

A decorative flourish consisting of a central floral-like motif with three leaves, positioned above a horizontal line with dots at each end.

QUESTION?  
ANSWER  
PROMPT  
FREQUENT  
COST EFFECTIVE  
RELIABLE  
FLEXIBLE  
REPRESENTATIVE

**OMNIPOLL** is a telephone omnibus survey which interviews a fresh, nationally representative sample of 1,000 adults aged 15+ **every two weeks** from our call centre in Blackrock, Co. Dublin. 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.

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## SCHEDULE 2016

Wave	Closing Date	Fieldwork Period	Wave	Closing Date	Fieldwork Period
1	16 December	4 - 17 January	13	28 June	1 - 15 July
2	13 January	18 - 31 January	14	13 July	18 - 31 July
3	27 January	1 - 14 February	15	28 July	2 - 15 August
4	10 February	15 - 29 February	16	12 August	17 - 31 August
5	25 February	1 - 15 March	17	29 August	1 - 14 September
6	11 March	16 - 31 March	18	12 September	15 - 29 September
7	28 March	1 - 15 April	19	28 September	3 - 16 October
8	13 April	18 - 30 April	20	12 October	17 - 31 October
9	27 April	3 - 16 May	21	27 October	1 - 15 November
10	12 May	17 - 31 May	22	11 November	16 - 30 November
11	27 May	1 - 15 June	23	28 November	1 - 15 December
12	13 June	16 - 30 June	24	30 November	5 - 18 December

## CLASSIFICATION

	Gender		Region
	Age		Employment Status
	Social Class		Education



Ipsos MRBI is Ireland's longest established research agency and the first in Ireland to be awarded the ISO9001 Quality Assurance Mark. For over 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.