

**CBS NEWS POLL**

**For release: Wednesday, September 3, 2008**

**6:30 pm (EDT)**

**VIEWS ON SARAH PALIN**

September 1-2, 2008

Margin of Error: 4 points

Over the weekend, even after she was named by John McCain as his running mate-to-be, Sarah Palin was still an unknown quantity to most Americans. 66% had no opinion of her in the CBS News Poll. Even today, in polling completed Monday and Tuesday, she remains an unknown quantity to most. 60% have no opinion about her.

But those with an opinion are favorable.

**OPINION OF PALIN (Among registered voters)**

	9/1-2	8/29-31/2008
Favorable	26%	22%
Not favorable	13	11
Undecided/Don't know enough yet	60	66

Republicans are fans of Palin, though Democrats are not.

More than one in four voters - whether they are Republican, Democrat or Independent-- who have been interviewed since the naming of Palin have said that the Vice Presidential choices will matter this year.

But few voters say that having Palin on the Republican ticket will change their vote much. Just 14% say they are more likely to vote for McCain as a result of having Palin on the ticket, while about as many say they are less likely to do so. 68% say it won't make a difference in their vote.

**SELECTION OF PALIN AFFECT VOTE? (Among registered voters)**

	9/1-2	8/29-31/2008
More likely McCain	14%	13%
Less likely McCain	13	11
No difference	68	72

As of right now, Joe Biden may be slightly more of an asset to the Democratic ticket than Palin, before her acceptance speech tonight, is to hers. 74% of voters say he makes no impact on their decision to vote for or against Barack Obama, but those who say it will matter are three times as likely to say Biden will make them vote for Obama rather than against Obama. Democratic identifiers are especially likely to say this.

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This poll was conducted among a random sample of 613 adults nationwide, including 540 registered voters, interviewed by telephone September 1-2, 2008. Phone numbers were dialed from RDD samples of both standard land-lines and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points; for registered voters the sampling error could be plus or minus four percentage points. The error for subgroups is higher.

**CBS NEWS POLL**  
**Views on Sarah Palin**  
**September 1-2, 2008**

q26 Is your opinion of Sarah Palin favorable, not favorable, undecided, or haven't you heard enough about Sarah Palin yet to have an opinion?

	TOTAL	8/29-8/31
	%	%
Favorable	26	22
Not favorable	13	11
Undecided	15	7
Haven't heard enough	45	59
Refused	1	1

q31 Does John McCain naming Sarah Palin as his vice-presidential running mate make a difference in whether or not you will vote for John McCain in November?  
IF YES, ASK: Does having Sarah Palin on the ticket make you more likely or less likely to vote for John McCain in November?

More likely	14	13
Less likely	13	11
Makes no difference	68	72
DK/NA	5	4

Total Respondents: 613  
Total Registered Voters: 540