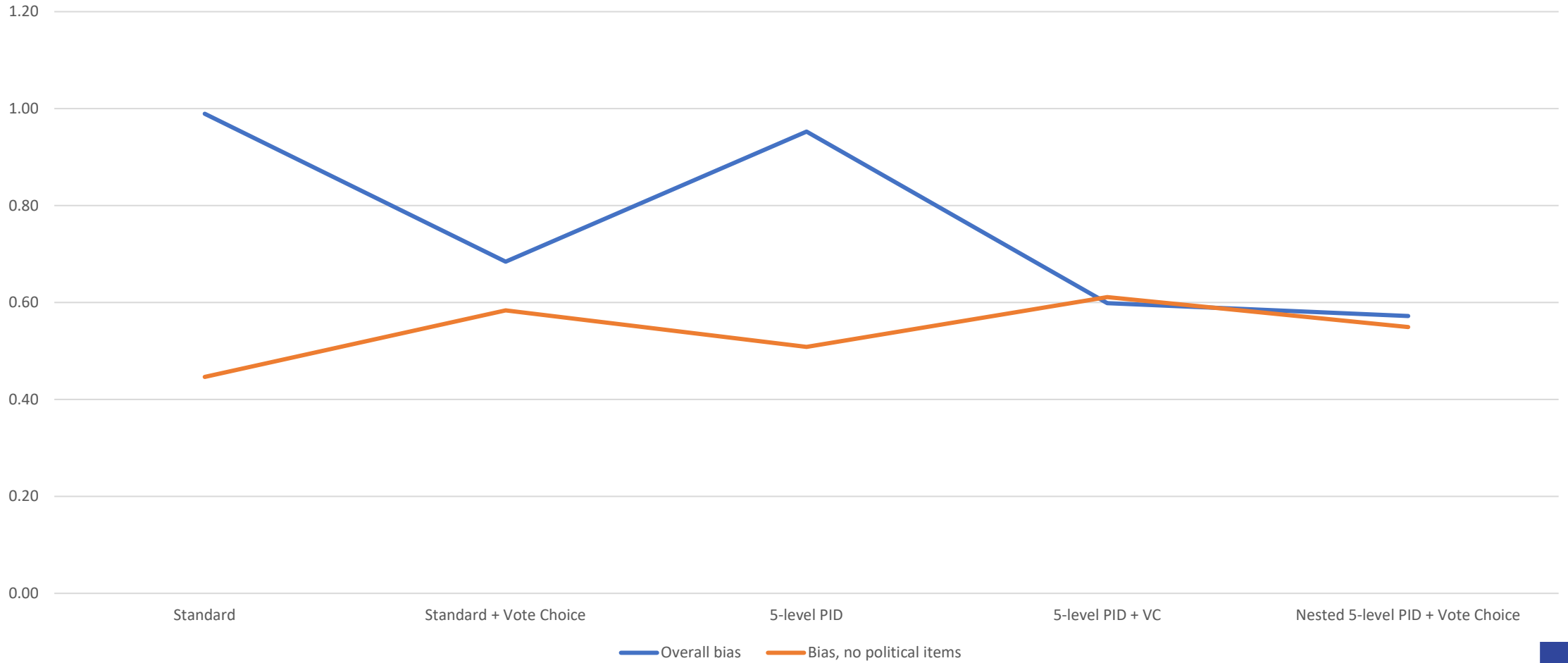
# Study details: External benchmarks

- 2024 American Community Survey (ACS): housing characteristics, automobiles, health challenges, military service
- 2024 National Health Interview Survey (NHIS): health conditions/status, health insurance coverage, health care received, health-related behaviors
- 2023 Current Population Survey Civic Engagement and Volunteering Supplement (CPS): interaction with neighbors/family, volunteering

# Results

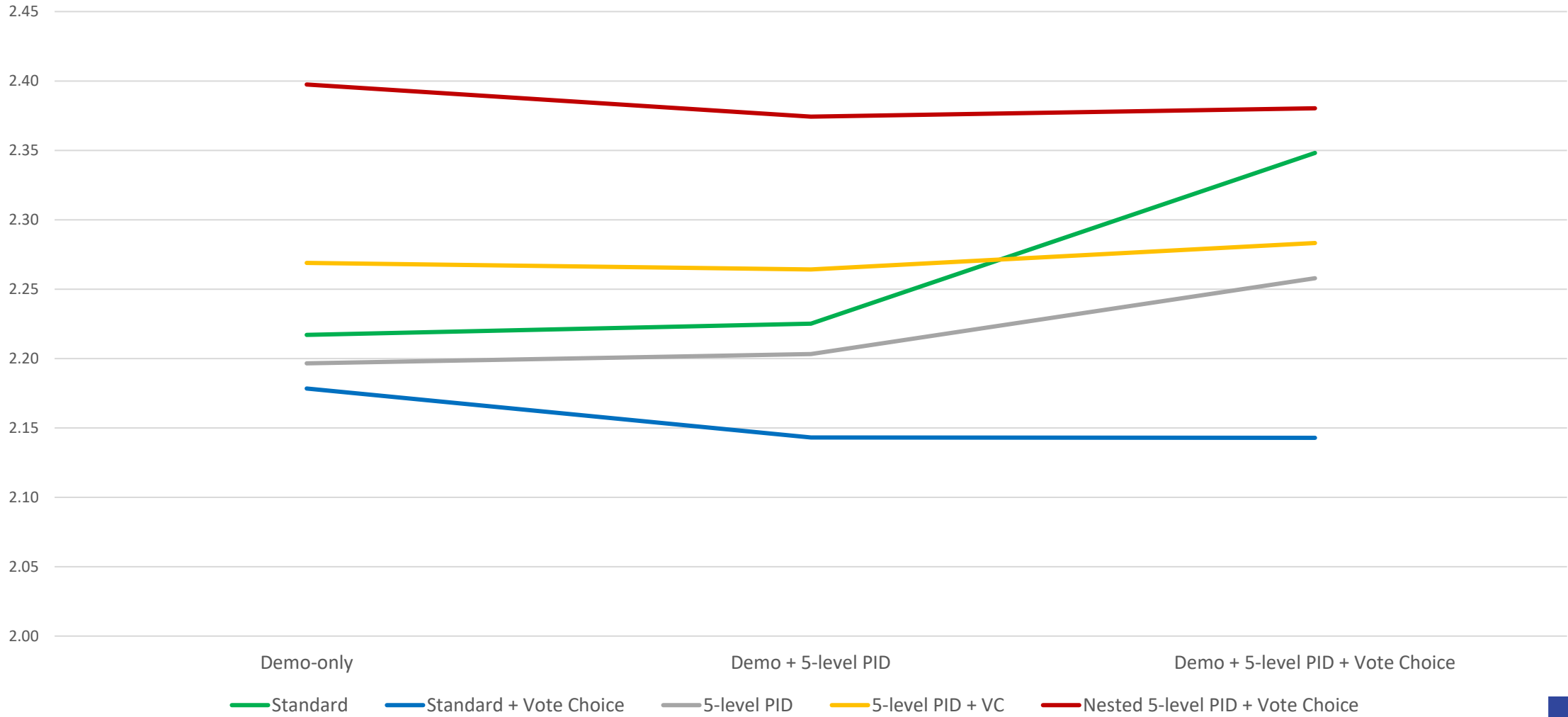
# Results

Selected Sample Unweighted Deviations on Sampling Targets



# Results

Overall Avg Bias by Sample Design and Weighting Approach



# Discussion

# Conclusions and Discussion

Overall bias for KnowledgePanel is low for all methods tested here.

- Ranged from 2.14 pp to 2.40 pp
- Lower than last assessment of 3.33pp, though methodological differences between studies

Current sampling and weighting approach is mid-range at 2.22pp

Move to 5-level PID OR adding vote choice appears to not increase bias on external factors, whereas doing both may increase bias

Further examination of bias by domains to determine if any adjustments are warranted

**Thank you!**

**Jared Coopersmith**

[Jared.coopersmith@ipsos.com](mailto:Jared.coopersmith@ipsos.com)



**Ipsos U.S. Public Affairs is a  
Charter Member of  
AAPOR's Transparency Initiative**

