

**FOR IMMEDIATE RELEASE**

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**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Mixed Messages in Palin Numbers**

**Raleigh, N.C.** – Sarah Palin has seen a slight increase in the percentage of American voters viewing her favorably since her resignation last week, but a majority of them also say that her decision makes them less likely to support her in a possible future Presidential bid and that she is not fit to hold that office.

46% of voters nationally have a favorable opinion while 45% see her in negative light. In monthly PPP surveys conducted between April and June her popularity was at 42 or 43%. Most of her gain since the most recent survey has come among Republican voters, 79% of whom now say they have a positive opinion of her.

At the same time just 37% of Americans now say they believe Palin is fit to be President, while 55% say she is not. And while her move last week may not have hurt her overall favorability, it does seem to have negatively impacted voters' inclination to some day put her in the White House. 57% of respondents said her resignation makes them less likely to support her in a future Presidential bid.

“It’s not surprising Palin’s overall favorability numbers haven’t declined since most folks inclined to dislike her already did before she announced she was resigning as Governor,” said Dean Debnam, President of Public Policy Polling. “But even among people with a positive opinion of her this move seems to have raised some questions about her judgment such that a majority of Americans don’t think she’s fit to be President.”

Even among Republicans only 68% say Palin would be a good match for the Presidency, and among moderates that number is down below 20%. Her greatest level of popularity is in the south.

PPP conducted a national survey of 923 voters on July 6<sup>th</sup> and 7<sup>th</sup>. The survey’s margin of error is +/-3.2%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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## National Poll

**Q1** Do you have a favorable or unfavorable opinion of Sarah Palin? If favorable, press 1. If unfavorable, press 2. If you're not sure, press 3.

*Favorable*.....46% *Not Sure*..... 9%  
*Unfavorable* .....45%

**Q2** Do you think that Sarah Palin is fit to be President? If yes, press 1. If no, press 2. If you're not sure, press 3.

*Yes*..... 37% *Not Sure*..... 8%  
*No* ..... 55%

**Q3** Did Sarah Palin's announcement that she will resign part way through her term as Governor of Alaska make you more or less likely to support her in a possible future campaign for President? If more likely, press 1. If less likely, press 2. If you're not sure, press 3.

*More Likely* ..... 30%  
*Less Likely*..... 57%  
*Not Sure*..... 14%

**Q4** Do you consider yourself to be liberal, moderate, or conservative? If liberal, press 1. If moderate, press 2. If conservative, press 3.

*Liberal*..... 23%  
*Moderate*..... 37%  
*Conservative*..... 41%

**Q5** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 55%  
*Man*..... 45%

**Q6** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

*Democrat*..... 41%  
*Republican*..... 37%  
*Other*..... 23%

**Q7** If you are white, press 1. If you are African-American, press 2. If other, press 3.

*White* ..... 76%  
*African-American* ..... 13%  
*Other*..... 10%

**Q8** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 15%  
*30 to 45*..... 23%  
*46 to 65*..... 41%  
*Older than 65*..... 21%

**Q9** If you live in the Northeast, press 1. If the Midwest, press 2. If the South, press 3. If the West, press 4.

*Northeast*..... 20%  
*Midwest* ..... 25%  
*South* ..... 33%  
*West* ..... 22%





	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Palin Favorability</b>				
Favorable	45%	20%	27%	77%
Unfavorable	45%	74%	59%	17%
Not Sure	9%	6%	14%	7%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Palin fit to be President</b>				
Yes	37%	11%	19%	67%
No	55%	82%	71%	26%
Not Sure	8%	8%	9%	8%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Effect of Palin Resignation on Future Support for President</b>				
More Likely	30%	15%	18%	49%
Less Likely	56%	81%	70%	31%
Not Sure	14%	5%	12%	20%

	Base	Gender	
		Woman	Man
<b>Palin Favorability</b>			
Favorable	46%	43%	48%
Unfavorable	45%	49%	40%
Not Sure	9%	7%	12%





	Base	Gender	
		Woman	Man
<b>Palin fit to be President</b>			
<b>Yes</b>	37%	32%	43%
<b>No</b>	55%	59%	50%
<b>Not Sure</b>	8%	9%	7%

	Base	Gender	
		Woman	Man
<b>Effect of Palin Resignation on Future Support for President</b>			
<b>More Likely</b>	30%	29%	31%
<b>Less Likely</b>	57%	56%	57%
<b>Not Sure</b>	14%	15%	12%

	Base	Party		
		Democrat	Republican	Other
<b>Palin Favorability</b>				
<b>Favorable</b>	46%	15%	79%	45%
<b>Unfavorable</b>	45%	75%	16%	38%
<b>Not Sure</b>	9%	9%	5%	16%

	Base	Party		
		Democrat	Republican	Other
<b>Palin fit to be President</b>				
<b>Yes</b>	37%	8%	68%	39%
<b>No</b>	55%	86%	24%	50%
<b>Not Sure</b>	8%	6%	8%	12%





	Base	Party		
		Democrat	Republican	Other
<b>Effect of Palin Resignation on Future Support for President</b>				
<b>More Likely</b>	<b>30%</b>	15%	48%	26%
<b>Less Likely</b>	<b>57%</b>	80%	32%	54%
<b>Not Sure</b>	<b>14%</b>	5%	20%	20%

	Base	Race		
		White	African-American	Other
<b>Palin Favorability</b>				
<b>Favorable</b>	<b>46%</b>	49%	15%	55%
<b>Unfavorable</b>	<b>45%</b>	41%	69%	41%
<b>Not Sure</b>	<b>9%</b>	9%	16%	4%

	Base	Race		
		White	African-American	Other
<b>Palin fit to be President</b>				
<b>Yes</b>	<b>37%</b>	38%	15%	53%
<b>No</b>	<b>55%</b>	52%	82%	43%
<b>Not Sure</b>	<b>8%</b>	10%	3%	4%

	Base	Race		
		White	African-American	Other
<b>Effect of Palin Resignation on Future Support for President</b>				
<b>More Likely</b>	<b>30%</b>	31%	17%	39%
<b>Less Likely</b>	<b>57%</b>	53%	83%	47%
<b>Not Sure</b>	<b>14%</b>	16%	-	15%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Palin Favorability</b>					
Favorable	46%	43%	48%	45%	47%
Unfavorable	45%	50%	42%	48%	40%
Not Sure	9%	7%	10%	7%	14%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Palin fit to be President</b>					
Yes	37%	29%	36%	41%	35%
No	55%	64%	57%	54%	48%
Not Sure	8%	7%	7%	4%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Effect of Palin Resignation on Future Support for President</b>					
More Likely	30%	29%	25%	30%	35%
Less Likely	57%	64%	54%	59%	49%
Not Sure	14%	7%	21%	11%	16%

	Base	Region			
		Northeast	Midwest	South	West
<b>Palin Favorability</b>					
Favorable	46%	51%	35%	53%	41%
Unfavorable	45%	43%	53%	37%	50%
Not Sure	9%	6%	12%	10%	9%





	Base	Region			
		Northeast	Midwest	South	West
<b>Palin fit to be President</b>					
<b>Yes</b>	37%	34%	33%	43%	35%
<b>No</b>	55%	54%	60%	48%	61%
<b>Not Sure</b>	8%	11%	7%	10%	5%

	Base	Region			
		Northeast	Midwest	South	West
<b>Effect of Palin Resignation on Future Support for President</b>					
<b>More Likely</b>	30%	25%	25%	38%	27%
<b>Less Likely</b>	57%	59%	57%	54%	58%
<b>Not Sure</b>	14%	17%	17%	8%	16%

