

REDC

**Business
Post**

Opinion Poll Report February 2026

JN. 8374-2025



Methodology and Weighting

- RED C interviewed a random sample of **1,010** adults aged 18+ online between 13th – 19th February 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

- 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.

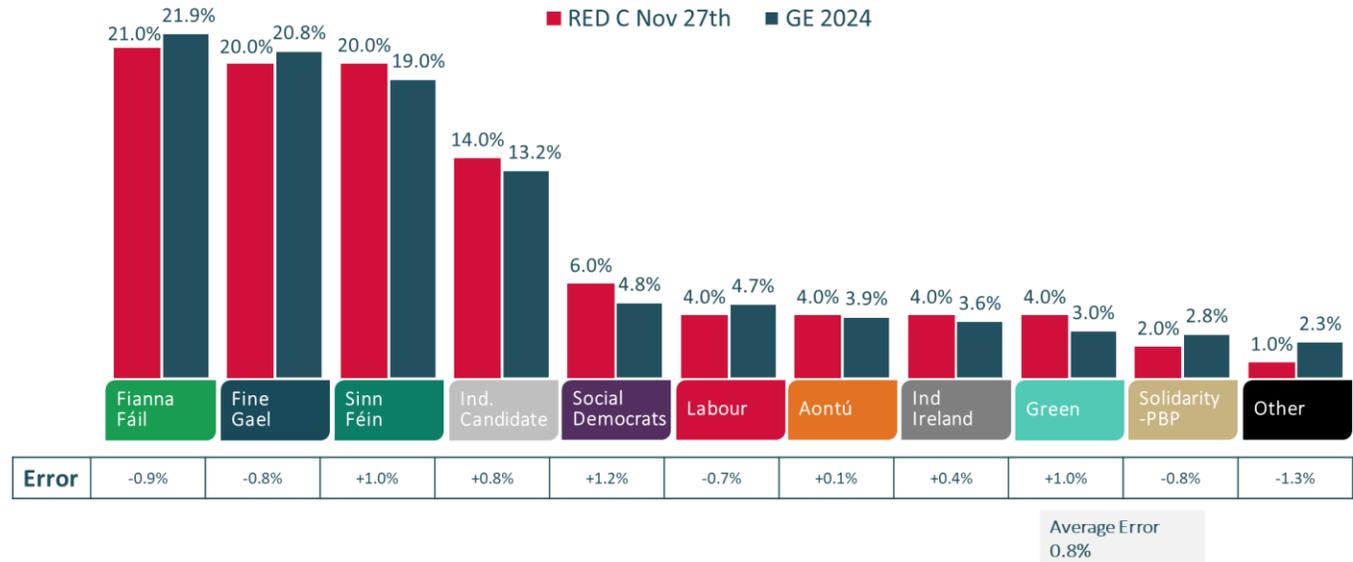
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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



REDC LIVE

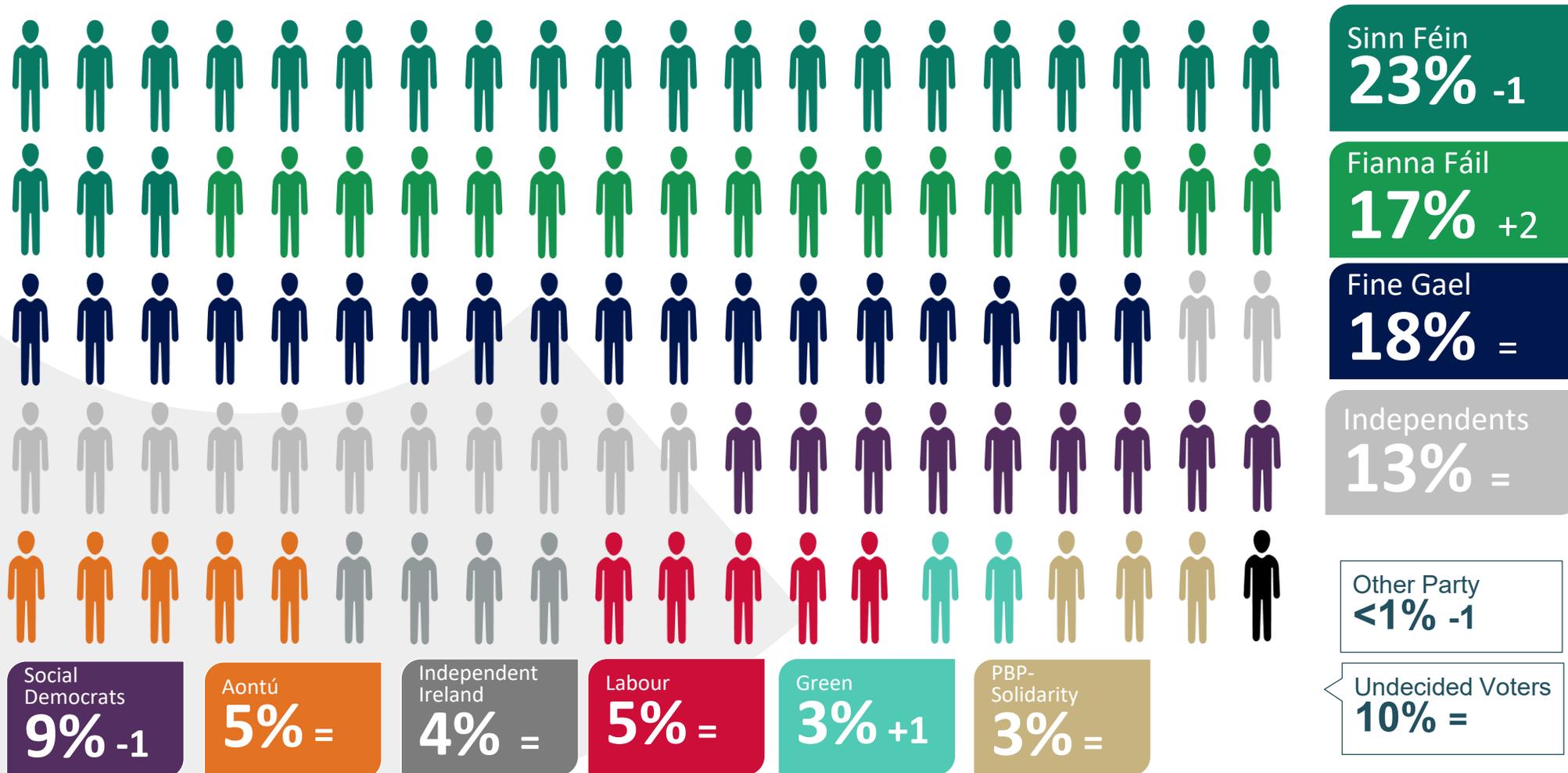


01

Vote Intention @ General Election

First preference vote intention – 22nd February 2026

With change vs. Last Poll January 2026

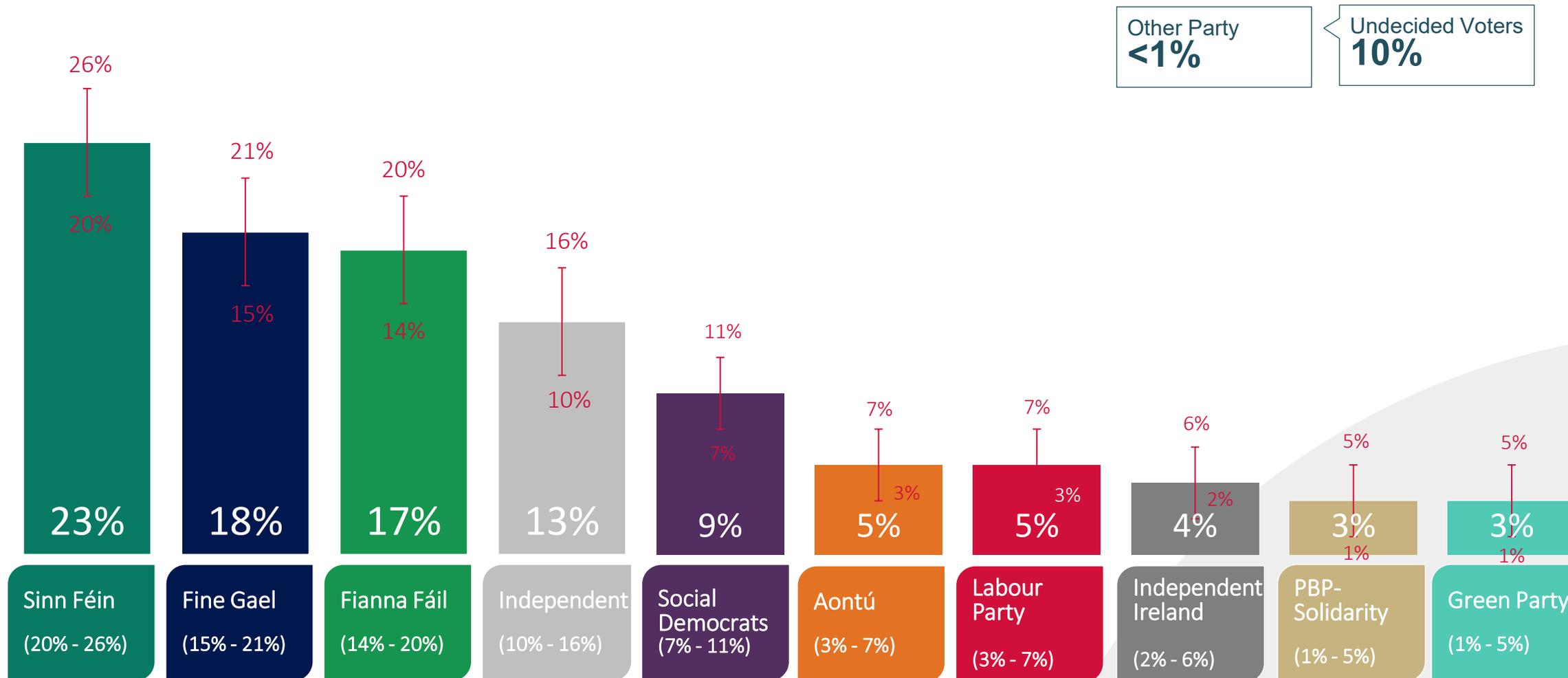


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 22nd February 2026

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.

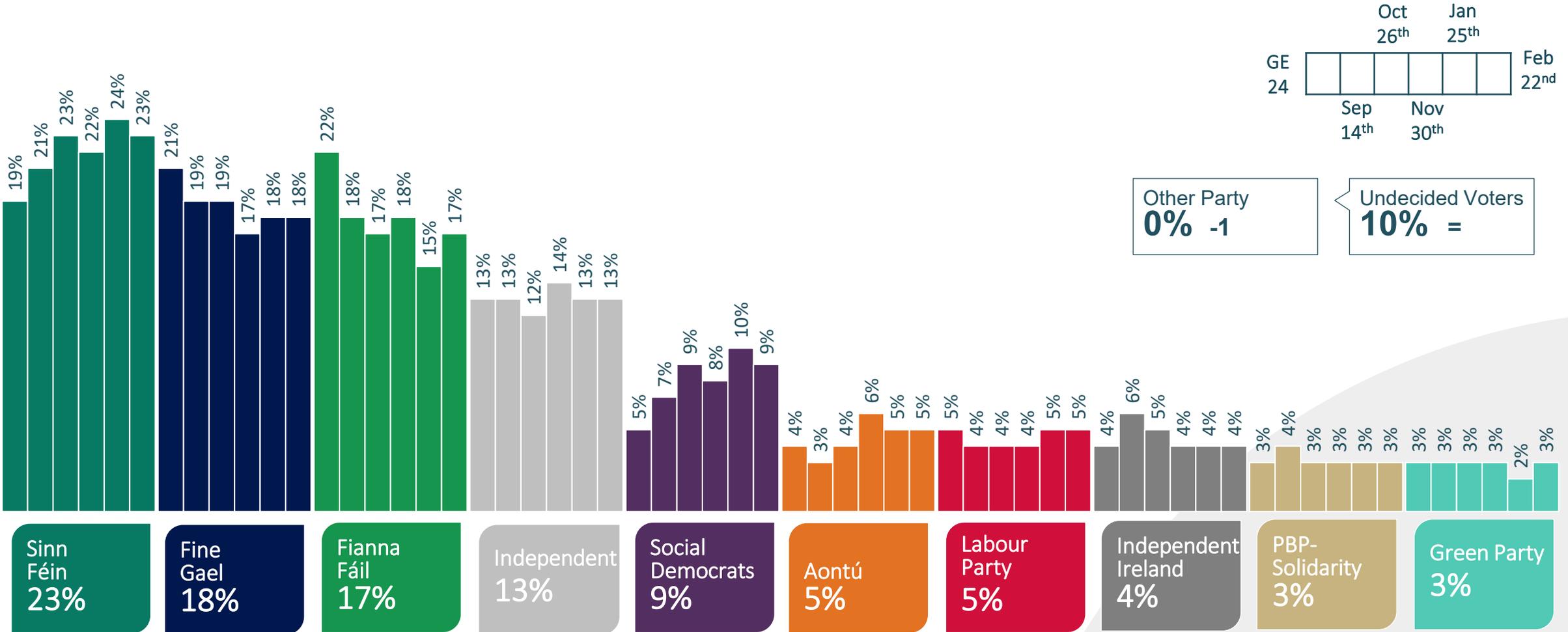


() shows the possible range of support for each party based on an estimated average margin of error calculation

Note: Margin of error for smaller parties may be smaller

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

22 nd February 2026	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	20%	21%	25%	23%
Fine Gael	14%	14%	17%	18%
Fianna Fáil	12%	14%	16%	17%
An Independent Candidate	10%	11%	13%	13%
Social Democrats	6%	7%	8%	9%
Aontú	3%	4%	4%	5%
Labour Party	4%	4%	5%	5%
Independent Ireland	3%	3%	4%	4%
People Before Profit-Solidarity	3%	3%	4%	3%
Green Party	2%	3%	3%	3%
Other	1%	1%	1%	0%
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

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

22 nd February 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	23%	24%	22%	26%	27%	18%	16%	32%	21%	25%	18%	31%
Fine Gael	18%	17%	19%	11%	18%	21%	25%	10%	23%	13%	20%	12%
Fianna Fáil	17%	18%	17%	14%	17%	19%	20%	10%	15%	18%	22%	14%
An Independent Candidate	13%	10%	15%	6%	14%	16%	10%	18%	9%	13%	13%	18%
Social Democrats	9%	9%	9%	18%	7%	5%	9%	8%	10%	8%	11%	4%
Aontú	5%	6%	3%	4%	4%	5%	5%	3%	5%	4%	4%	5%
Labour Party	5%	6%	4%	7%	3%	6%	8%	2%	8%	6%	3%	4%
Independent Ireland	4%	4%	3%	2%	4%	5%	2%	6%	1%	5%	5%	5%
People Before Profit-Solidarity	3%	3%	4%	6%	3%	2%	2%	5%	4%	5%	2%	1%
Green Party	3%	2%	3%	7%	1%	2%	2%	3%	4%	2%	3%	4%

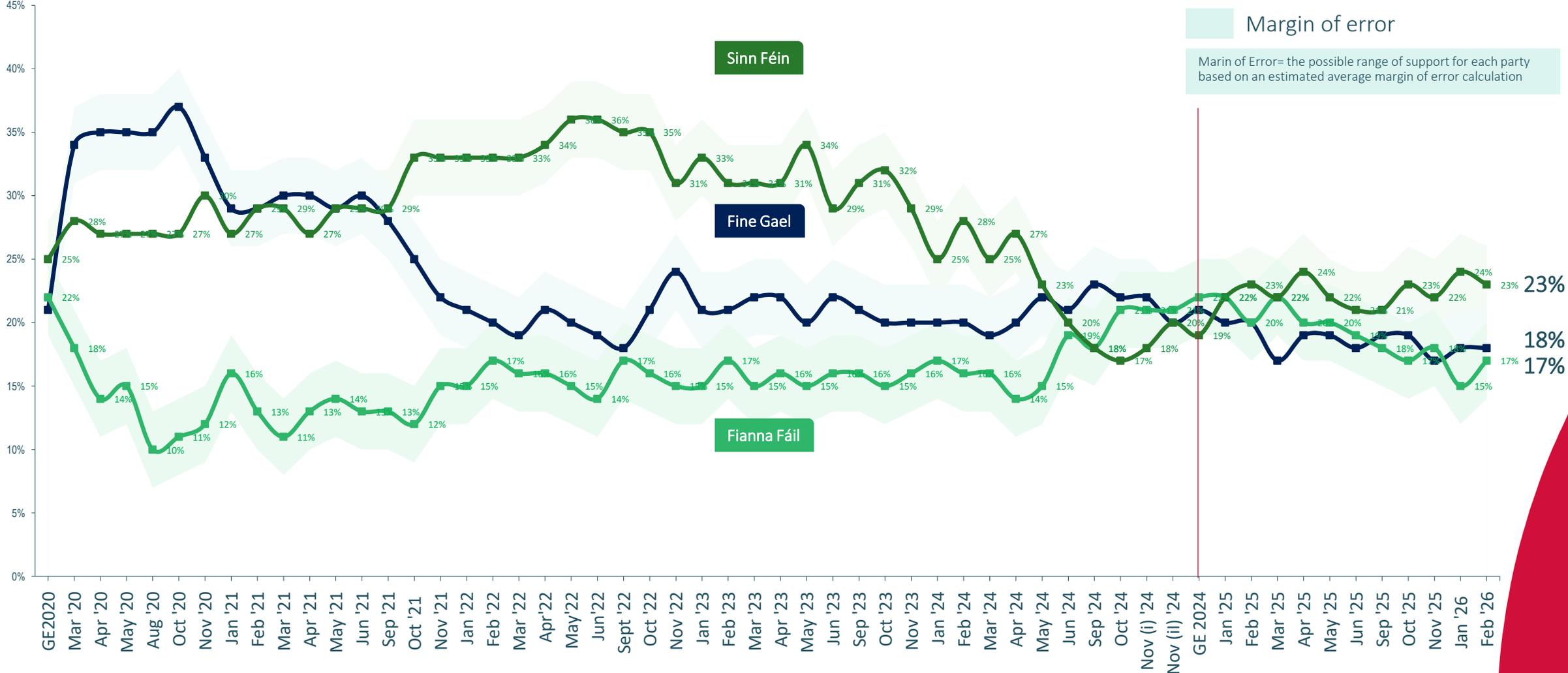
Not Showing Other Party
(Base: All adults 18+ who will vote)

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



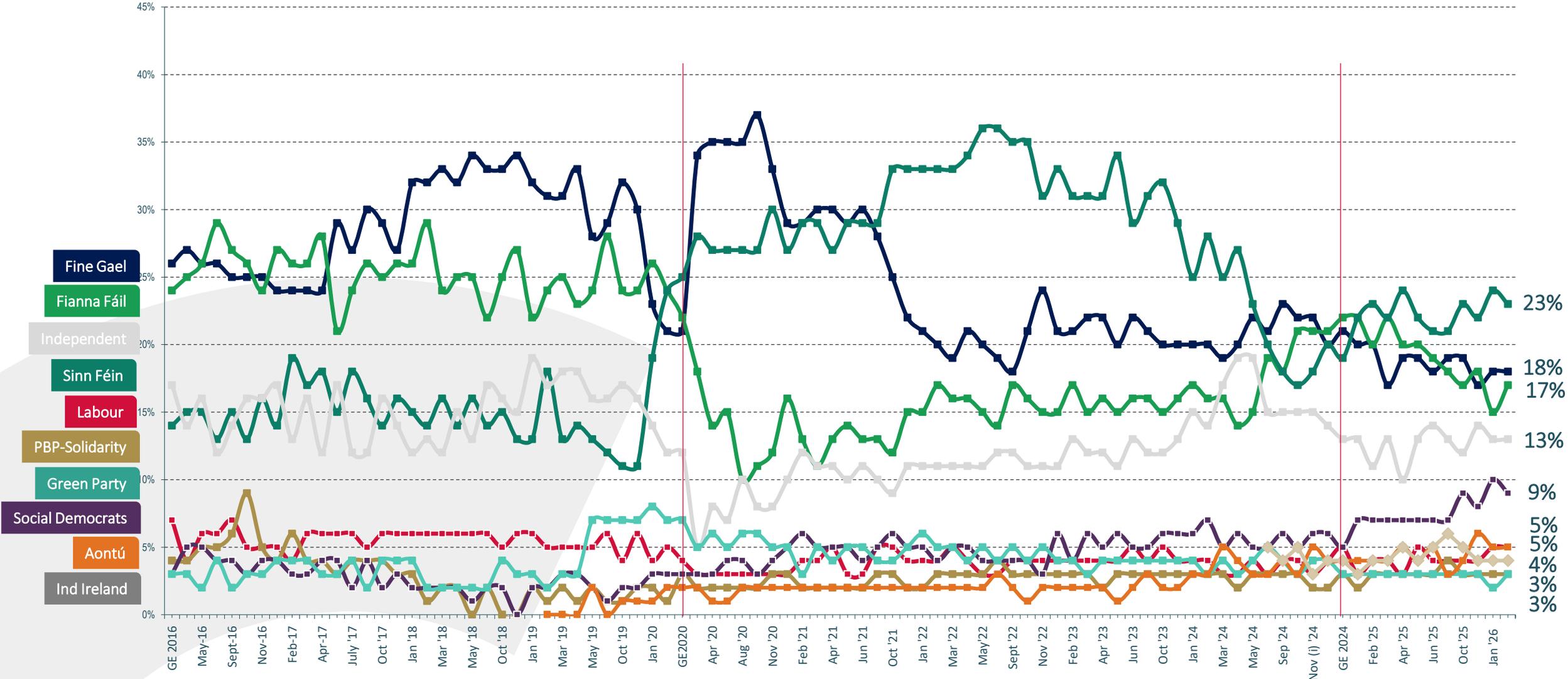
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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

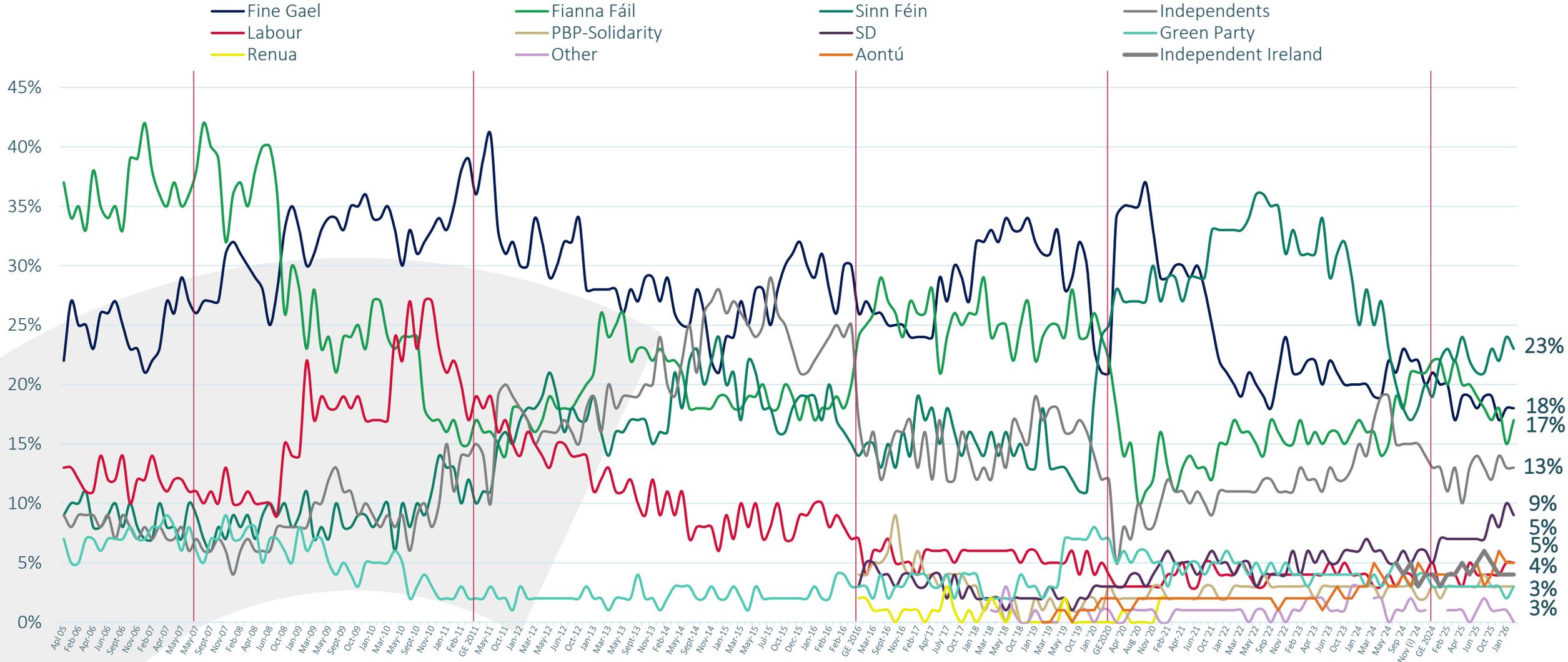


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 2005 to 2026

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



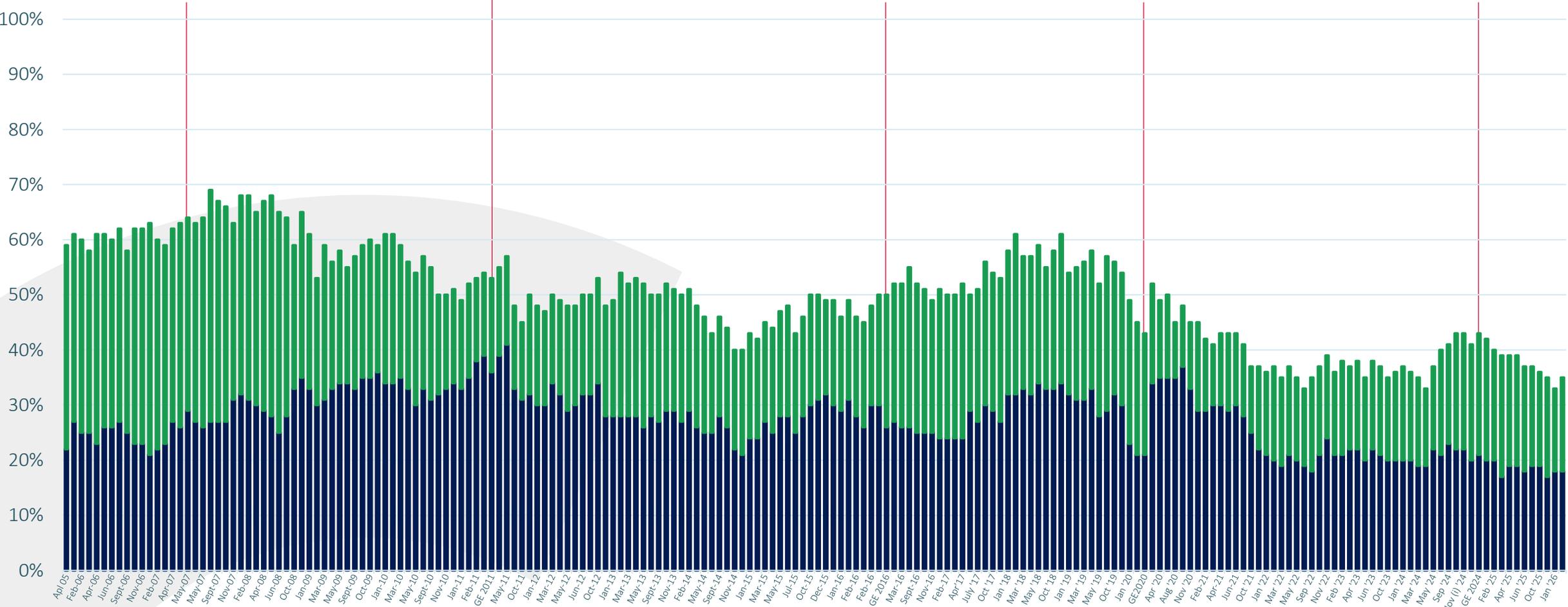
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 2005 to 2026



■ Fine Gael ■ Fianna Fáil



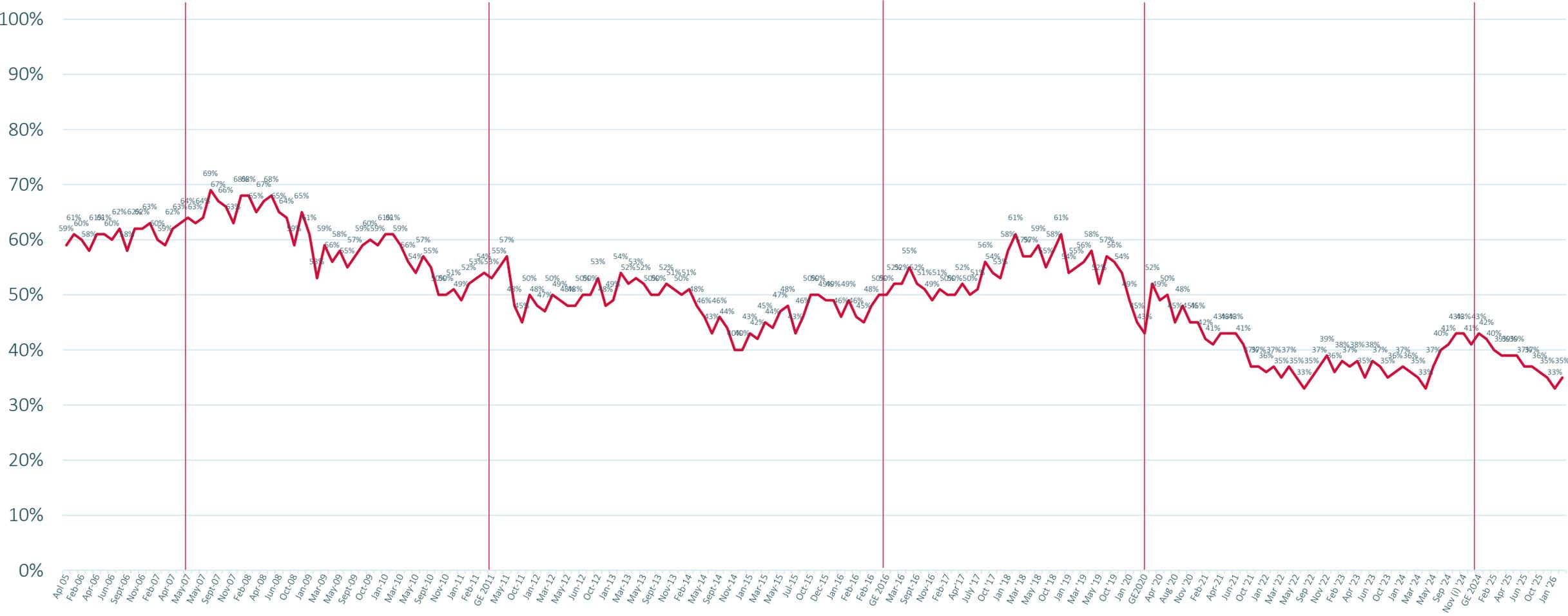
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 2005 to 2026



— 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)



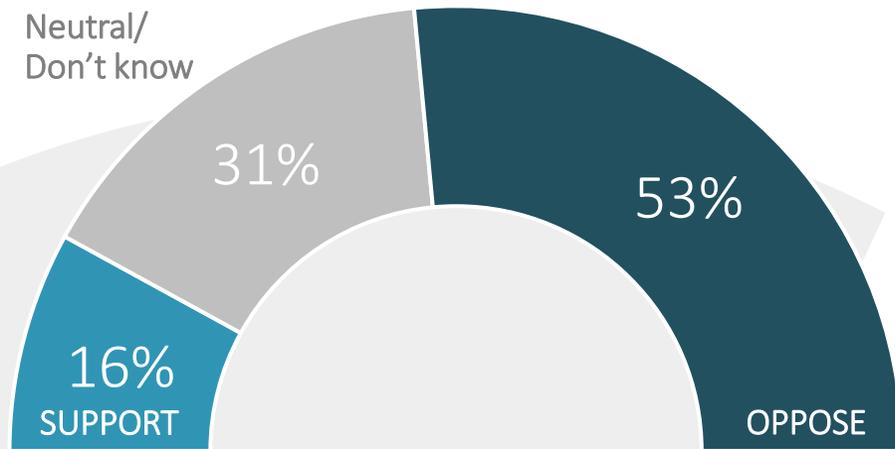
02

Views on topical political issues

Little support for Murrin's decision to remain as Bord Bia Chairman

Most people interested in the concept of banks assisting with investment opportunities, but 1 in 3 not personally interested.

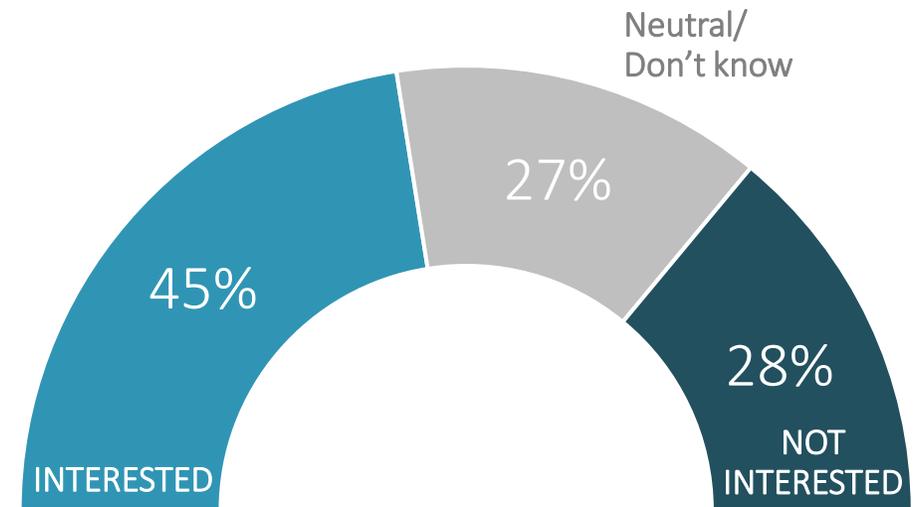
Should Larry Murrin have remained as Chairman of Bord Bia after findings suggested his company was importing Brazilian beef for contingency supply (approx. 1%)?



I **support** Larry Murrin's decision not to resign as Chairman of Bord Bia after findings that a company operated by him was importing Brazilian beef for contingency supply (claimed approximately 1%)

I **oppose** Larry Murrin's decision not to resign as Chairman of Bord Bia after findings that a company operated by him was importing Brazilian beef for contingency supply (claimed approximately 1%)

Would you be personally interested in banks offering ways of investing from deposit accounts?



I **would** personally be interested in banks offering me a way to invest in financial markets through my deposit account

I **wouldn't** personally be interested in banks offering me a way to invest in financial markets through my deposit account

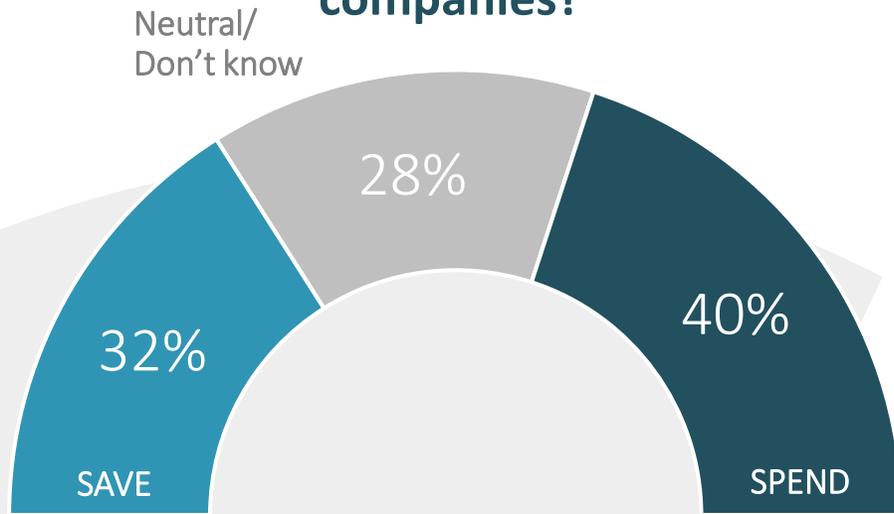
(Base: All adults 18+)

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

Division over what to do with windfall corporation tax

Although most believe in spending windfall tax, 1 in 3 believe it should be saved. High levels of support are evident for government intervention in competitive bidding through estate agents.

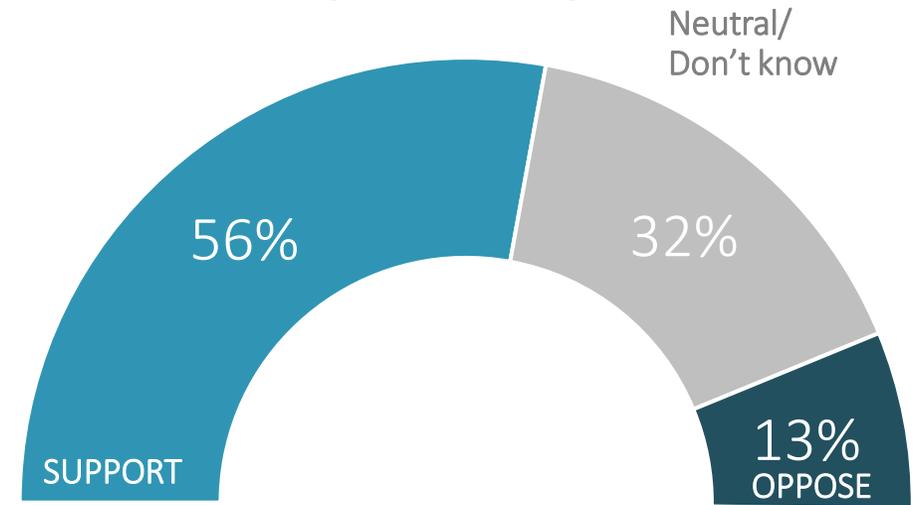
Should the government save or spend more of the windfall tax from multi-national companies?



I would prefer the government **save more** of the windfall corporation tax from multi-national companies in Ireland

I would prefer the government **spend more** of the windfall corporation tax from multi-national companies in Ireland

Should the government introduce legislation to reduce competitive bidding or open auctions through estate agents?



I would **support** the Irish government legislating to reduce competitive bidding or 'open auctions' on the purchase of homes through estate agents

I would **oppose** the Irish government legislating to reduce competitive bidding or 'open auctions' on the purchase of homes through estate agents

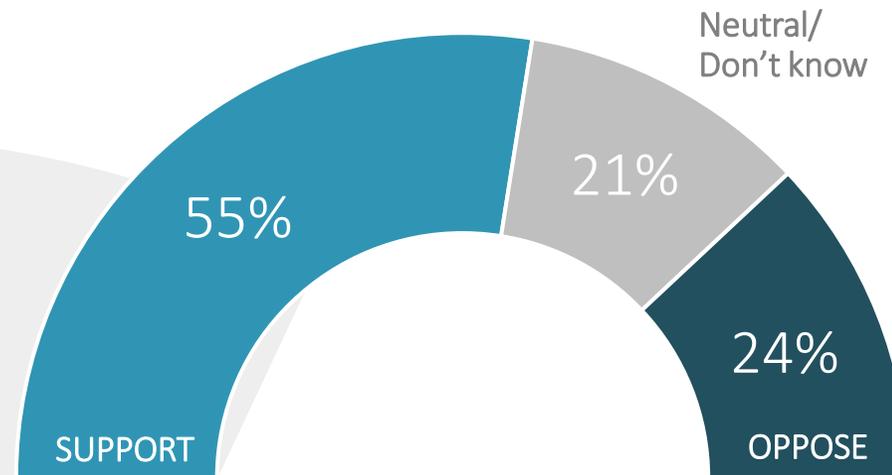
(Base: All adults 18+)

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

Majority support Micheál Martin should defending Irish values **REDC**

Over half would support Micheál Martin should he challenge Trump on his St. Patrick's Day trip to the White House if Trump's policies don't align with Irish values.

Should Micheál Martin publicly challenge Donald Trump on American policies that don't align with Irish values while in the White House on St. Patrick's Day?



I would **support** Micheál Martin publicly challenging Donald Trump on American policies that don't align with Irish values while in the White House on St Patrick's Day

I would **oppose** Micheál Martin publicly challenging Donald Trump on American policies that don't align with Irish values while in the White House on St Patrick's Day

(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 Larry Murrin higher among men and Fine Gael voters **REDC**

However, majority across the board oppose Murrin’s decision to remain as Bord Bia Chairman.

I support Larry Murrin’s decision not to resign as Chariman of Bord Bia after findings that a company operated by him was importing Brazilian beef for contingency supply (claimed approximately 1%)

Neutral

I oppose Larry Murrin’s decision not to resign as Chairman of Bord Bia after findings that a company operated by him was importing Brazilian beef for contingency supply (claimed approximately 1%)

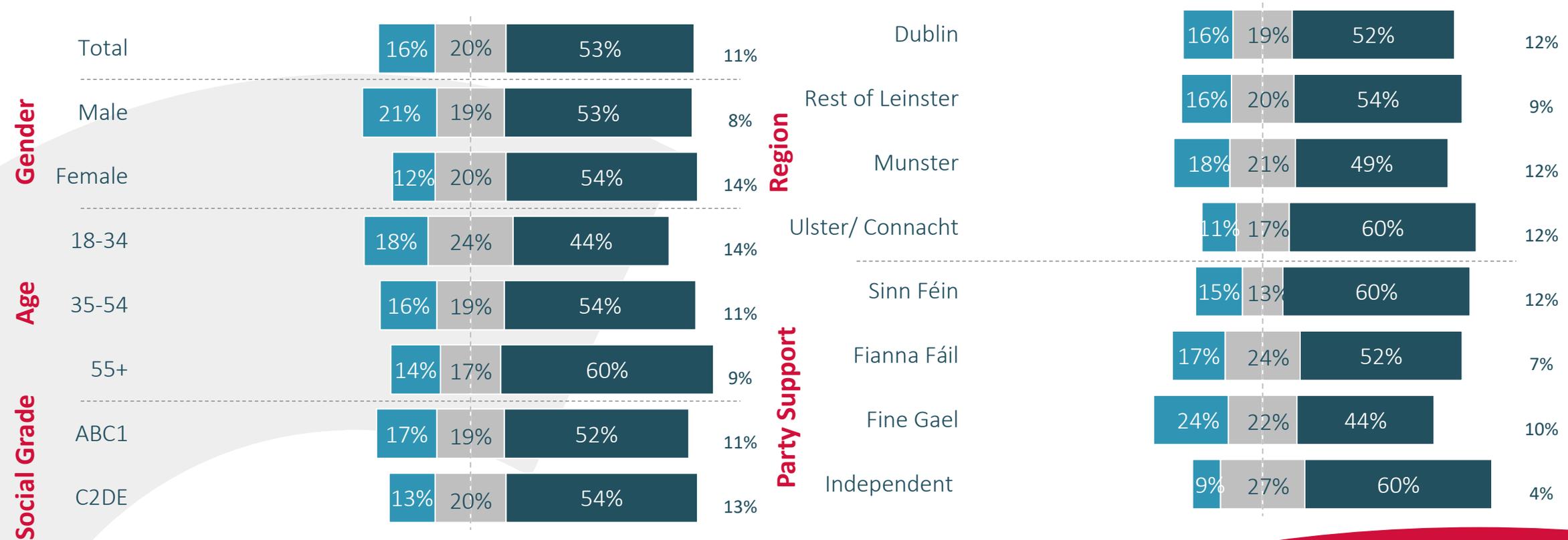
Don’t know

I support Larry Murrin’s decision not to resign as Chairman of Bord Bia after findings that a company operated by him was importing Brazilian beef for contingency supply (claimed approximately 1%)

Neutral

I oppose Larry Murrin’s decision not to resign as Chairman of Bord Bia after findings that a company operated by him was importing Brazilian beef for contingency supply (claimed approximately 1%)

Don’t know



(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

Interest in banks assisting with investing highest among young people



High interest also observed among ABC1s, men and Dublin residents.

I **would** personally be interested in banks offering me a way to invest in financial markets through my deposit account

Neutral

I **wouldn't** personally be interested in banks offering me a way to invest in financial markets through my deposit account

Don't know

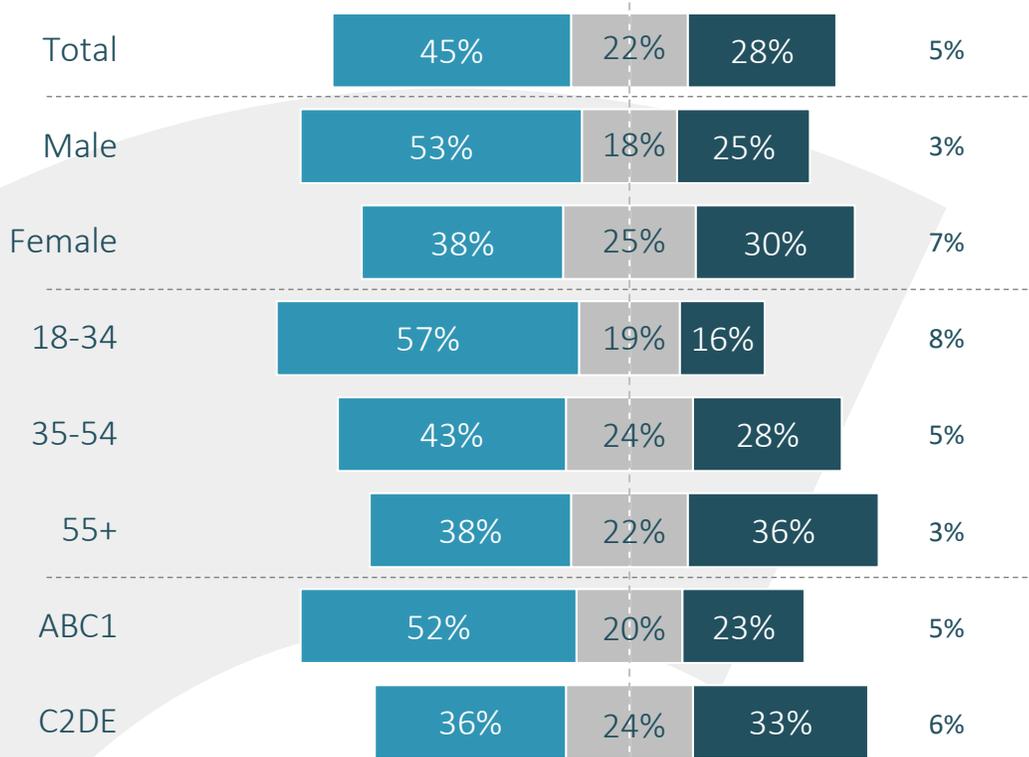
I **would** personally be interested in banks offering me a way to invest in financial markets through my deposit account

Neutral

I **wouldn't** personally be interested in banks offering me a way to invest in financial markets through my deposit account

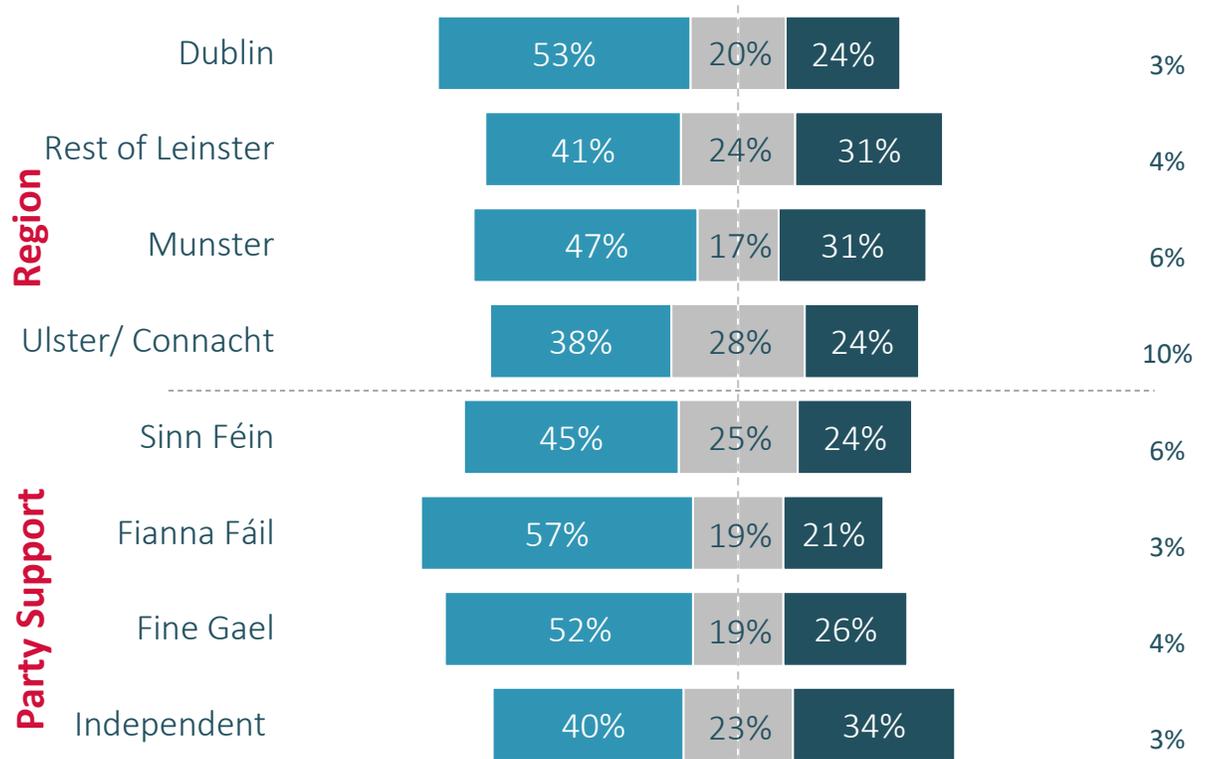
Don't know

Gender



Region

Party Support

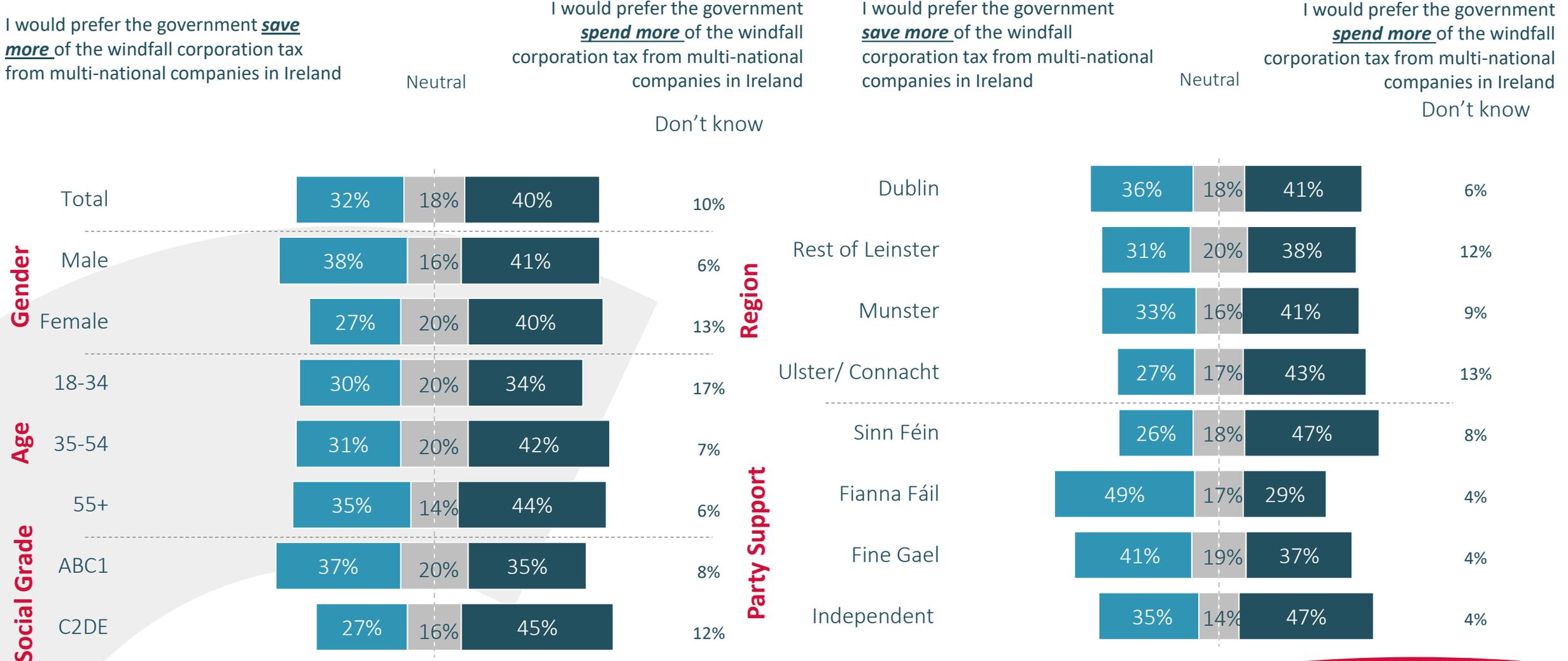


(Base: All adults 18+)

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 saving windfall tax

On the other hand, SF and Independent voters show high support for spending windfall corporation tax. Social grade divide also emerges with ABC1s more in favour of saving than C2DEs.



(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

Anti-competitive bidding legislation popular across the board **REDC**

Ulster and Connacht are the only demos without a majority support. Meanwhile support is highest among Dublin residents.

I would **support** the Irish government legislating to reduce competitive bidding or 'open auctions' on the purchase of homes through estate agents

Neutral

I would **oppose** the Irish government legislating to reduce competitive bidding or 'open auctions' on the purchase of homes through estate agents

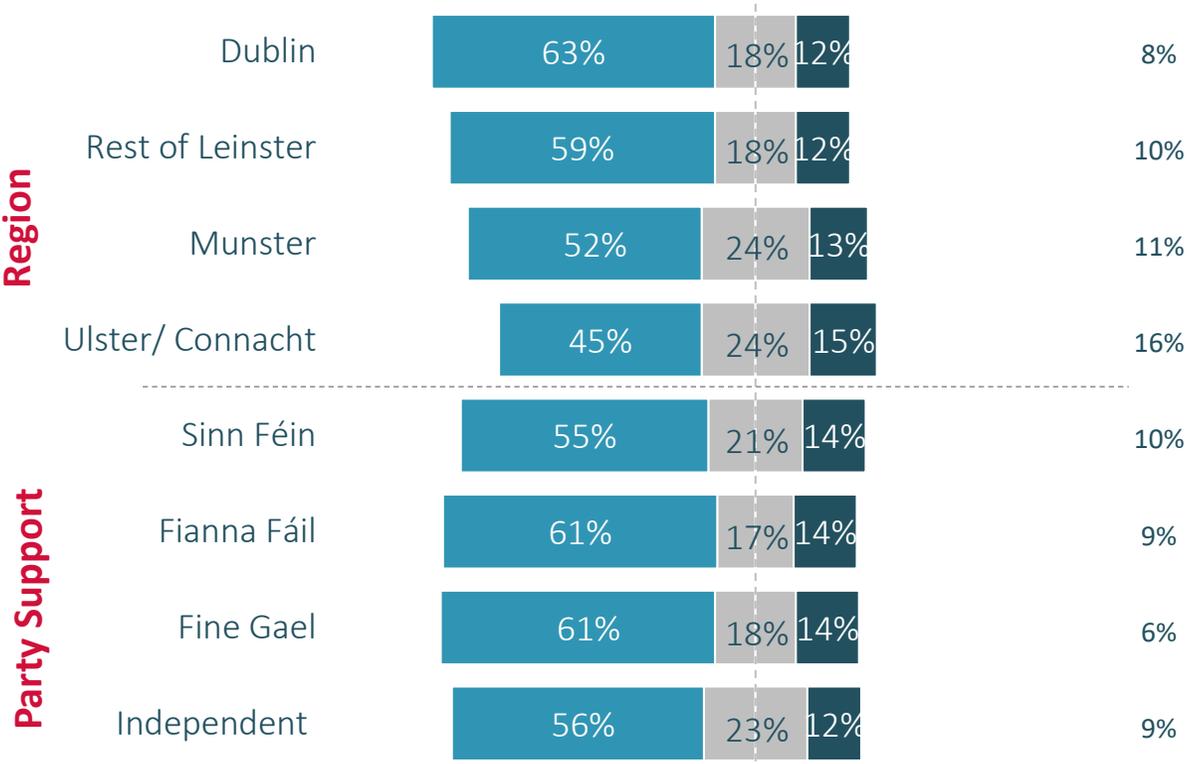
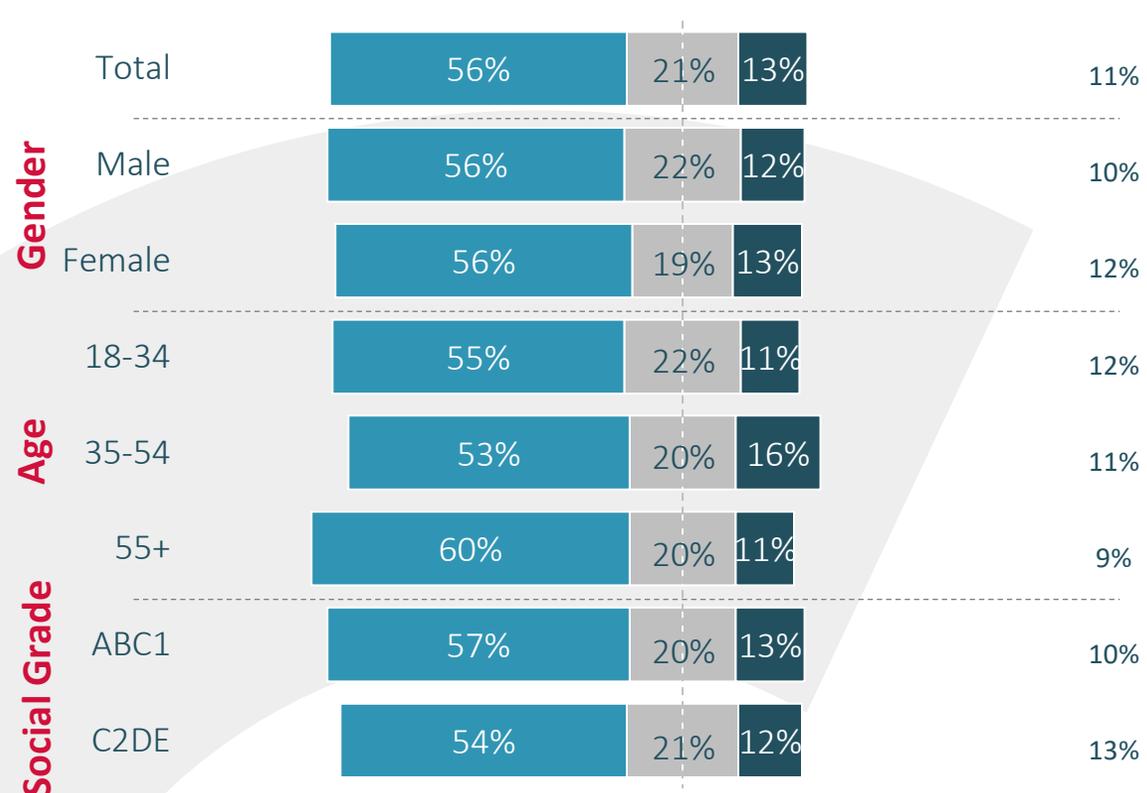
Don't know

I would **support** the Irish government legislating to reduce competitive bidding or 'open auctions' on the purchase of homes through estate agents

Neutral

I would **oppose** the Irish government legislating to reduce competitive bidding or 'open auctions' on the purchase of homes through estate agents

Don't know



(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

Challenging Trump supported most by Martin's own party voters **REDC**

63% of FF voters would support Martin if he were to stand up for Irish values that conflict with US policies at the White House. Opposition to challenging Trump is highest amongst men at 1 in 5. Don't know

I would **support** Micheál Martin publicly challenging Donald Trump on American policies that don't align with Irish values while in the White House on St Patrick's Day

Neutral

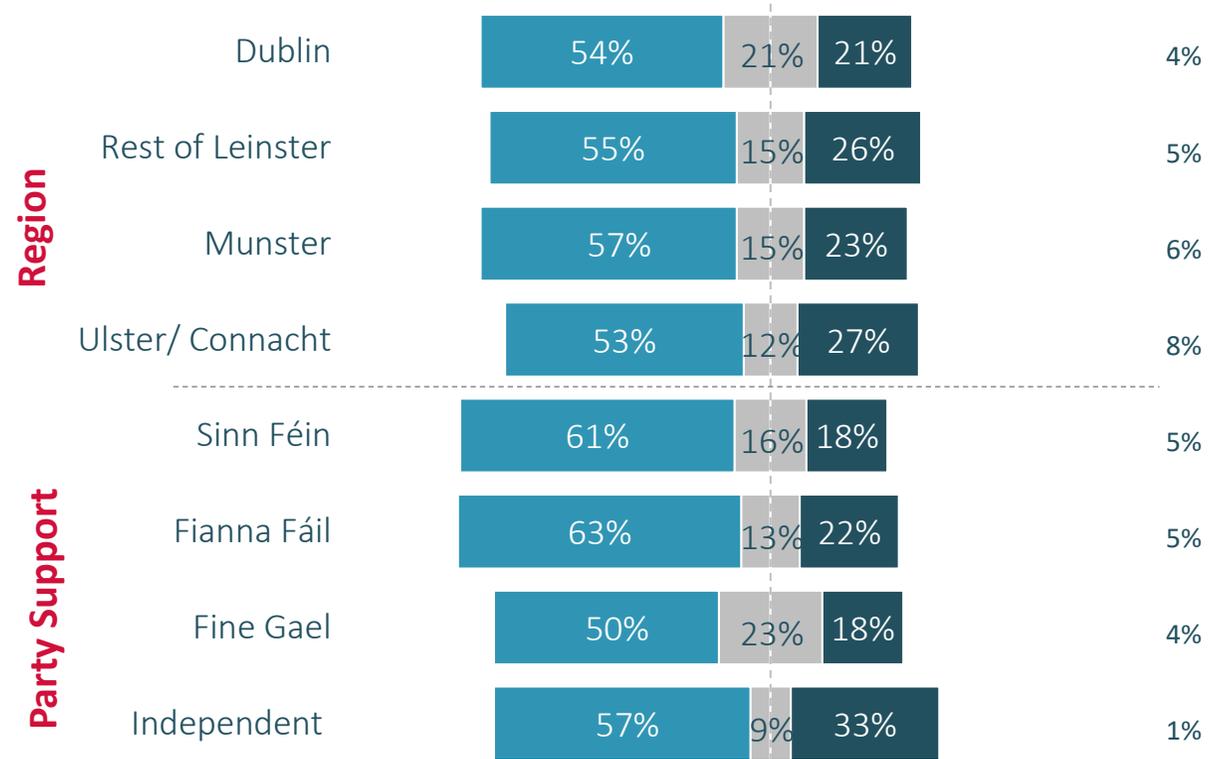
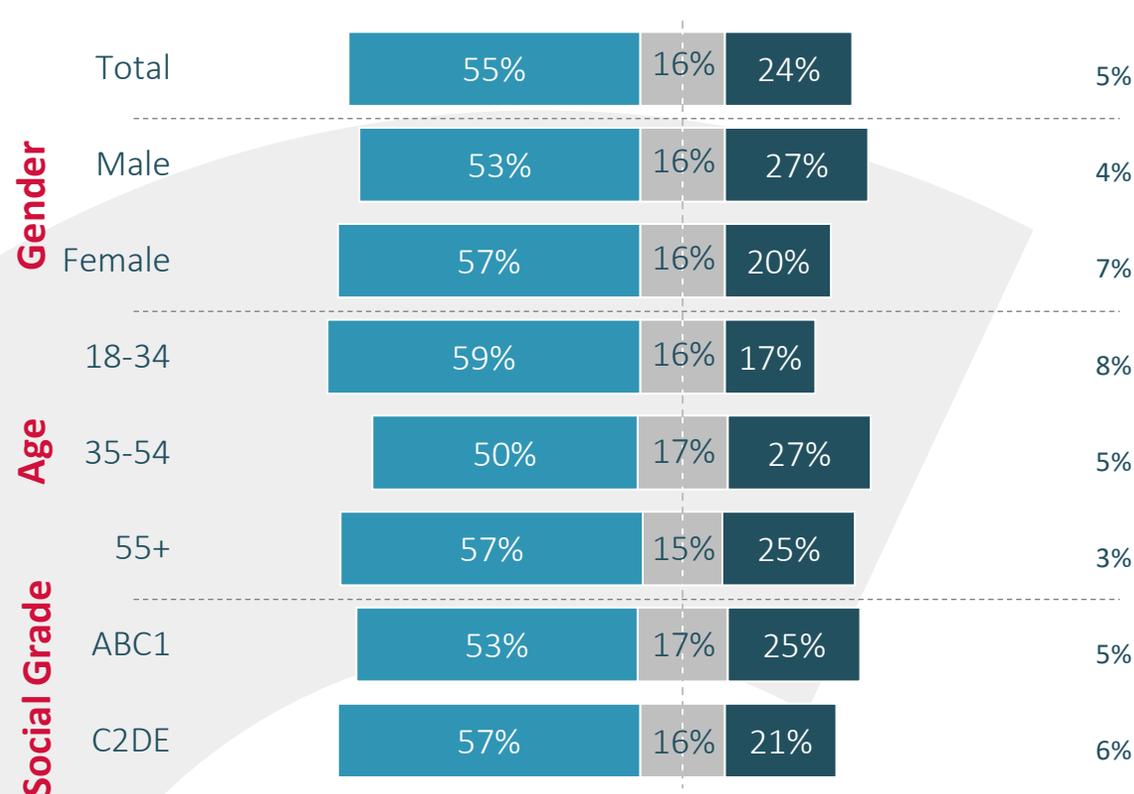
I would **oppose** Micheál Martin publicly challenging Donald Trump on American policies that don't align with Irish values while in the White House on St Patrick's Day

I would **support** Micheál Martin publicly challenging Donald Trump on American policies that don't align with Irish values while in the White House on St Patrick's Day

Neutral

I would **oppose** Micheál Martin publicly challenging Donald Trump on American policies that don't align with Irish values while in the White House on St Patrick's Day

Don't know



(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



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.

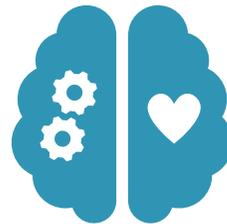


Improving Experiences

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

In markets across the world



System 1

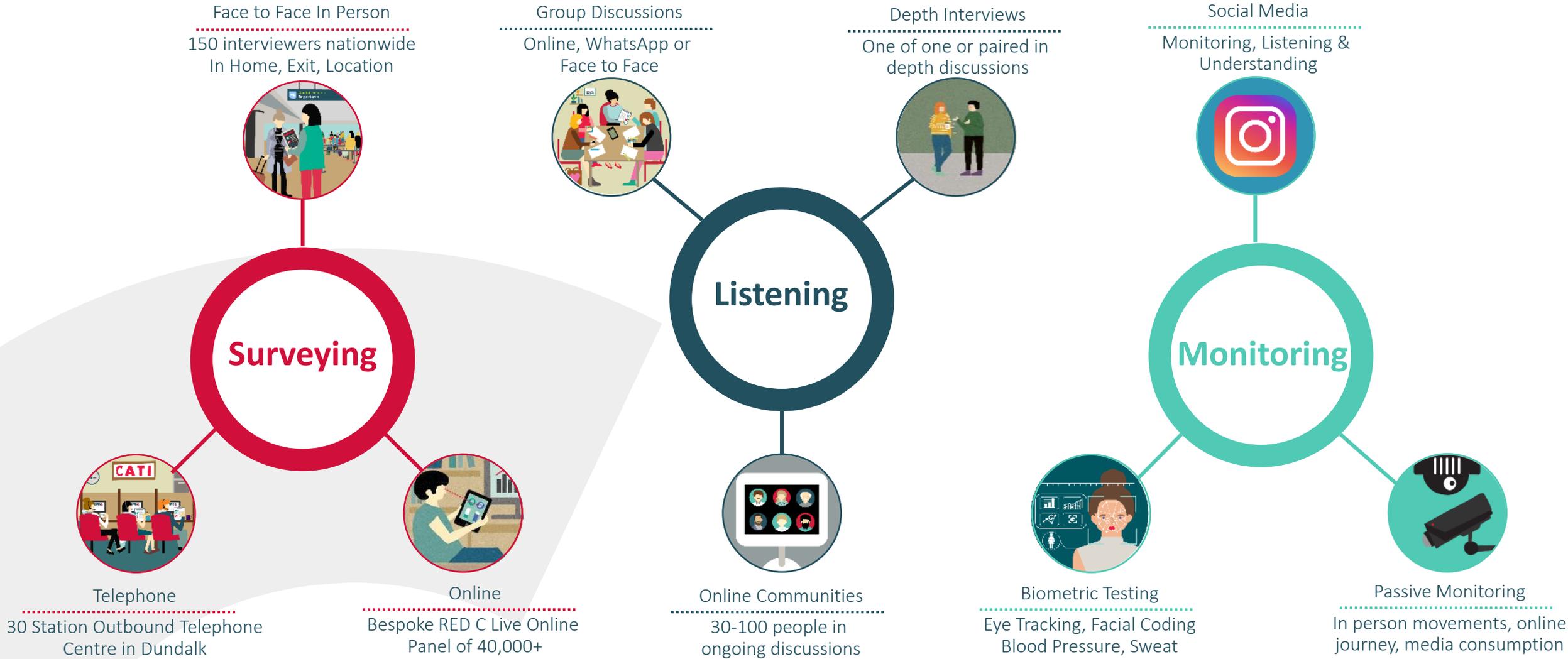


RED Star



RESEARCH
EVALUATION
DIRECTION
CLARITY

Using a variety of techniques to uncover & understand



RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

