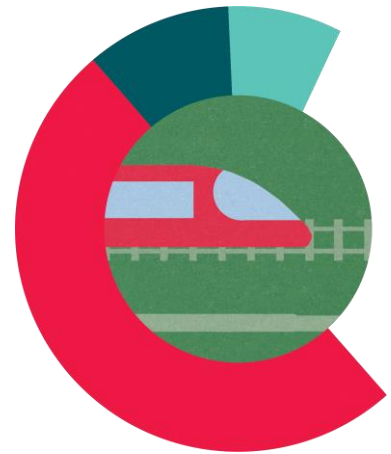


REDEXPRESS



TELEPHONE OMNIBUS

RED EXPRESS from RED C is a high speed telephone omnibus. It provides a fast, accurate and economical way to reach your target market. Every 2 weeks we conduct a national sample of 1,000 adults 18+ by telephone. Fieldwork is conducted between Thursday and Wednesday of the following week in question, with results available on Thursday.

Sampling

A random digit dial method is used to ensure ex-directory households are included. The sample is controlled to ensure that it is 100% representative of the national population based on sex, age, social grade and region.

Reliability

The RED Express is designed with a high level statistical accuracy. Our sample size of 1,000 interviews provides a standard error at 95% confidence of + or – 3%, the same requirement as for political polling.

Our RED Express has an impressive track record of accuracy, as it is used to conduct all of our political polls. This approach has been shown to produce some of the most accurate polls in Ireland. For instance, this was demonstrated by the Recall Poll conducted by RED C for RTE at the Presidential election and the final results were predicted to an average error rating of just 0.7%.

Analysis

The RED Express includes a number of demographic questions as standard including age, gender, social class, working status, tenure, marital status, urban/rural and the number of dependent children at no additional cost.

Timing

The RED Express currently runs fortnightly with interviewing completed from Thursday to Wednesday with headline results provided the next day. We can also provide a fully charted presentation within just one week. This is a considerable advantage of our approach, particularly when compared with slower face to face omnibus services where results are often not received until three to four weeks after the fieldwork has taken place.

Costs

Costs for the RED Express are worked out on a per question unit basis, and is most suitable when there is a need to ask a few key questions of a large representative sample. The most costly element of any survey is finding and interviewing respondents and with an omnibus survey this cost is shared across a number of clients who also have questions on the RED Express.

	TOTAL SAMPLE		SUB SAMPLE	
	Data Only	Full service	Data Only	Full service
Per Question	€1,150	€1,250	€1,100	€1,150

APRIL							MAY							JUNE							
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
			1	2	3	4	5					1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
27	28	29	30	25	26	27	28	29	30	31	29	30									

JULY							AUGUST							SEPTEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
			1	2	3	4	5					1	2	1	2	3	4	5	6	
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31	24	25	26	27	28	29	30	28	29	30						

OCTOBER							NOVEMBER							DECEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
			1	2	3	4						1	1	2	3	4	5	6		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31				

This calendar shows the dates for our RED Express service for April - December 2020

The table above shows the “per unit” costs for RED Express. These costs include delivery of a charted summary report.

REDC

For Further Information
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