



iReach Insights

Consumer Decisions Omnibus

2020 Q4 Schedule



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

	Launch Date	Headline Results	Full Report
Oct	8 th	14 th	16 th
Oct	22 nd	28 th	30 th
Nov	5 th	11 th	13 th
Nov	19 th	25 th	27 th
Dec	3 rd	9 th	11 th
Dec	10 th	16 th	18 th
Jan 2021	13 th	19 th	21 st
Jan 2021	20 th	26 th	28 th

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. Participating 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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Monthly Omnibus



Online & CATI



Focus Groups & IDIs



Communities



Demographic and Analysis Variables



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

Economic 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. (See 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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