IPOS IRIS 2025 DEVELOPMENTS

Digisurvor – Workshop II

January 2026

Agenda

01 **Recontact studies**

2025 findings

02 **AI prompts**

Why are users using AI?

03 **Generative Engine Optimisation**

How do brands appear in AI tools?

04 **Cross media**

More than just the internet

05 **International data**

Data everywhere
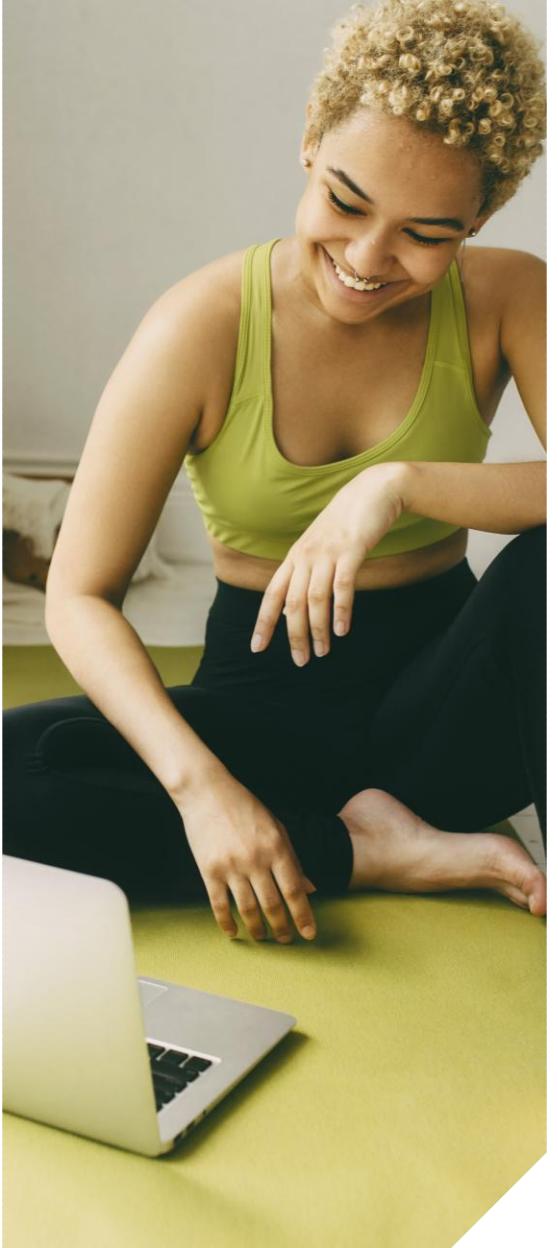
06 **Interests**

Not just where users visit, but why

RECONTACT STUDIES

01

Navigating the say do gap

Since we spoke in February, Ipsos have undertaken multiple panel recontact studies

Gambling: not just how many people bet or how often, but why

- Spontaneity and planning
- Brand trust and perception

AI brand perception

- Awareness of tools used
- Favourability towards tools

Grocery shopping: how people feel about the experience

- Did they get what they need?
- How positive do they feel about the shopping experience
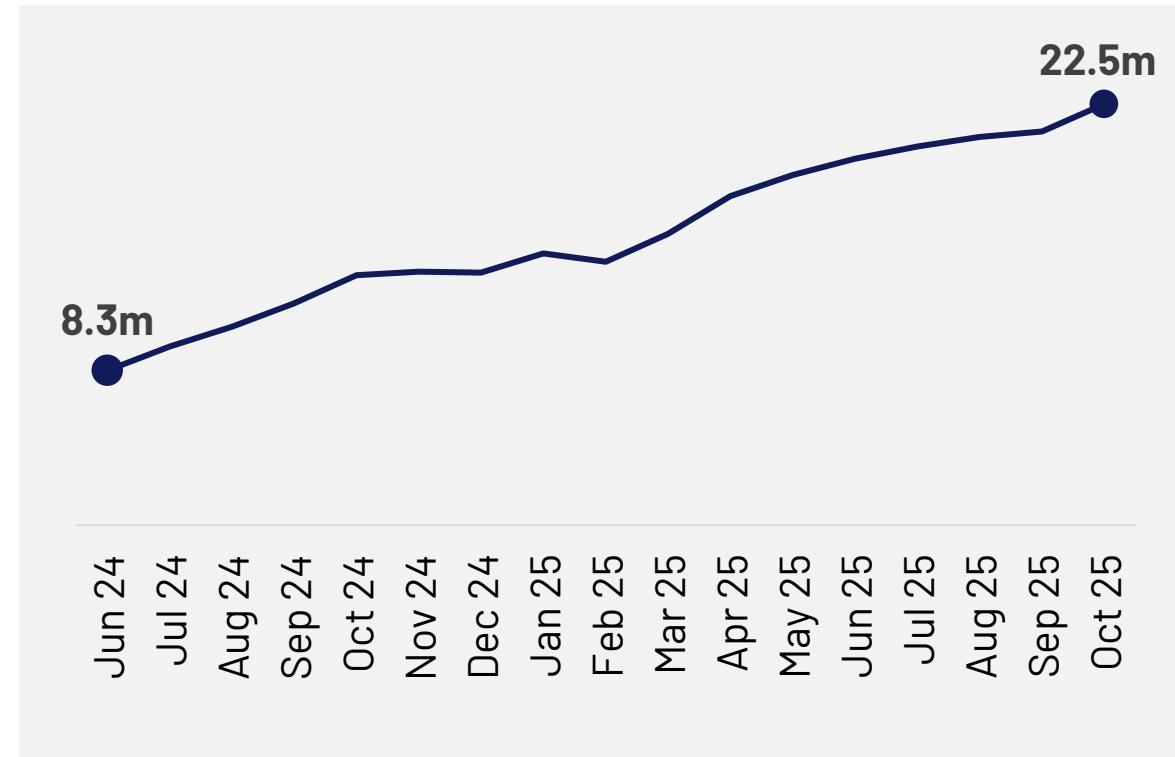
AI PROMPTS

02
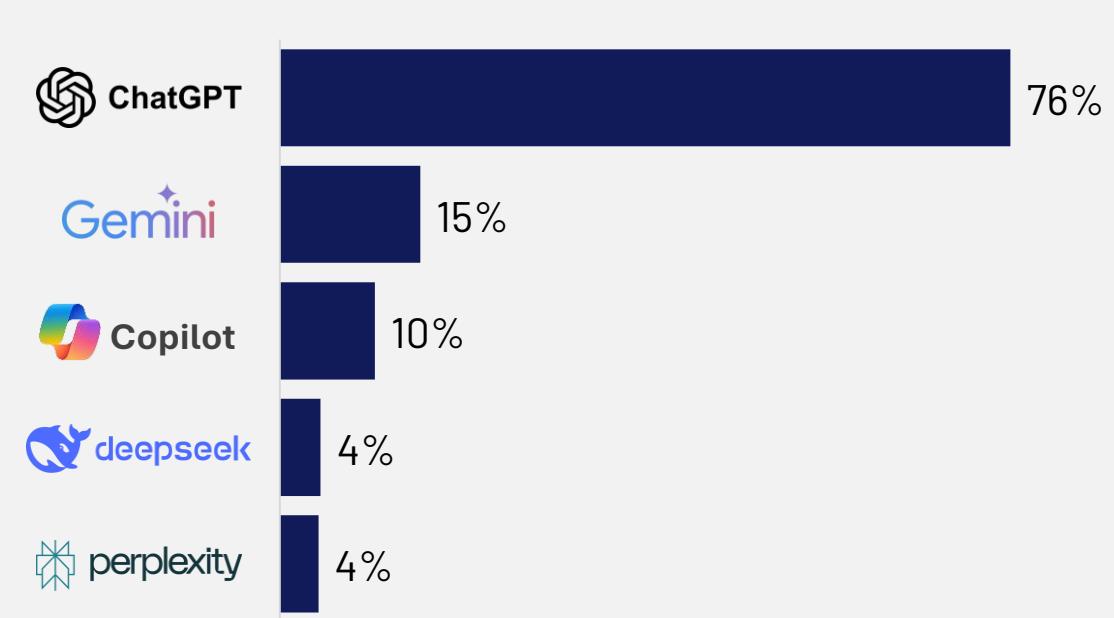
AI is changing the way we navigate

the web – or is it?

Acceleration of AI usage increases month on month
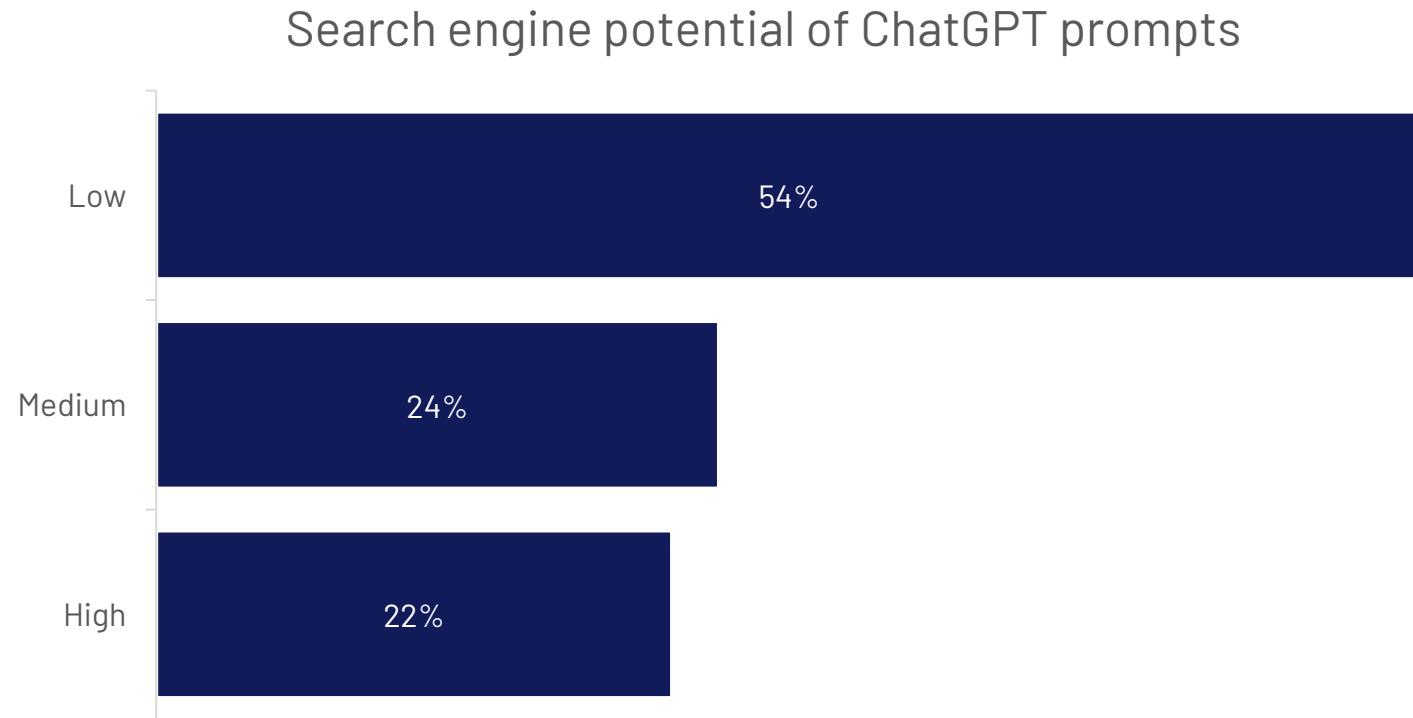
AI technology category – monthly users

Line chart showing growth from 8.3m (Jun 24) to 22.5m (Oct 25).

Reach of all AI users

ChatGPT	76%
Gemini	15%
Copilot	10%
deepseek	4%
perplexity	4%
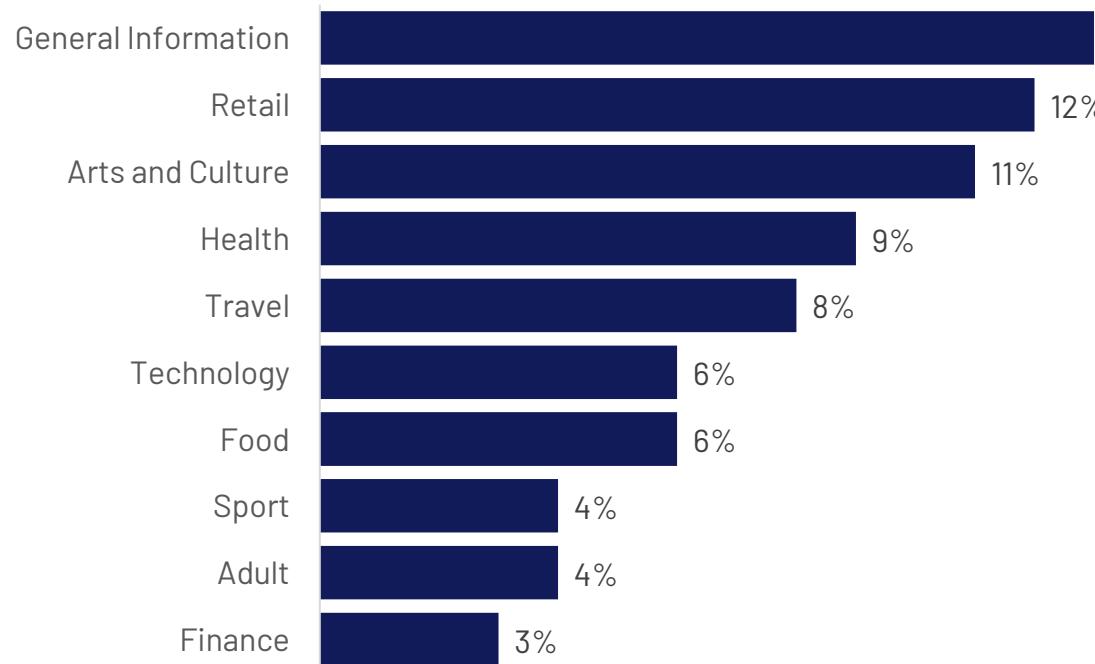
But the prompts are not replacing the search engine use case

Search engine potential of ChatGPT prompts

Category	Percentage
Low	54%
Medium	24%
High	22%
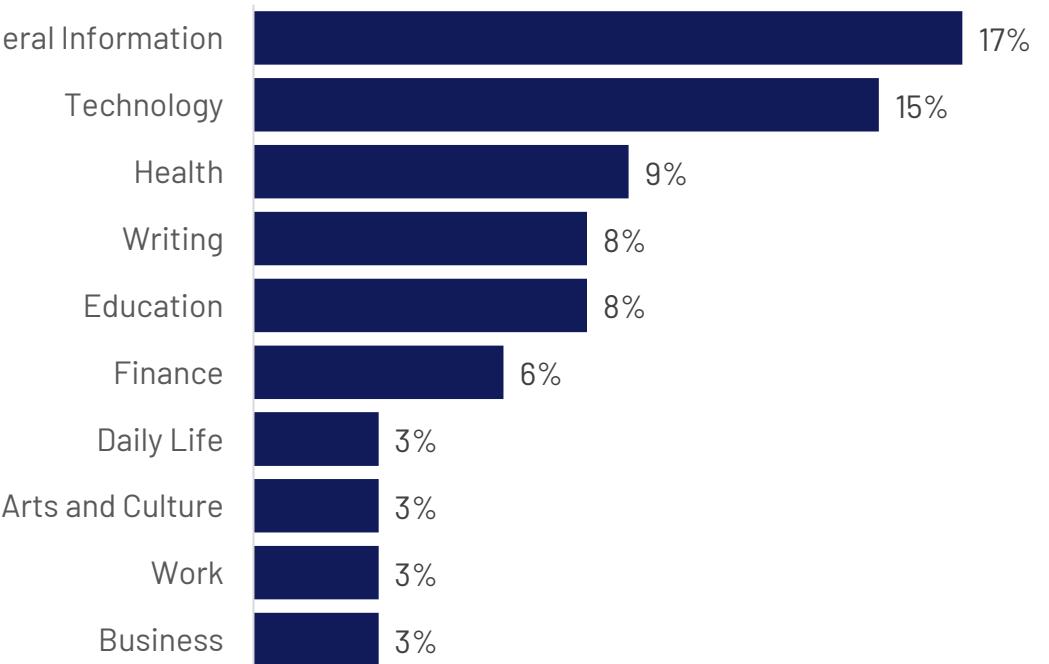
Search use cases are more 'fun' – AI more 'function'

Google search terms

Category	%
General Information	13%
Retail	12%
Arts and Culture	11%
Health	9%
Travel	8%
Technology	6%
Food	6%
Sport	4%
Adult	4%
Finance	3%

ChatGPT prompts

| Category	%
General Information	17%
Technology	15%
Health	9%
Writing	8%
Education	8%
Finance	6%
Daily Life	3%
Arts and Culture	3%
Work	3%
Business	3%
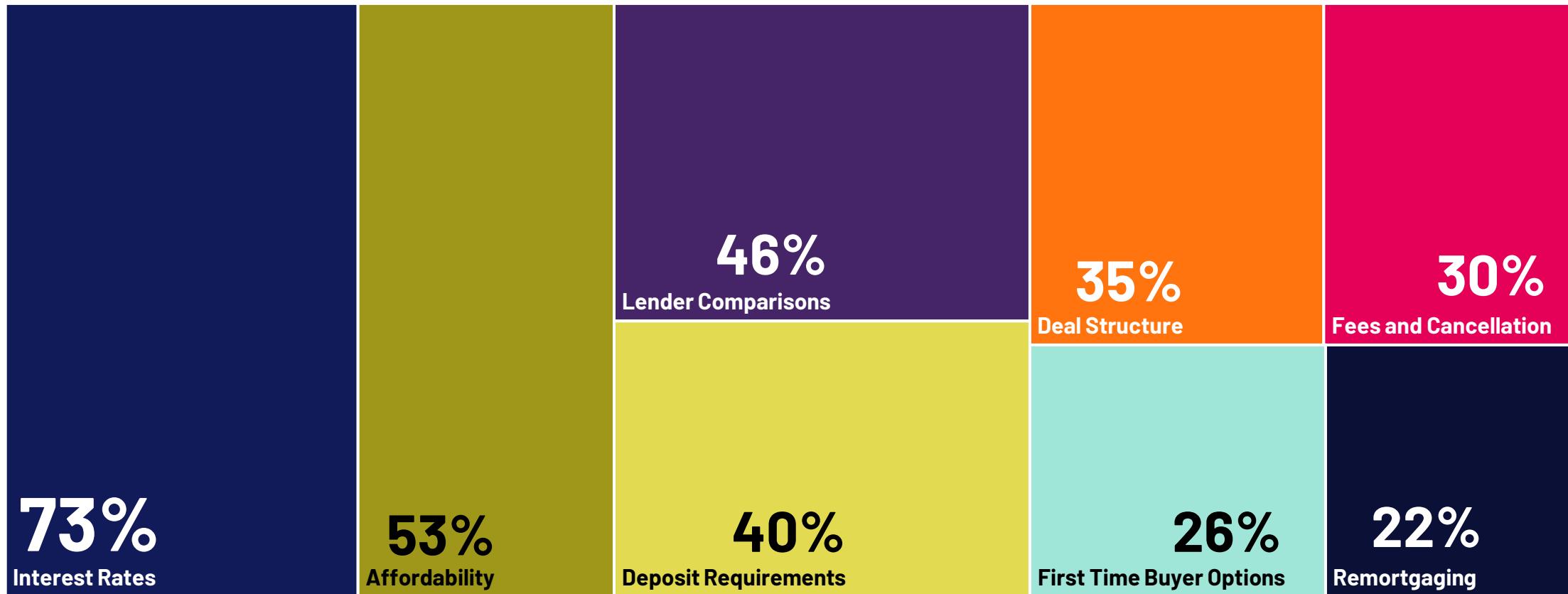
Ipsos

GENERATIVE ENGINE OPTIMISATION

03

Leveraging Ipsos Synthesio
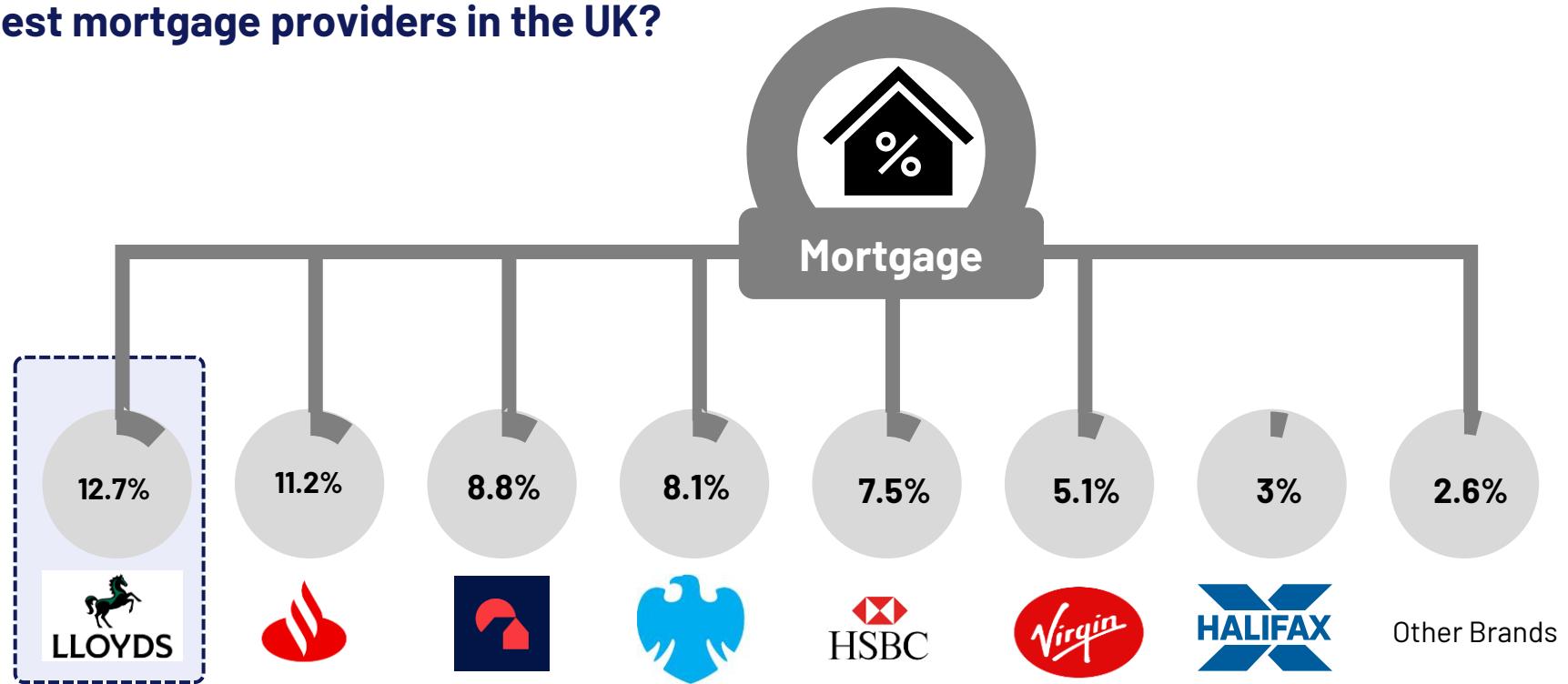
Topics emerging in questions about mortgages

Questions concerning interest rates make up **73% of the total consumer questions**


73%
Interest Rates

53%
Affordability

46%
Lender Comparisons

40%
Deposit Requirements

35%
Deal Structure

26%
First Time Buyer Options

30%
Fees and Cancellation

22%
Remortgaging
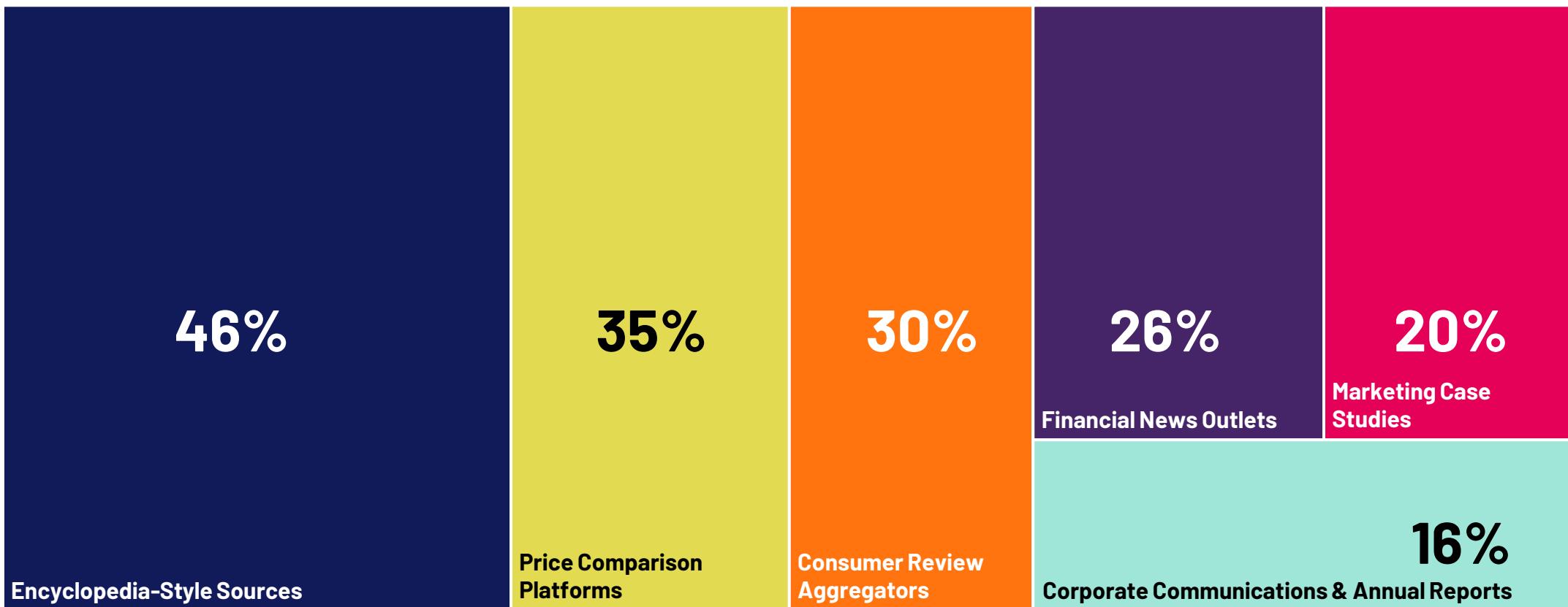
Brand Visibility in GenAI

Who are the best mortgage providers in the UK?

Mortgage

12.7%	11.2%	8.8%	8.1%	7.5%	5.1%	3%	2.6%
LLOYDS	Santander	—	Barclays	HSBC	Virgin	HALIFAX	Other Brands

Key Sources

The Primary Reference Sources: **Encyclopaedia Style Sources, Research Sites, Corporate Brand Websites**

46%

**Encyclopedia-Style Sources**

35%

Price Comparison Platforms

30%

Consumer Review Aggregators

26%

Financial News Outlets

20%

Marketing Case Studies

16%

Corporate Communications & Annual Reports
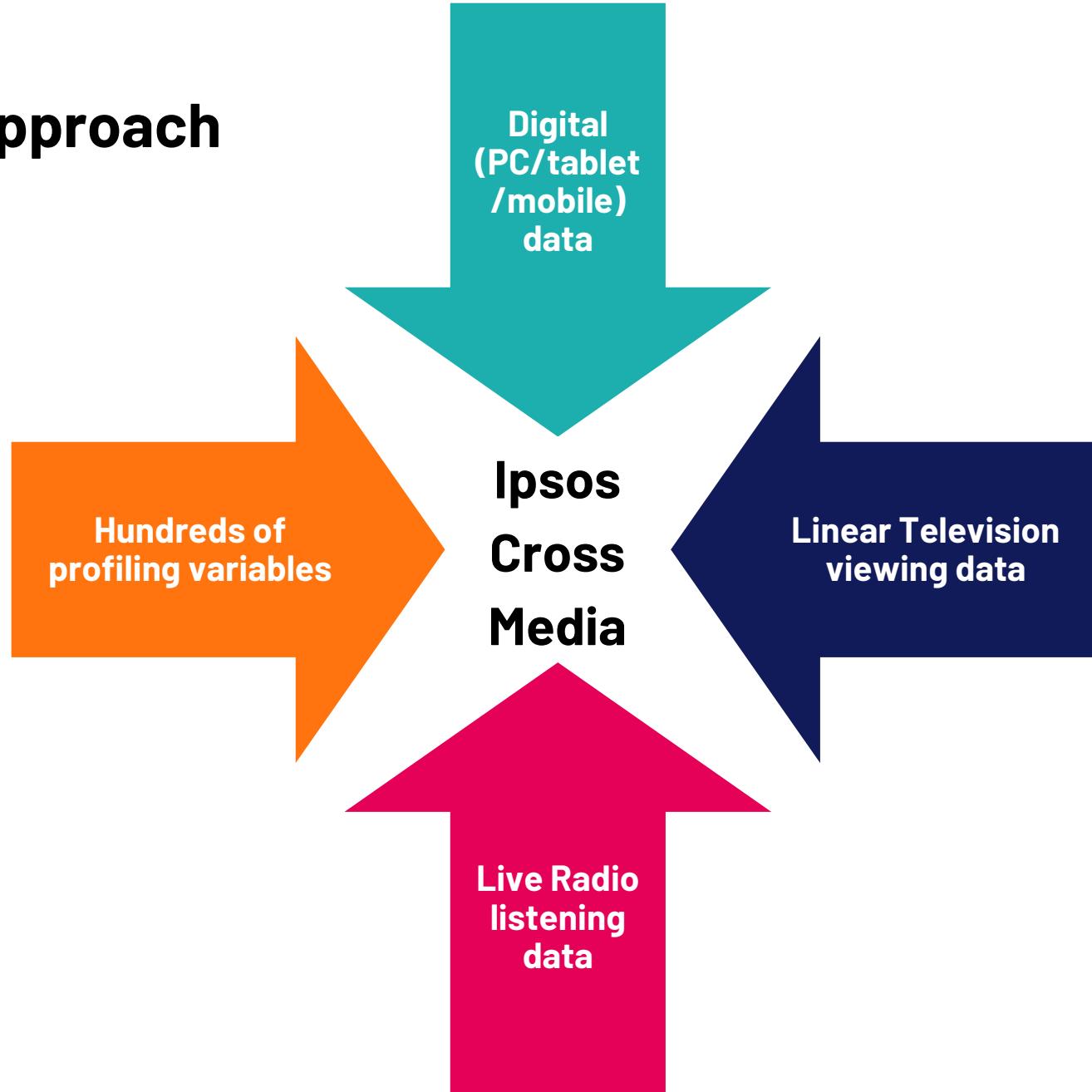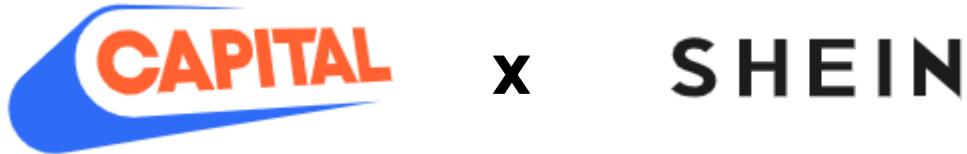
CROSS MEDIA

04
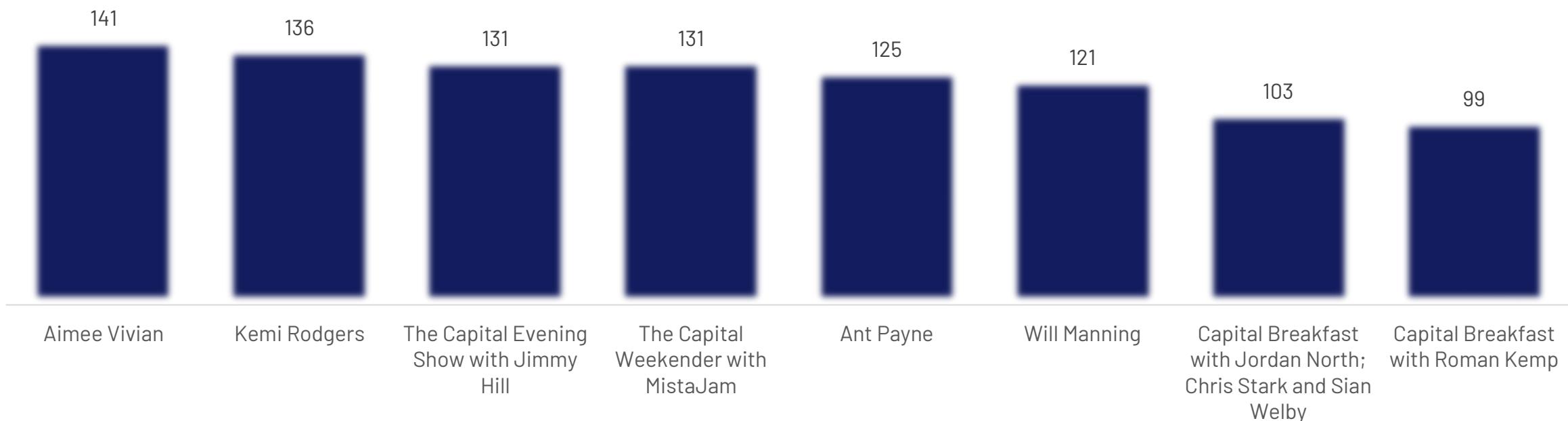
Expanding reporting beyond internet browsing

Single source approach

Digital (PC/tablet/mobile) data

Hundreds of profiling variables

Ipsos Cross Media

Linear Television viewing data

Live Radio listening data
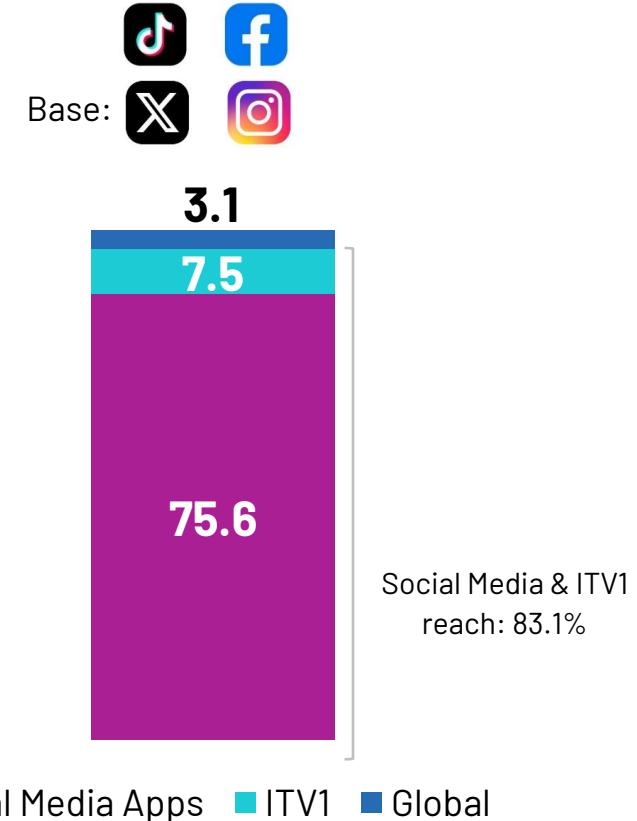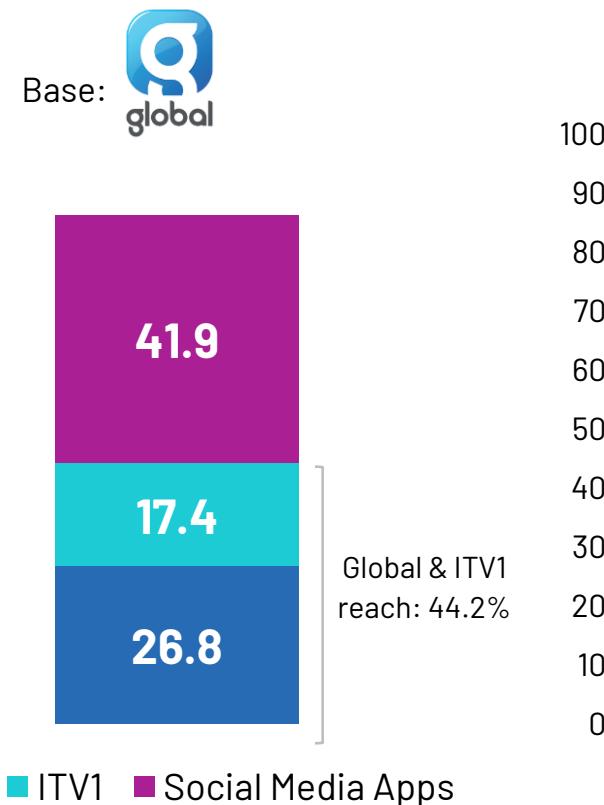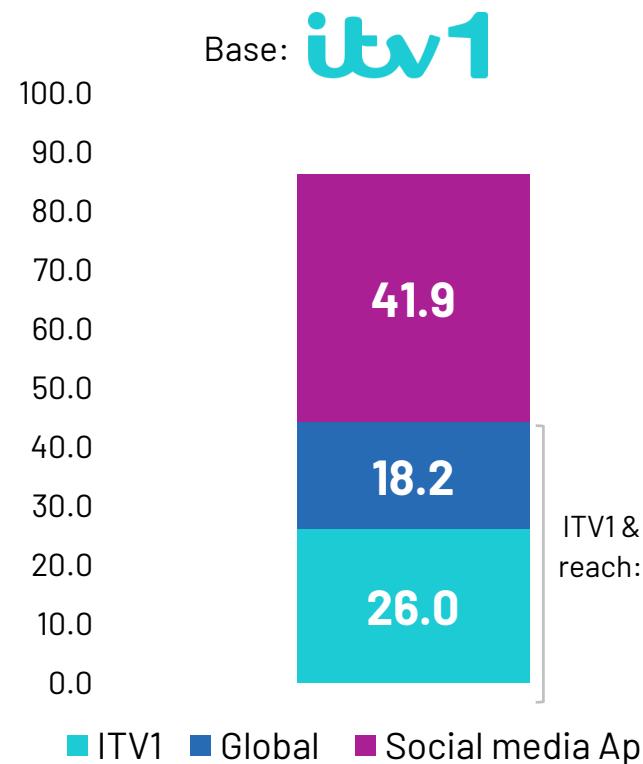
CAPITAL x SHEIN

## Index of increased likelihood to visit SHEIN among various Capital show listeners – vs. the average radio listener

Show	Index
Aimee Vivian	141
Kemi Rodgers	136
The Capital Evening Show with Jimmy Hill	131
The Capital Weekender with MistaJam	131
Ant Payne	125
Will Manning	121
Capital Breakfast with Jordan North; Chris Stark and Sian Welby	103
Capital Breakfast with Roman Kemp	99

Data read as: Listeners of the Aimee Vivian show are 41% more likely than the average radio listener to visit SHEIN; listeners of Capital Breakfast with Roman Kemp are 1% less likely than the average radio listener to visit SHEIN

Data source: Ipsos custom cross media solution

Incremental reach – (%)
H1 2025 weekly average

Base: itv1

Base: global

Base: [TikTok] [Facebook] [X] [Instagram]

Base: ITV1

Value	Segment
41.9	Social media Apps
18.2	Global
26.0	ITV1

ITV1 & Global reach: 44.2%

Base: Global

Value	Segment
41.9	Social Media Apps
17.4	ITV1
26.8	Global

Global & ITV1 reach: 44.2%

Base: Social Media

Value	Segment
3.1	Global
7.5	ITV1
75.6	Social Media Apps

Social Media & ITV1 reach: 83.1%

Legend left: ■ITV1 ■Global ■Social media Apps

Legend middle: ■Global ■ITV1 ■Social Media Apps

Legend right: ■Social Media Apps ■ITV1 ■Global

INTERNATIONAL DATA

05

Expanding the footprint of Ipsos
iris

Ipsos iris global coverage

Desktop and iOS/Android mobile Ipsos owned panels

Desktop and Android mobile devices through Ipsos data partnership

INTERESTS

06

Categorisation beyond URLs

Methodology

- The URL from every page a panellist visits is fed into a Natural Language Processing API

- The page content is then scored for topics – linked to the WikiGraph; if a Wikipedia page exists, it is a potential topic/interest of content consumption

- A topic score greater than 80% flags a page as being related to a particular topic

- Enables Ipsos to see thousands of content types, not reliant on URLs

Accessed within the current iris interface for additional profiling capabilities

Interests can be combined with other demographic and other target audiences and saved as a target to be used in all reports.

THANK YOU

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