



Fianna Fail Leadership Opinion Poll

6th April 2008

Prepared for

THE SUNDAY BUSINESS POST
IRELAND'S FINANCIAL, POLITICAL AND ECONOMIC NEWSPAPER

RESEARCH EVALUATION DIRECTION **CLARITY**

Must be Included



RED C interviewed a random sample of 503 adults aged 18+ by telephone on the 3rd April 2008. Interviews were conducted across the country and the results weighted to the profile of all adults.



SUNDAY BUSINESS POST – Interim Poll 6th April 2008

Cowen takes Fianna Fail on Honeymoon.

The impact of Bertie Ahern's decision to resign as Taoiseach, and the likely succession of Brian Cowen to leader appears to impact positively on Fianna Fail support in today's interim Sunday Business Post/ RED C poll.

This poll was taken on last Thursday across a random representative sample of the electorate, to provide an immediate topline feedback on the public's reaction to Bertie Ahern's resignation, and provide reaction to the possibility of Brian Cowen taking over as Taoiseach. Given the timing involved the survey consists of 500 interviews rather than the 1000 preferred. While not quite as robust as a full 1000 interview tracking poll, this still provides data with a sample error of just over + or – 4%. It therefore allows us to provide a good immediate indication of voter attitudes and opinion in a very short timeframe.

In the poll Fianna Fail see a bounce in support as a result of the week's events, and this is before we even look at the potential impact of Brian Cowen as leader. The party's first preference support leaps to 40%, up 5% on the poll taken just a week ago, and therefore a significant increase.

Brian Cowen is also personally very well received in the poll, with 17% of voters stating they will be more likely to vote Fianna Fail if he becomes Taoiseach. The great majority of the electorate (72%) also believe he will make a good Taoiseach, and this is surely based on a similar proportion seeing him as a safe pair of hands (74%), which was an important factor for voters at the last General Election. Over half of all voters (54%) also suggest that he understands them, and as such his only apparent negative trait today is that he is not seen particularly as a charismatic leader.



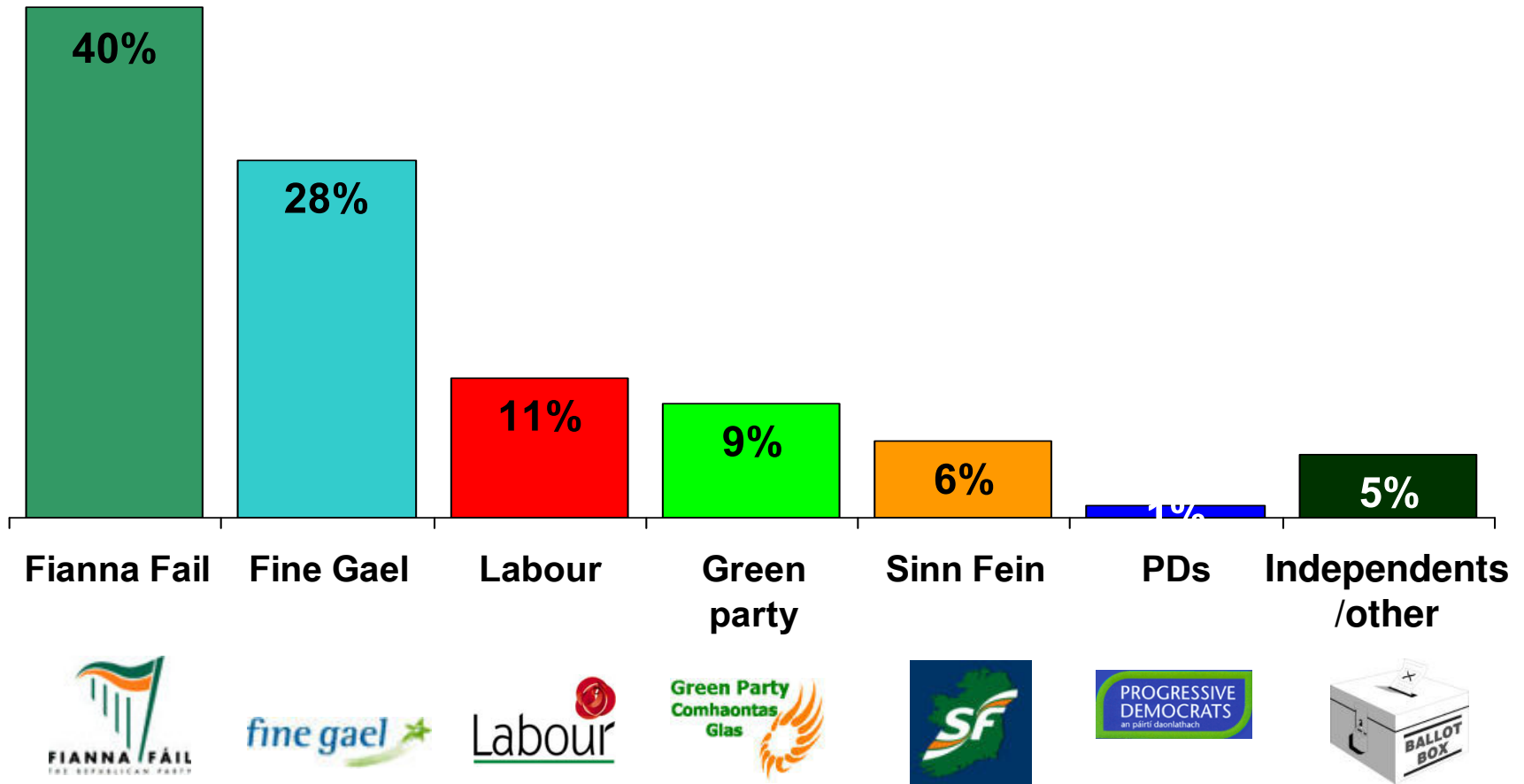
While this is of course a honeymoon period for Cowen, the results are still bad news for Fine Gael. They immediately suffer in terms of their share of the first preference vote, with support down 2% as a result of Fianna Fail gains, while it also appears that previous Sinn Fein and Independent voters also move their support towards Fianna Fail.

The negative impact for Fine Gael however is even starker when we take Brian Cowen into account. Firstly, when asked which of Brian Cowen and Enda Kenny would make the best Taoiseach, almost two thirds (63%) plump for Brian Cowen, while just a quarter (24%) back Enda Kenny. Secondly, when asked how they would vote if Brian Cowen was leader of Fianna Fail and all the other leaders remain the same, Fianna Fail secure a massive 48% of the first preference vote, while Fine Gael fall back to just 22%.

Even based on the smaller sample, the results of the poll point to a significant boost for Fianna Fail if Cowen is made leader and Taoiseach next week, and in contrast suggest that Fine Gael may not be as happy with what initially may have appeared to be something of a victory!

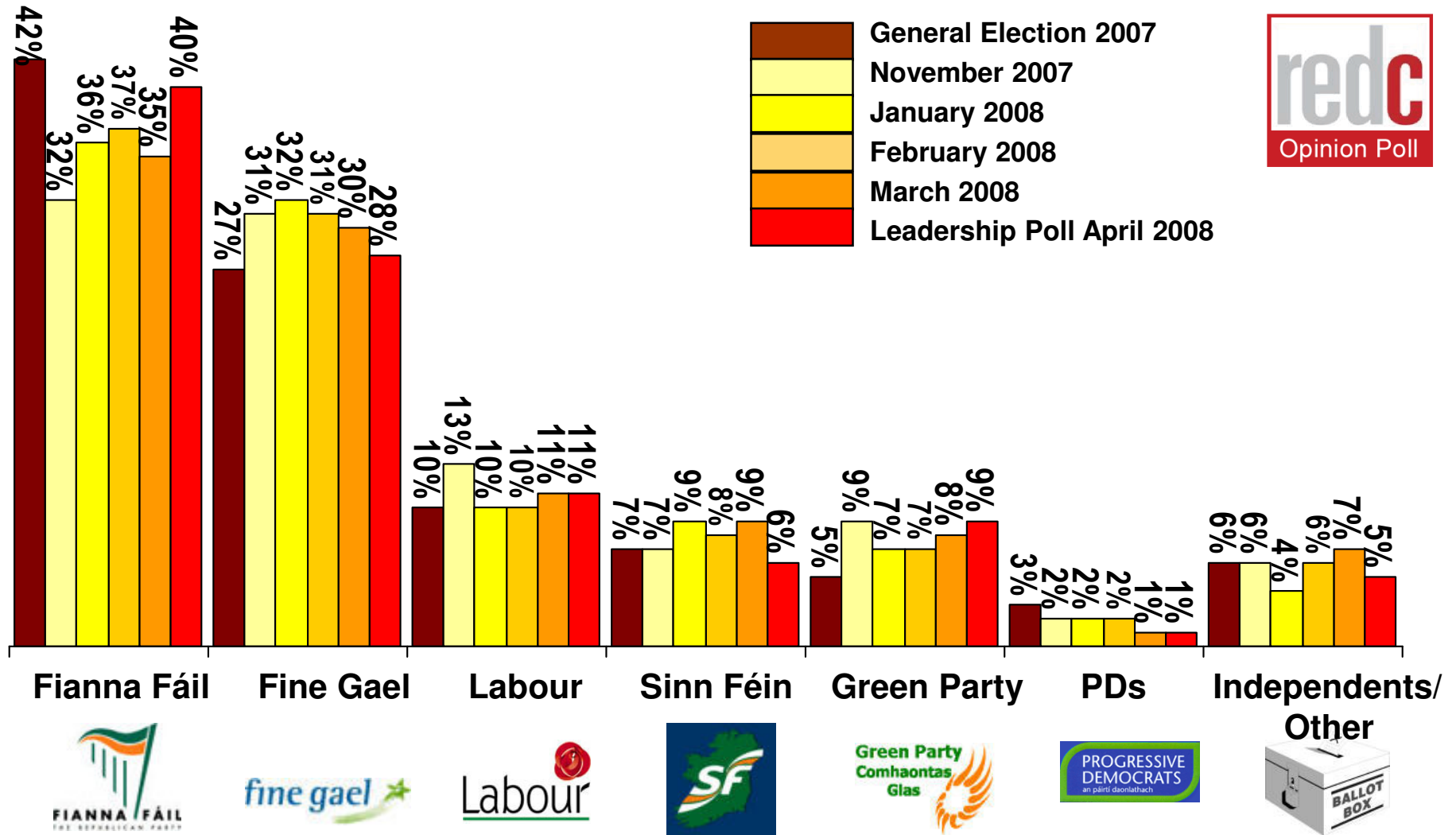
If there were a *General Election* tomorrow which party or independent candidate do you think you would give your first preference vote?

(Base: All adults 18+)



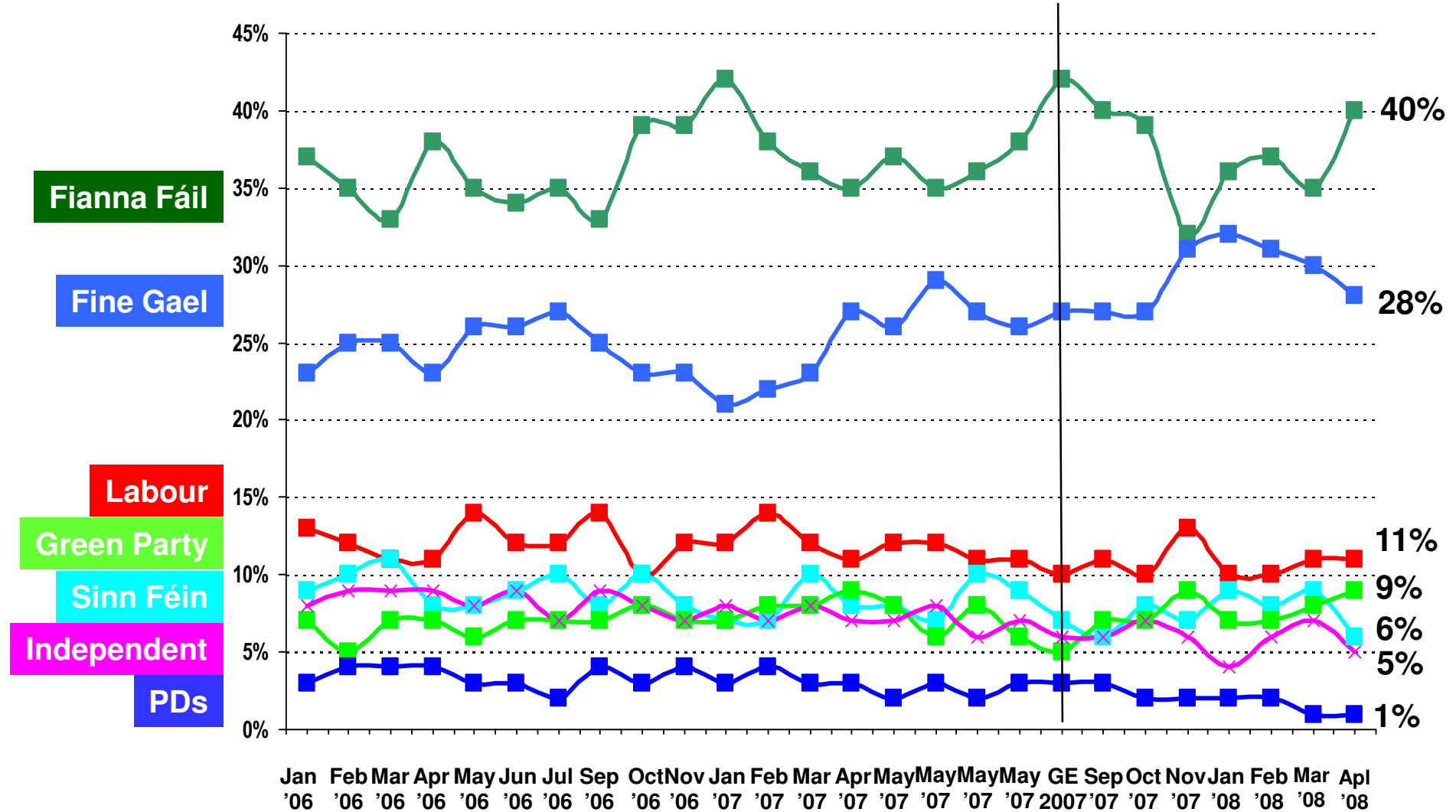
If there were a *General Election* tomorrow which party or independent candidate do you think you would give your first preference vote?

(Base: All adults WHO WILL VOTE 18+)



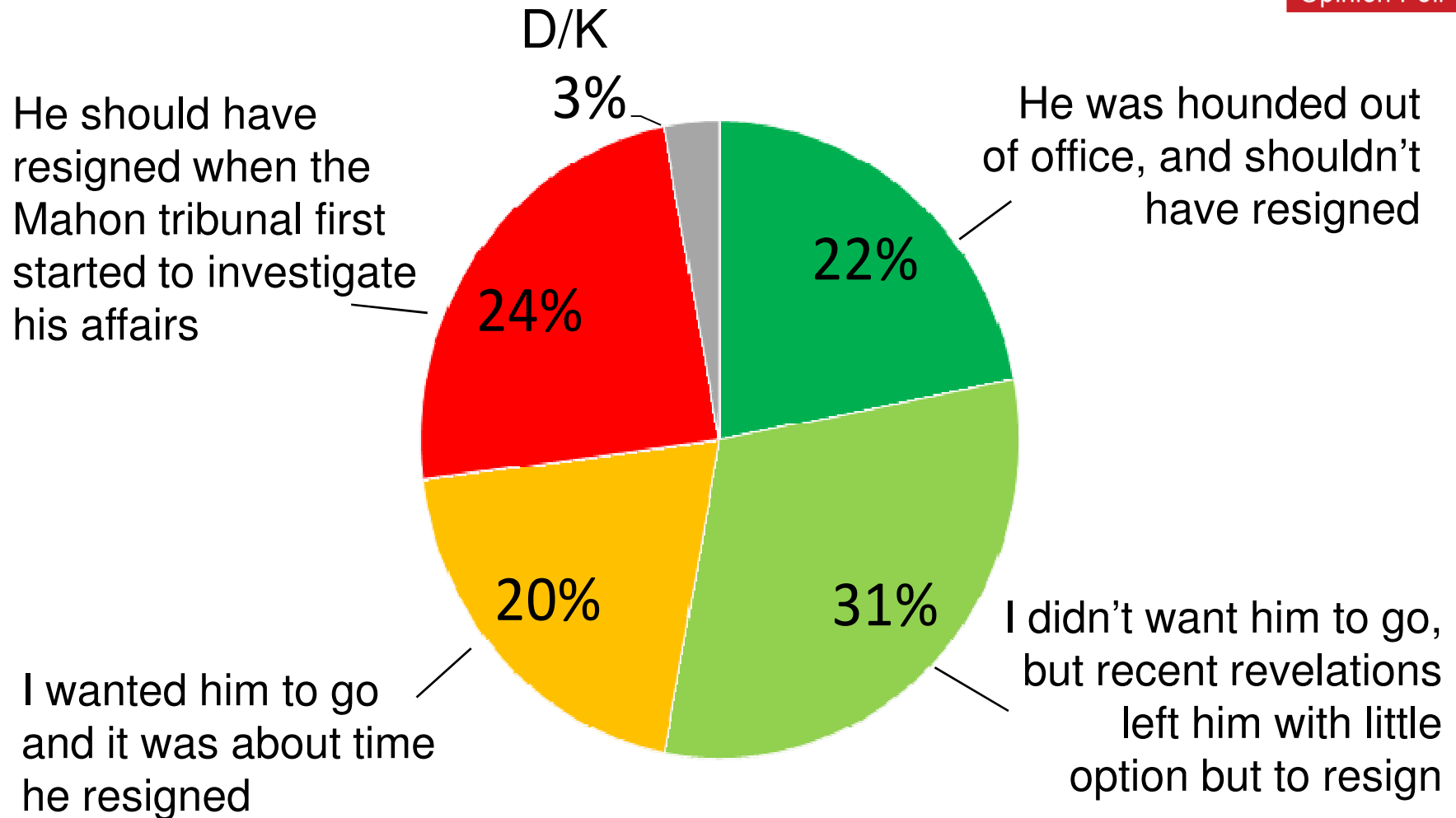
If there were a *general election* tomorrow, to which party or independent candidate would give your first preference vote?

(Base: All adults 18+)



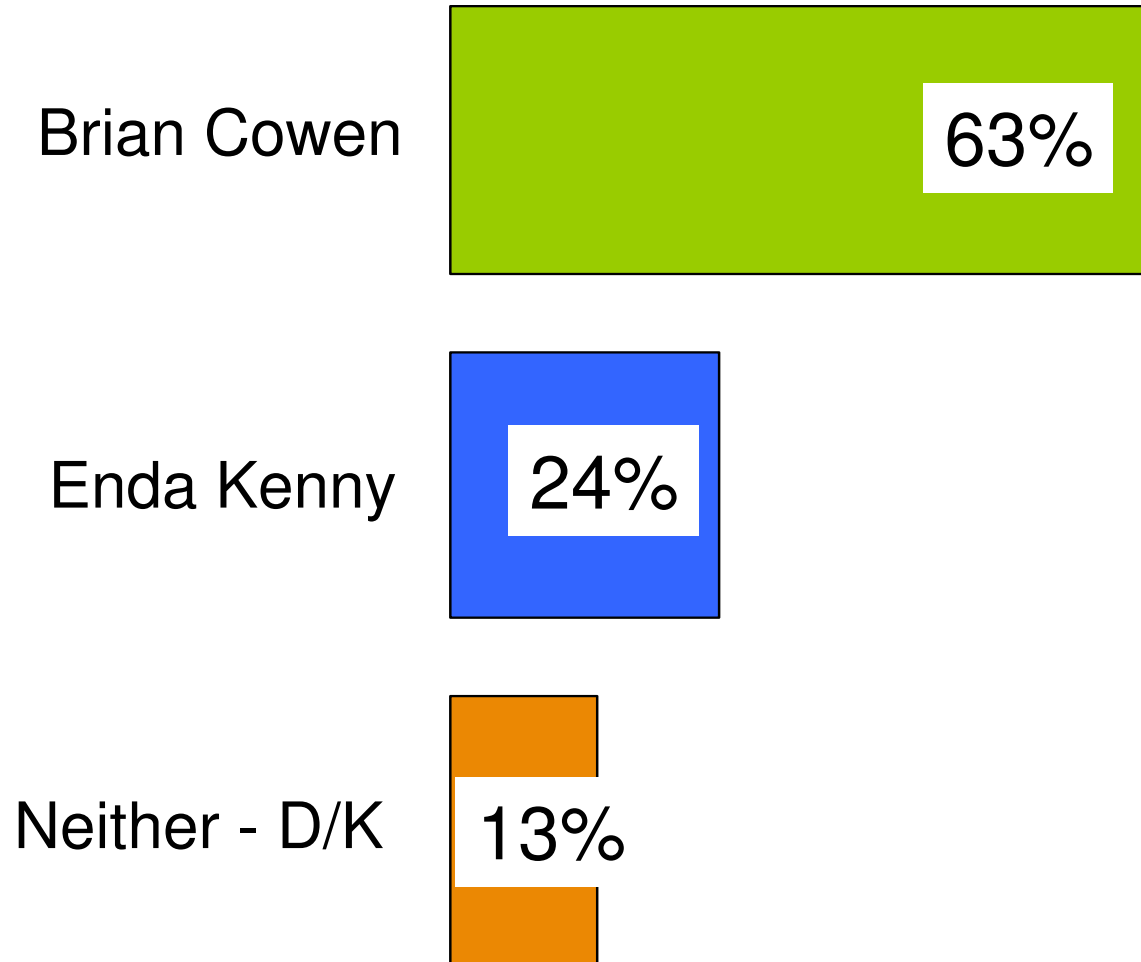
Reaction to Bertie Ahern's Resignation

(Base: All adults 18+)



Who would make a better Taoiseach, Brian Cowen or Enda Kenny?

(Base: All Adults 18 +)



Impact of Brian Cowen becoming Taoiseach having on likelihood to vote for Fianna Fail

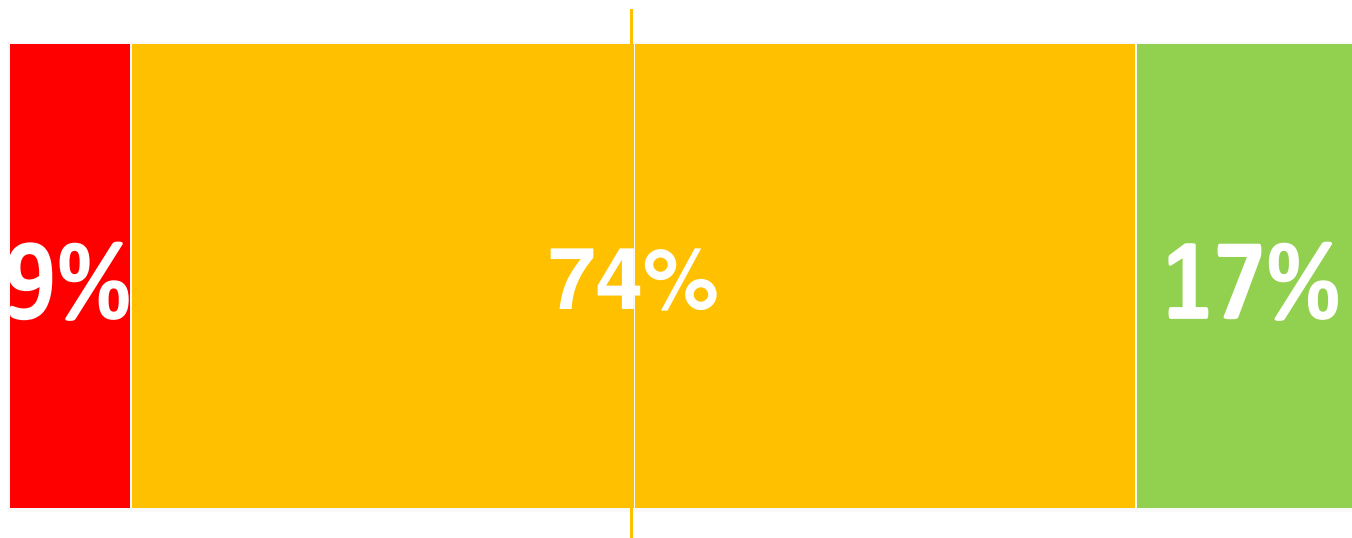
(Base: All adults 18+)



Less Likely

Make no Difference

More Likely



If at the next general election Brian Cowen was leader of Fianna Fail, and all the other leaders remained the same, who would you give your first preference vote to?

(Base: All adults WHO WILL VOTE 18+)

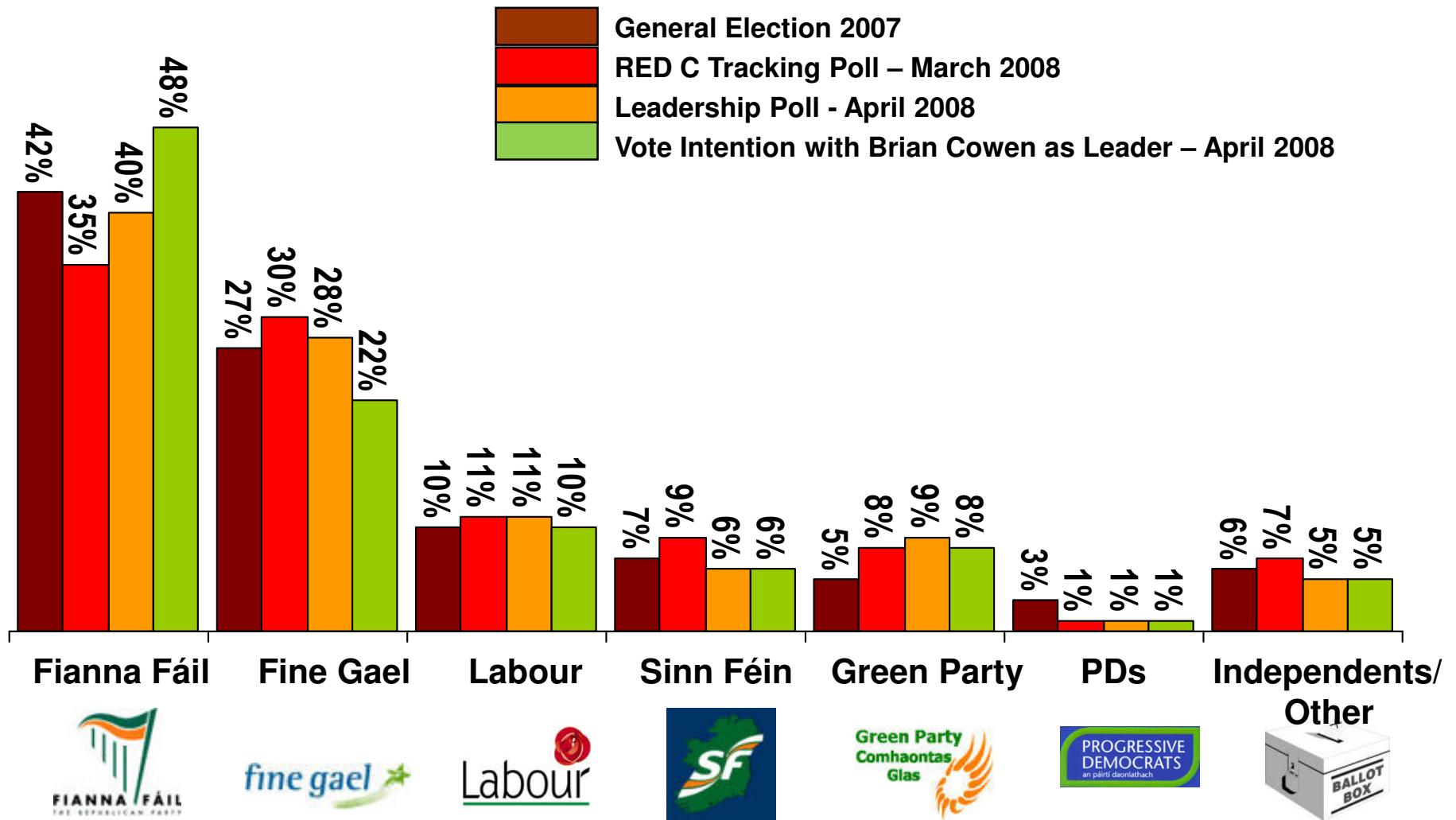


Image of Brian Cowen among the Electorate

(Base: All adults 18+)

