



# OMNIPOLL

 Ipsos MRBI

**Fast**

**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 telephone research unit 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.

 Ipsos MRBI

Contacts:

✉ [belinda.norton@ipsos.com](mailto:belinda.norton@ipsos.com)

✉ [aisling.corcoran@ipsos.com](mailto:aisling.corcoran@ipsos.com)

✉ [linda.walsh@ipsos.com](mailto:linda.walsh@ipsos.com)

✉ [will.nunn@ipsos.com](mailto:will.nunn@ipsos.com)

Ph. +353 (0)1 4389000

[www.ipsosmrbi.com](http://www.ipsosmrbi.com)



# OMNIPOLL



## SCHEDULE 2018

Wave	Closing Date	Fieldwork Period	Wave	Closing Date	Fieldwork Period
1	15th December	2nd-15th January	13	26th June	2nd-15th July
2	11th January	17th-31st January	14	10th July	16th-31st July
3	26th January	1st-14th February	15	27th July	1st-15th August
4	9th February	15th-28th February	16	10th August	16th-31st August
5	23rd February	1st-14th March	17	29th August	3rd-16th September
6	9th March	15th-30th March	18	11th September	17th-30th September
7	23th March	3rd-15th April	19	26th September	1st-14th October
8	10th April	16th-30th April	20	11th October	16th-31st October
9	25th April	1st-14th May	21	26th October	1st-14th November
10	10th May	16th-30th May	22	13th November	16th-30th November
11	29th May	1st-14th June	23	28th November	3rd-16th December
12	11th June	15th-30th June	24	30th November	6th-19th December

## CLASSIFICATION

	Gender		Region
	Age		Employment Status
	Social Class		Education
	Children in the Household		Responsibility for Grocery Shopping

## Ipsos MRBI

Ipsos MRBI 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.

### Contacts:

[belinda.norton@ipsos.com](mailto:belinda.norton@ipsos.com)

[aisling.corcoran@ipsos.com](mailto:aisling.corcoran@ipsos.com)

Ph. +353 (0)1 4389000

[linda.walsh@ipsos.com](mailto:linda.walsh@ipsos.com)

[will.nunn@ipsos.com](mailto:will.nunn@ipsos.com)

[www.ipsosmrbi.com](http://www.ipsosmrbi.com)