iReach Insights

Consumer Decisions Omnibus 2026 Q4 Schedule

Robust

Nationally Representative by Age, Region, Gender and Social Class

Fast and Effective

6 Day turnaround with Y/N questions starting from €450 each

Reporting with Insights

Full data analysis and PowerPoint reporting by iReach Analysts

	Launch Date	Headline Results	Full Report
Oct	8th	14th	16th
Oct	22nd	28th	30th
Nov	5th	11th	13th
Nov	19th	25th	27th
Dec	3rd	9th	11th
Dec	10th	16th	18th
Dec	16th	21st	23rd
Jan	14th	20th	22nd

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 on the island of Ireland. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

iReach
Inspiring knowledge

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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iReach Inspiring knowledge

Monthly Omnibus | Online & CATI | Focus Groups & IDIs | Communities