



February 2019

Dear RedCLive member,

Welcome to the February 2019 edition of the RED C Live Newsletter!!

Wishing all RedCLive members a Very Happy New Year!!

Last month, 404 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 €1,450,334.

Case Study

ARI: Segmenting Airport Shoppers

By: Sinead Mooney

Driven by challenging market conditions, a new method of segmenting the market proved invaluable to the retail team at Dublin Airport Authority (DAA). This model was subsequently rolled out to other airports worldwide managed by ARI, the international retailing arm of DAA which operates airport shops in 14 global locations including Canada, Middle East, Cyprus and India.

RED C has been conducting a standalone research study for the DAA retail team since January 2008. The findings were traditionally structured, i.e. based on the behaviour of passengers at Dublin Airport in terms of purchasing, trip type and their demographic profiles. While this research had provided many critical insights, it was important in a time of increasing austerity that the research outputs were more strategic in focus...[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](#).

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 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