

Fast Flexible Reliable Cost Effective Representative

OMNIPOLL is a telephone omnibus survey which interviews a fresh, nationally representative sample of 1,000 adults aged 15+ every two weeks. The sample used is RDD (random digit dialling) and includes both mobile and landline phone numbers. At analysis stage, the data is weighted in line with the known profile of the population according to the latest CSO estimates.



CONTACTS DETAILS

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SCHEDULE 2024

Wave	Closing Date	Fieldwork Period	Wave	Closing Date	Fieldwork Period
1	13th December	2nd-15th January	13	24th June	1st-14th July
2	10th January	17th-31st January	14	9th July	16th-31st July
3	25th January	1st-14th February	15	25th July	1st-14th August
4	8th February	15th-28th February	16	8th August	16th-31st August
5	22nd February	1st-14th March	17	26th August	2nd-15th September
6	8th March	15th-31st March	18	9th September	17th-30th September
7	25th March	2nd-15th April	19	24th September	1st-14th October
8	8th April	17th-30th April	20	9th October	16th-31st October
9	24th April	1st-14th May	21	24th October	1st-14th November
10	9th May	16th-31st May	22	8th November	15th-30th November
11	27th May	4th-16th June	23	25th November	2nd-15th December
12	10th June	17th-30th June	24	28th November	4th-17th December

CLASSIFICATION RATES

Classification	Rate	Price Per Question From*
		(Incl. Topline Charts)
 Gender	Yes/No	€630
 Age	Pre Coded	€965
 Social Class	Pre Coded with 'Others'	€1090
 Kids in Household	Read Out Answers (up to 5)	€1,270
 Region	Additional Read Out Answer (over 5, per item)	€135
 Employment Status	Open Ended	€1,820
 Education	Additional question text	€510
	Attitude Statement (Per Statement)	€630

*fee depends on length and reporting requirements

Ipsos B&A is Ireland's longest established research agency and the first in Ireland to be awarded the ISO9001 Quality Assurance Mark. For more than 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.

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CLASSIFICATION

	Gender		Region
	Age		Employment Status
	Social Class		Education
	Children in the Household		

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