

REDC | **Business Post**

OPINION POLL REPORT OCTOBER 2026

OCTOBER 2026



Methodology and Weighting

- RED C interviewed a random sample of 1,010 adults aged 18+ online between 16th – 21st October 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

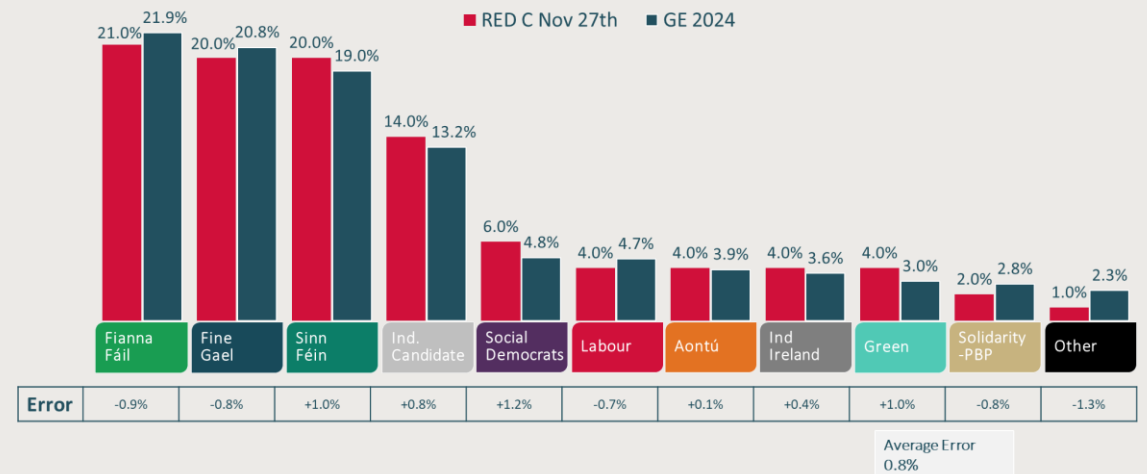
Closest pollster again at General Election 2024

- 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.

REDCLIVE

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

Final Online Poll During GE 2024



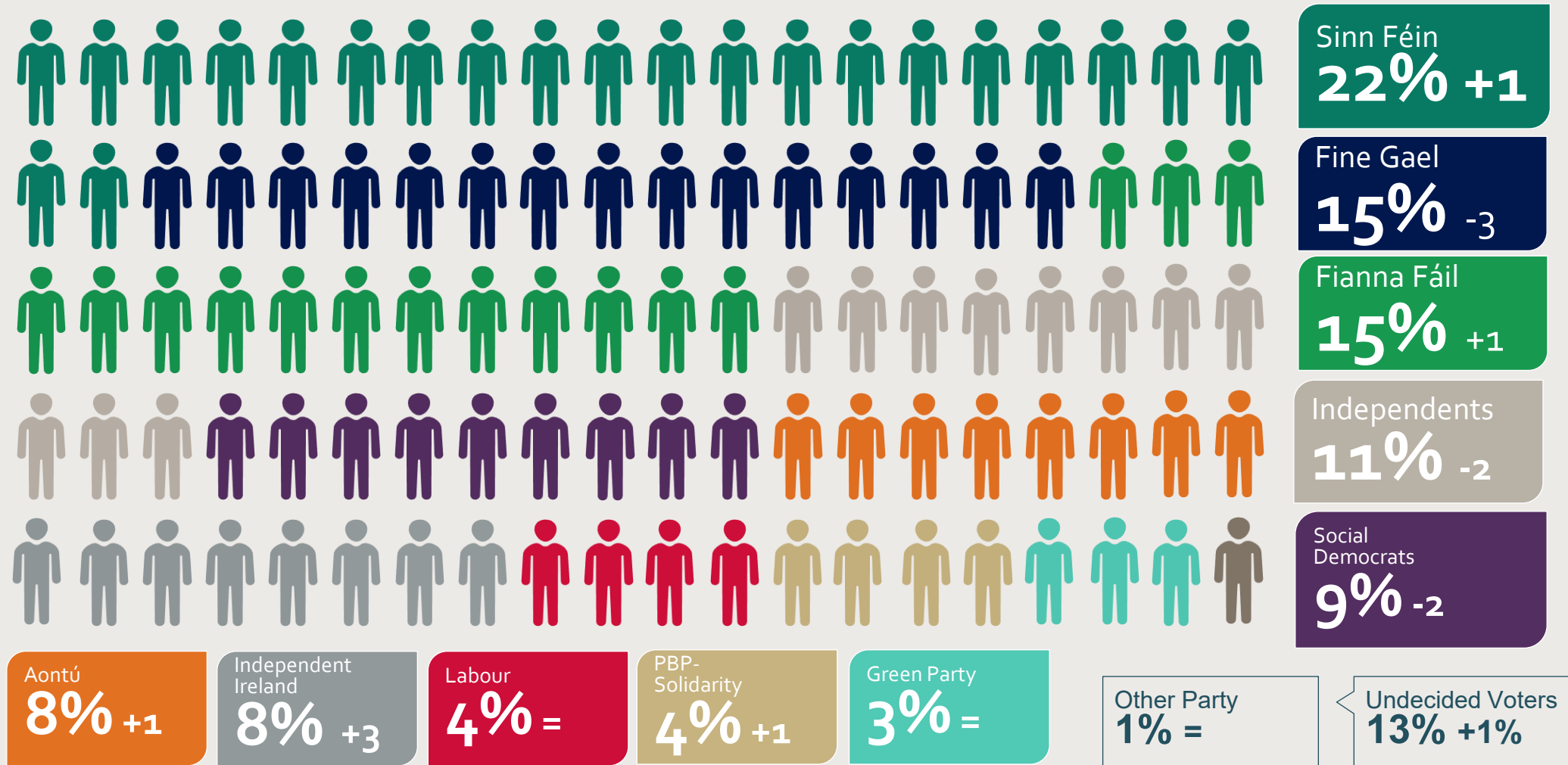
01

Vote Intention @ General Election



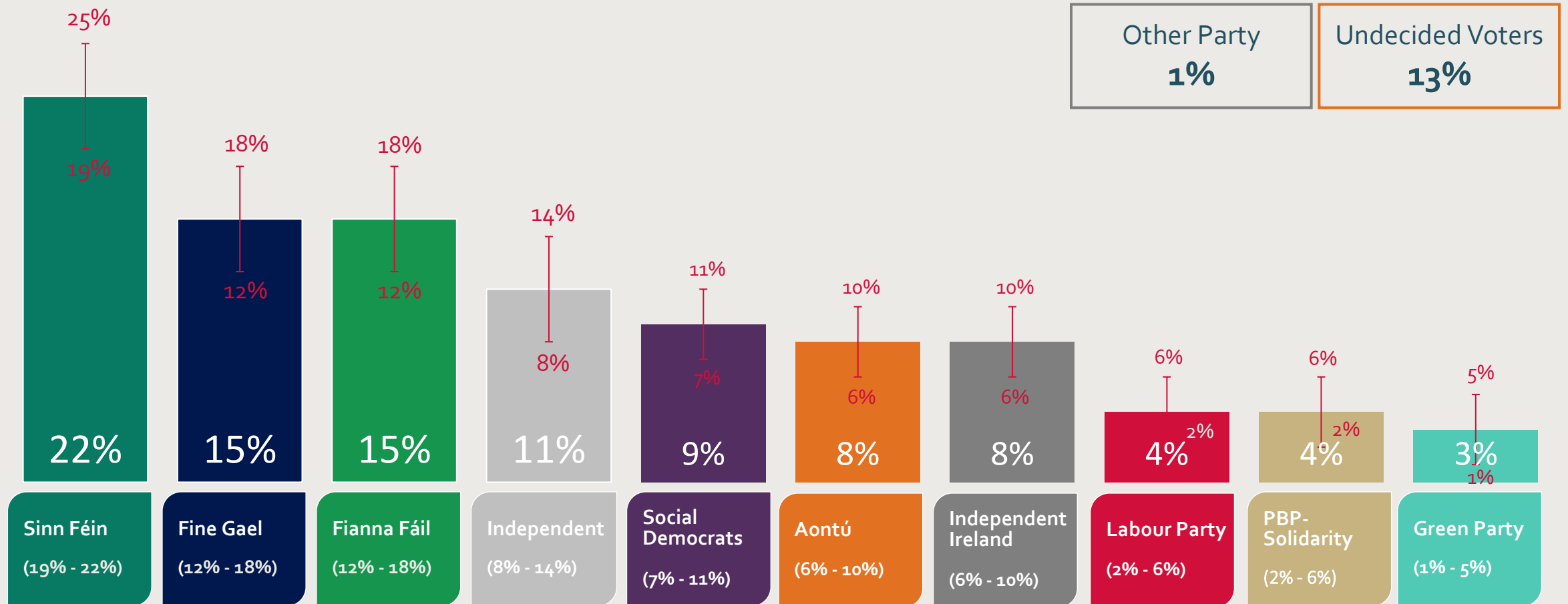
First preference vote intention – 25th October 2026

With change vs. Last Poll September 2026



First preference vote intention – 25th October 2026

With change vs. Last Poll September 2026



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

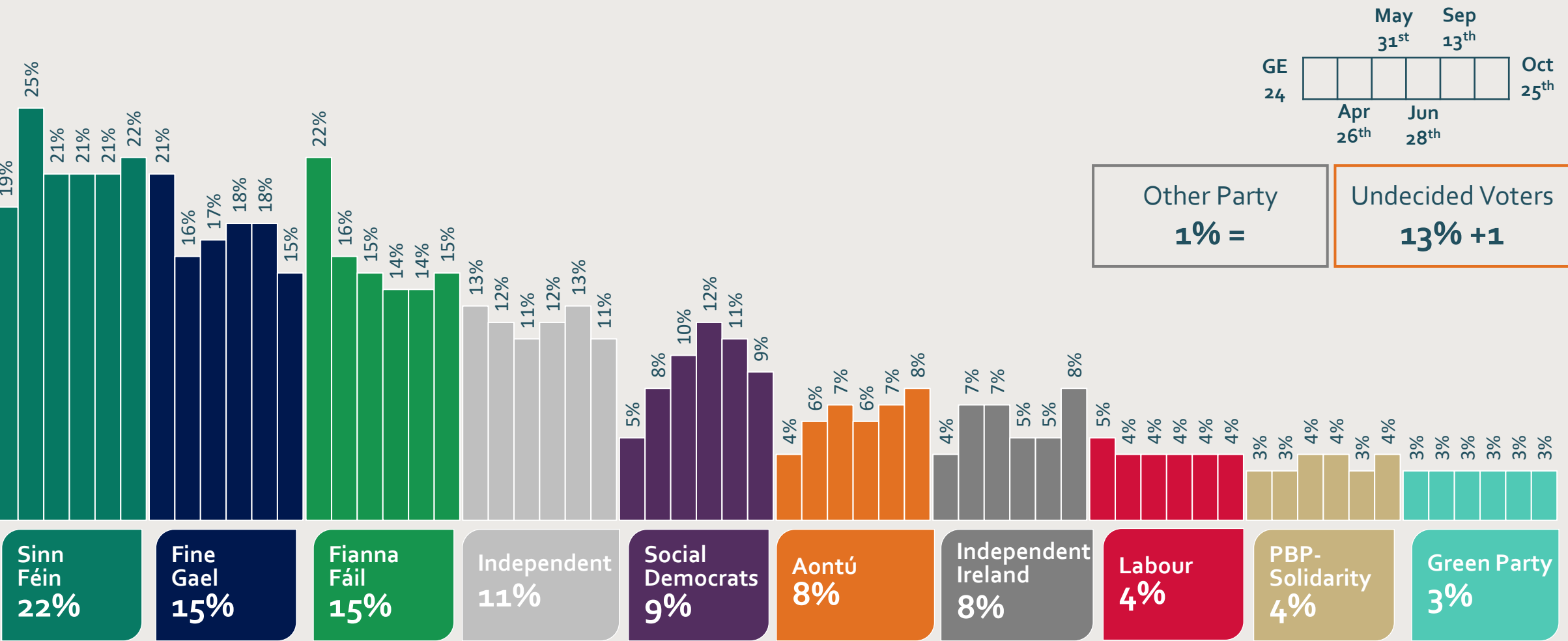
Note: Margin of error for smaller parties may be smaller

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).

25 th October 2026	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	19%	20%	24%	22%
Fine Gael	11%	12%	14%	15%
Fianna Fáil	11%	12%	15%	15%
An Independent Candidate	8%	9%	11%	11%
Social Democrats	7%	8%	9%	9%
Aontú	6%	6%	7%	8%
Independent Ireland	5%	6%	7%	8%
Labour Party	3%	4%	4%	4%
People Before Profit-Solidarity	3%	3%	4%	4%
Green Party	3%	3%	4%	3%
Other	0%	0%	1%	1%
Would not vote	3%	3%		
Undecided	18%	13%		

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

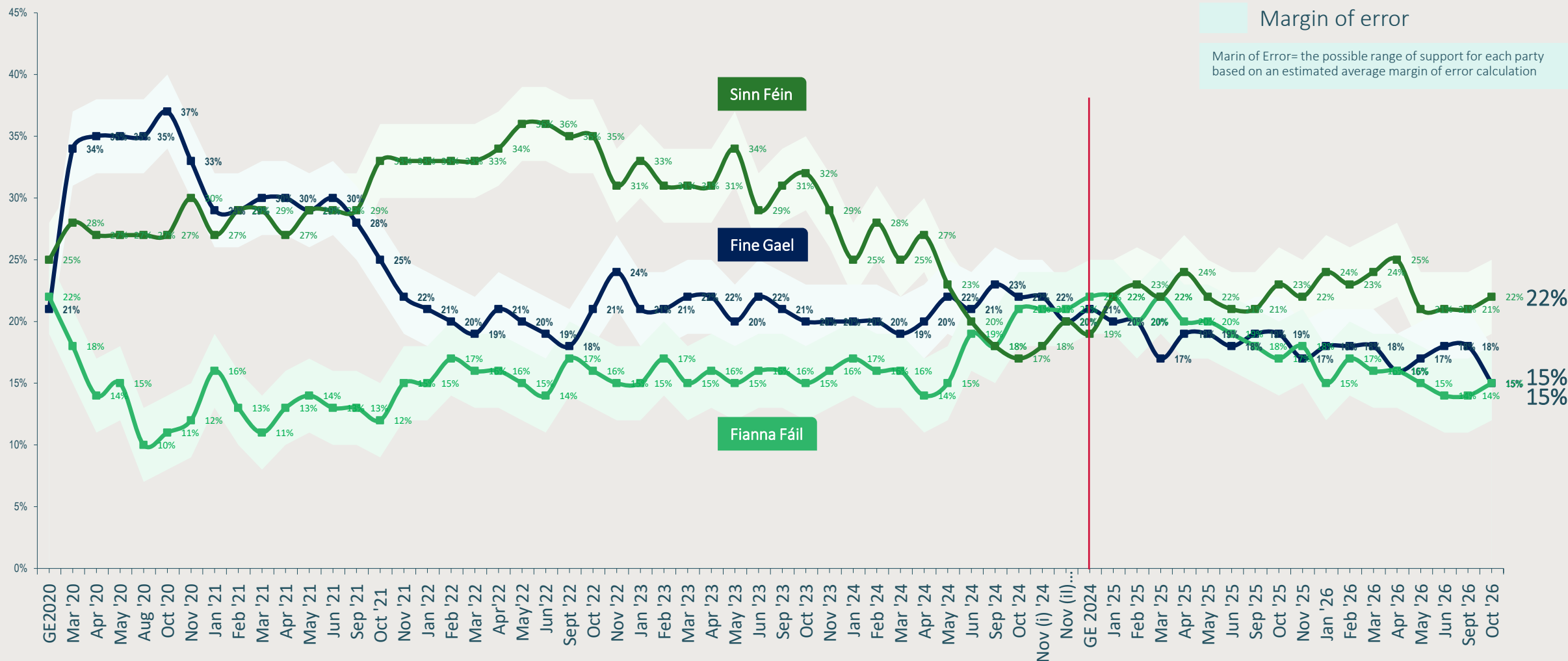
25 th October 2026		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	22%	19%	24%	33%	23%	14%	18%	26%	21%	26%	16%	26%
Fianna Fáil	15%	17%	13%	10%	12%	20%	15%	14%	12%	15%	20%	13%
Fine Gael	15%	16%	15%	12%	12%	19%	17%	12%	17%	14%	13%	18%
An Independent Candidate	11%	8%	14%	5%	11%	14%	9%	15%	9%	11%	16%	9%
Social Democrats	9%	9%	10%	12%	10%	7%	11%	8%	10%	11%	9%	7%
Independent Ireland	8%	9%	6%	5%	11%	6%	7%	6%	4%	8%	10%	10%
Aontú	8%	8%	7%	6%	8%	9%	8%	9%	9%	5%	8%	9%
Labour Party	4%	7%	1%	7%	3%	3%	5%	2%	5%	4%	5%	3%
People Before Profit-Solidarity	4%	3%	5%	5%	4%	4%	4%	4%	9%	2%	1%	2%
Green Party	3%	3%	4%	5%	3%	2%	4%	2%	4%	3%	3%	2%



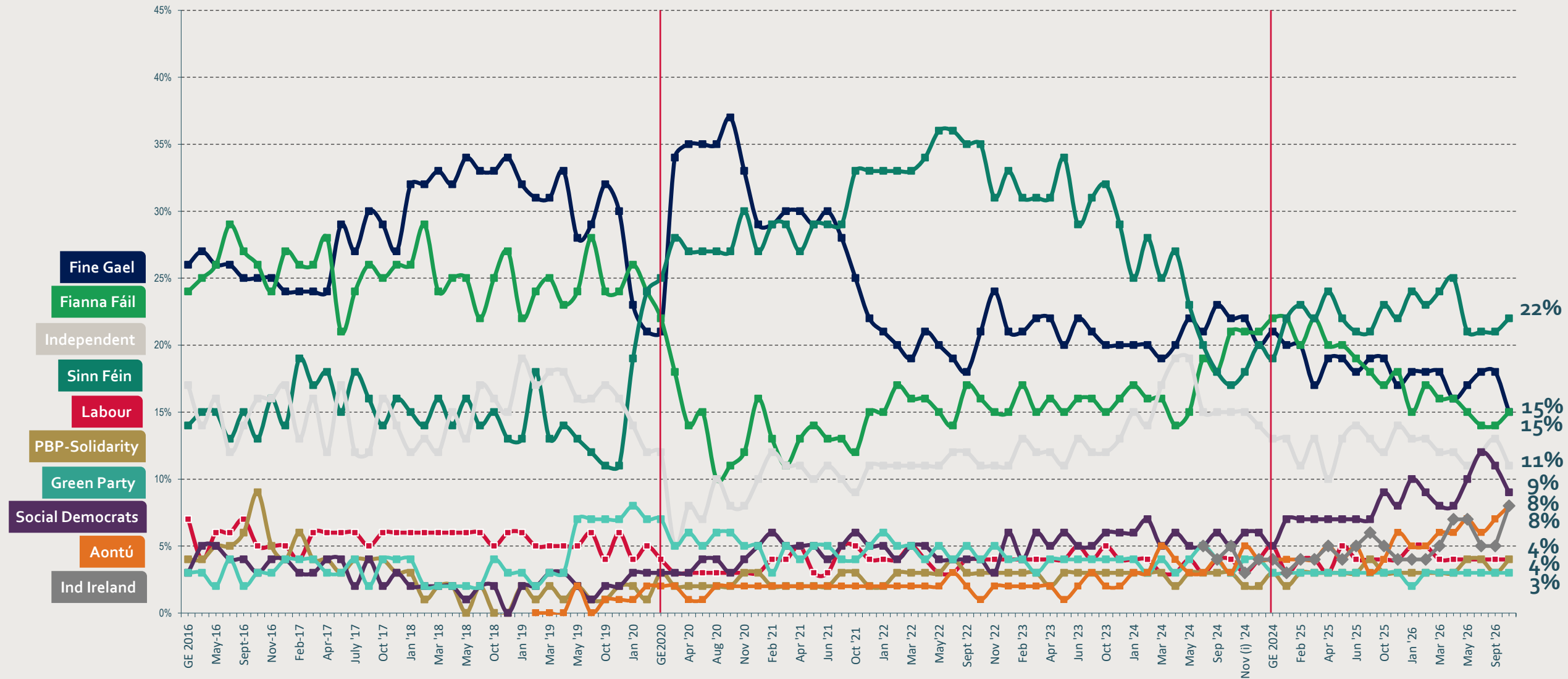
(Base: All adults 18+ who will vote)

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.

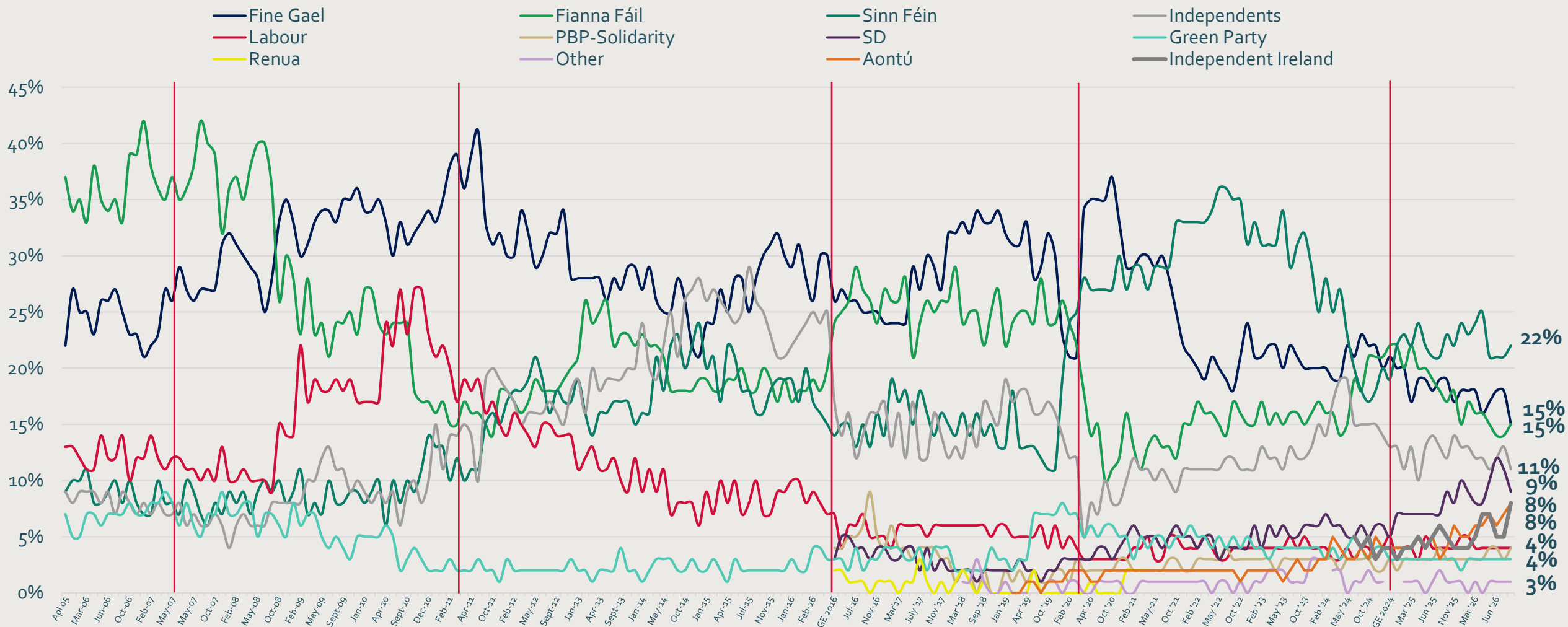


First preference vote intention – since GE 2016

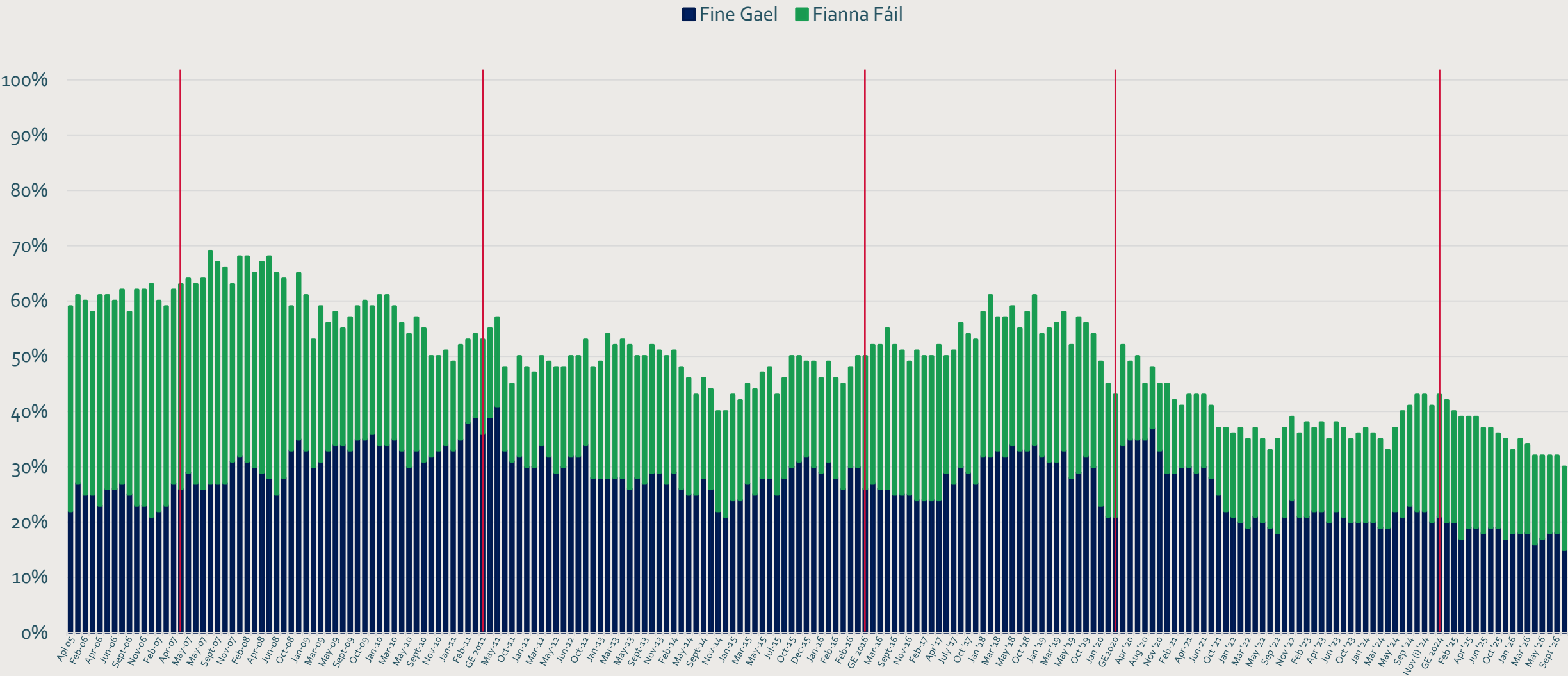


First preference vote intention – 2005 to 2026

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





(Base: All adults 18+ who will vote)

02

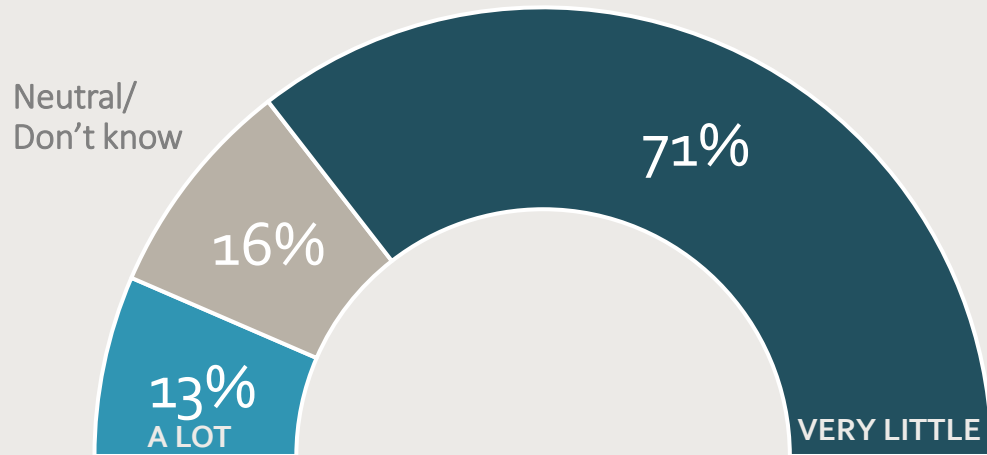
Views on topical political issues



Most feel the budget was not impactful in alleviating cost-of-living pressures

A majority also believe that Budget 2027 did not deliver on the commitment to prioritise workers.

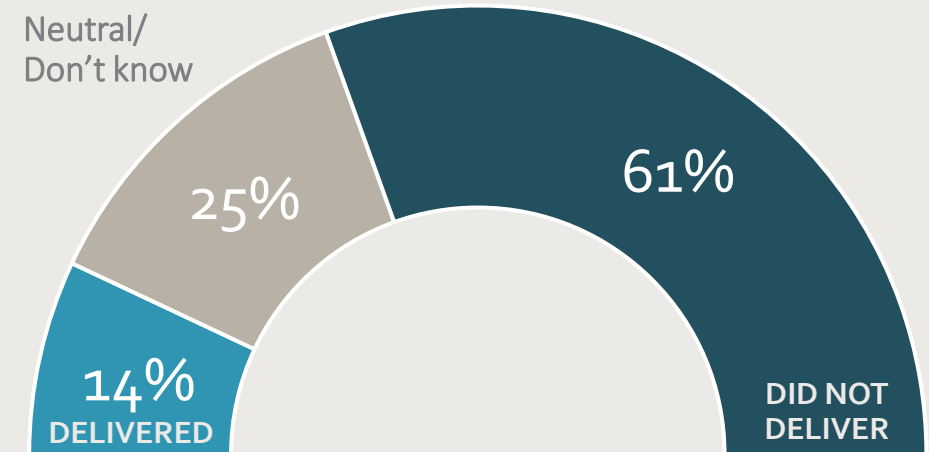
How far will the budget measures go in offsetting recent increases in your cost of living?



The measures in the budget will go a long way towards offsetting the recent increases in my cost of living

The measures in the budget will do very little to offset the recent increases in my cost of living

Did Budget 2027 deliver on government's commitment to prioritise workers?



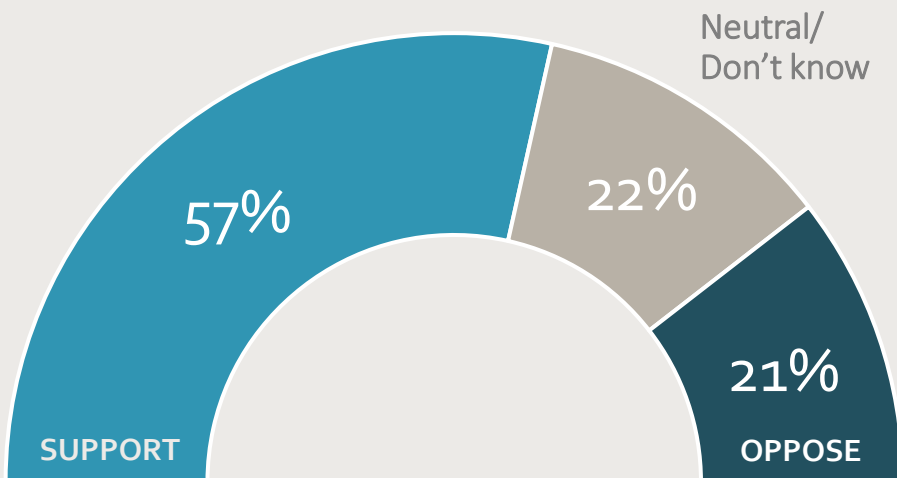
I feel Budget 2027 delivered on the government's commitment to prioritise workers

I feel Budget 2027 did not deliver on the government's commitment to prioritise workers

Further industrial support by public sector unions backed by majority

If an agreement is not reached, over half of the Irish public would support further action by public sector unions. A similar level of disapproval is evident toward removing the living wage target in Budget 2027.

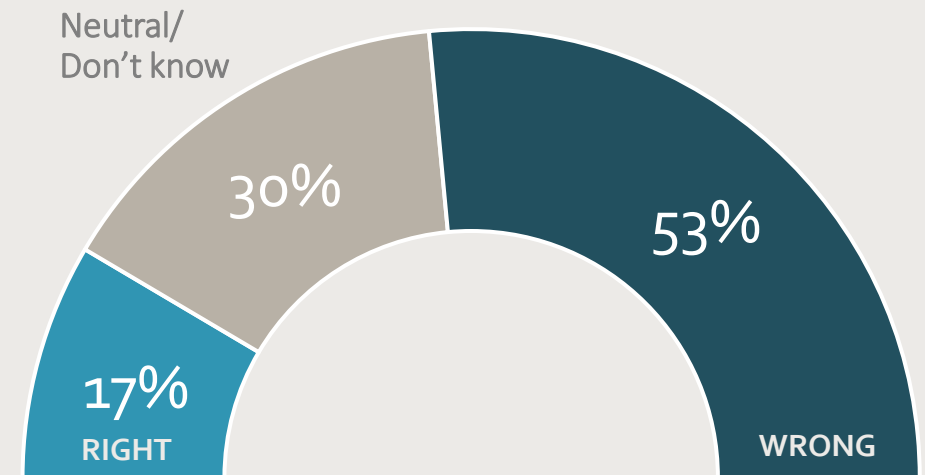
Would you support further industrial action by public sector unions if a satisfactory pay agreement is not reached?



I would support further industrial action by public sector unions if a satisfactory public pay agreement is not reached

I would oppose further industrial action by public sector unions if a satisfactory public pay agreement is not reached

Was removing the living wage target the right decision?



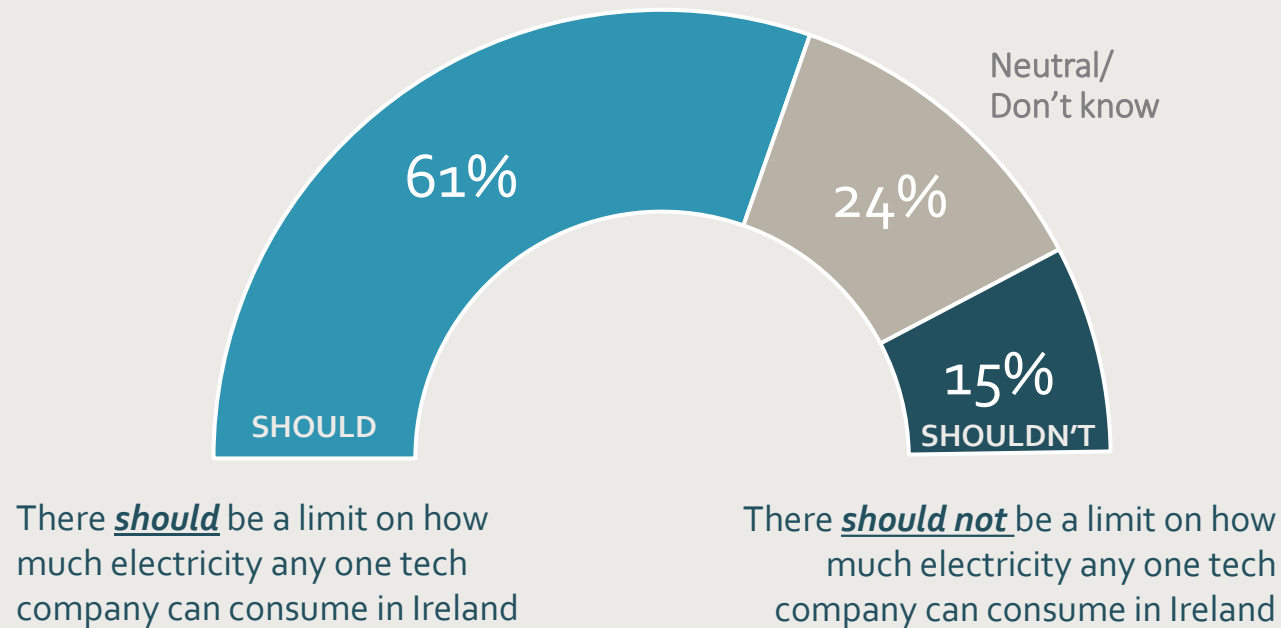
Removing the living wage target was right, as businesses need flexibility to manage rising wage costs

Removing the living wage target was wrong, as workers' pay needs to keep pace with the cost of living

Strong support for a cap on electricity use for tech companies

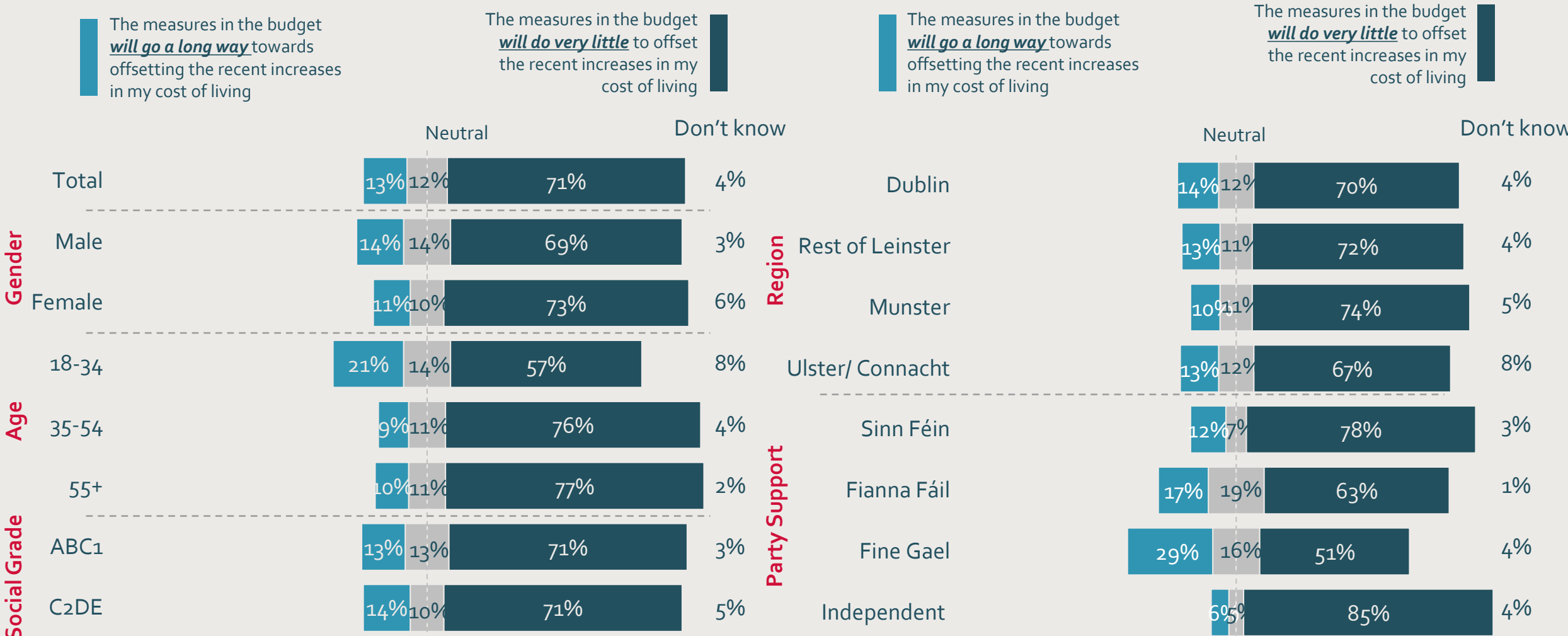
3 in 5 people in Ireland believe there should be a limit on how much electricity one company can use, whilst 1 in 4 express uncertainty.

Should there be a limit on how much electricity any one tech company can consume in Ireland?



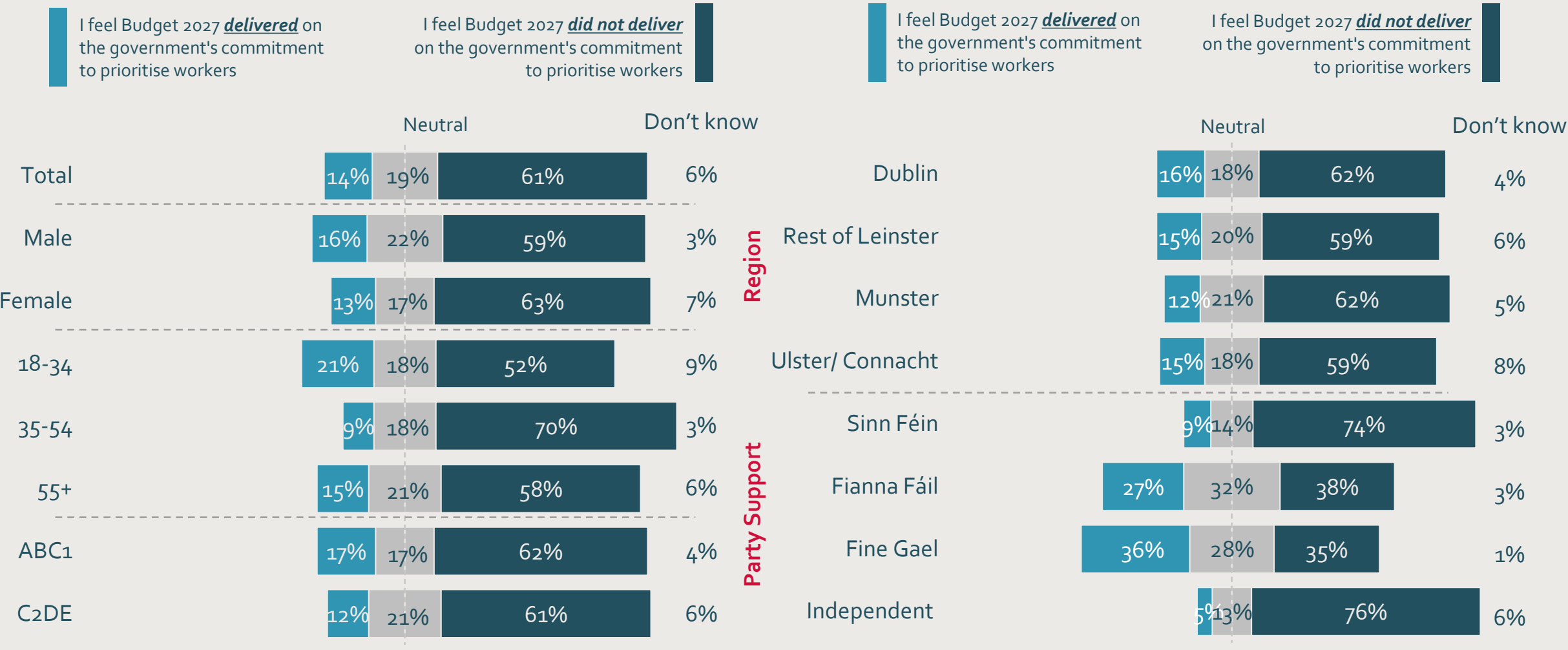
Predicted impact of the budget on cost-of-living crisis is very muted

Just under 3 in 5 of under 35s still believe the budget will not do enough, however this increases notable among over 35s.



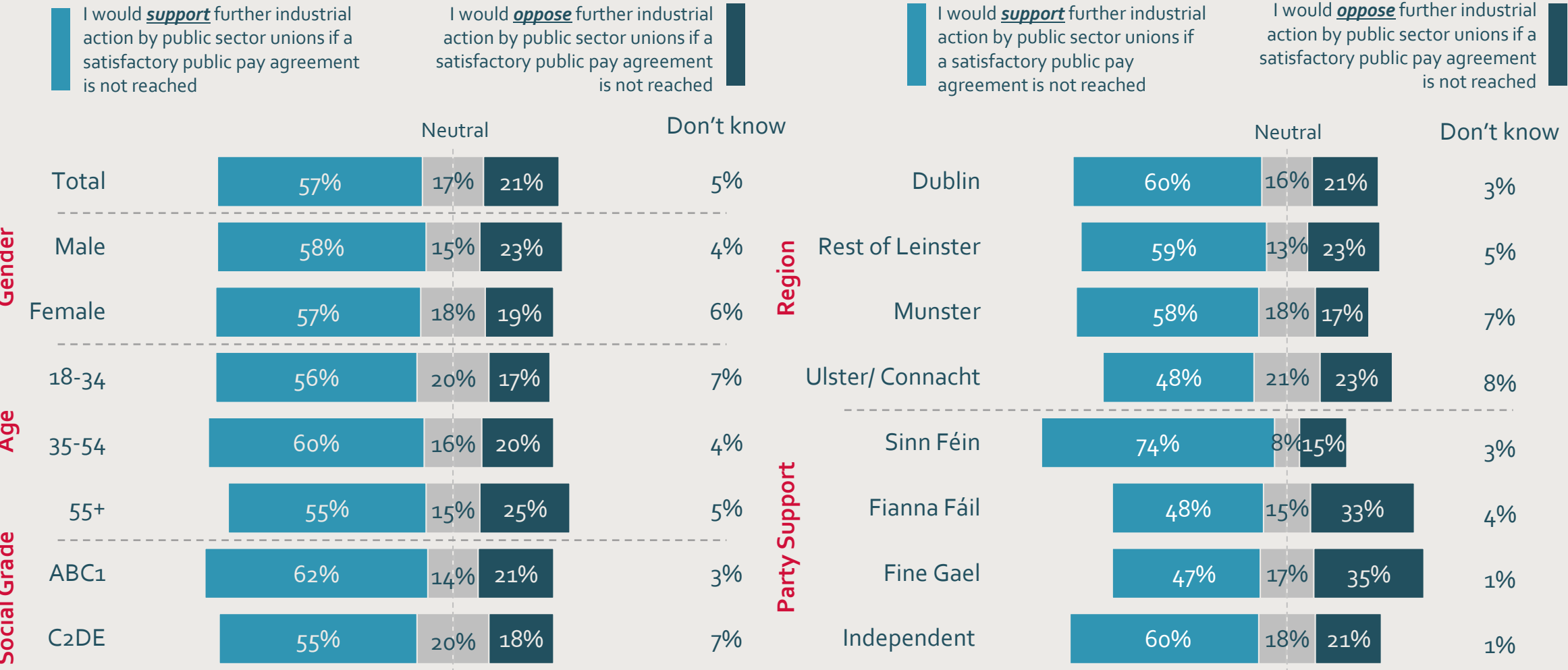
High disappointment among 35-54s on government's budget promises

Majority agree across the board that the government has not upheld its commitment to prioritising workers in the most recent budget, with opposition party supporters particularly displeased.

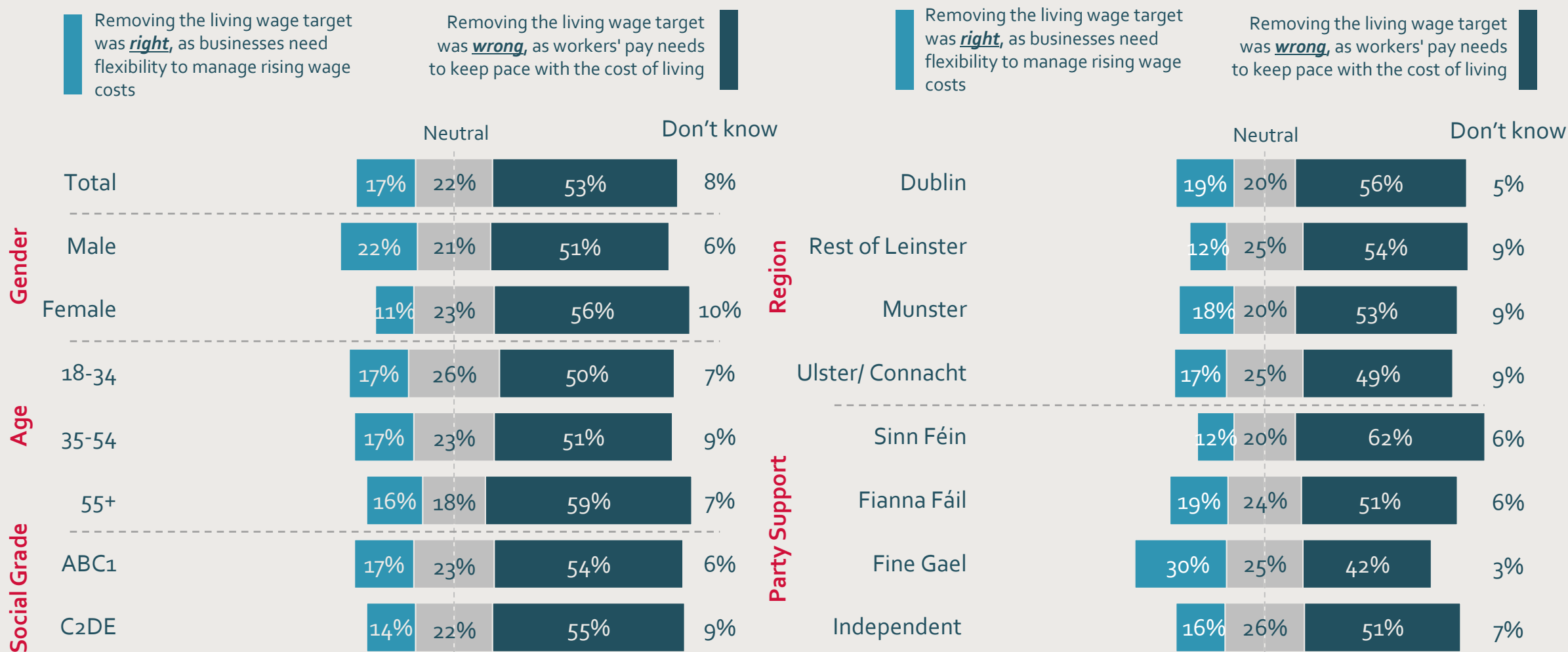


Majority support for further strike action is apparent across the board

This is particularly higher among SF and independent voters, but just under half of government voters also express support for further industrial action.

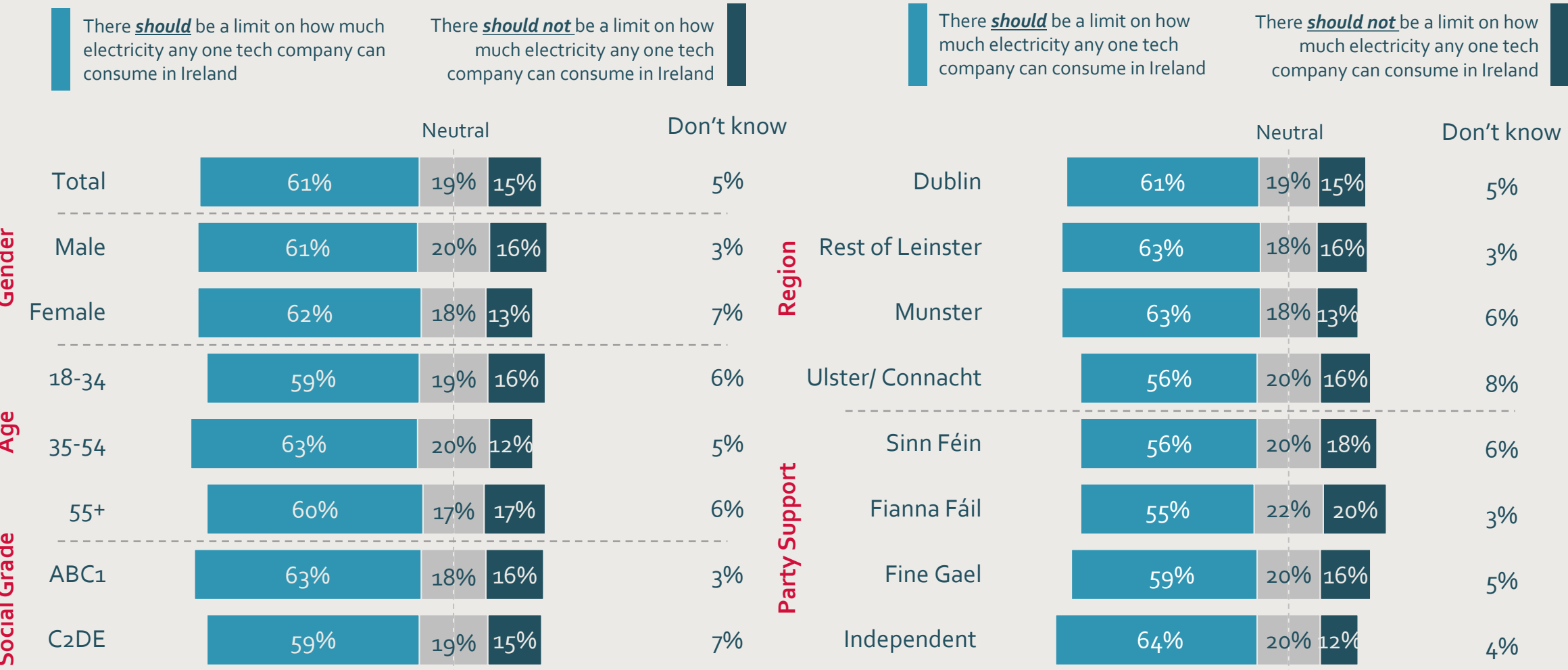


There is a noticeable divide between FF and FG voters on the issue with the latter expressing more support for the decision to remove the target.



Blanket support for cap on electricity usage by tech companies

Very little difference exists between support among government party supporters and SF supporters, with only minor differences also seen in other demographics.



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

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



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



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

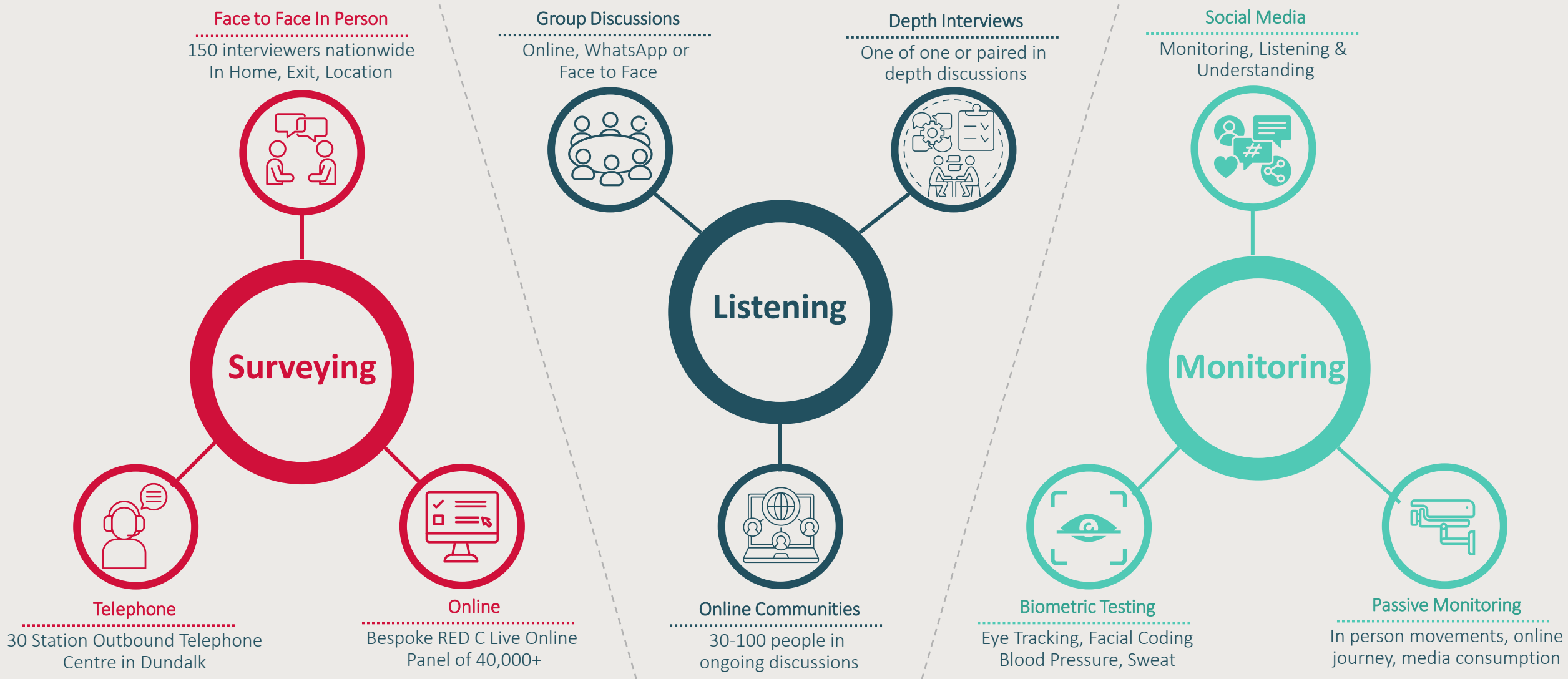


In markets across the world



RESEARCH EVALUATION DIRECTION **CLARITY**

Using a variety of techniques to uncover & understand





THANK YOU

For more information please contact:

info@redcresearch.ie

REDCRESEARCH.COM

RED C RESEARCH & MARKETING LTD

DUBLIN: Ground Floor, Block G, EastPoint Business Park, Clontarf, Dublin 3, D03 H2N1, Ireland

LONDON: 5.01 The Place, 175 High Holborn, London, WC1V 7AA