

**REDC**

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# #Voice of Ireland Poll Income and Saving

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March 2021

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# Methodology and Weighting

- RED C interviewed a random sample of **1000+** adults aged 18+ online between 4<sup>th</sup> and 10<sup>th</sup> March 2021
- A online approach was used, among our bespoke online panel RED C Live.
- Interviews are conducted across the country and the results weighted to the profile of all adults.
- Panellists were chosen at random to complete the poll, with quotas set and weights allocated on age, gender, class, region, education level & working status to ensure a nationally representative sample.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

## REDC LIVE

Sample is drawn by RED C's own online panel, RED C Live, that consists of **over 40,000 participants**, recruited from online and offline means.

RED C are proud to have such a high quality resource in the market place

- ✓ Unlike most generic panels, our panellists are given **fair reward** for their time helping to ensure the highest levels of engagement and quality of response across our surveys.
- ✓ The RED C Live panel is **fully owned** by RED C. This ensures that panel members are not over-interviewed, enabling us to provide the highest quality standards to our clients.
- ✓ RED C uses a number of quota controls outside of age, gender and class, to ensure accuracy – including past vote behaviour, working status, & education.

The highest online research quality standards in the industry



### Pre-Screening

All respondents are pre-screened and invited to take part in the survey based on the information held on them in the panel.



### Invites

Panelists are recruited for surveys a maximum of 3 times per month for ad hoc projects and once every 3 months for tracker surveys.



### Fair Reward

We pay respondents €1 for every 5 minutes of survey completion, much higher than the market rate



### Logic Traps

We have inbuilt logic questions and failures at these questions are rejected.

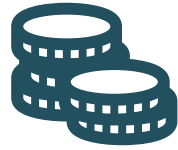


### Time Delays

All surveys have in-built time delays from the appearance of questions to the presentation of response options.

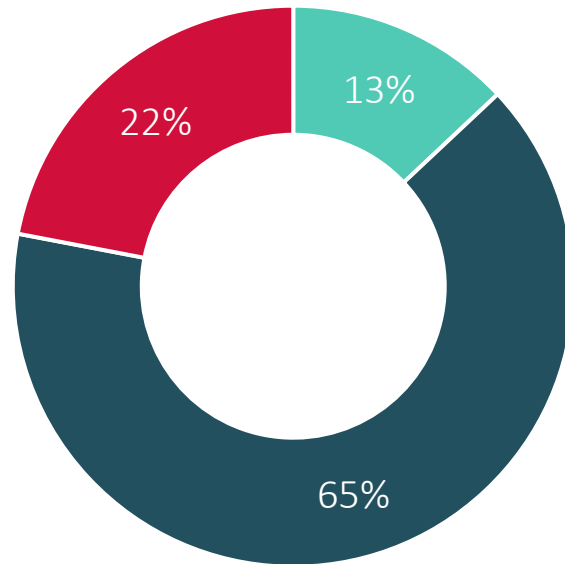
# Impact of Covid 19 on Income and Spending

# How has Covid-19 impacted the nations finances?



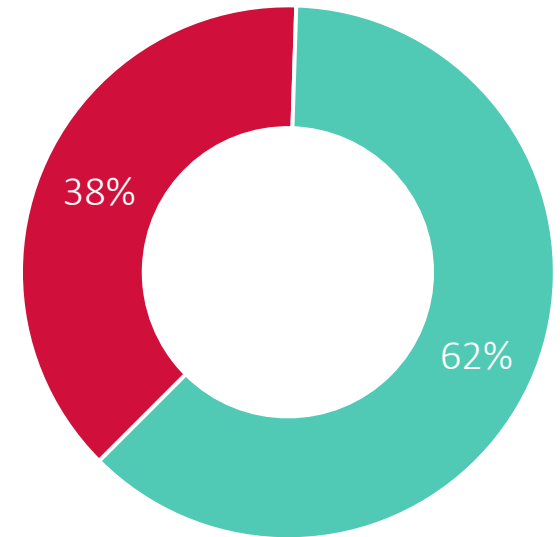
## Income

■ More income ■ Same income ■ Less income



## Spending

■ Spending more/saving less ■ Spending less/saving more

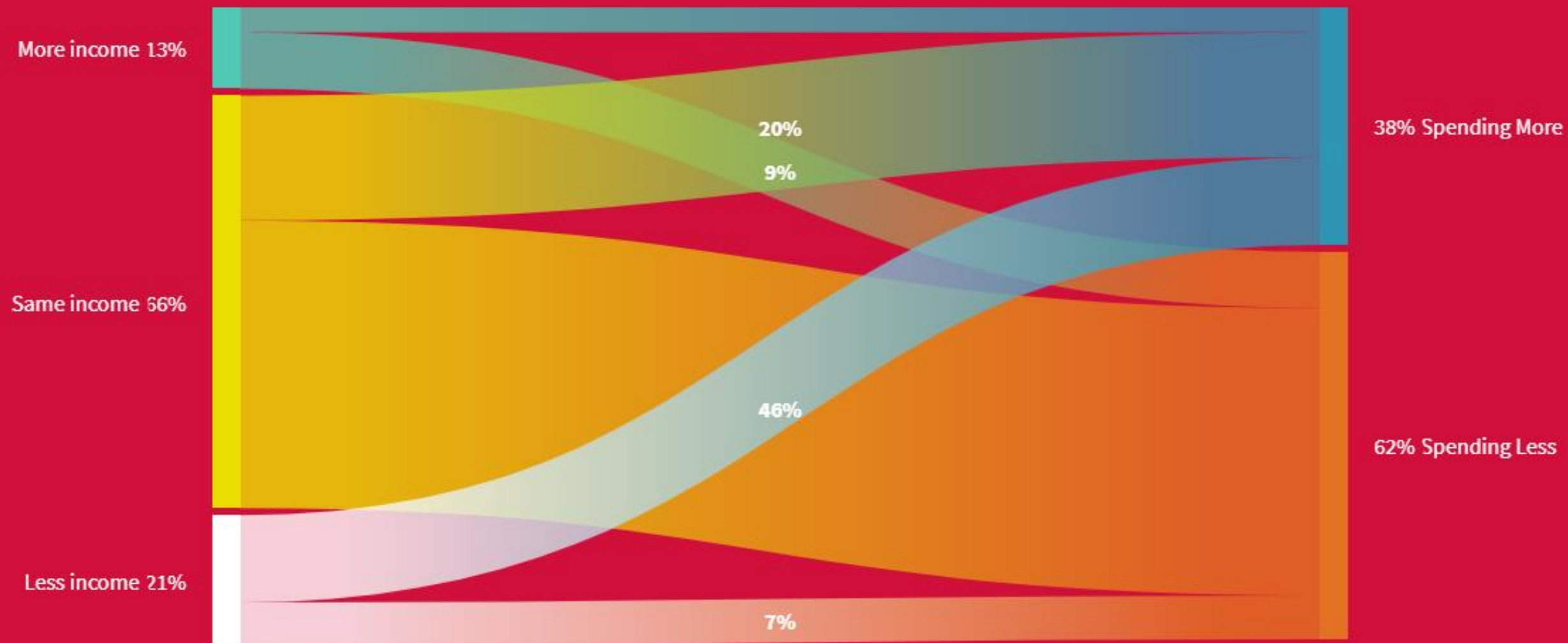


Q1. Thinking about how Covid-19 might have impacted your financial situation, which of the following best describes how the pandemic has impacted your income and expenditure?



# Impact of Covid 19 on Irish Income and Savings

Q1. Thinking about how Covid-19 might have impacted your financial situation, which of the following best describes how the pandemic has impacted your income and expenditure?



# How Covid 19 has impacted on people's Income



Base: All adults 18+

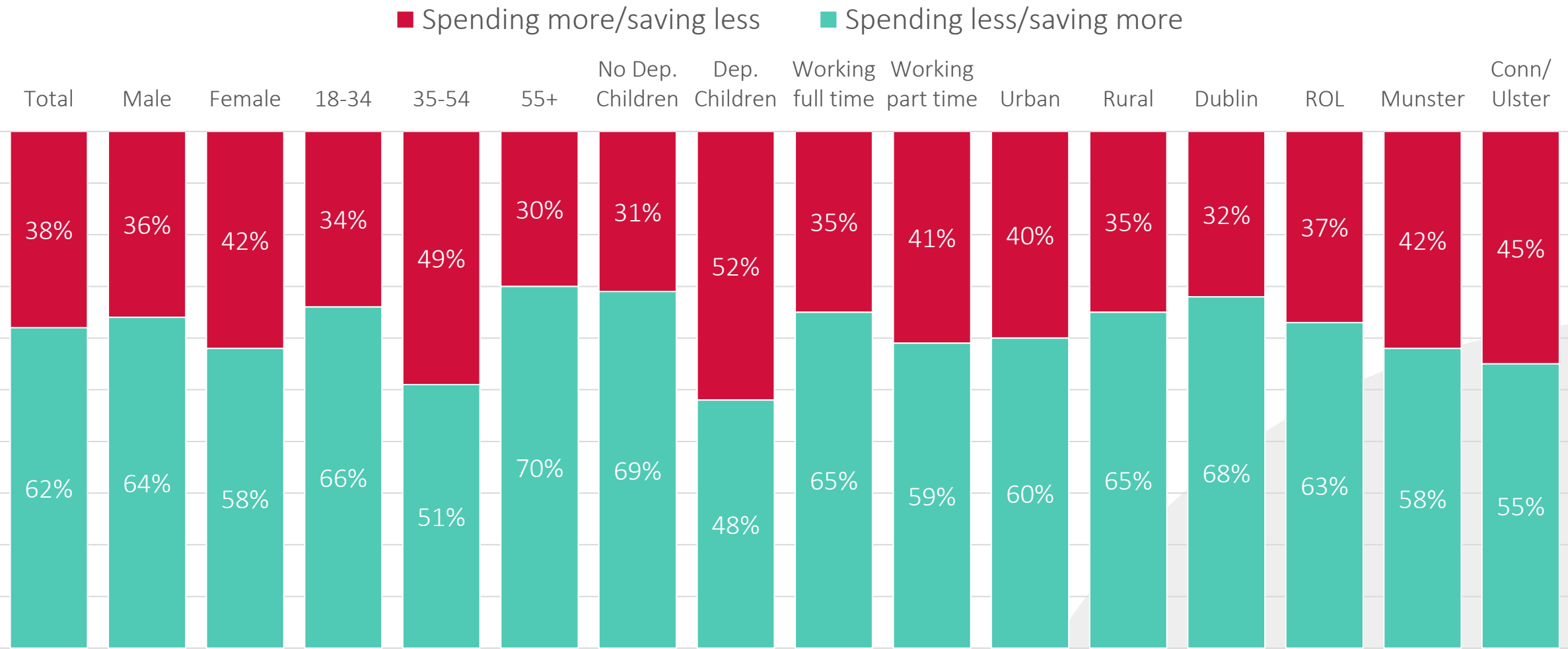


Q1. Thinking about how Covid-19 might have impacted your financial situation, which of the following best describes how the pandemic has impacted your income and expenditure?

# How Covid 19 has impacted on people's spending/saving



Base: All adults 18+



Q1. Thinking about how Covid-19 might have impacted your financial situation, which of the following best describes how the pandemic has impacted your income and expenditure?

# About RED C



# Who are we?

With offices in **Dublin, Dundalk** and **London** RED C are one of Ireland and the UK's premier providers of research-based consultancy services.

**Founded in Dublin in 2003**, we have been providing **high quality** research based consultancy services to both blue chip and up and coming businesses both **nationally and internationally** for many years.

Now **50 highly experienced and skilled** staff, look after the insight needs of companies **worldwide**.





We deliver

CLARITY

to business by truly understanding how humans behave, feel and act

Helping you **See More Clearly**, by better understanding business opportunities, plus growth, retention and change strategies

Opportunity



Understanding people, behaviour, markets, society and technology in order to uncover opportunities.

Growth



Uncovering choices, preferences and decisions that enable business to design brands, products and services that beat the competition.

Retention



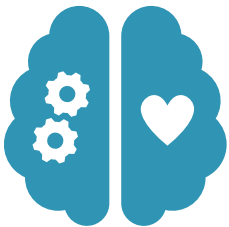
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

Change



Accelerating how products and services are adopted and marketed.

Underpinned by understanding of real human behaviour, and using a set of specially designed products

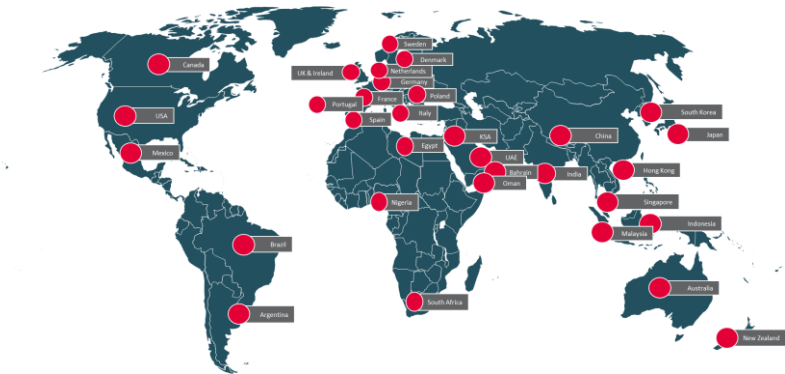


System 1



RED Star

Conducted in over 30 markets across the world in the past year



# Using a variety of techniques to uncover & understand



Face to Face In Person  
150 interviewers nationwide  
In Home, Exit, Location



Group Discussions  
Online, WhatsApp or  
Face to Face



Depth Interviews  
One of one or paired in  
depth discussions



Social Media  
Monitoring, Listening &  
Understanding



## Surveying



Telephone  
30 Station Outbound Telephone  
Centre in Dundalk



Online  
Bespoke RED C Live Online  
Panel of 40,000+

## Listening



Online Communities  
30-100 people in  
ongoing discussions



Biometric Testing  
Eye Tracking, Facial Coding  
Blood Pressure, Sweat

## Monitoring



Passive Monitoring  
In person movements, online  
journey, media consumption

# RESEARCH EVALUATION DIRECTION **CLARITY**

*See More, Clearly*

**REDC**

