

A decorative white flourish with a central floral-like motif and two horizontal lines extending outwards.

QUESTION?
ANSWER
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 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.

The logo for 'Ipsos MRBI' is repeated at the bottom left, featuring the 'Ipsos' wordmark and 'MRBI' in a bold, sans-serif font.

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SCHEDULE 2017

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

CLASSIFICATION

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

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.

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