

**REDC**

**Business  
Post**

# Opinion Poll Report April 2026

---

JN. 8374-2025



# Methodology and Weighting

- RED C interviewed a random sample of 1,008 adults aged 18+ online between 17<sup>th</sup> – 22<sup>nd</sup> April 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

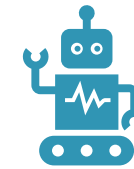
The highest online research quality standards in the industry

- 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



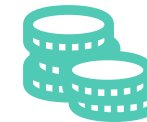
### Pre-Screening

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.

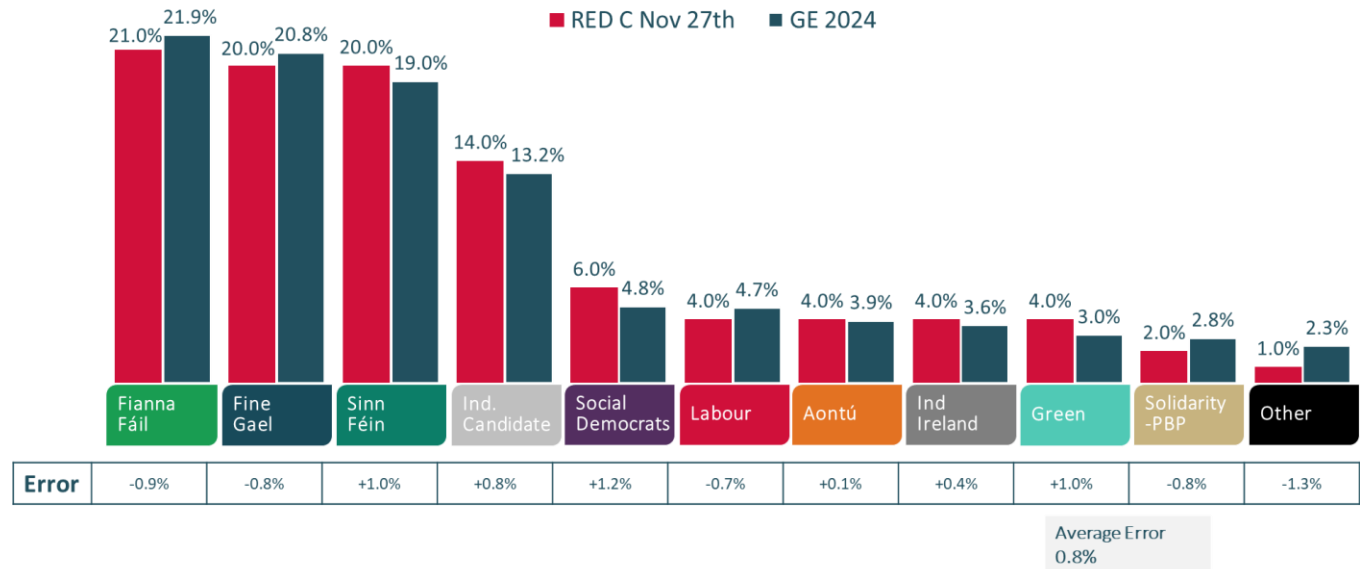
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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

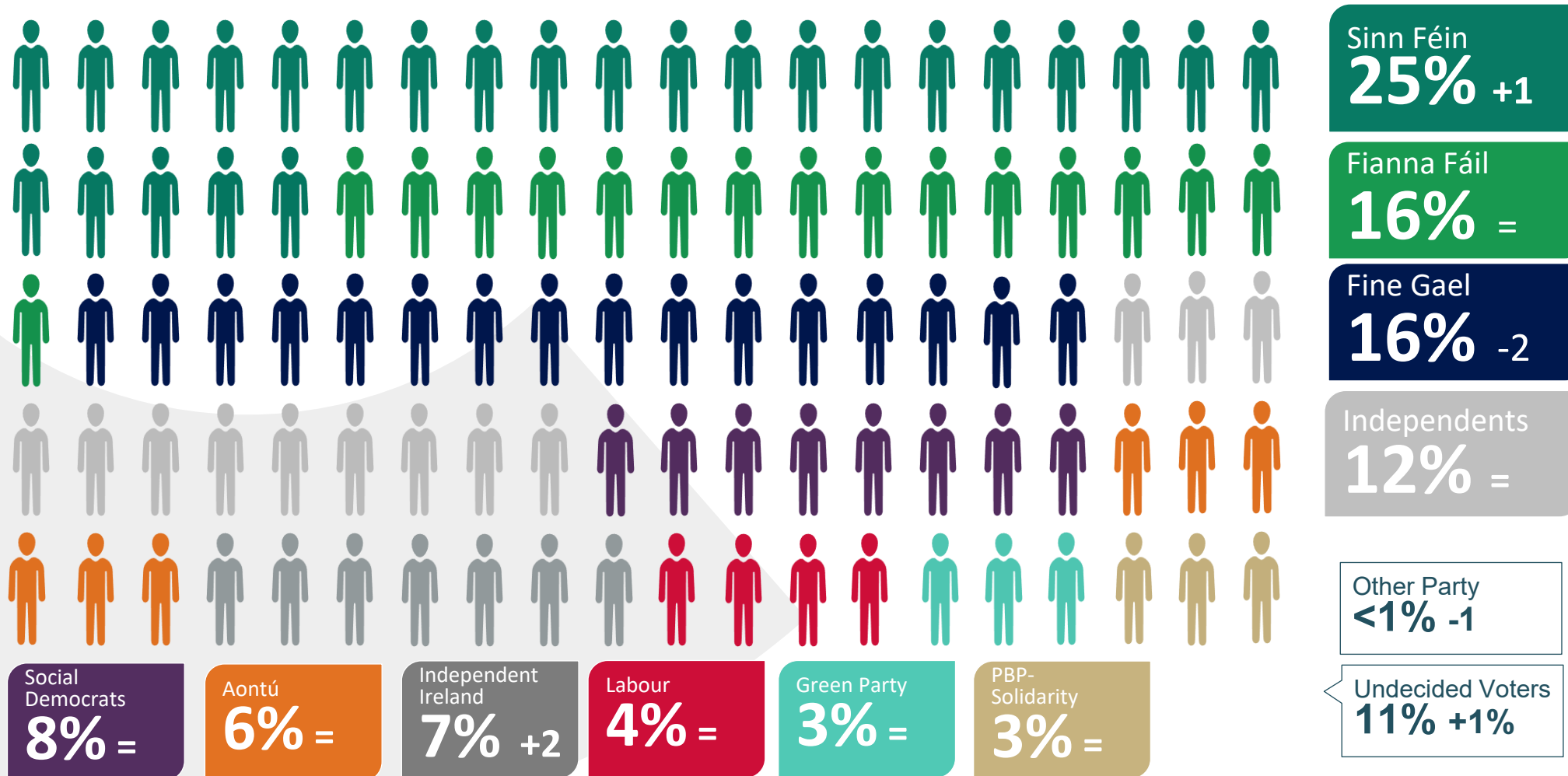


01

# Vote Intention @ General Election

# First preference vote intention – 26<sup>th</sup> April 2026

With change vs. Last Poll March 2026

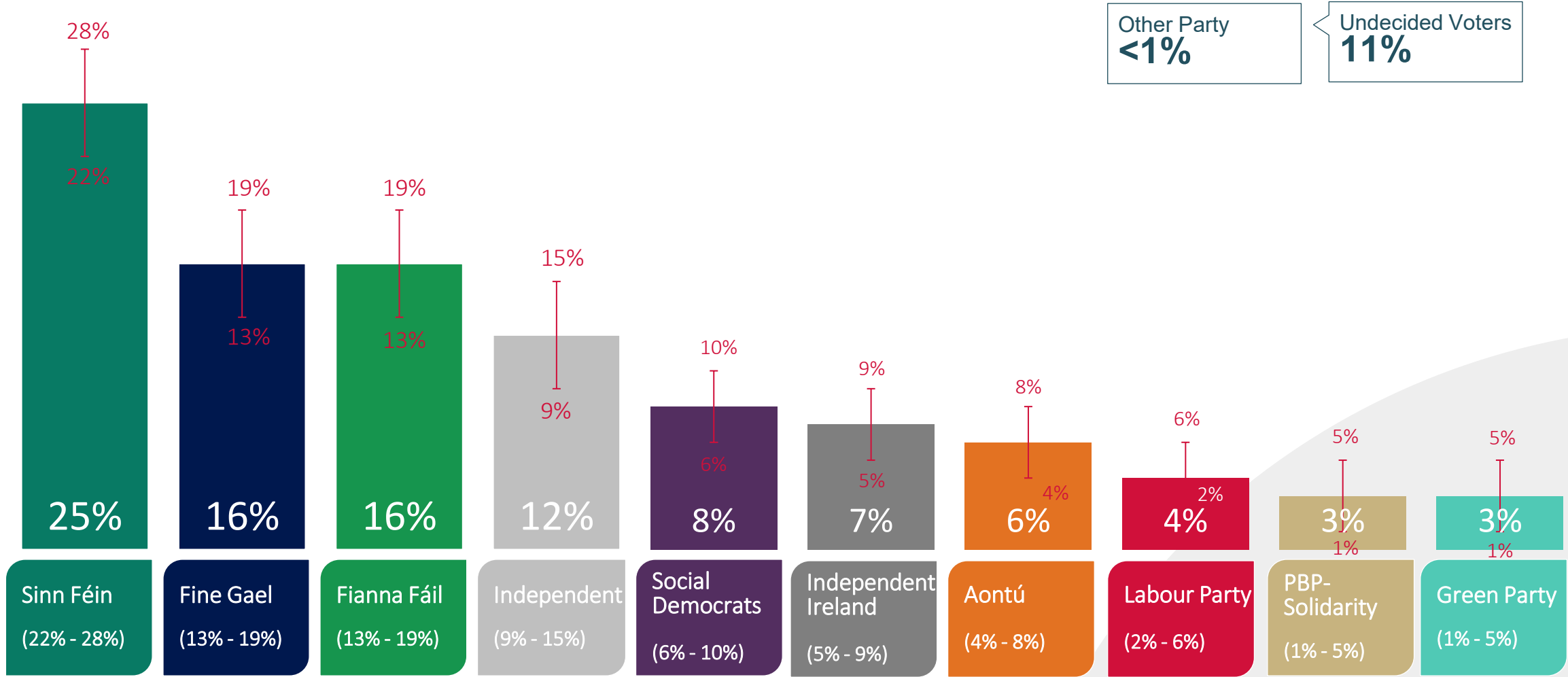


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 26<sup>th</sup> April 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.



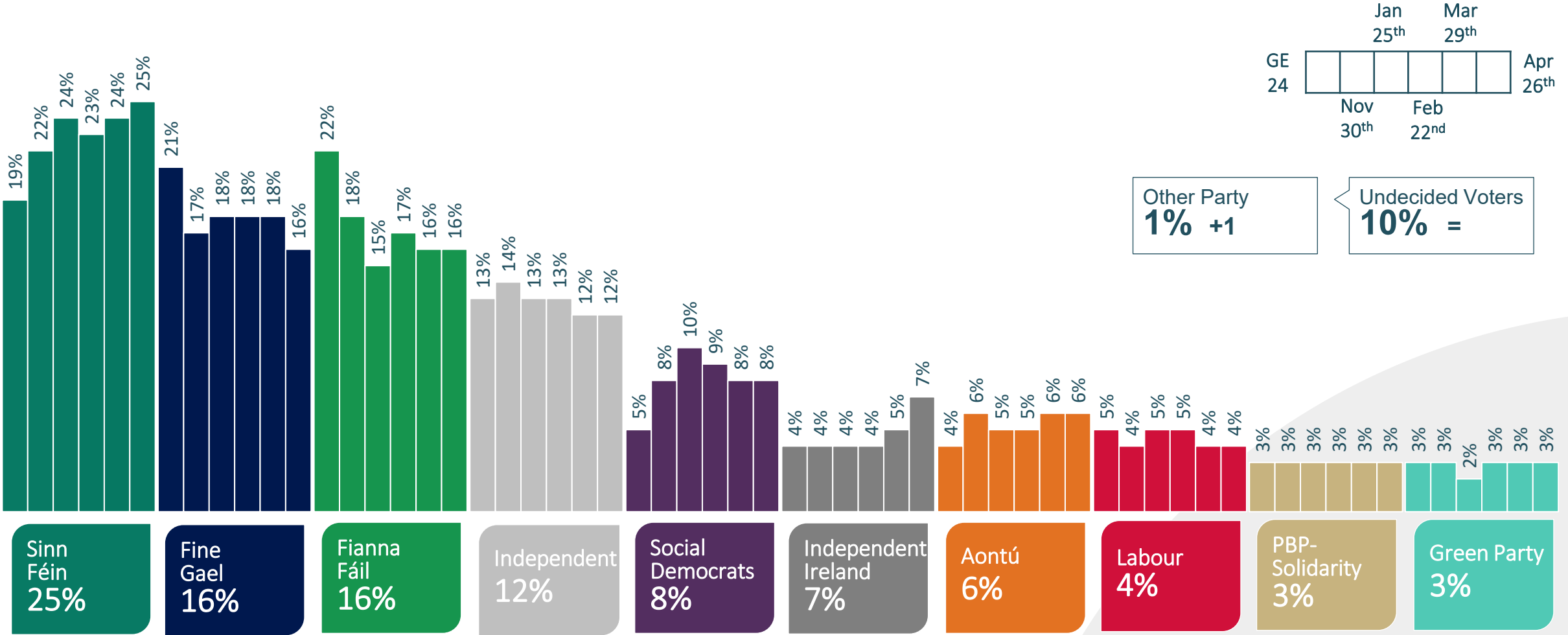
( ) shows the possible range of support for each party based on an estimated average margin of error calculation

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

26 <sup>th</sup> April 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	21%	22%	26%	25%
Fine Gael	12%	13%	15%	16%
Fianna Fáil	12%	13%	16%	16%
An Independent Candidate	10%	11%	13%	12%
Social Democrats	6%	6%	8%	8%
Independent Ireland	5%	6%	7%	7%
Aontú	5%	5%	6%	6%
Labour Party	3%	3%	4%	4%
Green Party	3%	3%	3%	3%
People Before Profit-Solidarity	3%	3%	3%	3%
Other	0%	0%	1%	<1%
Would not vote	4%	4%		
Undecided	17%	11%		

## Notes

1. For those that initially suggest they are undecided, we prompt with an extra question to ask which party they are most likely to vote for at this moment in time.
2. After this prompt we remove those that still say they are undecided, or would not vote, and re-proportion on those expressing a preference.
3. Turnout weighting is added based on an algorithm that combines data on how likely someone is to say they plan to vote at the next GE on a 10-point scale, and whether they actually voted at the last election (if they were eligible to do so).

# First preference vote intention x demographics

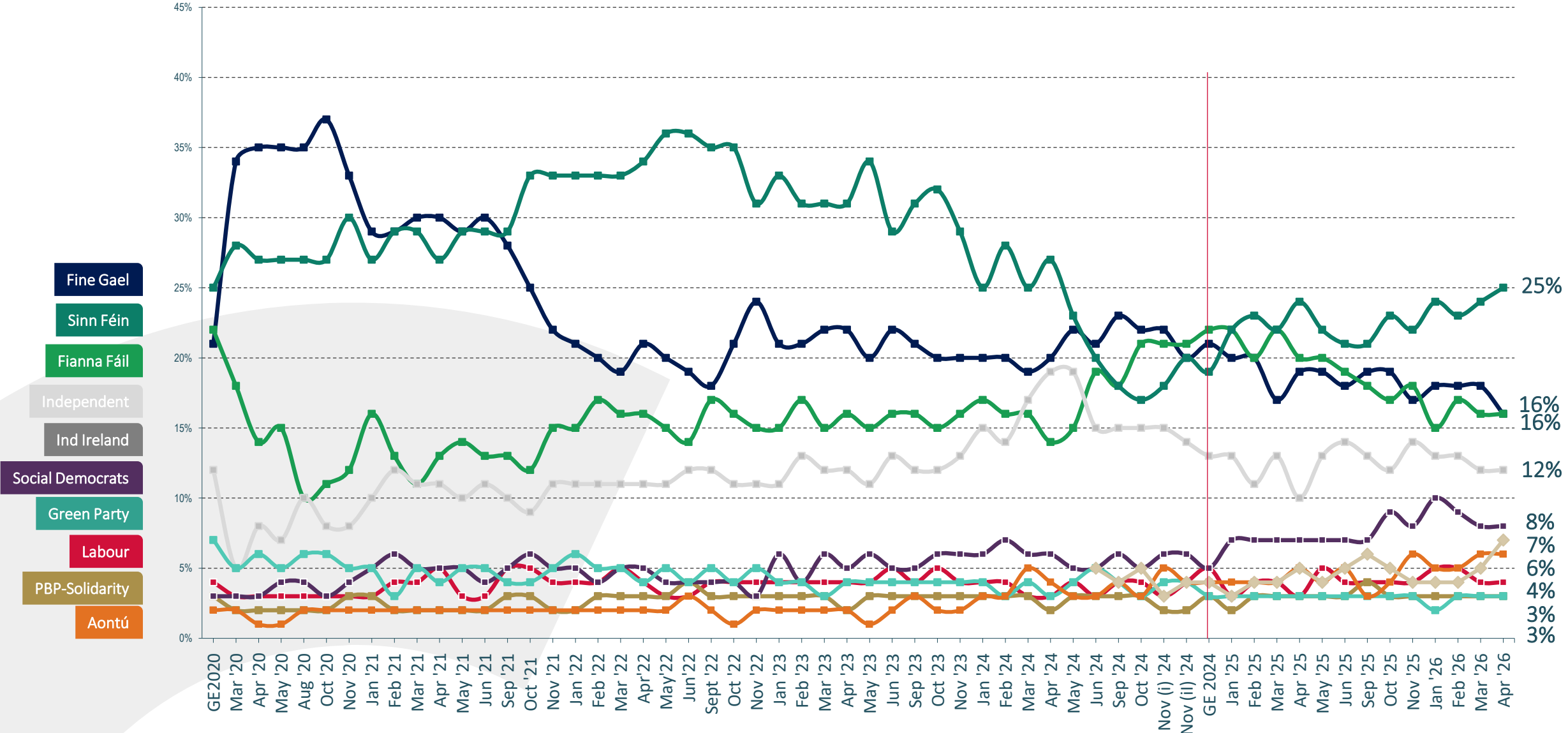
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

26 <sup>th</sup> April 2026	Total	Gender		Age			Social Class		Region			
		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	25%	24%	26%	29%	32%	15%	22%	29%	19%	29%	21%	37%
Fianna Fáil	16%	16%	16%	13%	14%	19%	18%	9%	15%	17%	19%	11%
Fine Gael	16%	19%	12%	9%	13%	22%	19%	11%	19%	16%	15%	9%
An Independent Candidate	12%	10%	16%	9%	12%	16%	10%	17%	9%	15%	16%	10%
Social Democrats	8%	10%	6%	12%	9%	5%	8%	8%	9%	6%	10%	5%
Independent Ireland	7%	6%	8%	5%	9%	6%	5%	10%	5%	4%	7%	15%
Aontú	6%	5%	7%	4%	6%	7%	6%	7%	7%	5%	4%	8%
Labour Party	4%	5%	3%	6%	2%	4%	5%	3%	6%	4%	3%	2%
Green Party	3%	3%	2%	5%	2%	2%	3%	3%	3%	2%	3%	2%
People Before Profit-Solidarity	3%	1%	5%	7%	1%	2%	3%	3%	6%	3%	1%	2%

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



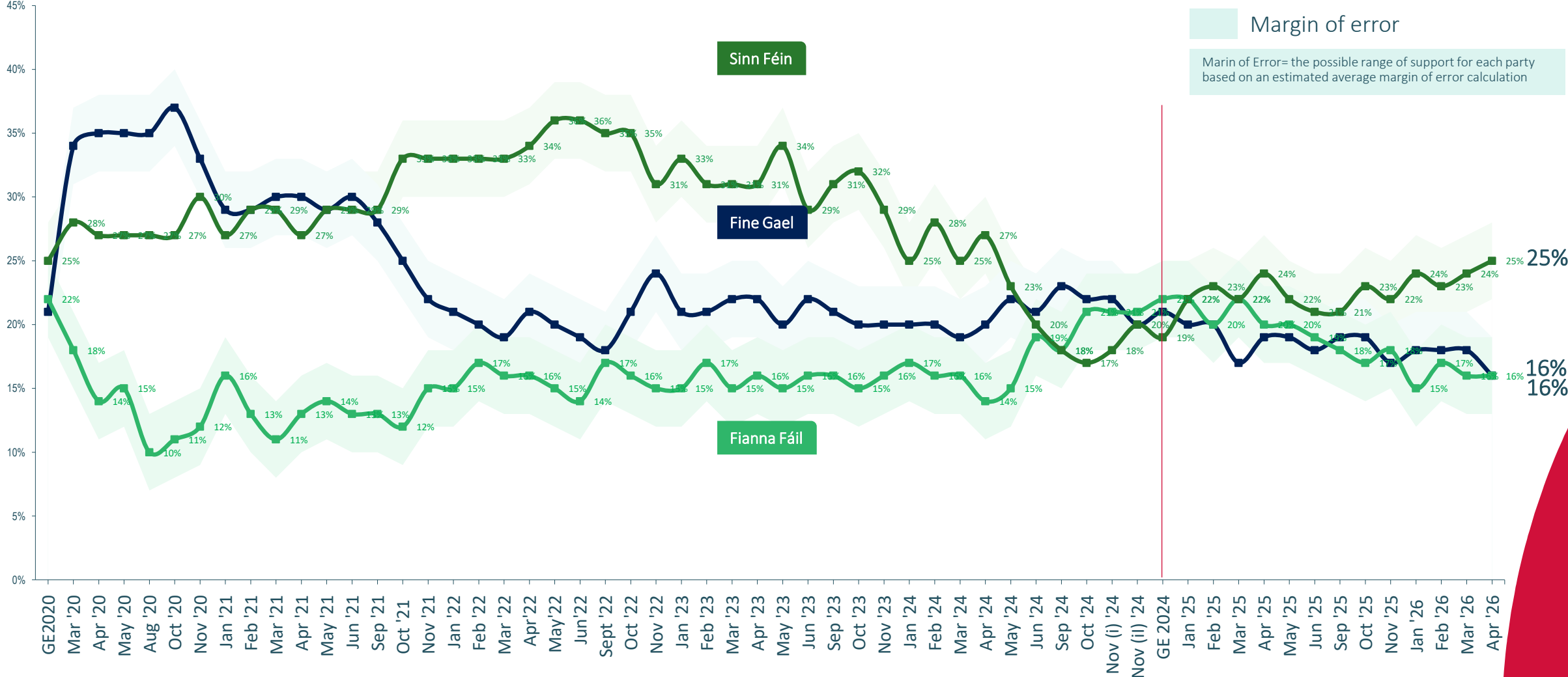
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention trend over time since GE 2020



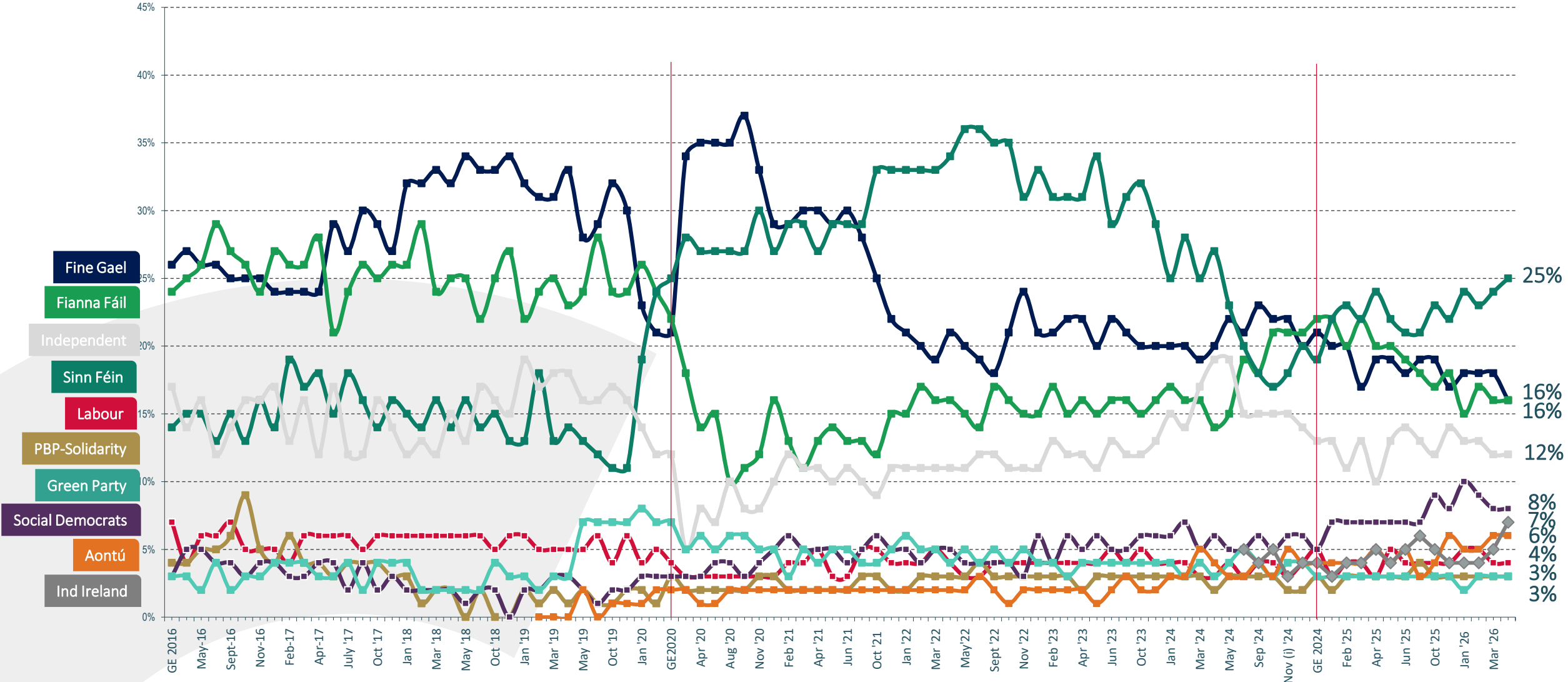
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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

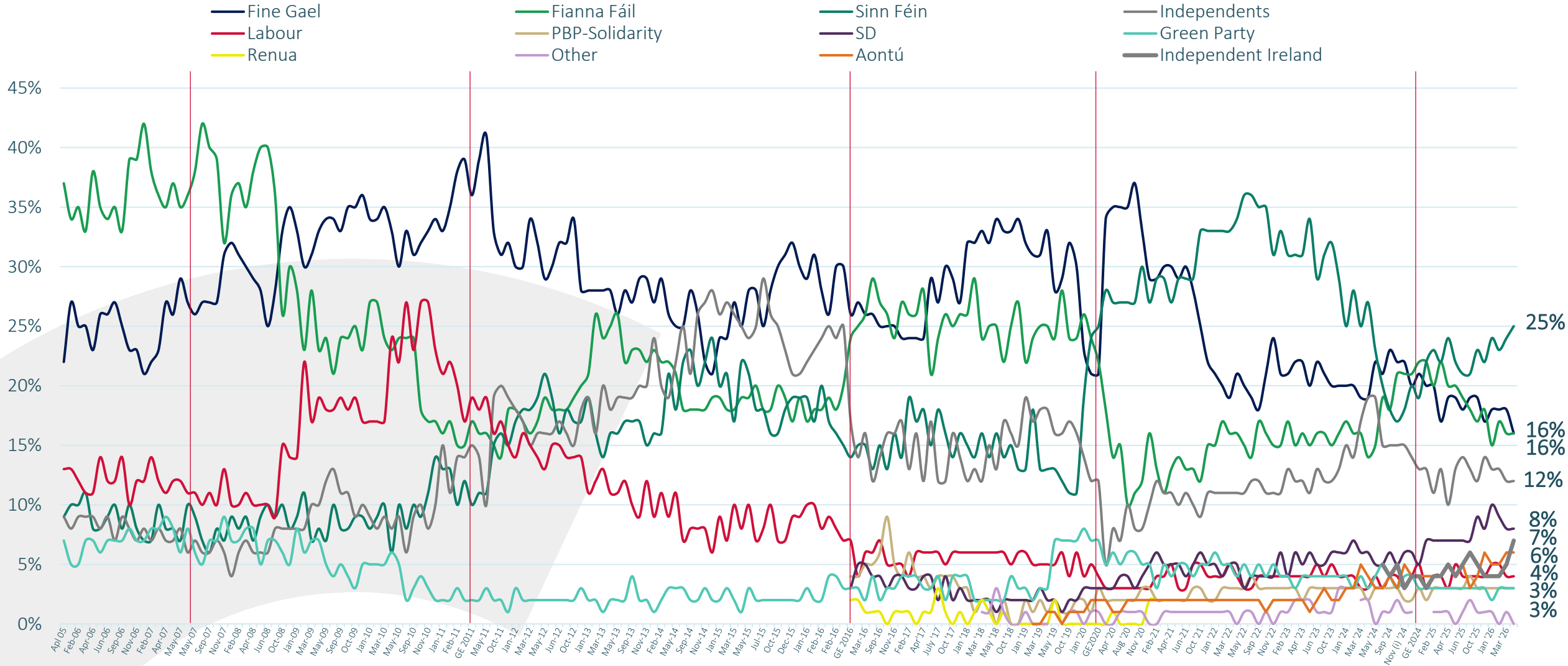


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



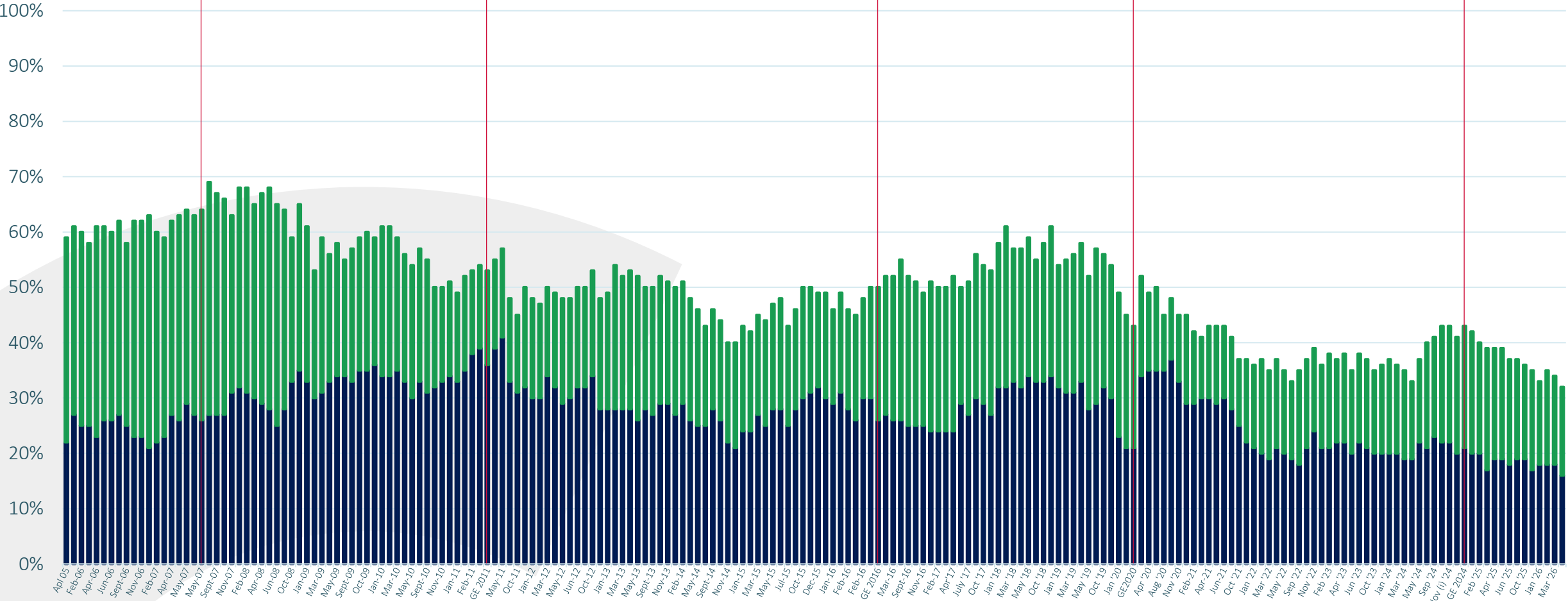
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 2005 to 2026



■ Fine Gael ■ Fianna Fáil



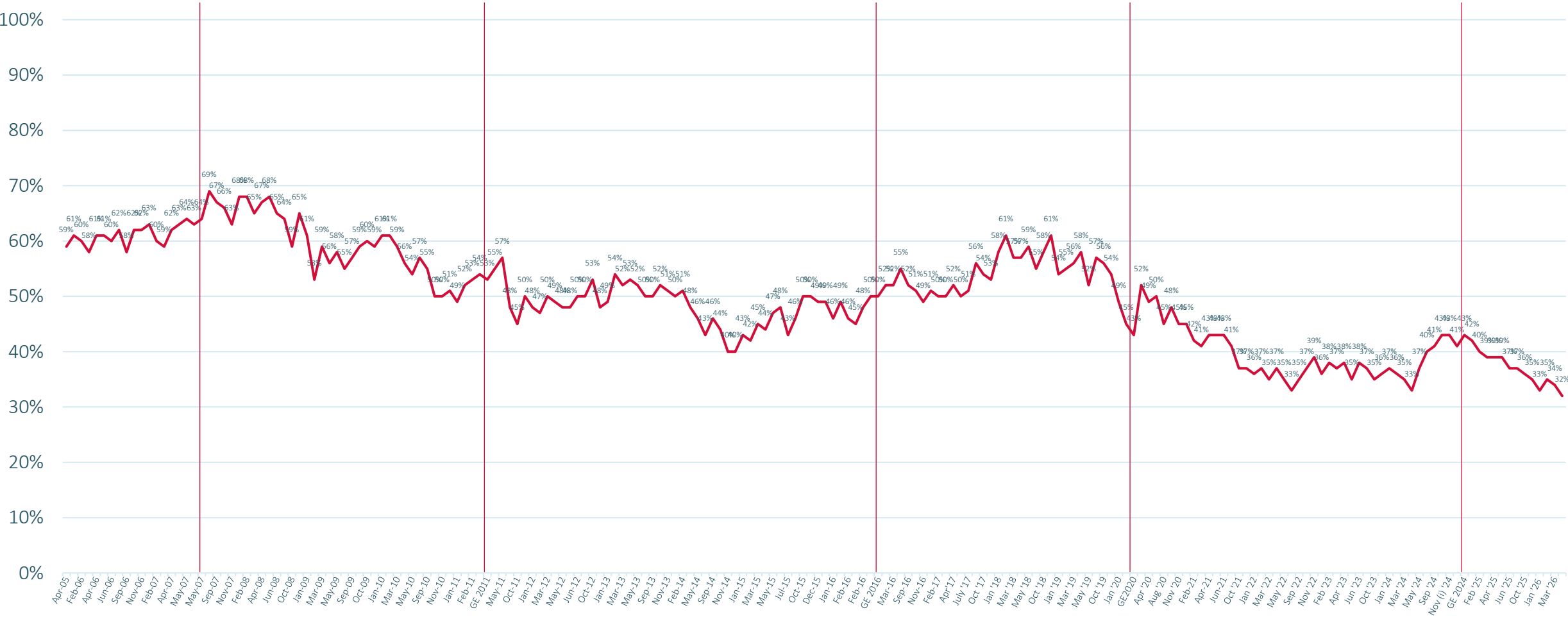
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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)



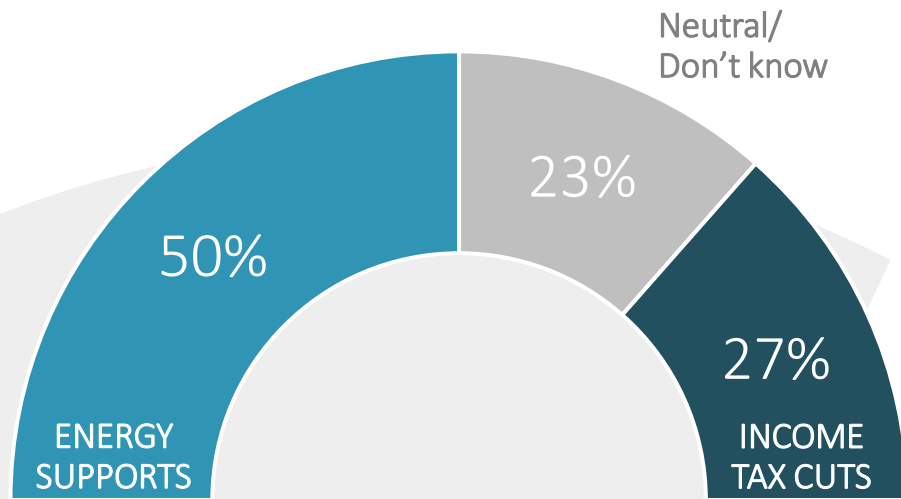
02

# Views on topical political issues

# Half of people support the prioritisation of energy supports

Marginal majority are also in support of the introduction of the lower 9 per cent VAT rate for hospitality, with the other half divided between opposers and those who are unsure.

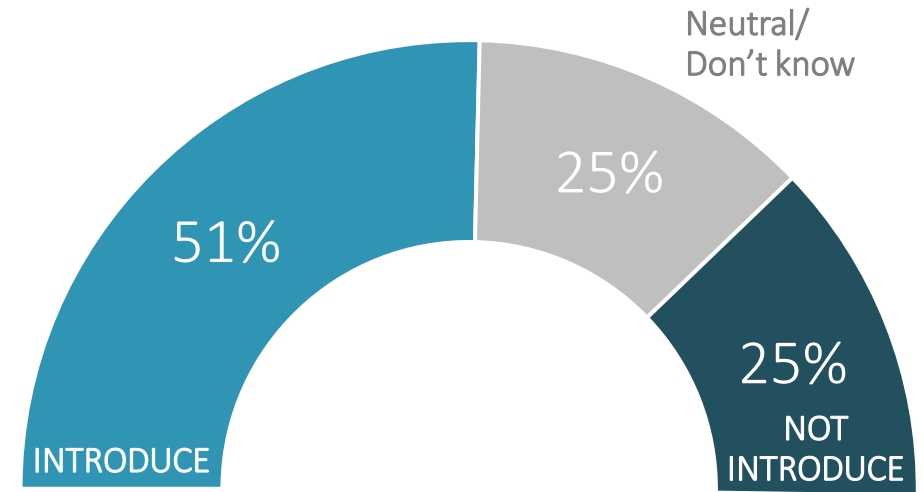
## Should the government prioritise energy supports or income tax cuts in the upcoming budget?



I would like the government to **prioritise energy supports** over income tax cuts in the upcoming budget

I would like the government to **prioritise income tax cuts** over energy supports in the upcoming budget

## Should the government introduce the lower 9 per cent VAT rate for hospitality?



The government **should still introduce** the lower 9 per cent VAT rate for hospitality, due to come into force on 1st July

The government **should not introduce** the lower 9 per cent VAT rate for hospitality, due to come into force on 1st July

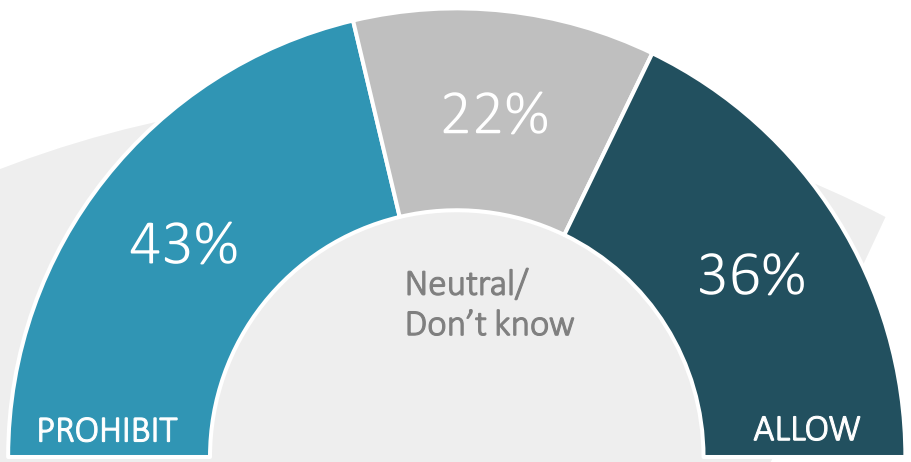
(Base: All adults 18+)

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

# Over 2 in 5 believe the ban on nuclear energy should be lifted **REDC**

Similar support is seen for prohibiting the blocking of critical infrastructure during protests.

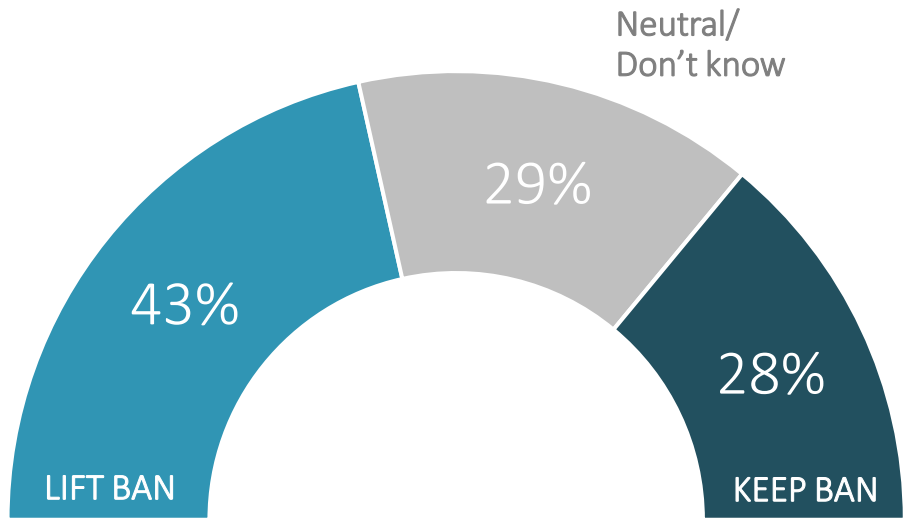
## Should protests that block critical infrastructure be prohibited or allowed without any intervention?



Protests that block critical infrastructure should be **prohibited**, with immediate intervention to remove blockades.

Protests that block critical infrastructure should be **allowed**, without any intervention to remove blockades.

## Should Ireland lift or keep the ban on nuclear energy?



Ireland should **lift the ban** on nuclear energy and allow it as part of its future national energy strategy.

Ireland should **keep its ban** on nuclear energy and exclude it from its future national energy strategy.

(Base: All adults 18+)

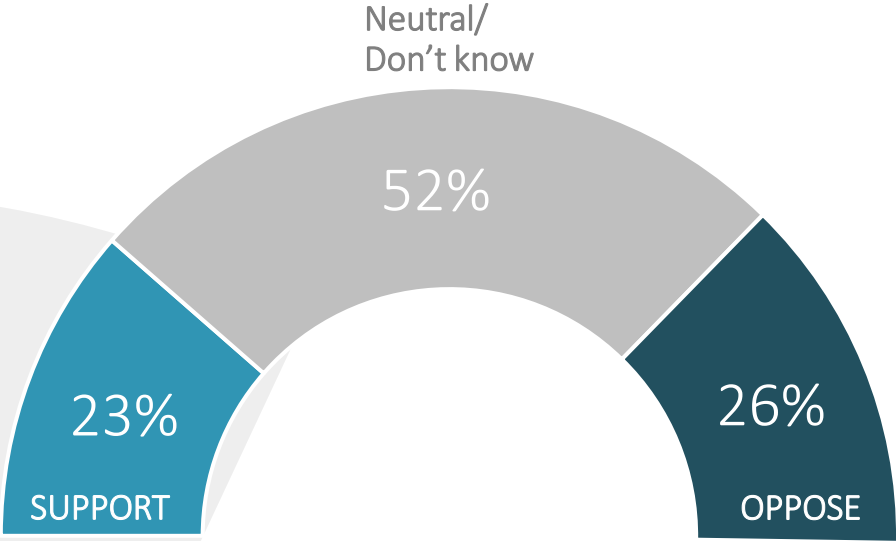
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

# Majority are neutral about the sale of Permanent TSB to Bawag



Opposition to the sale of Permanent TSB to the Austrian bank is slightly higher than support.

## Support for the sale of Permanent TSB to Austrian Bank Bawag



I **support** the sale of Permanent TSB to Austrian bank Bawag.

I **oppose** the sale of Permanent TSB to Austrian bank Bawag.

(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 energy support prioritisation increases by age group



Under 35s and ABC1s show weaker support for prioritising energy supports. Preference for the prioritisation of income tax cuts is highest among FF voters.

I would like the government to **prioritise energy supports** over income tax cuts in the upcoming budget

Neutral

I would like the government to **prioritise income tax cuts** over energy supports in the upcoming budget

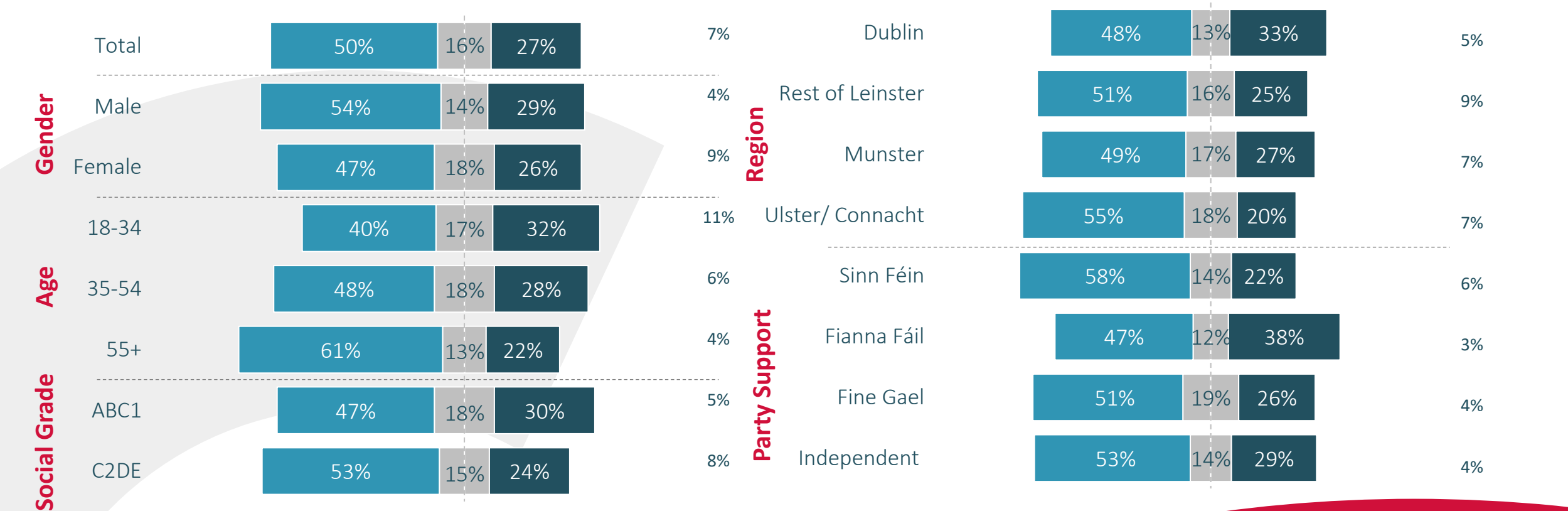
Don't know

I would like the government to **prioritise energy supports** over income tax cuts in the upcoming budget

Neutral

I would like the government to **prioritise income tax cuts** over energy supports in the upcoming budget

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

# Steady support across the board for lowered hospitality VAT



Support is consistent across all political parties.

The government ***should still introduce*** the lower 9 per cent VAT rate for hospitality, due to come into force on 1st July

Neutral

The government ***should not introduce*** the lower 9 per cent VAT rate for hospitality, due to come into force on 1st July

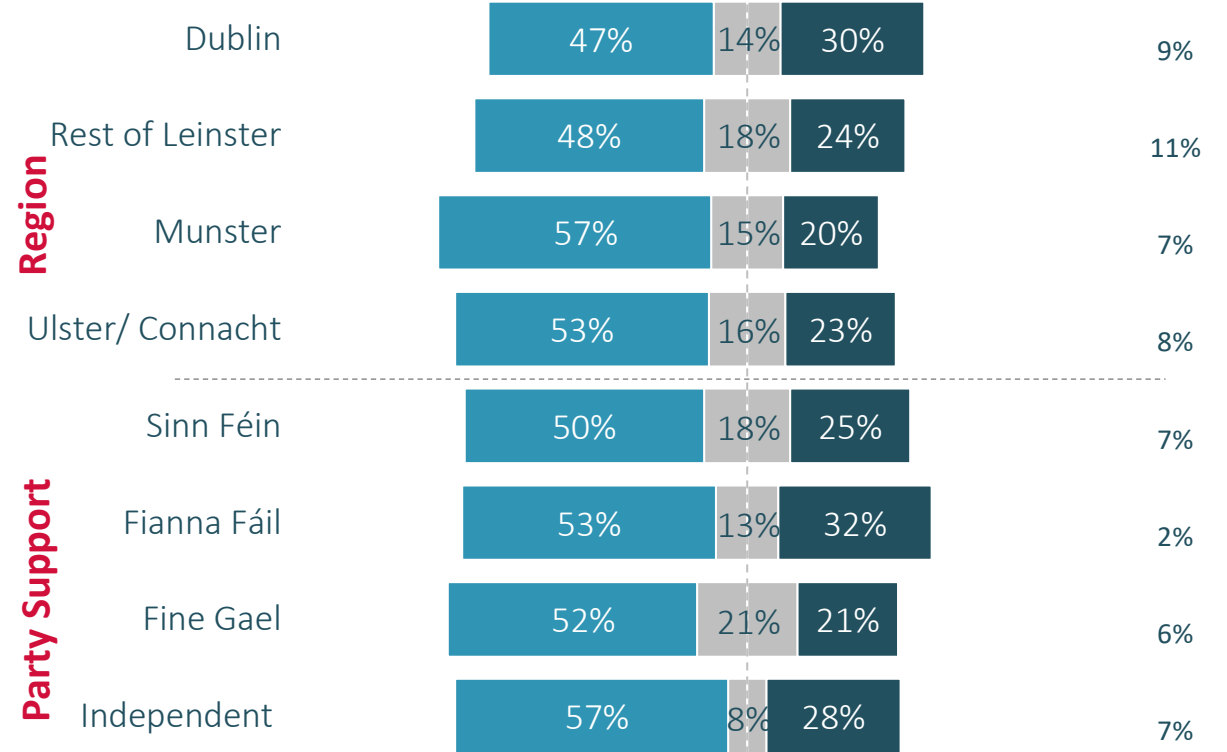
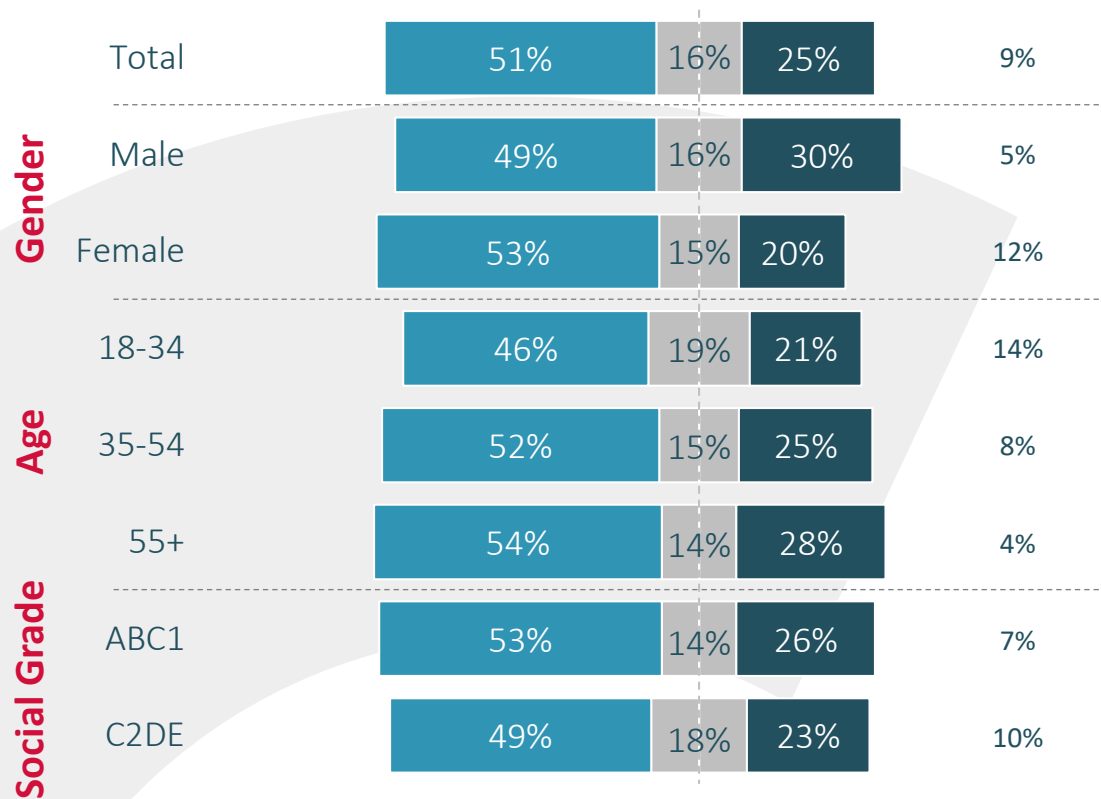
Don't know

The government ***should still introduce*** the lower 9 per cent VAT rate for hospitality, due to come into force on 1st July

Neutral

The government ***should not introduce*** the lower 9 per cent VAT rate for hospitality, due to come into force on 1st July

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

# Support for protest intervention driven by gov voters

SF and independent voters express lowest support for prohibiting the blocking of critical infrastructure during protest. Level of support also increases significantly with age.

Protests that block critical infrastructure should be **prohibited**, with immediate intervention to remove blockades.

Neutral

Protests that block critical infrastructure should be **allowed**, without any intervention to remove blockades.

Don't know

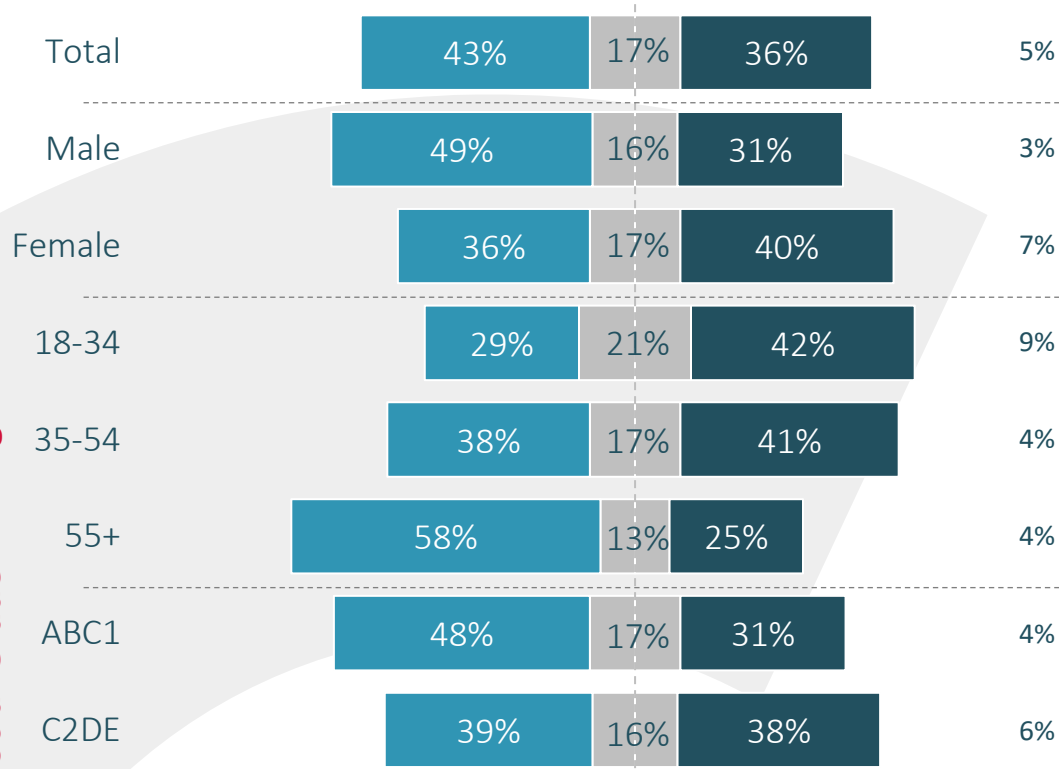
Protests that block critical infrastructure should be **prohibited**, with immediate intervention to remove blockades.

Neutral

Protests that block critical infrastructure should be **allowed**, without any intervention to remove blockades.

Don't know

Gender

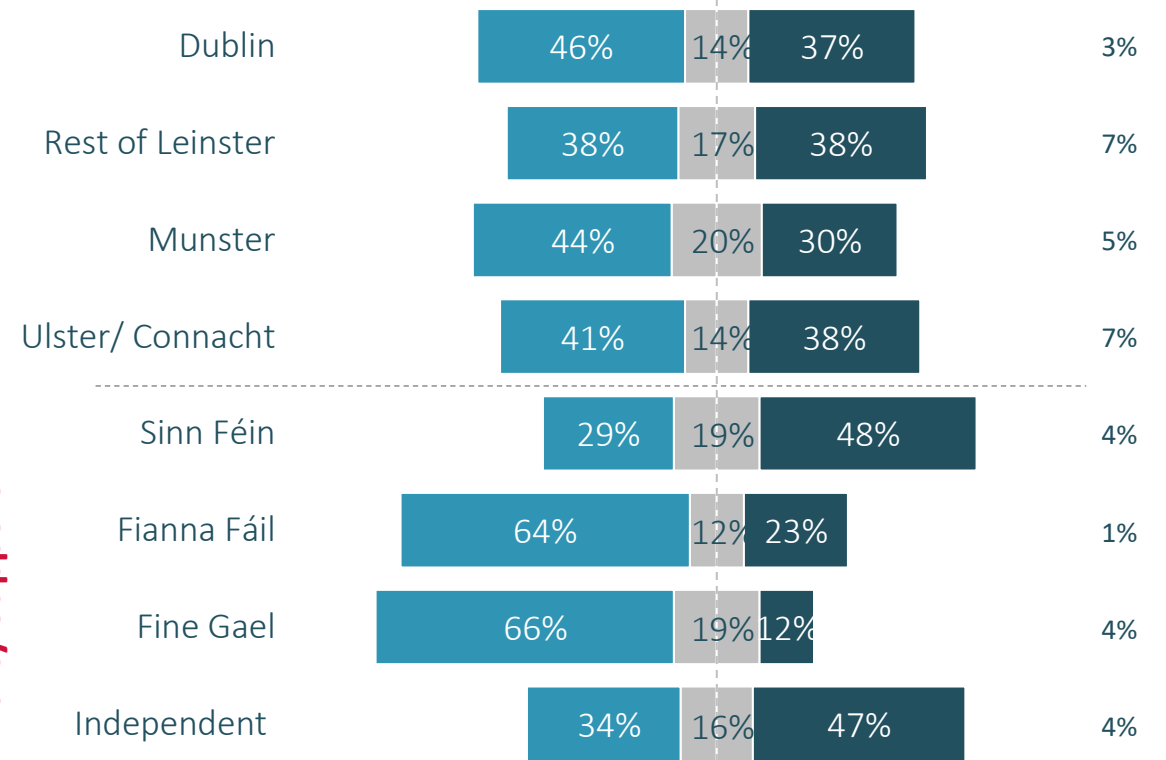


Age

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

# Plurality supports lifting the nuclear ban for future energy

Other majority support groups for lifting the ban are FF voters and Dublin residents.

Ireland should **lift the ban** on nuclear energy and allow it as part of its future national energy strategy.

Neutral

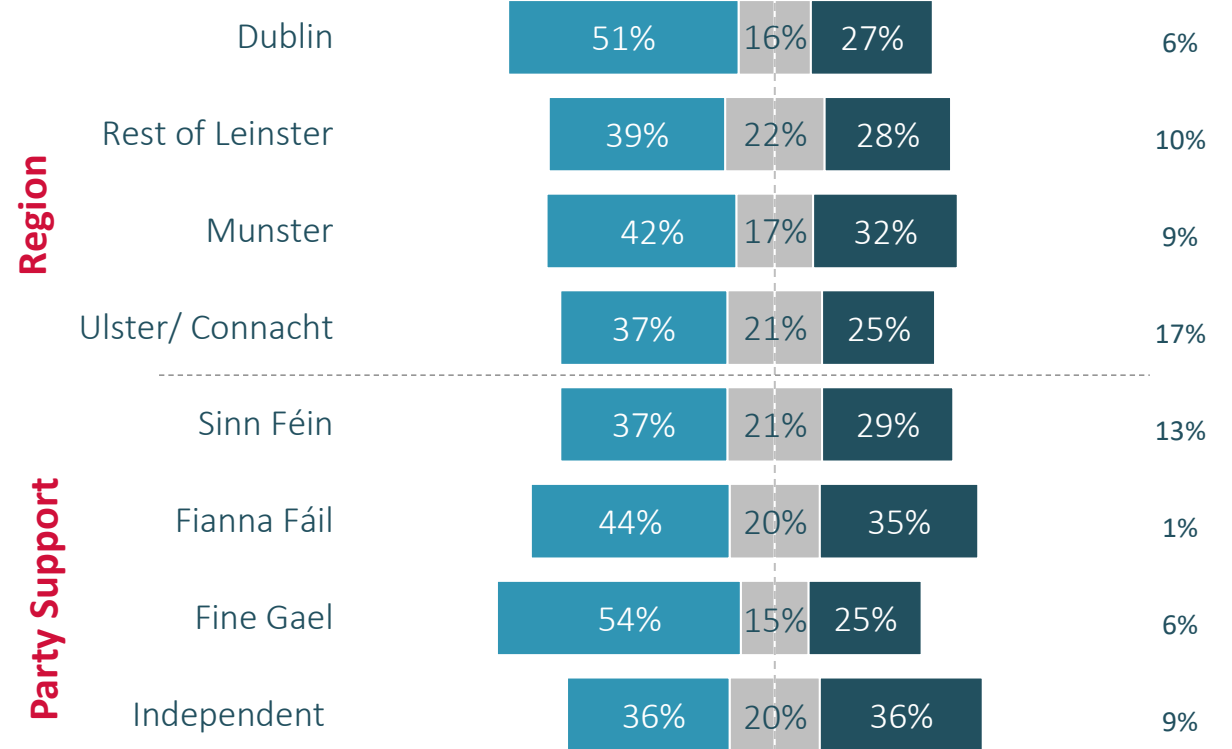
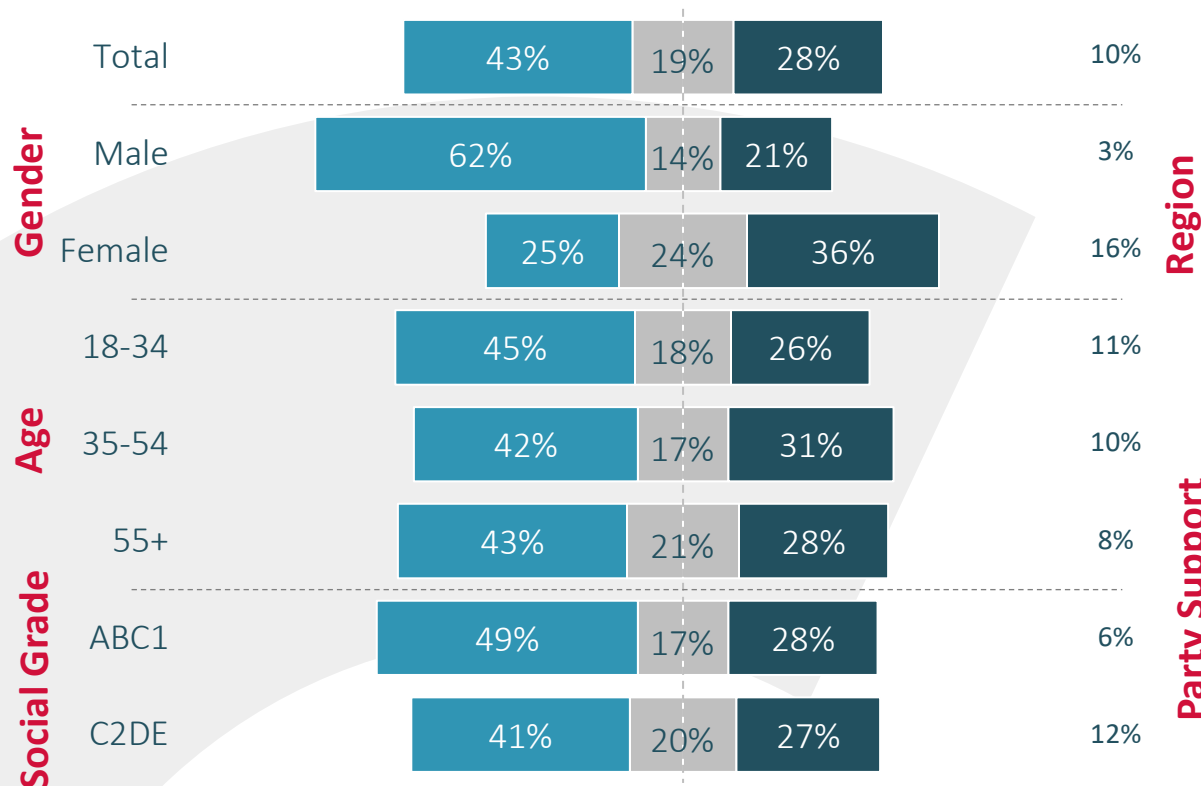
Ireland should **keep its ban** on nuclear energy and exclude it from its future national energy strategy.

Ireland should **lift the ban** on nuclear energy and allow it as part of its future national energy strategy.

Neutral

Ireland should **keep its ban** on nuclear energy and exclude it from its future national energy strategy.

Don't know

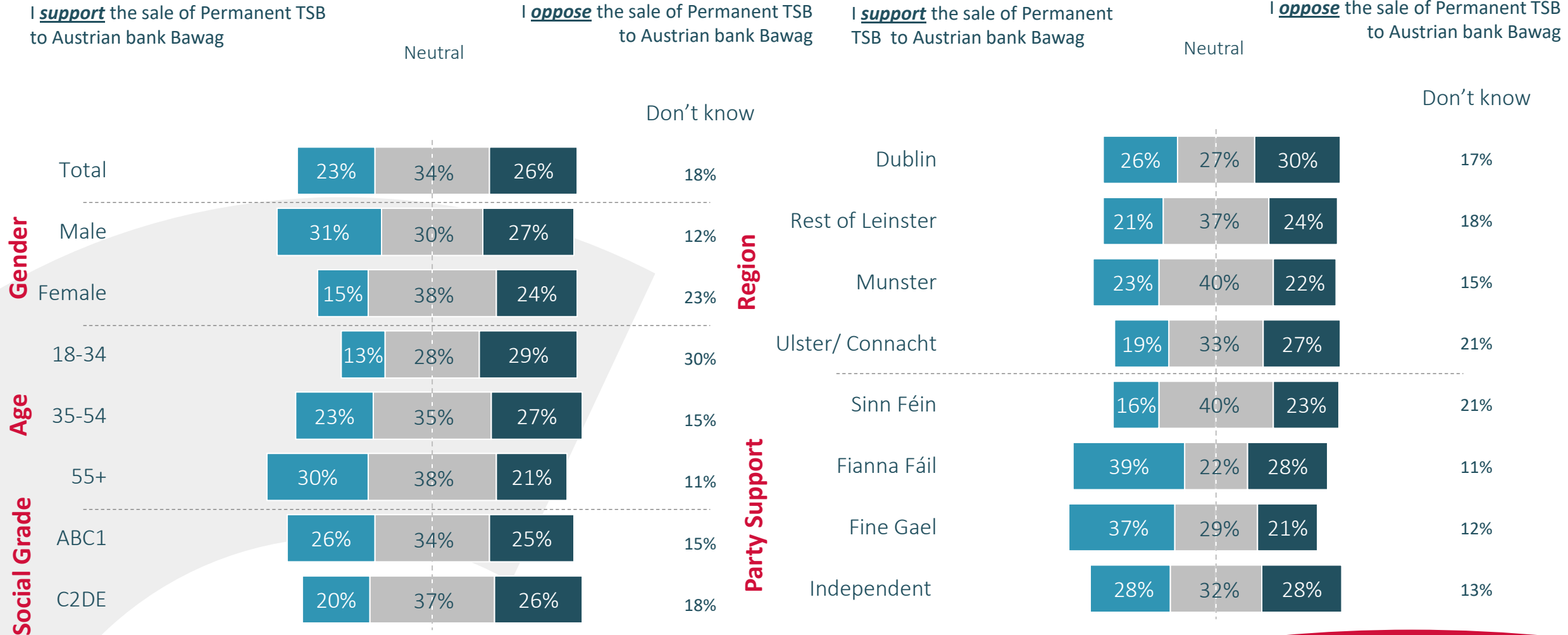


(Base: All adults 18+)

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

# Gov voters express highest support for the sale of Permanent TSB **REDC**

Neutrality is highest among women, over 55s, Munster residents and SF voters. 1 in 3 of those under 35 say that they do not 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



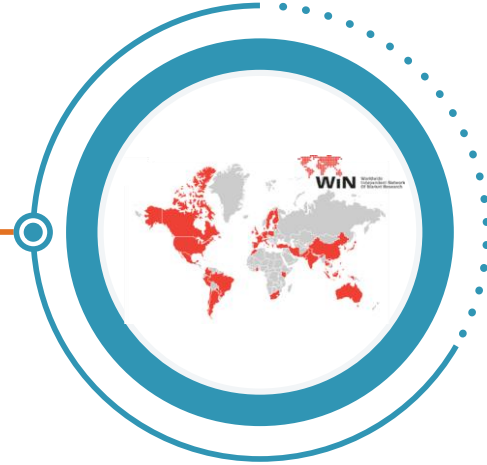
## RED C UK

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

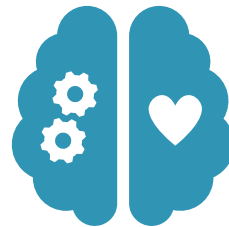
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



## 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



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**

