



CBS NEWS POLL
 For release: Monday, January 18, 2010
 6:30 PM (EST)

SARAH PALIN AND THE TEA PARTY MOVEMENT
 January 14-17, 2010

Former Alaska Governor Sarah Palin, who may address a Tea Party gathering early next month, is viewed negatively in this poll -- as she has been since last year. Her book tour has not improved overall views of her, and most Republicans say they would not want her to run for President in 2012.

She is a little better-known now than she was last fall, and both favorable and unfavorable ratings of her have increased slightly.

VIEWS OF SARAH PALIN

	Now	11/2009	7/2009
Favorable	26%	23%	23%
Not favorable	41	38	37
Undecided/ Haven't heard	32	37	39

Conservatives are the only ideological group that holds net positive views of her; just under half do, while a quarter are unfavorable and a quarter of conservatives are undecided.

VIEWS OF SARAH PALIN

	All	Liberals	Moderates	Conservatives
Favorable	26%	16%	15%	46%
Not favorable	41	58	47	26
Undecided/ Haven't heard	32	25	37	27

43% of Republicans have a favorable opinion of her. Independents are divided, with 30% holding favorable views and 35% unfavorable.

A large majority of Americans, seven in ten, say they do not want Sarah Palin to run for President. 56% of Republicans also do not want the former VP nominee to seek the office.

WOULD YOU WANT TO SEE SARAH PALIN RUN FOR PRESIDENT?

	All	Reps	Dems	Inds
Yes	21%	30%	8%	25%
No	71	56	88	65

While favorable toward her, conservatives, specifically, also do not want to see Palin run in 2012: 58% of conservatives say she should not.

THE TEA PARTY MOVEMENT

The Tea Party may still be too nascent a movement to have registered yet with most Americans; seven in ten have no opinion of it so far. Among those who have heard of it, 18% are favorable and 12% are unfavorable.

Conservatives are by far the most positive; liberals are the most negative.

	VIEWS OF THE TEA PARTY MOVEMENT			
	All	Liberals	Moderates	Conservatives
Favorable	18%	10%	9%	35%
Unfavorable	12	28	11	5
Undecided/ Haven't heard	69	61	78	61

Half of those who have heard of the movement - many of whom are conservatives - say it reflects the views of all Americans. Four in ten do not.

DOES TEA PARTY REFLECT VIEWS OF MOST AMERICANS?

(Among those who've heard of Tea Party)

Yes	46%
No	40

This poll was conducted among a random sample of 1,090 adults nationwide, interviewed by telephone January 14-17, 2010. Phone numbers were dialed from random digit dial samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher.

This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

CBS News Poll
Sarah Palin and the Tea Party Movement
January 14-17, 2010

q41 Is your opinion of the Tea Party movement favorable, not favorable, undecided, or haven't you heard enough about the Tea Party movement yet to have an opinion?

	** TOTAL RESPONDENTS **			
	*** Party ID ***			
	Total	Rep	Dem	Ind
	%	%	%	%
Favorable	18	30	3	25
Not favorable	12	5	20	10
Undecided	11	16	8	10
Haven't heard enough	58	49	69	55
Refused	1	0	0	0

q42-45 SEPARATE RELEASE

q46 Is your opinion of Sarah Palin favorable, not favorable, undecided, or haven't you heard enough about Sarah Palin yet to have an opinion?

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					%
Favorable	26	43	8	30	23
Not favorable	41	14	69	35	38
Undecided	19	25	13	20	20
Haven't heard enough	13	16	10	14	17
Refused	1	2	0	1	2

q47 Would you like to see Sarah Palin run for president of the United States in 2012, or not?

Would	21	30	8	25	24
Would not	71	56	88	65	66
DK/NA	8	14	4	10	10

q48-49 BLANK

q50 Regardless of your opinion, do you think the views of people involved in the Tea Party movement generally reflect the views of most Americans, or not?

	** THOSE WHO HAVE HEARD OF THE TEA PARTY MOVEMENT **			
Reflect most Americans	46	58	19	53
Do not reflect most Americans	40	23	65	37
Both/Some do (Vol.)	4	5	3	3
DK/NA	10	14	13	7

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	1,090	
Total Republicans	311	302 (28%)
Total Democrats	361	389 (36%)
Total Independents	418	399 (33%)