

REDC | **Business Post**

OPINION POLL REPORT SEPTEMBER 2026

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Methodology and Weighting

- RED C interviewed a random sample of 1,010 adults aged 18+ online between 4th – 9th September 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

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 Polling Accuracy

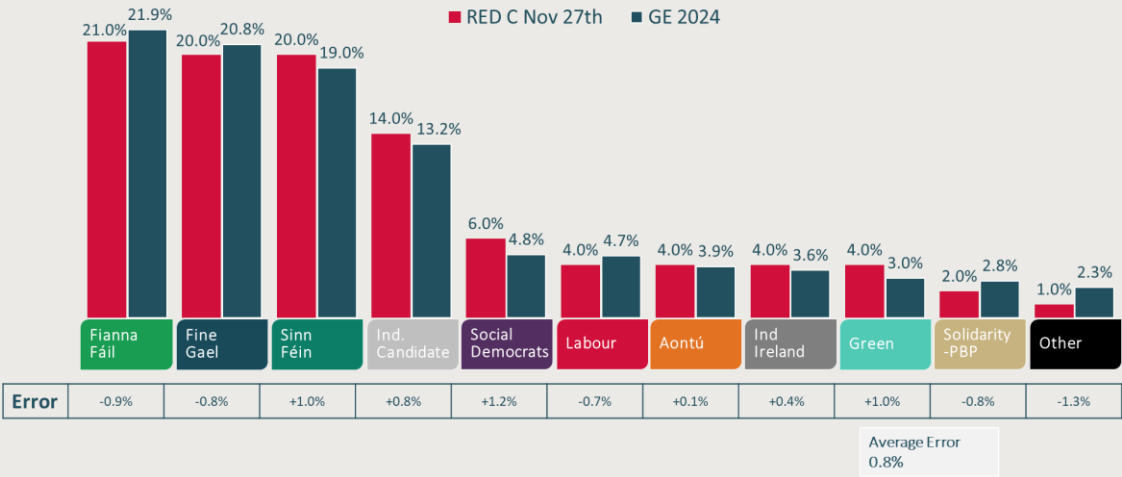
Closest pollster again at General Election 2024

- 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



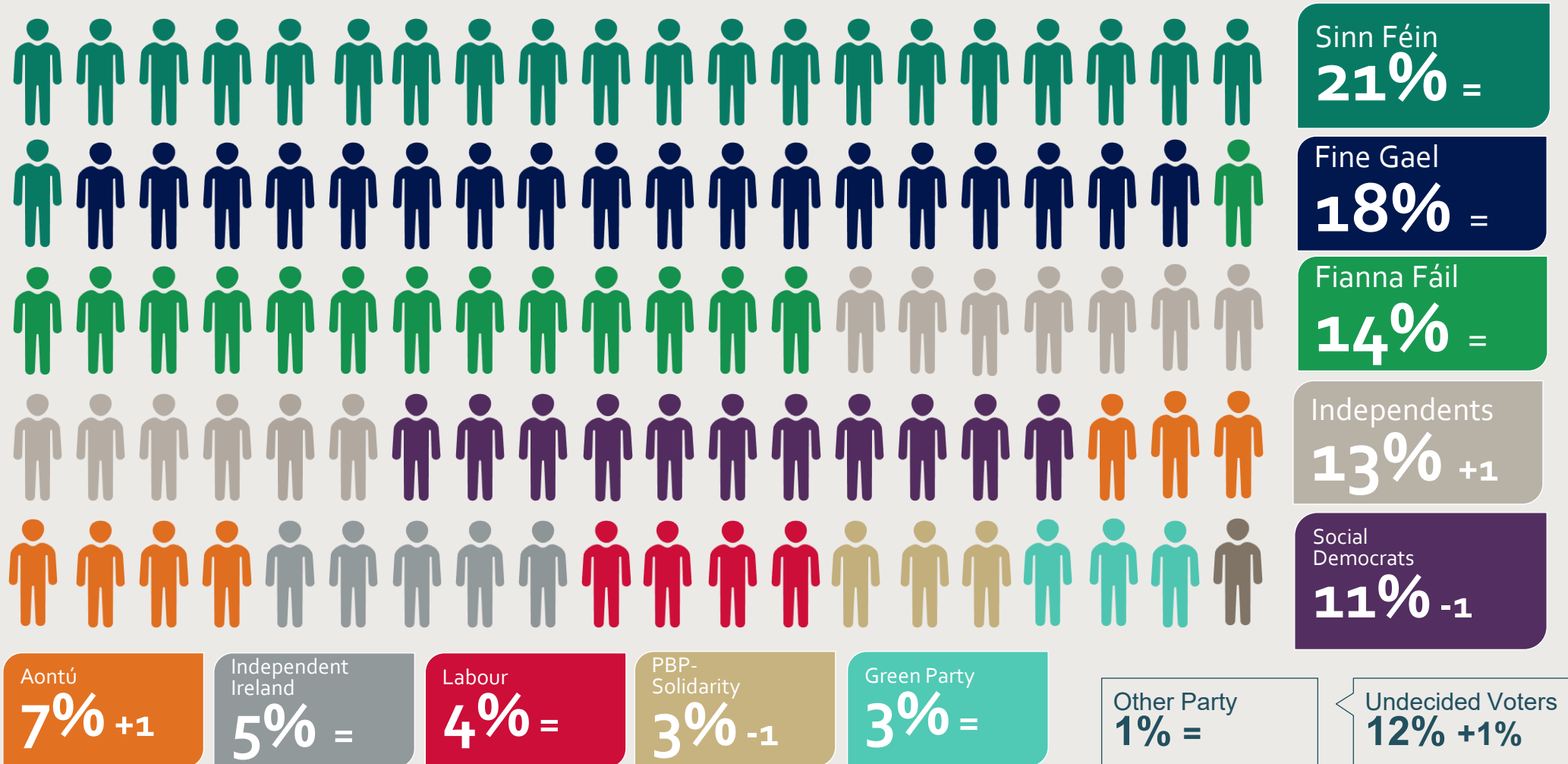
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Vote Intention @ General Election



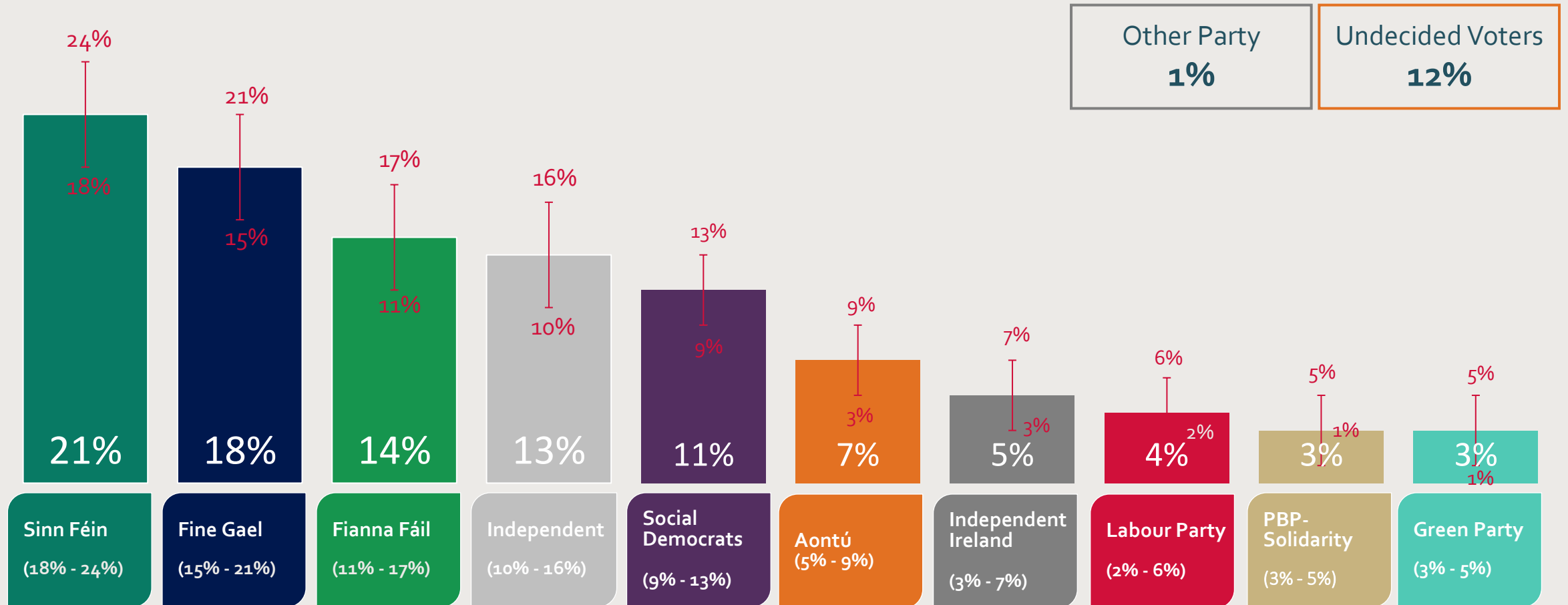
First preference vote intention – 13th September 2026

With change vs. Last Poll June 2026



First preference vote intention – 13th September 2026

With change vs. Last Poll June 2026



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

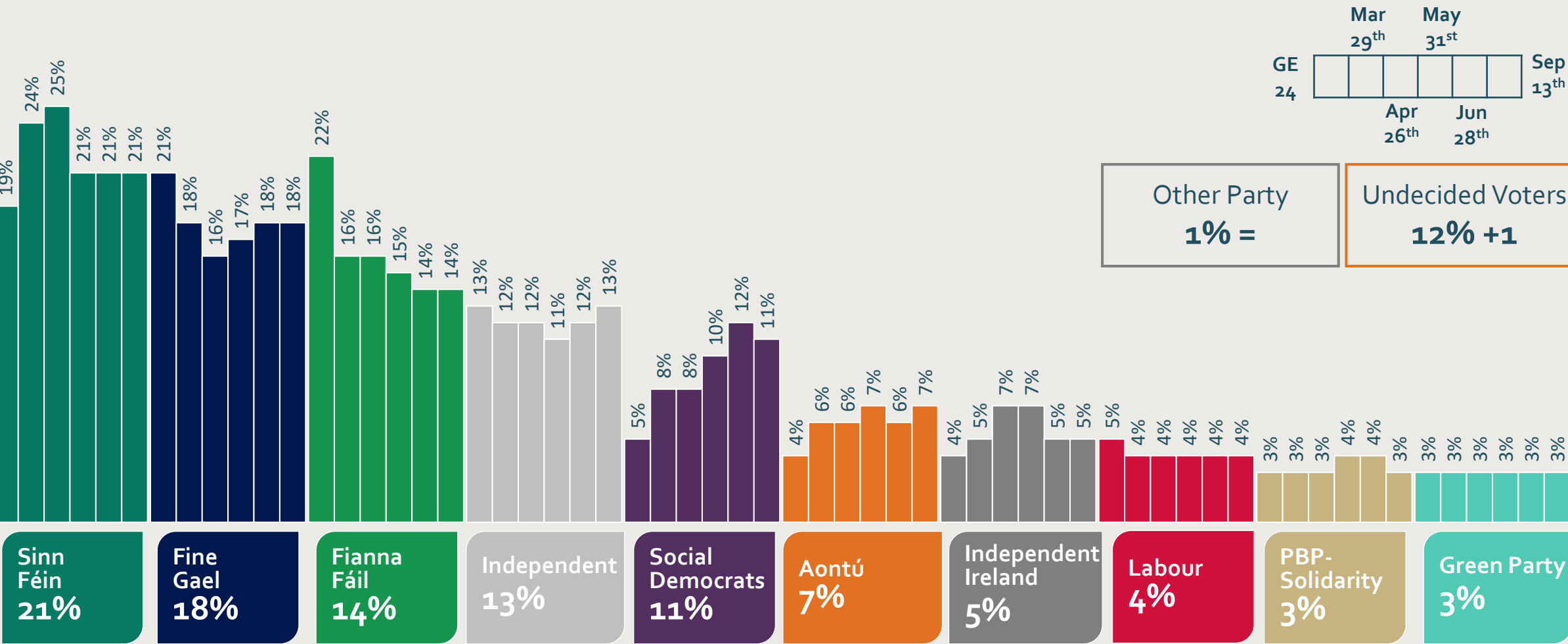
Note: Margin of error for smaller parties may be smaller

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).

13 th September 2026	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	17%	18%	22%	21%
Fine Gael	14%	15%	17%	18%
Fianna Fáil	10%	11%	13%	14%
An Independent Candidate	9%	11%	13%	13%
Social Democrats	8%	9%	11%	11%
Aontú	5%	6%	7%	7%
Independent Ireland	5%	5%	6%	5%
Labour Party	3%	4%	4%	4%
People Before Profit-Solidarity	2%	2%	3%	3%
Green Party	3%	3%	4%	3%
Other	0%	0%	1%	1%
Would not vote	3%	3%		
Undecided	19%	12%		

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

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



(Base: All adults 18+ who will vote)

Margin of error

Margin of Error= the possible range of support for each party based on an estimated average margin of error calculation

Sinn Féin

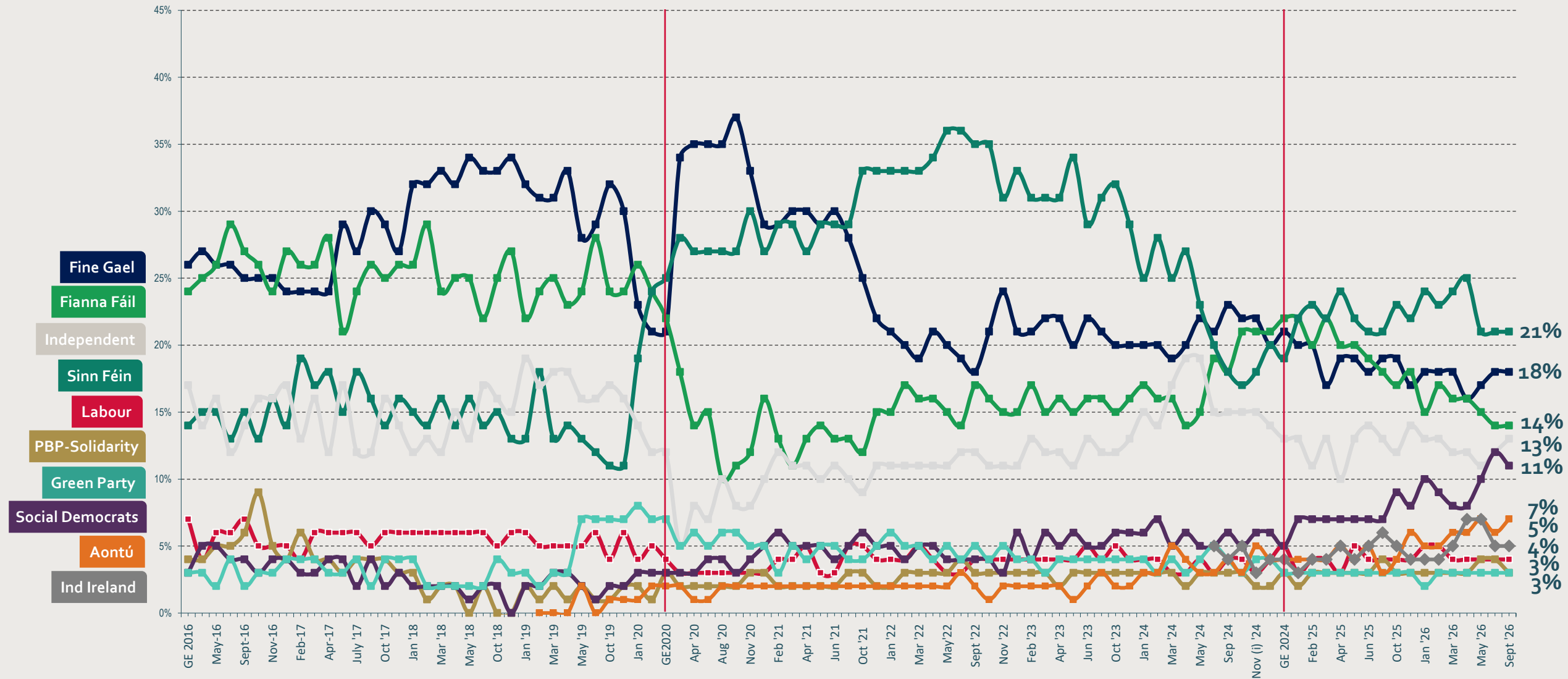
Fine Gael

Fianna Fáil

GE2020 Mar '20 Apr '20 May '20 Aug '20 Oct '20 Nov '20 Jan '21 Feb '21 Mar '21 Apr '21 May '21 Jun '21 Sep '21 Oct '21 Nov '21 Jan '22 Feb '22 Mar '22 Apr '22 May '22 Jun '22 Sept '22 Oct '22 Nov '22 Jan '23 Feb '23 Mar '23 Apr '23 May '23 Jun '23 Sep '23 Oct '23 Nov '23 Jan '24 Feb '24 Mar '24 Apr '24 May '24 Jun '24 Sep '24 Oct '24 Nov (i) '24 Nov (il) '24 GE 2024 Jan '25 Feb '25 Mar '25 Apr '25 May '25 Jun '25 Sep '25 Oct '25 Nov '25 Jan '26 Feb '26 Mar '26 Apr '26 May '26 Jun '26 Sept '26

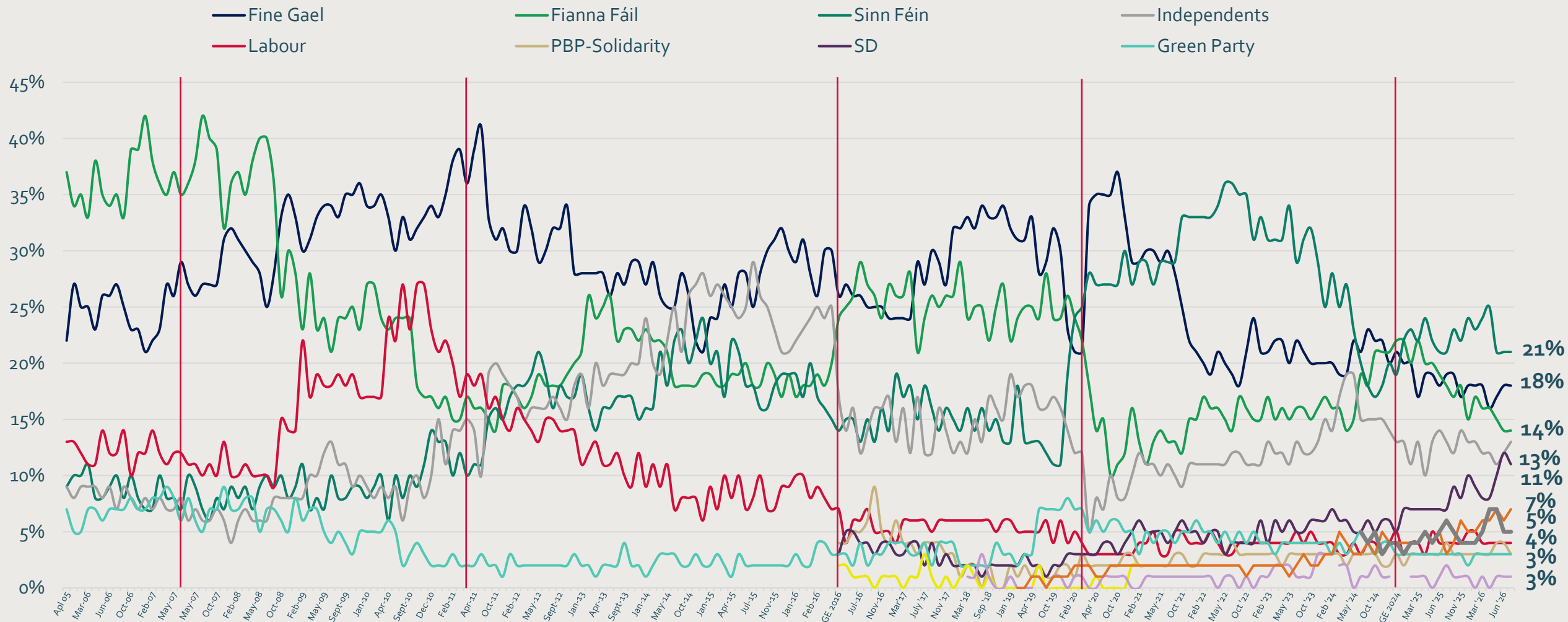
21% 18% 14%

First preference vote intention – since GE 2016

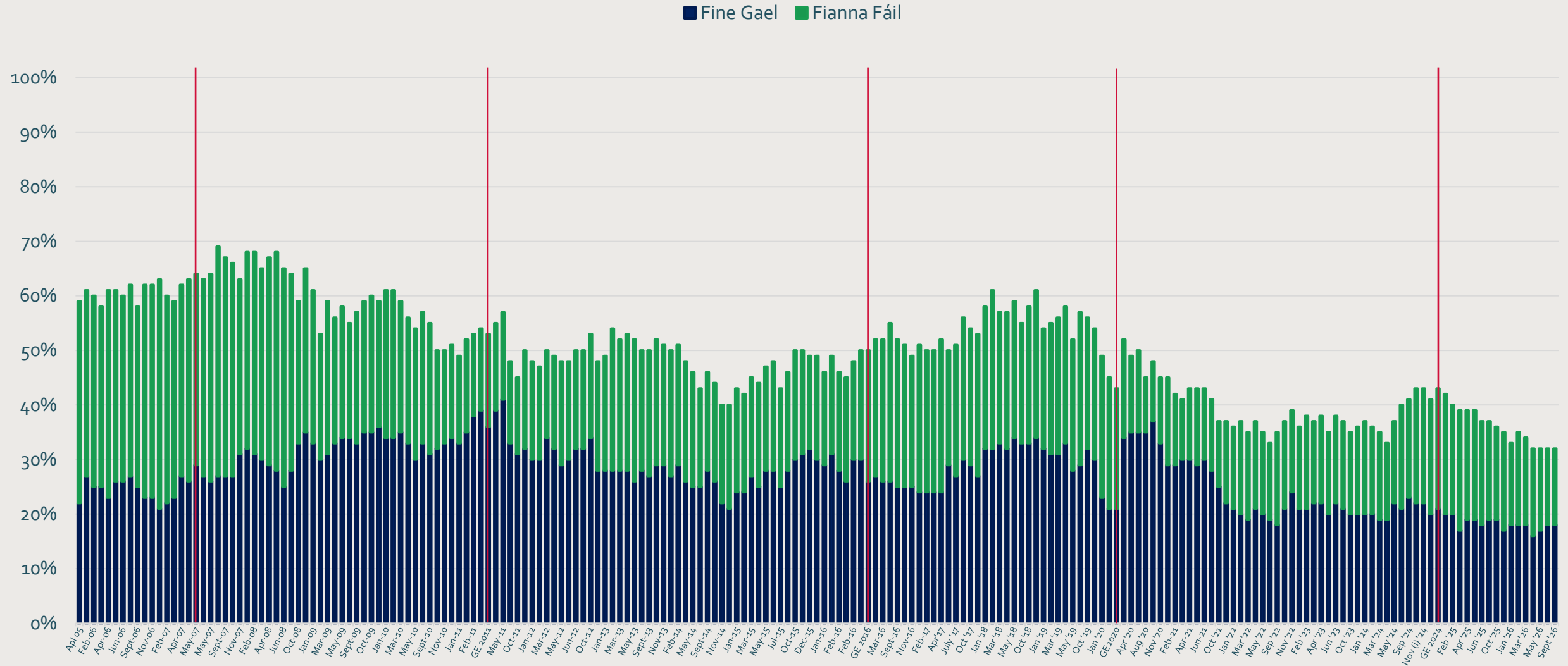


First preference vote intention – 2005 to 2026

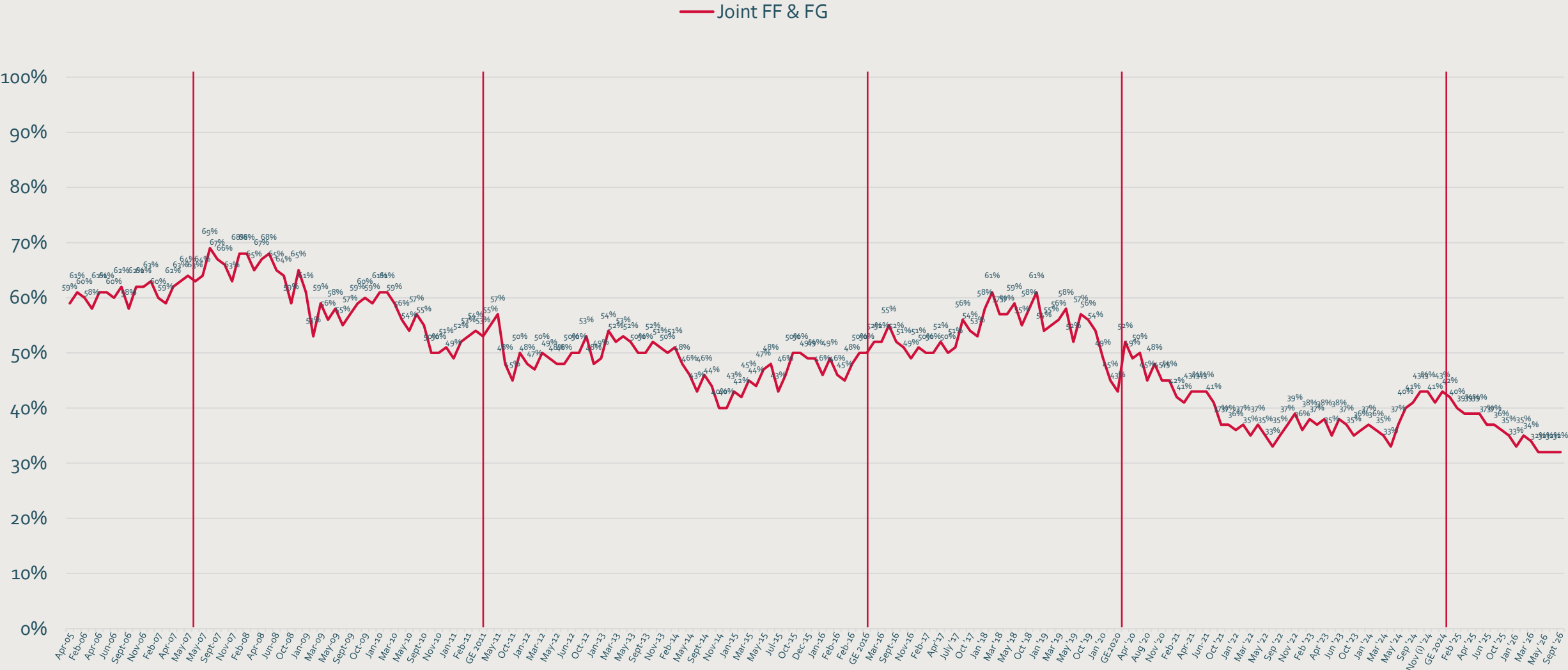
Note: From GE 2016 Onwards, 'Independents/Others' split out to show PBP-Solidarity, Social Democrats, Aontú etc. separately



First preference vote intention – 2005 to 2026



First preference vote intention – 2005 to 2026



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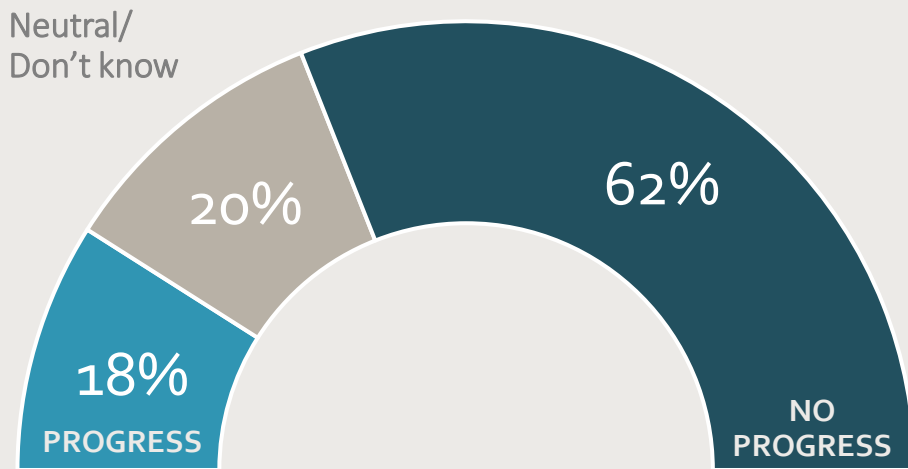
Views on topical political issues



Most Irish people are failing to see sufficient progress on housing

Majority show support for automatically linking public servant's wages to inflation in an effort to maintain their living standards.

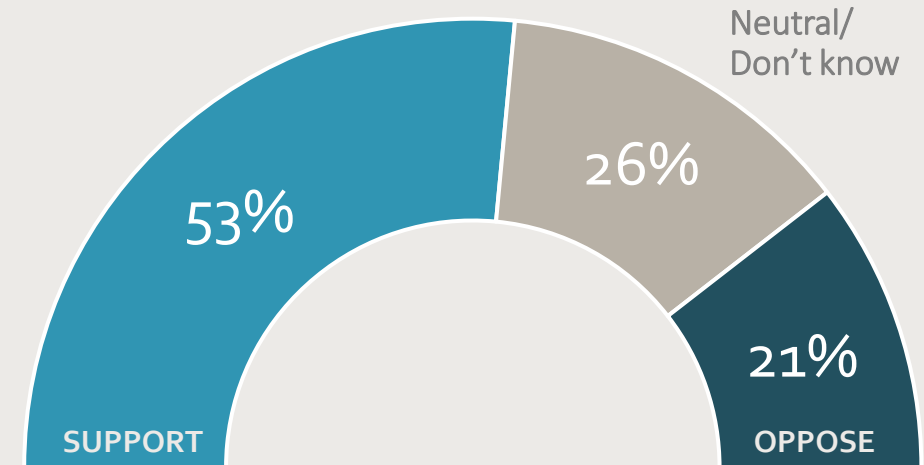
Is Ireland making progress in relation to housing?



Ireland is **making good progress** in delivering more housing

Ireland is **failing to make sufficient progress** in delivering more housing

Should public servants' wages be linked to inflation?



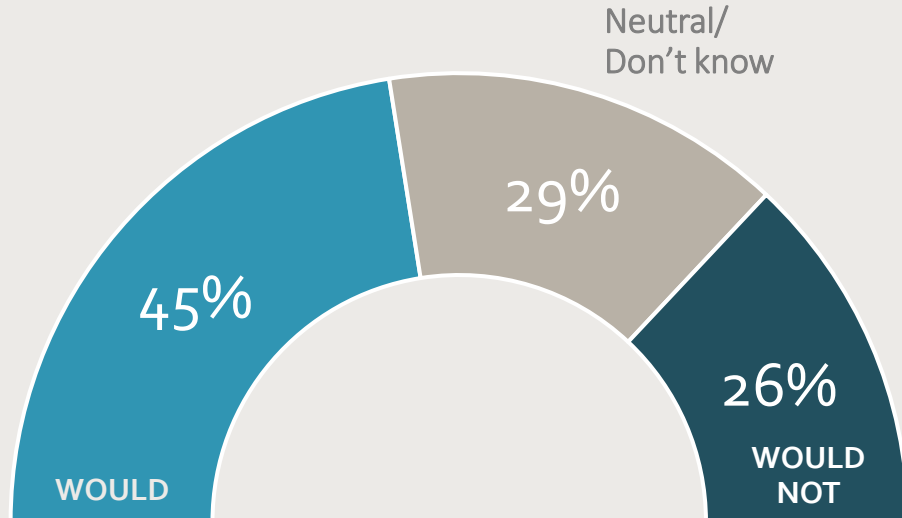
Public servants' wages **should** be automatically linked to inflation to help maintain living standards

Public servants' wages **should not** be automatically linked to inflation because government spending should remain flexible

Many are still uncertain about Government's new investment accounts

Nonetheless, just under half are expressing interest in the initiative. Majority support exists for increased taxes on capital over personal income tax.

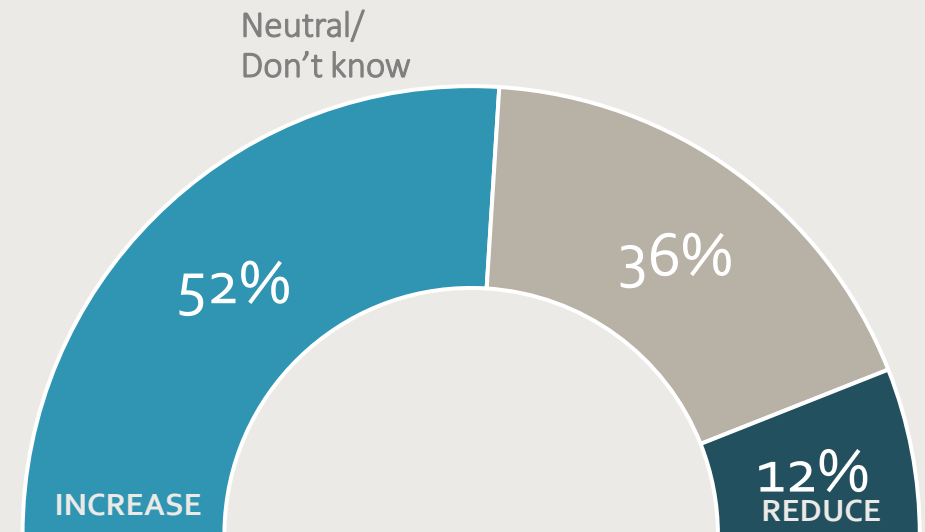
Would you invest some of your savings through the Government's new investment and savings accounts?



If available to me, I **would invest** some of my savings through the Government's new investment and savings accounts

Even if available to me, I **would not** invest my savings through the Government's new investment and savings accounts

Should the Irish government increase taxes on capital to reduce taxes on income?



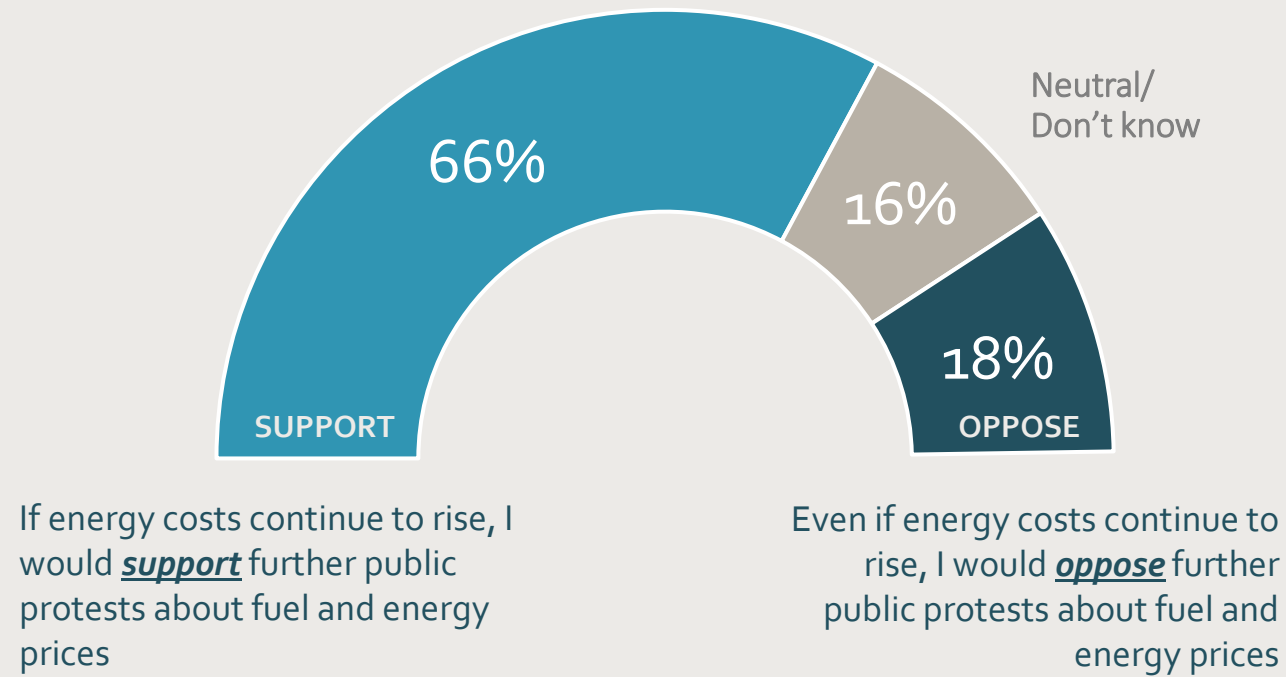
The Irish government should **increase** taxes on capital (investments, property) so it can reduce taxes on income (tax bands, PRSI, USC)

The Irish government should **reduce** taxes on capital (investments, property) even if it means increasing taxes on income (tax bands, PRSI, USC)

Fuel protests still garner high levels of support should the crisis worsen

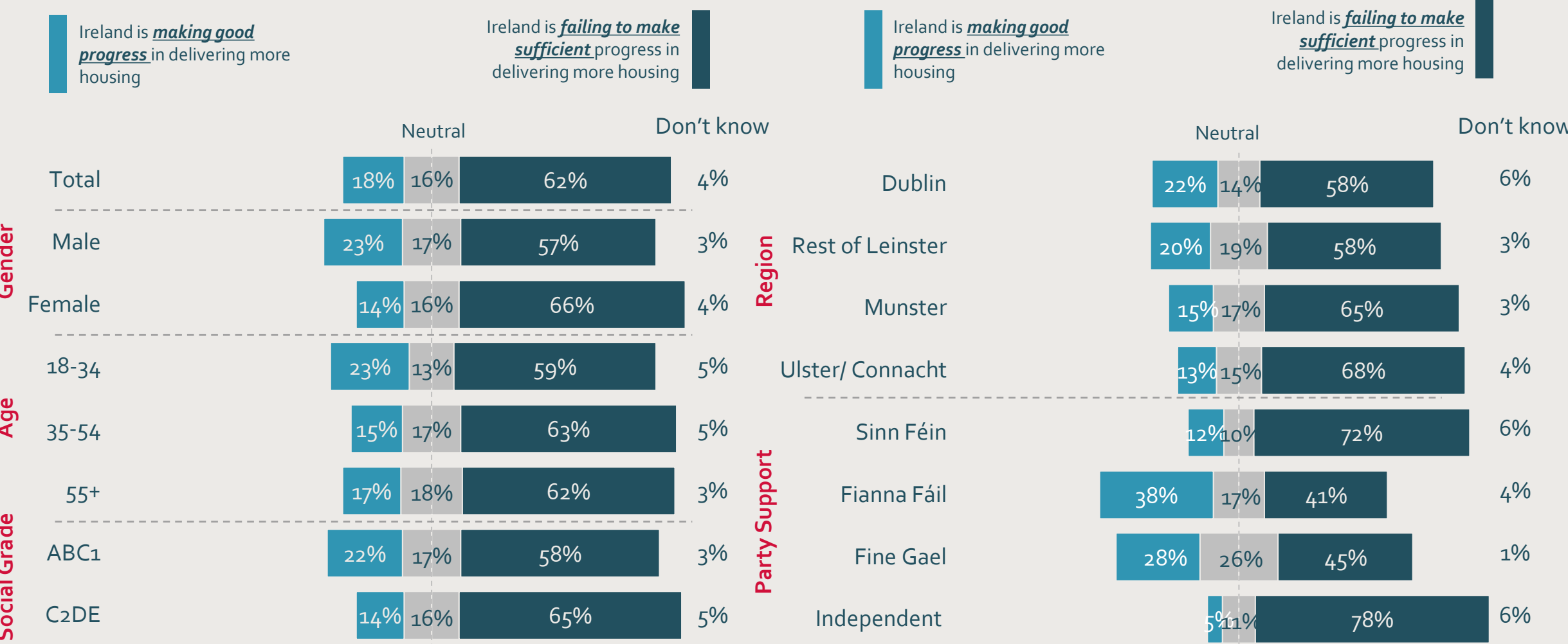
A strong majority are ready to support further protests over the price of fuel and energy.

Would you support further public protests about fuel and energy if costs continue to rise?



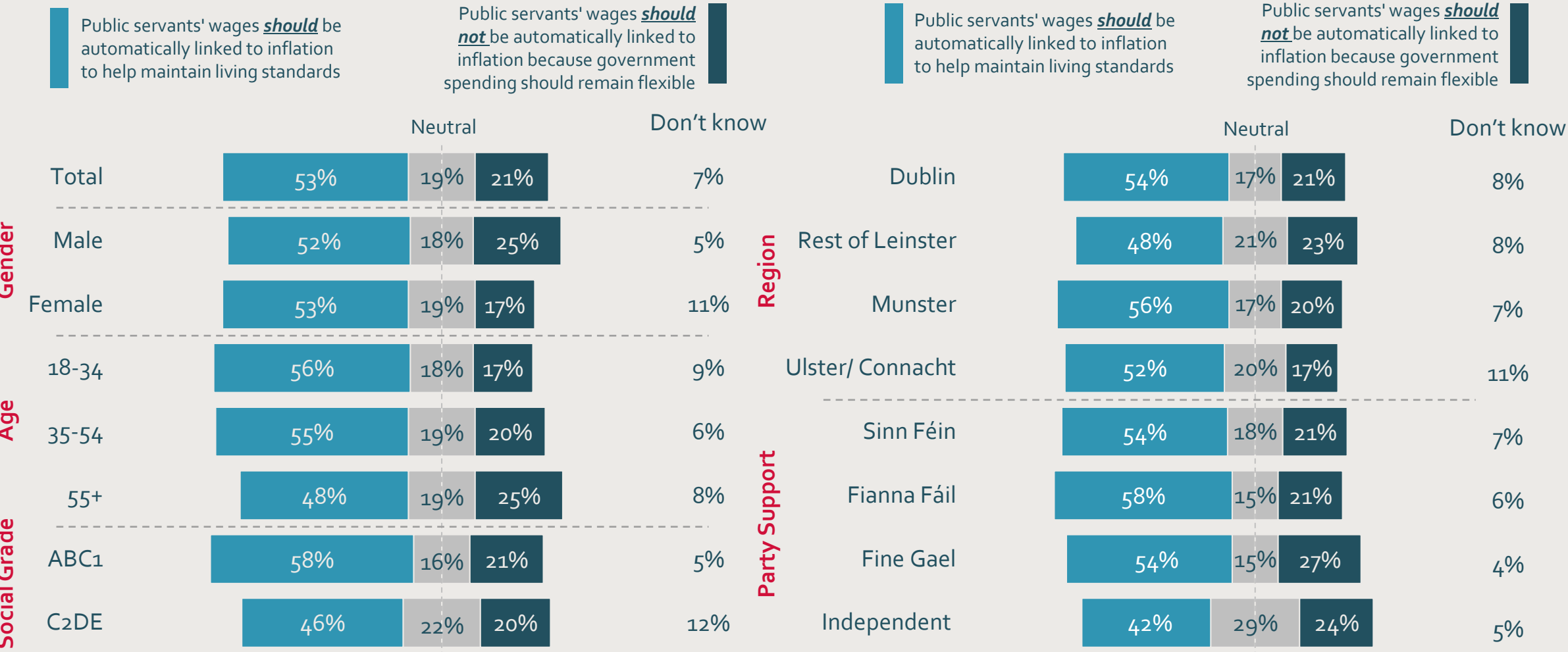
Discontent around housing is evident across most demographics

Government supporters are somewhat more optimistic about the progress made. Failure to make progress is cutting through stronger among regions outside of Dublin and the rest of Leinster.



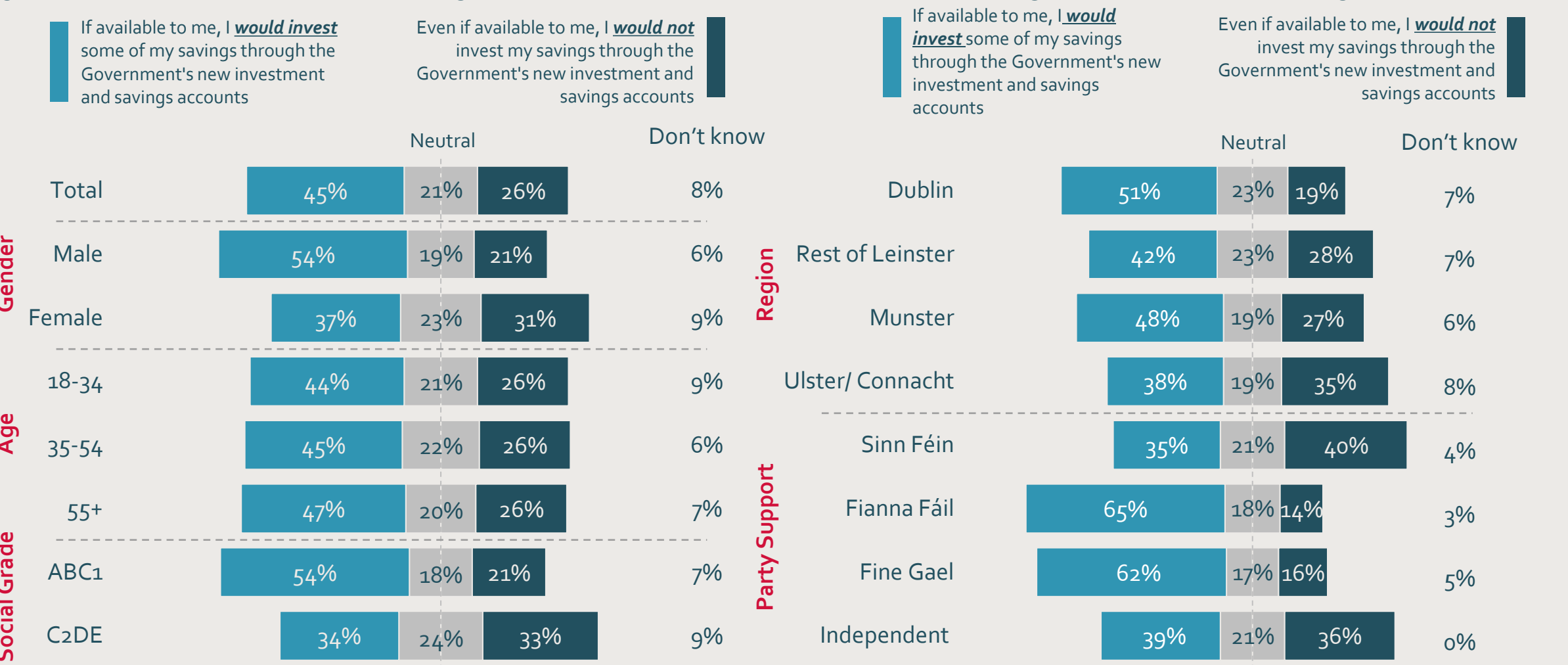
Consistent support for tying public servants' wages to inflation

Opposition is highest among FG voters, with independent voters displaying a high level of neutrality on the issue.



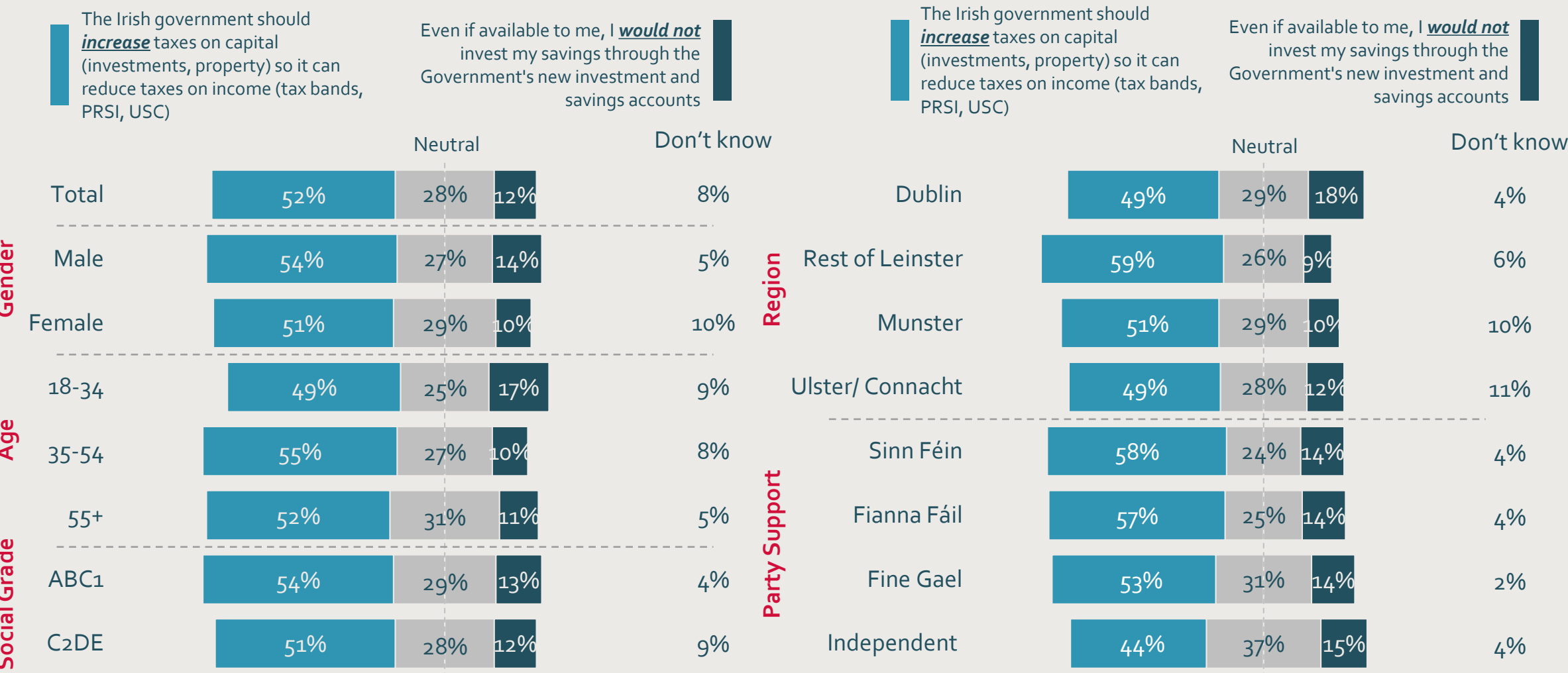
Investment in new government PIA is higher among men and gov voters

There is a large gender gap among those who say they would invest in the new schemes. A wide gap also exists among the two social grade with over half of ABC1s expressing interest. Independent and SF voters express a higher opposition to investing.

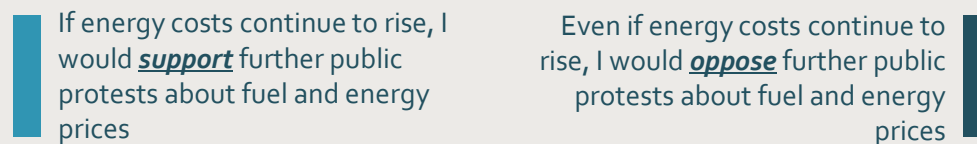


Increasing tax on capital to reduce income tax supported by most groups

Opposition is highest among under 35s, as well as among Dublin residents. Support within social grades however is relatively steady.



If energy costs continue to rise, I would <u>support</u> further public protests about fuel and energy prices	Even if energy costs continue to rise, I would <u>oppose</u> further public protests about fuel and energy prices
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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

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

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

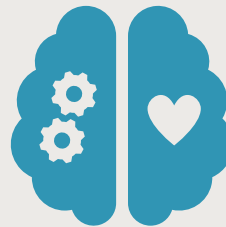
We know how to build
brands, through mental
availability, distinctiveness,
emotional connections and
differentiation.



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

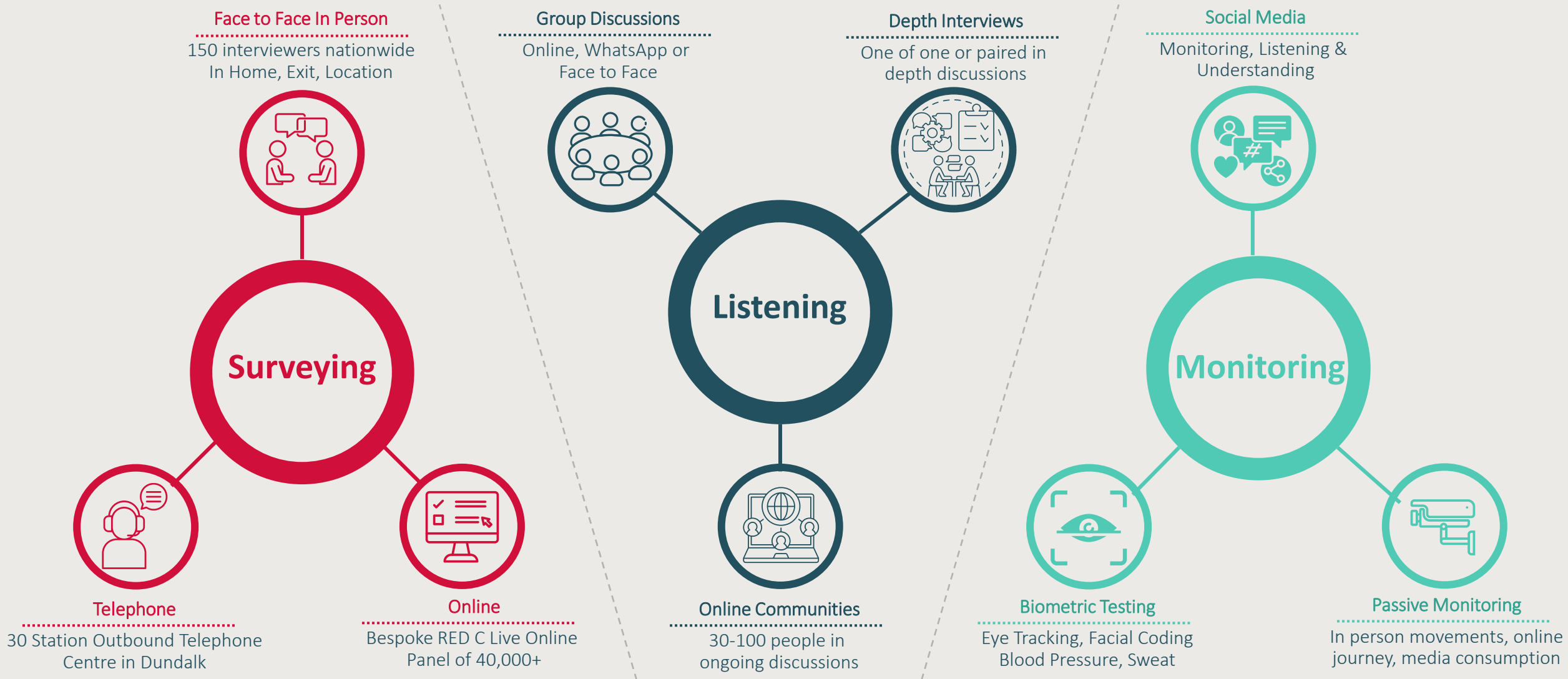


RED Star

In markets across the world



Using a variety of techniques to uncover & understand





THANK YOU

For more information please contact:

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