



May 2018

Dear RedCLive member,

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

In April 2018, 489 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 €1,245,534.

Rush to the Centre, Squeezes Smaller Parties

by Richard Colwell

As consumers become more confident that the country is going in the right direction, there is evidence from today's poll, that we see voters move away from a possible "protest vote" behaviour seen in Irish politics since the 2011 election, and instead a return to a two-party dominated state? Certainly, the current polling suggests that voters have somewhat left behind their anger with the establishment, and as the economy and direction of the country is seen to improve so are the fortunes of the old established centre ground parties.

Today's poll sees a combined vote share for Fine Gael and Fianna Fail of 61%, meaning 3 in 5 voters are now suggesting were an election to be held tomorrow, that they would vote for one of the two main centre parties. That is quite an astonishing regain of ground for the established parties, when at one stage back in 2014 they could only muster 40% of the electorate to say they would vote for them in opinion polls. Also, at the last election they secured just 49% of the first preference vote, so increasing total share between the two parties share by 12% in just 2 years.

It certainly appears that this behaviour of moving back towards the known centre groups, is somewhat a reflection of voter satisfaction in their own wellbeing. Consumer confidence in Ireland, as seen in the most recent ESRI index, is at a record high level. Satisfaction with the leaders of the main parties is also at an all time high. However, over and above this the data suggests that there may be other factors at play, that are helping to drive support for both the main centre parties.....[MORE](#)

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