



Ipsos iris Establishment Survey Profile



January 2022

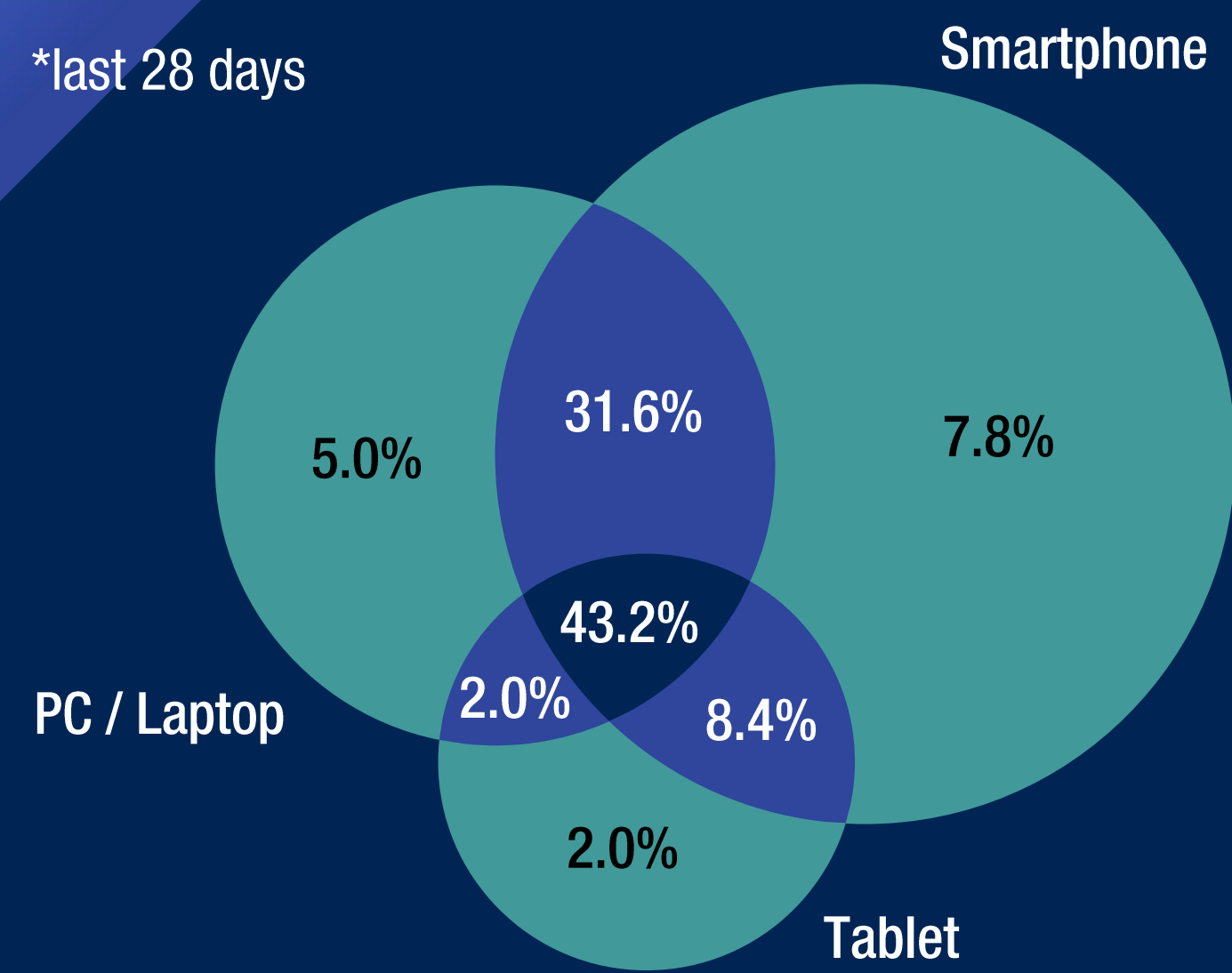
49,934,339

Total Internet Population*

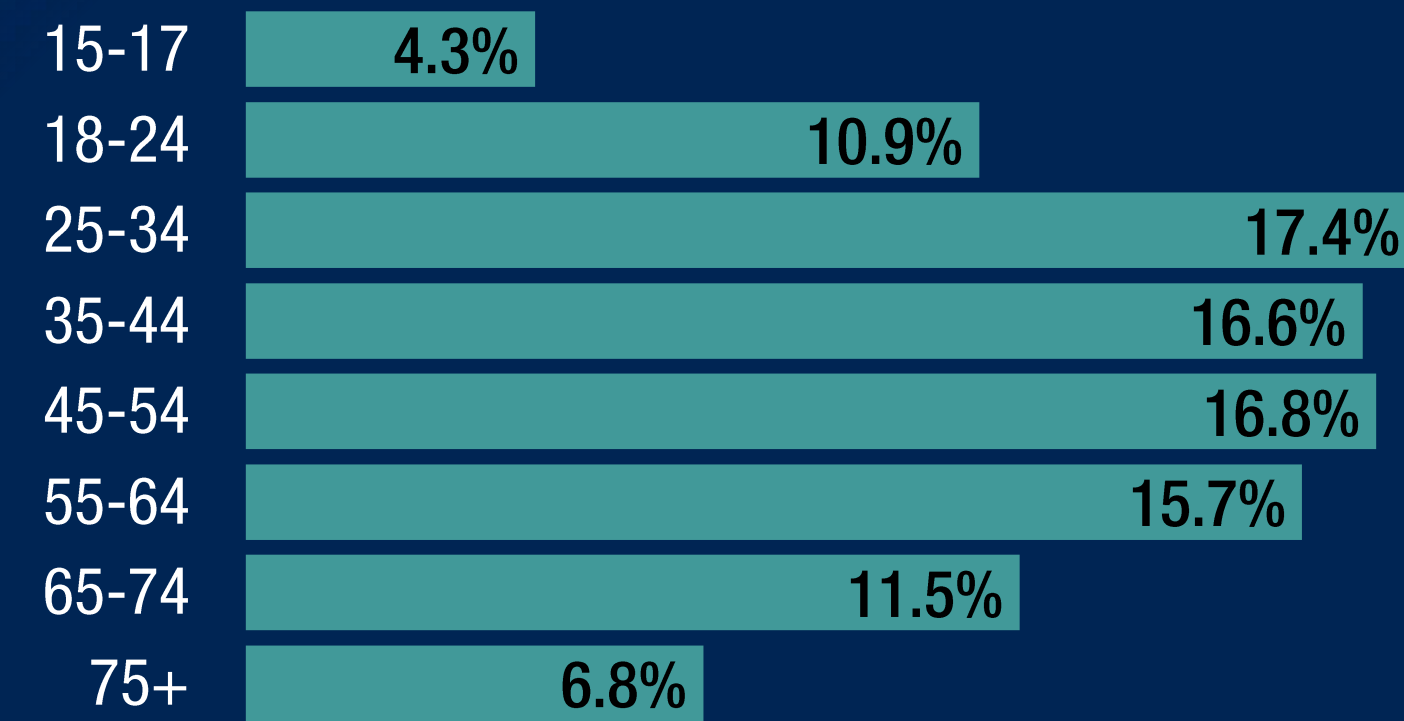
*UK aged 15+

Devices Used*

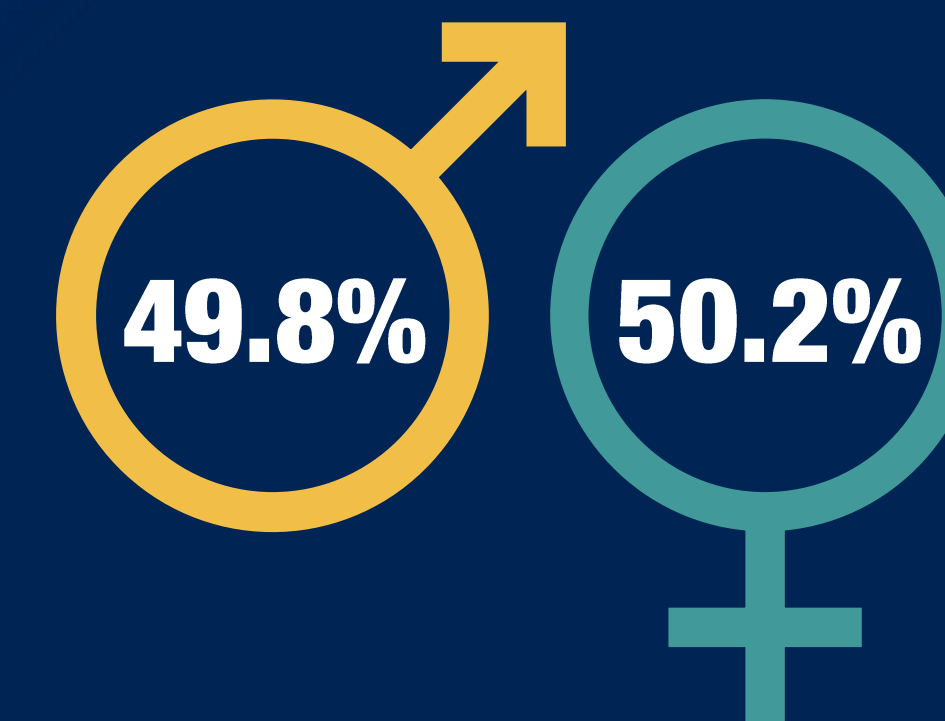
*last 28 days



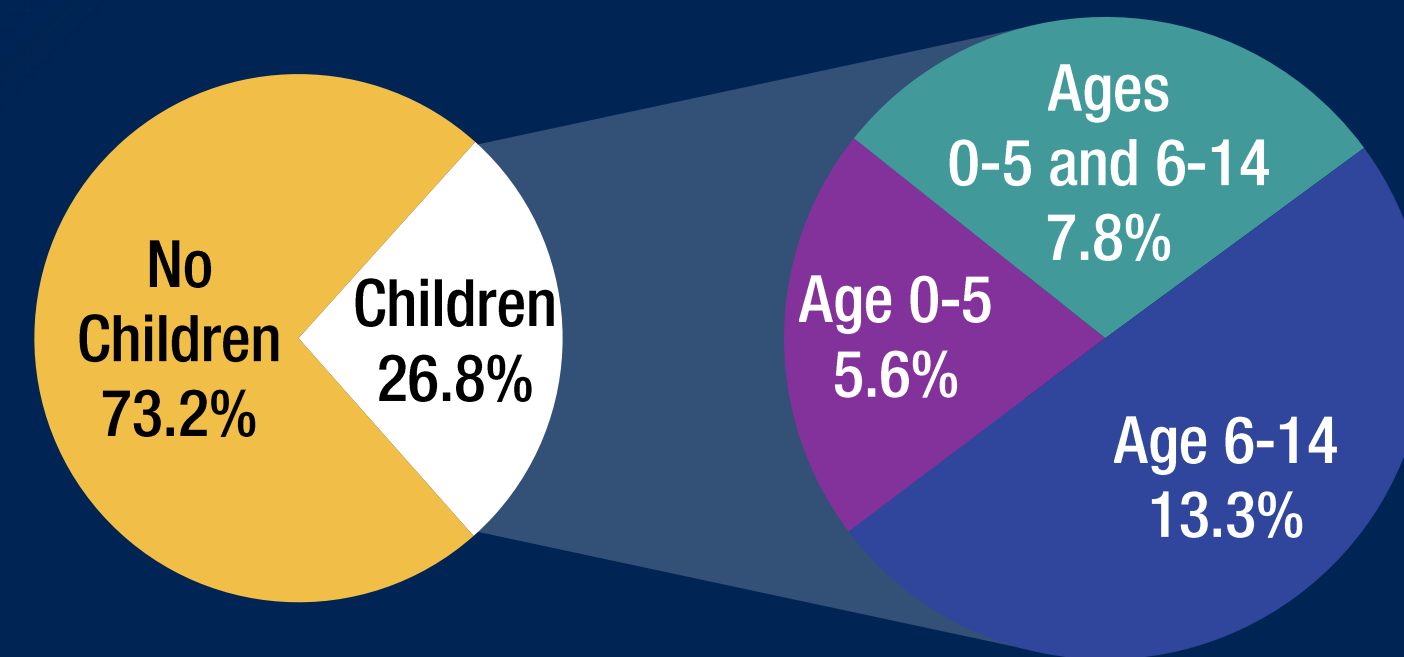
Age Group



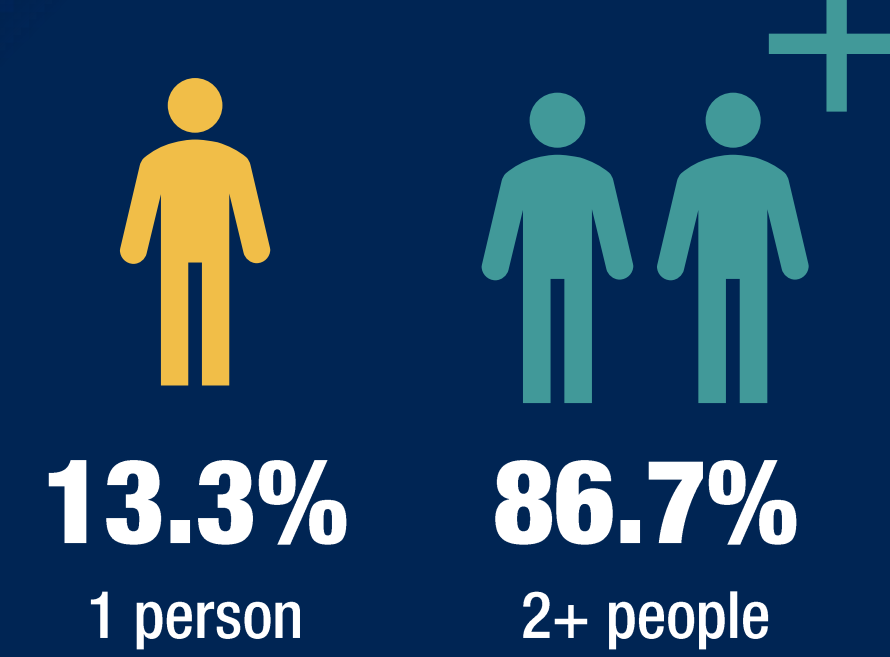
Gender



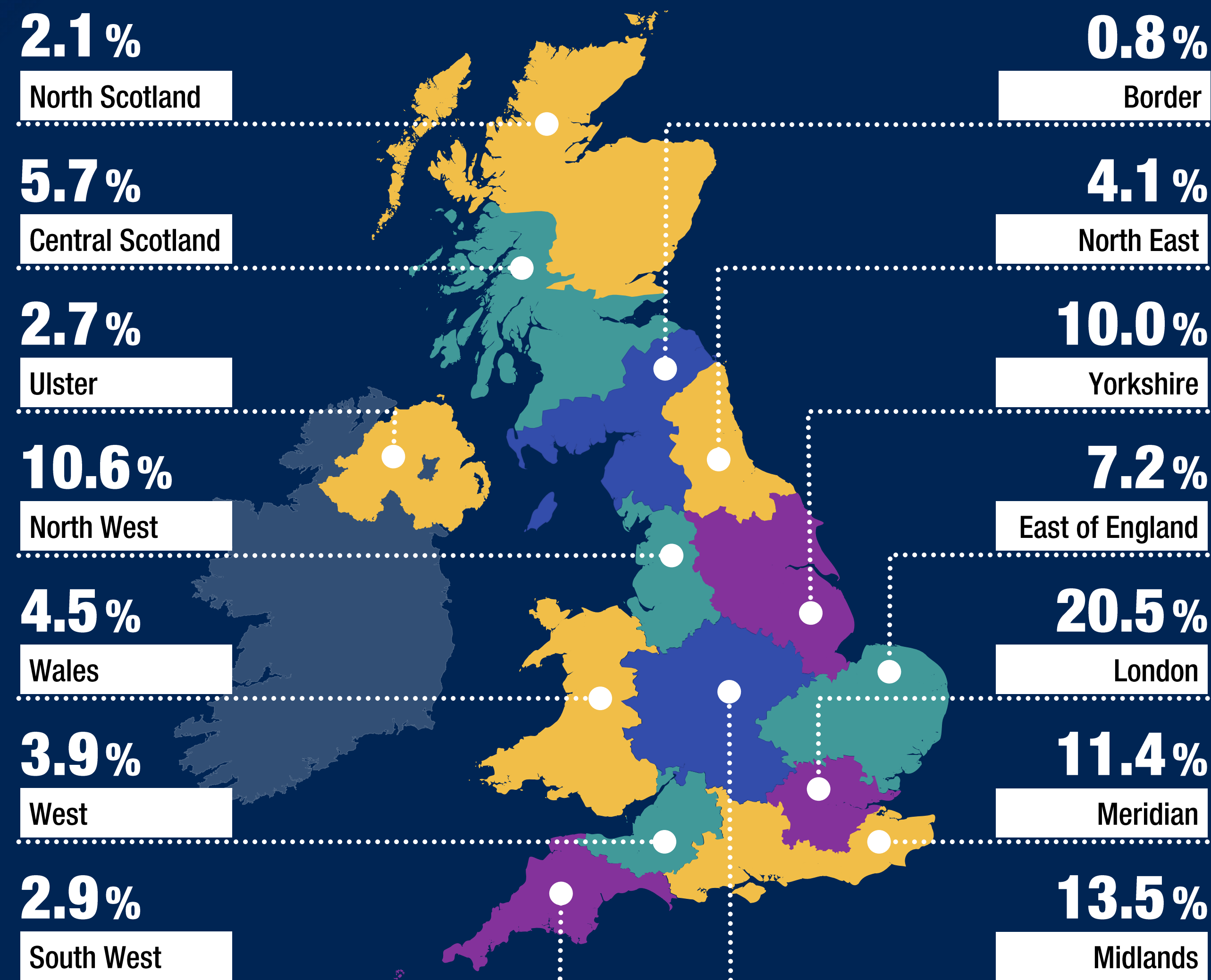
Presence of Children



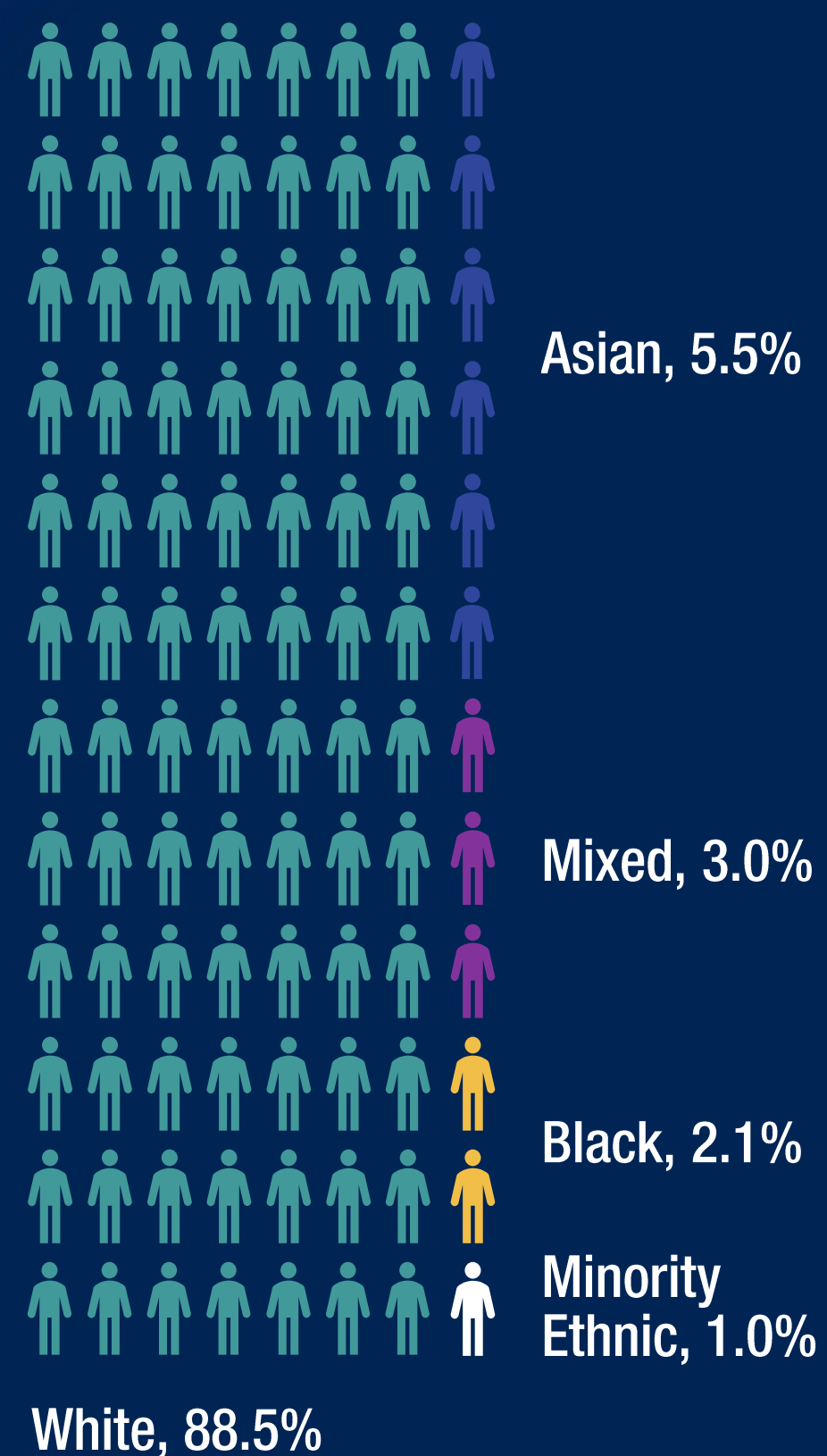
Household Size



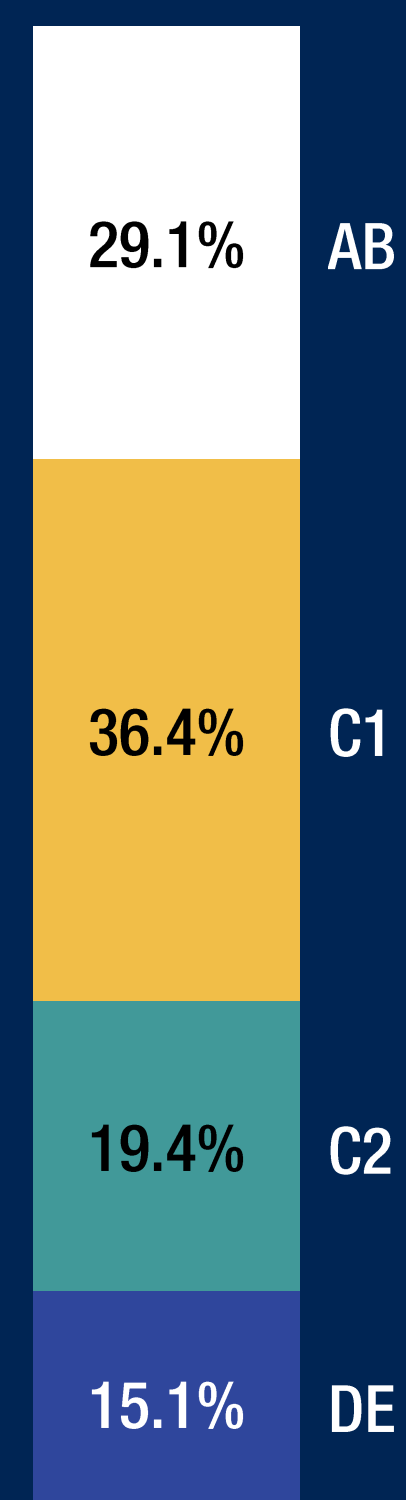
Regions (ITV)



Ethnicity



Social Grade



For Ipsos iris internet audience survey estimates, the latest available survey data from PAMCo for Great Britain and from RAJAR for Northern Ireland are used as our Establishment Survey (ES).

Both PAMCo and RAJAR surveys were impacted heavily by the COVID-19 pandemic in 2020 so data collection stopped. When interviewing resumed post lockdown in March 2021, this was to a somewhat different methodology. PAMCo have produced a Q&A describing these changes. The pandemic has led to a considerable change in the number and profile of internet users in the UK. This we see in the latest ES estimates on Ipsos iris.

The first Ipsos iris universe update in July 2021 showed an increase in internet population and a change in demographic profile and is described [here](#).

For January 2022, we have updated our Ipsos iris internet audience estimates using over 18,000 ES interviews from PAMCo and RAJAR collected since March 2021. This shows minor changes in the overall internet audience but some fluctuations in demographic profile –particularly on internet device type used and social grade. The larger sample provides more consistent universe estimates.

The 10,000+ all-device passive panel that underpins the Ipsos iris research delivery is weighted to these ES estimates.

The next universe update will be to April 2022 monthly Ipsos iris data.