



April 2022

Dear RED C Live member,

Welcome to the April 2022 edition of the RED C Live Newsletter!!

Last month, 881 RED C Live members reached the €50 threshold for payment and will be sent payment shortly! The total rewards paid out for completing surveys now stands at €2,918,934.

Payment Methods

For the duration of the Covid-19 crisis, we will be sending out your rewards in digital/virtual card format. This is the quickest way for us to get you rewards at this time. The digital cards will be sent to you by email from RED C, the cards created by EML Payment Group. The cards can be used for any payment that can be made online or over the phone, in exactly the same way as a physical card, but can't be used in store. If you would rather wait for the cheque, please let us know by the 5th of the month in which the payment is due and the cheque will be sent as and when we are able to send them.

Connection between sustainability and 'the slap'

by: Derek Bell

Seeking distraction from reality

If you had to guess, and without looking it up, what would you say was the top Google search term in the past 30 days in Ireland? Hint: There's a slap involved... (Source: Google Trends, April 11th, 2022).

In a similar vein, if we then extend the search to the past 90 days, guess what we find in the Top 3? 'Worldle'! (Source: Google Trends, April 11th, 2022). However, what we DON'T in the top search lists is anything pertaining to the environment...

Considering the latest stark warning by the UN's Intergovernmental Panel on Climate Change, the absence from this Google Search list of environmental issues is striking. What do these Google search terms really tell us? They certainly seem to suggest that at the end of the day, the Irish public generally wants to think about anything other than global warming and the climate crisis, seeking distraction from the mundanity of daily life. They revert to Chris Rock or Will Smith instead of 'ice sheet collapse the size of Rome'.

Full article [...HERE](#)

Best Wishes

The RED C Live Team

FAQ's

Logged out of a Survey

Please remember that you can now log back into a survey if you are unable to complete it in one sitting, or if you are logged out due to a technical fault or a server error. We hope this will improve your experience of RED C Live. If you are logged out, please wait for at least 15-20 minutes before you attempt to log back in.

Quality Control

We would like to remind you that our reputation as a leading market research company is based on the accuracy and validity of the data we provide to our clients.

To ensure members do not complete surveys hurriedly or provide incorrect information, a series of check questions are included at intervals. These inbuilt quality control questions appear on every survey and are administered to everyone equally. Answers provided by members who failed the Quality Control check are not included in the survey results.

We appreciate that this can be frustrating when a genuine mistake is made, however, we are unable to make exceptions to the mechanisms and allow members to go back and change their answers, so please take extra care to avoid being screened out of surveys.

Reporting issues with surveys

If you encounter an error or a problem when taking part in a survey, such as the screen freezing or otherwise, **please forward us the original survey invite, along with a screen shot of the error**, where applicable, to info@redclive.ie