

Looking for Accuracy?

Contributed by Red C Research
Tuesday, 20 October 2009

RED C Research proved its credentials for research accuracy, through innovative research design, again this weekend by exactly predicting the Lisbon Treaty referendum vote result.

In our final RED C / Sunday Business Post poll, which was the final poll published in Ireland before the vote, RED C predicted that 67.1% of the population would vote YES in the referendum vote held last Friday.

After counting had finished, the final result actually ended up with 67.1% voting YES, which means that the poll was the most accurate seen for a referendum.

Other polling organisations were as far as 8% out in their final predictions, even though polling occurred at the same time.

The result again confirms the accuracy of insight supplied by RED C, following the local elections where RED C also had the most accurate polling of all the companies in Ireland. Â

At the local elections the final RED C prediction poll had an average error of just 2.1%, which was as accurate as the exit poll conducted among people who had already voted.

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