

# STRAW-POLL

By iReach Insights



## Straw-Poll by iReach Insights

iReach is delighted to announce the launch of a new Service Offering called Straw Poll. This is based on a fast turn around survey of the General Public and Consumers in Ireland. **Delivering results in 24 or 48 hours**, depending on the sample size and topic. Ideal to capture a pulse of the nation and reactions to economic, political, sporting, media and other events in Ireland. Standard sample size is 500 responses and outputs are delivered as Tabular Data in Excel and as auto-generated charts in PowerPoint..

### 24 Hour Poll Turnaround Option

Costs start from a minimum of €1,200 (ex VAT) for a mix of 3 x Yes/No and 2 x Multiple Choice questions and outputs delivered within 24 hours from launch.

### 48 Hour Poll Turnaround Option

Costs start from a minimum of €1,600 (ex VAT) for a mix of 2 x Yes/No and 3 x Multiple Choice questions and outputs delivered on a nationally representative basis by Gender, Age and Region, within 48 hours from launch.

### Backed by Research Industry Experts

iReach has the longest running online Nationwide Omnibus in Ireland and delivers 1,000 responses from Adults on a nationally representative basis by Age, Gender, Region and Socioeconomic demographics. iReach also has an Omnibus offering for Northern Ireland and separately for Great Britain. Costs start from €400 for a Y/N question.

Costs include Research Analyst support from survey design to full data analysis and tailored reporting in PowerPoint.

### iReach Specialist Research Panels

iReach Insights has built research communities and panels ensuring we survey consumers and the general public in the most efficient and impactful way. Specialist Research Panels include Teens and Youths, Mums & Babies, and Families, along with our Business Decision Makers Panel.

For more details telephone +353-1-214 3740 or email [oisin.byrne@ireachhq.com](mailto:oisin.byrne@ireachhq.com)

## 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.

Visit [www.straw-poll.ie](http://www.straw-poll.ie) or [www.ireachhq.com](http://www.ireachhq.com)