

Ipsosmrbiomnipoll



HANDS UP WHO'D LIKE A BETTER DEAL ON OMNIBUS RESEARCH?



Reliable?

Awarded the
ISO9001 Quality
Assurance Mark



Cost Effective?

Questions start
from only €395



Fast?

Results available
within 4 days



The dates are as follows:

Wave	Closing Date	Survey Conducted	Results Available
5	4th March	8th - 18th March	23rd March
6	18th March	22nd - 31st March	6th April
7	1st April	5th - 14th April	20th April
8	15th April	20th - 30th April	6th May
9	6th May	10th - 19th May	25th May
10	20th May	24th May - 2nd June	8th June
11	3rd June	8th June - 17th June	22nd June

Omnipoll is a telephone omnibus survey which interviews a nationally representative sample of 1,000 adults aged 15+ every two weeks. Our sample is quota controlled using the latest CSO estimates and is stratified to include listed, unlisted and mobile phone numbers to ensure all segments of the population are included.

Ipsos MRBI

Ipsos MRBI is Ireland's longest established research agency and the first in Ireland to be awarded the ISO9001 Quality Assurance Mark. For nearly 50 years we have been working with national and international organisations across all industries and sectors, helping to develop effective business strategies through providing a better understanding of markets and consumers.



Contact Susan Cassidy or Rachel Mulcahy on e-mail at susan.cassidy@ipsos.com or rachel.mulcahy@ipsos.com or phone +353 1 4389000 for further information.

CLASSIFICATION DETAILS



Ipsos MRBI Telephone Omnibus gathers personal classification information under the following categories as standard.

GENDER

- Male
- Female

AGE

- Actual Age
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

MARITAL STATUS

- Married
- Living as Married
- Single
- Widowed/
Divorced/
Separated

SOCIAL CLASS

- AB (Upper/Middle Class)
- C1 (Lower Middle Class)
- C2 (Skilled Working Class)
- DE (Other Working Class)
- F (Farmers)

CHILDREN IN HOUSEHOLD

- Yes
- No

LOCATION

- County of Residence
- Dublin
- Rest of Leinster
- Connacht/Ulster
- Munster
- Rural Area
- Urban Area

HOUSEHOLD GROCERY SHOPPING

- Respondent/Shared
- Other Person

MOBILE PHONE

Personal Mobile Phone Ownership

- Yes
- No

Main Network Provider

- Meteor
- E-Mobile
- Vodafone
- O2
- 3
- Tesco

Type of Tariff

- Bill/Contract
- Card/Top-Up

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