

REDLINE

ONLINE OMNIBUS SERVICES



The RED LINE is RED’Cs online omnibus service. Through our online panels the RED Line services allows you to reach your target market in a cost effective and timely manner. The RED Line services provide you with options to reach a representative sample of the adult population across Ireland and the United Kingdom.

Online Omnibus Sampling

Representative samples are reached for each survey using RED C and partner online research panels (United Kingdom only) to provide a robust representative sample of the adult population in each country.

Quotas are set across gender, age, region and class to ensure the final sample is as representative as possible of the target market.

Sample Size

The RED Line online omnibus services are based on the following sample sizes:-

Ireland 1,000 adults aged 18+
 United Kingdom 2,000 adults aged 18+

Questions

Questions can be added to either the Irish survey, UK survey or both omnibus samples at the same time

Analysis

The RED Line online omnibus includes a number of demographic questions as standard including age, gender, social class, working status, tenure, marital status, urban/rural and the number of dependent children at no additional cost.

Timing

The RED Line omnibus runs at least twice per month over the first and middle weekends of each month, with questions finalised on the Wednesday and headline results provided the next Wednesday. There is also the option of a fully charted presentation the week after this.

It is also possible to run the service for you outside of our schedule dates if demand is high enough.

Costs

Costs are calculated on a per question unit basis. Costs start at as little as €495 per question. Costs shown below are for standard closed questions, and are exclusive of VAT.

Coverage	Sample Size	Costs from (data tables)	Costs from (full service)
Ireland	1,000	€625	€795
UK	2,000	€495	€795
Ireland & UK	3,000	€995	€1,195

The table above shows the “per unit” costs for RED Line. These costs include delivery of a charted summary report.

RED Line Service 2025

JANUARY					FEBRUARY					MARCH				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
		1	2	3					1					1
6	7	8	9	10	3	4	5	6	7	3	4	5	6	7
13	14	15	16	17	10	11	12	13	14	10	11	12	13	14
20	21	22	23	24	17	18	19	20	21	17	18	19	20	21
27	28	29	30	31	24	25	26	27	28	24	25	26	27	28
										31				
APRIL					MAY					JUNE				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
	1	2	3	4				1	2					1
7	8	9	10	11	5	6	7	8	9	2	3	4	5	6
14	15	16	17	18	12	13	14	15	16	9	10	11	12	13
21	22	23	24	25	19	20	21	22	23	16	17	18	19	20
28	29	30			26	27	28	29	30	23	24	25	26	27
										30				
JULY					AUGUST					SEPTEMBER				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
	1	2	3	4					1					1
7	8	9	10	11	4	5	6	7	8	8	9	10	11	12
14	15	16	17	18	11	12	13	14	15	15	16	17	18	19
21	22	23	24	25	18	19	20	21	22	22	23	24	25	26
28	29	30	31		25	26	27	28	29	29	30			
OCTOBER					NOVEMBER					DECEMBER				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
		1	2	3					1					1
6	7	8	9	10	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	24	25	26	27	28	29	30	31		

For Further Information
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