

**REDC**

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# #Voice of Ireland Poll Attitudes Towards Legalising Cannabis

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May 2021

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# Methodology and Weighting

- RED C interviewed a random sample of **1000+** adults aged 18+ online between 6<sup>th</sup> and 12<sup>th</sup> May 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

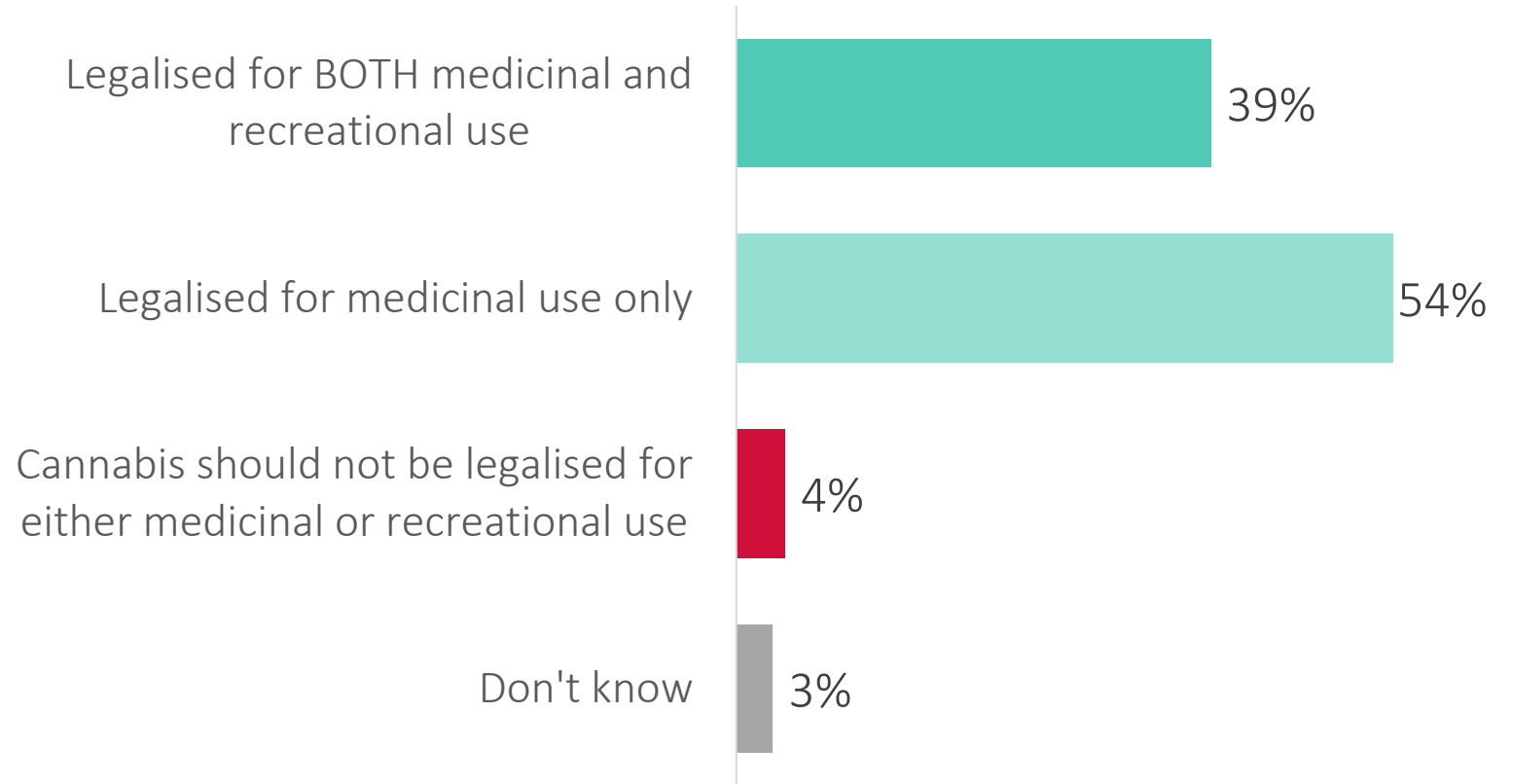
All surveys have in-built time delays from the appearance of questions to the presentation of response options.



# Views on Legalising Cannabis in Ireland



# What are the nations views on legalising Cannabis?



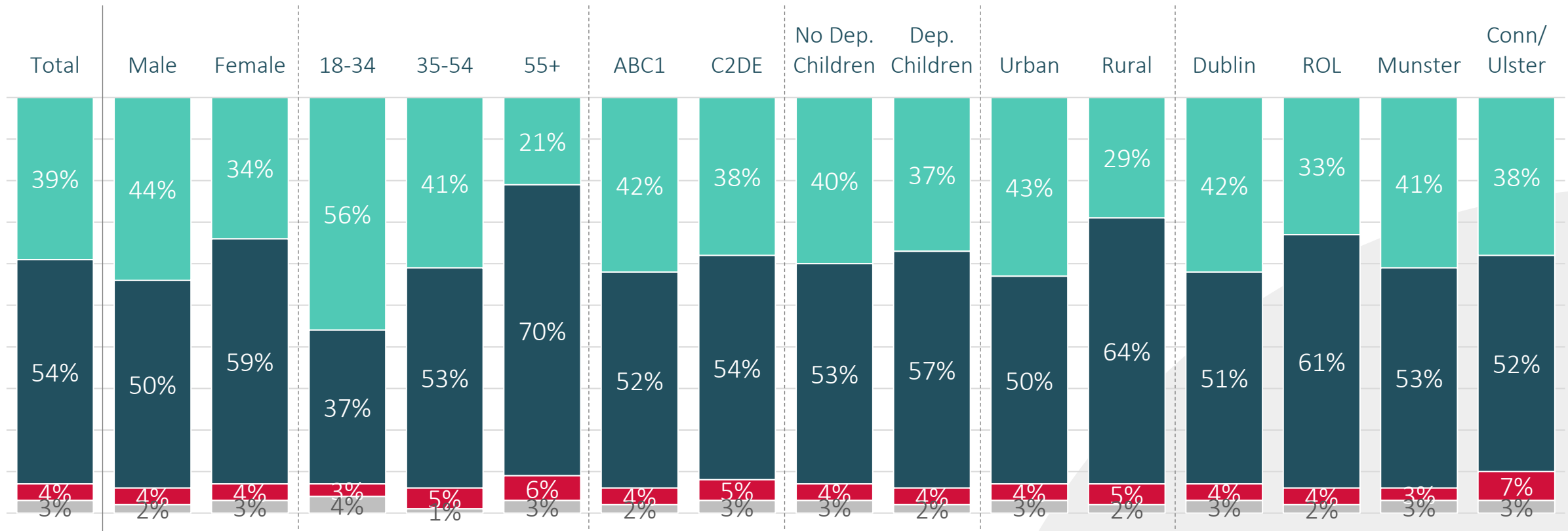
Q1. Do you think that cannabis should be legalised for medicinal or recreational use in Ireland?

# Attitudes towards legalising Cannabis in Ireland



Base: All adults 18+

- Legalised for BOTH medical and recreational use
- Legalised for medical use only
- Cannabis should not be legalised for either medicinal or recreational use
- Don't know



Q1. Do you think that cannabis should be legalised for medicinal or recreational use in Ireland?



# 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**.





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

We deliver

# CLARITY

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

### 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



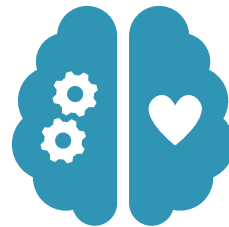
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

### 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



RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

*See More, Clearly*

**REDC**

