



August 2023

Dear RED C Live member,

Welcome to the August 2023 edition of the RED C Live Newsletter!!

Last month, 700 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 €3,639,834.

## Consumer Mood Monitor – July 2023

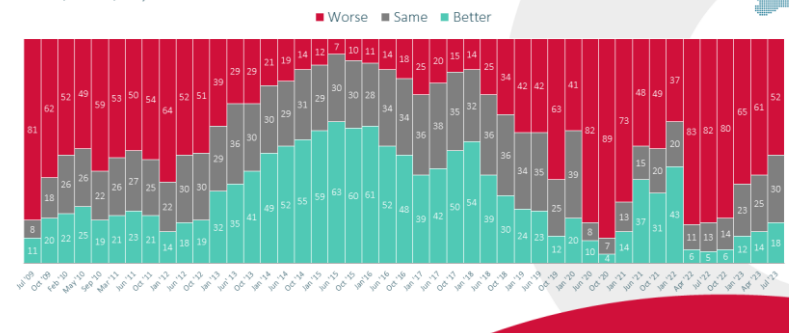
by: Geoff Tucker

*Despite a continued improvement in the consumer mood, the cost of living crisis still weighs heavily on peoples' minds. While we see a continued improvement in the consumer mood, many remain concerned about the outlook for the economy, with the cost of living crisis still weighing heavily on peoples' minds. Consequently, consumers remain cautious on their plans for spending. Almost one-in-five (18%) consumers expect the Irish economy to improve in the next six months, up from just one-in-twenty (5%) 12 months ago. But while some are that bit more optimistic about the future for the economy, more than half (52%) believe things will actually get worse over the next six months (this is down from more than four-in-five 12 months ago)...[MORE](#)*

### Some improvement in consumer mood this quarter

A continued increase in those believing the economy will improve along with a continued decline in those that think it will get worse. However, a sizable majority still believe things will get worse over the next six months.

How do you expect the Irish economy to fare in the next six months?  
% worse / better / stay the same



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](mailto:info@redclive.ie)