



September 2022

Dear RED C Live member,

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

Last month, 878 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 €3,139,434.

Payment Methods

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.

Cost of Living response vital for Govt. Parties

By: Richard Colwell

The importance of the rising cost of living to voters, and how it is dealt with by the government, is laid bare in today's poll. Over two thirds (70%) of all voters now suggest they are struggling to make ends meet. This is before we move into winter with the associated higher impact of increased energy costs, and before increased interest rates have delivered further hikes in repayments for those on variable rates.

To put how serious that 70% figure is into context, at the same time last year, just 33% of all voters said they were struggling to make ends meet. Those most likely to agree that they are struggling covers an extended squeezed middle, with high levels suggesting they are struggling seen right from those aged 25 through to 64.

It is clear however, that those in the 25-34 year old age group, those with children, and those coming from somewhat more downmarket backgrounds are most likely to strongly agree that they are struggling.

The correlation between those struggling and those saying they will vote Sinn Féin is also apparent. Almost half (45%) of those that say they are struggling, and who say they will vote, suggest they will support Sinn Féin, significantly outperforming their national share, [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