



### Irish Aid Website Usability Research

iReach supported a multi-phased research project to develop Insights into Visitor Profiles of stakeholders and users of the Irish Aid website. Phase 1 of the research was designed to explore Website Performance and Effectiveness using a website imbedded survey link. The second phase was based on User labs to identify areas of website Strengths and Weakness and to investigate potential areas for Improvement



### World Vision Ad Impact on Donations Research

Using the iReach Consumer Omnibus, the research measured World Vision's Awareness overall, including spontaneous or 'top of mind' awareness. Following the Ad Campaign, there was a strong improvement across all segments for World Vision ad recall; and this was especially high across the target segments. Research highlighted that occasional donating to charities is the most popular form of giving followed by appeals. Females over 35+ were the most likely to donate to World Vision following the campaign.



### St. Patricks Public Attitudes to Mental Health Study

Nationwide Survey of public attitudes to mental health, showed that 55% of adults in Ireland make their own decisions regarding their healthcare and 36% share the decision with their partner. Females and young adults are the groups most inclined to take ownership for healthcare decisions. Irish population shows relatively high levels of exposure to mental health problems in their social circles. Research findings were used to direct campaigns and overall awareness strategy for Dean Clinics in Dublin and Cork.



Consumer research to measure brand awareness as well as attitudes to charities in Ireland and the role they play in Irish society. The study also measured the likelihood to donate as well as triggers to making donations in support of overseas support activities.

iReach has worked with a wide range of NGO's on the Island of Ireland including many local and international charities.

Over the last number of years, trust in charities has been eroded directly impacting on fund raising. iReach has built a discounted cost model to support research for NGOs and charities in Ireland.

### iReach Insights

iReach is a full Marketing and Research Agency, across all research methods including Qual, Quant and Digital.

iReach Market Research is the only agency in Ireland to have built our own research panels of 40,000 adults consumers and business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research

