LINKING SURVEY AND WEB TRACKING DATA

Digisurvor workshop - Manchester

Toby Crisp

14 February 2025

Contents

Contents

1 Ipsos and my role

2 iris
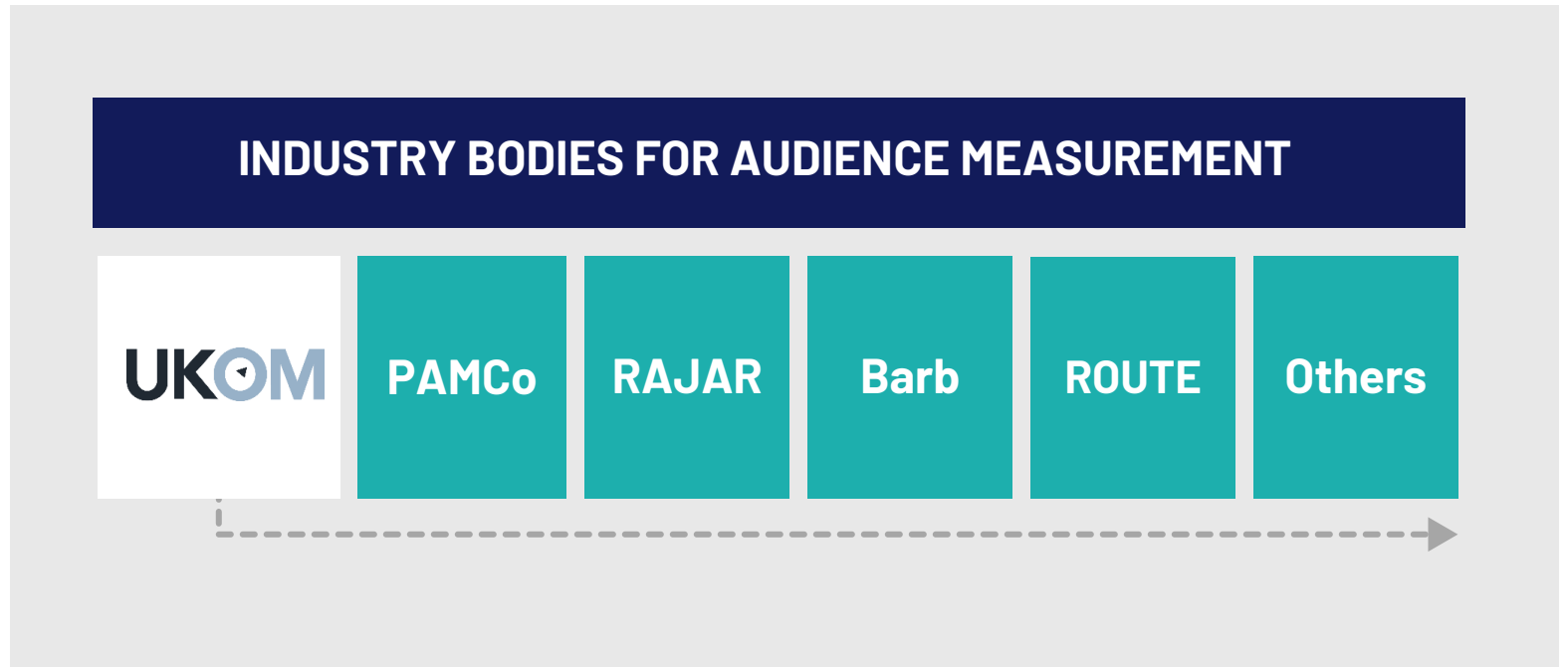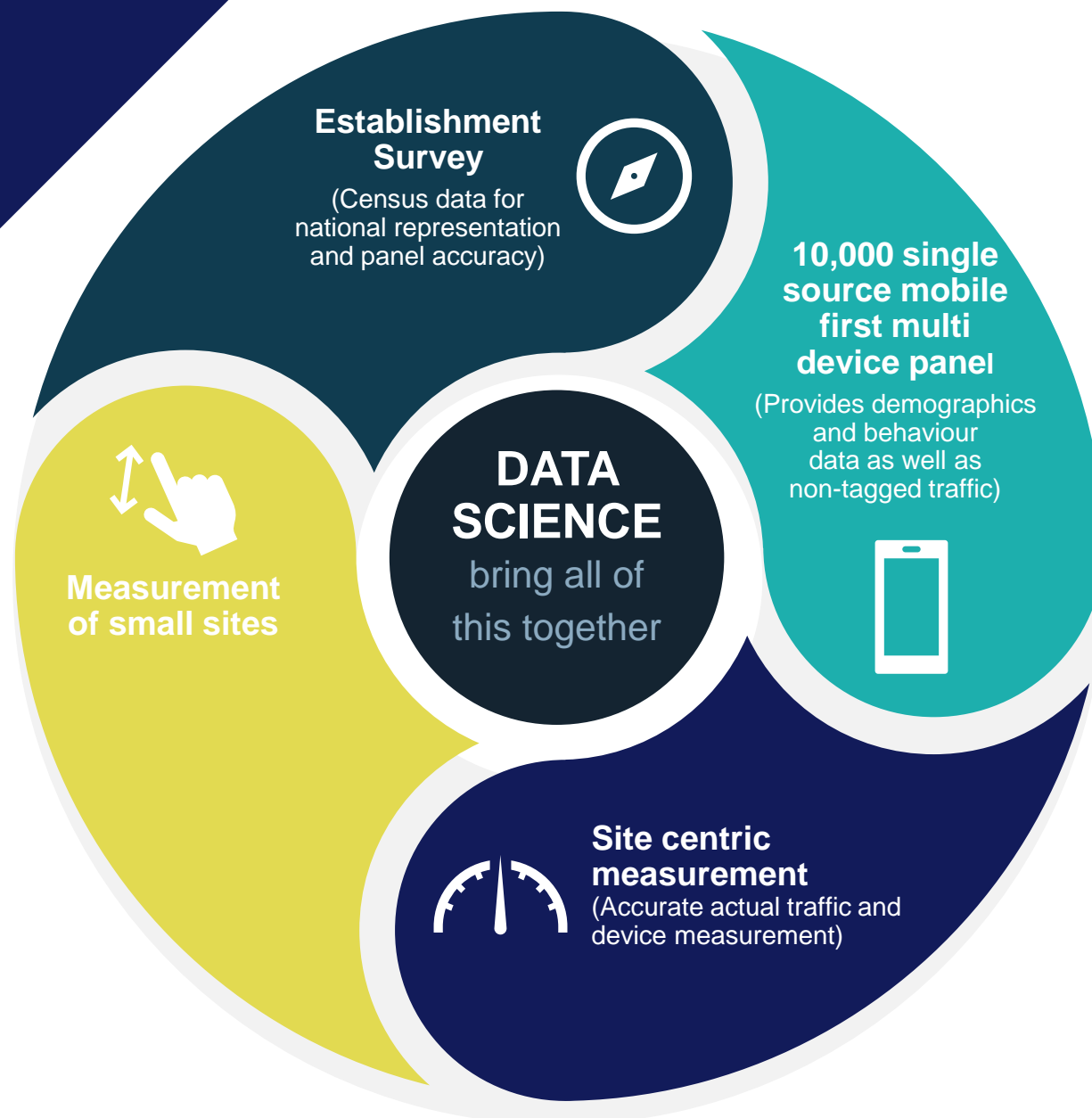
3 The panel

4 Surveying panellists

5 Costs

6 Success stories to date

Ipsos iris is the only industry endorsed solution for online audience measurement in the UK

Key pillars

Establishment Survey
(Census data for national representation and panel accuracy)

10,000 single source mobile first multi device panel
(Provides demographics and behaviour data as well as non-tagged traffic)

DATA SCIENCE bring all of this together

Measurement of small sites

Site centric measurement
(Accurate actual traffic and device measurement)

Contents

The panel

It is the key source of information on people's behaviour which is linked to devices

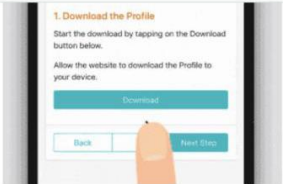Passively metered behaviour of the 10,000 single-source (with c.25,000 devices) panel

The panel is representative of the UK adult internet-using population (aged 15+, recruited to quotas set from the Establishment Survey):

- TV region

- Age group by gender

- Social grade

- Life stage and household size

- Device types used

- Internet usage (weight of)

Recruitment

- A variety of both online and offline recruitment methods are used to recruit the sample, including other Ipsos recruited eligible passive panels

- 29% of the current sample have been recruited from an offline source, either postal invite or telephone

- Each panellist is asked to register all the devices they use to access the internet, but are accepted onto the panel without complete coverage of all their devices (e.g. both home and work) provided that they register at least their primary personal device and one other personal device
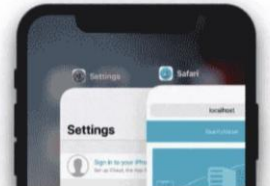
Process

1. Download the Profile

Start the download by tapping on the Download button below.

Allow the website to download the Profile to your device.
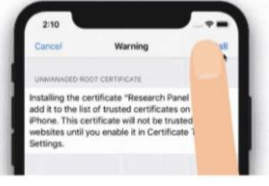
Download

Back | 🏠 | Next Step

2. Find the Profile in Settings

Open 'Settings' on your device.

Go to General > Profile to find the Profile you just downloaded. Once completed, please return to this page to continue on to the next step.

Back | 🏠 | Next Step

3. Install the Profile

Tap the profile to open it, then choose Install.

Go to General > Profile to find the Profile you just downloaded. Once completed, please return to this page to continue on to the next step.

Back | 🏠 | Next Step

4. Go to 'Settings > General > About'

Open the Settings app again and go to General > About. Once completed, please return to this page to continue on to the next step.

Back | 🏠 | Next Step

5. Trust the Certificate

Scroll down the About page and tap 'Certificate Trust Settings'.

Find the certificate and tap the toggle on.

Read the warning and click 'Continue'. Once completed, please return to this page to continue on to the next step.

Back | 🏠 | Done

Management

- Computers (PCs, Macs, laptops), smartphones (Android, iOS) and tablets (Android, iOS) are all measured and can be reported individually and cross-platform to provide unduplicated audience estimates

- The panel needs careful and proactive management. Panellists regularly upgrade their devices or delete software either intentionally or by mistake, and so device usage by panellists is actively monitored on a daily basis to confirm availability and identify, follow-up, understand and confirm periods of inactivity

- Additionally, links have been developed between the installed smartphone passive measurement software and the Ipsos panel management system. This allows the direct monitoring of performance on this device. If enabled, interaction with the panellist is also possible via push notifications

- Panel members are enrolled into a rewards programme, where based on the number of installed and active devices, they receive a set amount into the form of points. These points can be exchanged for a large variety of products, vouchers, or can be donated to charity

Contents

Surveying panellists

- For a subset of the 10,000 panellists (circa 6,000) we have consent to invite them to participate in surveys

- Responses incentivised with points

- Can typically recruit up to 2,000 respondents per survey

- Do not want to influence online behaviour, so will be selective about what we ask

Example invitation

SUBJECT LINE: Ipsos   Survey – Your views needed

Reference number <INSERT SAMPLE REFERENCE NUMBER HERE>

Dear «FULL NAME»

Ipsos UK is an independent research company, and we would like to ask for your help with a piece of research that has been commissioned by
This important research study aims to understand people's news consumption habits to inform policies on how people receive news online. This is a key part of the work
does.

When joining the Ipsos iris panel, you indicated that you were interested in opportunities to take part in <u>other</u> research. This email is to invite you to take part in this piece of research through a **30-minute online survey** about your consumption of and your perceptions towards the news. **As a thank you for your time you will receive 150 points in your Ipsos iris reward account.**

What happens next?

If you would like to take part, please click on the link below to begin. This survey will close on 14th August: please ensure that you have taken part before then.

By taking this survey, you agree to our Privacy Policy and use of cookies.

<div style="background-color:teal; color:yellow; text-align:center; font-weight:bold">Accept and take survey</div>

If you have further questions, you can email our team at   @ipsosresearch.com
Please quote your name and reference number in the subject line of your email when getting in touch.

Participation in the survey is voluntary. Should you not wish to participate in the survey please click here and we will not contact you about this survey again.

Contents

Costs

Incentive costs: £3 per respondent

Fixed scripting/hosting/coding costs: circa £5,000

Survey design/data analysis/delivery: project by project basis

Contents

1
Ipsos and my role

2
iris

3
The panel

4
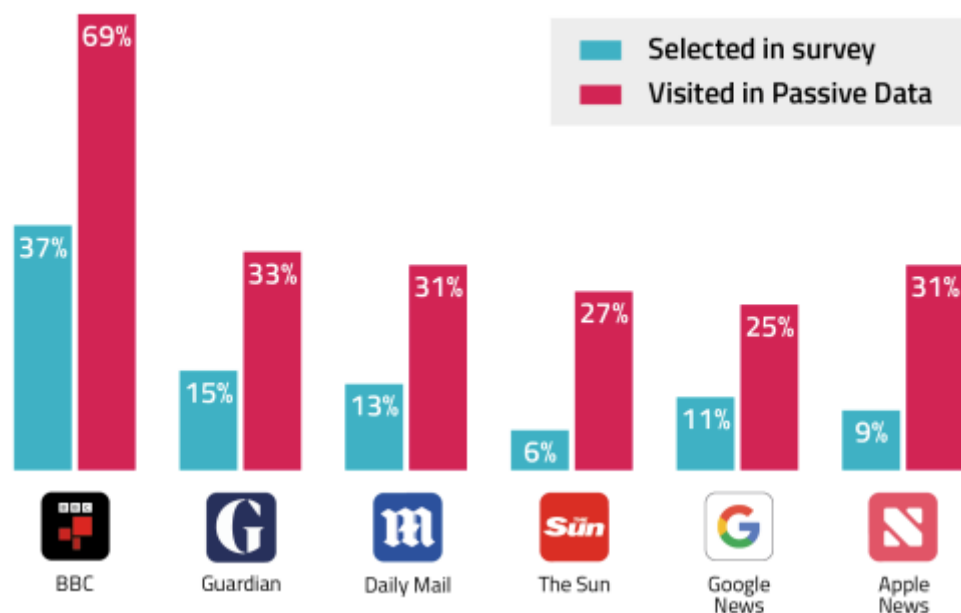Surveying panellists

5
Costs

6
Success stories to date

News plurality

Closing the say-do gap

Figure 5: Use of online news sources among online adults – claimed vs. actual (2022)

Legend:
- Selected in survey (teal)
- Visited in Passive Data (pink)

Source	Selected in survey	Visited in Passive Data
BBC	37%	69%
Guardian	15%	33%
Daily Mail	13%	31%
The Sun	6%	27%
Google News	11%	25%
Apple News	9%	31%

Conclusions

The majority of these respondents' news consumption is happening in a largely unregulated space

- Social media was one of the most prevalent news channels across the sample, yet these platforms are largely unregulated
- Most people had some idea of issues relating to the rise of online news, such as fake news, algorithms, and echo chambers, but the effort involved in overcoming these issues meant that strategies were rarely used
- Instead, individuals had come up with their own heuristics (such as using images as a measure of trustworthiness) to navigate news in these environments - particularly for verifying news and rationalising why they were seeing the content they did

The extent of online news consumption remains unknown

- Online news consumption was almost always underestimated in self-report
- Screen record data points towards a far greater amount of online news than individuals were able to articulate –suggesting the extent to which individuals are consuming news online is even greater than predicted

News is increasingly indistinguishable from social and entertainment content

- The blurring of content in social media channels meant that many were unable to distinguish between advertising, social content, entertainment and news.
- The entertainment or social aspects of news had become primary, as opposed to secondary, benefits of news consumption

Adding new profiling variables to iris

Gauging the nation

	Voting Intention
Labour	37.9%
Undecided	19.4%
Conservative	13.7%
Liberal Democrats	7.4%
Would not vote	6.5%
Green Party	4.6%
Reform UK	3.9%

THANK YOU

Toby Crisp

Toby.Crisp@ipsos.com

Further information

Integration through synthetic panel (1.5m devices, 1m people)

Ipsos iris hybrid methodology