Opinion Poll Report
June 2025

JN. 761624

Methodology and Weighting

- RED C interviewed a random sample of **1,008** adults aged 18+ online between 20th – 25th June 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.
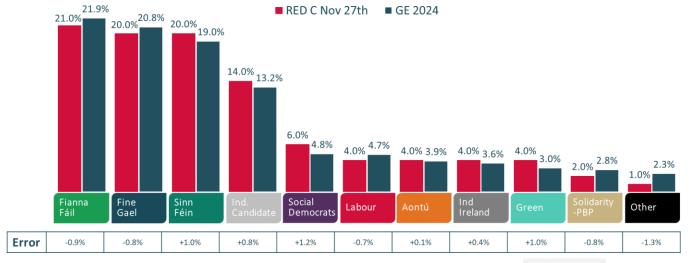
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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
Fianna Fáil	21.0%	21.9%
Fine Gael	20.0%	20.8%
Sinn Féin	20.0%	19.0%
Ind. Candidate	14.0%	13.2%
Social Democrats	6.0%	4.8%
Labour	4.0%	4.7%
Aontú	4.0%	3.9%
Ind Ireland	4.0%	3.6%
Green	4.0%	3.0%
Solidarity-PBP	2.0%	2.8%
Other	1.0%	2.3%

Error											
	-0.9%	-0.8%	+1.0%	+0.8%	+1.2%	-0.7%	+0.1%	+0.4%	+1.0%	-0.8%	-1.3%

Average Error 0.8%

REDC LIVE

01

Vote Intention @ General Election

First preference vote intention – 29th June 2025

With change vs. Last Poll May 2025

Sinn Féin
21% -1

Fianna Fáil
19% -1

Fine Gael
18% -1

Independents
14% +1

Other Party
1% +1

Undecided Voters
11%

Social Democrats
7% =

Aontú
5% +1

Independent Ireland
5% +1

Labour
4% -1

Green
3% =

PBP-Solidarity
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)

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First preference vote intention – 29th June 2025
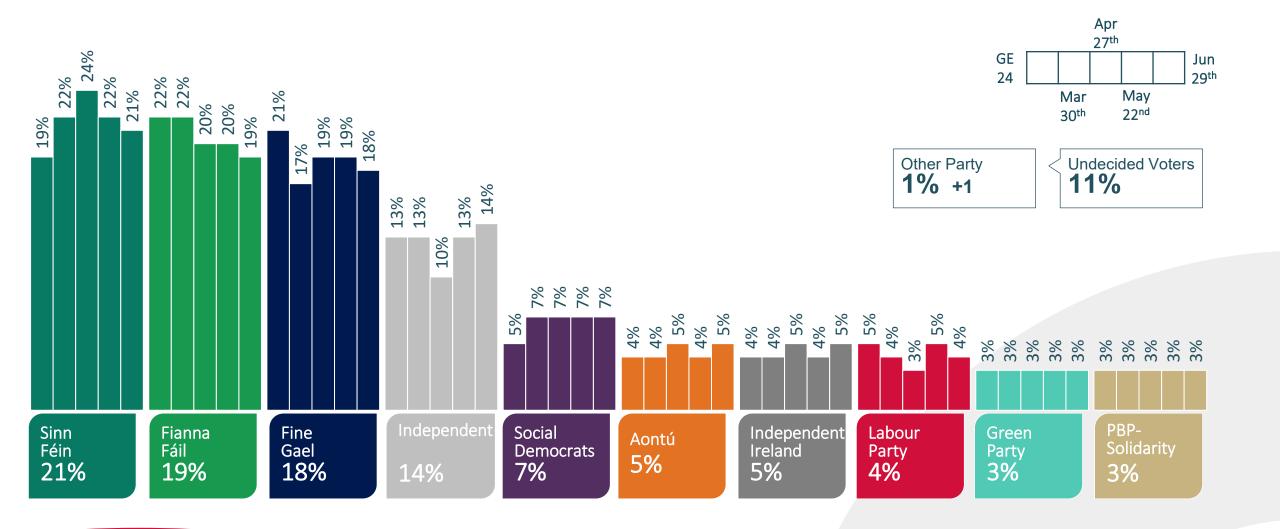
The chart below shows the current claimed first preference party support, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.

Other Party
1%

Undecided Voters
11%

Party	Support	Range
Sinn Féin	21%	(18% - 24%)
Fianna Fáil	19%	(16% - 22%)
Fine Gael	18%	(15% - 21%)
Independent	14%	(11% - 17%)
Social Democrats	7%	(5% - 9%)
Aontú	5%	(3% - 7%)
Independent Ireland	5%	(3% - 7%)
Labour Party	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
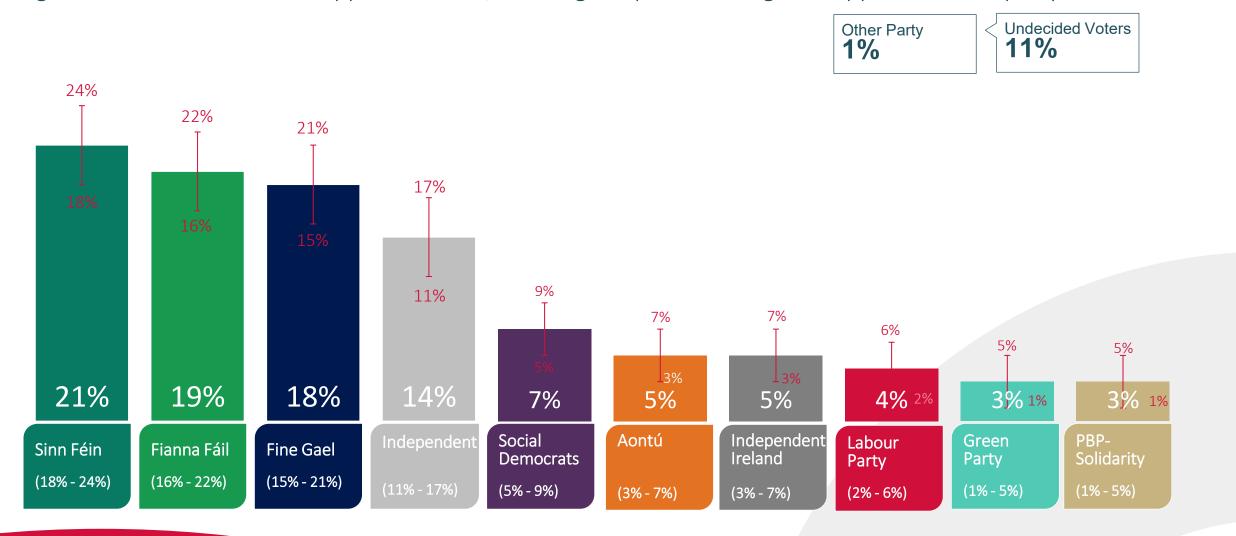
Note: Margin of error for smaller parties may be smaller

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

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Timeline: GE 24 — Mar 30th — Apr 27th — May 22nd — Jun 29th

Other Party
1% +1

Undecided Voters
11%

Sinn Féin
19% 22% 24% 22% 21%
21%

Fianna Fáil
22% 22% 20% 20% 19%
19%

Fine Gael
21% 17% 19% 19% 18%
18%

Independent
13% 13% 10% 13% 14%
14%

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

Aontú
4% 4% 5% 4% 5%
5%

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

Labour Party
5% 4% 3% 5% 4%
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)

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Core vote intention to turnout weighted data process

29th June 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%	21%
Fianna Fáil	15%	16%	18%	19%
Fine Gael	15%	15%	18%	18%
An Independent Candidate	10%	12%	14%	14%
Social Democrats	5%	6%	7%	7%
Aontú	4%	4%	5%	5%
Independent Ireland	4%	4%	5%	5%
Labour Party	3%	3%	4%	4%
Green Party	3%	3%	3%	3%
People Before Profit-Solidarity	2%	2%	3%	3%
Other	1%	1%	1%	1%
Would not vote	4%	4%		
Undecided	16%	11%		

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).
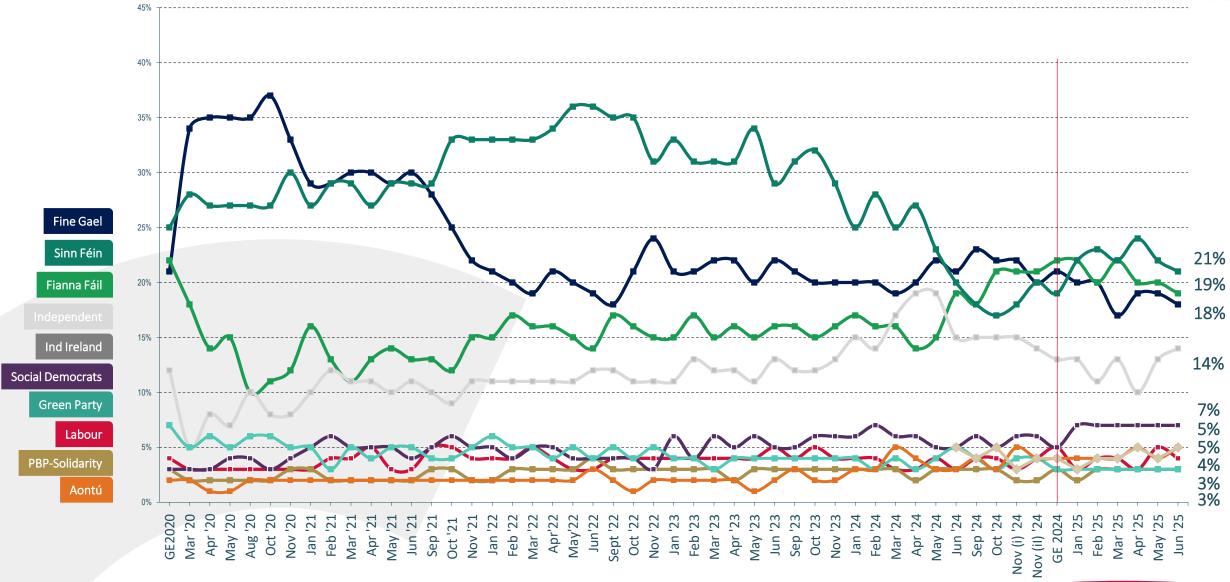
First preference vote intention x demographics

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29th June 2025	Total	Gender		Age			Social Class		Region			
		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	21%	23%	19%	32%	18%	17%	16%	28%	16%	24%	20%	27%
Fianna Fáil	19%	17%	20%	13%	19%	21%	21%	14%	16%	21%	21%	16%
Fine Gael	18%	18%	18%	11%	16%	24%	20%	13%	22%	18%	14%	19%
An Independent Candidate	14%	11%	17%	10%	17%	13%	10%	19%	12%	15%	15%	13%
Social Democrats	7%	8%	7%	11%	8%	5%	9%	6%	6%	6%	9%	8%
Aontú	5%	6%	4%	3%	7%	6%	7%	3%	7%	3%	6%	6%
Independent Ireland	5%	6%	4%	4%	4%	6%	3%	6%	3%	4%	6%	7%
Labour Party	4%	4%	5%	4%	3%	6%	6%	3%	7%	4%	3%	2%
Green Party	3%	3%	3%	6%	4%	1%	3%	3%	3%	4%	3%	1%
People Before Profit-Solidarity	3%	3%	3%	5%	3%	2%	3%	3%	7%	1%	2%	1%
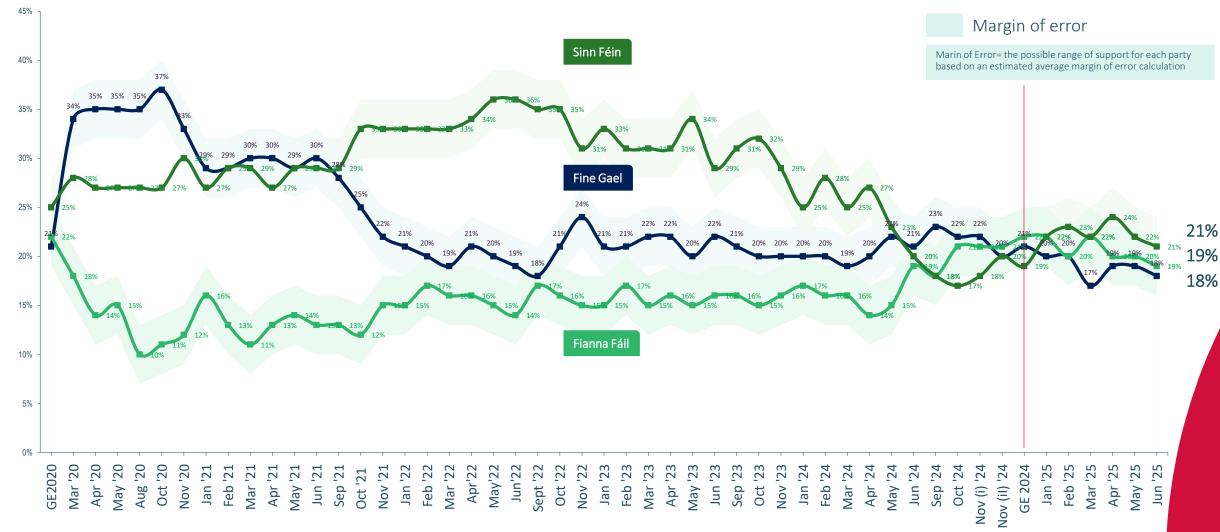
Not Showing Other Party
(Base: All adults 18+ who will vote)

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

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)

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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

Sinn Féin
Fine Gael
Fianna Fáil

21%
19%
18%

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)
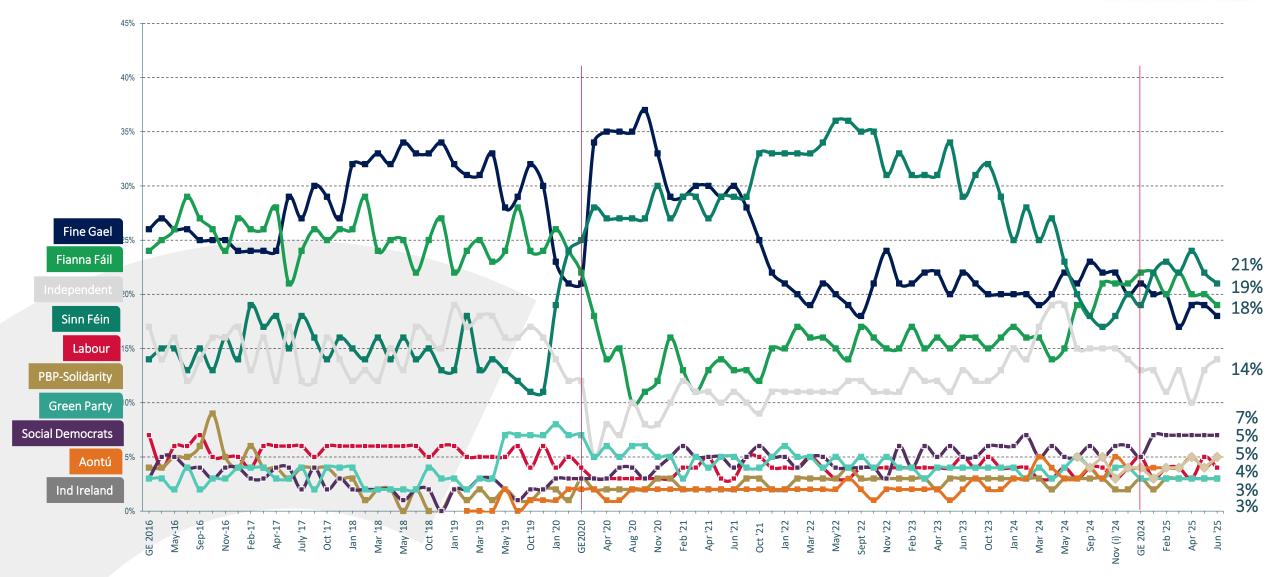
# First preference vote intention – since GE 2016

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

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

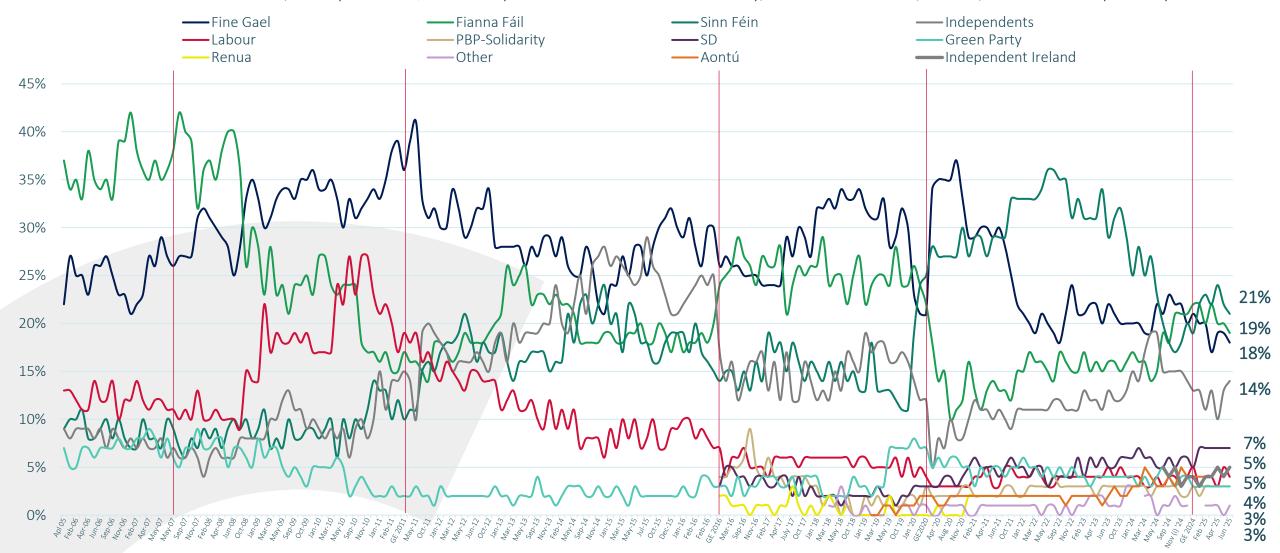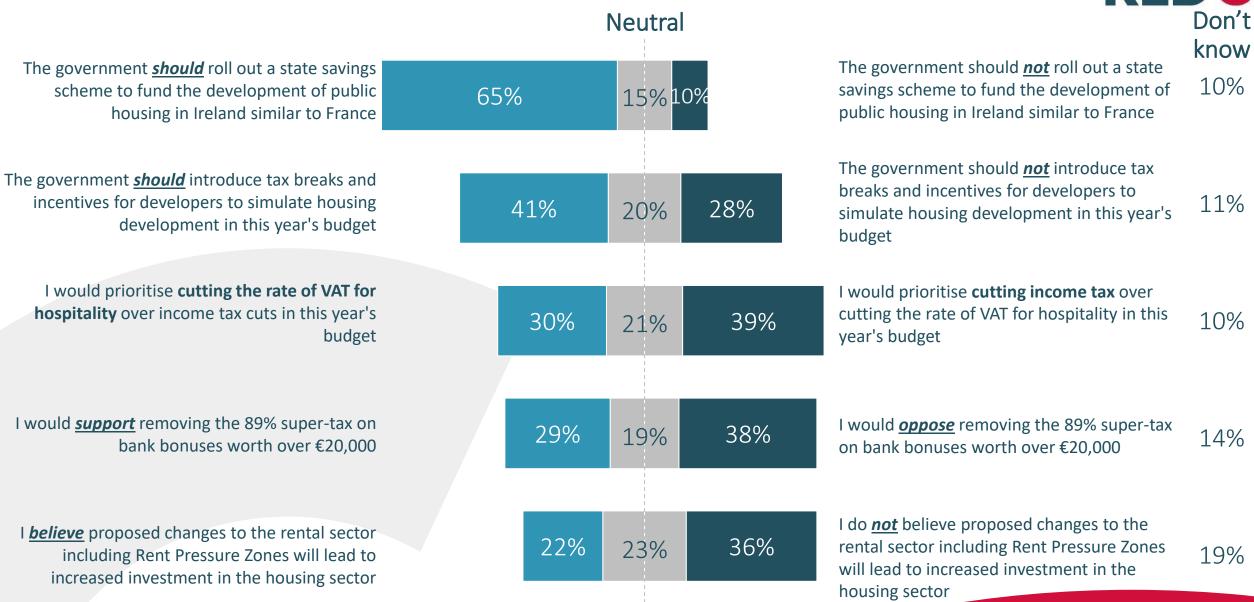Values at right edge of chart: 21%, 19%, 18%, 14%, 7%, 5%, 5%, 4%, 3%, 3%

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

Statement (should/support/believe)	Agree	Neutral	Disagree	Statement (should not/oppose)	Don't know
The government **should** roll out a state savings scheme to fund the development of public housing in Ireland similar to France	65%	15%	10%	The government should **not** roll out a state savings scheme to fund the development of public housing in Ireland similar to France	10%
The government **should** introduce tax breaks and incentives for developers to simulate housing development in this year's budget	41%	20%	28%	The government should **not** introduce tax breaks and incentives for developers to simulate housing development in this year's budget	11%
I would prioritise **cutting the rate of VAT for hospitality** over income tax cuts in this year's budget	30%	21%	39%	I would prioritise **cutting income tax** over cutting the rate of VAT for hospitality in this year's budget	10%
I would **support** removing the 89% super-tax on bank bonuses worth over €20,000	29%	19%	38%	I would **oppose** removing the 89% super-tax on bank bonuses worth over €20,000	14%
I **believe** proposed changes to the rental sector including Rent Pressure Zones will lead to increased investment in the housing sector	22%	23%	36%	I do **not** believe proposed changes to the rental sector including Rent Pressure Zones will lead to increased investment in the housing sector	19%

(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
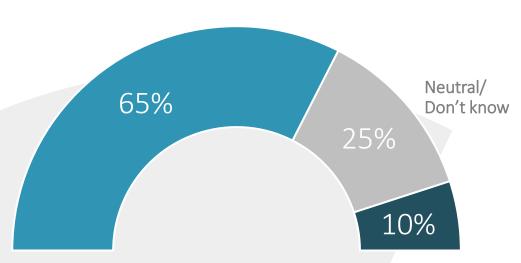
15

Considerable support for a state saving scheme

Two thirds support a state savings scheme for public housing similar to in France while only 1 in 10 oppose such a move. More support than oppose tax breaks for developers, although many are uncertain.
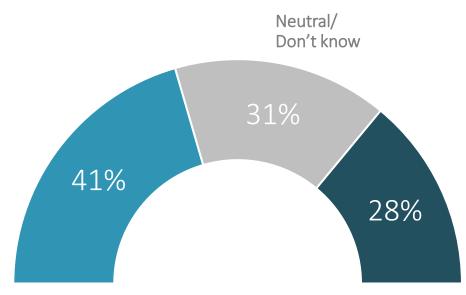
State savings scheme for public housing

65%

25%
Neutral/
Don't know

10%

The government **_should_** roll out a state savings scheme to fund the development of public housing in Ireland similar to France

The government should **_not_** roll out a state savings scheme to fund the development of public housing in Ireland similar to France

Tax breaks for developers

Neutral/
Don't know

31%

41%

28%

The government **_should_** introduce tax breaks and incentives for developers to simulate housing development in this year's budget
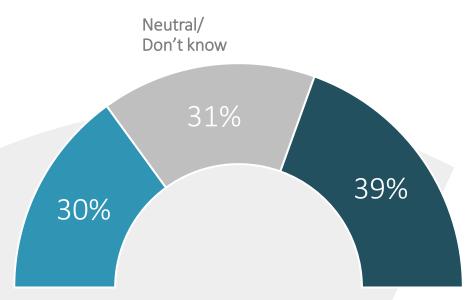
The government should **_not_** introduce tax breaks and incentives for developers to simulate housing development in this year's budget

(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

Irish adults lean towards cutting income tax over VAT
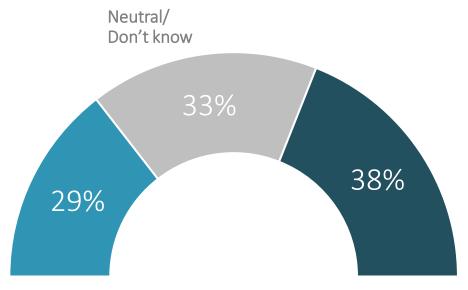
More support cutting income tax than VAT for hospitality, but this is close and many are undecided or neutral on the topic. More oppose than support removing the super-tax on bank bonuses.

Cutting VAT vs income tax

Neutral/ Don't know

31%

30%

39%

I would prioritise **cutting the rate of VAT for hospitality** over income tax cuts in this year's budget

I would prioritise **cutting income tax** over cutting the rate of VAT for hospitality in this year's budget

Super-tax on bank bonuses over €20,000

Neutral/ Don't know

33%

29%

38%

I would _support_ removing the 89% super-tax on bank bonuses worth over €20,000

I would _oppose_ removing the 89% super-tax on bank bonuses worth over €20,000

(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
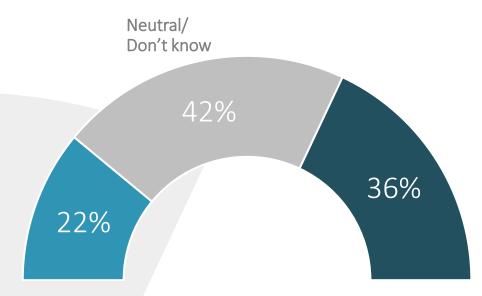
Little confidence in proposals to improve housing market

Just over 1 in 5 believe proposed changes to the rental sector, including rent pressure zones, will lead to increased investment in the housing sector, while over a third do not believe this, and 2 in 5 are uncertain

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Government's proposed changes to rental sector

Neutral/
Don't know

42%

22%

36%

I **believe** proposed changes to the rental sector including Rent Pressure Zones will lead to increased investment in the housing sector

I do **not** believe proposed changes to the rental sector including Rent Pressure Zones will lead to increased investment in the housing sector

(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 support for a state savings scheme like in France

All demographics show majority support for a scheme to fund development of public housing

	The government **should** roll out a state savings scheme to fund the development of public housing in Ireland similar to France	Neutral	The government should **not** roll out a state savings scheme to fund the development of public housing in Ireland similar to France	Don't know
Total	65%	15%	10%	10%
Gender Male	64%	18%	11%	7%
Female	66%	13%	8%	13%
Age 18-34	66%	16%	8%	10%
35-54	57%	18%	13%	12%
55+	74%	12%	7%	7%
Social Grade ABC1	71%	12%	9%	8%
C2DE	62%	18%	11%	9%

	The government **should** roll out a state savings scheme to fund the development of public housing in Ireland similar to France	Neutral	The government should **not** roll out a state savings scheme to fund the development of public housing in Ireland similar to France	Don't know
Region Dublin	67%	16%	11%	6%
Rest of Leinster	67%	16%	7%	10%
Munster	68%	11%	10%	11%
Ulster/ Connacht	56%	20%	13%	11%
Party Support Sinn Féin	62%	18%	10%	10%
Fianna Fáil	70%	13%	11%	6%
Fine Gael	66%	15%	11%	8%
Independent	74%	9%	7%	10%

(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

More support than oppose tax breaks for developers

Support for this is strongest among younger cohorts and Fianna Fáil voters

The government **_should_** introduce tax breaks and incentives for developers to simulate housing development in this year's budget | Neutral | The government should **_not_** introduce tax breaks and incentives for developers to simulate housing development in this year's budget

Don't know

	The government **_should_** introduce tax breaks and incentives for developers to simulate housing development in this year's budget	Neutral	The government should **_not_** introduce tax breaks and incentives for developers to simulate housing development in this year's budget	Don't know
Total	41%	20%	28%	11%
Gender Male	41%	22%	30%	7%
Female	41%	19%	25%	15%
Age 18-34	47%	22%	19%	12%
35-54	36%	23%	30%	11%
55+	42%	17%	31%	10%
Social Grade ABC1	44%	20%	30%	6%
C2DE	39%	22%	27%	12%

	The government **_should_** introduce tax breaks and incentives for developers to simulate housing development in this year's budget	Neutral	The government should **_not_** introduce tax breaks and incentives for developers to simulate housing development in this year's budget	Don't know
Region Dublin	42%	19%	28%	11%
Rest of Leinster	39%	20%	28%	13%
Munster	42%	20%	28%	10%
Ulster/ Connacht	41%	25%	25%	9%
Party Support Sinn Féin	34%	24%	34%	8%
Fianna Fáil	55%	21%	20%	4%
Fine Gael	45%	21%	25%	9%
Independent	46%	10%	40%	4%

(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

More favour cutting income tax than VAT for hospitality, but no majority consensus emerges. Older cohorts are more likely to support prioritising cutting VAT for hospitality.

Left chart columns: I would prioritise **cutting the rate of VAT for hospitality** over income tax cuts in this year's budget | Neutral | I would prioritise **cutting income tax** over cutting the rate of VAT for hospitality in this year's budget | Don't know

	VAT for hospitality	Neutral	Cutting income tax	Don't know
Total	30%	21%	39%	10%
Gender Male	30%	19%	44%	7%
Female	29%	24%	35%	12%
Age 18-34	23%	27%	38%	12%
35-54	27%	18%	44%	11%
55+	38%	20%	36%	6%
Social Grade ABC1	29%	19%	46%	6%
C2DE	31%	24%	33%	12%

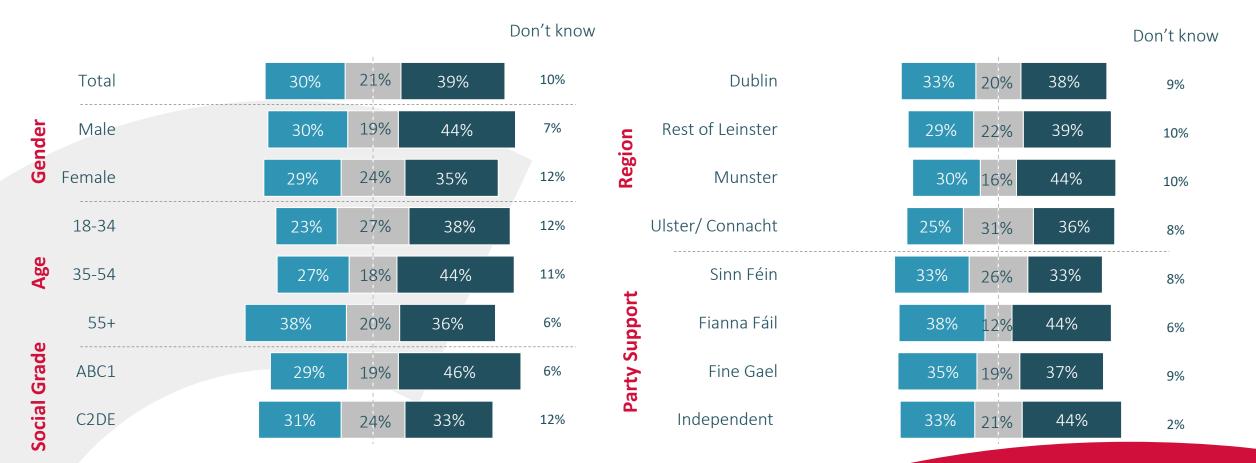**Right chart columns:** I would prioritise **cutting the rate of VAT for hospitality** over income tax cuts in this year's budget | Neutral | I would prioritise **cutting income tax** over cutting the rate of VAT for hospitality in this year's budget | Don't know

	VAT for hospitality	Neutral	Cutting income tax	Don't know
Region Dublin	33%	20%	38%	9%
Rest of Leinster	29%	22%	39%	10%
Munster	30%	16%	44%	10%
Ulster/ Connacht	25%	31%	36%	8%
Party Support Sinn Féin	33%	26%	33%	8%
Fianna Fáil	38%	12%	44%	6%
Fine Gael	35%	19%	37%	9%
Independent	33%	21%	44%	2%

(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 removing super-tax on banker bonuses

While there is no majority consensus, more oppose than support the removal of the super-tax on banker bonuses above €20,000. Opposition to such a move is strongest among older age cohorts.
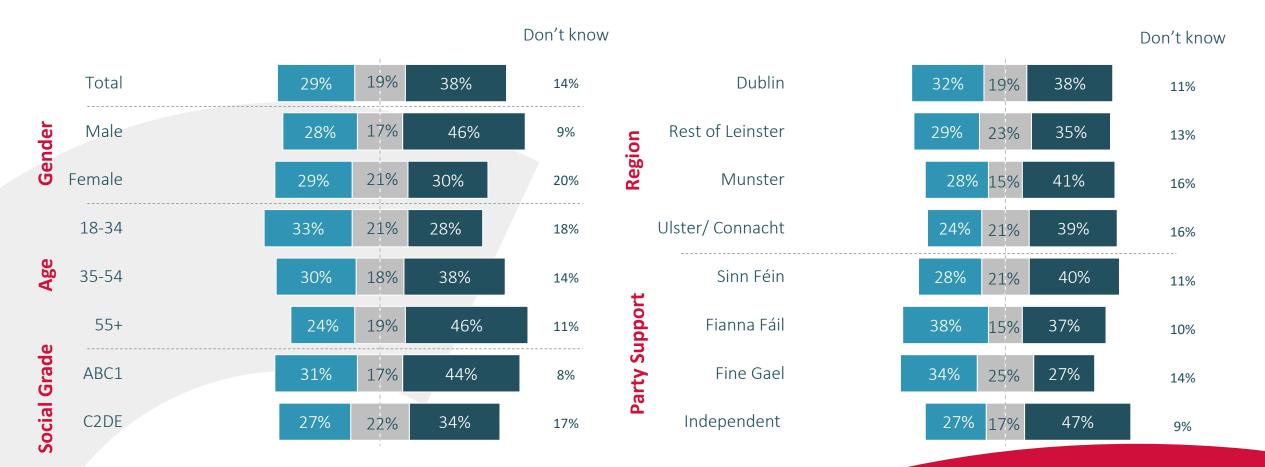
I would ***support*** removing the 89% super-tax on bank bonuses worth over €20,000 — Neutral — I would ***oppose*** removing the 89% super-tax on bank bonuses worth over €20,000 — Don't know

	Support	Neutral	Oppose	Don't know
Total	29%	19%	38%	14%
Gender Male	28%	17%	46%	9%
Female	29%	21%	30%	20%
Age 18-34	33%	21%	28%	18%
35-54	30%	18%	38%	14%
55+	24%	19%	46%	11%
Social Grade ABC1	31%	17%	44%	8%
C2DE	27%	22%	34%	17%

I would ***support*** removing the 89% super-tax on bank bonuses worth over €20,000 — Neutral — I would ***oppose*** removing the 89% super-tax on bank bonuses worth over €20,000 — Don't know

	Support	Neutral	Oppose	Don't know
Region Dublin	32%	19%	38%	11%
Rest of Leinster	29%	23%	35%	13%
Munster	28%	15%	41%	16%
Ulster/ Connacht	24%	21%	39%	16%
Party Support Sinn Féin	28%	21%	40%	11%
Fianna Fáil	38%	15%	37%	10%
Fine Gael	34%	25%	27%	14%
Independent	27%	17%	47%	9%

(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

Little confidence in proposed changes to rental sector

Government party voters are the only demographic to believe that proposed changes to the rental sector will lead to greater investment in the housing sector

I _believe_ proposed changes to the rental sector including Rent Pressure Zones will lead to increased investment in the housing sector
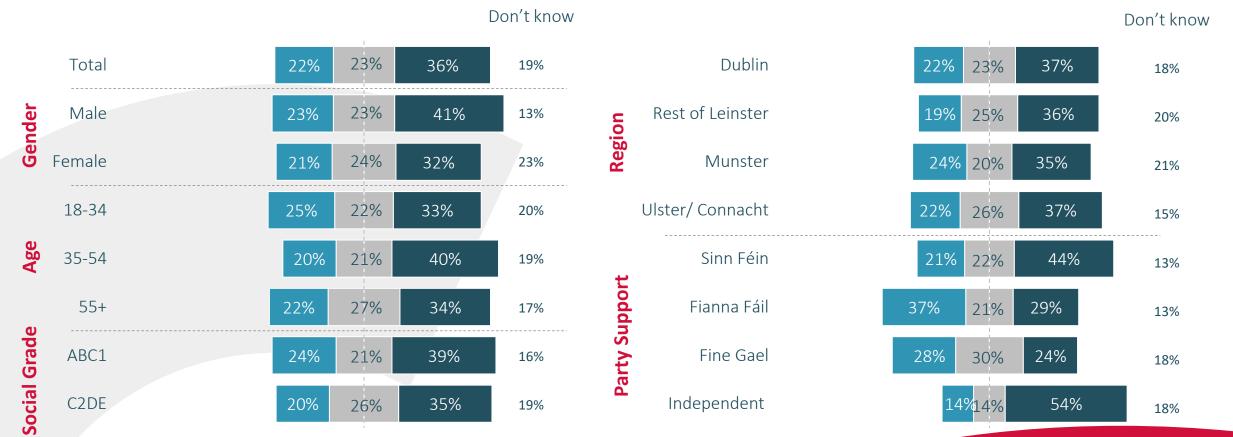
Neutral

I do _not_ believe proposed changes to the rental sector including Rent Pressure Zones will lead to increased investment in the housing sector

Don't know

	believe	Neutral	not believe	Don't know
Total	22%	23%	36%	19%
Gender				
Male	23%	23%	41%	13%
Female	21%	24%	32%	23%
Age				
18-34	25%	22%	33%	20%
35-54	20%	21%	40%	19%
55+	22%	27%	34%	17%
Social Grade				
ABC1	24%	21%	39%	16%
C2DE	20%	26%	35%	19%

I _believe_ proposed changes to the rental sector including Rent Pressure Zones will lead to increased investment in the housing sector

Neutral

I do _not_ believe proposed changes to the rental sector including Rent Pressure Zones will lead to increased investment in the housing sector

Don't know

	believe	Neutral	not believe	Don't know
Region				
Dublin	22%	23%	37%	18%
Rest of Leinster	19%	25%	36%	20%
Munster	24%	20%	35%	21%
Ulster/ Connacht	22%	26%	37%	15%
Party Support				
Sinn Féin	21%	22%	44%	13%
Fianna Fáil	37%	21%	29%	13%
Fine Gael	28%	30%	24%	18%
Independent	14%	14%	54%	18%

(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
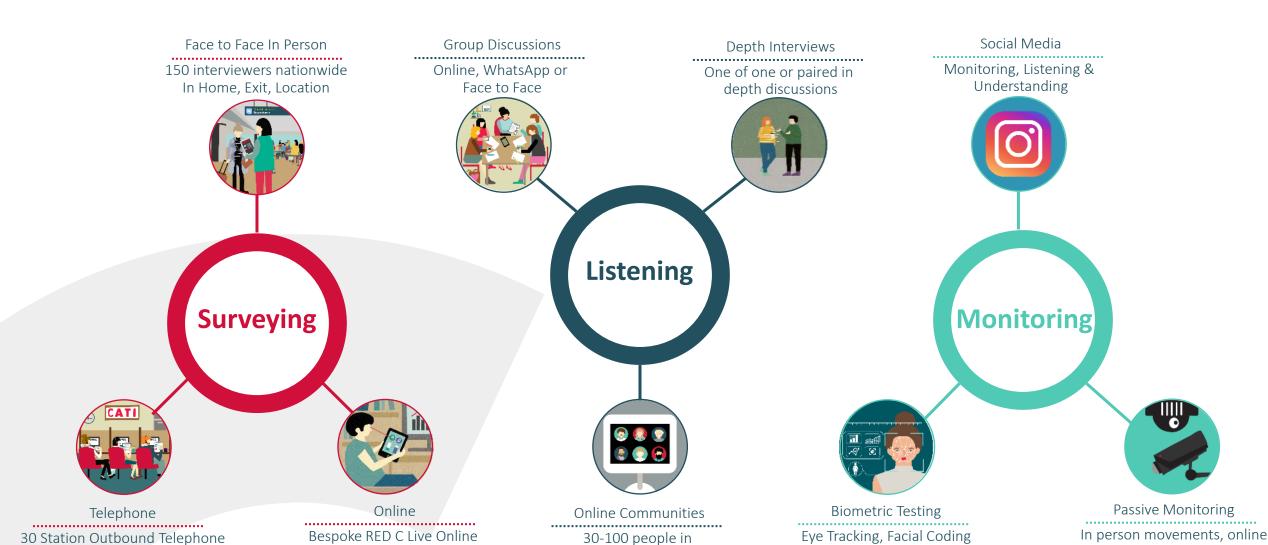
System 1

RED Star

In markets across the world

Using a variety of techniques to uncover & understand

REDC

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

Listening

Monitoring

Telephone
30 Station Outbound Telephone
Centre in Dundalk

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

Online Communities
30-100 people in
ongoing discussions

Biometric Testing
Eye Tracking, Facial Coding
Blood Pressure, Sweat

Passive Monitoring
In person movements, online
journey, media consumption

RESEARCH EVALUATION DIRECTION CLARITY

See More, Clearly

REDC