Opinion Poll Report
May 2025

JN. 761624

Methodology and Weighting

- RED C interviewed a random sample of **1,004** adults aged 18+ online between 16th – 22nd May 2025

- An 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.

- A further past vote quota is included that looks at how people on our panel voted at the last general election and controls this to ensure it is close to the actual results.

- An additional past vote weight based on how people voted in both the last local and general elections is also applied

- Vote intention data is also weighted to take account of claimed likely turnout on the day of an election.

- In all respects the poll was completed to opinion polling guidelines set out by both ESOMAR & AIMRO

REDC LIVE

The highest online research quality standards in the industry

- Over 40,000 panellists in place – the most robust online panel in Ireland

- Both online and offline ongoing recruitment, with between 200-500 new people recruited per month on average

- Deliberate efforts are made to recruit older consumers who are generally more difficult to find.

- RED C Live has proven to hold **higher numbers of difficult to reach sample profiles including those aged 65+** vs. leading panel providers. As such we can deliver fully nat. rep samples across all age

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.

Bot Capture
Honeypot checks with hidden questions in the code that respondents can't see and if answered they are removed from the data.

Fair Reward
We pay respondents fair rewards of €1 per 5 mins in cash for survey completion to ensure quality attention is given.

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.

RED C Live

Reviews 406 • Excellent

4.7

RED C Polling Accuracy

Closest pollster again at General Election 2024

RED C are delighted with the accuracy of our polling at the recent Irish General Election in Nov 2024. The final RED C Business Post poll had the joint best average error across all parties for our final poll, and the most accurate by far across the three main parties, correctly predicting that Fianna Fáil would have the largest vote share and that they would benefit most from transfers, and was more accurate than the exit poll.

The accuracy of our final poll conducted online vs. polls conducted face to face with larger sample sizes, confirms the ability of online polling to accurately predict elections.

The accuracy of our polls once again underlines the high quality of our research, in particular the quality controls for our online panel and the statistical controls and weighting matrices used to ensure a representative sample.

The RED C published polls in the Business Post, clearly gave the insight to the wider population very accurately from the start of the campaign. Our final poll (figure 1 below) had an average error of just 0.8% the lowest error seen across all polls, and ahead of the exit poll.
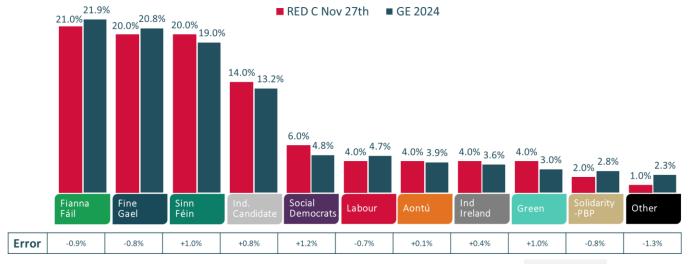
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

RED C were also the most accurate at predicting the GE 2020 election result, using both a telephone and an online methodology

Polling is conducted on general election vote intention, and should not be compared with other second tier elections.

RED C final GE 2024 Poll had an average error of just 0.8%

Final Online Poll During GE 2024

Legend: RED C Nov 27th | GE 2024

Party	RED C Nov 27th	GE 2024	Error
Fianna Fáil	21.0%	21.9%	-0.9%
Fine Gael	20.0%	20.8%	-0.8%
Sinn Féin	20.0%	19.0%	+1.0%
Ind. Candidate	14.0%	13.2%	+0.8%
Social Democrats	6.0%	4.8%	+1.2%
Labour	4.0%	4.7%	-0.7%
Aontú	4.0%	3.9%	+0.1%
Ind Ireland	4.0%	3.6%	+0.4%
Green	4.0%	3.0%	+1.0%
Solidarity-PBP	2.0%	2.8%	-0.8%
Other	1.0%	2.3%	-1.3%

Average Error 0.8%
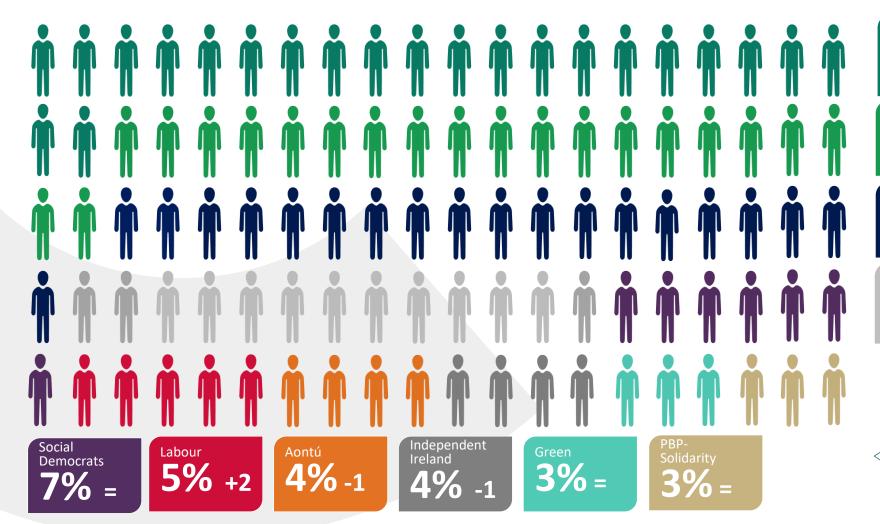
01

Vote Intention @ General Election

First preference vote intention – 25th May 2025

With change vs. Last Poll April 2025

Sinn Féin 22% -2

Fianna Fáil 20% =

Fine Gael 19% =

Independents 13% +3

Social Democrats 7% =

Labour 5% +2

Aontú 4% -1

Independent Ireland 4% -1

Green 3% =

PBP-Solidarity 3% =

Other Party 0% -1

Undecided Voters 9%

Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 25th May 2025
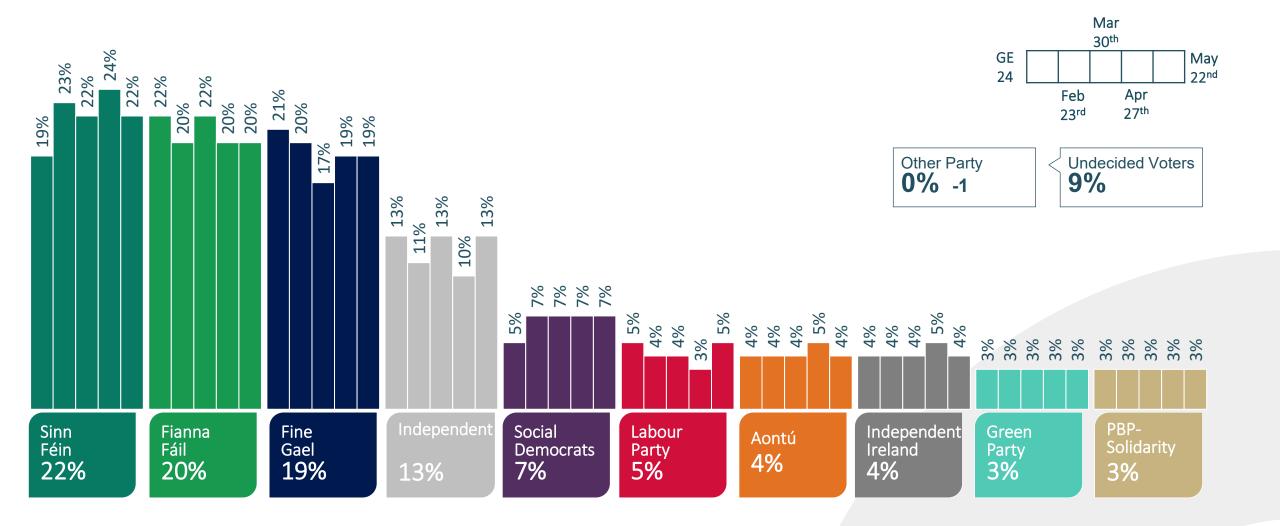
The chart below shows the current claimed first preference party support, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.

Other Party
0%

Undecided Voters
9%

Party	Support	Range
Sinn Féin	22%	(19% - 25%)
Fianna Fáil	20%	(17% - 23%)
Fine Gael	19%	(16% - 22%)
Independent	13%	(10% - 16%)
Social Democrats	7%	(5% - 9%)
Labour Party	5%	(3% - 7%)
Aontú	4%	(2% - 6%)
Independent Ireland	4%	(2% - 6%)
Green Party	3%	(1% - 5%)
PBP-Solidarity	3%	(1% - 5%)

() shows the possible range of support for each party based on an estimated average margin of error calculation

Note: Margin of error for smaller parties may be smaller

Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted) (Base: All adults 18+ who will vote)

First preference vote intention

Shown over time and vs. last General Election Results

GE 24

Feb 23rd
Mar 30th
Apr 27th
May 22nd

Other Party
0% -1

Undecided Voters
9%

Sinn Féin 22%: 19% 23% 22% 24% 22%

Fianna Fáil 20%: 22% 20% 22% 20% 20%

Fine Gael 19%: 21% 20% 17% 19% 19%

Independent 13%: 13% 11% 13% 10% 13%

Social Democrats 7%: 5% 7% 7% 7% 7%

Labour Party 5%: 5% 4% 4% 3% 5%

Aontú 4%: 4% 4% 4% 5% 4%

Independent Ireland 4%: 4% 4% 4% 5% 4%

Green Party 3%: 3% 3% 3% 3% 3%

PBP-Solidarity 3%: 3% 3% 3% 3% 3%
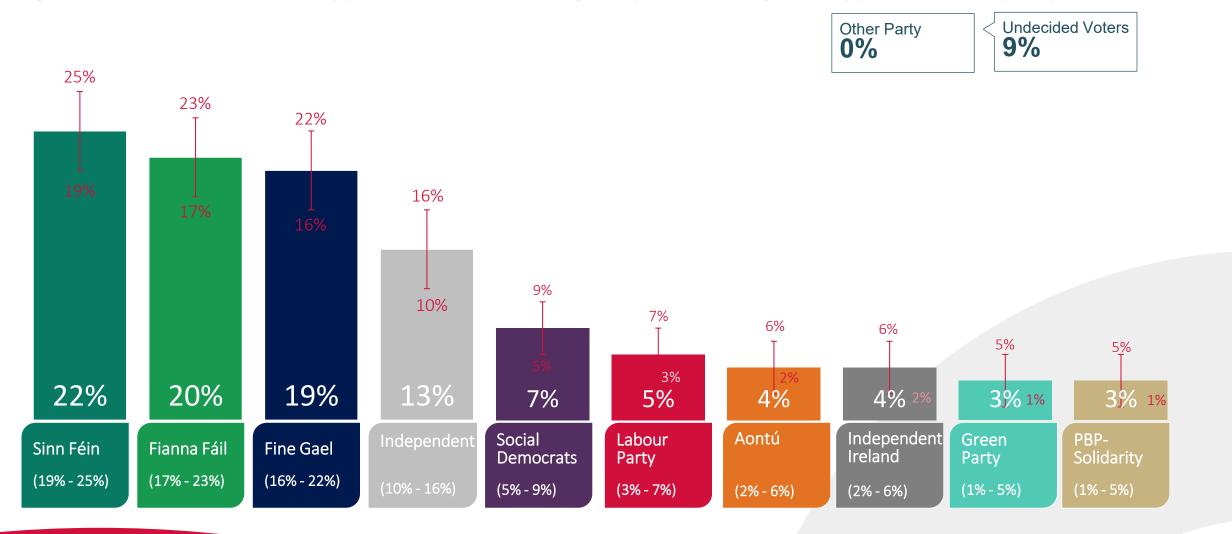
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted) (Base: All adults 18+ who will vote)

Core vote intention to turnout weighted data process

25th May 2025	Core data	Core data with prompt for most likely party [1]	Undecided/ Non Voters Removed [2]	Turnout Weighted [3]
Sinn Féin	18%	19%	22%	22%
Fianna Fáil	15%	16%	19%	20%
Fine Gael	16%	16%	19%	19%
An Independent Candidate	10%	11%	13%	13%
Social Democrats	5%	6%	7%	7%
Labour Party	4%	4%	5%	5%
Aontú	3%	4%	4%	4%
Independent Ireland	4%	4%	5%	4%
Green Party	3%	3%	3%	3%
People Before Profit-Solidarity	3%	3%	3%	3%
Other	0	0		
Would not vote	4%	4%		
Undecided	15%	10%		

Notes

1. For those that initially suggest they are undecided, we prompt with an extra question to ask which party they are most likely to vote for at this moment in time.

2. After this prompt we remove those that still say they are undecided, or would not vote, and re-proportion on those expressing a preference.

3. Turnout weighting is added based on an algorithm that combines data on how likely someone is to say they plan to vote at the next GE on a 10-point scale, and whether they actually voted at the last election (if they were eligible to do so).
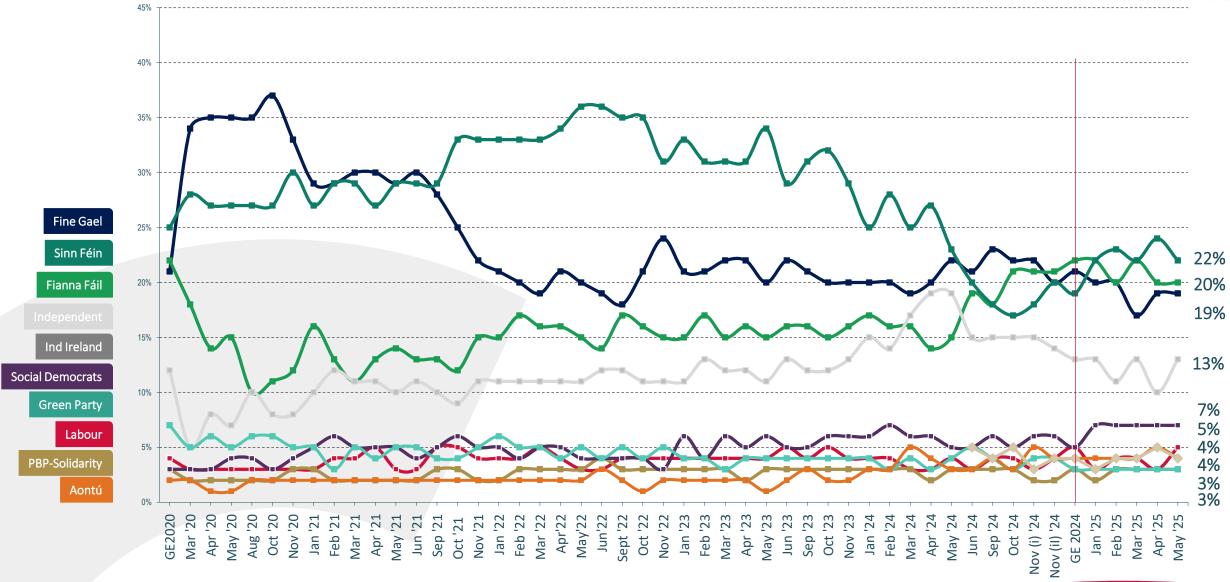
First preference vote intention x demographics

Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

25th May 2025		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	22%	21%	24%	29%	23%	18%	17%	30%	18%	27%	17%	30%
Fianna Fáil	20%	18%	21%	14%	18%	24%	24%	14%	20%	21%	21%	15%
Fine Gael	19%	22%	17%	9%	20%	25%	21%	15%	22%	19%	18%	19%
An Independent Candidate	13%	9%	16%	10%	17%	9%	10%	13%	10%	15%	15%	10%
Social Democrats	7%	7%	7%	12%	6%	6%	9%	6%	9%	7%	6%	7%
Labour	5%	6%	3%	5%	4%	5%	6%	4%	5%	4%	6%	2%
Aontú	4%	6%	2%	6%	4%	4%	4%	4%	2%	2%	6%	8%
Ind Ireland	4%	5%	4%	2%	3%	6%	4%	6%	4%	2%	7%	4%
Green Party	3%	3%	3%	7%	3%	1%	3%	3%	4%	2%	2%	2%
People Before Profit-Solidarity	3%	3%	3%	6%	2%	2%	2%	4%	6%	2%	2%	0
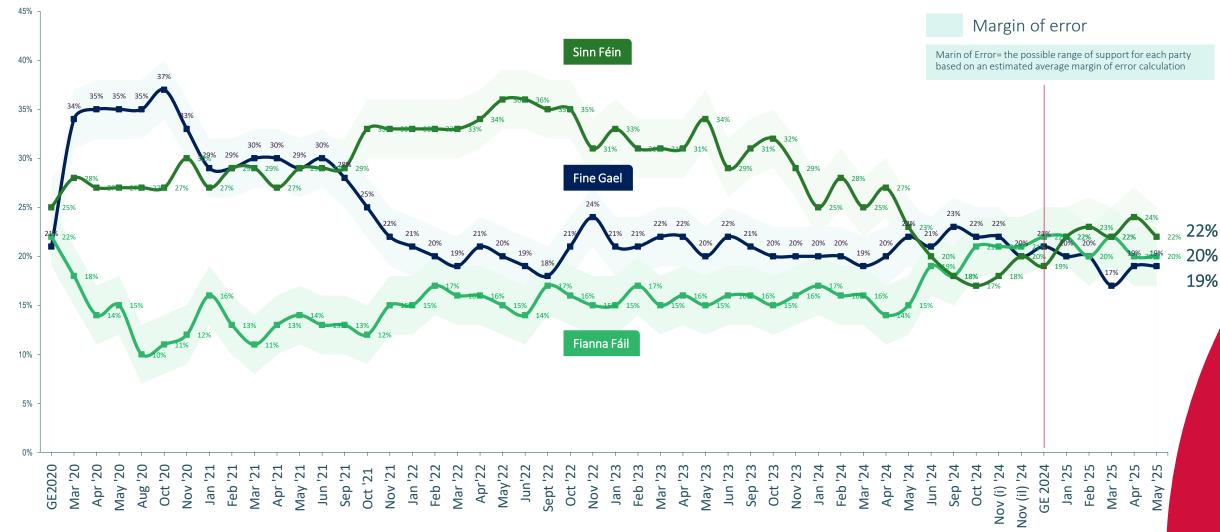
Not Showing Other Party
(Base: All adults 18+ who will vote)

Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

First preference vote intention – since GE 2020

Fine Gael
Sinn Féin
Fianna Fáil
Independent
Ind Ireland
Social Democrats
Green Party
Labour
PBP-Solidarity
Aontú

22%
20%
19%
13%
7%
5%
4%
4%
3%
3%

Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

10

First preference vote intention trend over time since GE 2020

The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.

Margin of error

Marin of Error= the possible range of support for each party based on an estimated average margin of error calculation

Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

11
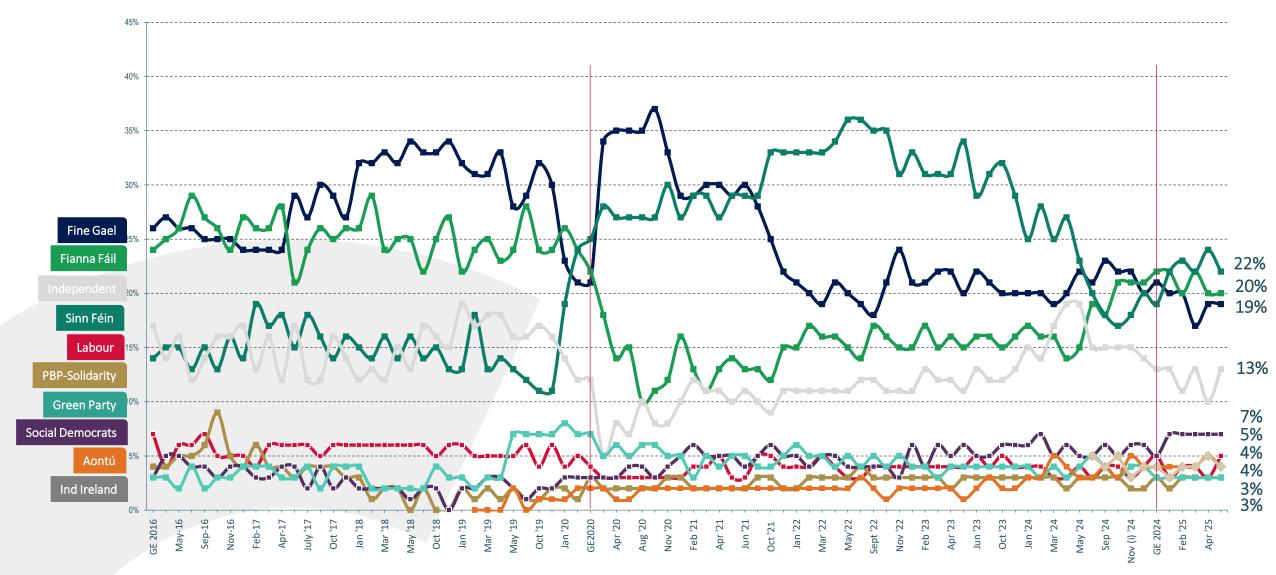
# First preference vote intention – since GE 2016

Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 2005 to 2025

Note: From GE 2016 Onwards, 'Independents/Others' split out to show PBP-Solidarity, Social Democrats, Aontú, Renua etc. separately

REDC

Legend:
- Fine Gael
- Labour
- Renua
- Fianna Fáil
- PBP-Solidarity
- Other
- Sinn Féin
- SD
- Aontú
- Independents
- Green Party
- Independent Ireland

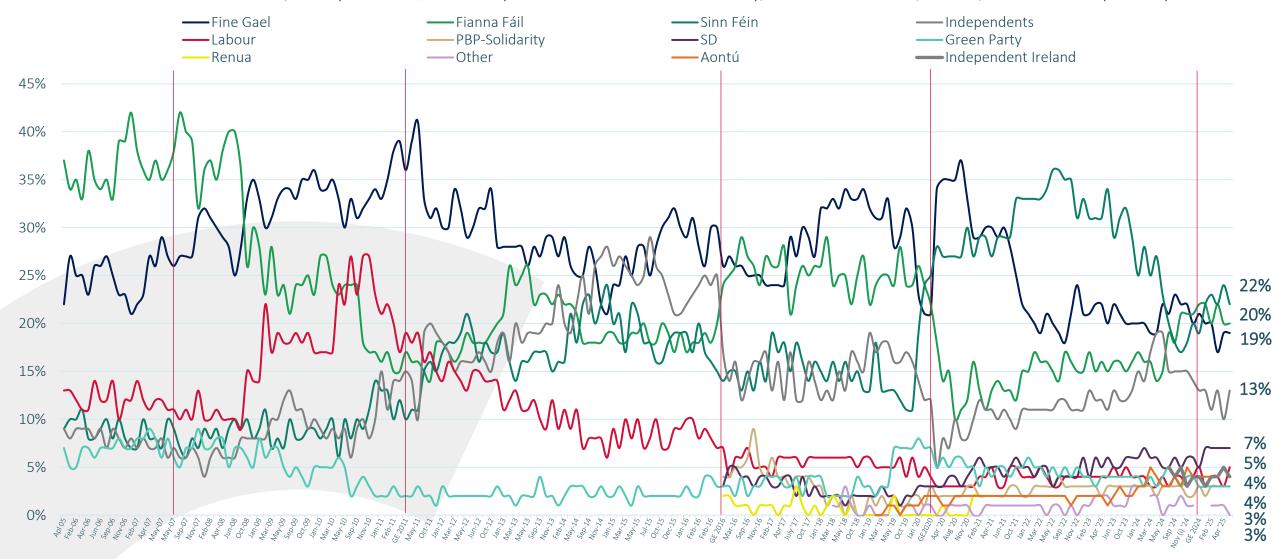Right axis labels: 22%, 20%, 19%, 13%, 7%, 5%, 4%, 4%, 3%, 3%

Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

02

Views on topical political issues

Views on topical political issues – Summary

Neutral

Don't know

	Support	Neutral	Oppose		Don't know
I would *support* **banning social media** for those aged under 16	65%	14%	17%	I would *oppose* **banning social media** for those aged under 16	4%
I *support* proposed **tax cuts** in Budget 2026 **being postponed** in the event of no trade deal being reached between the EU and US	32%	26%	28%	I *oppose* proposed **tax cuts** in Budget 2026 **being postponed** in the event of no trade deal being reached between the EU and US	14%
The government should *press ahead with* plans for a new 'housing tsar' to head up the new housing activation office	29%	24%	36%	The government should *abandon* plans for a new 'housing tsar' to head up the new housing activation office	11%
I *support* the government's plans to **delay** implementing the auto-enrolment **pension scheme**	16%	30%	41%	I *oppose* the government's plans to **delay** implementing the auto-enrolment **pension scheme**	13%
It *would* be suitable to pay the new 'housing tsar', if appointed, a **salary** of €430,000	8%	11%	70%	It would *not* be suitable to pay the new 'housing tsar', if appointed, a **salary** of €430,000	11%

(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Two thirds support banning social media for under 16s
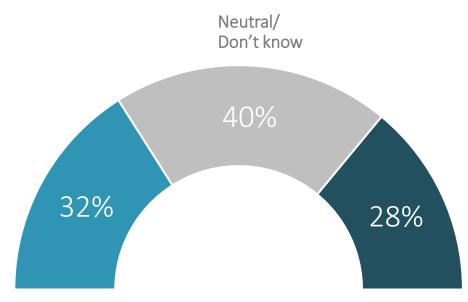
Only 17% oppose a ban on social media for under 16s. The greatest number are unsure or neutral on the topic of postponing planned tax cuts with roughly even numbers opposed as in favour.

Social media ban for under 16s

65%

Neutral/
Don't know

18%

17%

I would *support* banning social media for those aged under 16

I would *oppose* banning social media for those aged under 16

Postponement of planned tax cuts

Neutral/
Don't know

40%

32%

28%

I *support* proposed **tax cuts** in Budget 2026 **being postponed** in the event of no trade deal being reached between the EU and US

I *oppose* proposed **tax cuts** in Budget 2026 **being postponed** in the event of no trade deal being reached between the EU and US

(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Slim support for proposed housing tsar role

More oppose than support pressing ahead with a new 'housing tsar' while the great majority say a salary in excess of 400,000 euro would *not* be suitable

REDC

Appointing a new 'housing tsar'

Neutral/
Don't know

35%

29%

36%

The government should *press ahead with* plans for a new 'housing tsar' to head up the new housing activation office

The government should *abandon* plans for a new 'housing tsar' to head up the new housing activation office

Housing tsar salary

Neutral/
Don't know

70%

22%

8%

It *would* be suitable to pay the new 'housing tsar', if appointed, a **salary** of €430,000

It would *not* be suitable to pay the new 'housing tsar', if appointed, a **salary** of €430,000
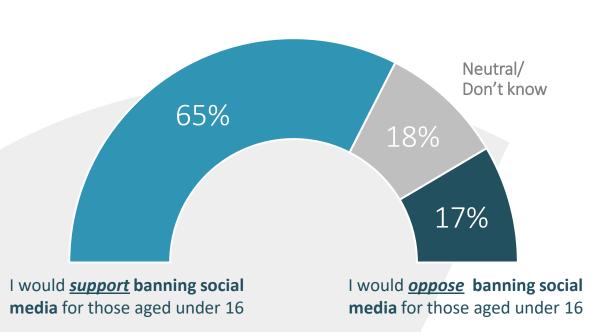
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Strong opposition to delaying auto-enrolment scheme

While many are neutral or undecided, more than twice as many oppose as support the government's plans to delay implementing the auto-enrolment pension scheme

REDC

Delaying auto-enrolment pension scheme

Neutral/
Don't know

43%

41%

16%

I *support* the government's plans to **delay** implementing the auto-enrolment **pension scheme**

I *oppose* the government's plans to **delay** implementing the auto-enrolment **pension scheme**

(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Clear majority support ban on social media for under 16s

Roughly two thirds support a ban on social media for under 16s, while only 17% would oppose one. Support is strong across all demographics, but particularly women, over 35s and Fianna Fáil voters.

I would _support_ banning social media for those aged under 16 — Neutral — **I would _oppose_ banning social media for those aged under 16** — Don't know
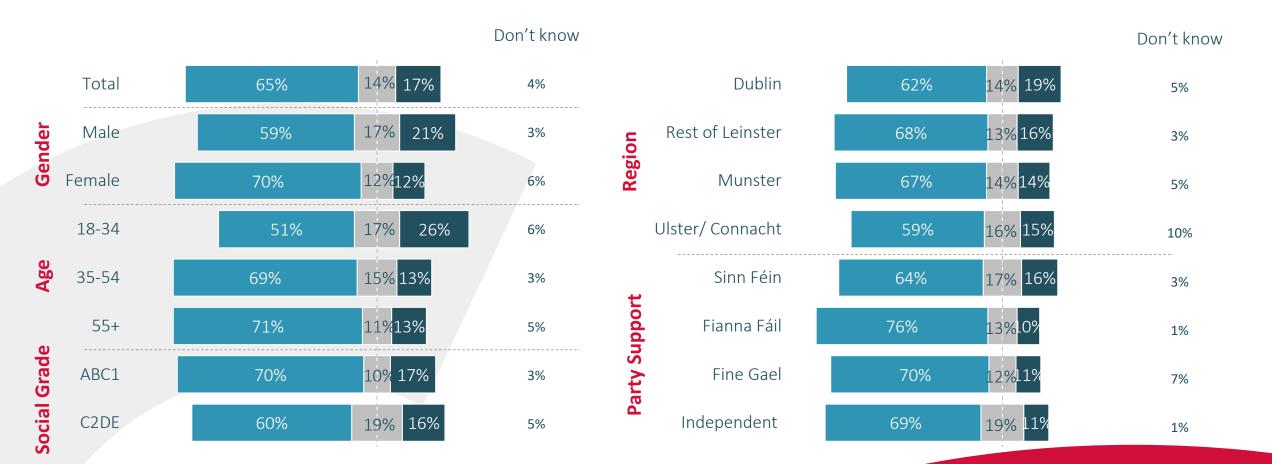
	Support	Neutral	Oppose	Don't know
Total	65%	14%	17%	4%
Gender				
Male	59%	17%	21%	3%
Female	70%	12%	12%	6%
Age				
18-34	51%	17%	26%	6%
35-54	69%	15%	13%	3%
55+	71%	11%	13%	5%
Social Grade				
ABC1	70%	10%	17%	3%
C2DE	60%	19%	16%	5%

	Support	Neutral	Oppose	Don't know
Region				
Dublin	62%	14%	19%	5%
Rest of Leinster	68%	13%	16%	3%
Munster	67%	14%	14%	5%
Ulster/ Connacht	59%	16%	15%	10%
Party Support				
Sinn Féin	64%	17%	16%	3%
Fianna Fáil	76%	13%	10%	1%
Fine Gael	70%	12%	11%	7%
Independent	69%	19%	11%	1%

(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Division evident on postponing proposed tax cuts

Roughly as many support as oppose tax cuts being postponed, with support for postponement strong among older age cohorts, higher social grades and government voters, particularly Fianna Fáil supporters.
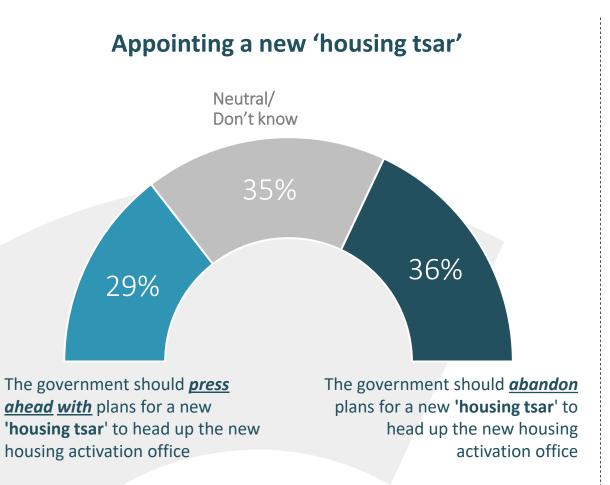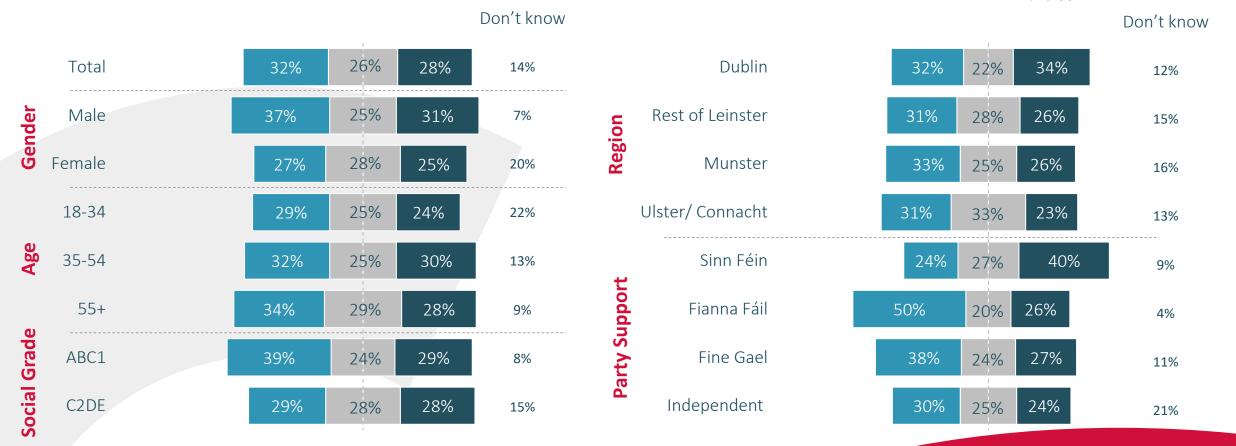
REDC

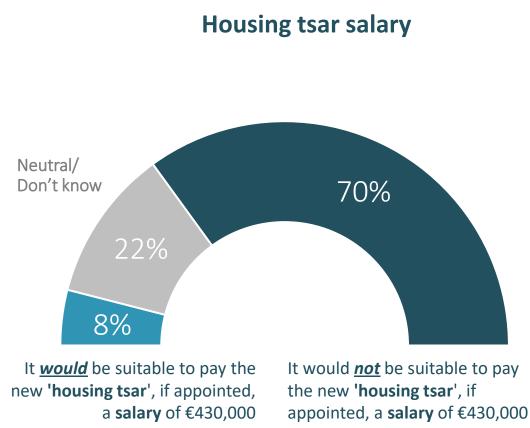I **_support_** proposed **tax cuts** in Budget 2026 **being postponed** in the event of no trade deal being reached between the EU and US | Neutral | I **_oppose_** proposed **tax cuts** in Budget 2026 **being postponed** in the event of no trade deal being reached between the EU and US | Don't know

	support	Neutral	oppose	Don't know
Total	32%	26%	28%	14%
Gender				
Male	37%	25%	31%	7%
Female	27%	28%	25%	20%
Age				
18-34	29%	25%	24%	22%
35-54	32%	25%	30%	13%
55+	34%	29%	28%	9%
Social Grade				
ABC1	39%	24%	29%	8%
C2DE	29%	28%	28%	15%

I **_support_** proposed **tax cuts** in Budget 2026 **being postponed** in the event of no trade deal being reached between the EU and US | Neutral | I **_oppose_** proposed **tax cuts** in Budget 2026 **being postponed** in the event of no trade deal being reached between the EU and US | Don't know

	support	Neutral	oppose	Don't know
Region				
Dublin	32%	22%	34%	12%
Rest of Leinster	31%	28%	26%	15%
Munster	33%	25%	26%	16%
Ulster/ Connacht	31%	33%	23%	13%
Party Support				
Sinn Féin	24%	27%	40%	9%
Fianna Fáil	50%	20%	26%	4%
Fine Gael	38%	24%	27%	11%
Independent	30%	25%	24%	21%

(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

No consensus, but slightly more say to abandon housing tsar

More are in favour of abandoning plans for a new housing tsar than are in favour of pressing ahead. Younger cohorts, Dublin residents, and government voters are more likely to support pressing ahead with plans.

Left panel:
The government should *press ahead with* plans for a new 'housing tsar' to head up the new housing activation office | Neutral | The government should *abandon* plans for a new 'housing tsar' to head up the new housing activation office | Don't know

	Press ahead	Neutral	Abandon	Don't know
Total	29%	24%	36%	11%
Gender				
Male	32%	22%	39%	7%
Female	26%	26%	33%	15%
Age				
18-34	31%	33%	19%	17%
35-54	29%	24%	37%	10%
55+	27%	17%	47%	9%
Social Grade				
ABC1	35%	22%	35%	8%
C2DE	25%	22%	38%	15%

Right panel:
The government should *press ahead with* plans for a new 'housing tsar' to head up the new housing activation office | Neutral | The government should *abandon* plans for a new 'housing tsar' to head up the new housing activation office | Don't know

	Press ahead	Neutral	Abandon	Don't know
Region				
Dublin	32%	25%	35%	8%
Rest of Leinster	27%	26%	36%	11%
Munster	31%	21%	33%	15%
Ulster/ Connacht	23%	23%	39%	15%
Party Support				
Sinn Féin	24%	25%	44%	7%
Fianna Fáil	43%	18%	34%	5%
Fine Gael	38%	27%	26%	9%
Independent	25%	23%	36%	16%

(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

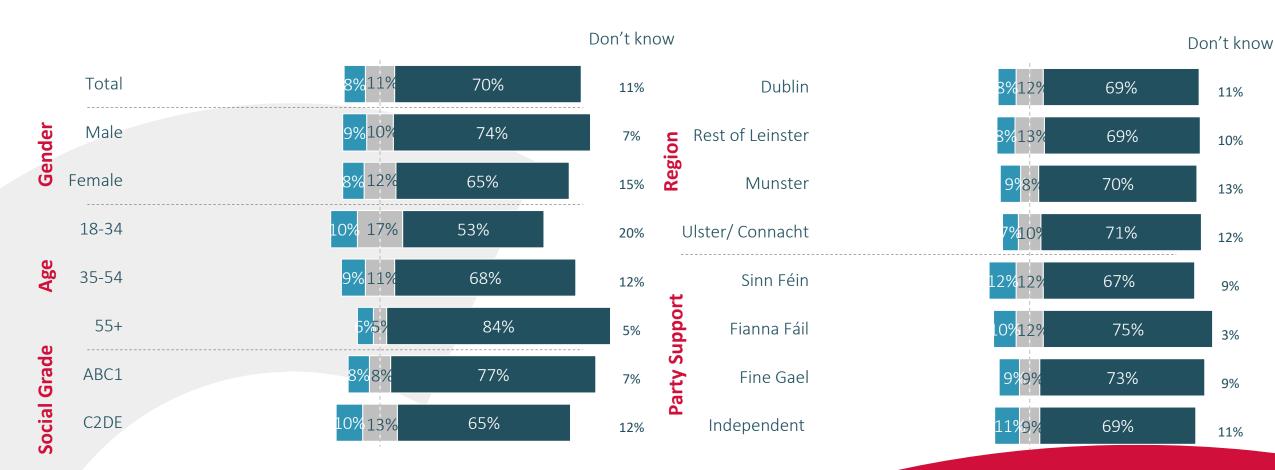# Overwhelming opposition to housing tsar planned salary

The great majority say a salary of €430,000 for a new housing tsar would *not* be suitable. Older age cohorts are even more likely to say it is not suitable, but a clear majority across all demographics agree.

It **_would_** be suitable to pay the new **'housing tsar'**, if appointed, a **salary** of €430,000 — Neutral — It would **_not_** be suitable to pay the new **'housing tsar'**, if appointed, a **salary** of €430,000

It **_would_** be suitable to pay the new **'housing tsar'**, if appointed, a **salary** of €430,000 — Neutral — It would **_not_** be suitable to pay the new **'housing tsar'**, if appointed, a **salary** of €430,000

Don't know

	Would	Neutral	Not suitable	Don't know
Total	8%	11%	70%	11%
Gender Male	9%	10%	74%	7%
Female	8%	12%	65%	15%
Age 18-34	10%	17%	53%	20%
35-54	9%	11%	68%	12%
55+	6%	5%	84%	5%
Social Grade ABC1	8%	8%	77%	7%
C2DE	10%	13%	65%	12%

Don't know

	Would	Neutral	Not suitable	Don't know
Dublin	8%	12%	69%	11%
Region Rest of Leinster	8%	13%	69%	10%
Munster	9%	8%	70%	13%
Ulster/ Connacht	7%	10%	71%	12%
Party Support Sinn Féin	12%	12%	67%	9%
Fianna Fáil	10%	12%	75%	3%
Fine Gael	9%	9%	73%	9%
Independent	11%	9%	69%	11%

(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

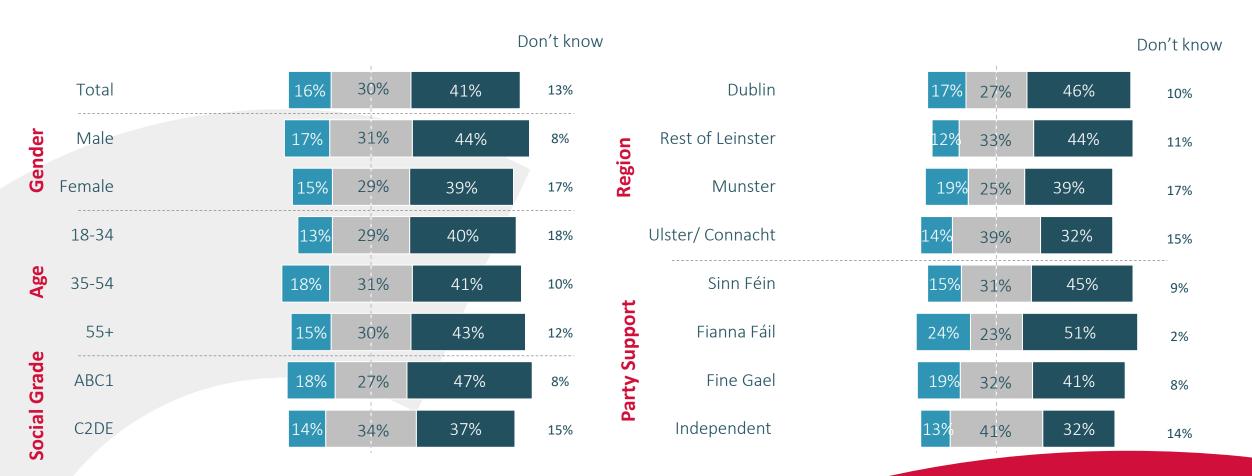# Opposition to delaying auto-enrolment pension scheme

Over twice as many oppose as support plans to delaying implementing the auto-enrolment pension scheme. Opposition is strong across all demographics, although many are undecided on the topic.

	I *support* the government's plans to **delay** implementing the auto-enrolment **pension scheme**	Neutral	I *oppose* the government's plans to **delay** implementing the auto-enrolment **pension scheme**	Don't know
Total	16%	30%	41%	13%
Gender				
Male	17%	31%	44%	8%
Female	15%	29%	39%	17%
Age				
18-34	13%	29%	40%	18%
35-54	18%	31%	41%	10%
55+	15%	30%	43%	12%
Social Grade				
ABC1	18%	27%	47%	8%
C2DE	14%	34%	37%	15%

	I *support* the government's plans to **delay** implementing the auto-enrolment **pension scheme**	Neutral	I *oppose* the government's plans to **delay** implementing the auto-enrolment **pension scheme**	Don't know
Region				
Dublin	17%	27%	46%	10%
Rest of Leinster	12%	33%	44%	11%
Munster	19%	25%	39%	17%
Ulster/ Connacht	14%	39%	32%	15%
Party Support				
Sinn Féin	15%	31%	45%	9%
Fianna Fáil	24%	23%	51%	2%
Fine Gael	19%	32%	41%	8%
Independent	13%	41%	32%	14%

(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently
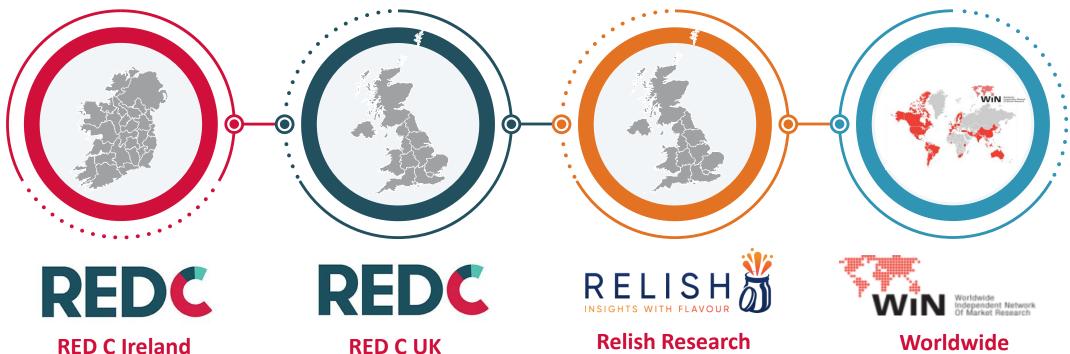
03

About RED C

RED C Group conduct research worldwide from Dublin & London

The RED C Research Group is made up of the RED C and Relish brands, with support from our partners in WIN.

RED C Ireland

Our founding agency is the largest independent market research agency in the Republic of Ireland with a staff of close to 50

RED C UK

Our fast-growing UK agency, that specialises in international qualitative and quantitative research in the media, sports and kids industries

Relish Research

Our newly acquired UK based research business, that specialises in understanding customers and helping subscription based business in the UK market

Worldwide Independent Network

Partner agencies in 35 markets across the globe help us design international projects with local market insights

We help brands grow by clearly understanding human needs and behaviour

RESEARCH
EVALUATION
DIRECTION
CLARITY

Understanding Behaviour

We measure behaviour, needs, and attitudes to better understand opportunities and target the market

Building Brands

We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.

Improving Experiences

We map customer journeys, understand pain points, and monitor moments of truth to help you delight and retain customers.

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

System 1

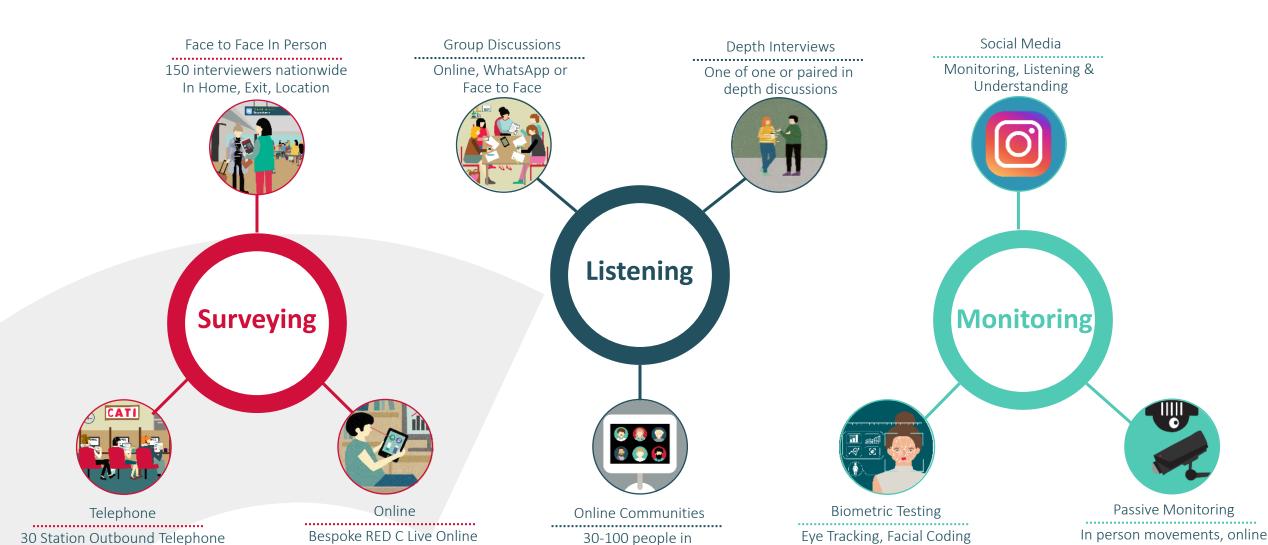**RED Star**

In markets across the world

Using a variety of techniques to uncover & understand

Surveying

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

Telephone
30 Station Outbound Telephone
Centre in Dundalk

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

Listening

Group Discussions
Online, WhatsApp or
Face to Face

Depth Interviews
One of one or paired in
depth discussions

Online Communities
30-100 people in
ongoing discussions

Monitoring

Social Media
Monitoring, Listening &
Understanding

Biometric Testing
Eye Tracking, Facial Coding
Blood Pressure, Sweat

Passive Monitoring
In person movements, online
journey, media consumption