

**REDC**

**Business  
Post**

# Opinion Poll Report January 2026

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JN. 8374-2025



# Methodology and Weighting

- RED C interviewed a random sample of **1,010** adults aged 18+ online between 16<sup>th</sup>-21<sup>st</sup> January 2026.
- 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.

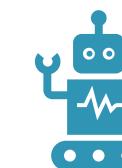
**REDC LIVE**

The highest online research quality standards in the industry



## 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.

**REDC 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.

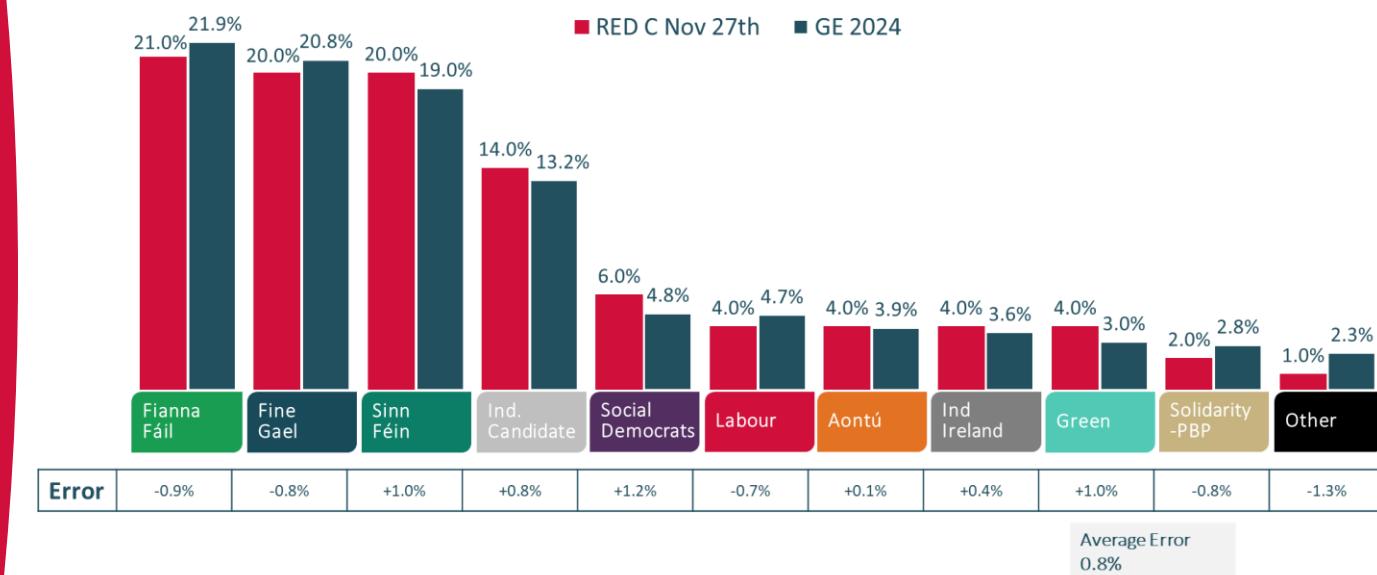
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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



# REDC LIVE

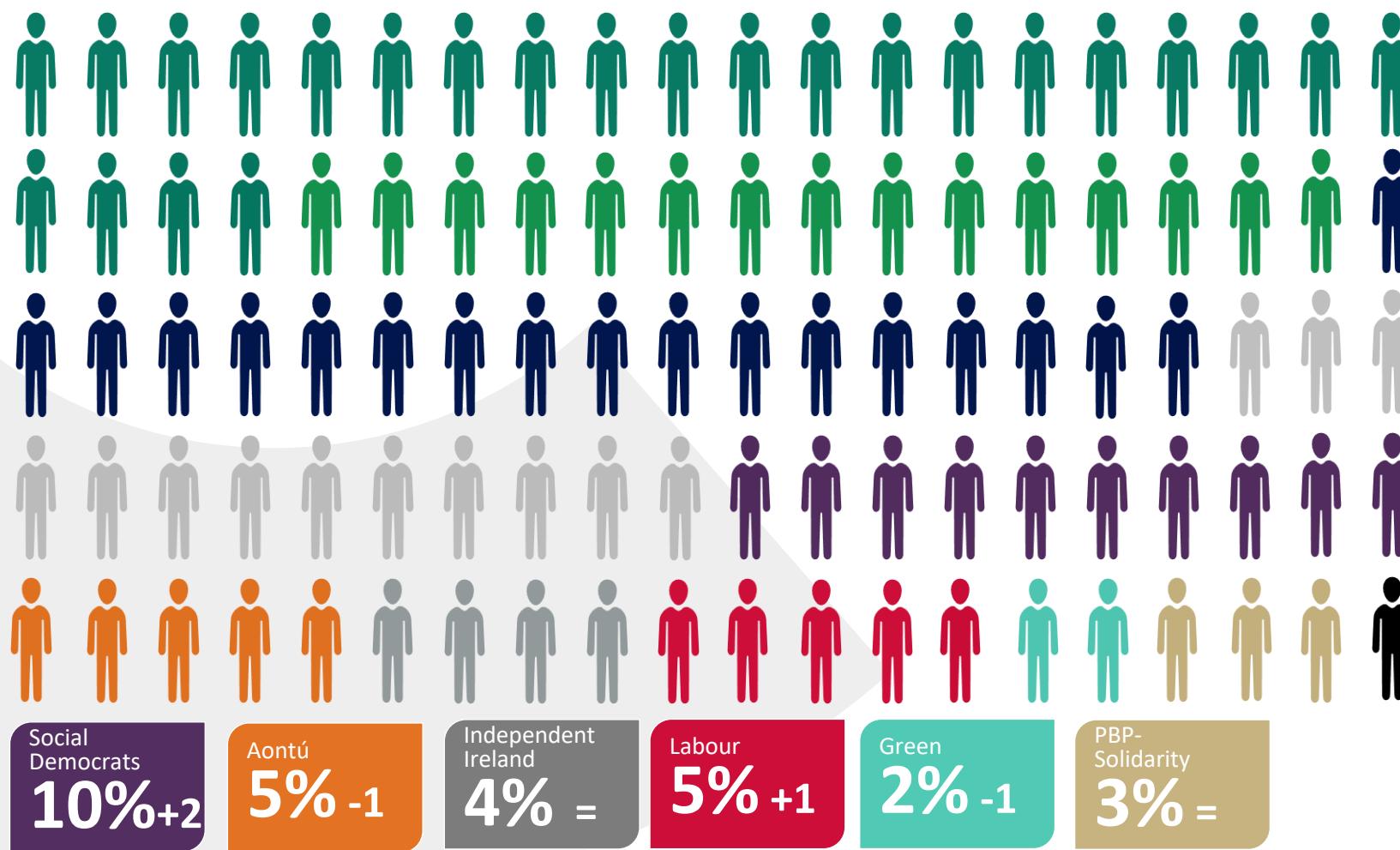
01

Vote Intention @  
General Election

# First preference vote intention – 25<sup>th</sup> January 2026

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With change vs. Last Poll October 2025



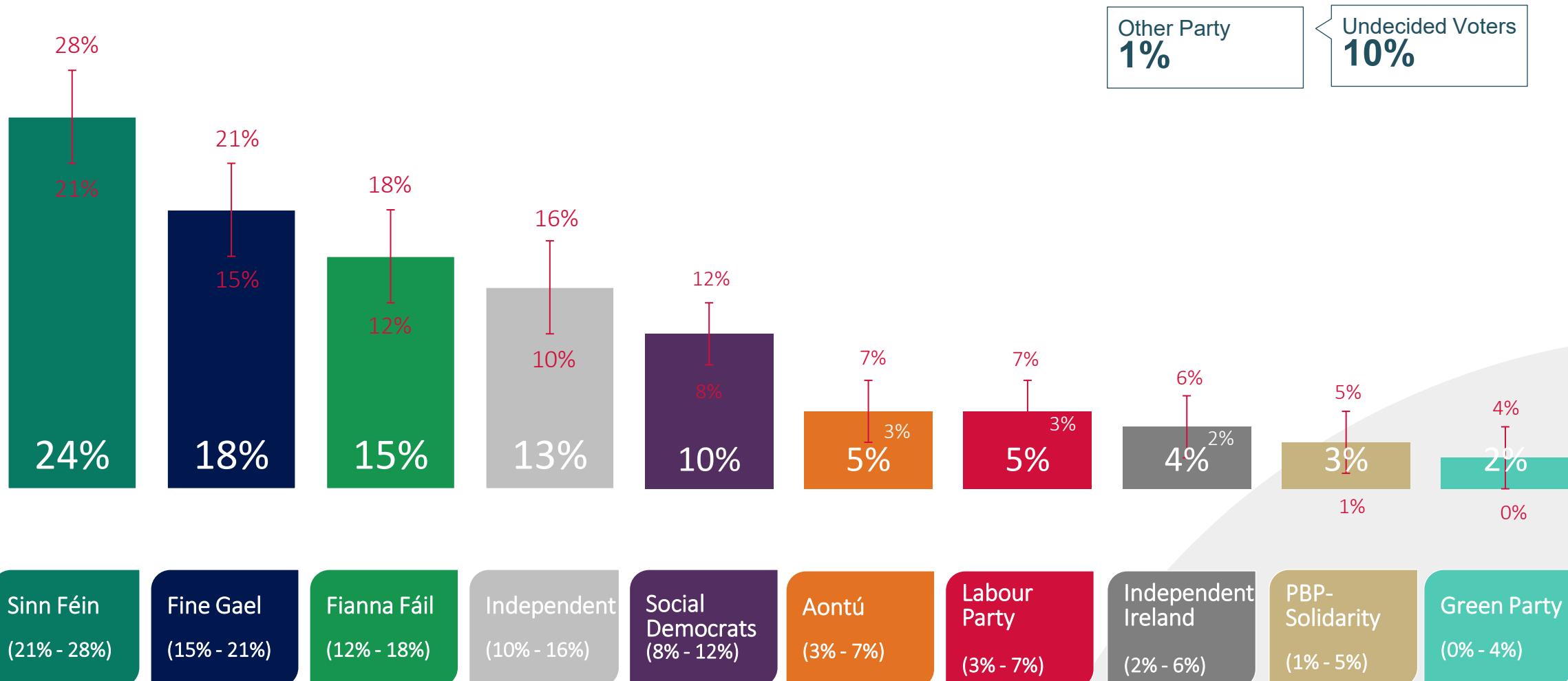
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 25<sup>th</sup> January 2026

REDC

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.



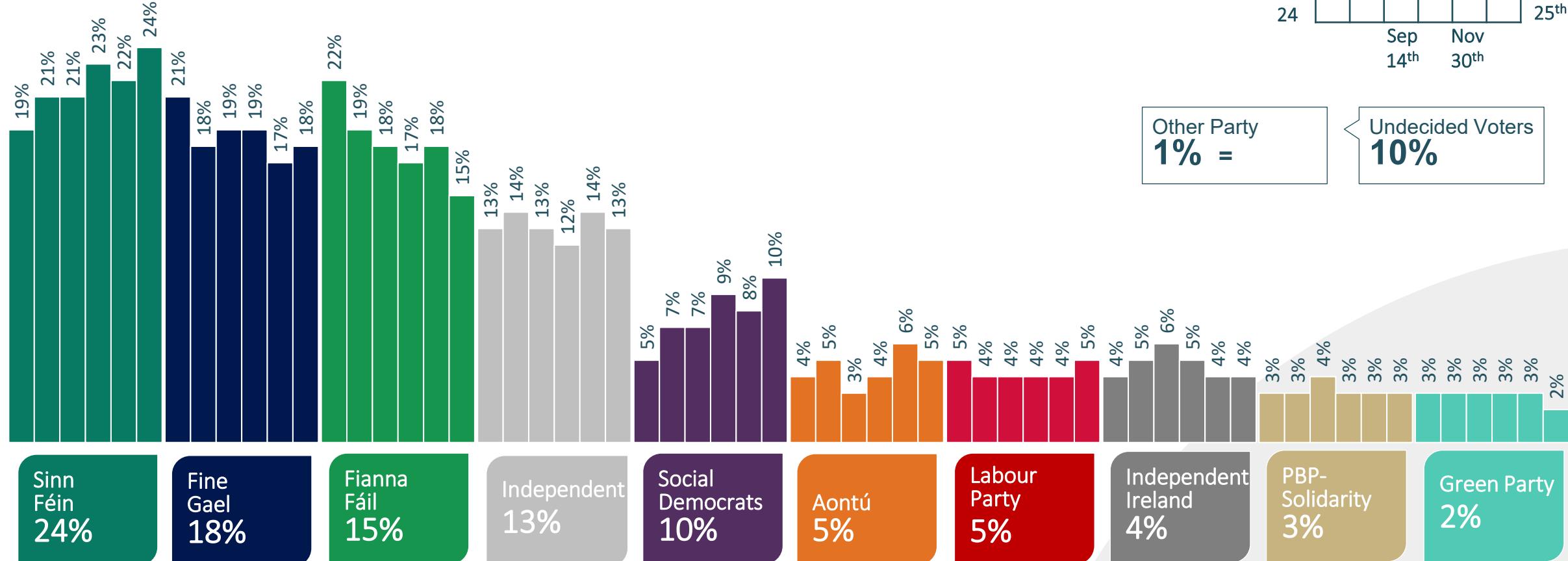
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)  
(Base: All adults 18+ who will vote)

( ) 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

# First preference vote intention

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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

25<sup>th</sup> January 2026

	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	20%	22%	25%	24%
Fine Gael	14%	15%	17%	18%
Fianna Fáil	12%	13%	15%	15%
An Independent Candidate	9%	11%	13%	13%
Social Democrats	7%	8%	9%	10%
Aontú	4%	4%	5%	5%
Labour Party	4%	4%	5%	5%
Independent Ireland	4%	4%	4%	4%
People Before Profit-Solidarity	3%	3%	3%	3%
Green Party	2%	2%	3%	2%
Other	1%	1%	1%	1%
Would not vote	4%	4%		
Undecided	17%	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

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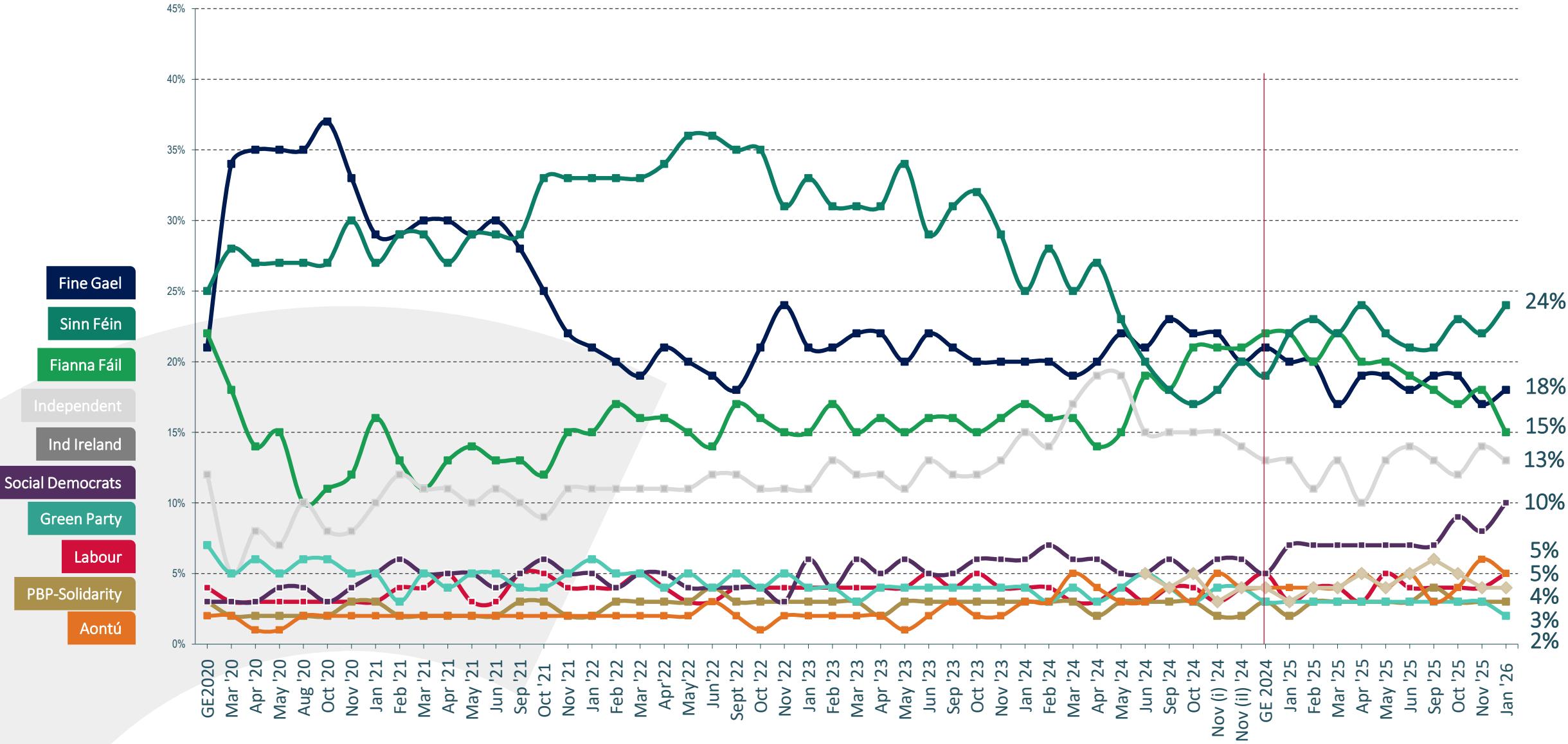
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

25 <sup>th</sup> January 2026		Gender		Age			Social Class		Region				
		Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	24%	26%	23%	26%	27%	21%	22%	28%	21%	27%	23%	27%	
Fine Gael	18%	18%	17%	9%	18%	22%	22%	13%	20%	18%	14%	19%	
Fianna Fáil	15%	16%	15%	10%	15%	19%	17%	12%	17%	13%	18%	12%	
An Independent Candidate	13%	8%	19%	9%	13%	16%	11%	17%	10%	13%	16%	14%	
Social Democrats	10%	9%	10%	13%	9%	8%	10%	9%	13%	9%	9%	6%	
Aontú	5%	7%	2%	8%	4%	3%	6%	3%	4%	6%	3%	6%	
Labour Party	5%	5%	5%	5%	6%	5%	4%	7%	4%	3%	7%	7%	
Independent Ireland	4%	5%	3%	7%	4%	2%	4%	4%	4%	4%	4%	4%	
People Before Profit-Solidarity	3%	3%	3%	7%	3%	2%	2%	4%	4%	4%	3%	2%	4%
Green Party	2%	2%	3%	4%	2%	2%	3%	2%	2%	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 – since GE 2020



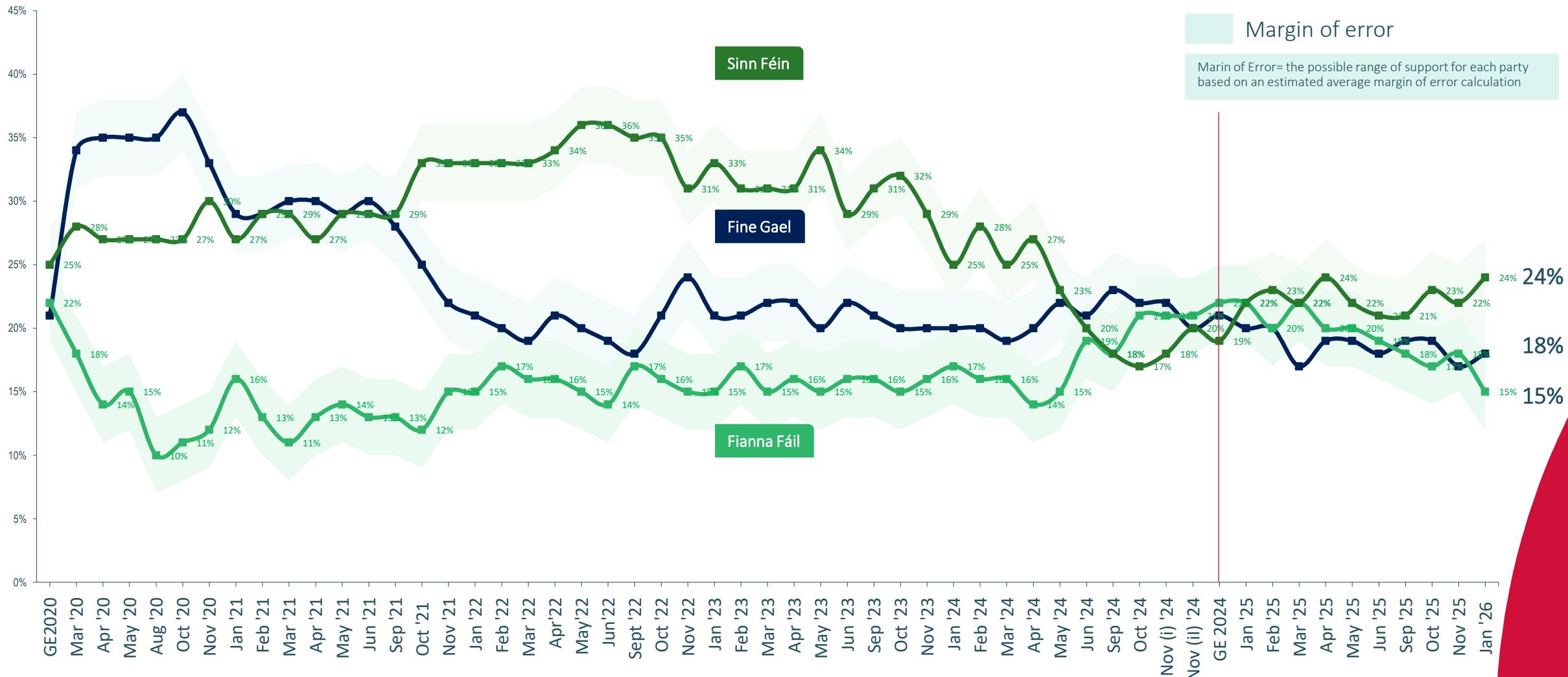
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# 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.

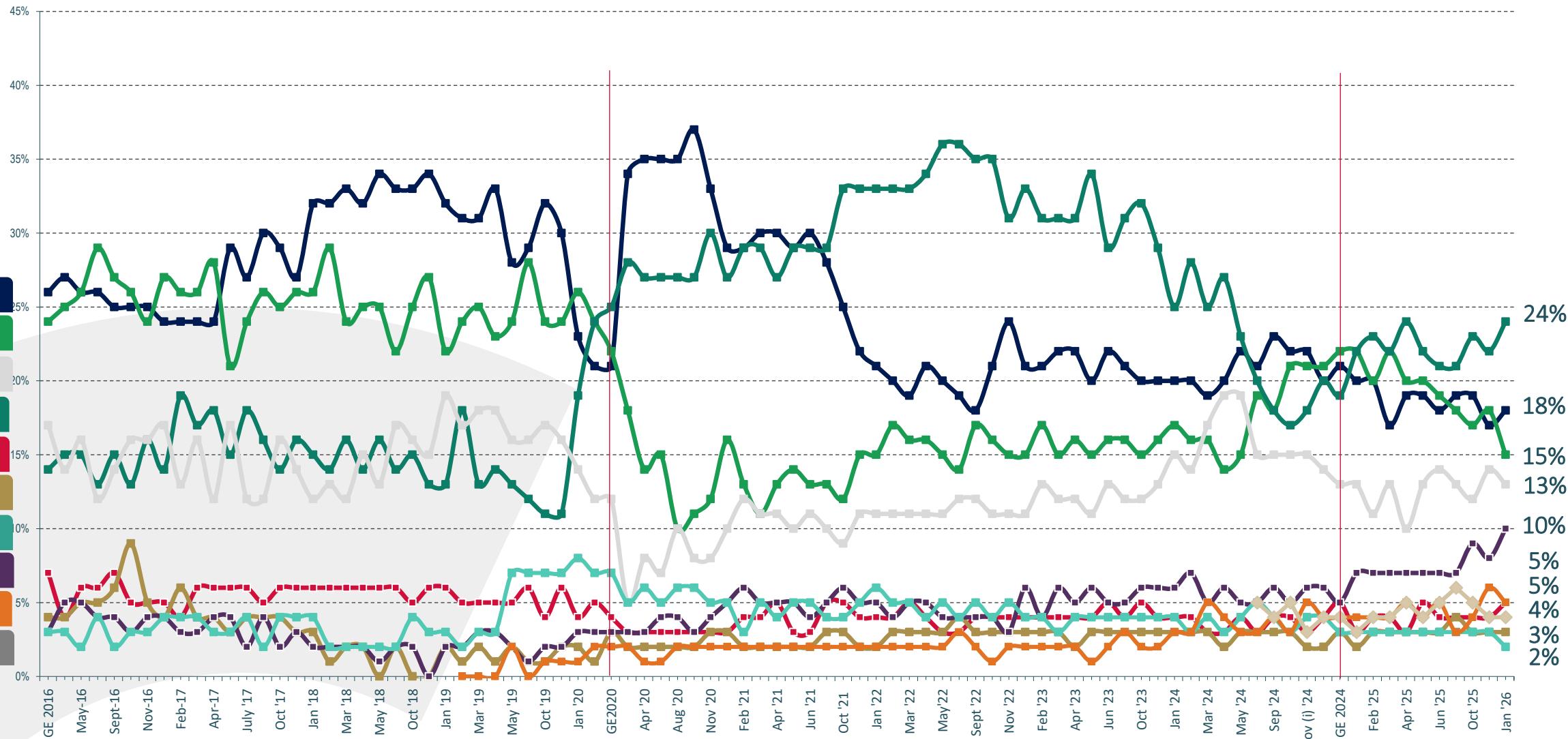


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – since GE 2016

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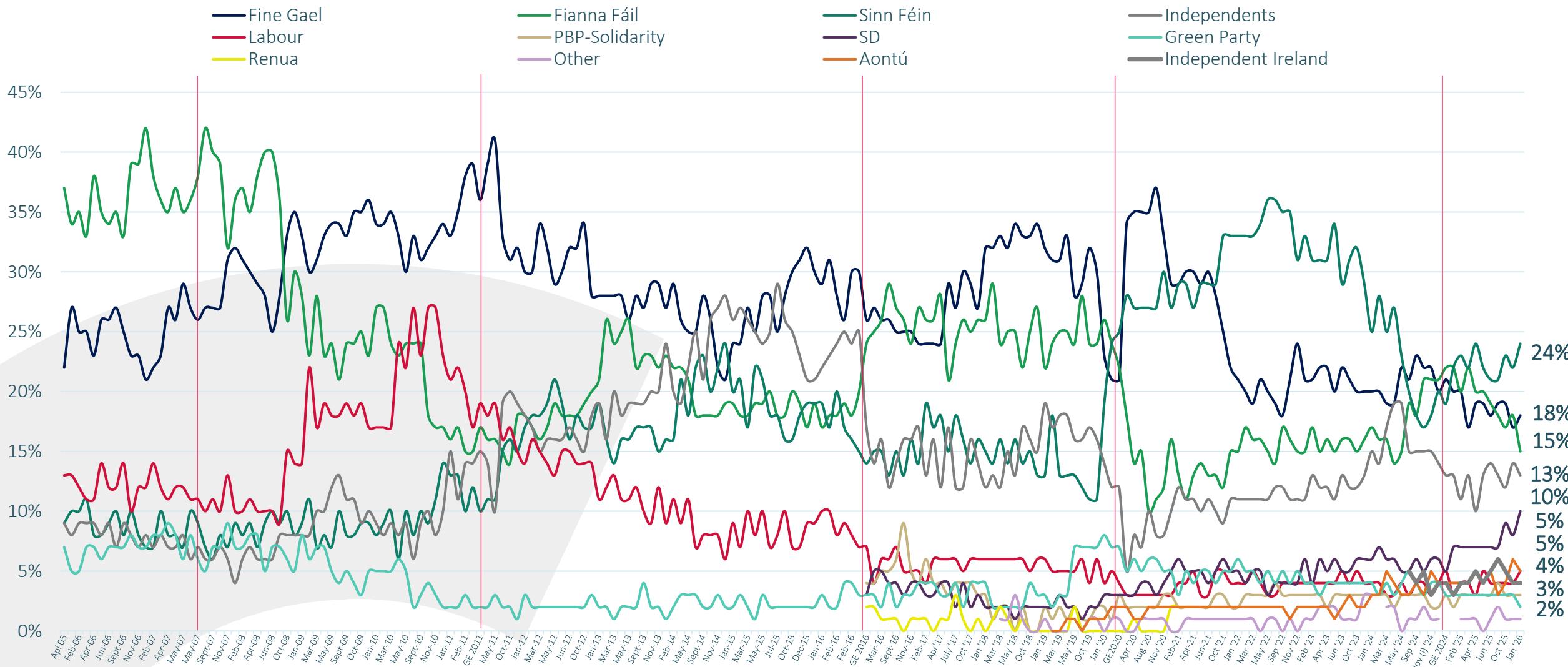
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 2005 to 2025

REDC

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



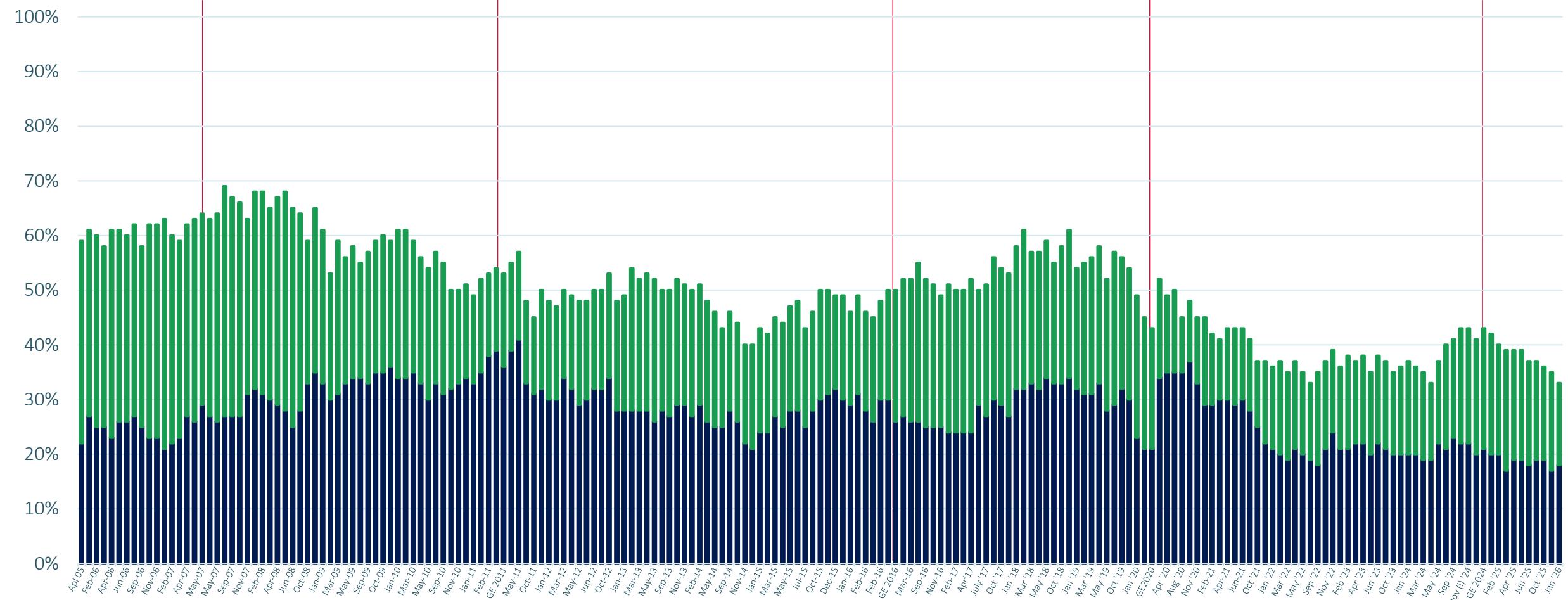
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 2005 to 2025

REDC

■ Fine Gael ■ Fianna Fáil



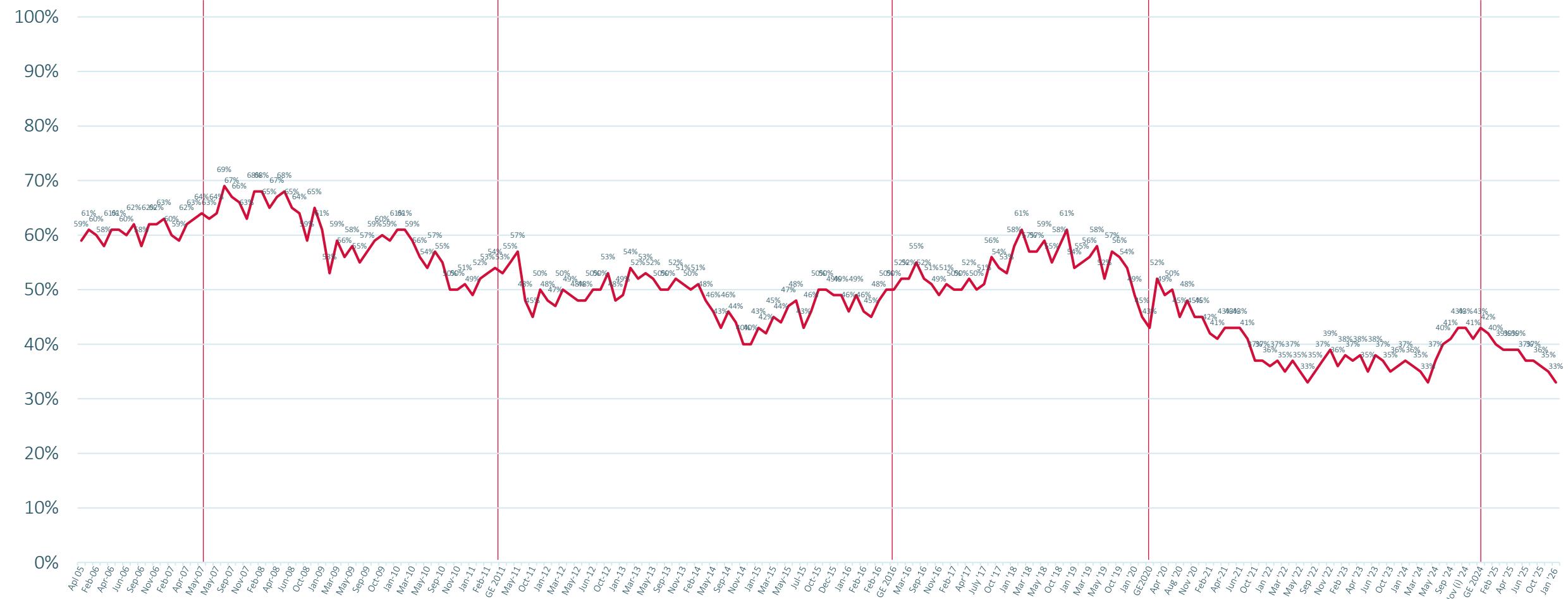
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 2005 to 2025

REDC

Joint FF & FG



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)

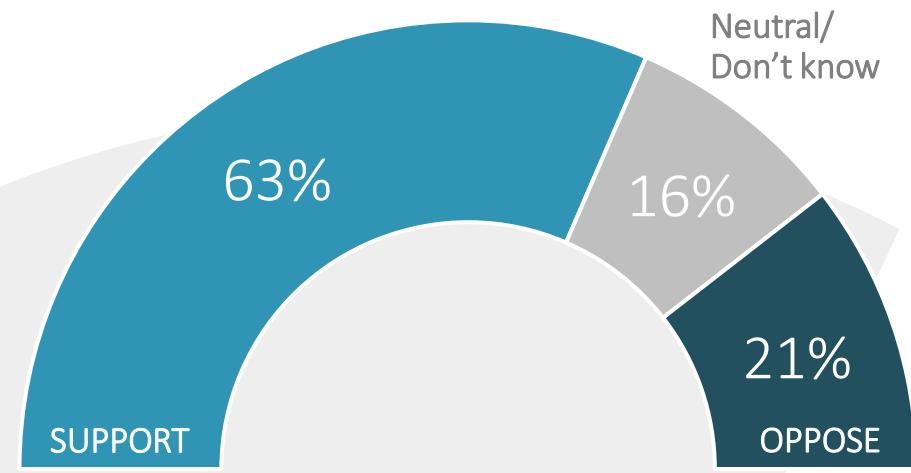
02

Views on topical  
political issues

# Majority support a ban on X, whilst 2 in 4 unsure about Mercosur

There is less uncertainty around support for a ban on X with only 1 in 6 saying they're neutral.

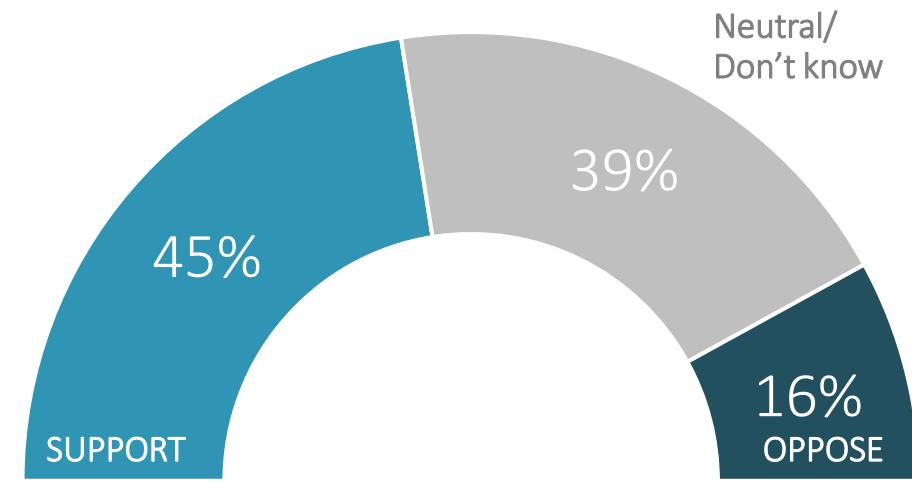
## Should X (formerly Twitter) be banned in Ireland due to AI-generated “nudification”?



I would support X being banned in Ireland due to it providing the ability for users to create AI-generated “nudification” of images of people on their site

I would oppose X being banned in Ireland due to it providing the ability for users to create AI-generated “nudification” of images of people on their site

## Do you support the government’s decision to vote against the Mercosur Trade Agreement?



I support the Irish government’s decision to vote against the EU-backed Mercosur Trade Agreement

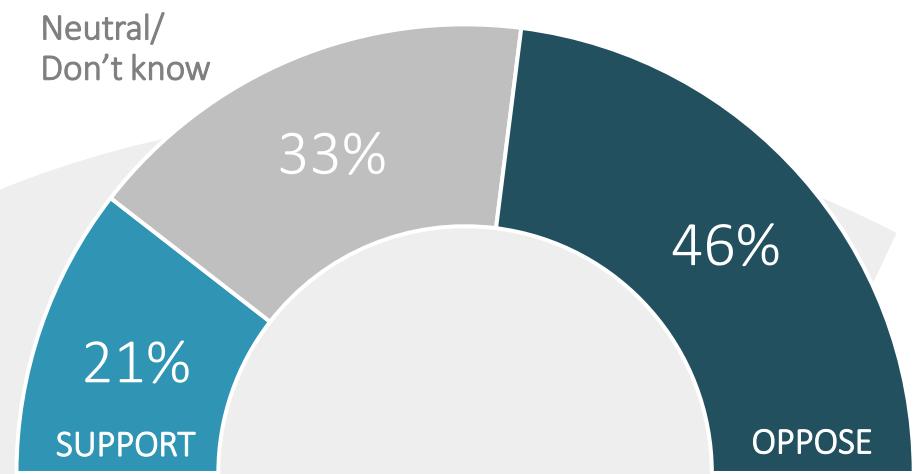
I oppose the Irish government’s decision to vote against the EU-backed Mercosur Trade Agreement

# Little support for Micheál Martin continuing as Taoiseach

REDC

Support for government promotion of Irish companies entering the European military industry is split in three, with most people reporting that they are neutral.

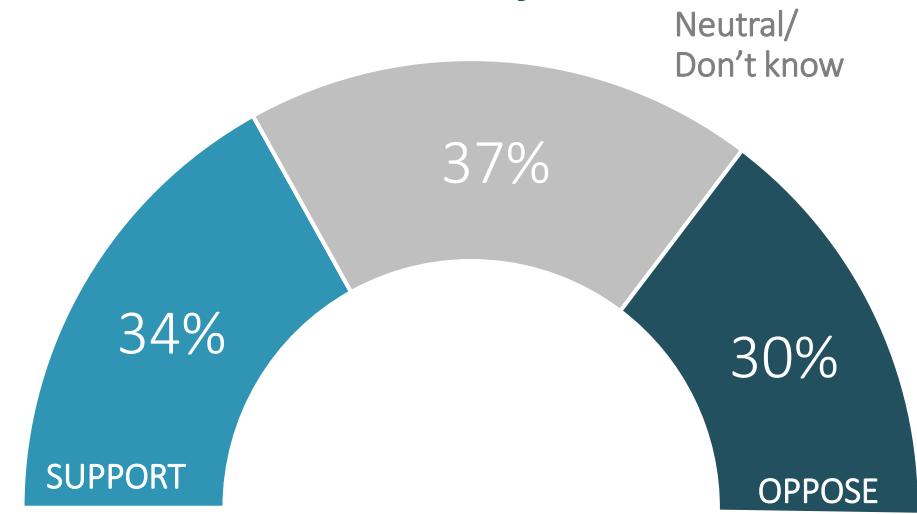
## Should Micheál Martin remain leader of Fianna Fáil when the Taoiseach's office is rotated?



Micheál Martin **should remain** leader of Fianna Fáil when the two government parties rotate the Taoiseach's office next year

Micheál Martin **should step down** as leader of Fianna Fáil when the two government parties rotate the Taoiseach's office next year

## Should the government actively promote Irish companies to enter the European defence/military industry?



I **support** the government's plans to actively promote and facilitate private Irish companies to enter the European defence/military industry

I **oppose** the government's plans to actively promote and facilitate private Irish companies to enter the European defence/military industry

(Base: All adults 18+)

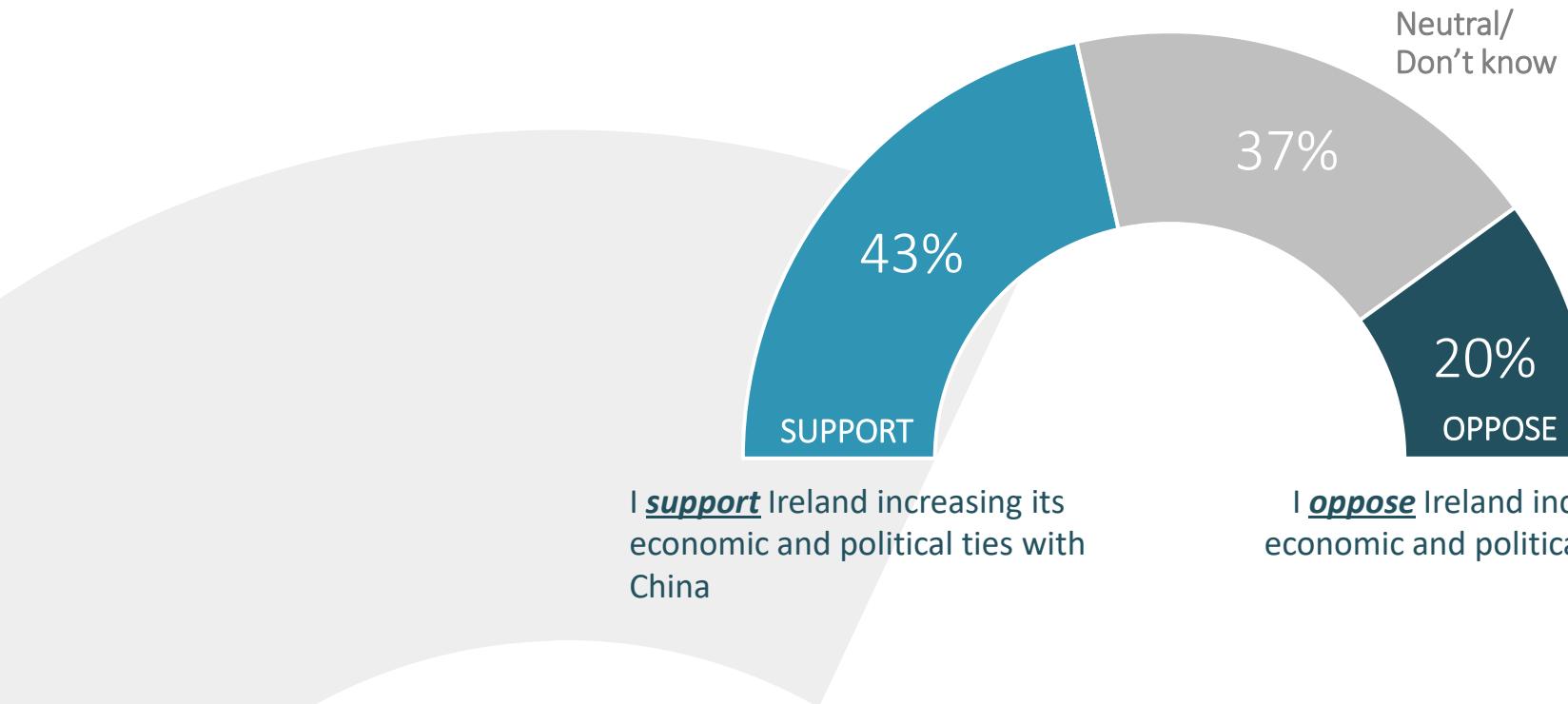
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

# Support for China-Ireland relations is strong

REDC

Only 1 in 5 oppose further economic and political ties with China, but almost 2 in 5 are unsure about increased collaboration.

Should Ireland increase its political and economic ties with China?

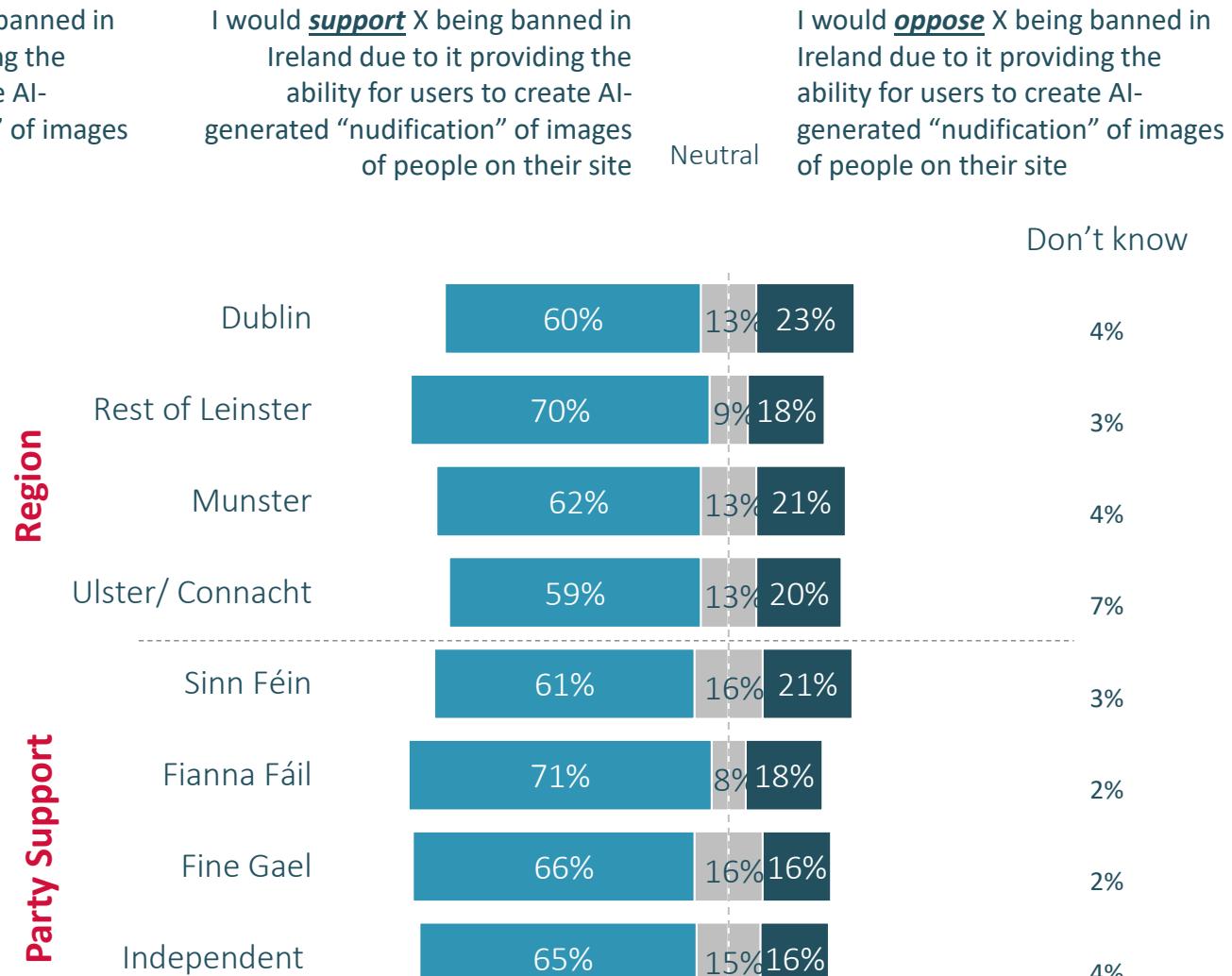
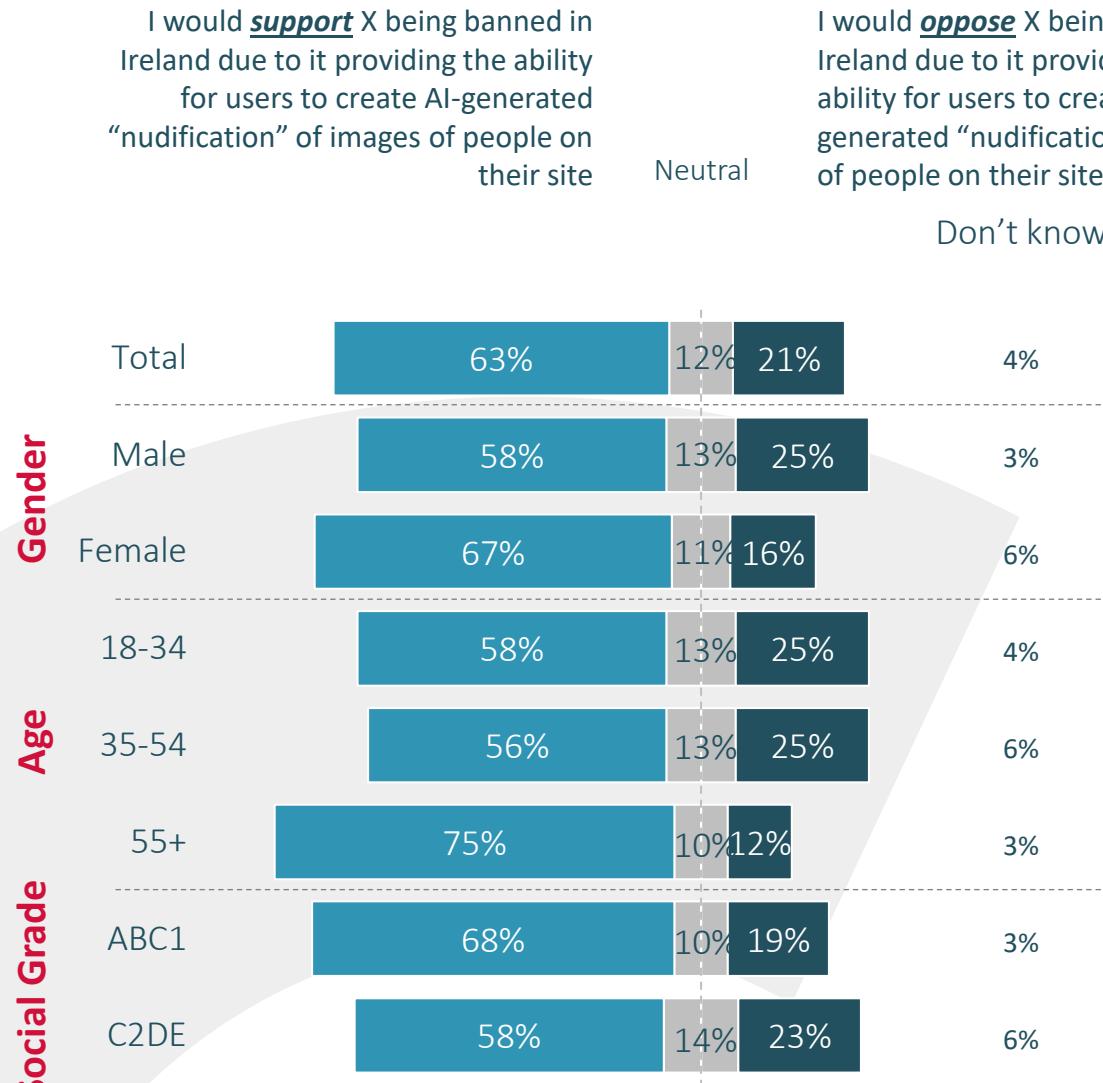


(Base: All adults 18+)

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

# Majority in favour of strong action been taken against X over Grok

Women and older cohorts show higher levels of support for a ban on the social media platform



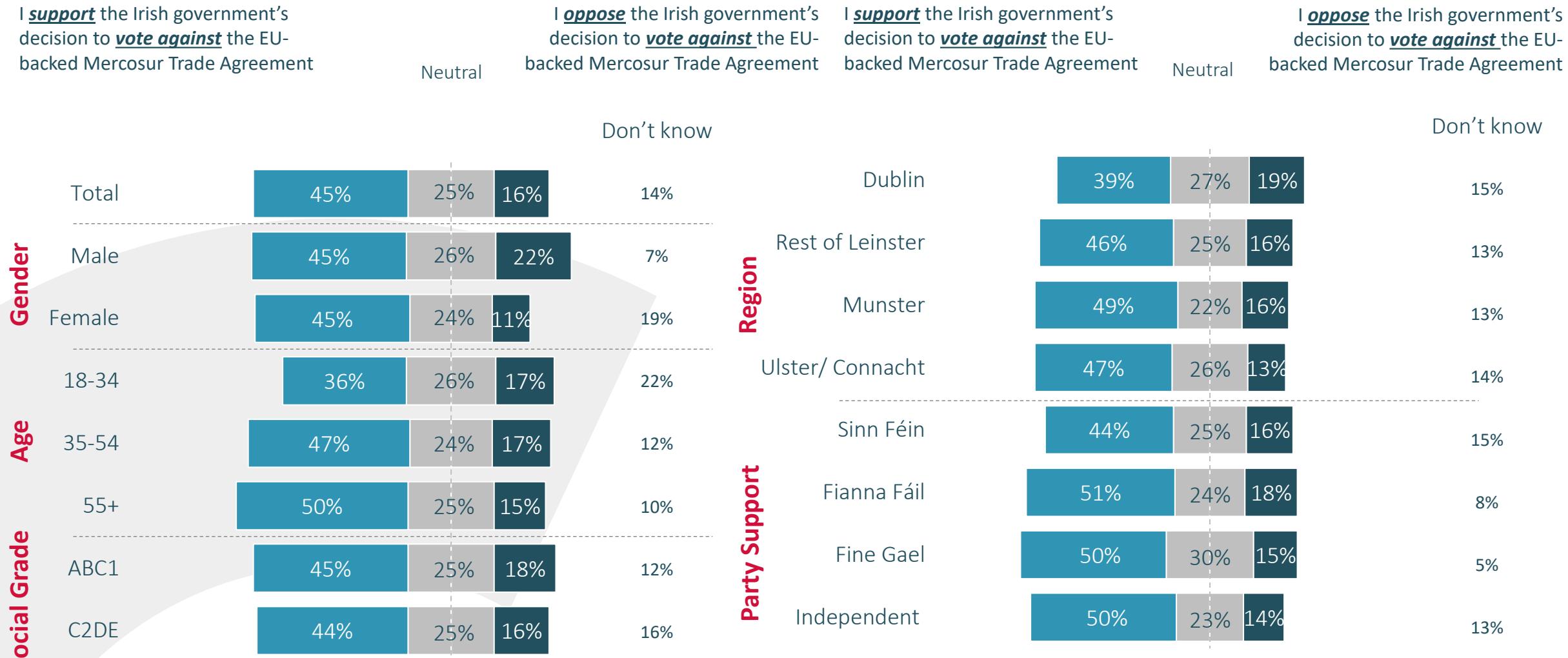
(Base: All adults 18+)

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

# A plurality view the government's opposition to Mercosur favourably

REDC

Support is relatively consistent across the political spectrum



(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

# Plurality think Martin should step down following rotation

REDC

Just over half of Fianna Fáil voters believe the Taoiseach should continue as leader.

Micheál Martin should remain leader of Fianna Fáil when the two government parties rotate the Taoiseach's office next year

Neutral

Micheál Martin should step down as leader of Fianna Fáil when the two government parties rotate the Taoiseach's office next year

Don't know

Micheál Martin should remain leader of Fianna Fáil when the two government parties rotate the Taoiseach's office next year

Neutral

Micheál Martin should step down as leader of Fianna Fáil when the two government parties rotate the Taoiseach's office next year

Don't know

Gender

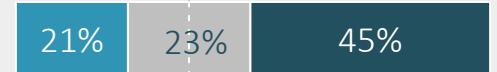
Total



Male



Female



Age

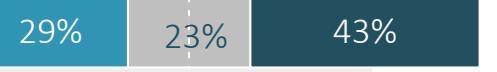
18-34



35-54



55+

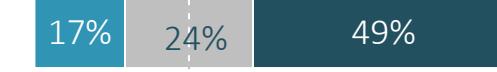


Social Grade

ABC1

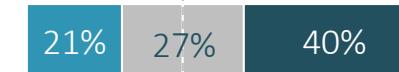


C2DE



Region

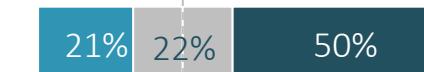
Dublin



Rest of Leinster



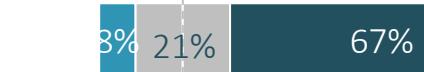
Munster



Ulster/ Connacht



Sinn Féin



Fianna Fáil



Fine Gael



Independent



(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

# Gov supporters back funding supports for defence contractors

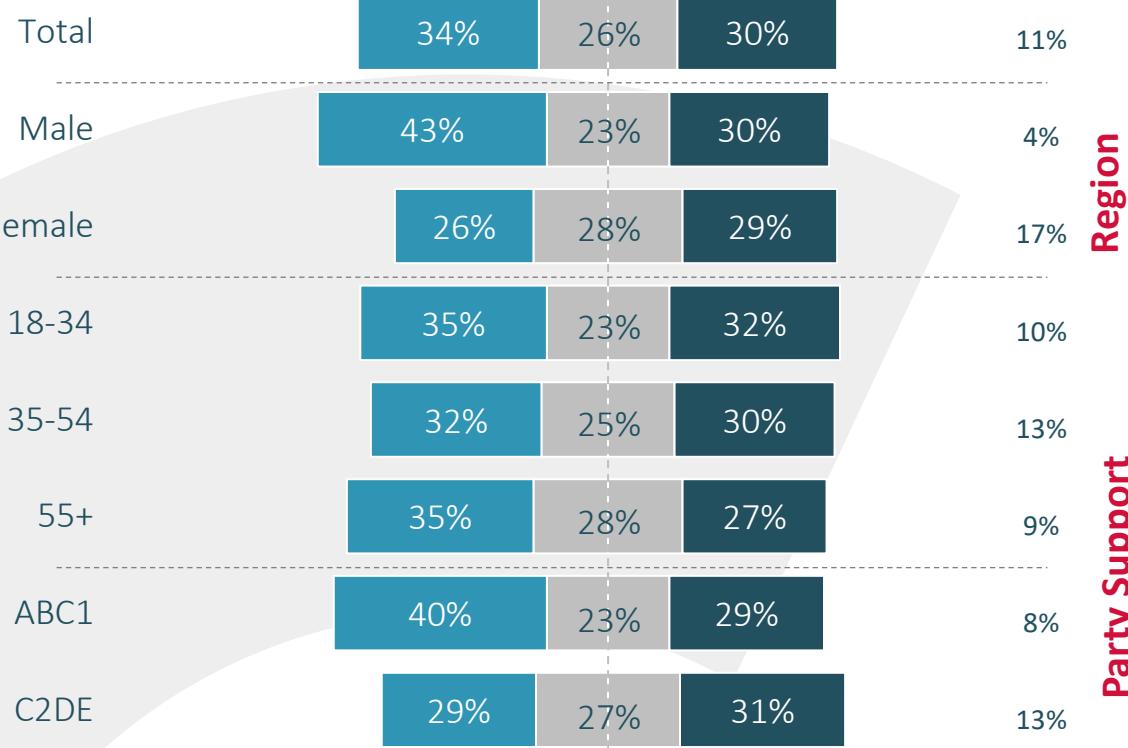
**I support** the government's plans to actively promote and facilitate private Irish companies to enter the European defence/military industry

Neutral

**I oppose** the government's plans to actively promote and facilitate private Irish companies to enter the European defence/military industry

Don't know

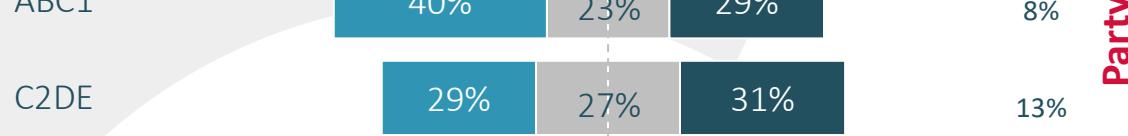
Gender



Age



Social Grade



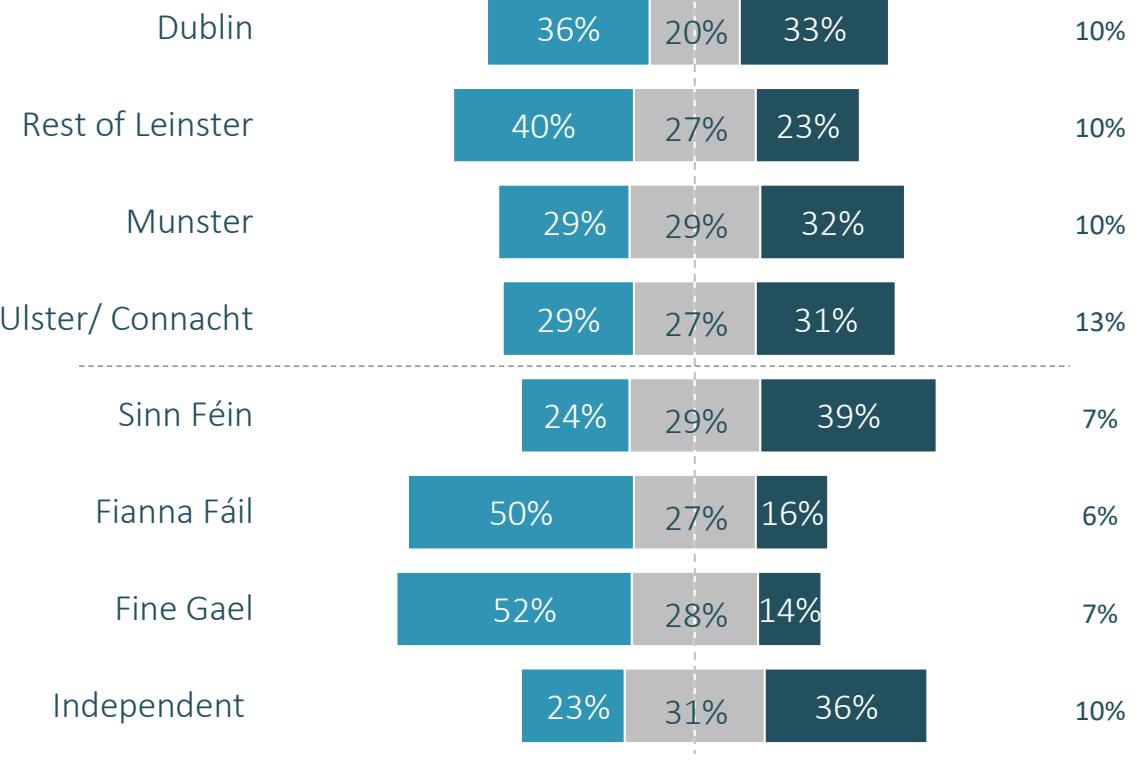
**I support** the government's plans to actively promote and facilitate private Irish companies to enter the European defence/military industry

Neutral

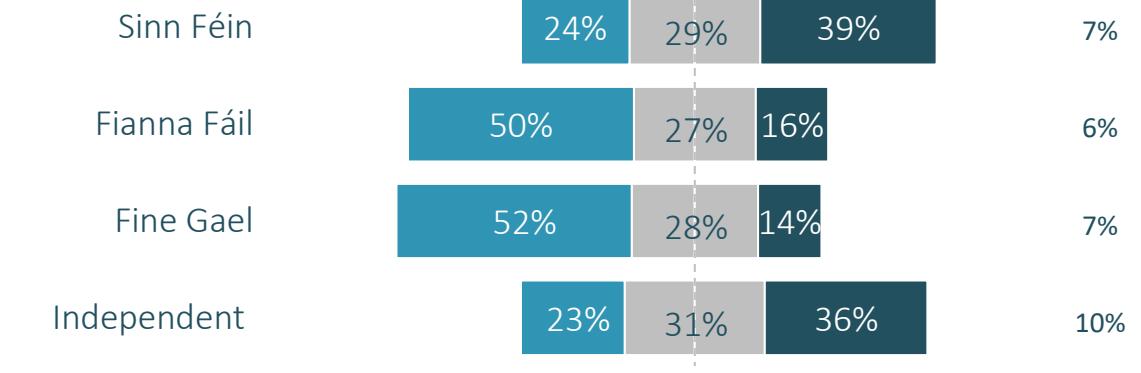
**I oppose** the government's plans to actively promote and facilitate private Irish companies to enter the European defence/military industry

Don't know

Region



Party Support



(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

# Gov supporters more likely to support increased ties to China

Men also support more economic and political ties to China compared to women, who are more likely to report being unsure.

**I support** Ireland increasing its economic and political ties with China

Neutral

Total

43%

29%

20%

Male

55%

22%

20%

Female

33%

34%

20%

18-34

40%

30%

21%

35-54

41%

28%

23%

55+

49%

28%

15%

ABC1

48%

29%

17%

C2DE

41%

25%

22%

**I support** Ireland increasing its economic and political ties with China

Don't know

8%  
3%  
13%

**I support** Ireland increasing its economic and political ties with China

Neutral

**I oppose** Ireland increasing its economic and political ties with China

Don't know

Dublin

45%  
29%  
18%

7%

Rest of Leinster

49%  
24%  
20%

7%

Munster

42%  
28%  
21%

9%

Ulster/ Connacht

35%  
35%  
21%

9%

Sinn Féin

44%  
25%  
24%

7%

Fianna Fáil

57%  
23%  
17%

3%

Fine Gael

52%  
33%  
12%

3%

Independent

37%  
31%  
21%

11%

Party Support

(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

C

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

RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

C



## Understanding Behaviour

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



## Building Brands

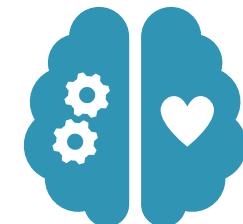
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



## 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



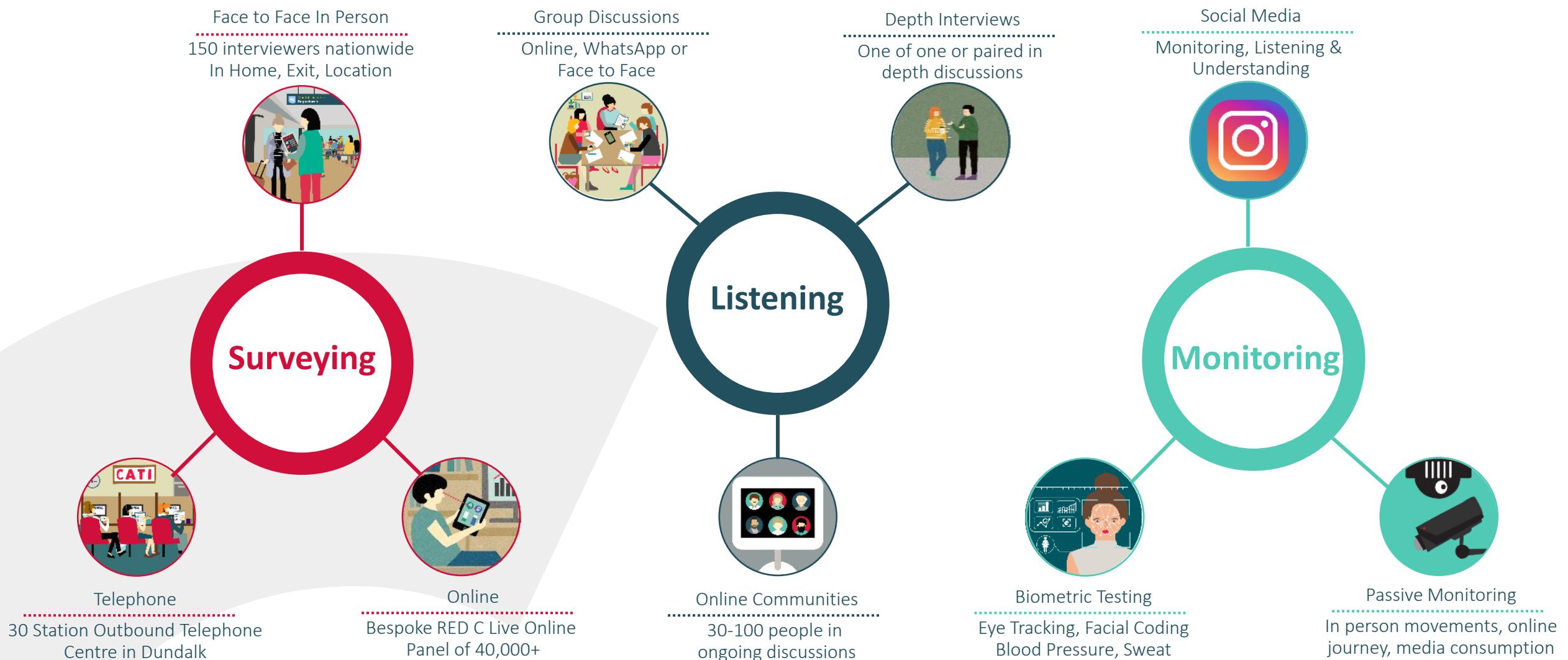
RED Star

In markets across the world



# Using a variety of techniques to uncover & understand

REDC



RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

*See More, Clearly*

REDC

