



December 2018

Dear RedClive member,

Welcome to the December 2018 edition of the RED C Live Newsletter!!

Last month, 509 RED C Live members reached the €50 threshold for payment and will be sent cheques shortly! The total rewards paid out for completing surveys now stands at €1,406,684.

Concern About Declining Consumer Confidence

By Richard Colwell

Time to Take Note of Declining Consumer Confidence

The Irish economy is growing at the fastest rate in Europe, with projected growth for 2019 ahead of most other EU states. The OECD has figures show growth of 5.9% this year, with a prediction of 4.1% growth in 2019. Full employment is practically upon us, with the unemployment rate this week falling to just 5.7% seasonally adjusted rate. In this environment surely consumers should be more confident than ever?

It is easy in such times of growth to ignore indicators that might not tell such a rosy story, as people don't really like bad news. However, the reality is that consumer confidence has been in decline, from the highs recorded earlier in the year, for some time now. The RED C Consumer Mood tracking conducted three times a year, saw its first drop in June this year, after several years of growth. That drop was further compounded in October, as confidence in the Irish economy fell back again. This downward trend is also corroborated from other sources. The KBC ESRI confidence measure has mirrored the RED C findings, with three months of successive declines in August, September and October, which saw confidence levels fall to a 46 month low...[MORE](#)

Important Updates

Changes to Privacy Policy and Terms & Conditions

Your privacy and data security are extremely important to us which is why we want to let you know of the changes we have made to our Privacy Policy and Panel Member Terms and Conditions. These changes have been made to ensure you are in control of what happens to your data. You can view our updated policies by clicking the links below or visiting our website.

To view our Privacy Policy, please click [here](#). To view our Panel Member Terms and Conditions, please click [here](#).

Wishing you all a Very Happy Christmas and the very Best for 2019!!

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 RedClive. 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