Ipsos KnowledgePanel Weighting

Study-Specific Post-Stratification Weights

Once all survey data have been collected and processed, design weights are adjusted to account for any differential nonresponse that may have occurred. Depending on the specific target population for a given study, geodemographic distributions for the corresponding population are obtained from the CPS, the U.S. Census Bureau's American Community Survey (ACS), or in certain instances from the weighted KnowledgePanel profile data. For this purpose, an iterative proportional fitting (raking) procedure is used to produce the final weights. In the final step, calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. The resulting weights are then scaled to aggregate to the total sample size of all eligible respondents.

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

1. In the first step, design weights for KnowledgePanel (KP) assignees were computed to reflect their selection probabilities.

2. The above design weights for KP respondents were weighted to represent the following geodemographic distributions of the 18 and over US population using an iterative proportional fitting (raking) procedure. The needed benchmarks were obtained from the 2022 March Supplement of the Current Population Survey (CPS), except language dominance within Hispanics, which is not available from CPS, was obtained from the 2021 American Community Survey (ACS).
   a. Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
   b. Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
   c. Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-Metro)
   d. 10-level Region to account for the oversampling of certain areas (see the definition below)
   e. Education (Less than High School, High School, Some College, Bachelor or higher)
   f. Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)
   g. Language Dominance (English Dominant Hispanic, Bilingual Hispanic, Spanish Dominant Hispanic, Non-Hispanic)

[4] Callegaro, M. and C. DiSogra (2008). "Computing Response Metrics for Online Panels." *Public Opinion Quarterly*, Vol. 72, No. 5.

The computed weights were examined to identify and trim outliers at the extreme upper and lower tails of the weight distribution. The final weights were scaled to add up to the total number of screened respondents (name as *screener_wt*) and qualified respondents (name as *qualify_wt*).

10-level Region Definition

- Northeast Augment Area 1: CT, ME, RI
- Northeast Augment Area 2: NH
- Northeast Augment Area 3: VT
- Northeast Remaining States: MA, NJ, NY, PA
- Midwest Augment Area 1: ND, SD
- Midwest Remaining States: IA, IL, IN, KS, MI, MN, MO, NE, OH, WI
- South Augment Area 1: DC, DE, WV
- South Remaining States: AL, AR, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA
- West Augment Area 1: AK, HI, MT, WY
- West Remaining States: AZ, CA, CO, ID, NM, NV, OR, UT, WA

Trimming:

Screen_wt: (0.70% , 99.30%)
Qualify_wt: scaled from screen_wt

Design Effect:

Screen_wt: 1.3092
Qualify_wt: 1.3082

Range of Weights:

Variable	N	Minimum	Maximum	Mean	Median	Coeff of Variation	1st Pctl	99th Pctl	Sum
screen_wt	2005	0.106	2.395	1.000	1.047	55.601	0.133	2.360	2005.000
qualify_wt	555	0.103	2.319	1.000	1.067	55.520	0.103	2.285	555.000