

**RED C**

**Business  
Post**

# Opinion Poll Report September 2025

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JN. 761624



# Methodology and Weighting

- RED C interviewed a random sample of **1,003** adults aged 18+ online between 4<sup>th</sup> – 9<sup>th</sup> September 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

## RED C LIVE

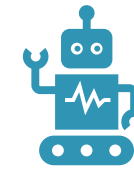
The highest online research quality standards in the industry

- 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



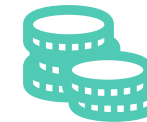
### Pre-Screening

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



# 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.

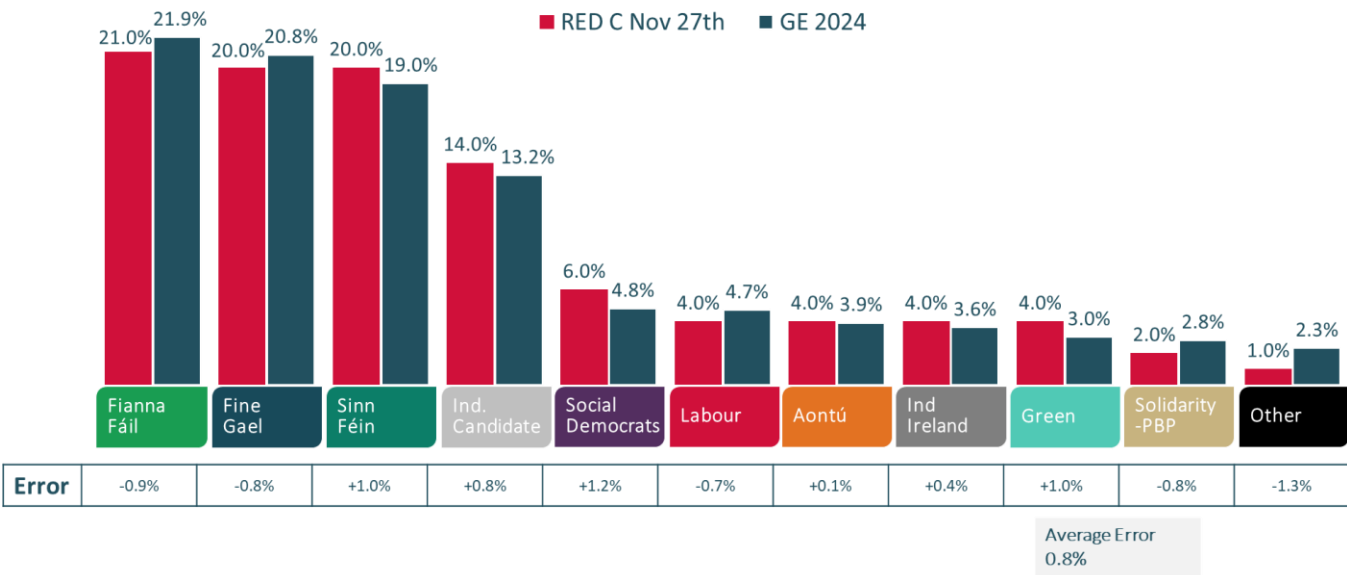
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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



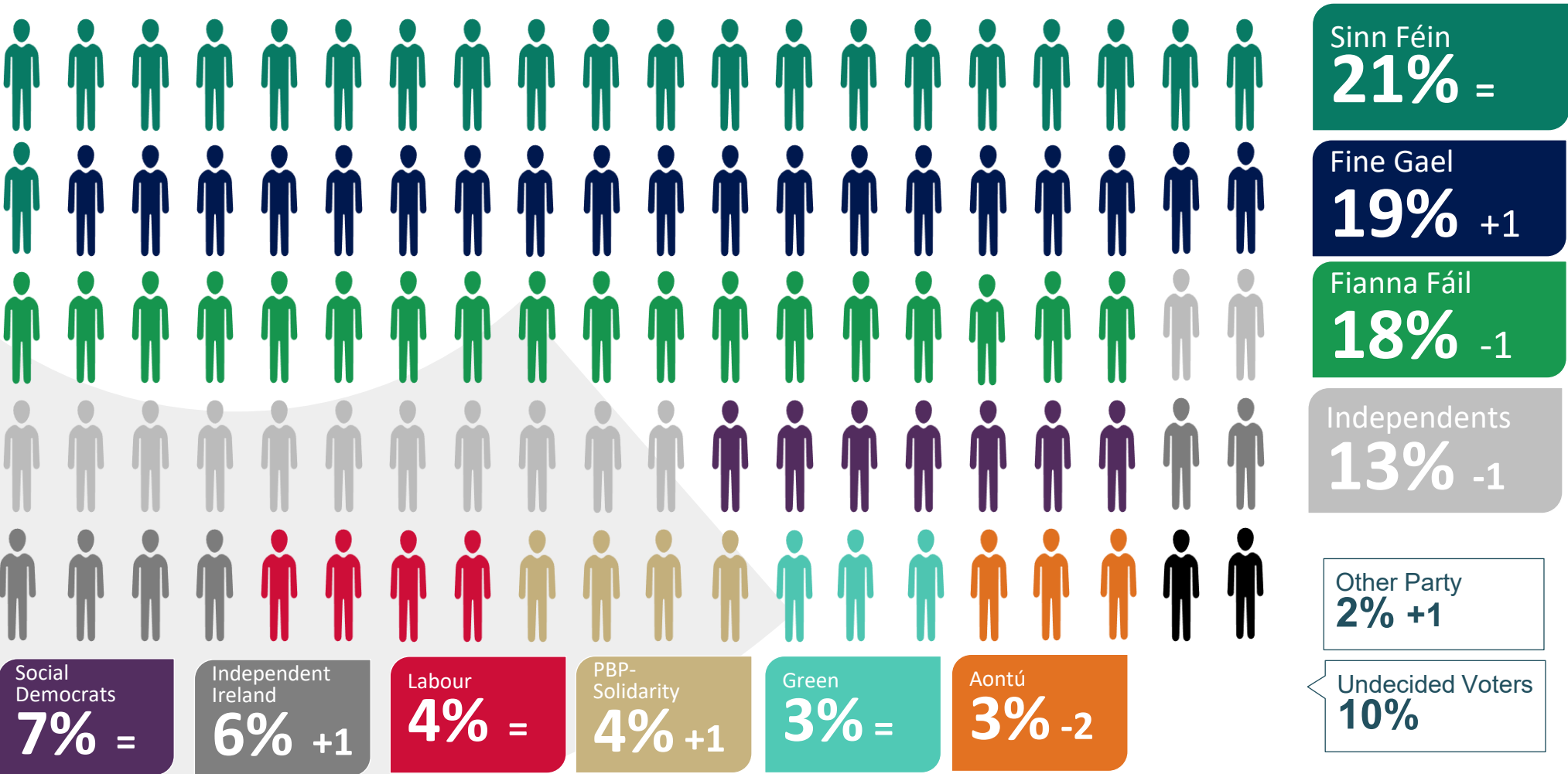


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# Vote Intention @ General Election

# First preference vote intention – 14<sup>th</sup> September 2025

With change vs. Last Poll June 2025

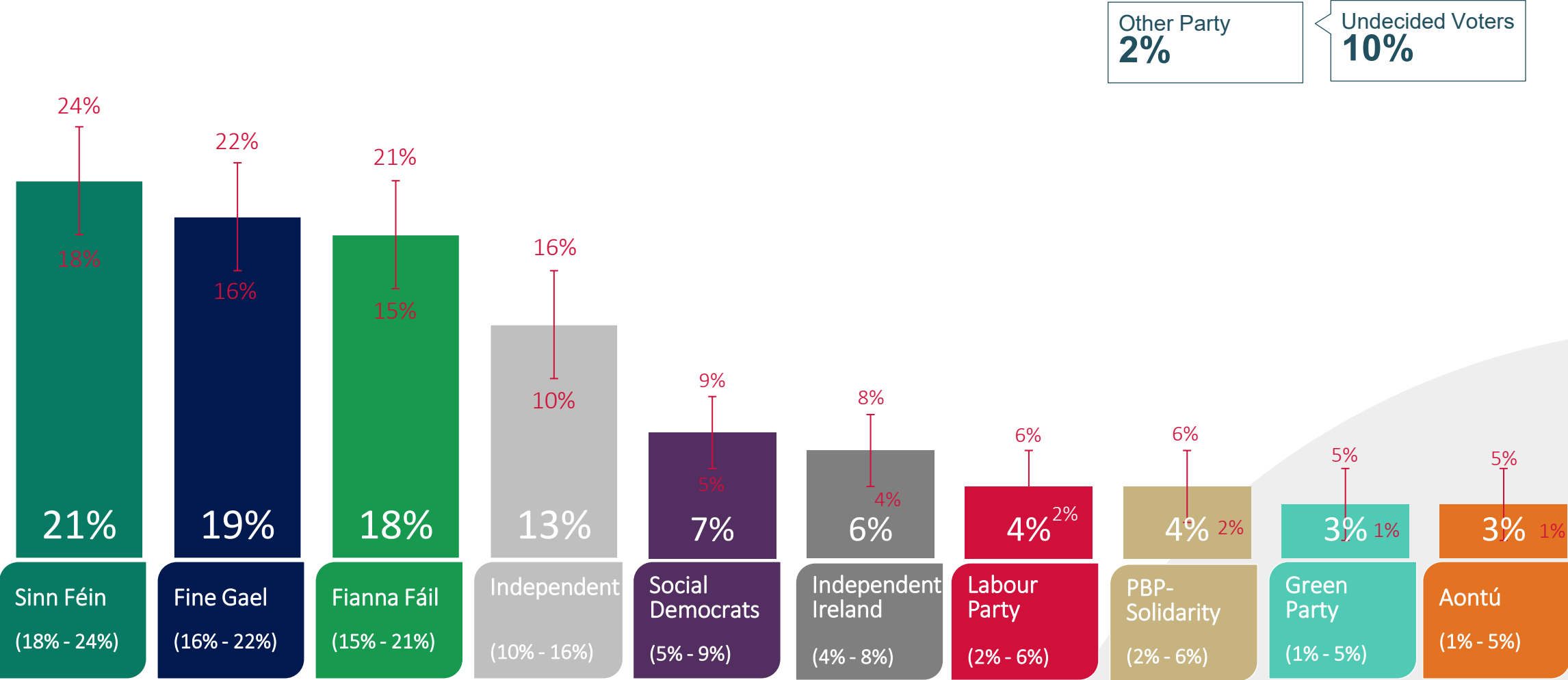


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 14<sup>th</sup> September 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.



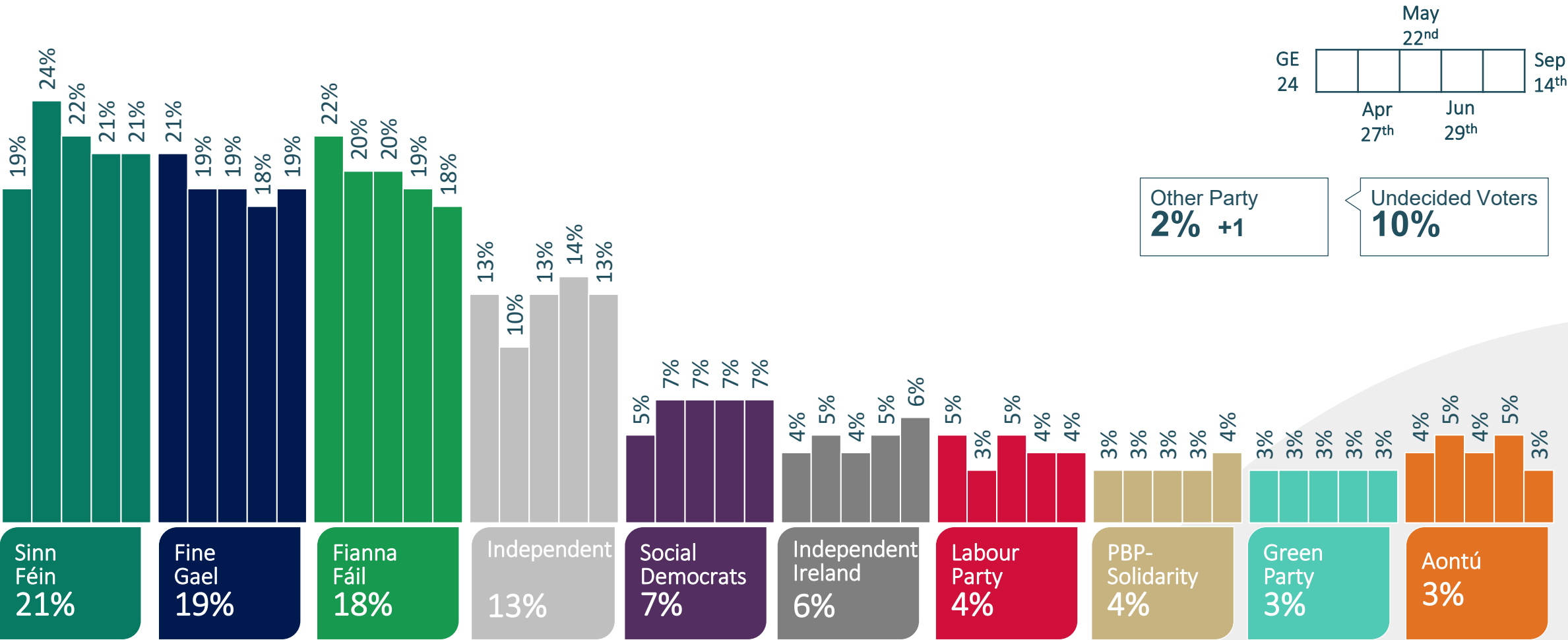
( ) shows the possible range of support for each party based on an estimated average margin of error calculation  
Note: Margin of error for smaller parties may be smaller

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



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

14 <sup>th</sup> September 2025	Core data	Core data with prompt for most likely party <sup>(1)</sup>	Undecided/ Non Voters Removed <sup>(2)</sup>	Turnout Weighted <sup>(3)</sup>
Sinn Féin	19%	19%	22%	21%
Fine Gael	15%	16%	19%	19%
Fianna Fáil	13%	15%	17%	18%
An Independent Candidate	10%	12%	13%	13%
Social Democrats	6%	6%	7%	7%
Independent Ireland	5%	5%	6%	6%
Labour Party	3%	3%	4%	4%
People Before Profit-Solidarity	3%	3%	4%	4%
Green Party	3%	3%	3%	3%
Aontú	2%	3%	3%	3%
Other	1%	1%	2%	2%
Would not vote	4%	4%		
Undecided	16%	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

14 <sup>th</sup> September 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	21%	22%	21%	28%	24%	14%	16%	30%	20%	25%	14%	30%
Fine Gael	19%	18%	21%	13%	17%	25%	20%	15%	20%	17%	21%	19%
Fianna Fáil	18%	17%	20%	17%	17%	21%	22%	13%	13%	20%	26%	12%
An Independent Candidate	13%	12%	14%	5%	17%	14%	10%	17%	10%	14%	13%	18%
Social Democrats	7%	9%	5%	12%	5%	6%	9%	4%	9%	5%	9%	3%
Independent Ireland	6%	7%	4%	3%	7%	5%	4%	7%	5%	6%	5%	7%
Labour Party	4%	5%	3%	6%	2%	5%	7%	2%	6%	3%	4%	1%
People Before Profit-Solidarity	4%	2%	5%	6%	5%	2%	4%	4%	7%	3%	3%	1%
Green Party	3%	3%	3%	5%	2%	2%	4%	2%	3%	3%	3%	3%
Aontú	3%	2%	4%	5%	1%	4%	3%	4%	6%	3%	3%	1%

Not Showing Other Party  
(Base: All adults 18+ who will vote)

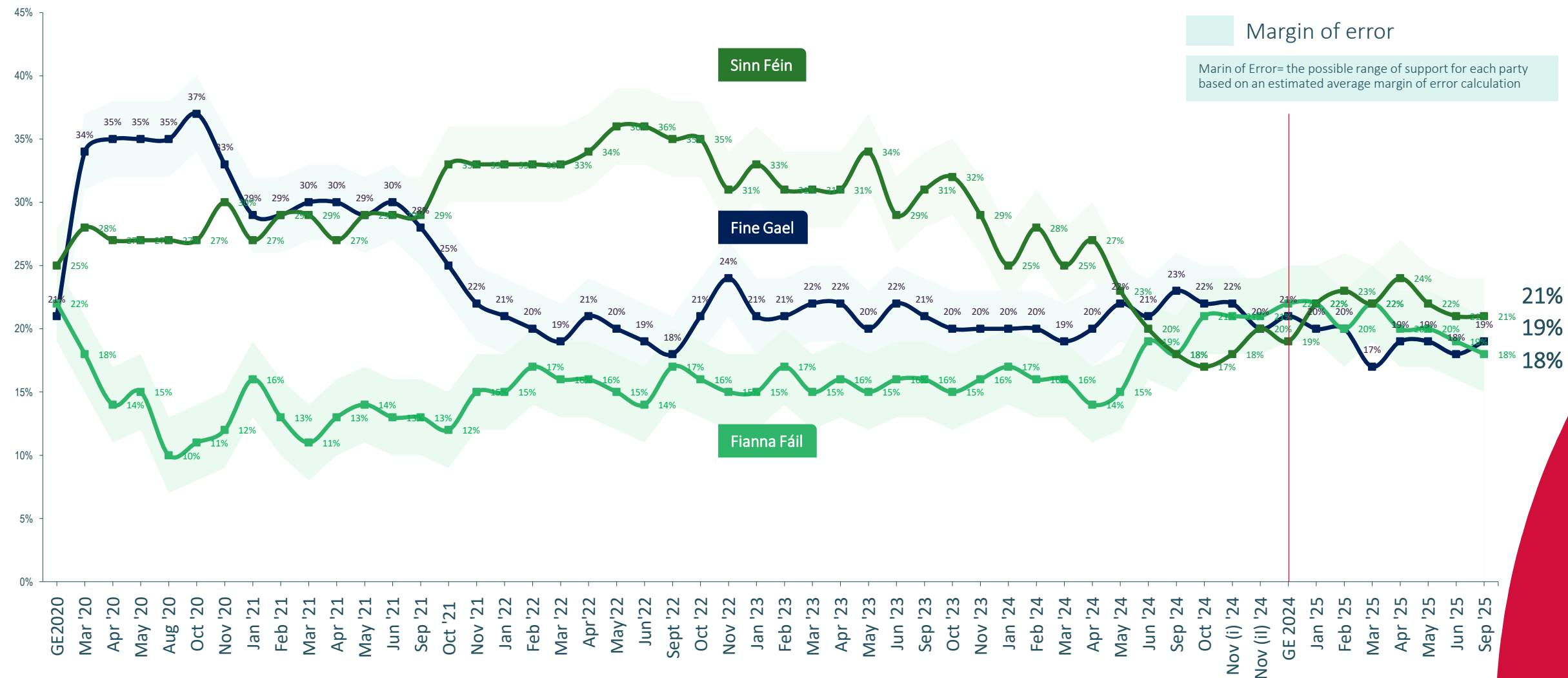
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)



# First preference vote intention trend over time since GE 2020



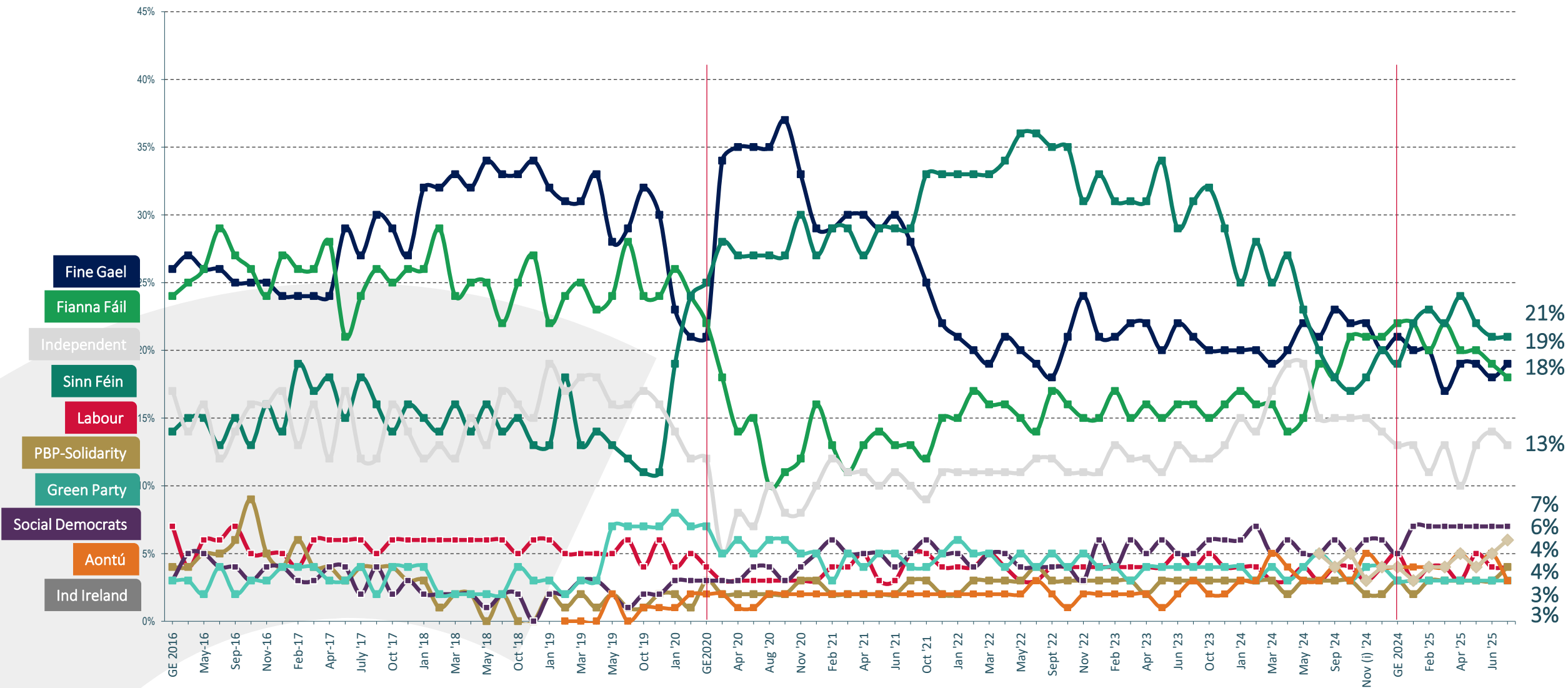
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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

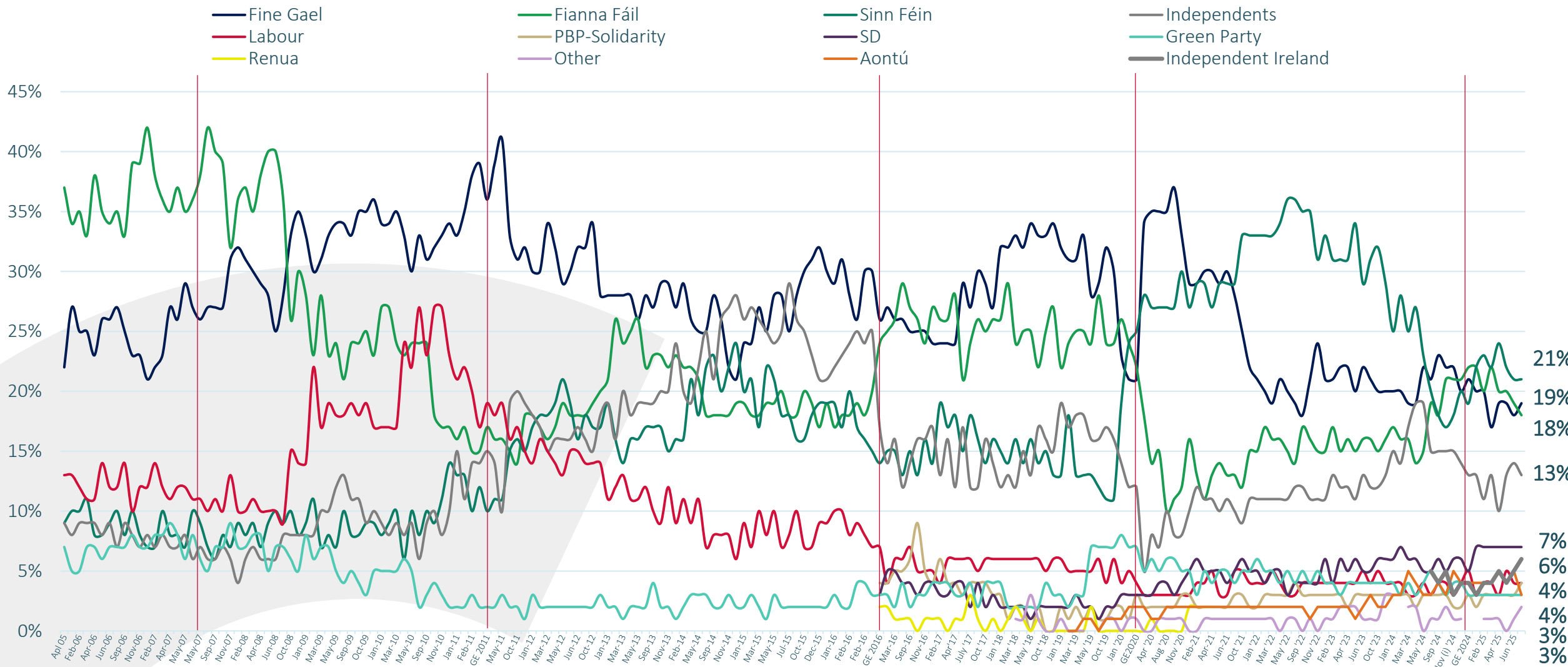


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



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

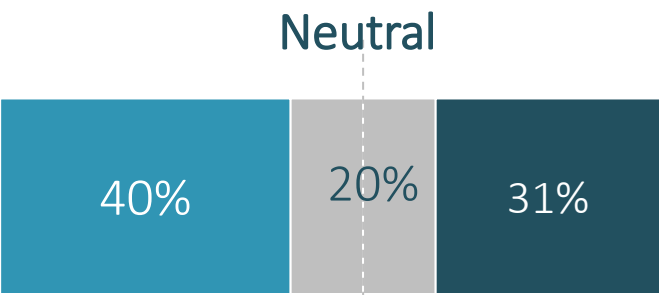
## Views on topical political issues

# Views on topical political issues – Summary



## Should the government delay proposed hospitality VAT reductions?

The government should delay the proposed VAT reduction for the hospitality industry due in January, to make more room for tax breaks for others in the budget

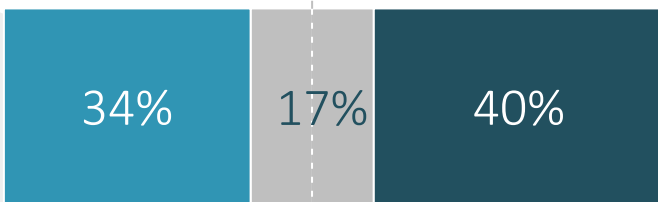


The government should not delay the proposed VAT reduction for the hospitality industry due in January, to make more room for tax breaks for others in the budget

Don't know  
9%

## Tax breaks for developers?

I support the building of Metrolink, even if costs were to rise to the top end of estimates which suggest it could reach €23bn

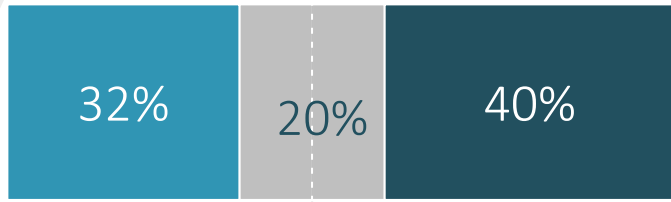


If costs were to rise to the top end of estimates which suggest it could reach €23bn, I would oppose the building of Metrolink

9%

## Support for Metrolink in event of cost overruns

I would support tax breaks for developers in the budget to stimulate more house building



I would oppose tax breaks for developers in the budget to stimulate more house building

8%

(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

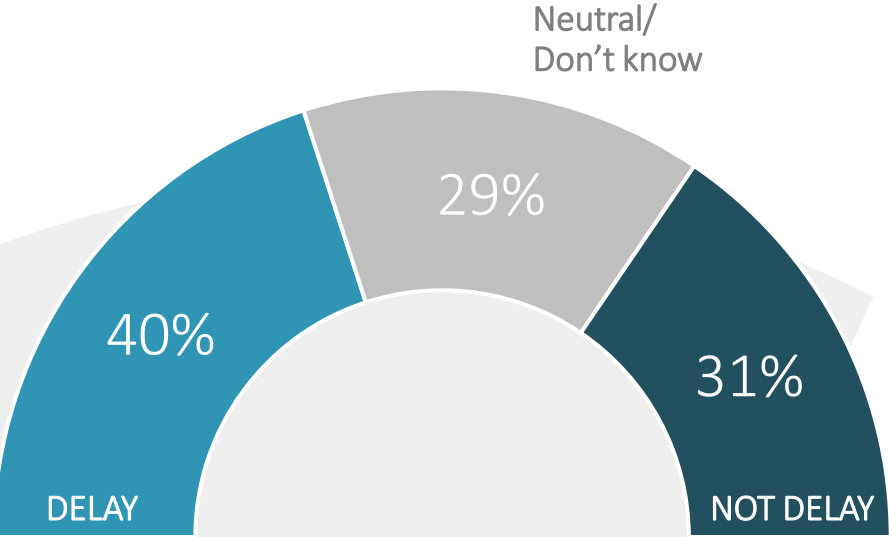


More believe hospitality VAT reductions should be delayed

REDC

With many undecided, marginally more believe proposed VAT reductions for hospitality should be delayed, than believe they should not. 2 in 5 oppose building the Metrolink in the event of costs reaching €23 billion.

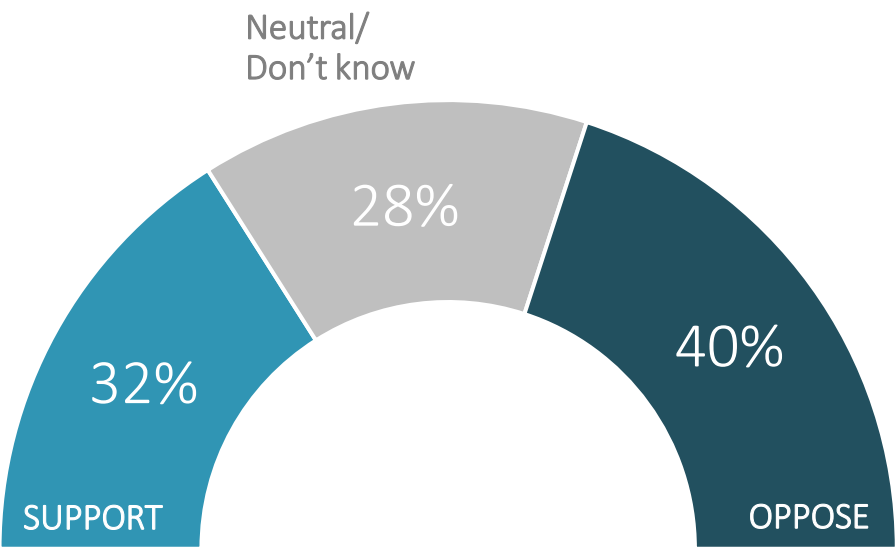
Should the government delay proposed hospitality VAT reductions?



The government should delay the proposed VAT reduction for the hospitality industry due in January, to make more room for tax breaks for others in the budget

The government should not delay the proposed VAT reduction for the hospitality industry due in January, to make more room for tax breaks for others in the budget

Tax breaks for developers?



I would support tax breaks for developers in the budget to stimulate more house building

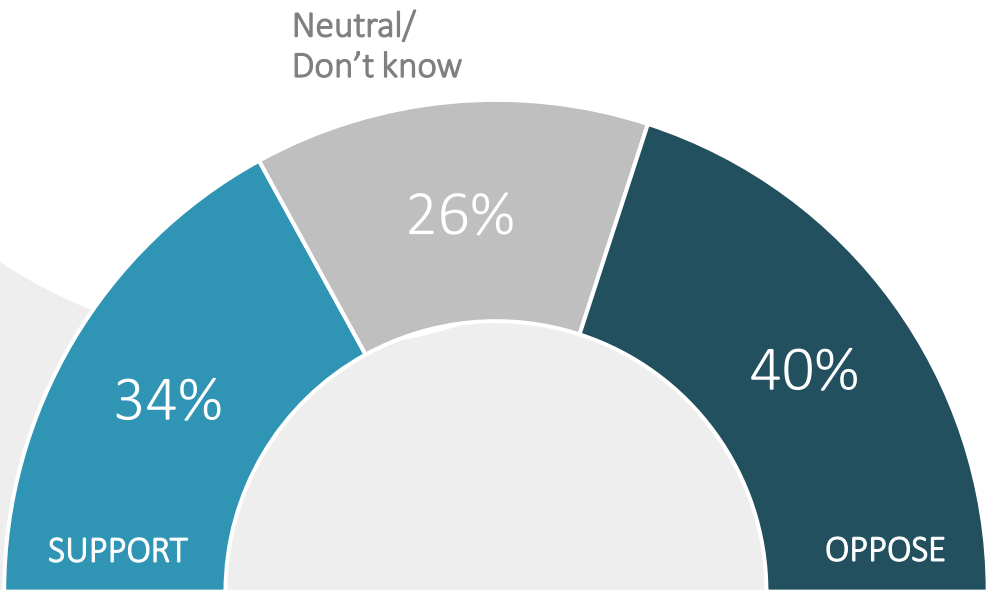
I would oppose tax breaks for developers in the budget to stimulate more house building

# 2 in 5 oppose tax breaks for developers

Over a quarter of voters are undecided on the issue of tax breaks for developers

## Support for Metrolink in event of cost overruns

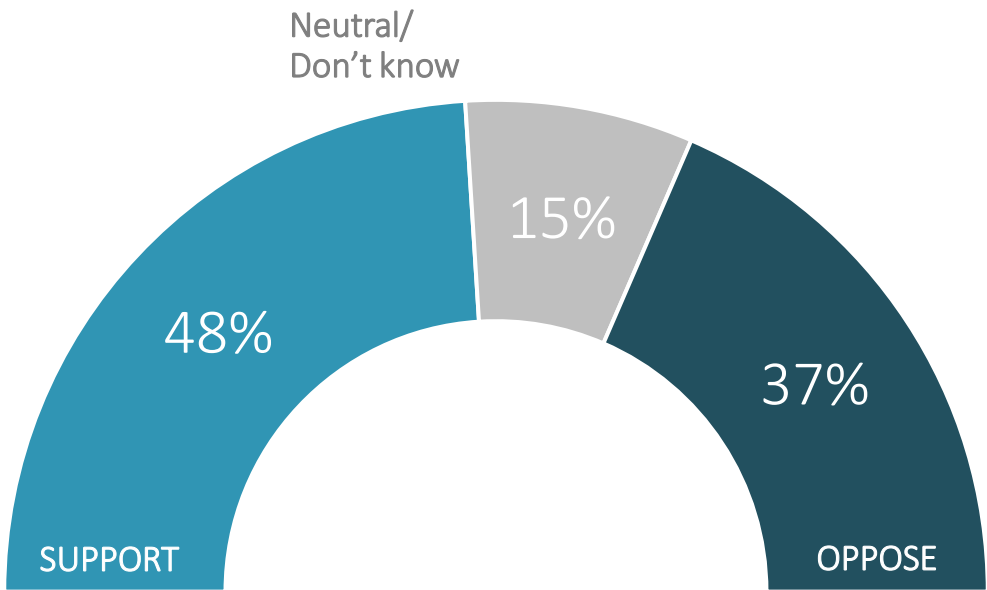
ALL ADULTS



I support the building of Metrolink, even if costs were to rise to the top end of estimates which suggest it could reach €23bn

If costs were to rise to the top end of estimates which suggest it could reach €23bn, I would oppose the building of Metrolink

DUBLIN VOTERS



I support the building of Metrolink, even if costs were to rise to the top end of estimates which suggest it could reach €23bn

If costs were to rise to the top end of estimates which suggest it could reach €23bn, I would oppose the building of Metrolink

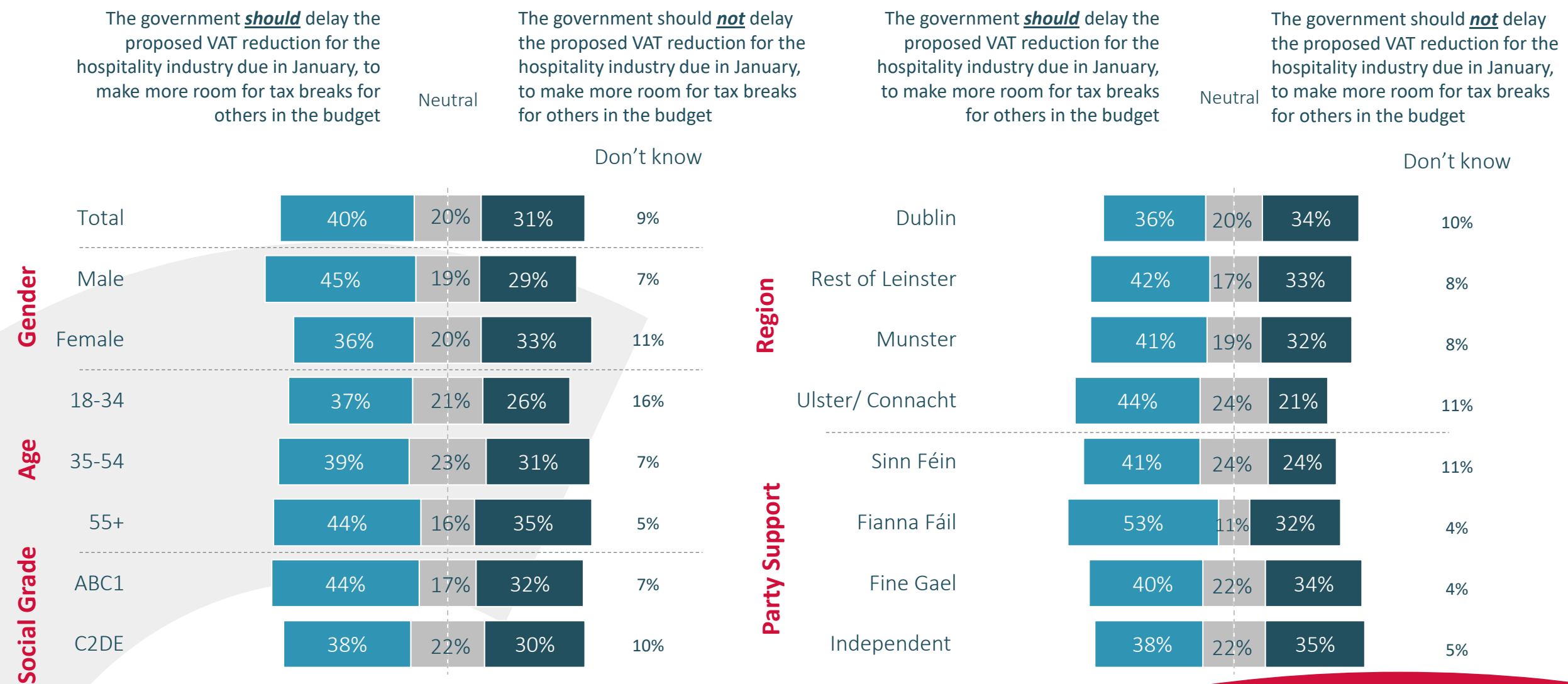
(Base: All adults 18+)

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

# Half of Fianna Fáil voters support delaying VAT reductions



Supporters of all parties are more likely to support than oppose delaying VAT reductions

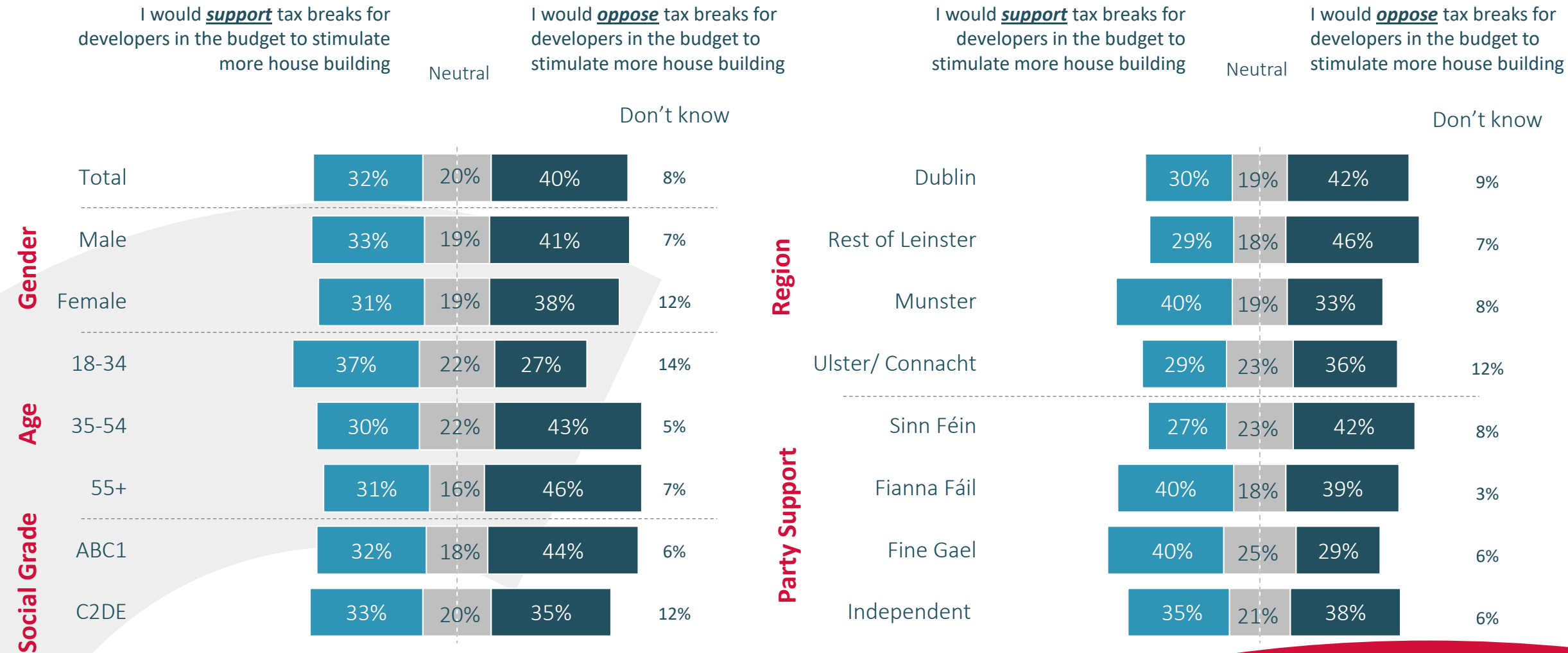


(Base: All adults 18+)  
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

# More oppose than support tax breaks for developers



Younger cohorts, those in Munster, and government party voters are more likely to support tax breaks for developers in order to stimulate more house building

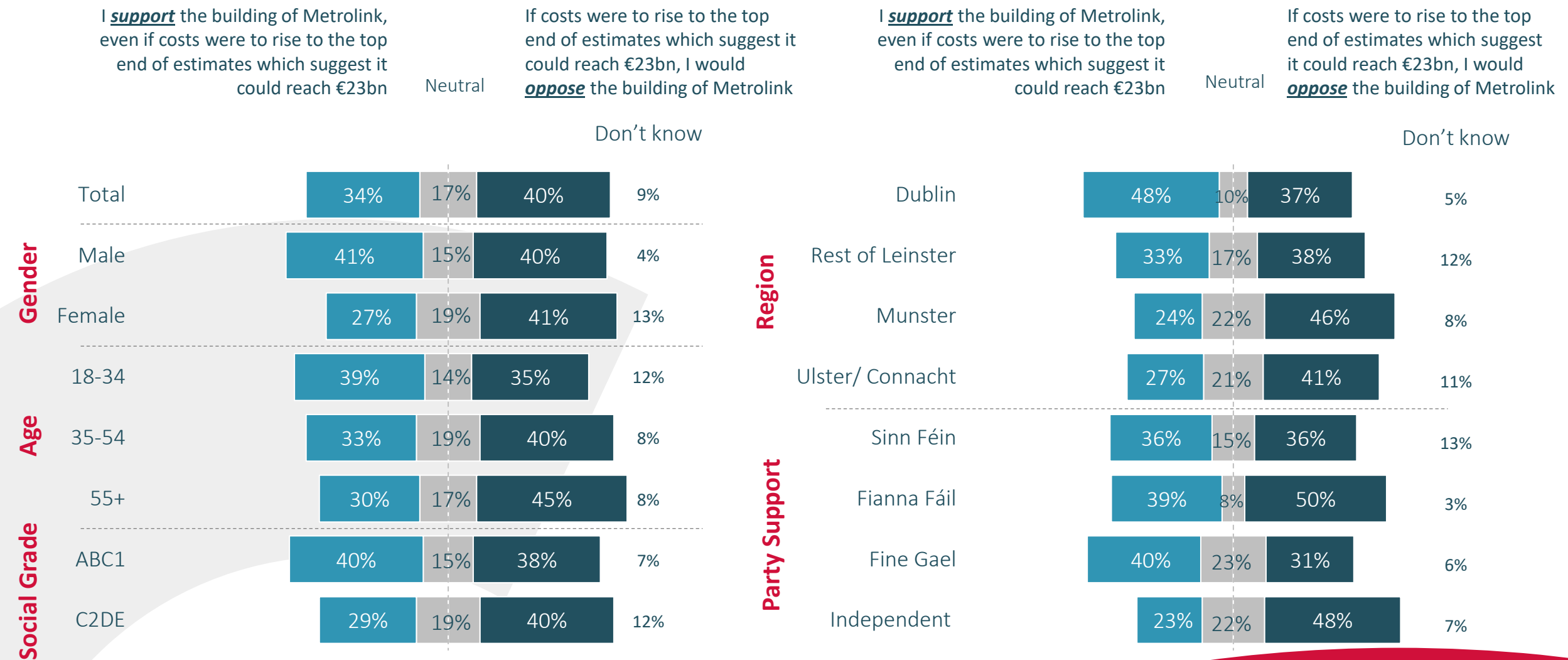


(Base: All adults 18+)  
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

# Strong support for Metrolink in Dublin



Dubliners are notably more likely to support the building of Metrolink even in the event of cost overruns. Younger cohorts, men, higher social grades and Fine Gael voters are also more likely to support this.



(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

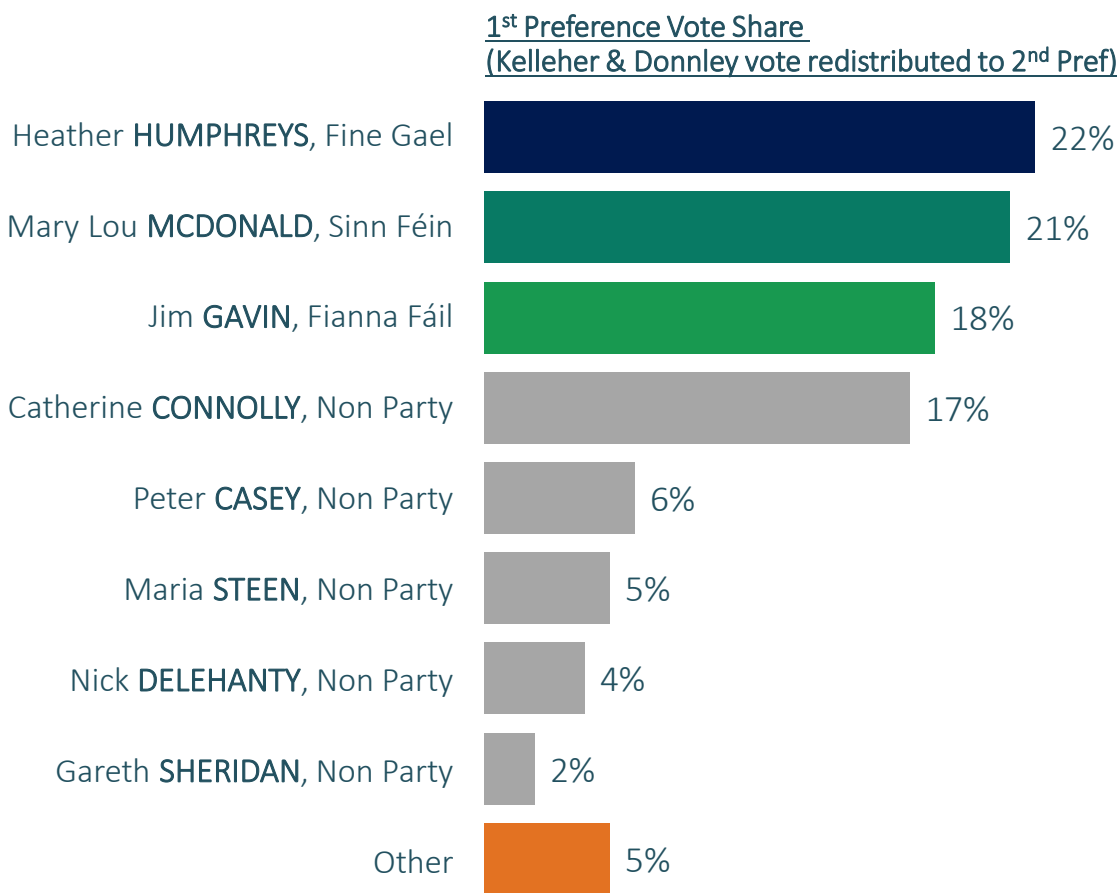
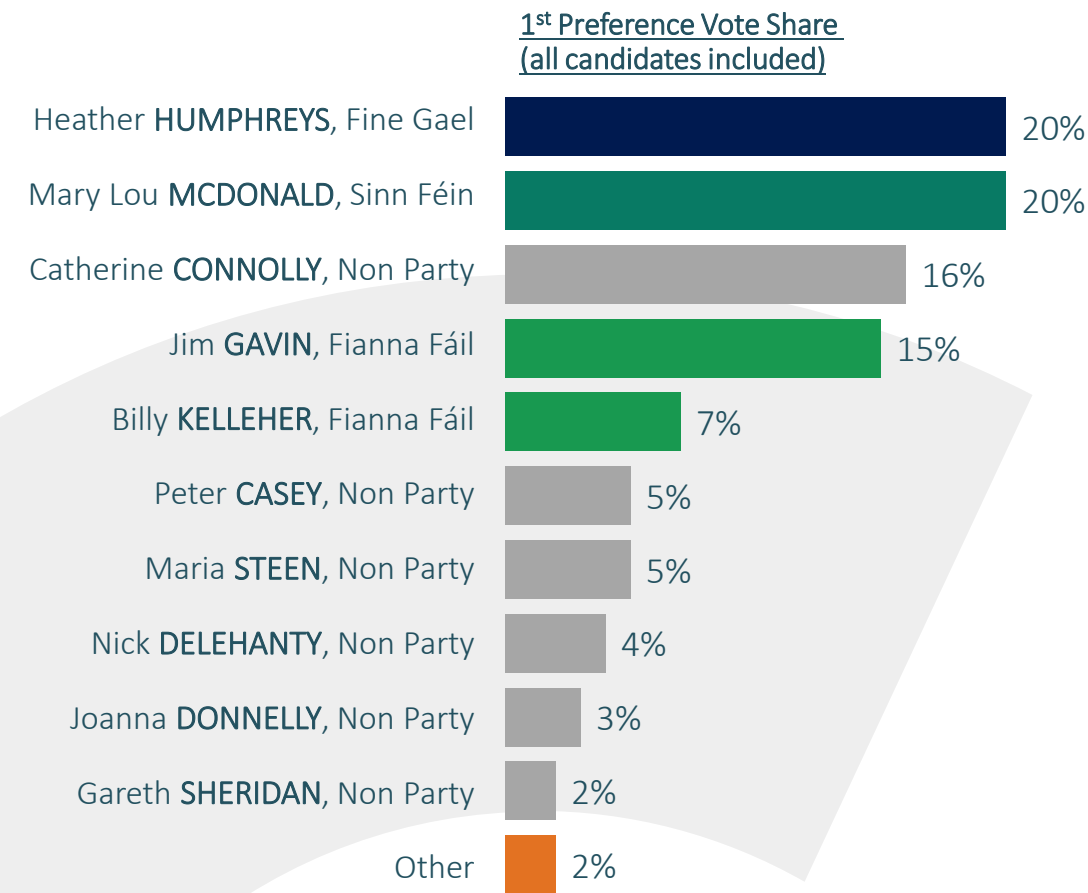
# Presidential Election 2025



# Tight race between leading Presidential candidates

Humphreys and McDonald top poll, while Jim Gavin and Connolly are also in the leading pack. The other non-party candidates including Casey, Steen, Delehanty and Sheridan trail more distantly.

## Presidential Election First Preference Vote Share



Q Later this year, Irish people will go the polls to elect a new President of Ireland. If the election were tomorrow, to whom would you give your first preference and second would only give one preference, you need only select one

Base size: All adults 18+ who are registered to vote, plan to vote and expressing a 1<sup>st</sup> preference

Undecided Voters  
**36%**



# 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

14 <sup>th</sup> September 2025		Gender		Age			Social Class		Region			
Total		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Heather HUMPHREYS, Fine Gael	22%	24%	21%	18%	19%	29%	28%	17%	23%	21%	23%	24%
Mary Lou MCDONALD, Sinn Féin	21%	18%	24%	30%	27%	8%	14%	32%	24%	25%	12%	25%
Jim GAVIN, Fianna Fáil	18%	17%	19%	20%	11%	23%	23%	9%	21%	14%	23%	9%
Catherine CONNOLLY, Non Party	17%	14%	19%	17%	19%	14%	18%	16%	12%	22%	16%	20%
Peter CASEY, Non Party	6%	8%	3%	4%	6%	7%	3%	10%	2%	2%	8%	15%
Maria STEEN, Non Party	5%	7%	3%	4%	4%	7%	4%	4%	6%	6%	7%	3%
Nick DELEHANTY, Non Party	4%	5%	2%	3%	7%	2%	4%	4%	5%	4%	3%	2%
Gareth SHERIDAN, Non Party	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	0

(Base: All adults 18+ who will vote)

Q Later this year, Irish people will go the polls to elect a new President of Ireland. If the election were tomorrow, to whom would you give your first preference and second would only give one preference, you need only select one

# First preference vote intention x party support



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

14 <sup>th</sup> September 2025			1 <sup>st</sup> Preference Party Support			
	Total	Sinn Féin	Fianna Fáil	Fine Gael	Independent	
Heather <b>HUMPHREYS</b> , Fine Gael	22%	2%	29%	62%	6%	
Mary Lou <b>MCDONALD</b> , Sinn Féin	21%	69%	5%	5%	16%	
Jim <b>GAVIN</b> , Fianna Fáil	18%	8%	56%	12%	4%	
Catherine <b>CONNOLLY</b> , Non Party	17%	15%	5%	4%	31%	
Peter <b>CASEY</b> , Non Party	6%	2%	1%	2%	13%	
Maria <b>STEEN</b> , Non Party	5%	1%	1%	6%	8%	
Nick <b>DELEHANTY</b> , Non Party	4%	1%	1%	0	8%	
Gareth <b>SHERIDAN</b> , Non Party	2%	2%	0	2%	2%	

Not Showing Other Party

(Base: All adults 18+ who will vote)

Q Later this year, Irish people will go the polls to elect a new President of Ireland. If the election were tomorrow, to whom would you give your first preference and second would only give one preference, you need only select one



04

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.



**REDC**

**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



**REDC**

**RED C UK**

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



**RELISH**  
INSIGHTS WITH FLAVOUR

**Relish Research**

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



**WIN**  
Worldwide  
Independent  
Network  
Of Market Research

**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



### Understanding Behaviour

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



### Building Brands

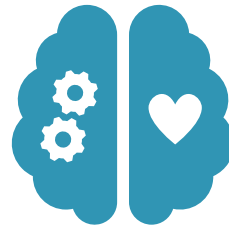
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



### 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



RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

# Using a variety of techniques to uncover & understand



# RESEARCH EVALUATION DIRECTION **CLARITY**

*See More, Clearly*

**REDC**

