

**REDC**

**Business  
Post**

# Opinion Poll Report March 2026

---

JN. 8374-2025



# Methodology and Weighting

- RED C interviewed a random sample of **1,010** adults aged 18+ online between 20<sup>th</sup>- 25<sup>th</sup> March 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

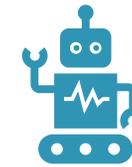
The highest online research quality standards in the industry

- 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.

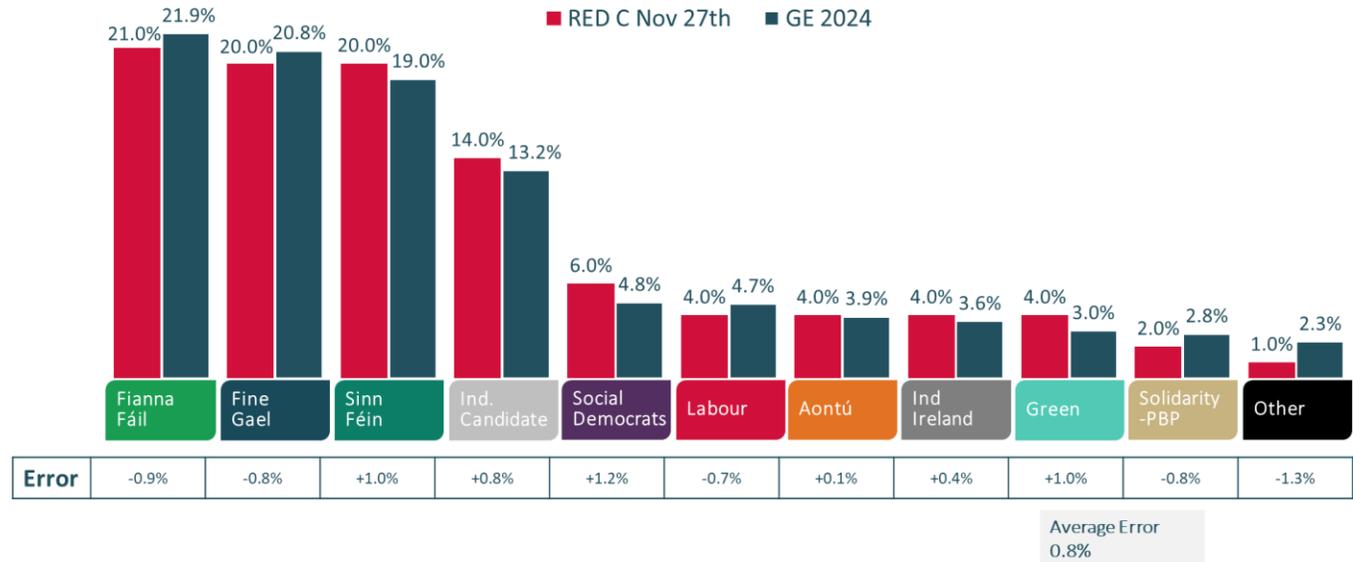
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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

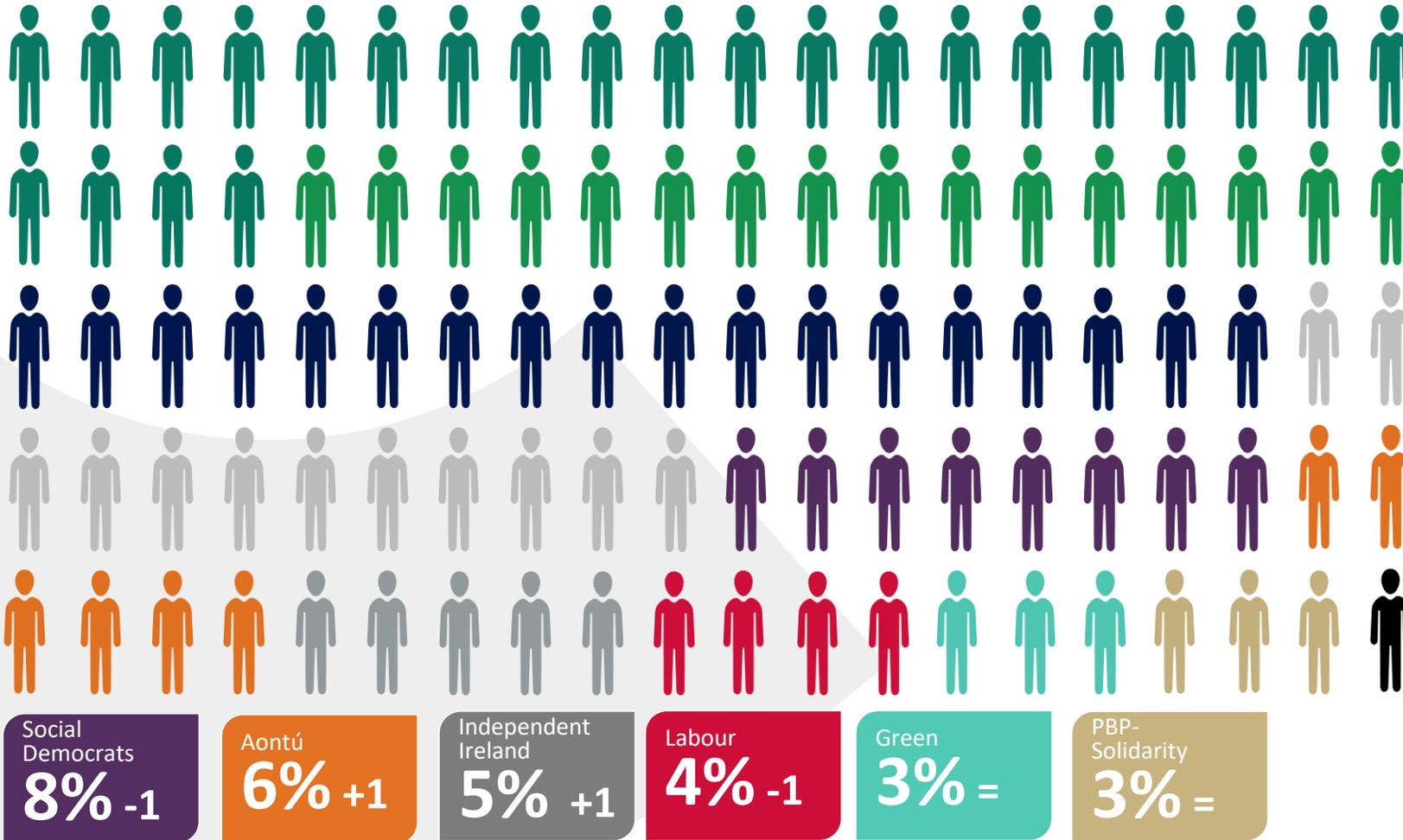


01

# Vote Intention @ General Election

# First preference vote intention – 29<sup>th</sup> March 2026

With change vs. Last Poll February 2026

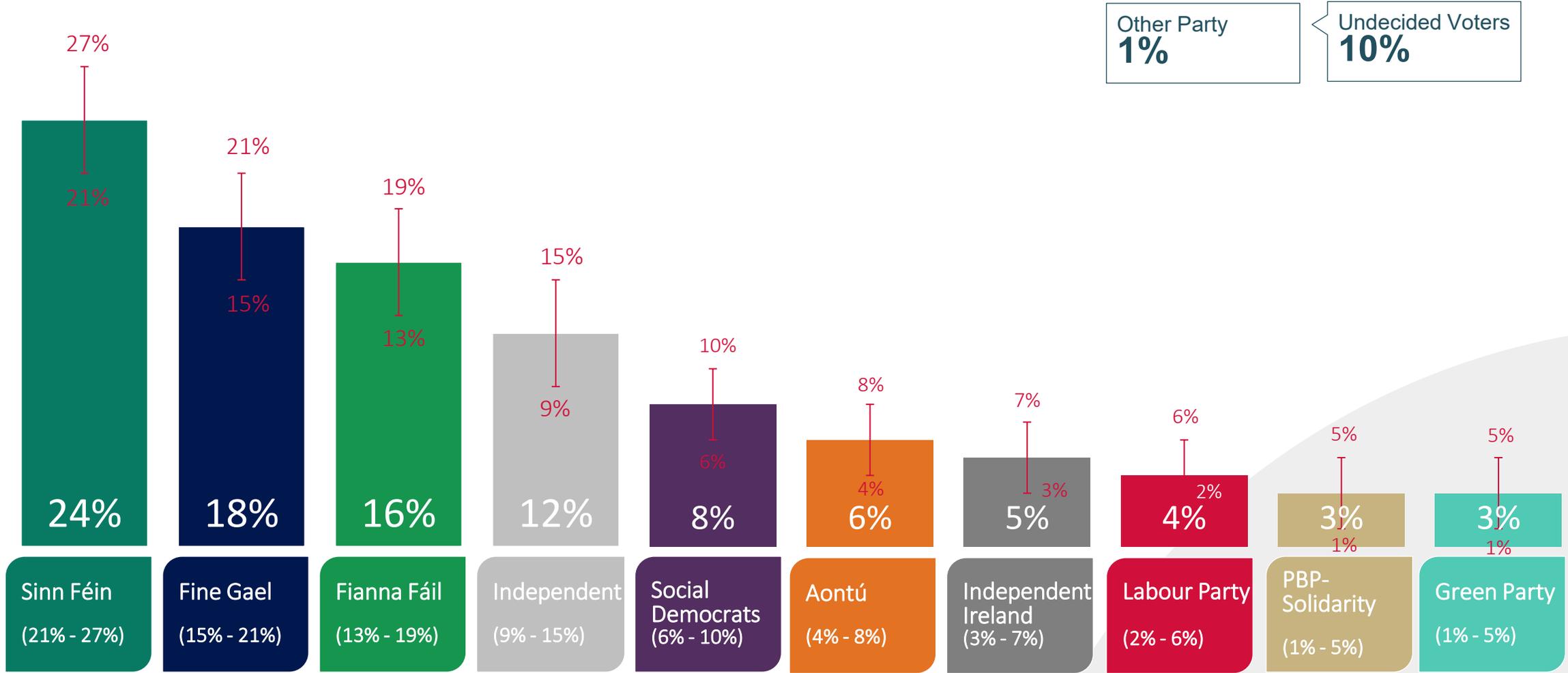


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 29<sup>th</sup> March 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.



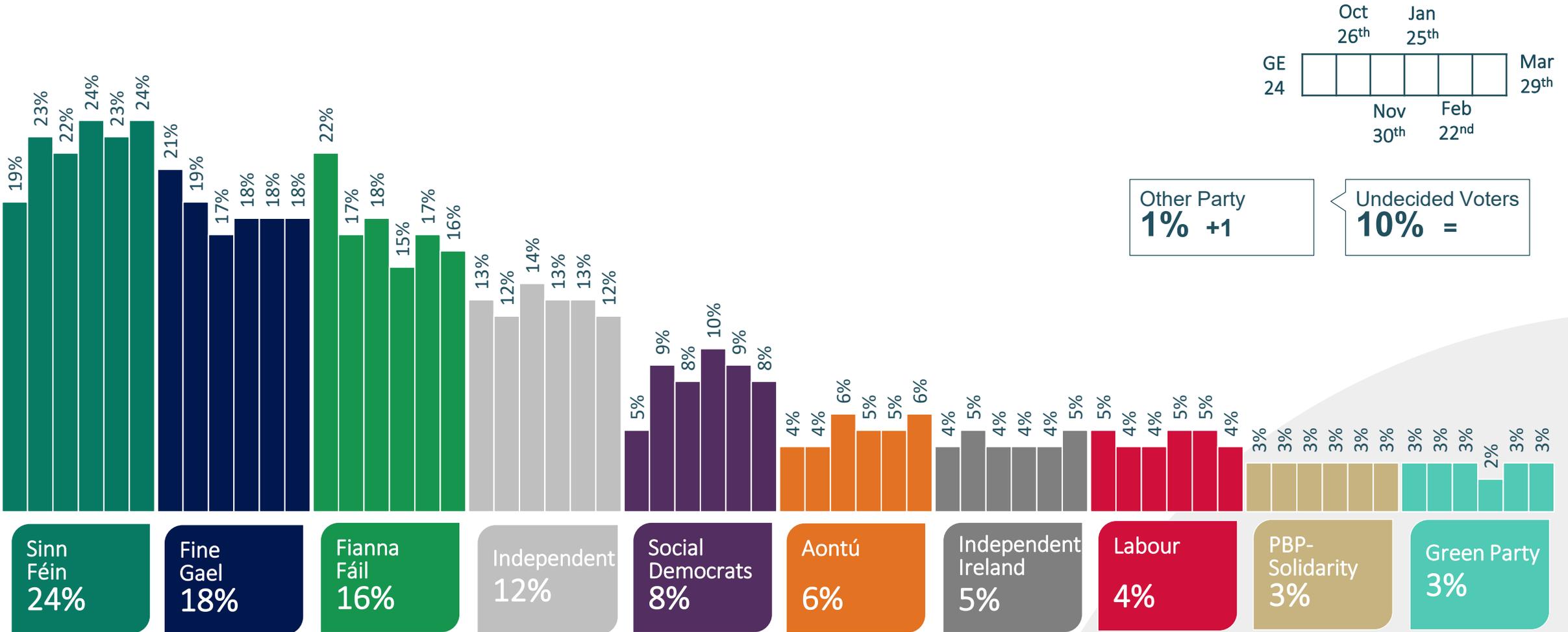
( ) shows the possible range of support for each party based on an estimated average margin of error calculation

Note: Margin of error for smaller parties may be smaller

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

29 <sup>th</sup> March 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%	21%	25%	24%
Fine Gael	15%	16%	18%	18%
Fianna Fáil	11%	13%	15%	16%
An Independent Candidate	9%	10%	12%	12%
Social Democrats	6%	7%	8%	8%
Aontú	4%	5%	5%	6%
Independent Ireland	4%	4%	5%	5%
Labour Party	3%	4%	4%	4%
Green Party	3%	3%	3%	3%
People Before Profit-Solidarity	3%	3%	3%	3%
Other	1%	1%	1%	1%
Would not vote	3%	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

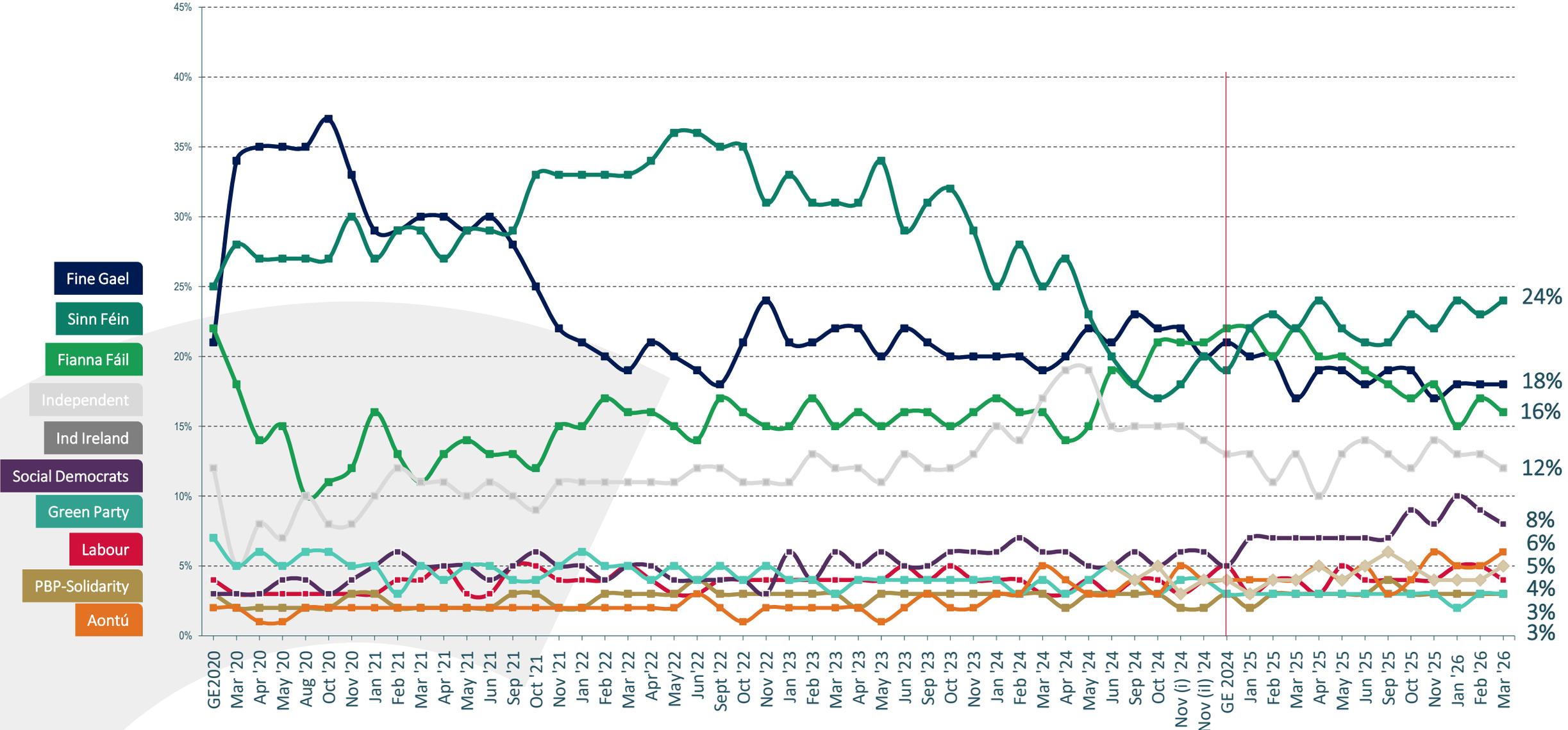
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

29 <sup>th</sup> March 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%	24%	24%	22%	27%	22%	19%	31%	25%	21%	23%	29%
Fine Gael	18%	21%	16%	12%	19%	22%	23%	13%	23%	19%	12%	19%
Fianna Fáil	16%	15%	16%	14%	14%	18%	17%	12%	15%	13%	18%	16%
An Independent Candidate	12%	10%	13%	8%	12%	14%	10%	15%	7%	15%	14%	11%
Social Democrats	8%	5%	12%	15%	7%	6%	8%	6%	8%	12%	7%	6%
Aontú	6%	7%	5%	4%	6%	7%	6%	7%	5%	4%	8%	7%
Independent Ireland	5%	6%	4%	8%	5%	3%	5%	5%	3%	4%	8%	6%
Labour Party	4%	4%	4%	4%	3%	5%	5%	3%	4%	4%	4%	3%
Green Party	3%	3%	3%	6%	3%	2%	4%	2%	3%	4%	4%	1%
People Before Profit-Solidarity	3%	4%	2%	4%	2%	3%	2%	4%	4%	3%	1%	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 – since GE 2020



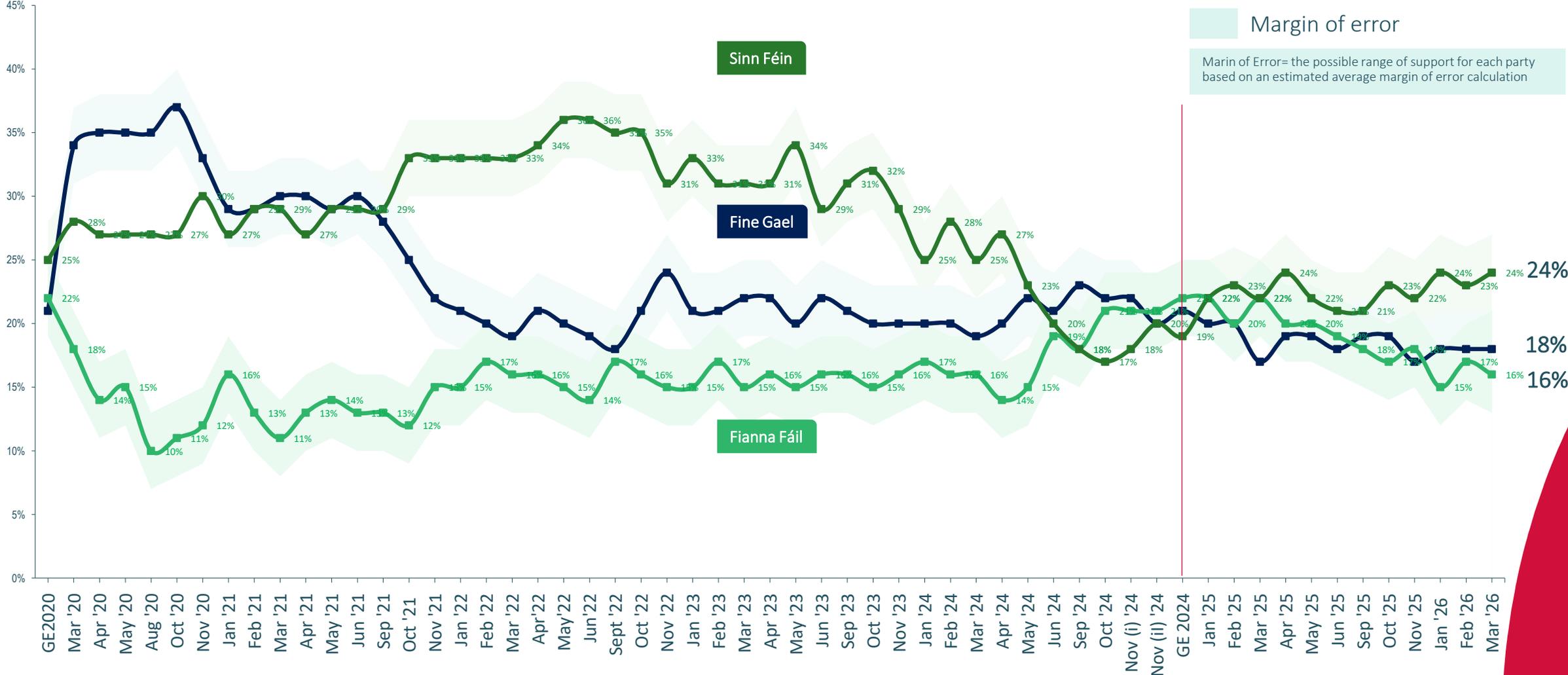
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention trend over time since GE 2020



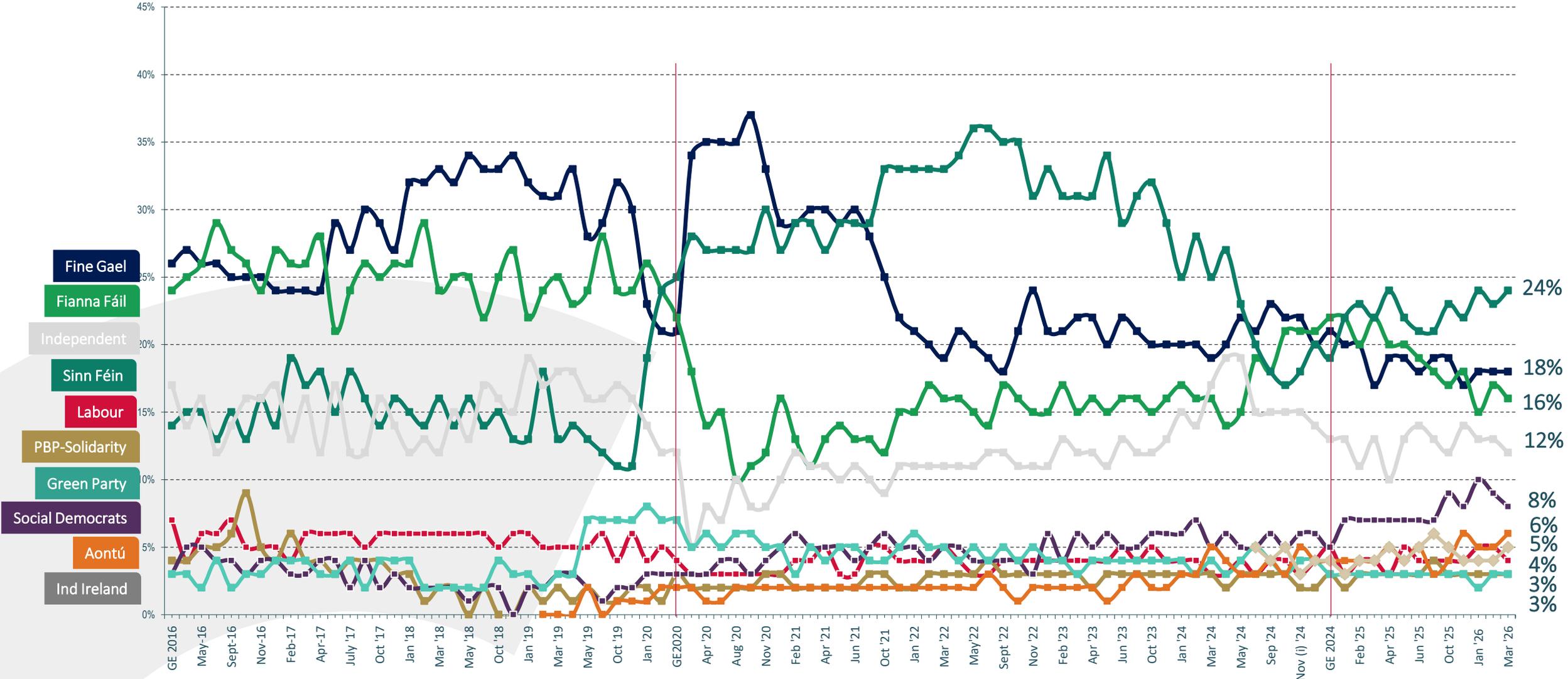
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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

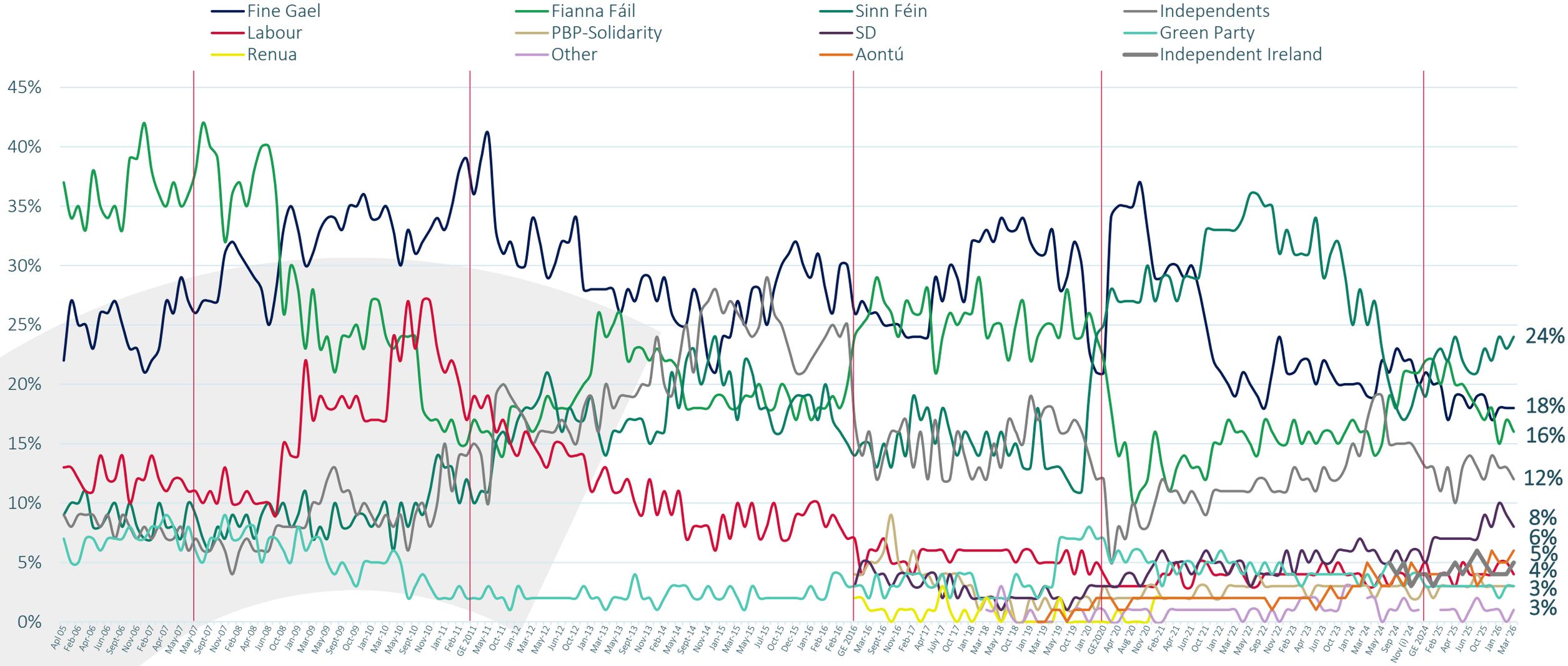


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



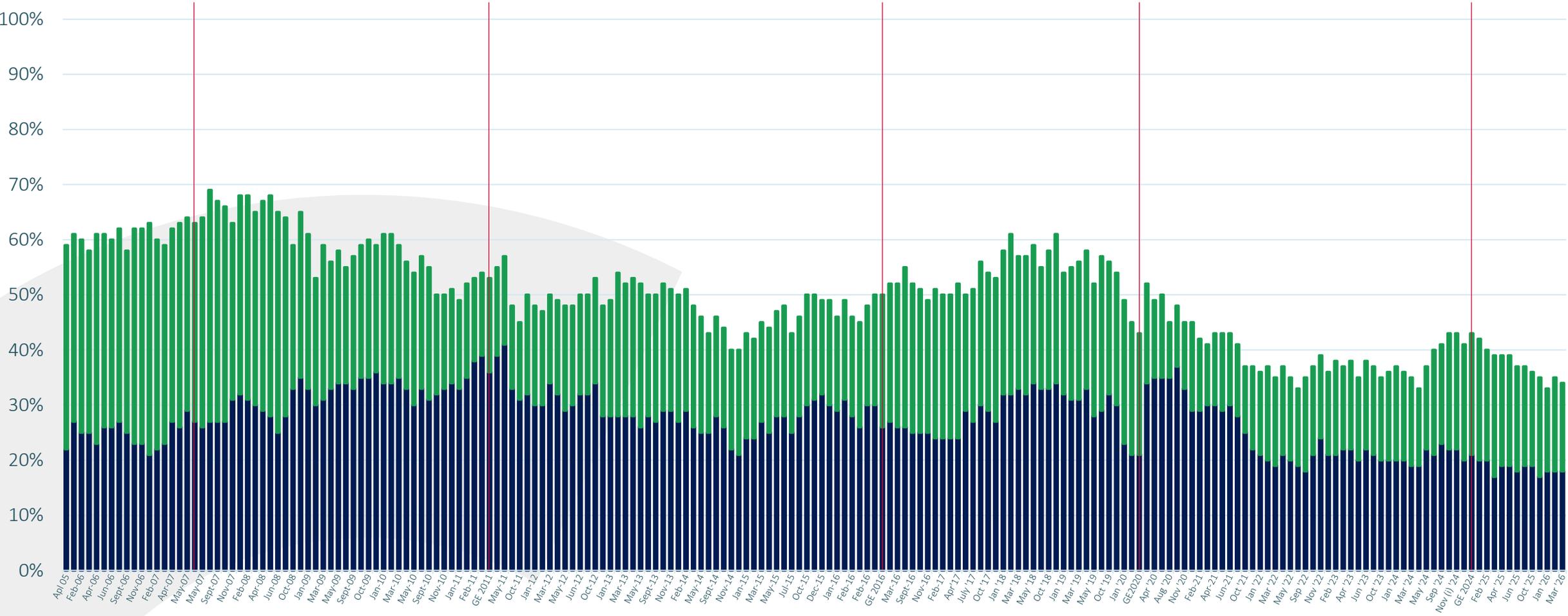
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 2005 to 2026



■ Fine Gael ■ Fianna Fáil



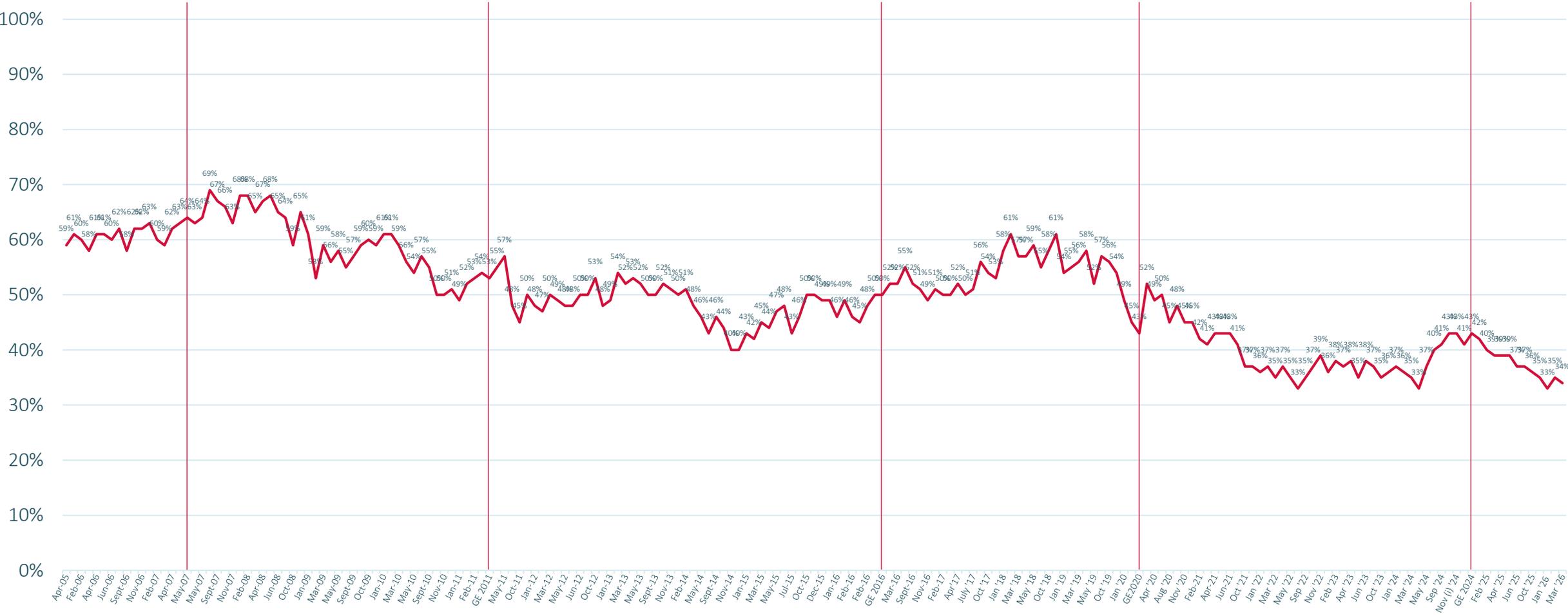
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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)

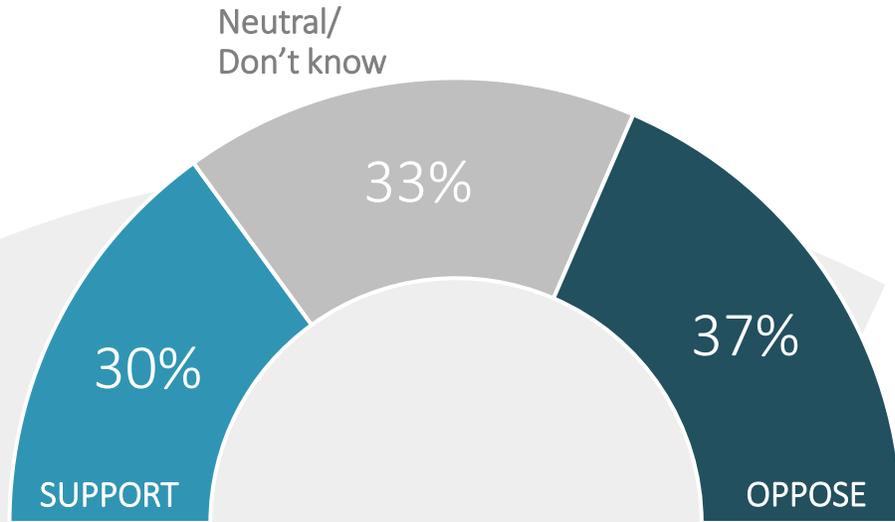
02

# Views on topical political issues

# Most welcome a drop in housing prices if supply increases

There is however higher polarisation regarding institutional property investors and their role in building more houses.

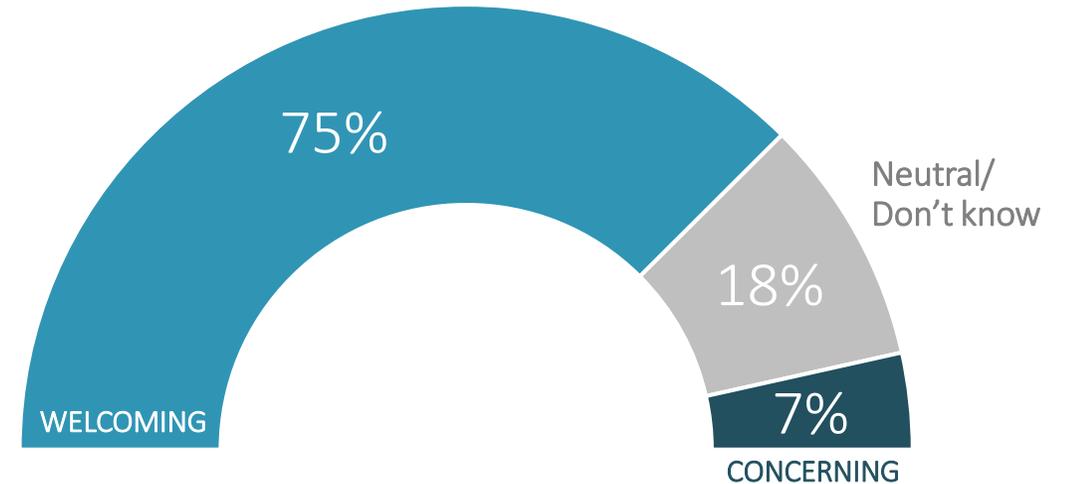
## Should there be more institutional property investors as a means to build more houses?



I would **support** an increase in institutional property investors (e.g. international pension funds, or investment managers) in Ireland as a means to build more houses

I would **oppose** an increase in institutional property investors (e.g. international pension funds, or investment managers) in Ireland as a means to build more houses

## Do you welcome house prices falling as more supply comes onto the market?



I would **welcome** current house prices falling as more supply comes onto the market

I would **be concerned** about current house prices falling as more supply comes onto the market

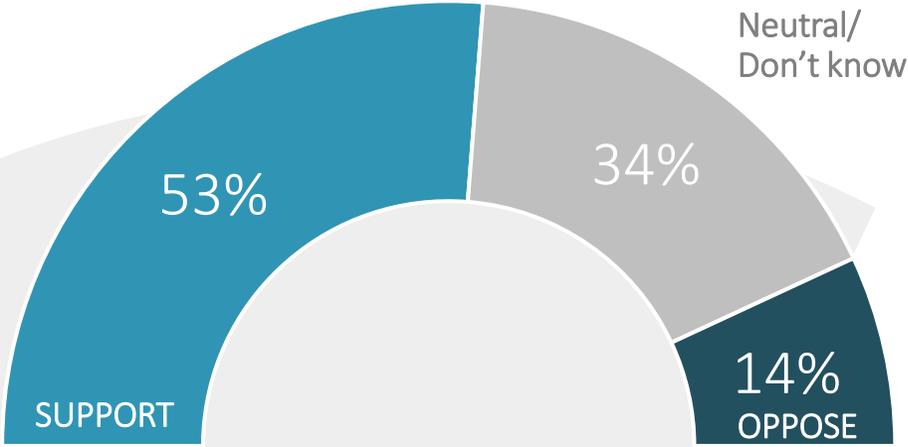
(Base: All adults 18+)

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

# Significant majority in favour of energy supports

Over half support the reduction of capital gains tax if it encourages people to invest.

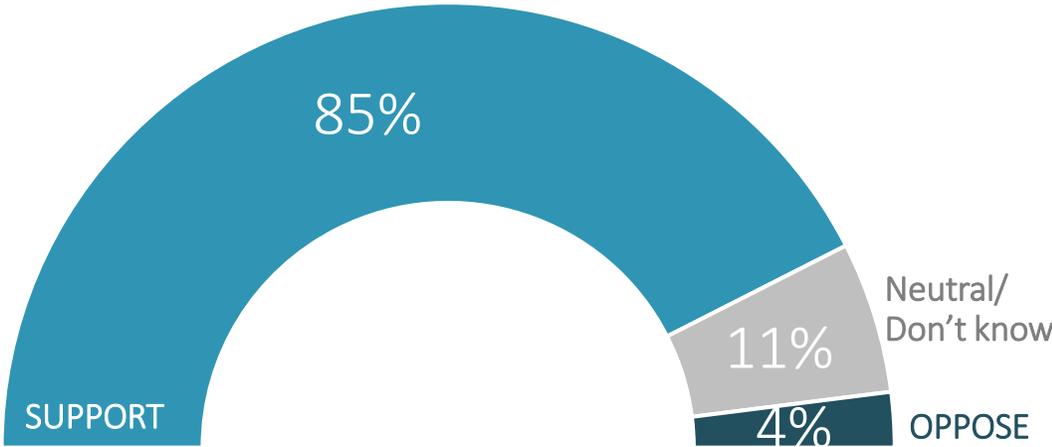
## Should capital gains tax be cut to encourage investment?



I **support** cutting capital gains tax as a way to encourage people to invest

I **do not support** cutting capital gains tax as a way to encourage people to invest

## Should energy supports be introduced following spikes in oil and gas prices?



I am **in favour** of energy supports being introduced for households and businesses following the spike in oil and gas prices stemming from the current conflict in the Middle East

I am **against** energy supports being introduced for households and businesses following the spike in oil and gas prices stemming from the current conflict in the Middle East

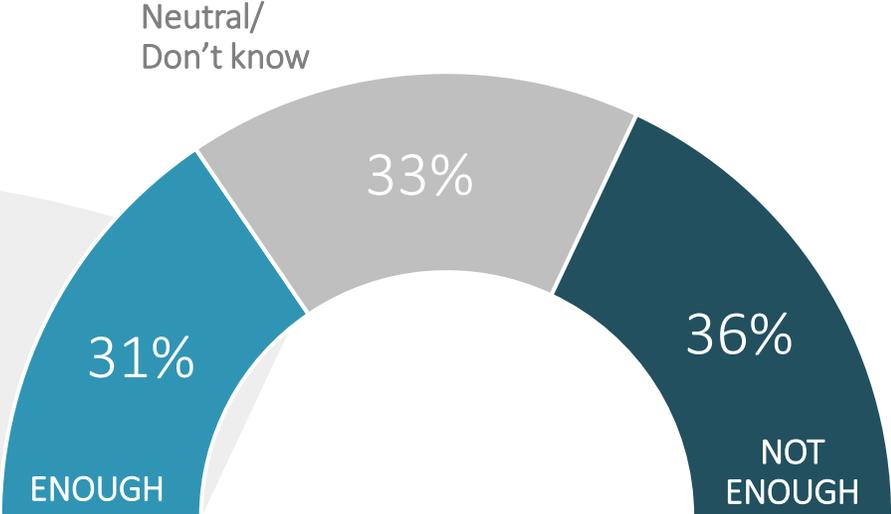
(Base: All adults 18+)

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

# Polarisation around Ireland's approach to US military actions **REDC**

Slightly more believe that Ireland has not done enough to call out the US, however over a third are also unsure.

## Has Ireland done enough to call out military actions by the US in Venezuela and Iran?



Ireland has ***done enough*** to call out military actions by the US in Venezuela and Iran

Ireland has ***not done enough*** to call out the military actions by the US in Venezuela and Iran

(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 institutional property investors higher with gov voters **REDC**

Increasing institutional property investors for the sake of increased housing is also higher among under 35s. Meanwhile, SF and IND voters show the highest levels of opposition.

I would **support** an increase in institutional property investors (e.g. international pension funds, or investment managers) in Ireland as a means to build more houses

Neutral

I would **oppose** an increase in institutional property investors (e.g. international pension funds, or investment managers) in Ireland as a means to build more houses

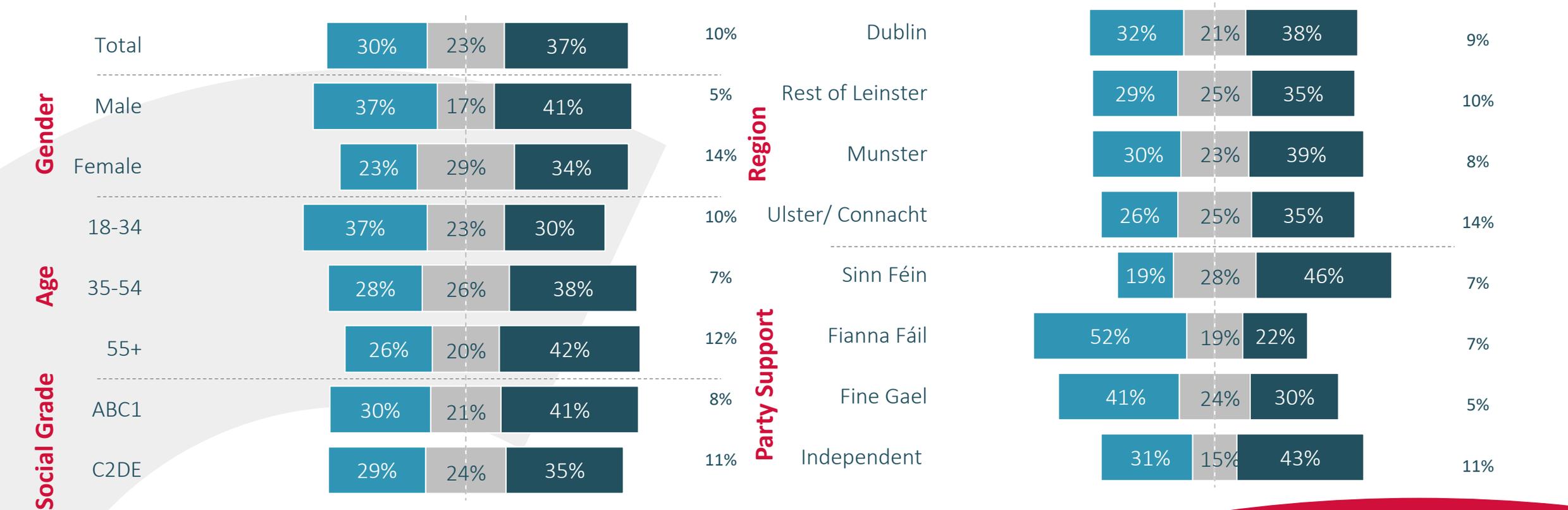
Don't know

I would **support** an increase in institutional property investors (e.g. international pension funds, or investment managers) in Ireland as a means to build more houses

Neutral

I would **oppose** an increase in institutional property investors (e.g. international pension funds, or investment managers) in Ireland as a means to build more houses

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

# Blanket welcoming of current house prices falling

A slightly larger proportion of Fine Gael voters express concern or neutrality towards the falling of house prices, however majority are still in support.

I would **welcome** current house prices falling as more supply comes onto the market

Neutral

I would **be concerned** about current house prices falling as more supply comes onto the market

Don't know

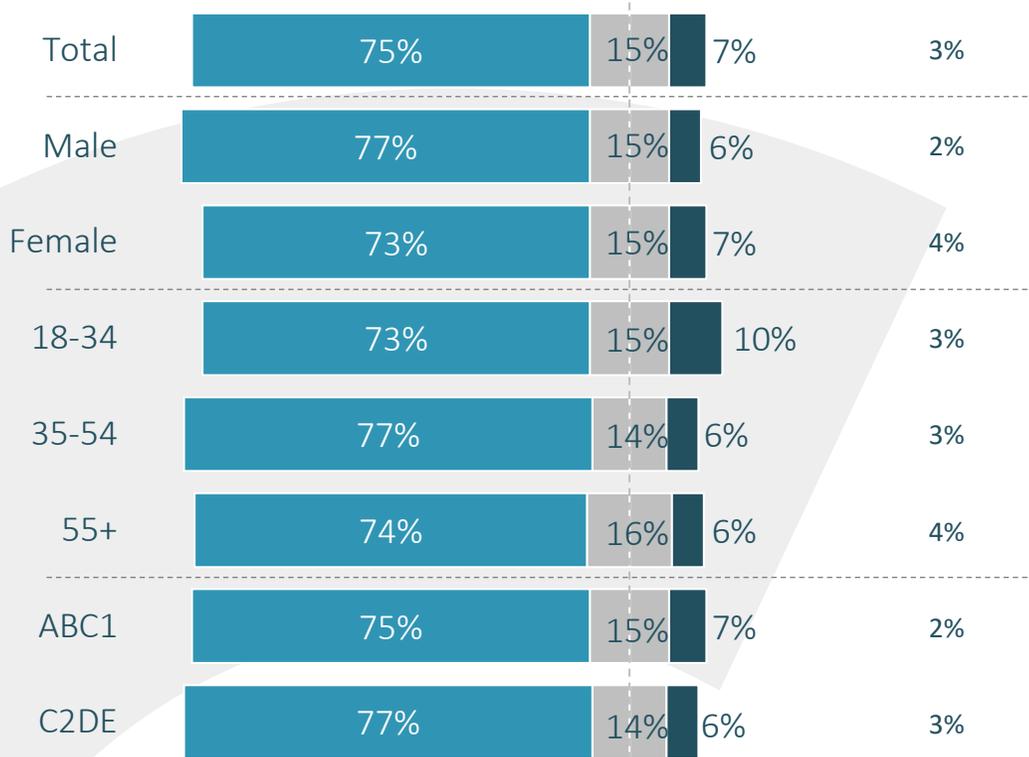
I would **welcome** current house prices falling as more supply comes onto the market

Neutral

I would **be concerned** about current house prices falling as more supply comes onto the market

Don't know

Gender

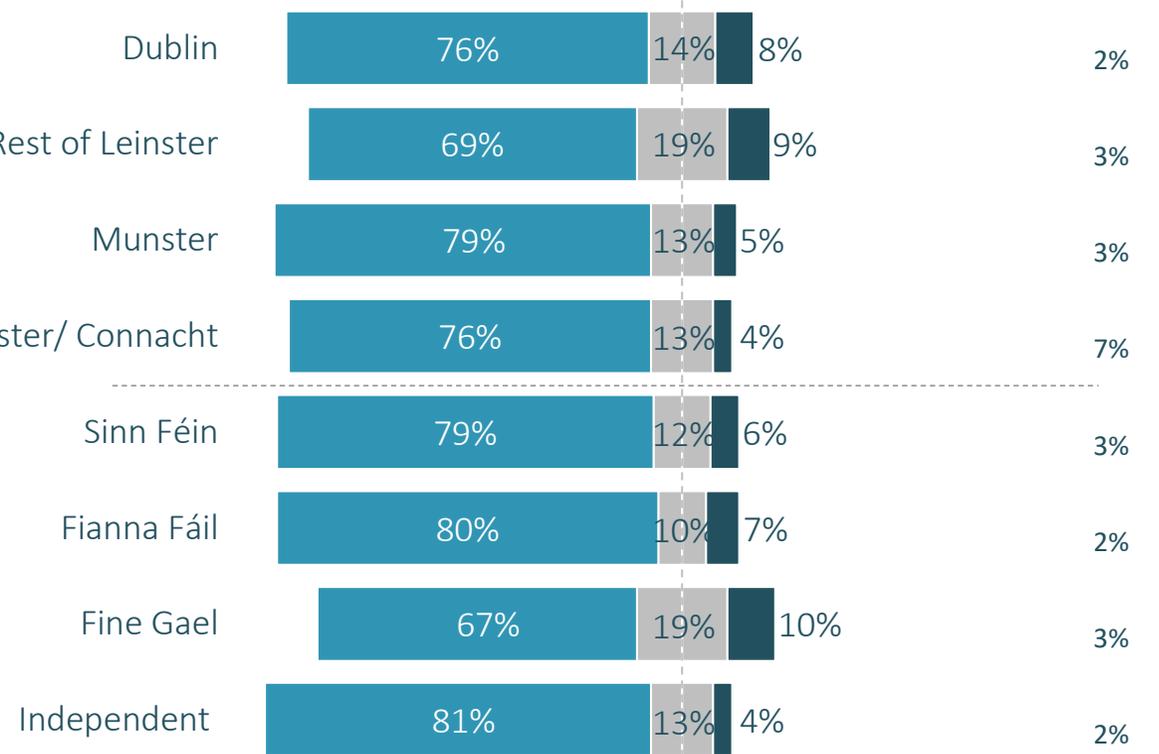


Age

Social Grade

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

# Cutting capital gains tax has highest support with gov voters



Support also increases up the age brackets with over 55s showing the strongest support.

I **support** cutting capital gains tax as a way to encourage people to invest

Neutral

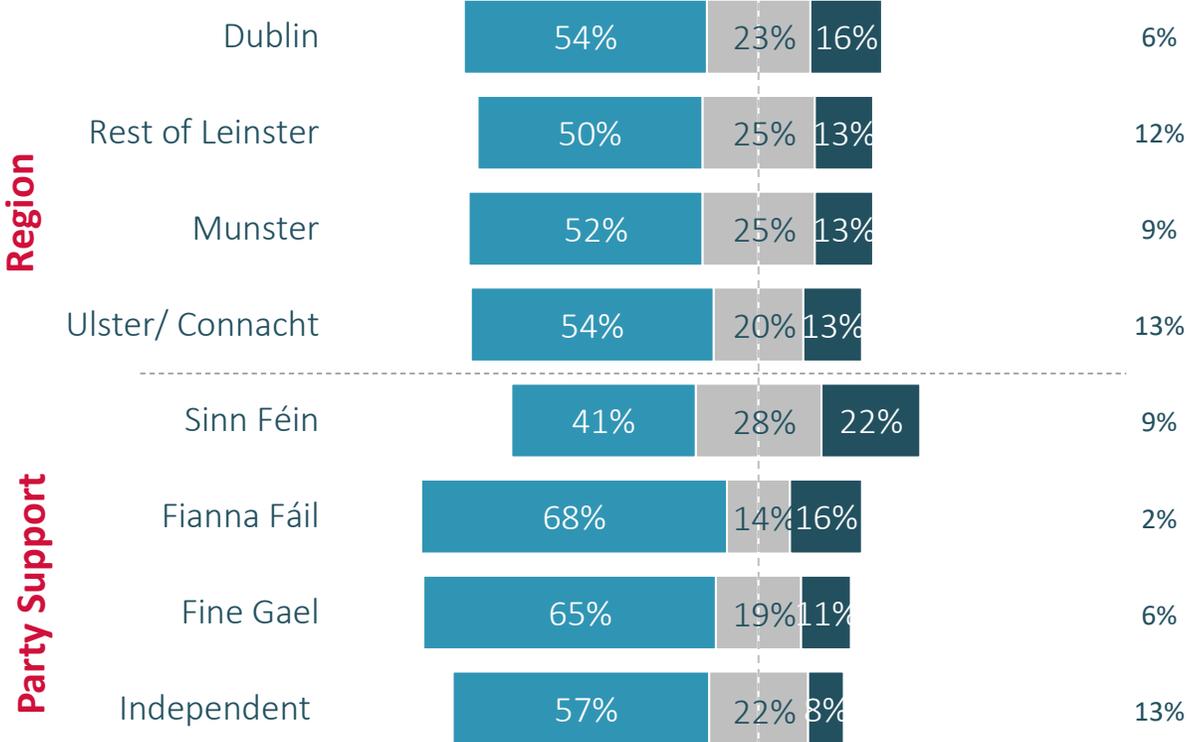
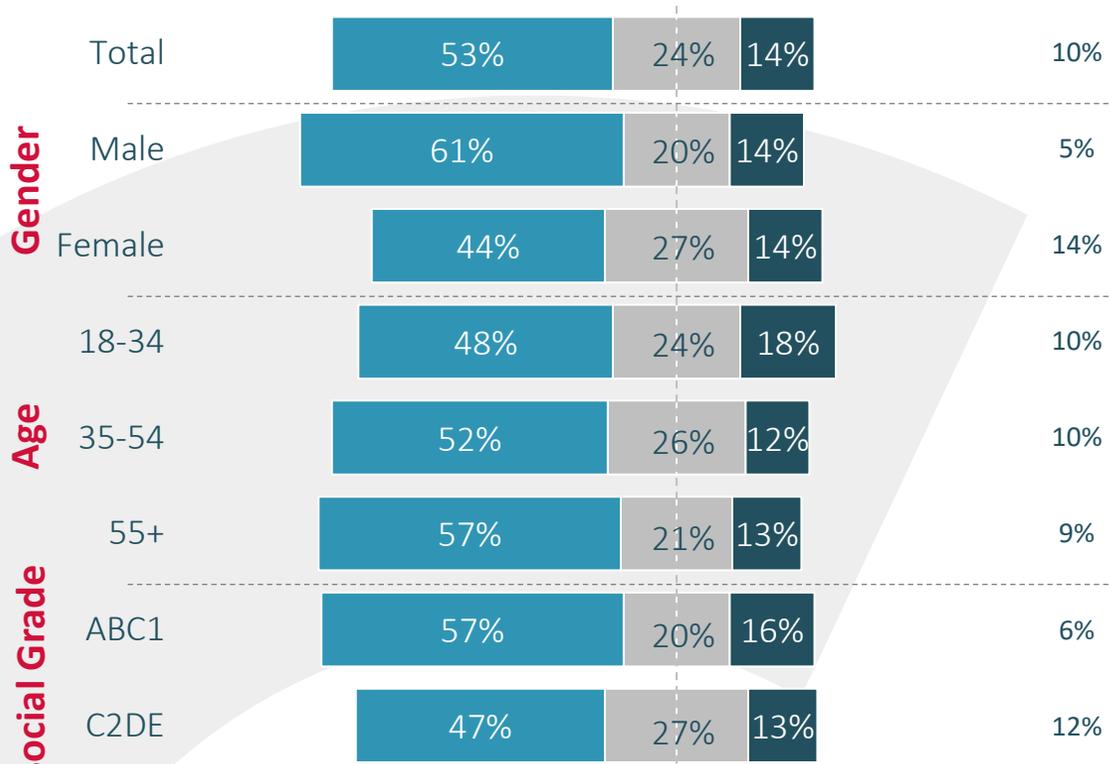
I **do not support** cutting capital gains tax as a way to encourage people to invest

I **support** cutting capital gains tax as a way to encourage people to invest

Neutral

I **do not support** cutting capital gains tax as a way to encourage people to invest

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

# Energy supports are favoured by all demographics

Highest levels of support are seen among over 55s as well as regions outside of Dublin.

I am ***in favour*** of energy supports being introduced for households and businesses following the spike in oil and gas prices stemming from the current conflict in the Middle East

Neutral

I am ***against*** energy supports being introduced for households and businesses following the spike in oil and gas prices stemming from the current conflict in the Middle East

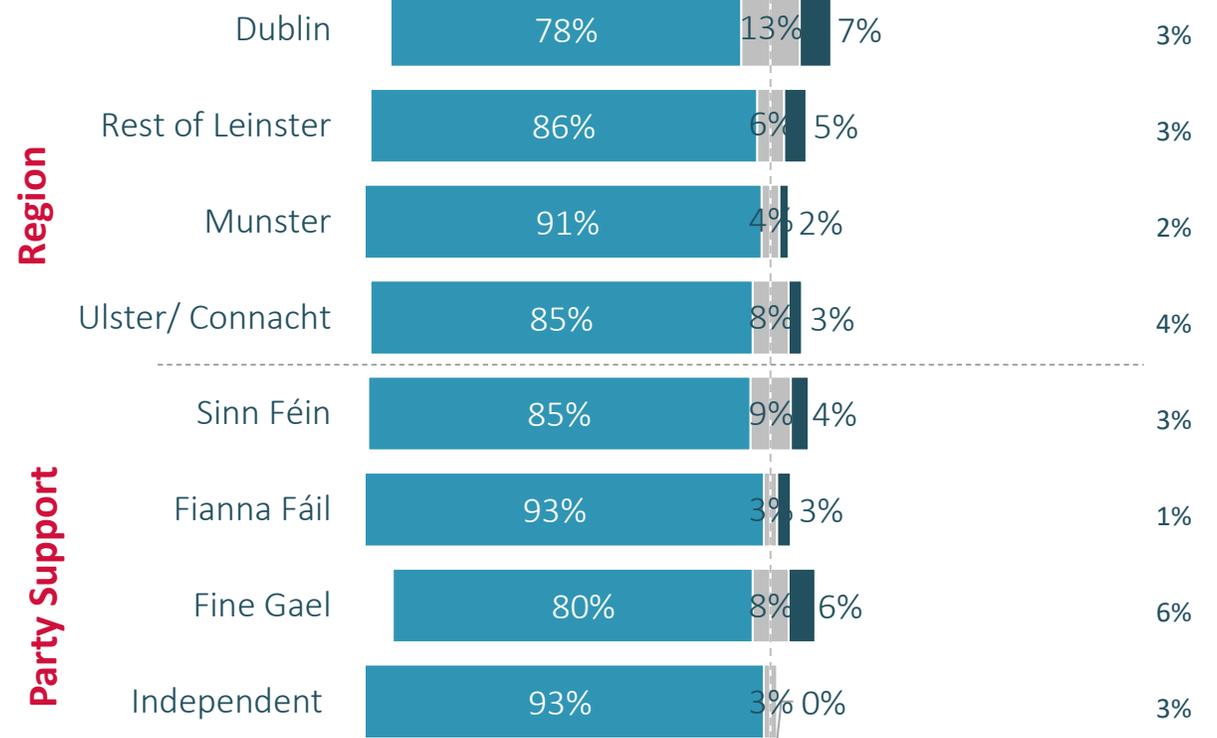
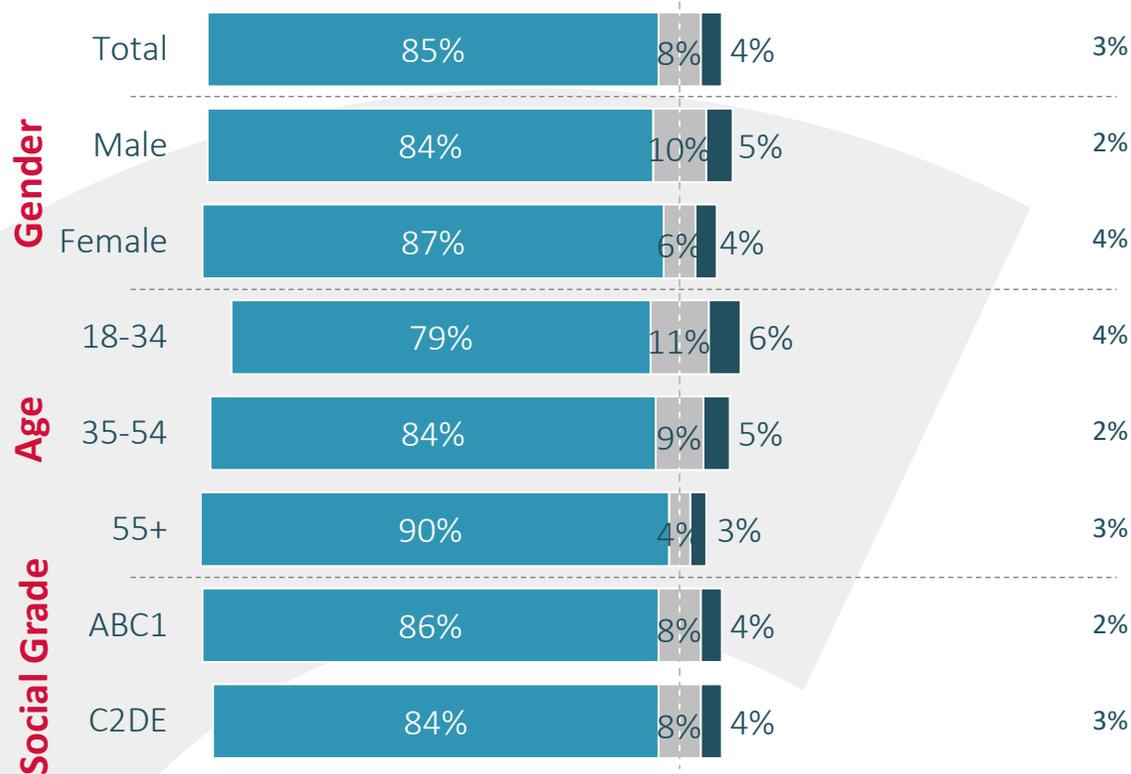
I am ***in favour*** of energy supports being introduced for households and businesses following the spike in oil and gas prices stemming from the current conflict in the Middle East

Neutral

I am ***against*** energy supports being introduced for households and businesses following the spike in oil and gas prices stemming from the current conflict in the Middle East

Don't know

Don't know

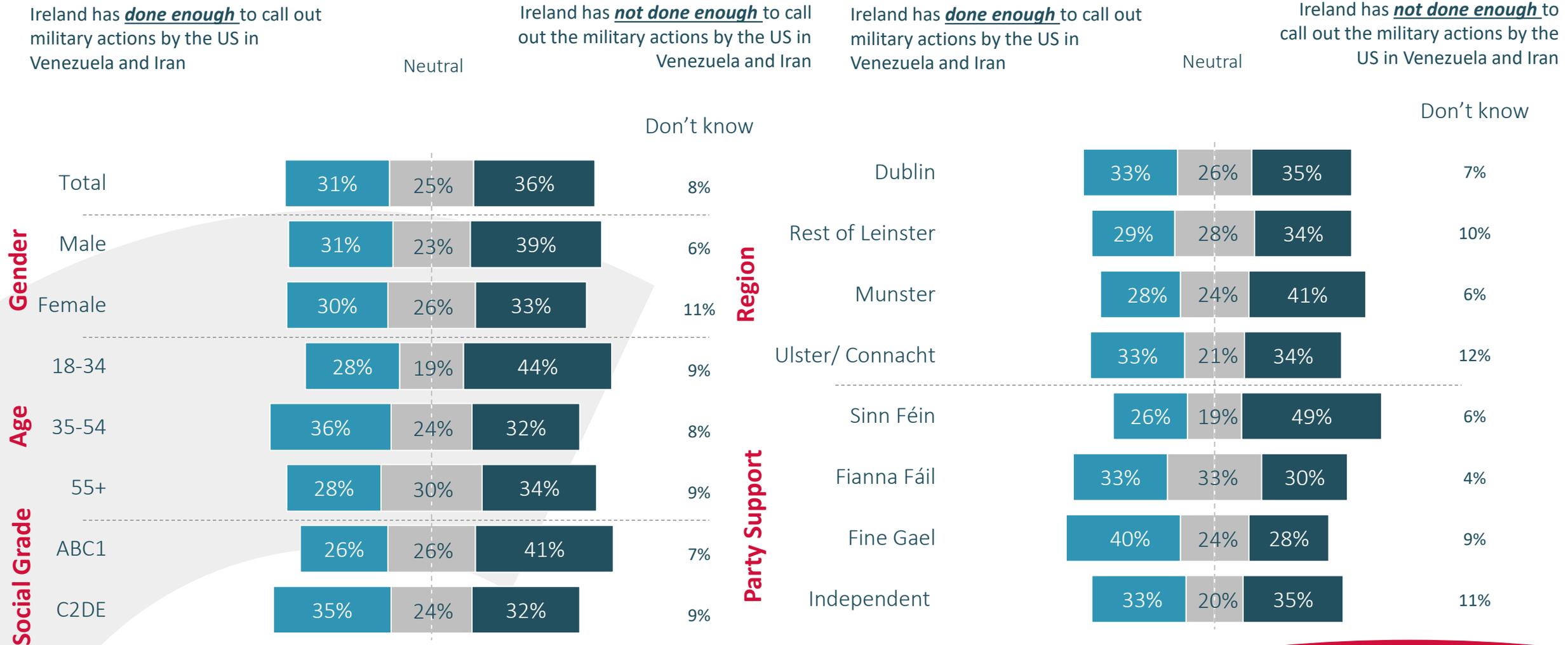


(Base: All adults 18+)

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

# High discontent among under 35s and SF voters to Irish response to US **REDC**

Satisfaction with Ireland's approach towards the US's actions in Iran and Venezuela is highest among Fine Gael voters.



(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

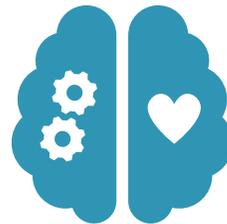
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



## 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



System 1



RED Star

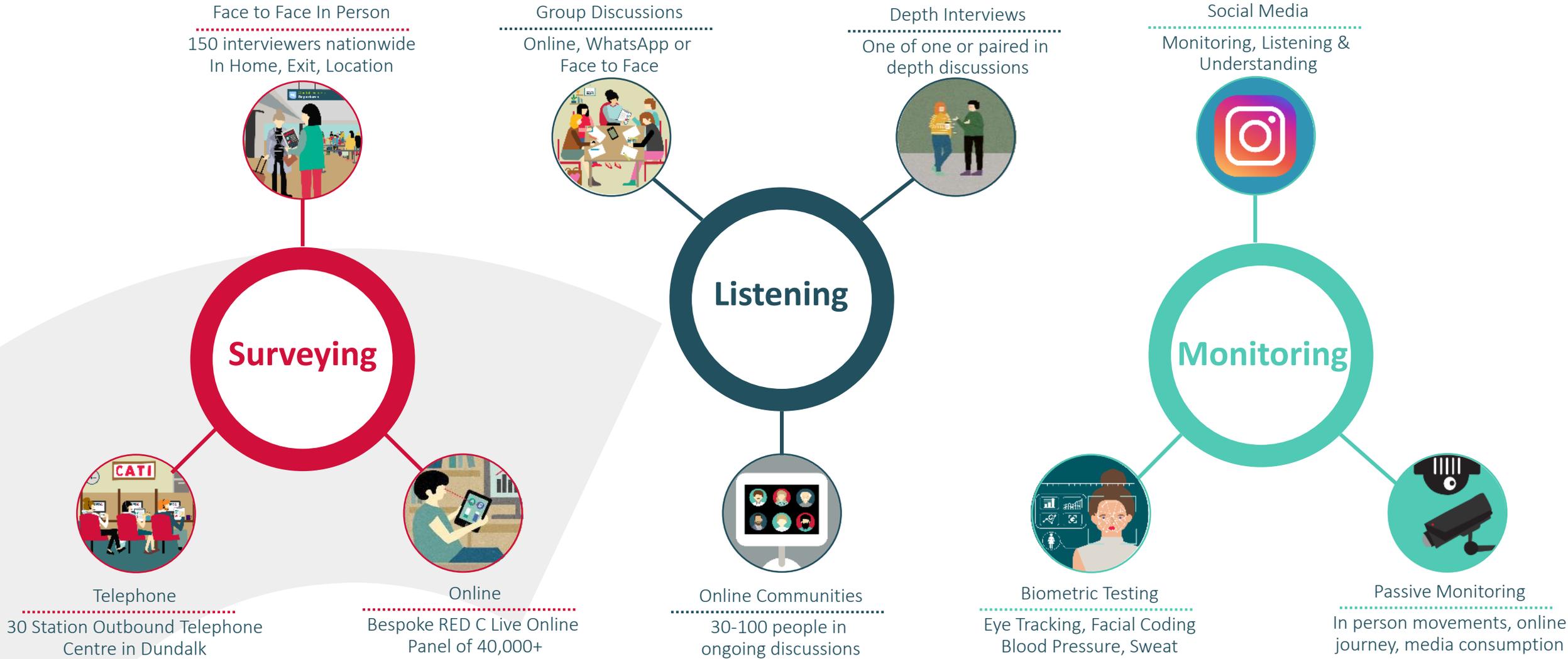
In markets across the world



RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**



# Using a variety of techniques to uncover & understand



RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

*See More, Clearly*

**REDC**

