



CBS NEWS POLL

For release: Monday, November 16, 2009

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AMERICANS' VIEWS OF SARAH PALIN

November 13-15, 2009

As former Vice Presidential candidate Sarah Palin prepares for her book tour, she continues to receive net negative ratings from the American public. Most do not want to see her run for president, and a majority is skeptical that she has the ability to serve as president effectively. And while Sarah Palin is viewed favorably overall by Republicans, their opinions are mixed when it comes to her possible presidential ambitions.

23% of Americans now hold a favorable view of Sarah Palin, but more - 38% - view her unfavorably. These numbers are similar to opinions held by Americans last summer, when Palin announced she was resigning as Governor of Alaska. A sizable number continue to be undecided or say they haven't heard enough about her to offer an opinion.

VIEWS OF SARAH PALIN

	Now	7/2009
Favorable	23%	23%
Not favorable	38	37
Undec/haven't heard enough	37	39

Sarah Palin is a polarizing figure. She is popular among members of her own political party - 52% of Republicans view the former Alaska governor favorably - but 57% of Democrats have an unfavorable opinion of her. Independents also have a net negative view of Palin. 41% of conservatives view her positively, as do 47% of white evangelicals.

VIEWS OF SARAH PALIN - BY POLITICAL PARTY

	Rep	Dem	Ind
Favorable	52%	4%	21%
Not favorable	16	57	36
Undec/haven't heard enough	32	37	40

Two in three Americans would not like to see Sarah Palin run for president in 2012, while a quarter would like her to enter the race. Republicans are divided as to whether they want Palin to run: 48% don't want her to, while 44% want to see her run. Among white evangelicals, who often vote in strong numbers in Republican primaries, views are also mixed: 48% would like Sarah Palin to run for president in 2012, but 42% would not.

WOULD YOU LIKE SARAH PALIN TO RUN FOR PRESIDENT IN 2012?

	All	Rep	Dem	Ind	Conservatives	White evangelicals
Yes	24%	44%	9%	26%	41%	48%
No	66	48	83	62	50	42

Whether Sarah Palin decides to throw her hat in the ring or not, most Americans (62%) do not think she would have the ability to be an effective president; just 26% think she would. The public's views are similar to what they were last summer.

43% of Republicans think the former Vice Presidential candidate would be an effective president, up 10 points from last summer, but 39% of them are not convinced.

Among white evangelicals, half think Palin would be an effective president and 46% of conservatives agree.

WOULD PALIN HAVE THE ABILITY TO BE AN EFFECTIVE PRESIDENT?

	All	Rep	Dem	Ind	Conservatives	White Evangelicals
Yes	26%	43%	11%	29%	46%	50%
No	62	39	84	58	43	37

This poll was conducted among a random sample of 873 adults nationwide, interviewed by telephone November 13-15, 2009. 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.

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q15 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 RESPONDENTS **				
	Total	Rep	Dem	Ind	Jul09a
	%	%	%	%	%
Favorable	23	52	4	21	23
Not favorable	38	16	57	36	37
Undecided	20	22	19	20	22
Haven't heard enough	17	10	18	20	17
Refused	2	0	2	3	1

q16 Would you like to see Sarah Palin run for president of the United States in 2012, or not?

Would	24	44	9	26
Would not	66	48	83	62
DK/NA	16	8	8	12

q17 Do you think Sarah Palin would have the ability to be an effective President?

Yes	26	43	11	29	22
No	62	39	84	58	65
DK/NA	12	18	5	13	13

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	873	
Total Republicans	238	212
Total Democrats	294	307
Total Independents	341	354