



B&A

Consumer & B2B Omnibus Schedules 2026

Ipsos B&A

+353 (01) 205 7500 / +353 (01) 438 9000



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|-----------|----|----------------------|-------------|---------|----------------|------------|---------|-------------------|-----------|---------|
| | | Closing | Fieldwork | Results | Closing | Fieldwork | Results | Closing | Fieldwork | Results |
| January | 1 | 02/1 | 09-21/1 | 28/1 | 06/1 | 08-19/1 | 26/1 | 17/12 | 02-15/1 | 22/1 |
| | 2 | 9/1 | 16-28/1 | 05/2 | 16/1 | 22/1-03/2 | 10/2 | 09/1 | 16-30/1 | 06/2 |
| February | 3 | 23/1 | 30/1-11/2 | 19/2 | 30/1 | 05-16/2 | 23/2 | 27/1 | 03-14/2 | 20/2 |
| | 4 | 06/2 | 13-25/2 | 05/3 | 13/2 | 19/2-02/3 | 9/3 | 09/2 | 16-28/2 | 06/3 |
| March | 5 | 20/2 | 27/2-11/3 | 20/3 | 27/2 | 05-16/3 | 24/3 | 24/2 | 02-14/2 | 20/3 |
| | 6 | 06/3 | 13-25/3 | 02/4 | 13/3 | 19-31/3 | 07/4 | 09/3 | 16-31/3 | 09/4 |
| April | 7 | 20/3 | 26/3-09/4 | 16/4 | 27/3 | 02-14/4 | 21/4 | 25/3 | 01-15/4 | 24/4 |
| | 8 | 03/4 | 10-22/4 | 30/4 | 09/4 | 14-27/4 | 05/5 | 09/4 | 16-30/4 | 08/5 |
| May | 9 | 24/4 | 30/4-13/5 | 21/5 | 24/4 | 30/4-12/5 | 19/5 | 23/4 | 01-14/5 | 22/5 |
| | 10 | 08/5 | 15-27/5 | 04/6 | 08/5 | 14-26/5 | 02/6 | 07/5 | 15-30/5 | 07/6 |
| June | 11 | 22/5 | 28/5-10/6 | 18/6 | 22/5 | 28/5-09/6 | 16/6 | 26/5 | 02-15/6 | 22/6 |
| | 12 | 05/6 | 12-24/6 | 03/7 | 05/6 | 11-22/6 | 29/6 | 09/6 | 16-30/6 | 07/7 |
| July | 13 | 19/6 | 26/6-08/7 | 16/7 | 19/6 | 25/6-06/7 | 13/7 | 24/6 | 01-15/7 | 22/7 |
| | 14 | 03/7 | 10-22/7 | 30/7 | 02/7 | 07-20/7 | 27/7 | 09/7 | 16-31/7 | 10/8 |
| August | 15 | 24/7 | 30/7-12/8 | 20/8 | 17/7 | 23/7-4/8 | 11/8 | 24/7 | 04-15/8 | 24/8 |
| | 16 | 07/8 | 14-26/8 | 03/9 | 31/7 | 06-17/8 | 24/8 | 10/8 | 17-31/8 | 08/9 |
| September | 17 | 21/8 | 28/8-9/9 | 17/9 | 14/8 | 20-31/8 | 07/9 | 25/8 | 01-15/9 | 22/9 |
| | 18 | 04/9 | 11-23/9 | 01/10 | 28/8 | 03-14/9 | 21/9 | 08/9 | 16-30/9 | 09/10 |
| October | 19 | 18/9 | 25/9-07/10 | 15/10 | 11/9 | 17-28/9 | 05/10 | 25/9 | 01-14/10 | 21/10 |
| | 20 | 02/10 | 9-21/10 | 30/10 | 25/9 | 01-12/10 | 19/10 | 08/10 | 15-31/10 | 06/11 |
| November | 21 | 16/10 | 22/10-04/11 | 13/11 | 09/10 | 15-27/10 | 03/11 | 23/10 | 02-14/11 | 20/11 |
| | 22 | 30/10 | 06-18/11 | 26/11 | 23/10 | 29/10-9/11 | 16/11 | 09/11 | 16-30/11 | 07/12 |
| December | 23 | 13/11 | 20/11-02/12 | 10/12 | 06/11 | 12-23/11 | 30/11 | 24/11 | 01-14/12 | 21/12 |
| | 24 | 20/11 | 26/11-9/12 | 18/12 | 20/11 | 26/11-7/12 | 14/12 | 27/11 | 03-16/12 | 22/12 |

Contact  John.OMahony@ipsos.com
 Larry.Ryan@ipsos.com

Contact  Deirdre.Kelly@ipsos.com
 Jimmy.Larsen@ipsos.com

Contact  Belinda.Norton@ipsos.com
 Kieran.OLeary@ipsos.com

Omnibus Schedules 2026

Business-2-Business Omnibus 2026

| | Confirm | Questionnaire Cleared | Set-up | Fieldwork | Tables | Open Ends |
|---------|-----------|-----------------------|-------------------|-------------------------|-----------|-----------|
| January | 7th Jan | 9th Jan | 12th – 14th Jan | 15th – 28th Jan | 3rd Feb* | 10th Feb |
| April | 8th April | 10th April | 13th – 15th April | 16th April – 29th April | 7th May* | 14th May |
| July | 17th June | 19th June | 22nd – 24th June | 25th June – 8th July | 14th July | 20th July |
| October | 30th Sept | 2nd Oct | 5th – 7th Oct | 8th – 21st Oct | 28th Oct* | 4th Nov |

* Bank holiday

Business Omnibus

We run a mixed methodology Business omnibus survey enabling clients to ask question of 350 business leaders as part of an Omnibus-style telephone/online survey. Our Business Omnibus Service uses RDD for a representative sample of 350 business leaders, providing insights into their views on your product or brand. The data is weighted per CSO estimates. Cost-effective and widely used by various sectors.

For further information, please contact Jimmy Larsen, Director, Ipsos B&A

✉ Jimmy.Larsen@ipsos.com

📞 +353 (01) 205 7500 / +353 (01) 438 9000

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