

Ireland's First and Only Children's Omnibus

Fieldwork 1st - 26th August 2018



Ipsos MRBI adheres to Children First, National Guidance for the Protection and Welfare of Children and to the child protection guidelines set down by ESOMAR (European Society for Opinion and Market Research).

Access to the Next Generation of Irish Consumers

Why?

Children are increasingly young consumers, engaging with brands in significant and sophisticated ways from an early age. They are voracious consumers of media and technology. Their time and their money is their own. They have an abundance of confidence, despite the uncertainties that surround them. They have a global perspective, even if their lens is only the size of the screen on their smartphone.

They move quickly through life, collecting impressions and experiences, forming habits and building relationships. They are intuitive and instinctive, and open to new ideas.

Omnipoll Next-Gen is a survey designed to help you understand their world.

How?

Omnipoll Next-Gen is a face-to-face, syndicated omnibus survey which interviews a fresh, nationally representative sample of 1000 children aged 10-17 years. At analysis stage, the data collected will be weighted in line with the known profile of this segment of the population according to the latest CSO estimates.

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