

#### **Robust**

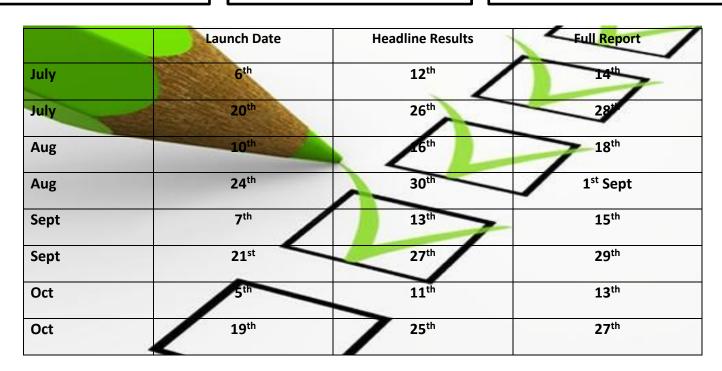
Nationally Representative by Age, Region, Gender and Social Class

#### **Fast and Effective**

6 Day turnaround with Y/N Questions starting from €400 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 Ireland twice each month. Participant 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. Accurate and Robust with Confidence Interval of 95% and Confidence Level of +/- 2.5%.

## iReach Insights

iReach is a full Marketing Research and Intelligence 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 in Ireland. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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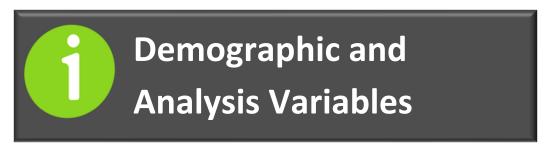














#### **iReach Consumer Research Panels Analysis Variables**

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

### **Some Economic Variables**

**Decision Making** 

**Grocery Shopping** 

Income, Spend and Savings

#### Some Custom Variables

**Broadband Subscription** 

Sports and Hobbies

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



### **Tabular Data Only Option**

A Tabular Data Only option is available for those organisations that wish to analysis the data directly. Pricing is available in advance of project launch.

#### **ESOMAR Best Practices**

iReach is the only owner of a Research Panel 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 <a href="http://www.ireachinsights.com/wp-content/uploads/2008/12/ireach-response-to-esomar-26-questions.pdf">http://www.ireachinsights.com/wp-content/uploads/2008/12/ireach-response-to-esomar-26-questions.pdf</a>)

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