



# Business Decisions by iReach

## Survey Business Decision Makers

### The iReach Omnibus

The Omnibus is a unique monthly survey looking at key industry or topic areas – such as **Industry, Purchasing** and **Economic Drivers** - across 200 Business Decision makers in Ireland. By looking at trends and spends of Irish Business, this Research Panel can provide the cost benefits of an Omnibus survey with the power and flexibility of custom research.

The wide range of issues can focus anywhere in the corporate world, from business and economic concerns to staffing and resourcing issues or technology and telecom purchasing trends.

The iReach Business Decisions Research Panel comprises of 7,000 Line of Business (LoB) decision makers in the Republic of Ireland and an additional 2,000 in Northern Ireland. A range of different non-competing clients can simultaneously participate; either as one-off exercise, or as part of an on-going tracking research programme, obtaining the cost benefits of a multi-client Omnibus with the unique insights of a custom research programme.

### An ideal research vehicle for:

- ❶ Spend and Investment projections
- ❶ Corporate Social Responsibility programs
- ❶ Business Confidence and Opinion Polling
- ❶ Ad impact and Brand awareness
- ❶ Economic Forecast and Industry outlook
- ❶ PR and Media Coverage

### To know more about the:

- ❶ **Business Sample,**
- ❶ **Methodology,**
- ❶ **Monthly Timings,**
- ❶ **the Standard Analysis Variables** and
- ❶ **Deliverables** of the iReach Omnibus

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### iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach Market Research is the only agency in Ireland to have built our own research panels of **40,000 adult consumers and business decision makers** in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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



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