

Project Background – Exit Interviews and Omnibus

This study, comprising of both quantitative and qualitative research, was aimed at gaining an in-depth knowledge into consumers use of, attitudes towards and awareness of various cinema brands across the Island of Ireland. With the advent of a bottomless library of films online, the cinema industry has been challenged in terms of maintaining its consumer base. The challenge for iReach was to reach consumers at a local and national level and simultaneously gain an insight into consumers’ minds in ROI and NI.

Triggers for bookings as well as in-cinema purchases was also studied.

iReach Methodology

For this study, iReach conducted extensive face-to-face exit interviews at Omniplex cinemas across the Republic of Ireland and Northern Ireland as part of the qualitative research process. This was supported with ‘nationally representative’ quantitative research carried out using our Omnibus allowing us benchmark brand awareness and better understand attitudes and behaviours. Both the qualitative and quantitative research campaigns ran across the Island of Ireland (ROI and NI). This was feasible through the use of our proprietary panels which provide us with fast and accurate responses in a cost-effective way.



iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights 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 methods to deliver deeper insights from better research.

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