

REDC | **Business Post**

OPINION POLL REPORT MAY 2026

MAY 2026



Methodology and Weighting

- RED C interviewed a random sample of 1,010 adults aged 18+ online between 22nd-27th May 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

- 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 groups.

RED C Live

Reviews 406 • Excellent



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

Honeytrap 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 Polling Accuracy

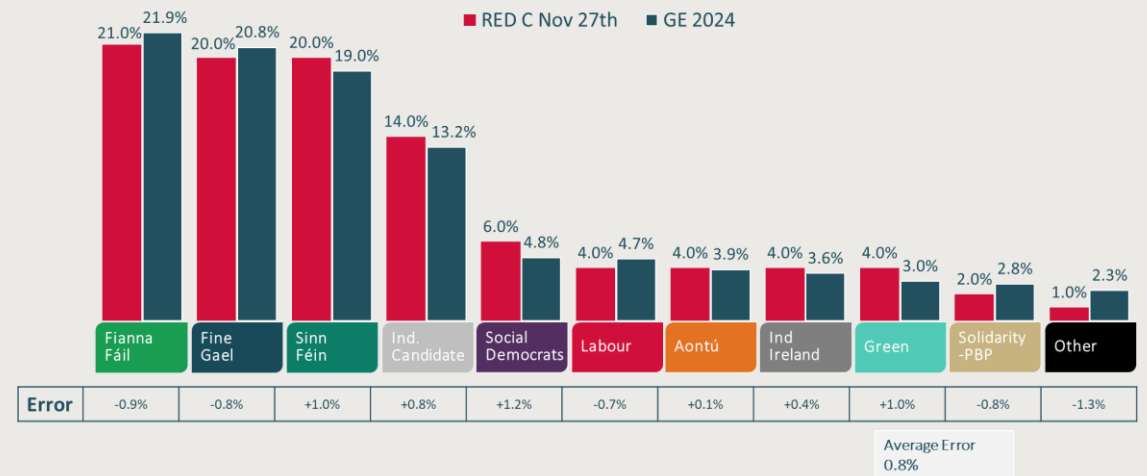
Closest pollster again at General Election 2024

- RED C are delighted with the accuracy of our polling at the recent Irish General Election in Nov 2024. The final RED C Business Post poll had the joint best average error across all parties for our final poll, and the most accurate by far across the three main parties, correctly predicting that Fianna Fáil would have the largest vote share and that they would benefit most from transfers, and was more accurate than the exit poll.
- The accuracy of our final poll conducted online vs. polls conducted face to face with larger sample sizes, confirms the ability of online polling to accurately predict elections.
- The accuracy of our polls once again underlines the high quality of our research, in particular the quality controls for our online panel and the statistical controls and weighting matrices used to ensure a representative sample.
- The RED C published polls in the Business Post, clearly gave the insight to the wider population very accurately from the start of the campaign. Our final poll (figure 1 below) had an average error of just 0.8% the lowest error seen across all polls, and ahead of the exit poll.
- We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.
- RED C were also the most accurate at predicting the GE 2020 election result, using both a telephone and an online methodology
- Polling is conducted on general election vote intention and should not be compared with other second tier elections.



RED C final GE 2024 Poll had an average error of just 0.8%

Final Online Poll During GE 2024



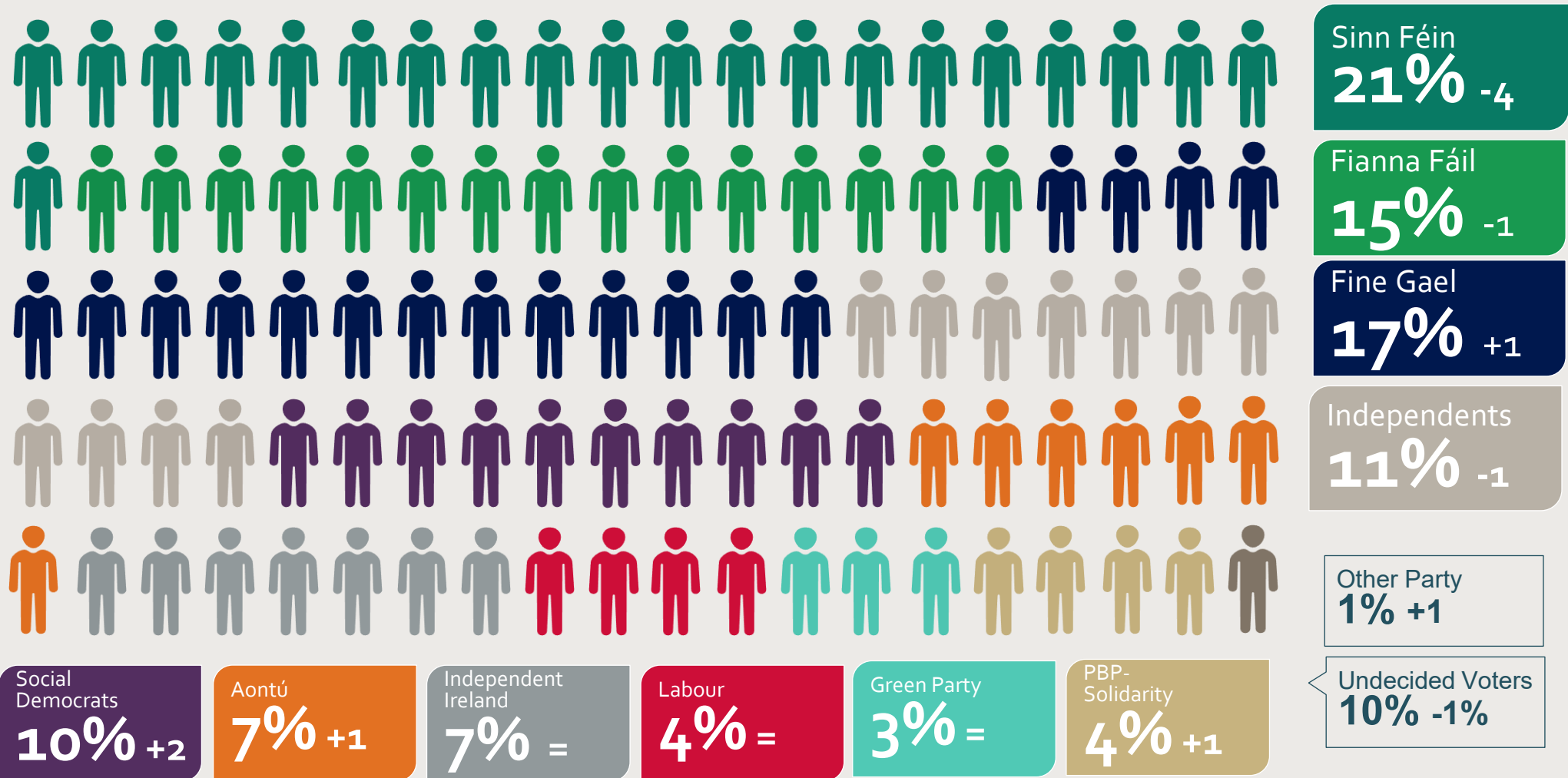
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Vote Intention @ General Election



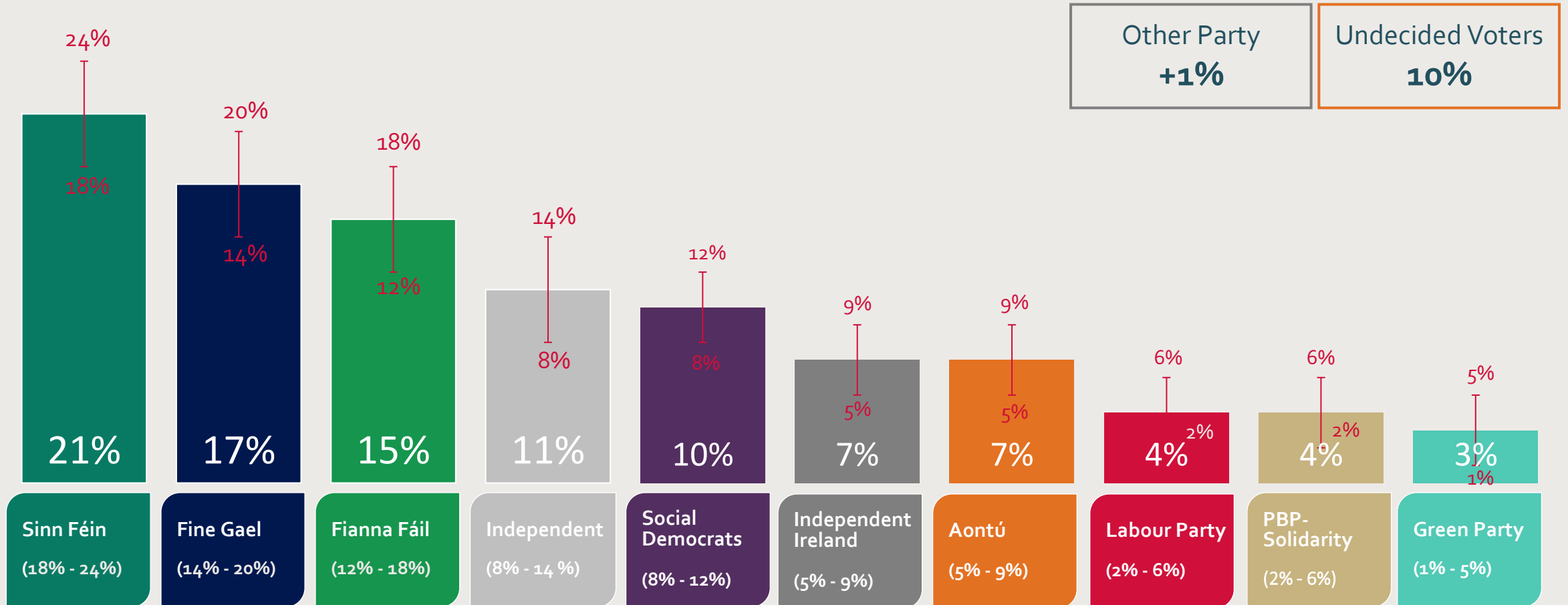
First preference vote intention – 31st May 2026

With change vs. Last Poll April 2026



First preference vote intention – 31st May 2026

With change vs. Last Poll April 2026



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

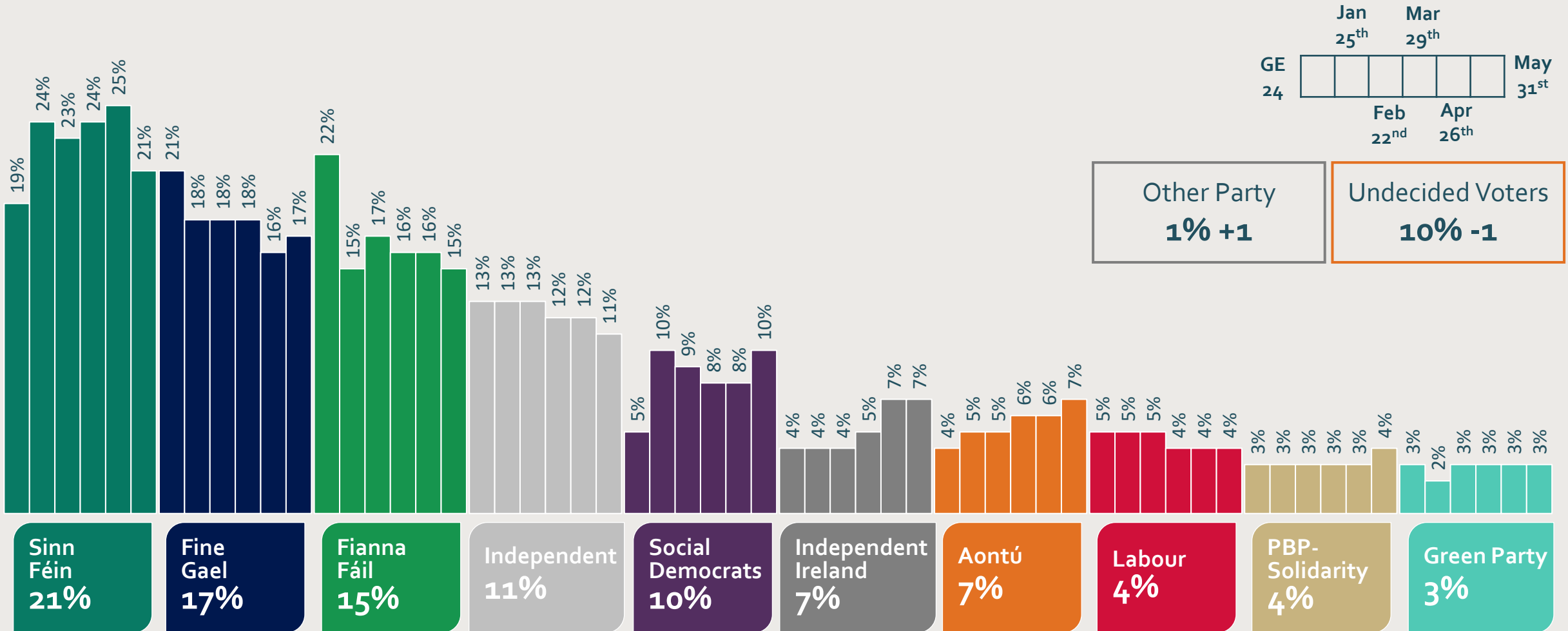
Note: Margin of error for smaller parties may be smaller

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



Core vote intention to turnout weighted data process

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).

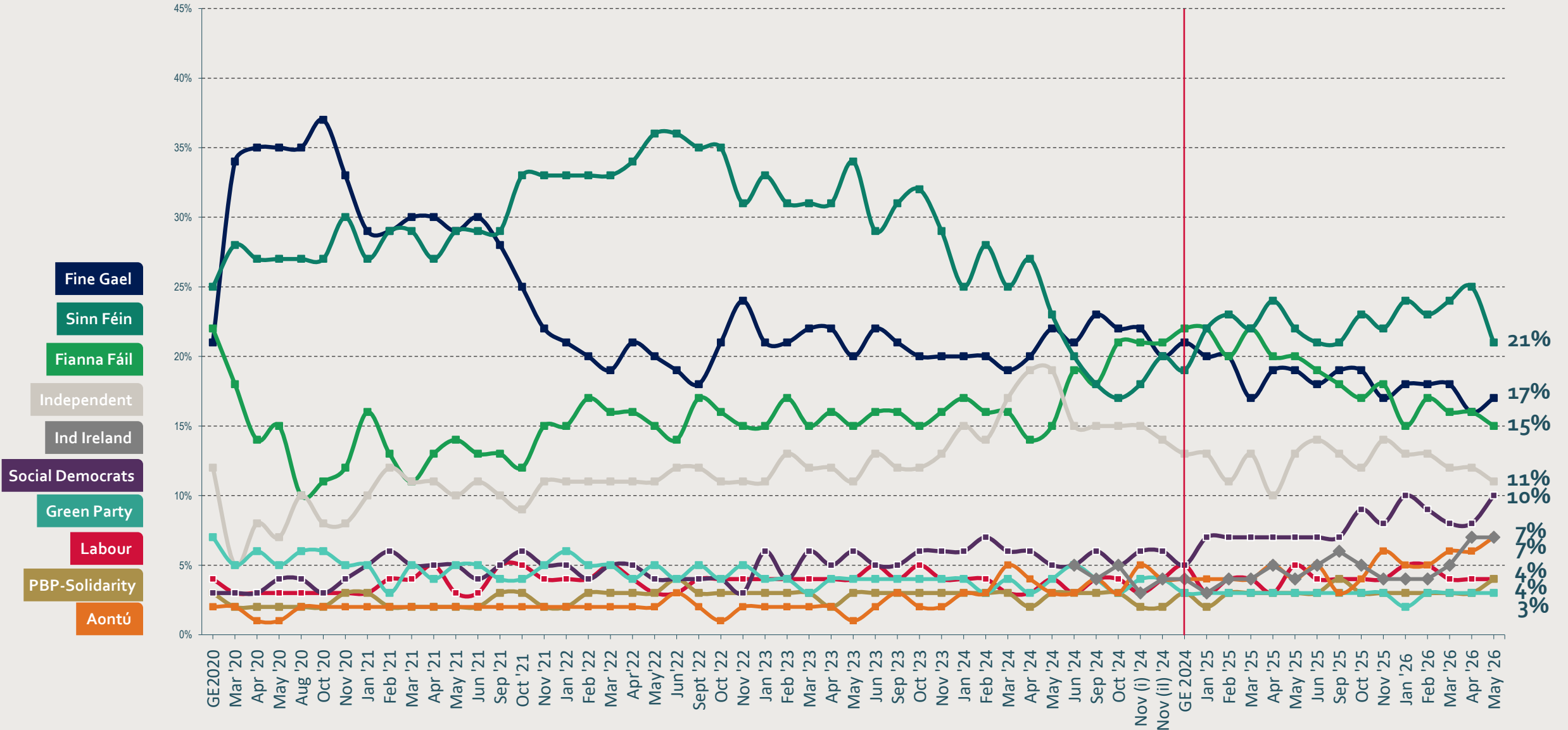
| 31 st May 2026 | Core data | Core data with prompt for most likely party ⁽¹⁾ | Undecided/ Non Voters Removed ⁽²⁾ | Turnout Weighted ⁽³⁾ |
|---------------------------------|-----------|--|--|---------------------------------|
| Sinn Féin | 18% | 19% | 22% | 21% |
| Fine Gael | 13% | 14% | 16% | 17% |
| Fianna Fáil | 11% | 12% | 14% | 15% |
| An Independent Candidate | 8% | 10% | 11% | 11% |
| Social Democrats | 7% | 8% | 9% | 10% |
| Independent Ireland | 6% | 6% | 7% | 7% |
| Aontú | 5% | 6% | 7% | 7% |
| Labour Party | 4% | 4% | 4% | 4% |
| People Before Profit-Solidarity | 4% | 4% | 4% | 4% |
| Green Party | 3% | 3% | 3% | 3% |
| Other | 1% | 1% | 1% | 1% |
| Would not vote | 3% | 3% | | |
| Undecided | 18% | 10% | | |

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

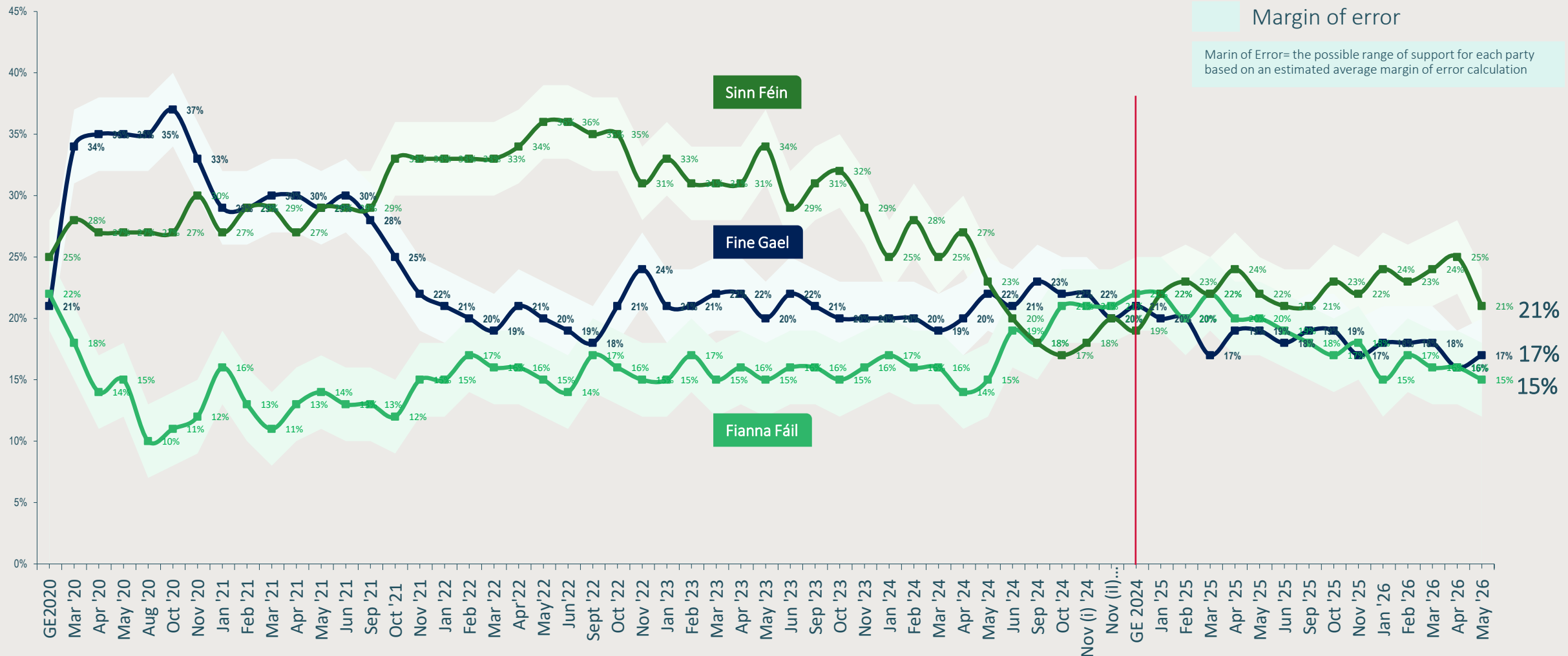
| 31 st May 2026 | Gender | | Age | | | Social Class | | Region | | | | |
|---------------------------------|--------|------|--------|-------|-------|--------------|------|--------|--------|------------------|---------|--------------|
| | Total | Male | Female | 18-34 | 35-54 | 55+ | ABC1 | C2DE | Dublin | Rest of Leinster | Munster | Conn/ Ulster |
| Sinn Féin | 21% | 19% | 23% | 29% | 21% | 17% | 15% | 28% | 20% | 25% | 15% | 28% |
| Fine Gael | 17% | 20% | 15% | 7% | 16% | 24% | 26% | 9% | 22% | 16% | 15% | 14% |
| Fianna Fáil | 15% | 14% | 16% | 6% | 16% | 19% | 18% | 11% | 15% | 13% | 17% | 16% |
| An Independent Candidate | 11% | 7% | 14% | 7% | 13% | 11% | 8% | 14% | 6% | 13% | 14% | 9% |
| Social Democrats | 10% | 9% | 11% | 14% | 10% | 7% | 10% | 9% | 9% | 12% | 12% | 4% |
| Independent Ireland | 7% | 9% | 6% | 7% | 9% | 6% | 4% | 10% | 4% | 2% | 13% | 10% |
| Aontú | 7% | 8% | 6% | 10% | 5% | 8% | 7% | 7% | 9% | 6% | 4% | 8% |
| Labour Party | 4% | 6% | 2% | 9% | 2% | 3% | 6% | 2% | 3% | 6% | 2% | 5% |
| People Before Profit-Solidarity | 4% | 3% | 4% | 6% | 5% | 2% | 4% | 4% | 6% | 3% | 2% | 3% |
| Green Party | 3% | 3% | 3% | 6% | 3% | 1% | 3% | 3% | 3% | 2% | 4% | 1% |

First preference vote intention – since GE 2020

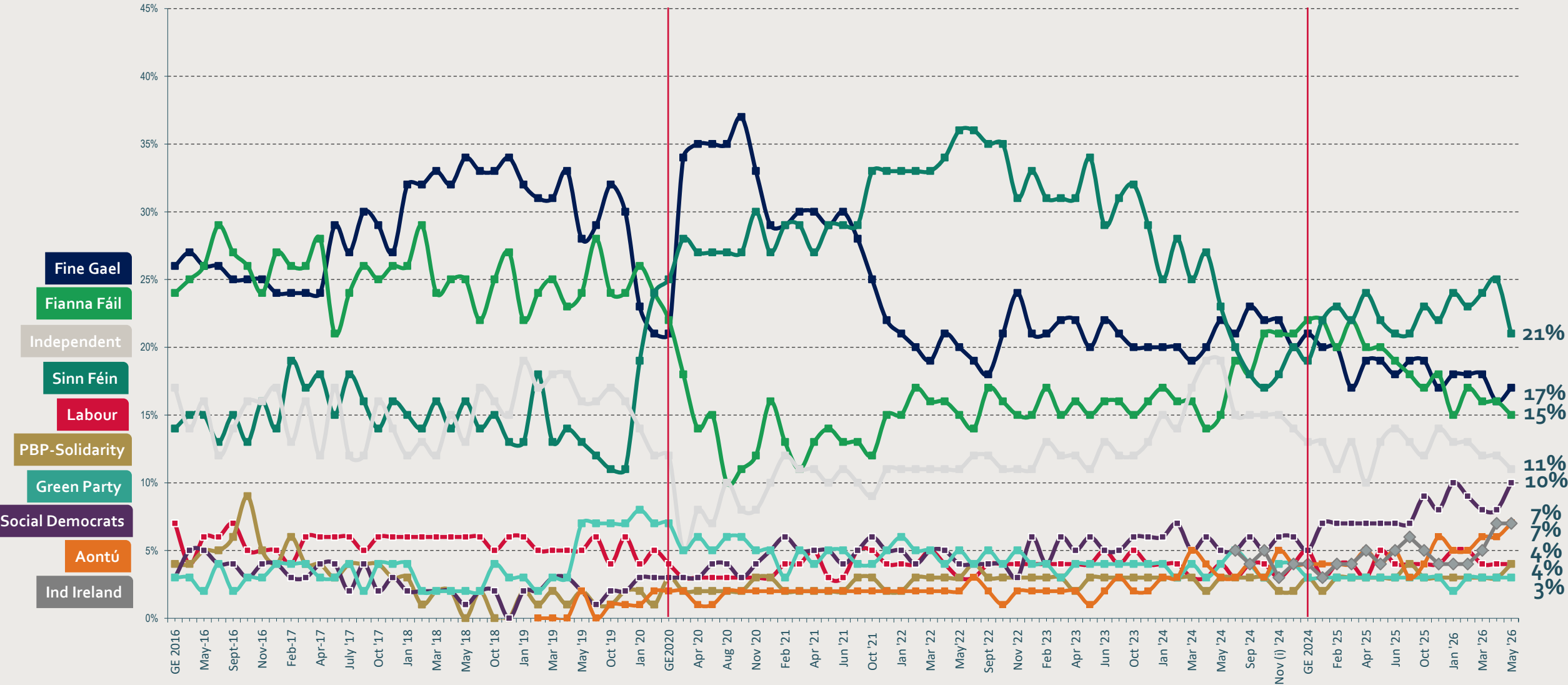


First preference vote intention trend over time since GE 2020

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.

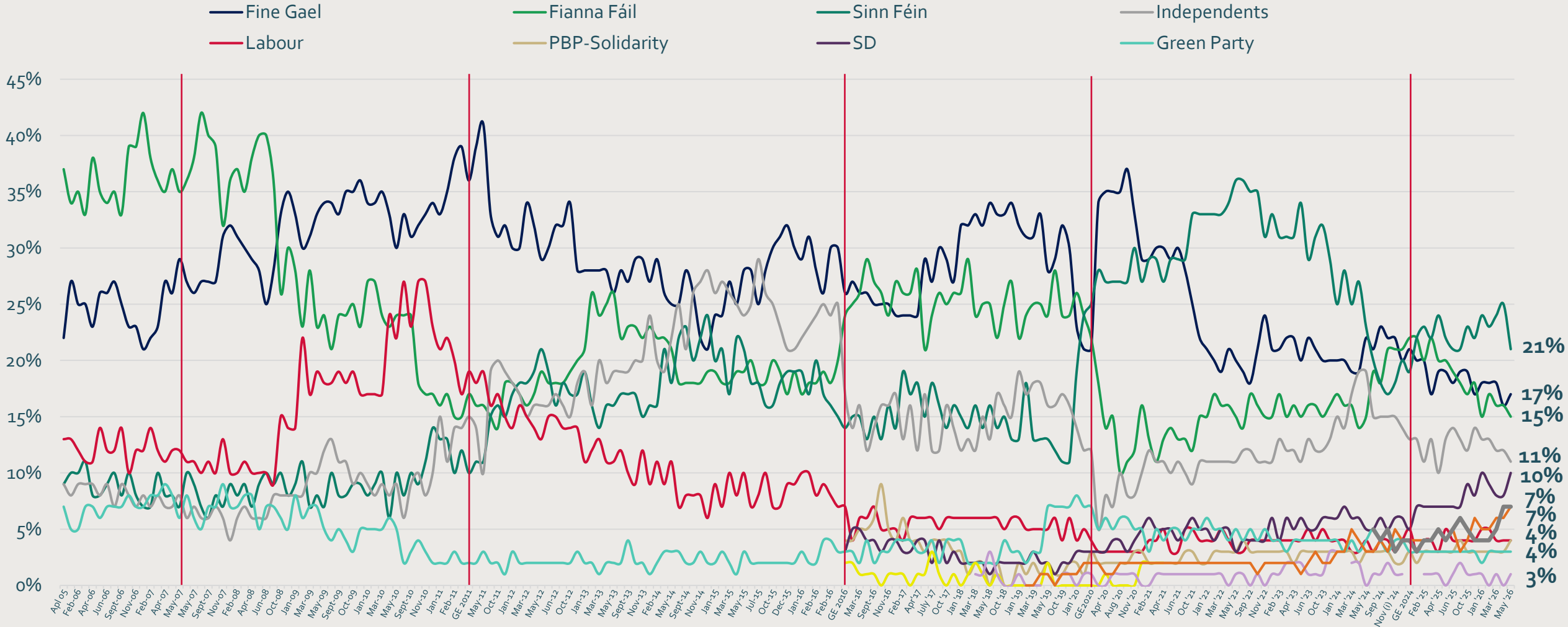


First preference vote intention – since GE 2016

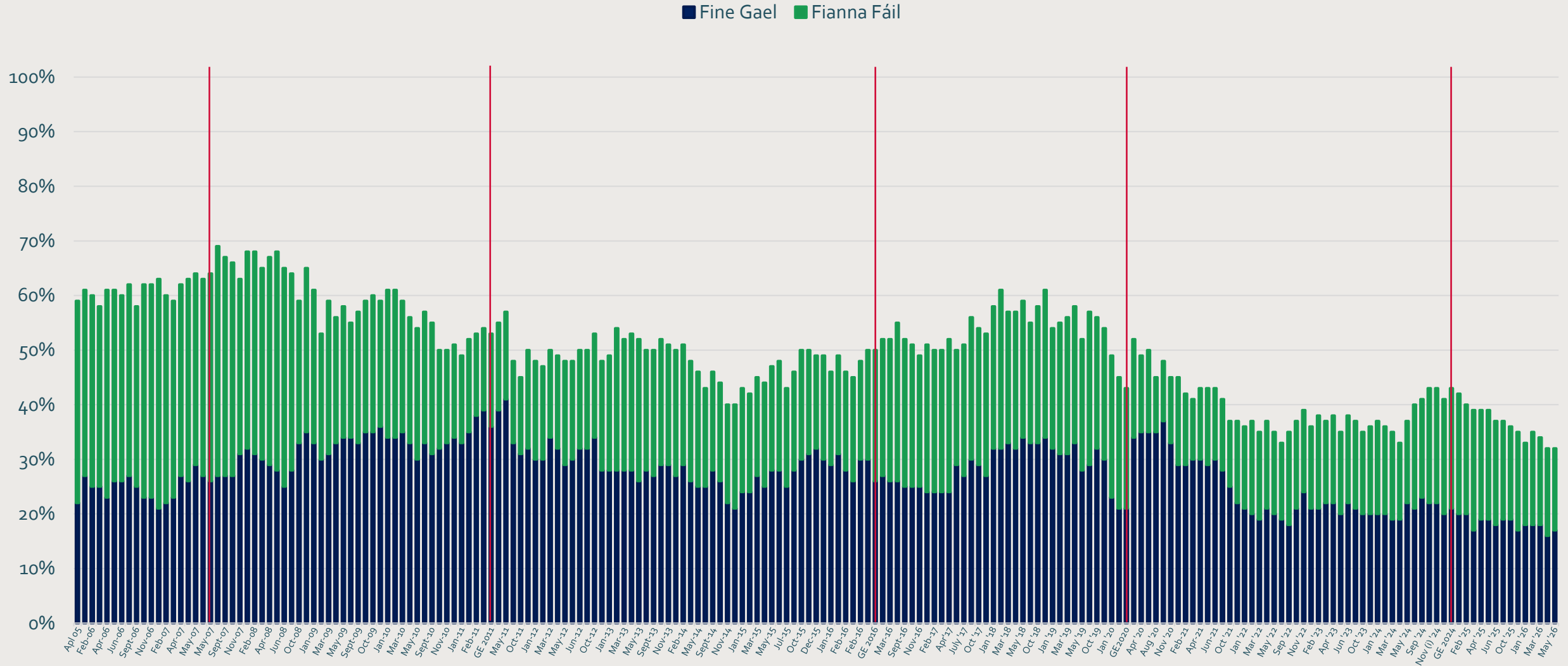


First preference vote intention – 2005 to 2026

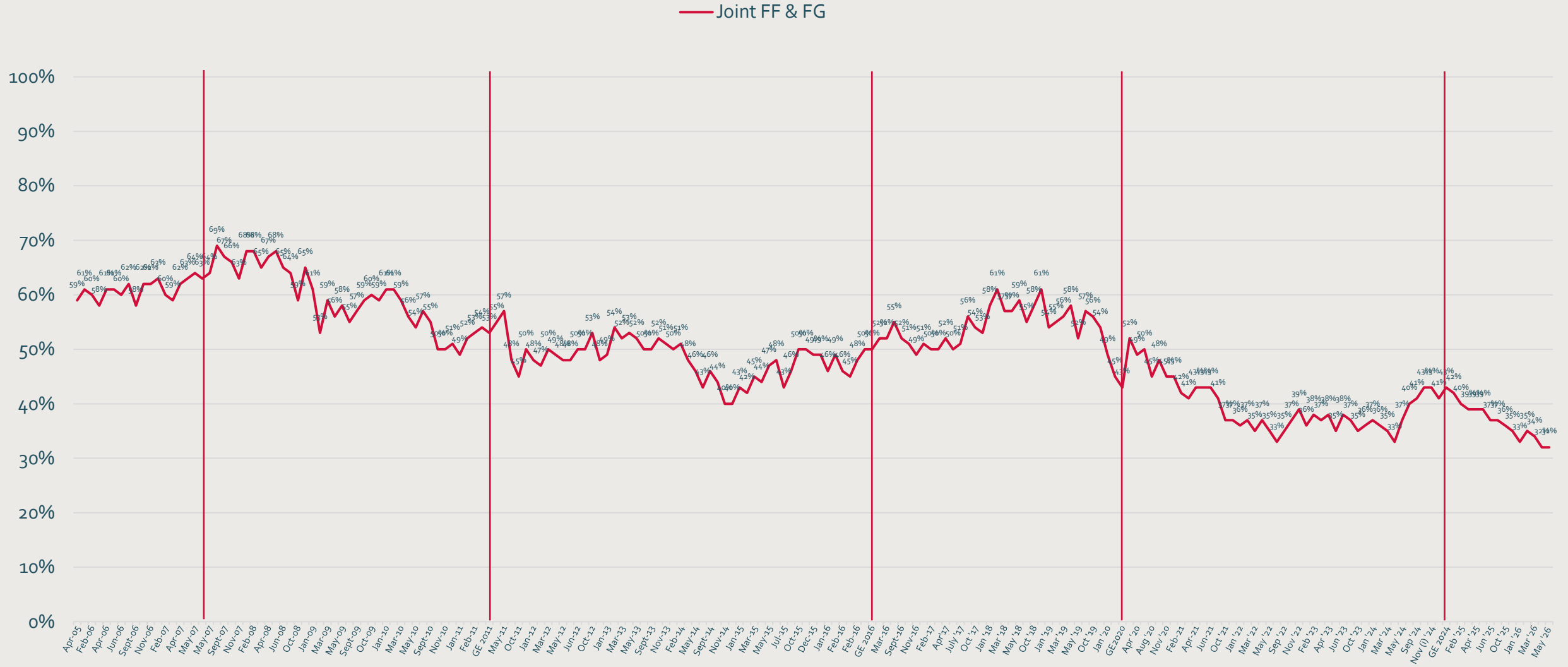
Note: From GE 2016 Onwards, 'Independents/Others' split out to show PBP-Solidarity, Social Democrats, Aontú etc. separately



First preference vote intention – 2005 to 2026



First preference vote intention – 2005 to 2026



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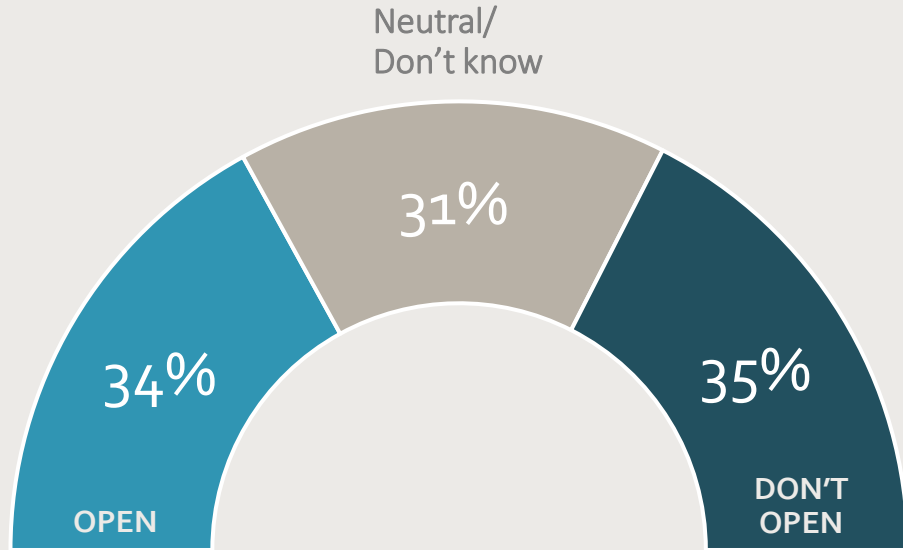
Views on topical political issues



Uncertain sentiment around a Fianna Fáil/Sinn Féin coalition

People are more open than not to Ireland steering the EU presidency towards defence cooperation, regardless of our position of neutrality.

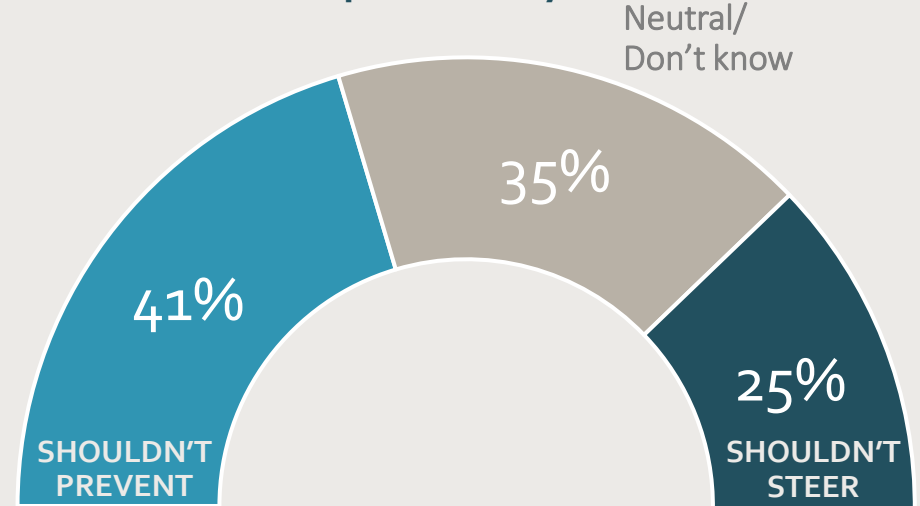
Should the next leader of Fianna Fáil open the door to a republican coalition with Sinn Féin?



I ***think*** the next leader of Fianna Fáil ***should open*** the door to a republican coalition with Sinn Féin

I ***don't think*** the next leader of Fianna Fáil ***should open*** the door to a republican coalition with Sinn Féin

Should Ireland let its neutrality dictate its approach to defence cooperation in the EU presidency?



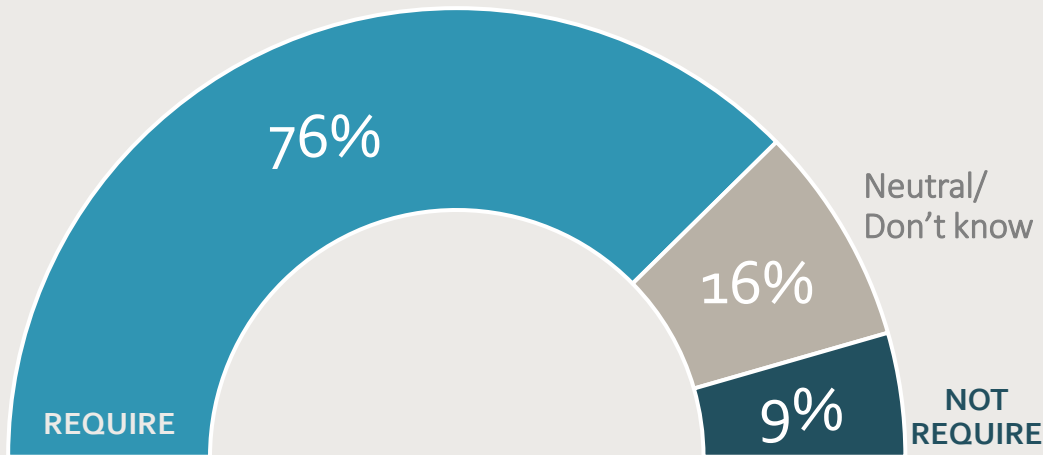
Ireland ***should not*** let its neutrality ***prevent*** it from steering the EU presidency towards greater defense cooperation during its presidency

Ireland ***should not steer*** the EU presidency towards greater defense cooperation during its presidency because of its neutrality

Majority support for more transparency around public body earnings

Just under half believe that tax bands should automatically increase alongside inflation, however one fifth are in favour of keeping bands the same for the sake of public spending.

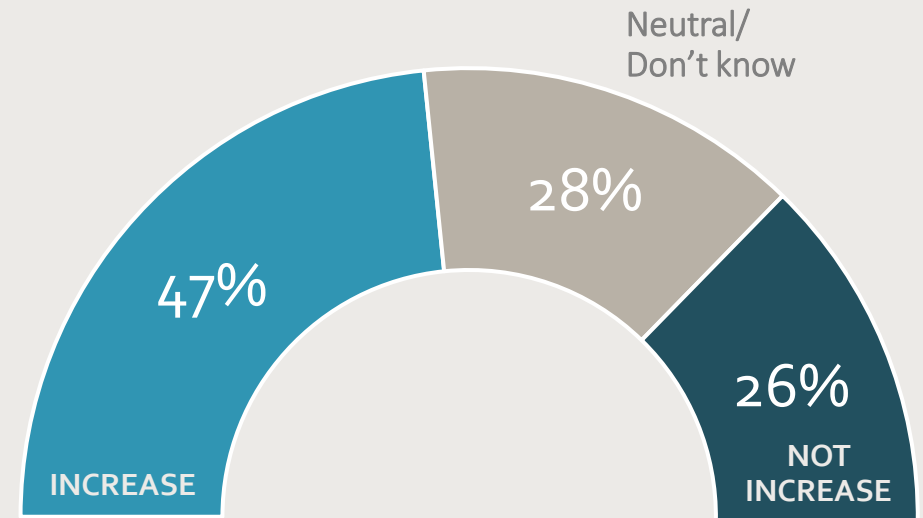
Should RTÉ be required to publish employee earnings over €150k?



RTÉ and other semi-state bodies should be **required to publish** employee earnings above €150k to promote transparency and public accountability

RTÉ and other semi-state bodies should **not be required** to publish employee earnings above €150k to protect employee privacy

Should tax bands automatically increase with inflation?



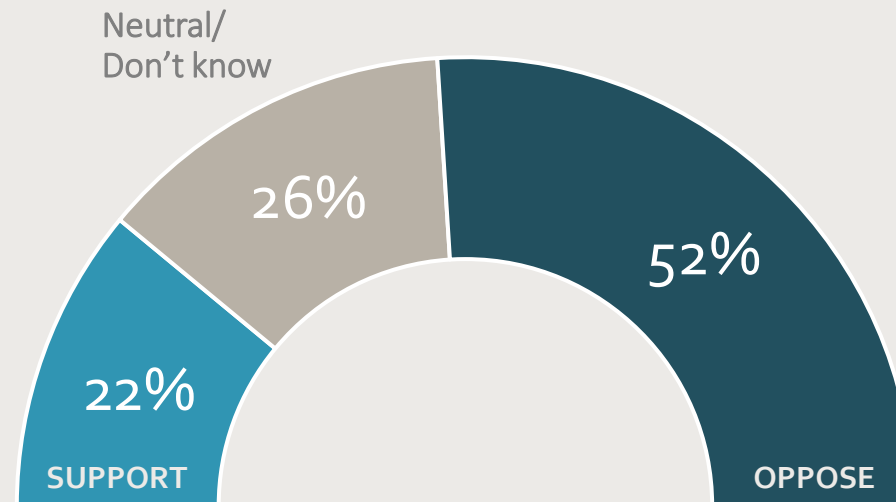
Income tax bands **should automatically increase** with inflation to prevent inflation-driven increases in tax bills reducing people's real incomes

Income tax bands **should not automatically increase** with inflation so the government retains flexibility over tax policy and public spending

Low support for the incorporation of AI into the workplace

For over half of people job losses are not expendable for the sake of improved efficiency. A quarter say they are neutral or unsure about the issue.

Should AI be incorporated into the workforce?

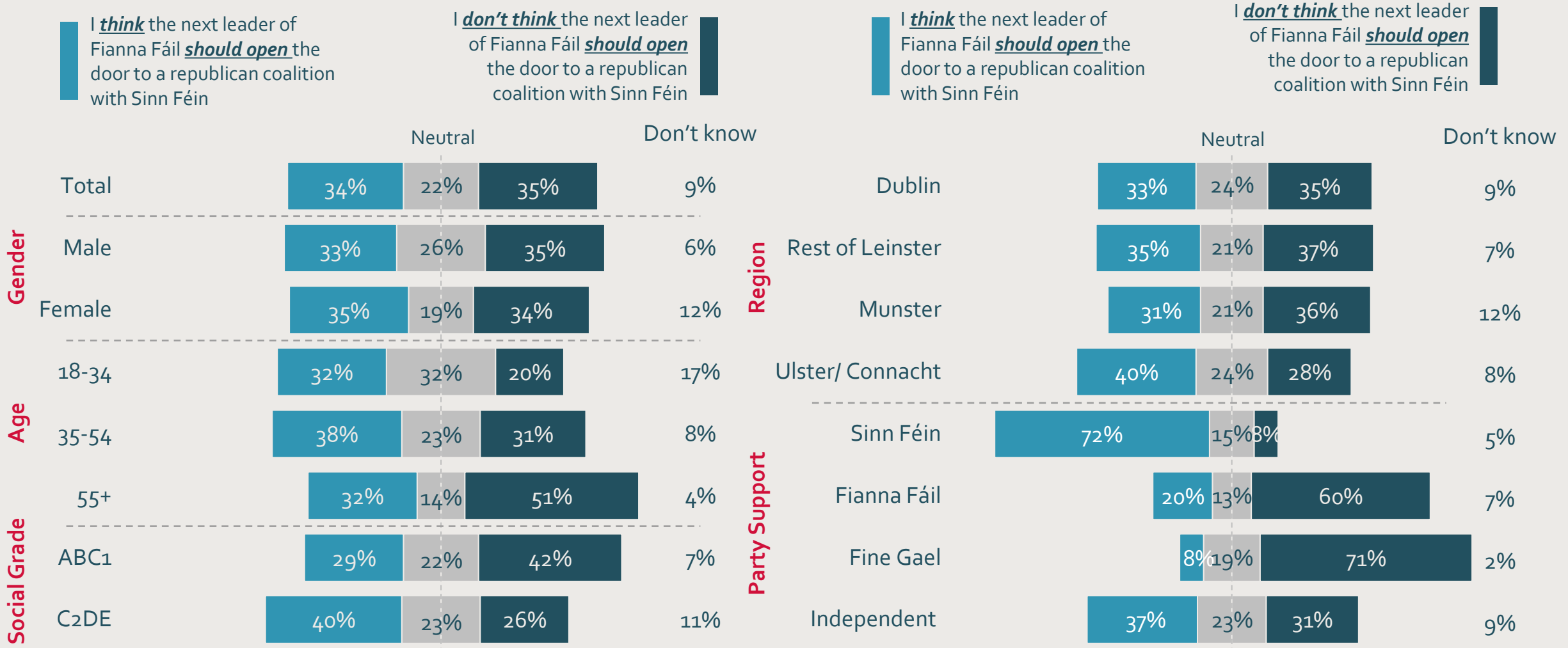


I ***support the incorporation*** of AI into the workforce if it results in greater efficiency, even if it also results in job losses

I ***oppose the incorporation*** of AI into the workforce if it results in job losses, even if it also results in greater efficiency

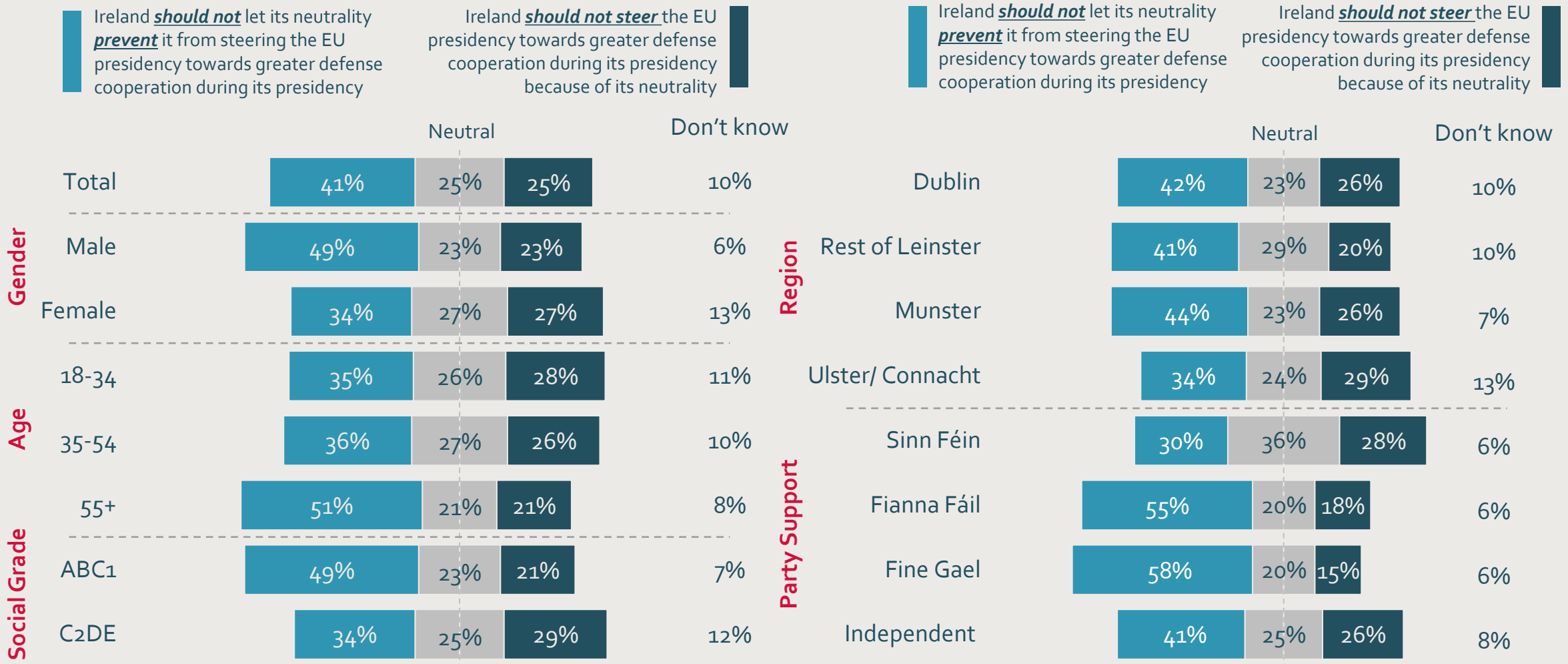
SF voters eager for a coalition, but gov voters are heavily opposed

This reluctance is reflected among over 55s and ABC1s. Under 35s show less opposition to the idea but do express a higher level of uncertainty.



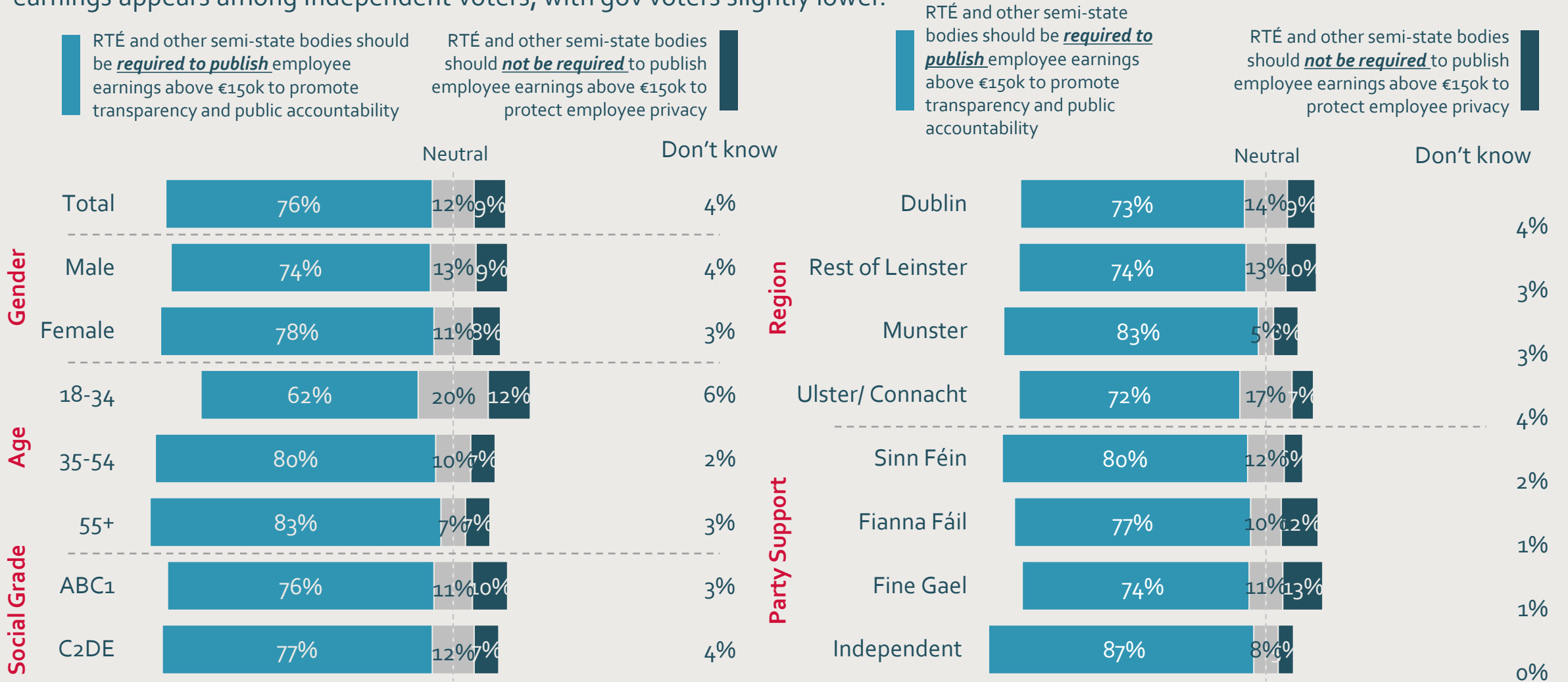
Majority of gov voters support focusing on defense in the EU presidency

SF and Independent voters are more reluctant to the sidelining of Irish neutrality for the sake of the presidency. Men are also more inclined towards placing a focus on defence cooperation than women.



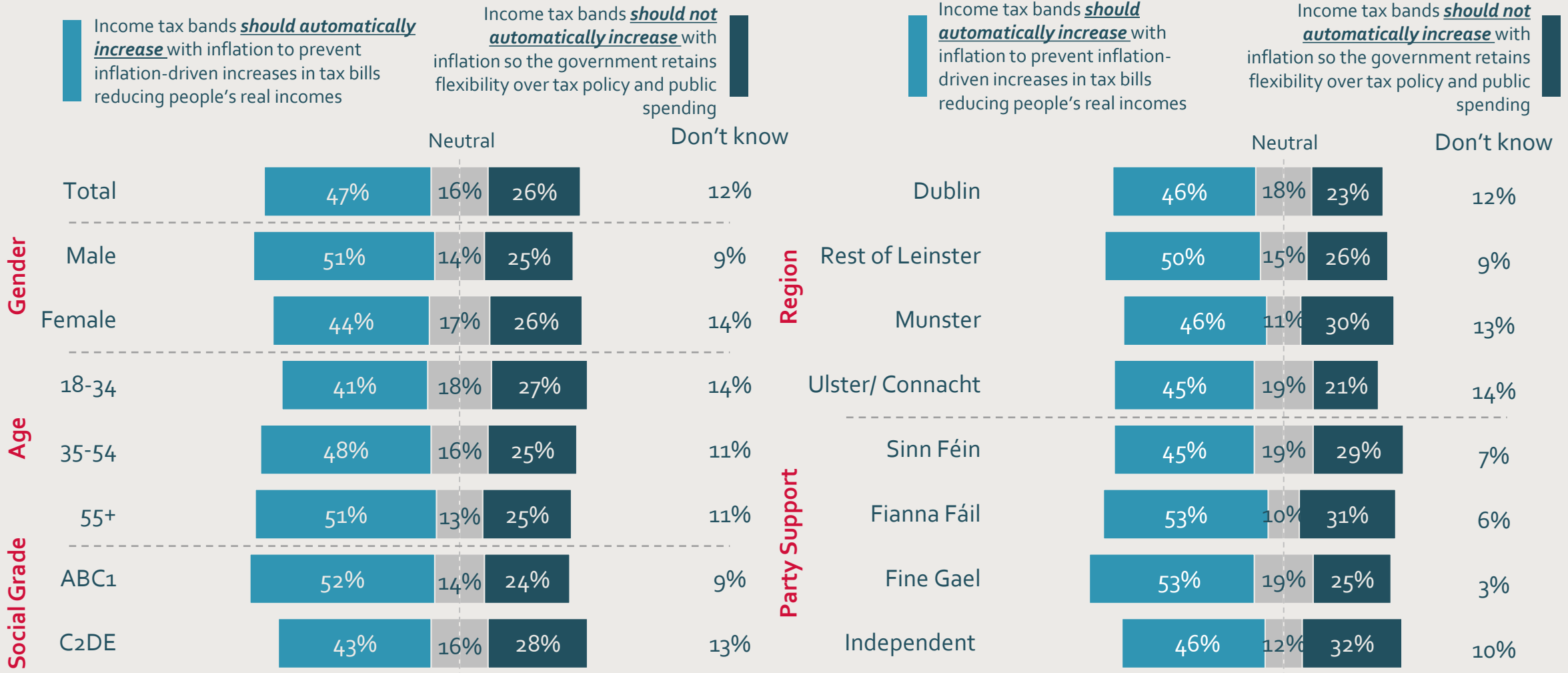
Sweeping support across demographics for publishing earnings

Under 25s express the lowest levels of support, but also the highest levels of uncertainty. Highest support for public bodies publishing earnings appears among Independent voters, with gov voters slightly lower.



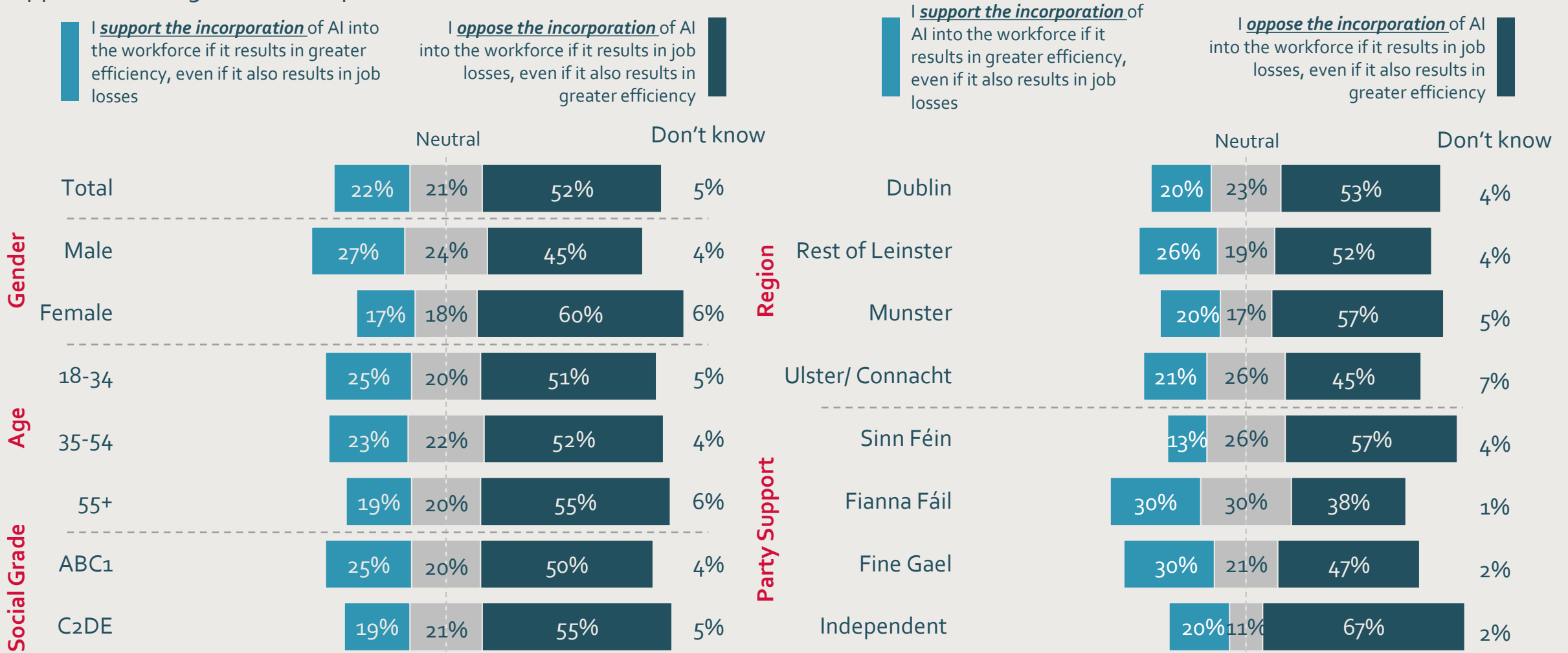
Support for increasing tax bands somewhat higher among gov voters

Nonetheless, there remains a higher level of support than not among both SF and Independent voters. Support also increases with age, with under 25s less inclined to agree with the automatic adjustments, due to higher uncertainty.



Highest support for AI among men and gov voters.

Women show particular discontent with AI replacing jobs for the sake of efficiency when compared to men. Similar discontent is apparent among SF and Independent voters.



03

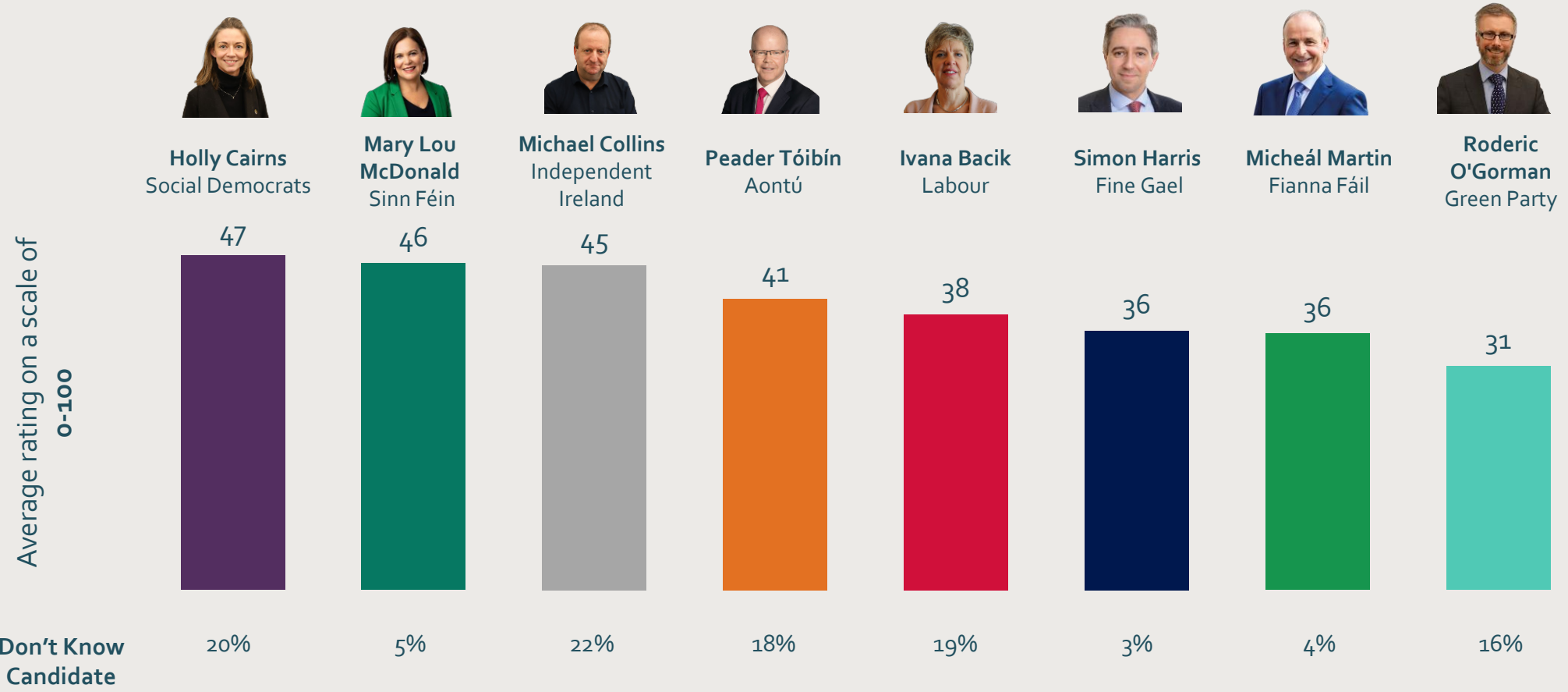
Party Leader Confidence



Cairns, McDonald & Collins show similar levels of favorability

Favorability of government party leaders is more consolidated amongst their own voter base.

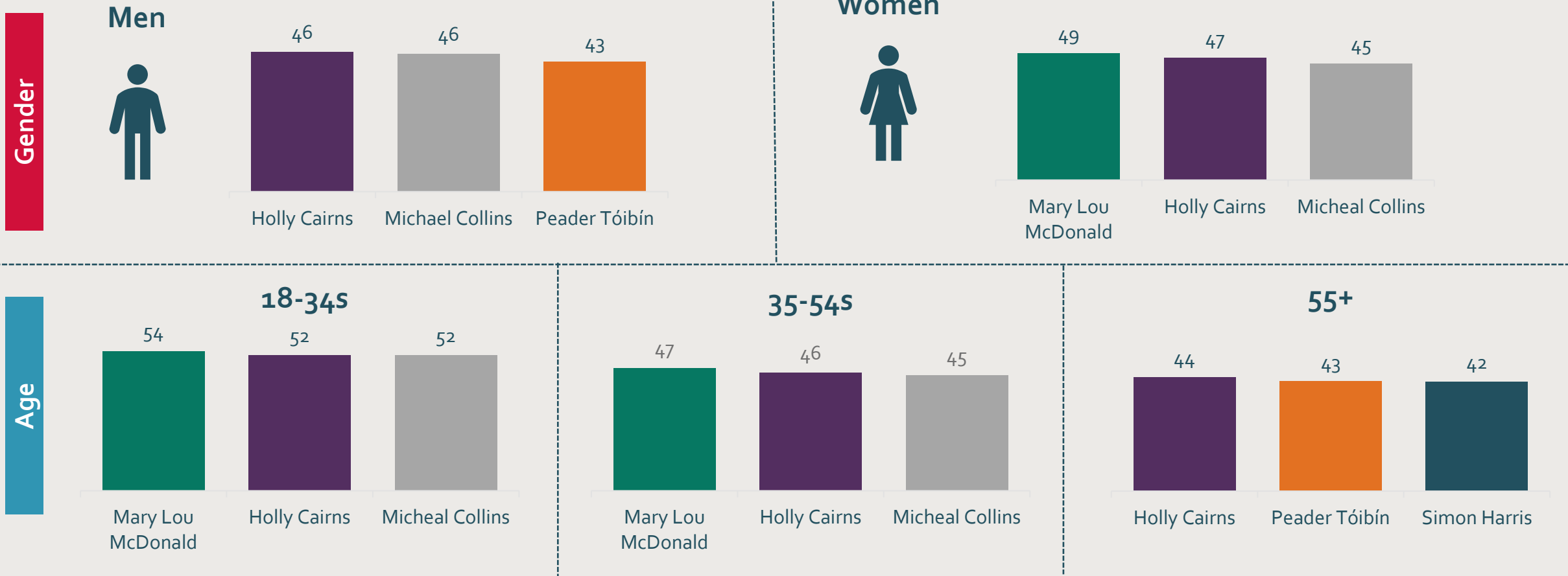
Party Leader Confidence



Cairns sits in the top three across age groups and genders

McDonald does not feature among men or over 55s, instead Tóibín emerges in the top 3 for these demographics. Harris only appears in the top 3 for over 55s.

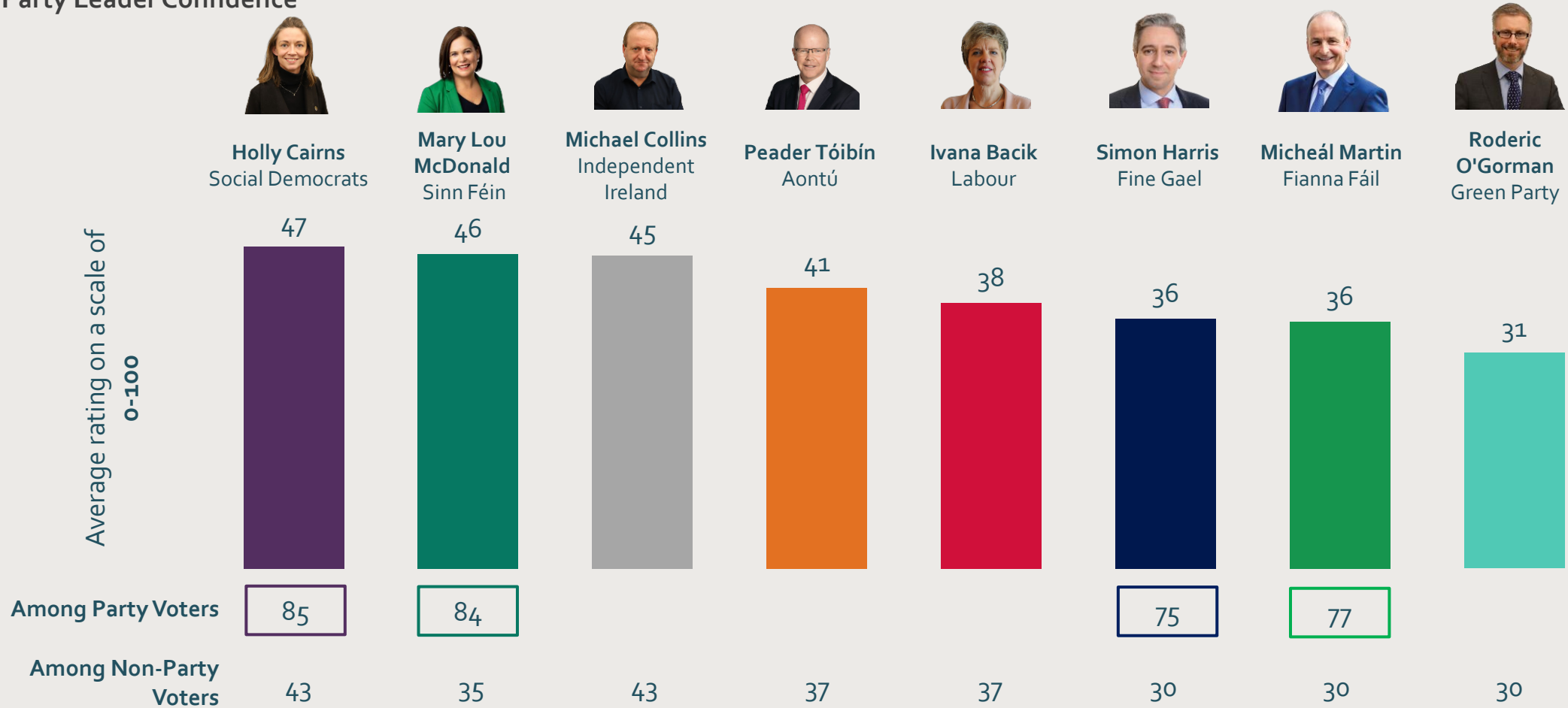
Party Leader Confidence x Demographics



Cairns and McDonald also boast the highest levels of support within party

Looking at non-voters of each party, Cairns and Collins have the highest levels of favorability amongst those currently not intending to vote for them. This hints at growth potential.

Party Leader Confidence



*Party voters not shown for some leaders due to low base sizes

04

About RED C



RED C Group conduct research worldwide from Dublin & London

The RED C Research Group is made up of the RED C Ireland and UK 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, with international research expertise across a range of sectors including finance, media, entertainment, FMCG & retail, and places & spaces



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



Understanding Behaviour

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



Building Brands

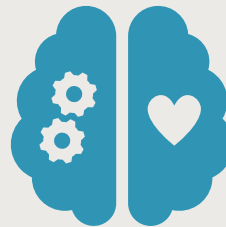
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



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

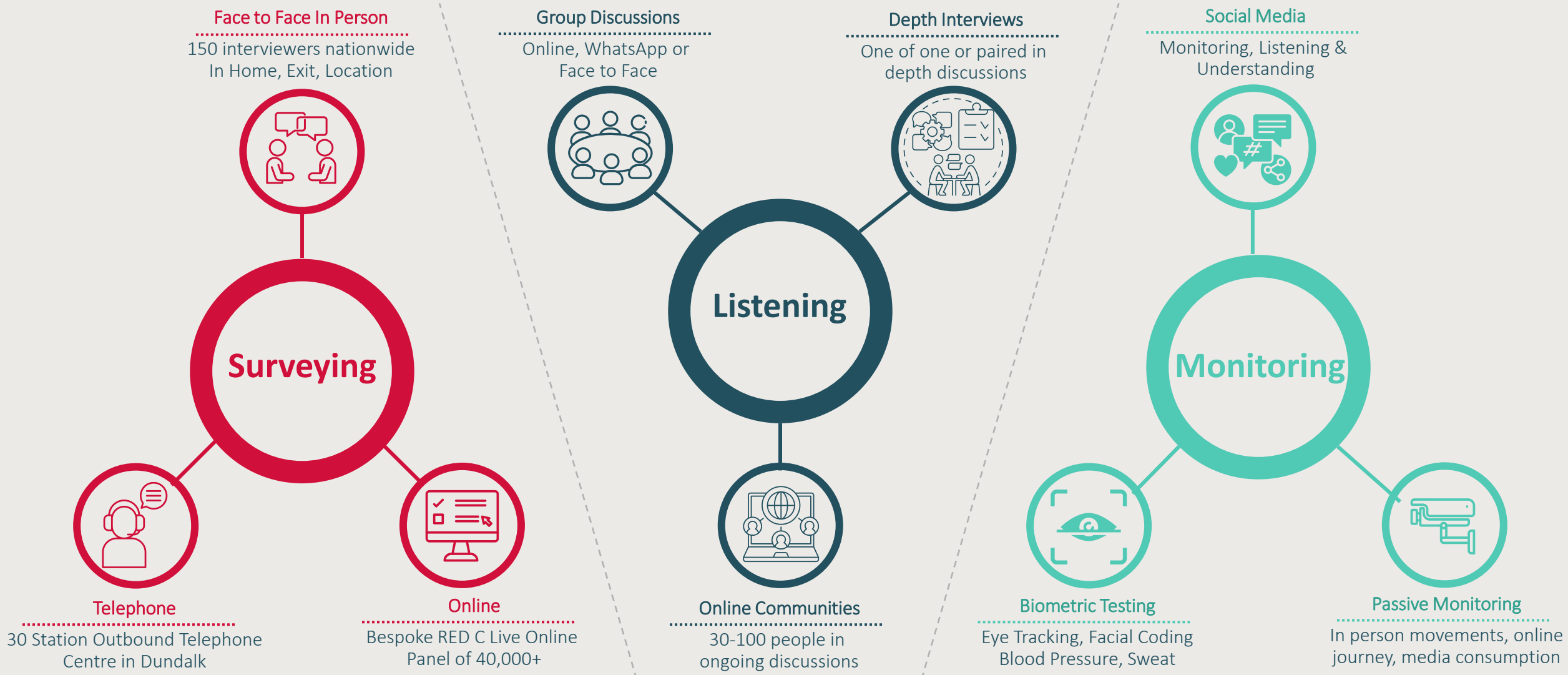


RED Star

In markets across the world



Using a variety of techniques to uncover & understand





THANK YOU

For more information please contact:

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