

**REDC** | **Business Post**

**OPINION POLL  
REPORT  
JUNE 2026**

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# Methodology and Weighting

- RED C interviewed a random sample of 1,010 adults aged 18+ online between 19<sup>th</sup> – 24<sup>th</sup> June 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

Honey-pot 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

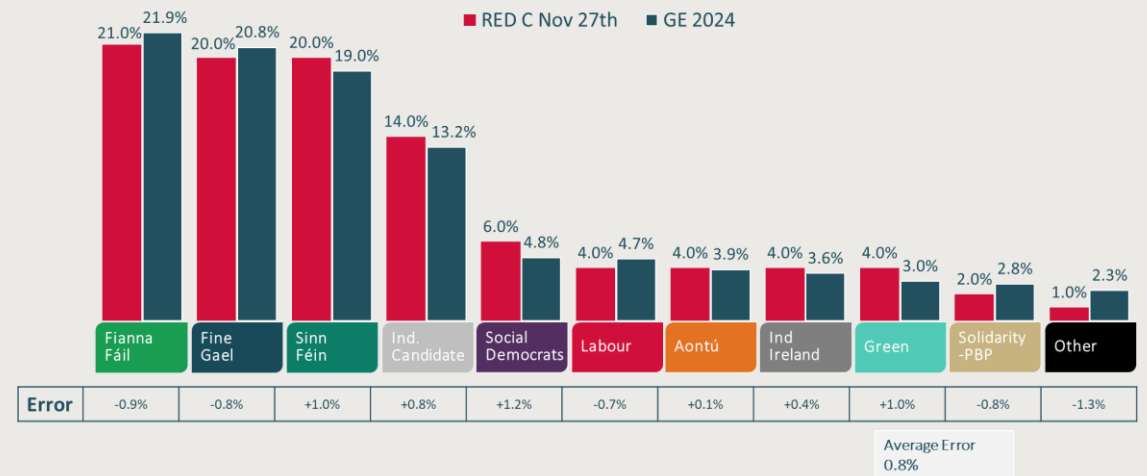
## Closest pollster again at General Election 2024

- 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



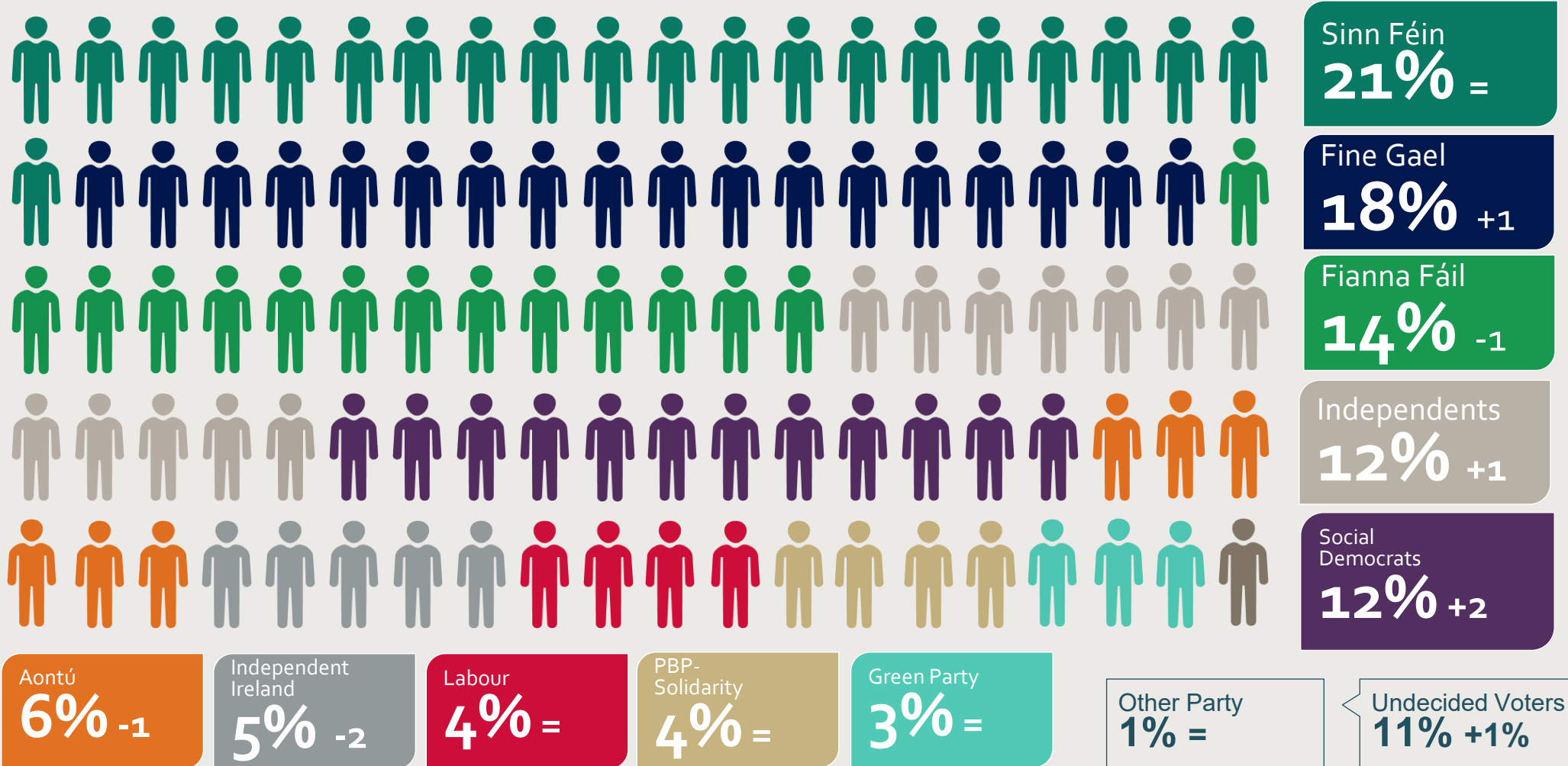
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# Vote Intention @ General Election



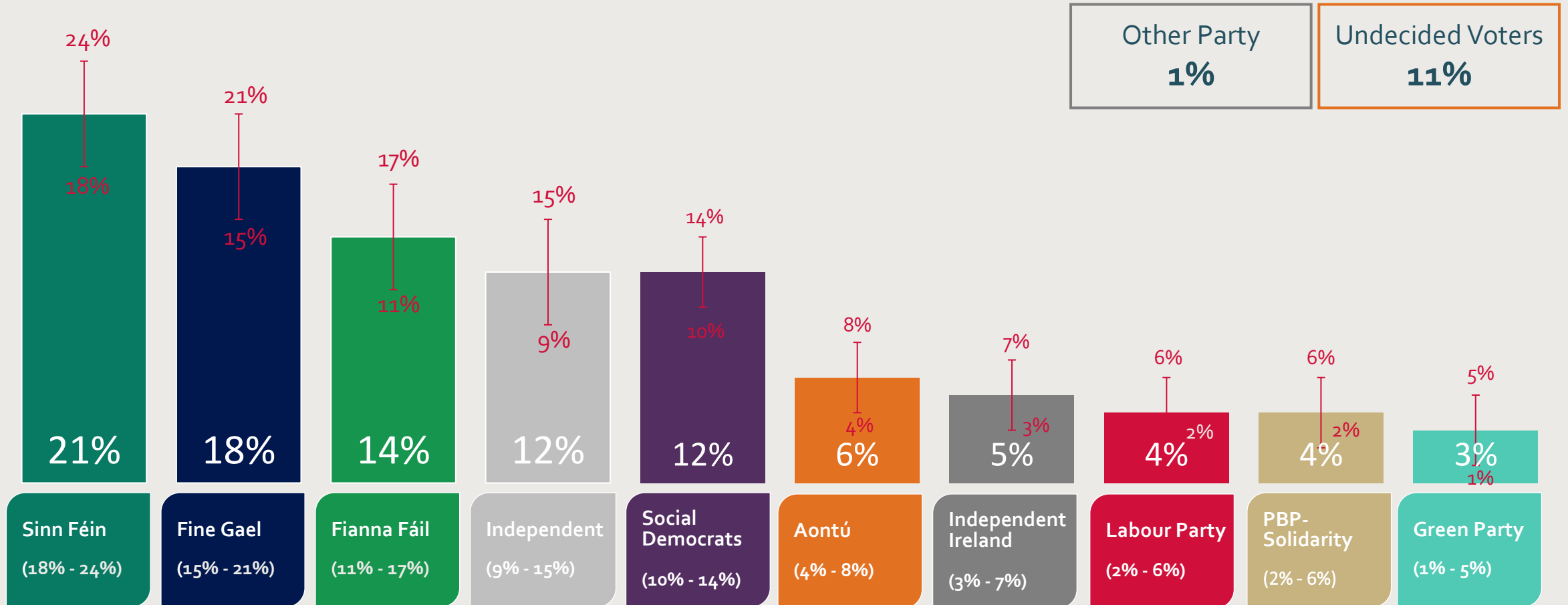
# First preference vote intention – 28<sup>th</sup> June 2026

With change vs. Last Poll May 2026



# First preference vote intention – 28<sup>th</sup> June 2026

With change vs. Last Poll May 2026



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

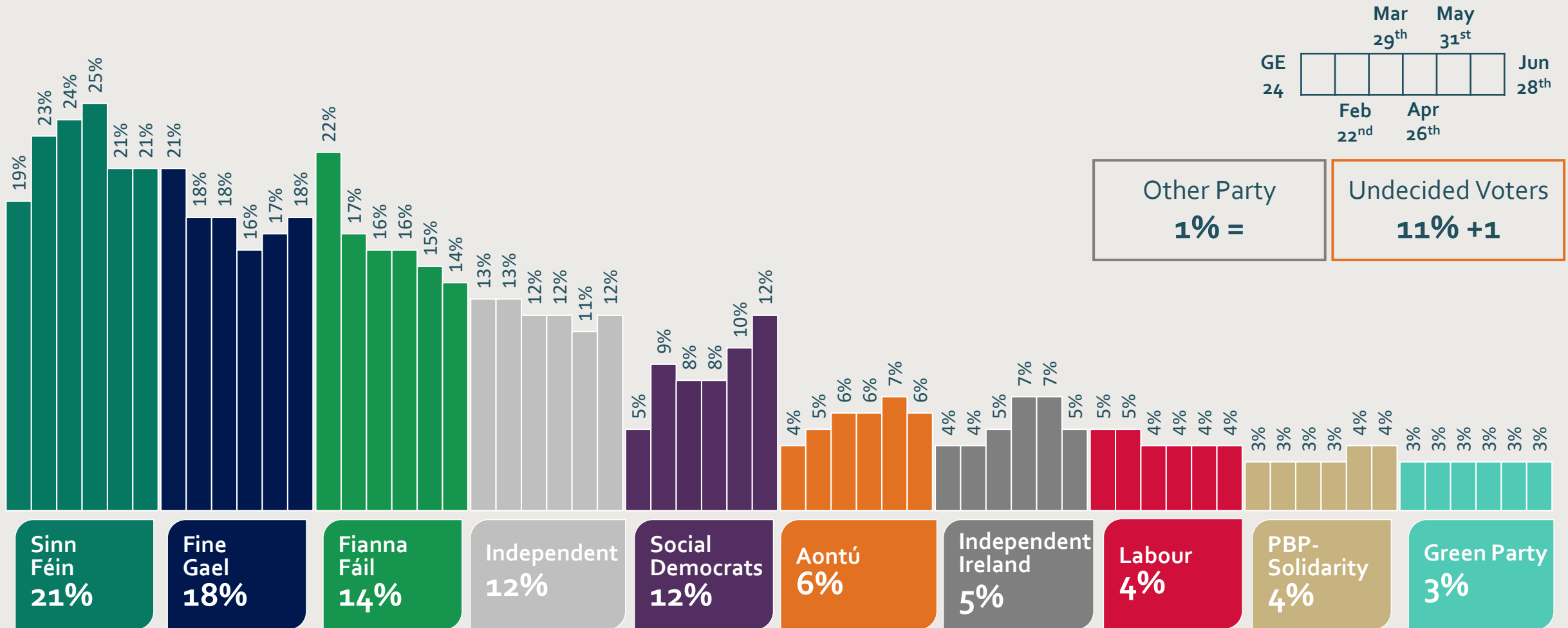
Note: Margin of error for smaller parties may be smaller

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).

	28 <sup>th</sup> June 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		18%	19%	23%	21%
Fine Gael		15%	15%	18%	18%
Fianna Fáil		10%	11%	13%	14%
An Independent Candidate		9%	10%	12%	12%
Social Democrats		8%	10%	11%	12%
Aontú		5%	5%	6%	6%
Independent Ireland		5%	5%	6%	5%
Labour Party		3%	3%	4%	4%
People Before Profit-Solidarity		3%	3%	4%	4%
Green Party		3%	3%	3%	3%
Other		1%	1%	1%	1%
Would not vote		3%	3%		
Undecided		18%	11%		

# First preference vote intention x demographics

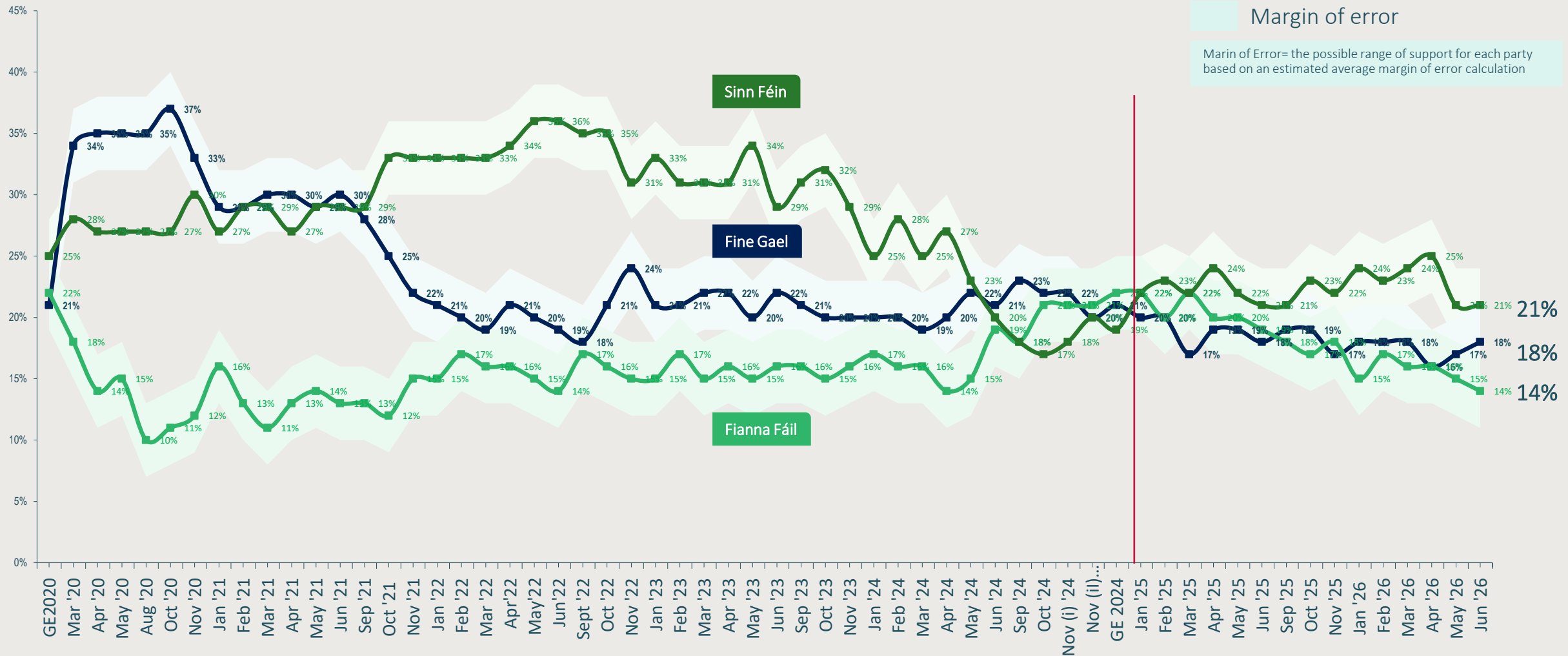
**Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution**

28 <sup>th</sup> June 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	<b>21%</b>	21%	22%	28%	23%	15%	15%	28%	19%	22%	19%	30%
Fine Gael	<b>18%</b>	23%	15%	8%	18%	26%	26%	10%	22%	20%	17%	14%
Fianna Fáil	<b>14%</b>	14%	14%	9%	15%	15%	17%	10%	14%	9%	16%	16%
An Independent Candidate	<b>12%</b>	9%	15%	8%	12%	14%	10%	14%	8%	17%	13%	10%
Social Democrats	<b>12%</b>	10%	14%	20%	8%	11%	12%	11%	16%	13%	10%	7%
Aontú	<b>6%</b>	6%	6%	4%	6%	6%	5%	8%	7%	5%	6%	5%
Independent Ireland	<b>5%</b>	7%	4%	5%	8%	4%	3%	8%	4%	4%	10%	4%
Labour Party	<b>4%</b>	4%	4%	7%	3%	3%	5%	3%	4%	4%	3%	4%
People Before Profit-Solidarity	<b>4%</b>	3%	4%	7%	4%	2%	4%	4%	5%	4%	3%	3%
Green Party	<b>3%</b>	2%	3%	5%	2%	2%	3%	2%	2%	2%	3%	5%

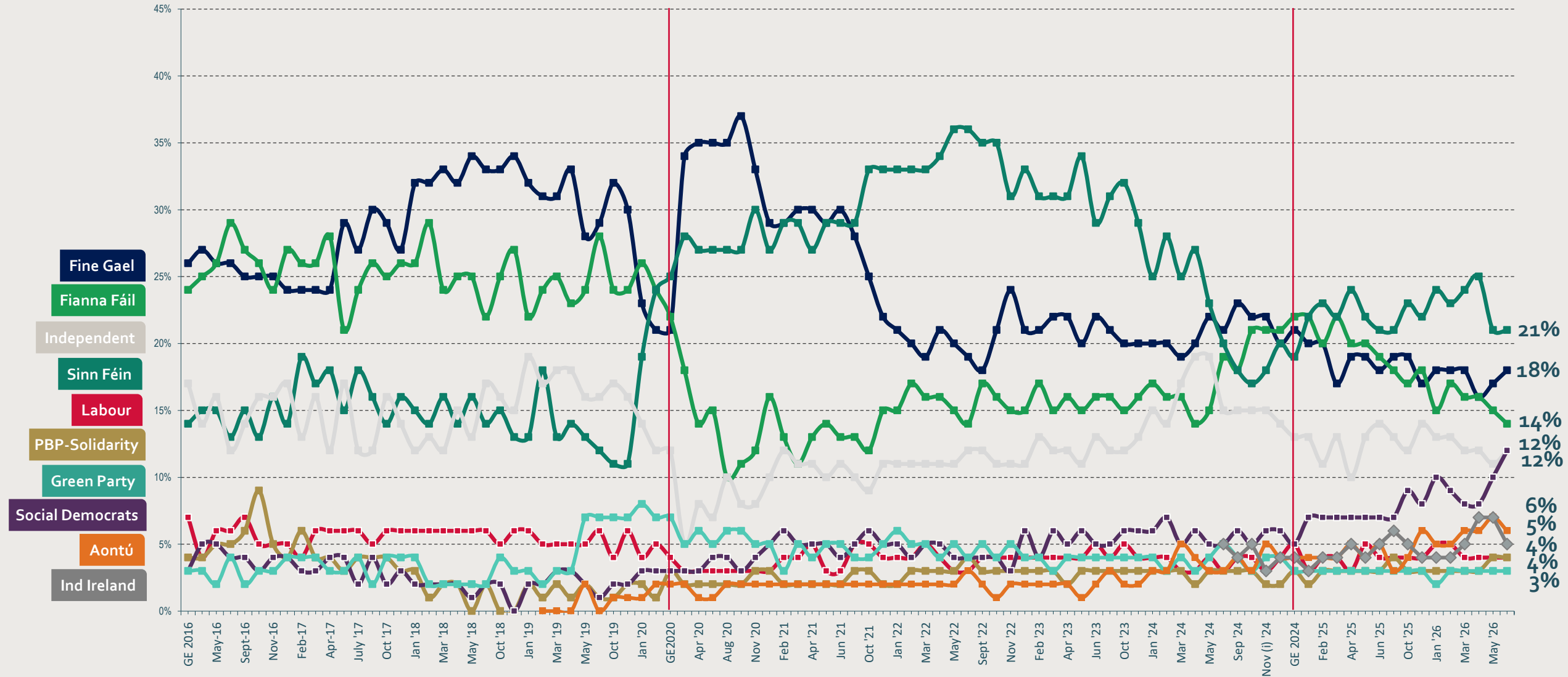


# First preference vote intention trend over time since GE 2020

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.

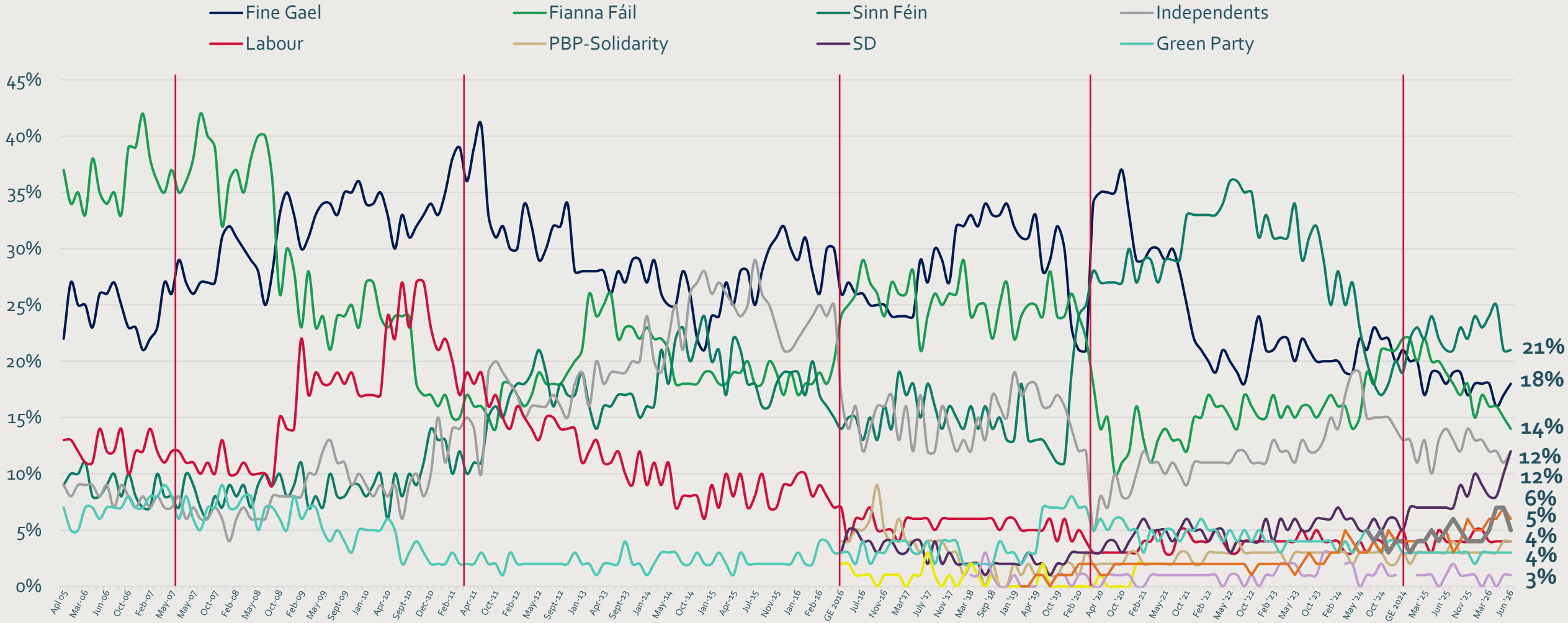


# First preference vote intention – since GE 2016

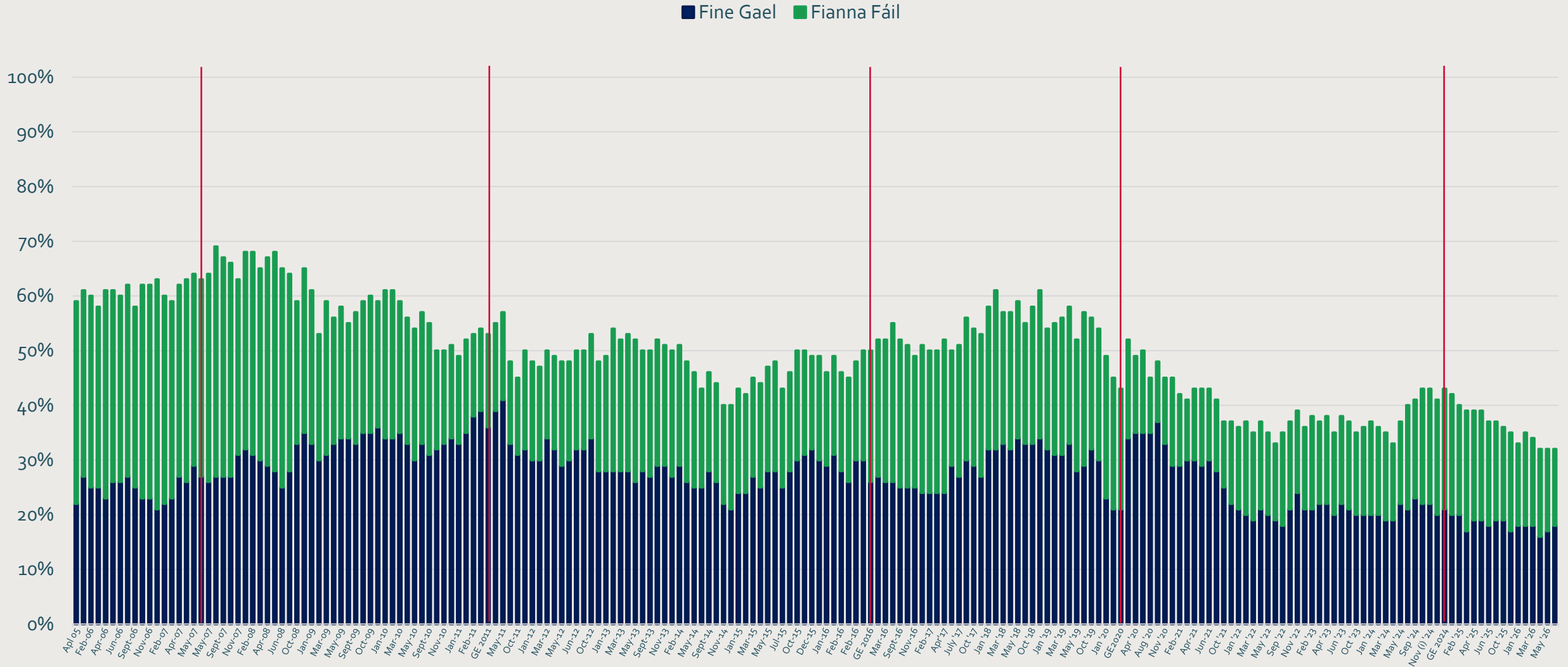


# First preference vote intention – 2005 to 2026

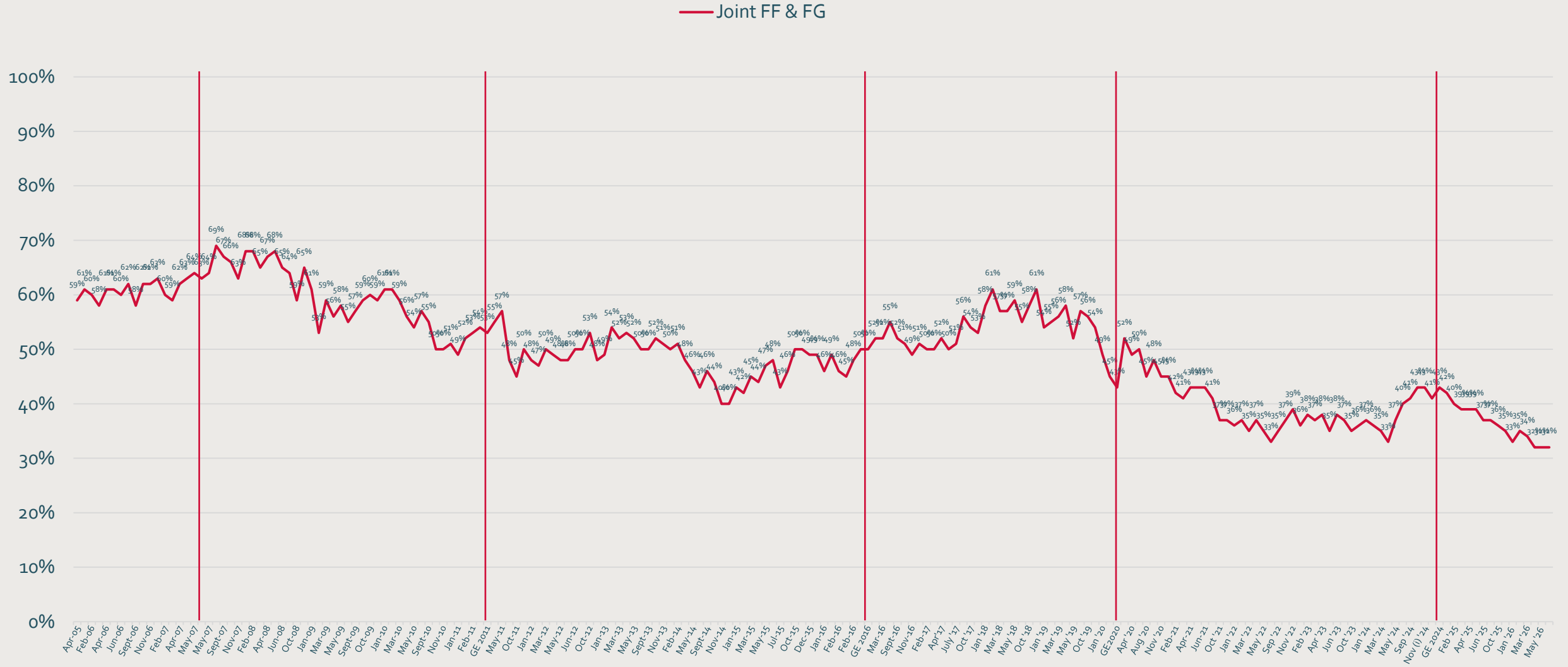
Note: From GE 2016 Onwards, 'Independents/Others' split out to show PBP-Solidarity, Social Democrats, Aontú etc. separately



# First preference vote intention – 2005 to 2026



# First preference vote intention – 2005 to 2026



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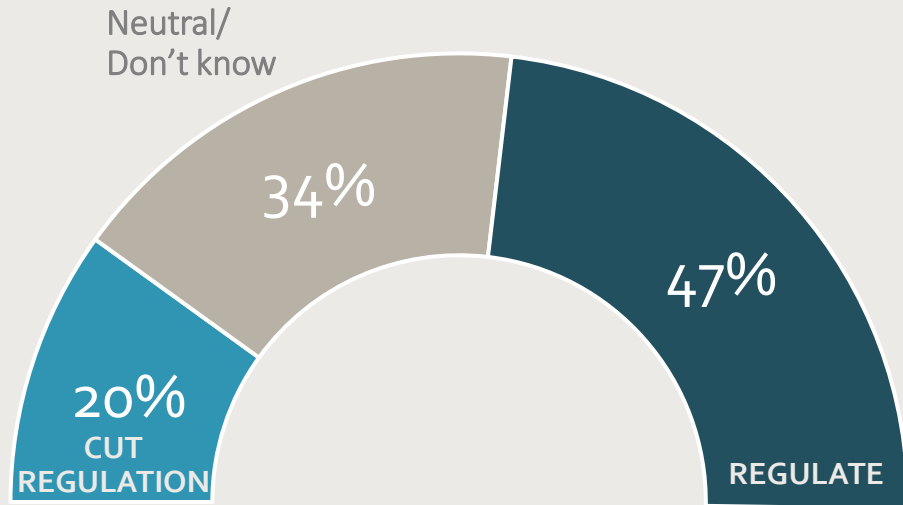
# Views on topical political issues



# Near majority support for pushing EU to regulate Big Tech more heavily

Support for new EU taxes on multinationals or digital services however is slightly lower with 1 in 3 opposing the new taxes.

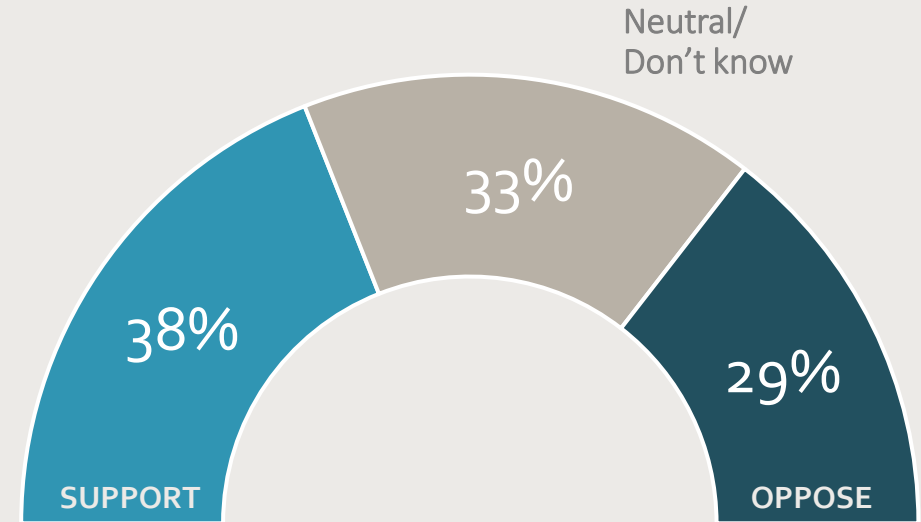
## Should Ireland push the EU to cut regulation on Big Tech?



Ireland should push the EU to **cut regulation** on Big Tech more heavily

Ireland should push the EU to **regulate** on Big Tech more heavily

## Should Ireland support new EU taxes on multinationals or digital services?



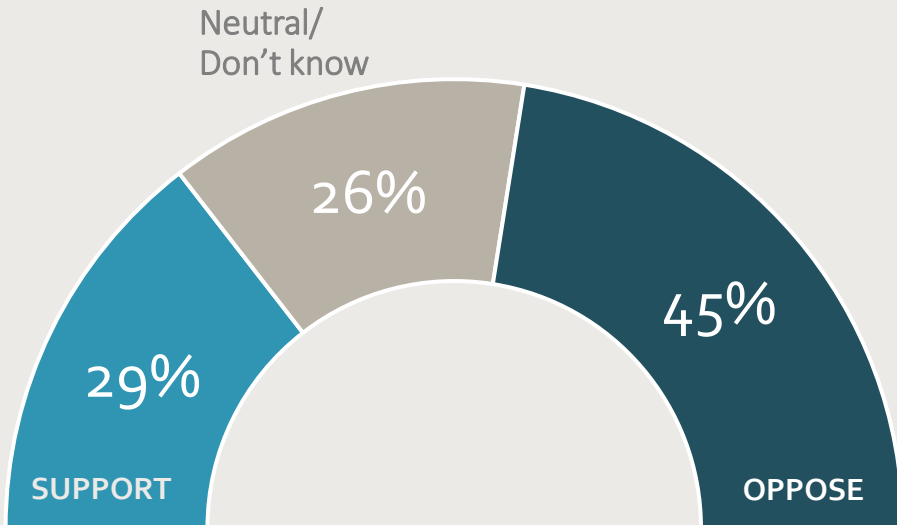
Ireland should **support** new EU taxes on multinationals or digital services

Ireland should **oppose** new EU taxes on multinationals or digital services

# Expansion of EU membership opposed by just under half of people

1 in 5 are neutral on the subject, whilst 1 in 3 express support for EU expansion even if it requires Ireland increasing its contribution to the EU budget. Majority fall into neutral/don't know for opposition to the reduction of EU agricultural subsidies.

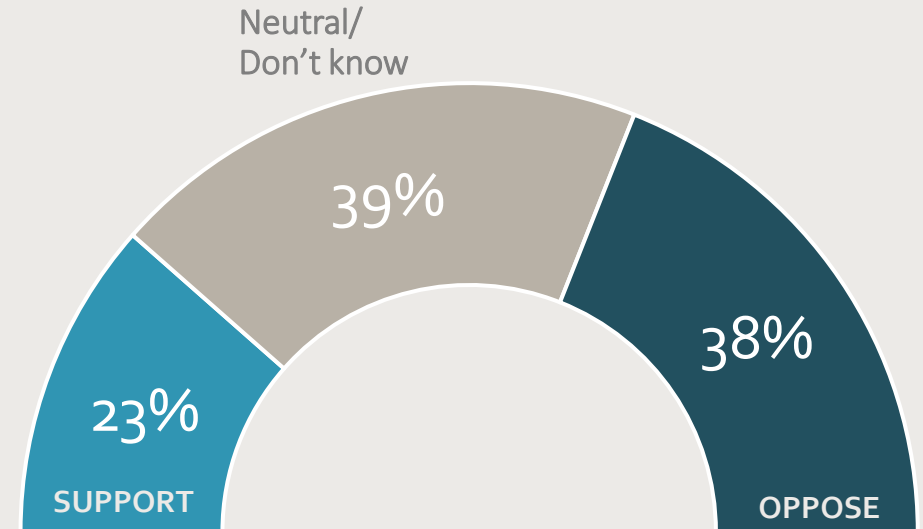
## Should the EU expand membership if it requires Ireland contributing more to the EU budget?



I **support** the expansion of EU membership for additional countries even if it requires Ireland contributing more to the EU budget

I **oppose** the expansion of EU membership for additional countries if it requires Ireland contributing more to the EU budget

## Should Ireland support a reduction in EU agricultural subsidies?



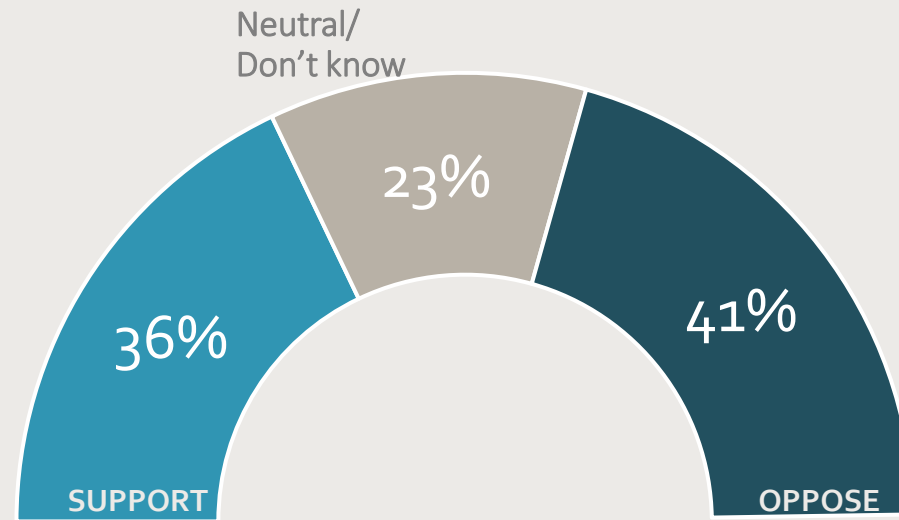
Ireland should **support** a reduction in EU agricultural subsidies, in order to redirect funding toward broader economic and social priorities

Ireland should **oppose** a reduction in EU agricultural subsidies, in order to redirect funding toward broader economic and social priorities

# Polarised results for migration driven hard border with Northern Ireland

Opposition to hard border constitutes the largest group, however over 1 in 3 are in support.

Should there be a hard border with Northern Ireland as a way to strengthen migration controls?

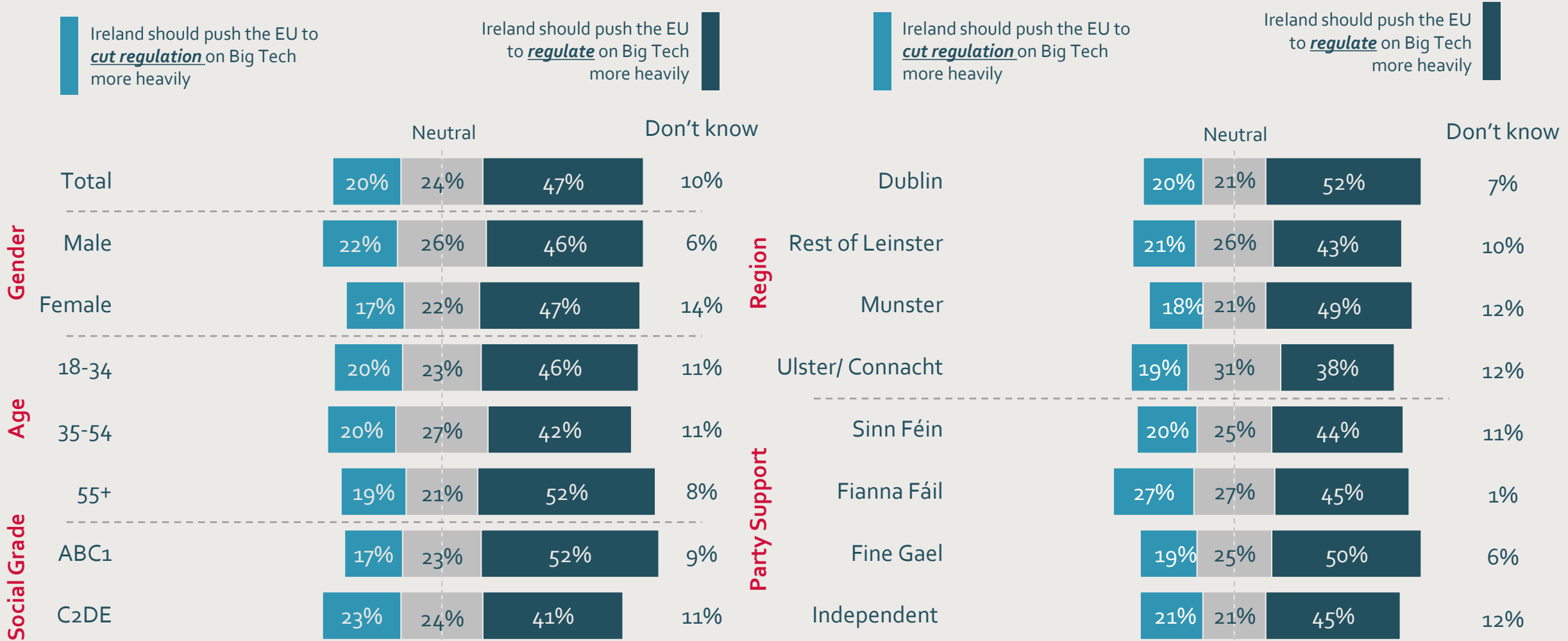


I would support a hard border with Northern Ireland as a way of strengthening migration controls

I would oppose a hard border with Northern Ireland as a way of strengthening migration controls

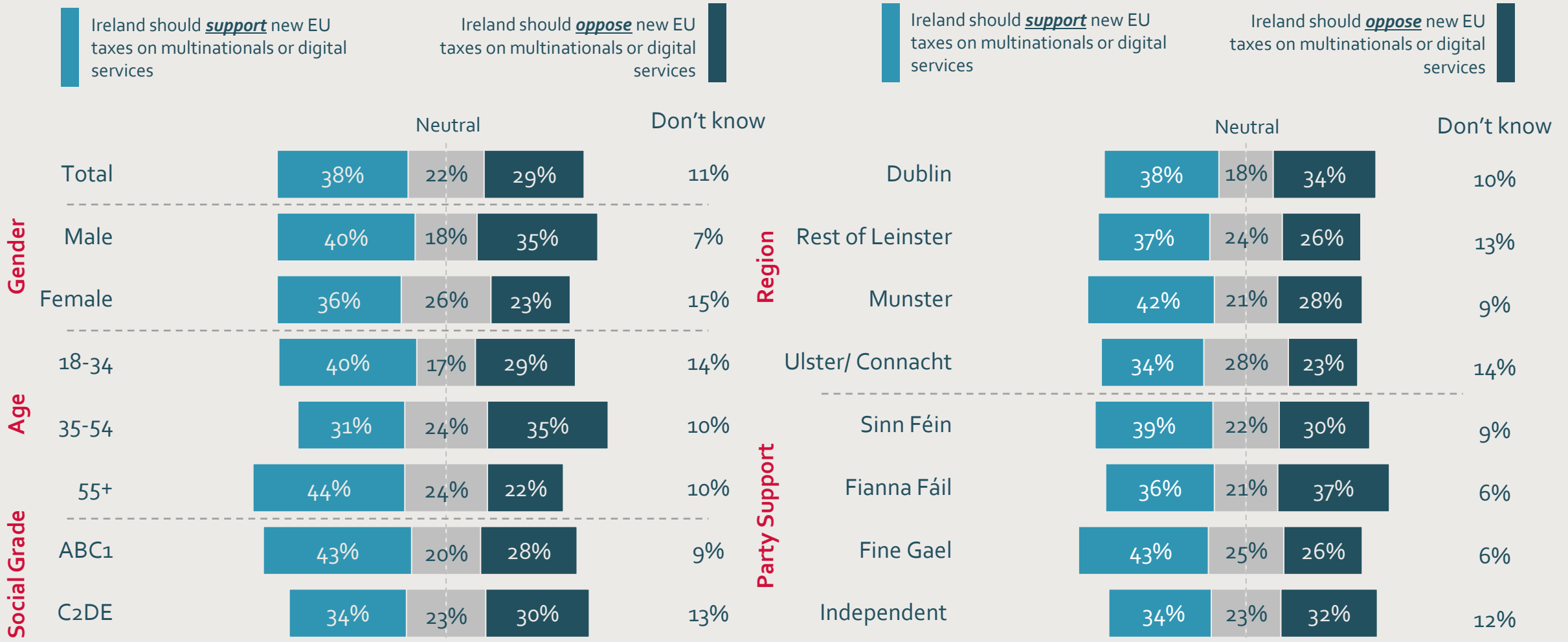
# Blanket support for pushing the EU to regulate Big Tech

Support is slightly higher among oldest age cohort and Dublin residents, however there is little fluctuation among the demographic groups.



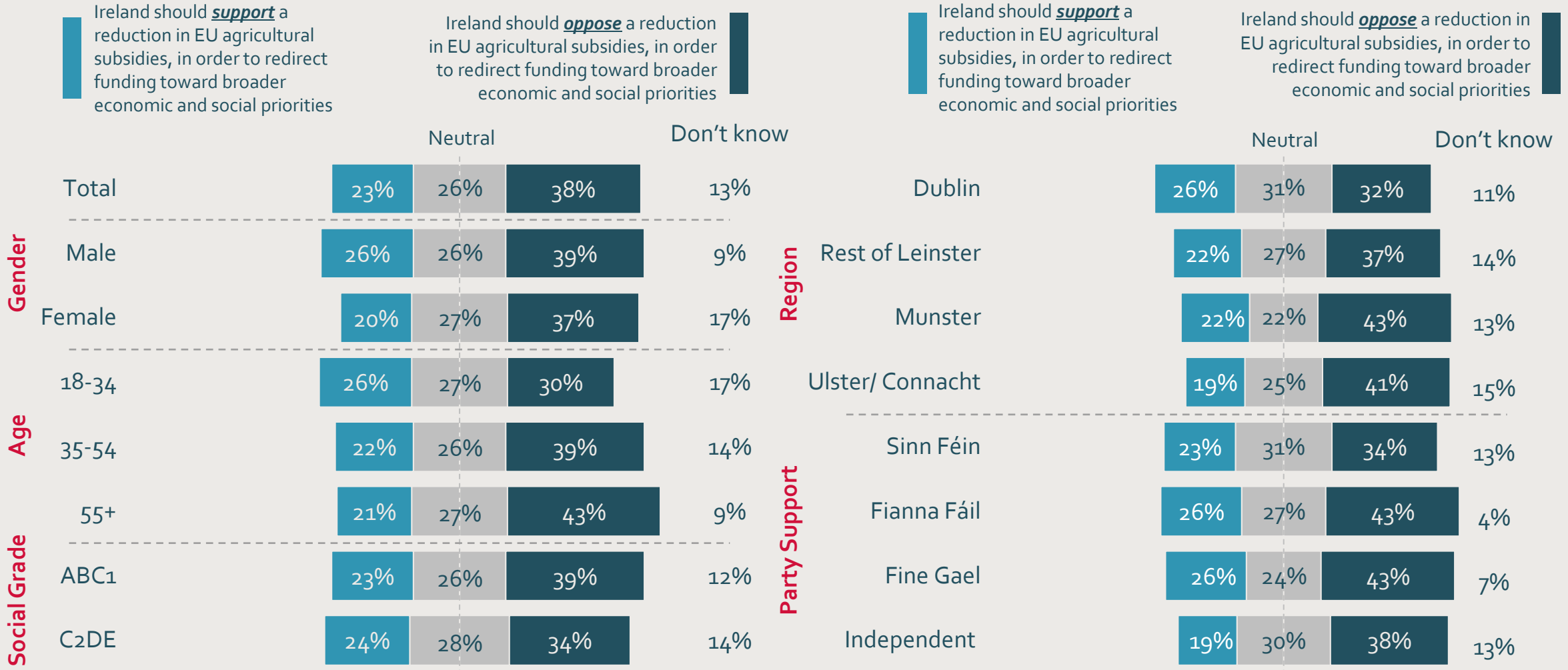
# New EU taxes on multinationals/digital services polarised across demos

Support for new taxes is slightly higher among FG voters and opposition slightly higher among FF voters.



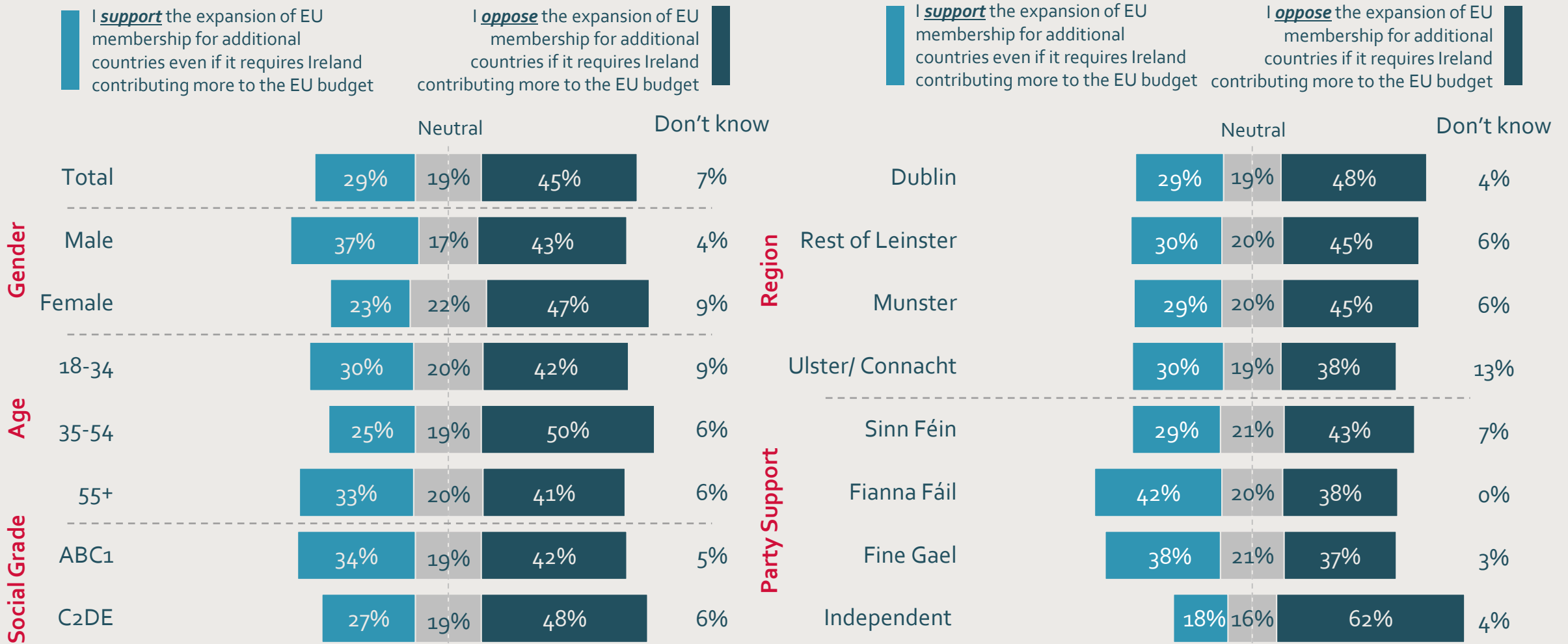
# Reducing EU agricultural subsidies opposed by older age cohorts

Uncertainty around the topic is highest among non-government voters, whilst gov voters express highest levels of opposition to a reduction.



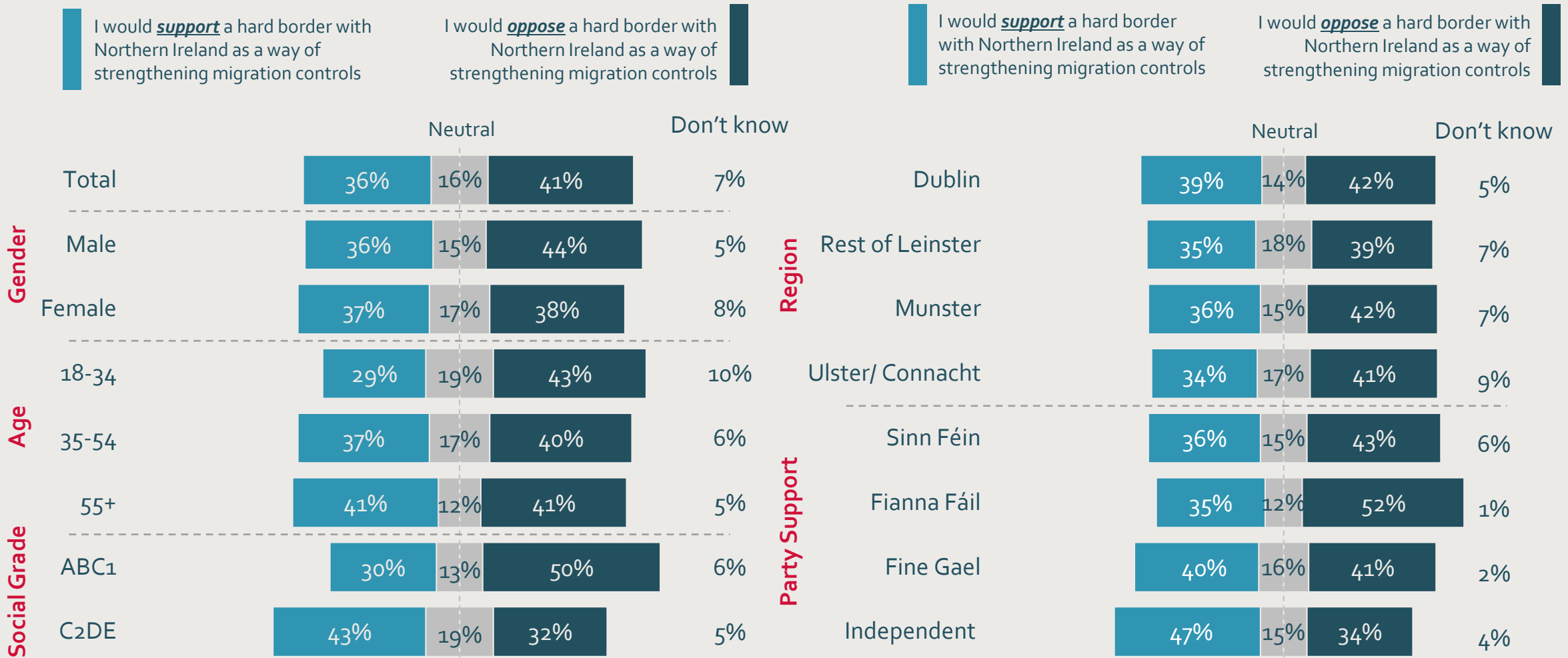
# Expansion of EU membership opposed by majority of Independent voters

Gov voters show higher levels of support for expansion alongside 35-54s, C2DEs and Dublin residents.



# Opposition to a hard border with Northern Ireland lowest among C2DEs

Similarly, highest support for the border exists among Independent voters. Support also appears with an increase in age. Opposition is equal across regions with little difference among border provinces.



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# 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

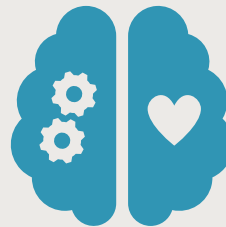
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



### 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

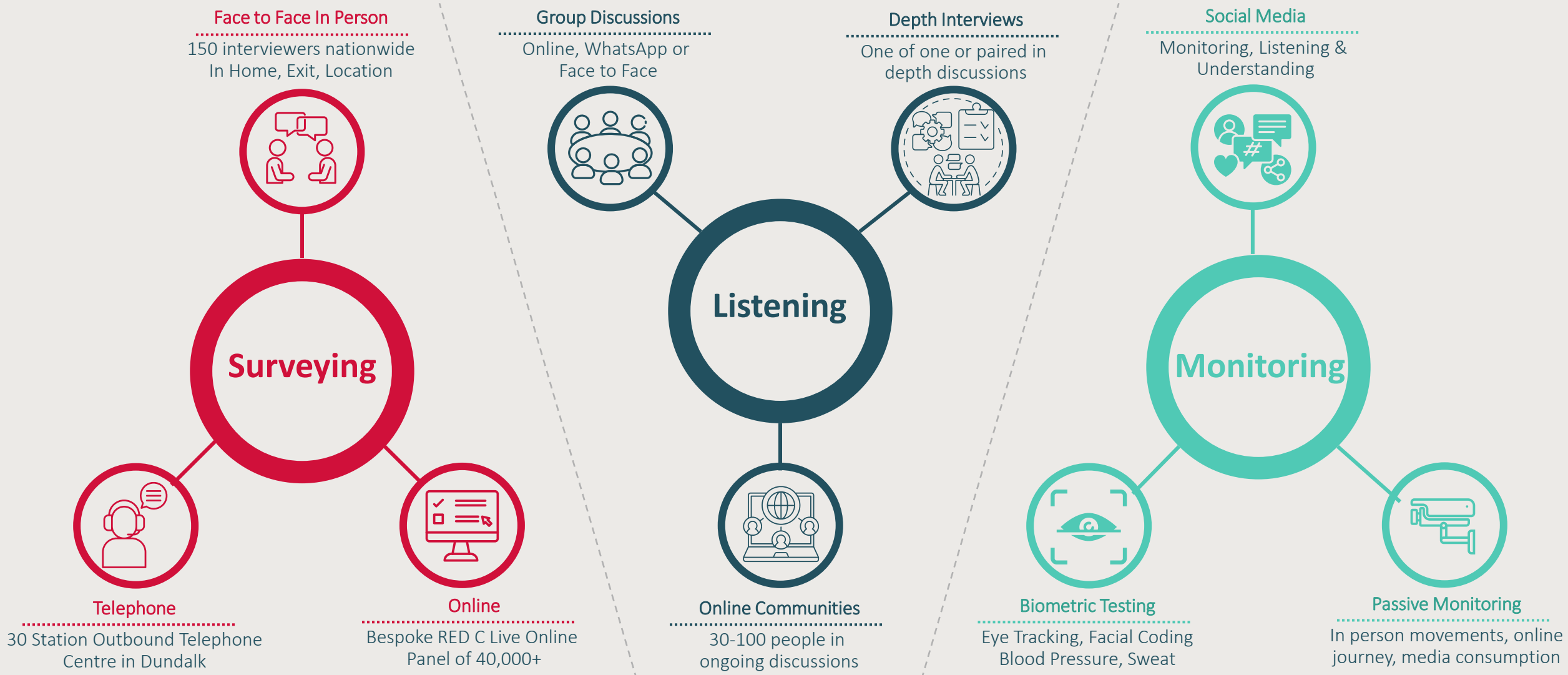


RED Star

In markets across the world



# Using a variety of techniques to uncover & understand





# THANK YOU

For more information please contact:

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