



CBS NEWS POLL
For Release: Monday, July 13, 2009
6:30 pm (EDT)

REACTION TO SARAH PALIN'S RESIGNATION
July 9-12, 2009

Americans think Sarah Palin is resigning from her position as Alaska's Governor for political reasons, but there is great skepticism about her potential to be an effective president. In the wake of her announcement, fewer Americans hold favorable views of her than did last fall. And two in three Americans, including most Republicans, say Palin would not have the ability to be an effective president.

52% say Governor Palin is resigning because she thinks it is better for her political career, while just a quarter agree with her stated claim that her resignation would be better for Alaska. Republicans are divided about her motive, while most Democrats believe it is to advance her political career.

IS PALIN RESIGNING BECAUSE SHE THINKS IT IS BETTER FOR...?

	All	Rep	Dem	Ind
Political career	52%	36%	64%	52%
Alaska	24	31	20	22
Don't know	14	21	6	16

Most Americans (67%) are paying at least some attention to this recent news about Sarah Palin, including about a third who have heard or read a lot about it. Democrats, not her fellow Republicans, are more likely to have heard a lot about the Palin news.

Today, only 23% of Americans (and 26% of registered voters) hold a favorable view of Sarah Palin. More - 37% - view her unfavorably. Just prior to the November presidential election, registered voters' opinions were divided. Now, a sizable number of them (36%) are undecided or say they haven't heard enough about her - a higher number than last fall.

VIEWS OF SARAH PALIN

	-- Now --		-- 11/2008 --
	All	Reg. Voters	Reg. Voters
Favorable	23%	26%	37%
Not favorable	37	37	37
Undec/haven't heard enough	39	36	25

Republicans (38%), conservatives (38%) and white evangelicals (35%) hold positive ratings of Governor Palin. 56% of Democrats view her unfavorably. One striking finding -- 45% of Republicans say they are undecided or haven't heard enough about Palin to offer an opinion, compared to just 31% of Democrats.

VIEWS OF SARAH PALIN - BY PARTY ID

	All	Rep	Dem	Ind
Favorable	23%	38%	11%	24%
Not favorable	37	15	56	33
Undecided/haven't heard enough	39	45	31	42

The public is divided on whether they think Sarah Palin will run for President in 2012: 43% say she won't, while 39% think she will. Both Republicans and Democrats are split.

WILL PALIN RUN FOR PRESIDENT IN 2012?

	All	Rep	Dem	Ind
Yes	39%	36%	40%	41%
No	43	39	45	43
Don't know	18	25	15	16

Whether Sarah Palin runs in 2012 or not, right now most Americans do not think she would have the ability to be an effective president. Majorities of Republicans, Democrats and independents say this. In the fall of 2008, a majority of voters did not think Palin could be an effective president, if that was necessary - but more than - 37% - thought she could. The change is even more striking among Republicans. Last fall 71% of Republican registered voters thought she could be an effective president if that became necessary. Now just 33% think she has that ability.

WOULD PALIN HAVE THE ABILITY TO BE AN EFFECTIVE PRESIDENT?

	All	Rep	Dem	Ind
Yes	22%	33%	6%	30%
No	65	51	86	55

Sarah Palin has been critical of her coverage in the media, and this poll finds that more Americans say the media have been harder on her (46) rather than easier (7%). 44% say the media have treated her the same as other political figures.

During the presidential campaign, 54% of voters said the media was harder on Palin compared to the other candidates. Only 29% thought she was treated the same.

MEDIA TREATMENT OF PALIN COMPARED TO OTHER POLITICAL FIGURES

	All	9/2008*
Harder	46%	54%
Easier	7	10
Same	44	29
*Among voters		

This poll was conducted among a random sample of 944 adults nationwide, interviewed by telephone July 9-12, 2009. Phone numbers were dialed from 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

Reaction to Sarah Palin's Resignation

July 9-12, 2009

q34 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 **					
	*** Party ID ***				Reg. Voters
	Total	Rep	Dem	Ind	Oct08i
	%	%	%	%	%
Favorable	23	38	11	24	37
Not favorable	37	15	56	33	37
Undecided	22	25	22	21	16
Haven't heard enough	17	20	9	21	9
Refused	1	2	2	1	1

q35 How much have you heard or read about Sarah Palin, the former Republican nominee for vice president, resigning from her position as Governor of Alaska -- a lot, some, not much, or nothing at all?

A lot	31	30	41	24
Some	36	40	35	36
Not much	23	25	13	30
Nothing at all	9	6	10	10
DK/NA	1	0	1	0

q36 Do you think Sarah Palin is resigning as Governor of Alaska more because she thinks it is better for her political career or more because she thinks it is better for Alaska?

Better for political career	52	36	64	52
Better for Alaska	24	31	20	22
Both (vol.)	2	5	1	2
Neither/Something else (vol.)	8	7	9	8
DK/NA	14	21	6	16

q37 Compared to the way the news media have treated other political figures, have the news media been harder on Sarah Palin, easier on Sarah Palin, or have they treated her the same as other political figures?

					Reg. Voters Sep08a*
Harder	46	66	31	47	54
Easier	7	1	10	9	10
Same	44	29	56	41	29
DK/NA	3	4	3	3	7

*Varied wording: Compared to the way the news media have treated **other candidates**, have the news media been harder on Sarah Palin, easier on Sarah Palin, or have they treated her the same as **other candidates**?

q38 Do you think Sarah Palin would have the ability to be an effective President?

** TOTAL RESPONDENTS **					
*** Party ID ***					Reg. Voters
	Total	Rep	Dem	Ind	Oct08a*
	%	%	%	%	%
Yes	22	33	6	30	37
No	65	51	86	55	53
DK/NA	13	16	8	15	10
*Varied wording: Do you think Sarah Palin has the ability to be an effective President, if necessary ?					

q39 Do you think Sarah Palin will run for president of the United States in 2012?

Yes	39	36	40	41
No	43	39	45	43
DK/NA	18	25	15	16

	<u>Unweighted</u>	<u>Weighted</u>	
Total Respondents	944		
Total Republicans	256	220	(23%)
Total Democrats	314	332	(35%)
Total Independents	374	392	(42%)