

Robust

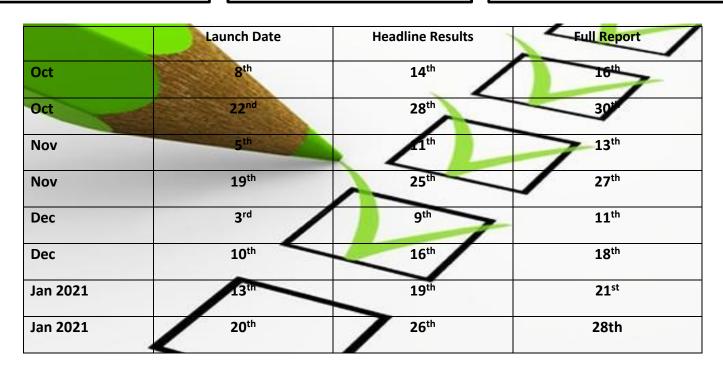
Nationally Representative by Age, Region, Gender and Social Class

Fast and Effective

5 Day turn-around with Y/N questions starting from €350 each

Reporting with Insights

Full data analysis and PowerPoint reporting by iReach Analysts



iReach Consumer Decisions Omnibus Methodology

The iReach Multibus is a unique Omnibus survey delivering a nationally representative sample of 1,000 adult consumers in Republic of Ireland twice each month. Participanting clients can purchase a single question or a group of questions as part of the Omnibus survey for ad-hoc research projects or tracker studies. Delivering actionable insights, costs include questionnaire design, full data analysis and PowerPoint reporting by experienced iReach Research Analysts.

iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach is the only agency in Ireland to have built our own research panels of 40,000 adult consumers and 9,000 business decision makers across ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research, www.ireachhq.com

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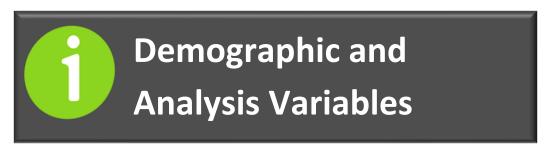




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iReach Consumer Research Panels Analysis Variables

iReach has built proprietary Research Panels covering Consumer segments capturing a wide range of analysis variables. These Research Panels are used for all iReach client projects including the monthly Consumer Decisions Omnibus, Custom Surveys and recruitment for qualitative research such as In-Depth Interviews and Focus Groups.

Demographic Variables

Gender

Age

Social Class

Family Status

Marital Status

Home Ownership

Employment Status

Educational Background

Region, County, Urban/Rural

Fconomic Variables

Decision Making

Grocery Shopping

Income, Spend and Savings

Lifestyles Variables

Broadband Subscription

Mobile Phone

Online habits

Media Consumption

Analysis and Reporting

iReach Omnibus costs include full data analysis and reporting run by experienced Research Analysts to identify and deliver actionable insights and recommendations



Custom Variables

Other reporting variables can be added to each Omnibus wave to support Data Analysis and Analyst Insight Generation and Reporting

ESOMAR Best Practices

iReach is the only owner of Research Panels in Ireland that fully adheres to ESOMAR Panel Research Standards and we have included our response to their 28 Questions they recommend to research buyers. www.ireachhq.com for more details). iReach has also built specialist Teens & Youth and Family@Home research panels for use across all research methodologies.

www.ireachinsights.com

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