Supplement 1. Ipsos KnowledgePanel Methodology

Ipsos KnowledgePanel Methodology

KnowledgePanel provides probability-based samples with an “organic” representation of the study population for measurement of public opinions, attitudes, and behaviors. Panel members are randomly selected so that survey results can properly represent the U.S. population with a measurable level of accuracy and a calculable response rate, features that are not obtainable from nonprobability or opt-in online panels.

KnowledgePanel’s recruitment process was originally based exclusively on a national random-digit dialing sampling methodology. In 2009, in light of the growing proportion of cellphone-only households, Ipsos migrated to an address-based sampling (ABS) recruitment methodology via the U.S. Postal Service’s Delivery Sequence File (DSF)[[1]](#footnote-1). ABS not only improves population coverage, but also provides a more effective means for recruiting hard-to-reach individuals, such as cellphone-only households, non-internet households, young adults, and persons of color. Households without an internet connection are provided with a web-enabled device and free internet service.

Adults from sampled households are invited to join KnowledgePanel through a series of mailings, including an initial invitation letter, a reminder postcard, and a subsequent follow-up letter. Moreover, telephone refusal-conversion calls are made to nonresponding households for which a telephone number could be matched to a physical address.

In order to increase the representativeness of U.S. Hispanics in KnowledgePanel, Hispanic members recruited through Ipsos’ traditional ABS sampling methodology described above are supplemented with recruitment using a custom dual-frame random-digit dialing sampling methodology targeting telephone exchanges associated with census blocks that have a 65% or greater Latino population density (this density level covers just over 50% of the United States Hispanic population). Moreover, cellular numbers from rates centers with high concentration of Hispanics are also used to improve the representation of samples. With this telephone recruitment, households are screened in the Spanish language to only recruit those homes where Spanish is spoken at least half the time.

KnowledgePanel Sampling and Administration

Once panel members are recruited and profiled by completing the Core Profile Survey, they are considered “active members” and become eligible for selection for client surveys. Typically, specific survey samples are based on an equal probability selection method (EPSEM) for general population surveys. For selection of general population samples from KnowledgePanel, a patented methodology has been developed such that samples from the panel behave as EPSEM samples. Briefly, this methodology starts by weighting the pool of active members to the geodemographic benchmarks secured from a combination of the U.S. Census Bureau’s American Community Survey (ACS) and the latest March supplement of the U.S. Census Bureau’s Current Population Survey (CPS) along several dimensions. Using the resulting weights as measures of size (calculated at the person level), a probability-proportional-to-size (PPS) procedure is used to select study specific samples. The primary sampling unit is the individual person.[[2]](#footnote-2) It is the application of this PPS methodology with the imposed size measures that produces demographically balanced and representative samples that behave as EPSEM.

Once assigned to a survey, members receive a notification email letting them know there is a new survey available for them to complete. Typically, after three days, automatic email reminders are sent to all non-responding panel members in the sample. Additional email reminders are sent and custom reminder schedules are set up as needed.

Study-Specific Weights

For this study, our weighting process included the following steps:

1. In the first step, design weights for all KnowledgePanel (KP) assignees were computed to reflect their selection probabilities.
2. The above design weights for KP respondents - including all who answered the two core questions in the eligibility screener (A1 and A3) regardless of qualification status - were adjusted to represent the 18 and over US population for the following geodemographic variables and categories using an iterative proportional fitting (raking) procedure.  The needed benchmarks were obtained from the 2021 March Supplement of the Current Population Survey, except language proficiency, which is not available, was obtained from the 2019 American Community Survey. Because we know race/ethnicity is an important analytical variable, we included some adjustments within race/ethnicity categories. Samples sizes were sufficient to support these nested adjustments.
3. Age (18–29, 30–44, 45–59, 60+) by Gender (Male, Female) by Race-Ethnicity (Non-Hispanic White, Non-Hispanic Black, Non-Hispanic Other/2+ Races, Hispanic)
4. Education (Less than High School, High School, Some College, Bachelor or Higher) by Race-Ethnicity (Non-Hispanic White, Non-Hispanic Black, Non-Hispanic Other/2+ Races, Hispanic)
5. Household Income (Under $25,000 $25,000–$49,999, $50,000–$74,999, $75,000–$99,999, $100,000–$149,999, $150,000 and over) by Race-Ethnicity (Non-Hispanic White, Non-Hispanic Black, Non-Hispanic Other/2+ Races, Hispanic)
6. Census Region (Northeast, Midwest, South, and West) by Race-Ethnicity (Non-Hispanic White, Non-Hispanic Black, Non-Hispanic Other/2+ Races, Hispanic)
7. Metropolitan Status (Metro, Non-Metro) by Race-Ethnicity (Non-Hispanic White, Non-Hispanic Black, Non-Hispanic Other/2+ Races, Hispanic)
8. Race-Ethnicity (Non-Hispanic White, Non-Hispanic Black, Non-Hispanic American Indian or Alaska Native, Non-Hispanic Asian, Native Hawaiian, Pacific Islander, Non-Hispanic Other Race/2+ Races, Hispanic)
9. Hispanic Origin (Non-Hispanic, Mexican Hispanic, Puerto Rican Hispanic, Cuban Hispanic, Other Hispanic Origins)
10. Language Proficiency within Hispanic (English Proficient Hispanic, Bilingual Hispanic, Spanish Proficient Hispanic, Non-Hispanic)
11. In the final step, the resulting weights were trimmed as needed and scaled to sum to the 18 and over U.S. population size.
1. Fahimi, M. and D. Kulp (2009). “*Address-Based Sampling – Alternatives for Surveys That Require Contacts with Representative Samples of Households*.” Quirk’s Marketing Research Review, May 2009. [↑](#footnote-ref-1)
2. For this study, a sample of 22,514 panelists were selected and invited to complete the survey. A total of 15,923 responded to the survey invitation, and 9,269 were eligible for the survey and completed it. [↑](#footnote-ref-2)