



May 2023

Dear RED C Live member,

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

Last month, 970 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 €3,491,134.

Sinn Féin success in the North, helps drive support in the South

by: Richard Colwell

Sinn Féin has regained the very high levels of support it last saw during summer 2022. Support for the party rises by 3%, securing 34% of the first preference vote.

The gains for Sinn Féin appear to be very much at the expense of government parties, with both Fine Gael and Fianna Fáil seeing support fall back. Fine Gael support drops by 2%, leaving the party with 20% of the first preference vote, while Fianna Fáil also sees a marginal drop of 1%, leaving them at 15% of the first preference vote.

As such, support for Sinn Féin is now almost the same as for the two government parties combined. Green Party support is stable at 4%, leaving all government parties securing just 39% of the first preference vote.

Gains for Sinn Féin appear to be due, to some extent, to the considerable success they had in the local elections in Northern Ireland, much of which was covered in the news just before the poll was taking place. The respectability obtained by the party doing well in actual elections, gives voters here the social proof that it is acceptable to also express their support for the party.

In behavioural economics, social proof is a key driver of influence to encourage behaviour. If people see or are told about other like-minded citizens doing something, they are more likely to find making that choice acceptable themselves. This social proof factor appears to be influencing undecided voters.....[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