



# iReach Insights

## Consumer Decisions Omnibus

### 2024 Q1 Schedule



#### 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

	Launch Date	Headline Results	Full Report
Jan	18 <sup>th</sup>	24 <sup>th</sup>	26 <sup>th</sup>
Feb	1 <sup>st</sup>	7 <sup>th</sup>	9 <sup>th</sup>
Feb	15 <sup>th</sup>	21 <sup>st</sup>	23 <sup>rd</sup>
Mar	7 <sup>th</sup>	13 <sup>th</sup>	15 <sup>th</sup>
Mar	21 <sup>st</sup>	27 <sup>th</sup>	28 <sup>th</sup>
Apr	4 <sup>th</sup>	10 <sup>th</sup>	12 <sup>th</sup>
Apr	18 <sup>th</sup>	24 <sup>th</sup>	26 <sup>th</sup>
May	9 <sup>th</sup>	15 <sup>th</sup>	17 <sup>th</sup>

### iReach Consumer Decisions Omnibus Methodology

The iReach Nationwide Omnibus is a unique survey methodology 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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# 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

### Some Economic Variables

Decision Making  
Grocery Shopping  
Income, Spend and Savings

### Some Lifestyles 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

### Custom Variables

With agreement other reporting variables can be added to each Omnibus wave to support Data Analysis and Analyst Insight Generation and Reporting.



## iReach Insights Ethos

iReach Insights is recognised as a 'tech savvy' research agency with offices in Dublin and London. As a full research Agency our techniques fuse new digital and traditional methods, from digital, online to telephone and face to face. In 2017 iReach launched ireach.global based in the UK to support international, multilingual and multi-country telephone and online projects from our Customer Experience Call Centre in Blackrock, Dublin.

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