



## **Sarah Palin's Political Future**

\*\*\* Complete Tables for Poll Appended \*\*\*

**For Immediate Release: Tuesday, August 18, 2009**

Contact: Lee M. Miringoff  
Barbara L. Carvalho  
Mary E. Azzoli  
Marist College  
845.575.5050

### **This Marist Poll Reports:**

#### **2012 Prospects: Palin a Force in GOP But Not Within General Electorate**

Former Alaska Governor Sarah Palin may still be making news headlines, but the U.S. electorate has news for her. If the 2012 presidential election were held today and she were the Republican candidate, Palin would not defeat President Barack Obama. In fact, the president would win the election by a considerable margin.

56% of U.S. registered voters report they would cast their ballot for the president while 33% would vote for Palin. It's probably not a shock that public opinion divides along party lines. 92% of Democrats would support Obama in this hypothetical contest while 73% of Republicans would back Palin. Although President Obama does not receive a majority of Independents in this matchup, Obama does win nearly half -- 49% -- of this key voting group. Palin receives 34% of their support.

#### **No Clear Republican Frontrunner for 2012...Decision to Resign Hurt Palin, Say Voters**

While Sarah Palin's resignation from office has fueled further speculation about a 2012 presidential run, Republicans aren't giving her a free pass. In fact, when Republicans including Independents who lean toward the GOP were asked who they would support if the 2012 Republican presidential primary were held today, 21% report they would back former Massachusetts Governor Mitt Romney. 20% would support Palin, and 19% would vote for former Arkansas Governor Mike Huckabee. Further down in the pack are former Speaker of the House Newt Gingrich with 10%, Louisiana Governor Bobby Jindal with 5% and Minnesota Governor Tim Pawlenty with 1%. 24% of Republicans including leaners are unsure.

Palin's decision to step down from office did not help her cause. In fact, voters say her action hurt her prospects for a presidential bid. 61% of the national electorate thought Palin's resignation was a bad political move while just 15% report it helps her political aspirations. The self-proclaimed "soccer mom" doesn't even gain the affirmation of her own party. A

slim majority of Republicans -- 51% -- think Palin's stepping down hurt her political future. 69% of Democrats and 61% of Independents agree.

When it comes to Sarah Palin's overall favorability, newly-minted private citizen Palin has some damage control to do. 43% of the U.S. electorate views her *unfavorably* compared with 37% who think positively of her. 20% are unsure.

However, Palin does have some considerable clout within her own party. Nearly three-quarters of Republicans -- 73% -- think well of Palin compared with 16% who have the opposite opinion. Palin currently does not fare well with voters across the aisle. Just 11% of Democrats hold her in high esteem.

# Marist Poll August 2009

## National Tables

### **Nature of the Sample: 938 U.S. Residents**

This survey of 938 United States residents was conducted on August 3<sup>rd</sup> through August 6<sup>th</sup>, 2009. Residents 18 years of age and older were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant at  $\pm 3.2\%$ . There are 854 registered voters. The results for this subset are statistically significant at  $\pm 3.5\%$ . There are 310 Republicans Including Republican Leaning Independents. The results for this subset are statistically significant at  $\pm 5.5\%$ . The error margin increases for cross-tabulations.

		Registered Voters		
		If the 2012 presidential election were held today, whom would you support if the candidates are:		
		Barack Obama, the Democratic candidate	Sarah Palin, the Republican candidate	Unsure
		Row %	Row %	Row %
<b>Registered Voters</b>		56%	33%	11%
<b>Party ID</b>	Democrat	92%	4%	4%
	Republican	20%	73%	7%
	Independent	49%	34%	17%
<b>Region</b>	Northeast	67%	24%	9%
	Midwest	62%	32%	6%
	South	49%	38%	13%
	West	55%	33%	12%
<b>Household Income</b>	Less than \$50,000	57%	30%	12%
	\$50,000 or more	58%	34%	8%
<b>Education</b>	Not college graduate	53%	34%	13%
	College graduate	62%	30%	7%
<b>Race</b>	White	50%	40%	10%
	African American	99%	1%	0%
	Latino	62%	27%	11%
<b>Age</b>	18 to 29	69%	27%	4%
	30 to 44	58%	30%	12%
	45 to 59	55%	36%	9%
	60 or older	51%	36%	13%
<b>Gender</b>	Men	54%	36%	10%
	Women	58%	30%	11%

Marist Poll National Registered Voters "N=854 MOE +/- 3.5%" Totals may not add to 100 due to rounding.

		<b>Republicans Including Republican Leaning Independents</b>						
		<b>If the 2012 Republican presidential primary were held today, whom would you support if the candidates are:</b>						
		<b>Newt Gingrich</b>	<b>Mike Huckabee</b>	<b>Bobby Jindal</b>	<b>Sarah Palin</b>	<b>Tim Pawlenty</b>	<b>Mitt Romney</b>	<b>Unsure</b>
		<b>Row %</b>	<b>Row %</b>	<b>Row %</b>	<b>Row %</b>	<b>Row %</b>	<b>Row %</b>	<b>Row %</b>
<b>Republicans Including Republican Leaning Independents</b>		10%	19%	5%	20%	1%	21%	24%
<b>Household Income</b>	<b>Less than \$50,000</b>	10%	20%	7%	20%	1%	18%	24%
	<b>\$50,000 or more</b>	11%	17%	5%	18%	0%	29%	19%
<b>Education</b>	<b>Not college graduate</b>	9%	22%	5%	21%	1%	18%	24%
	<b>College graduate</b>	13%	13%	6%	16%	1%	28%	23%
<b>Age</b>	<b>Under 45</b>	5%	24%	5%	19%	0%	19%	28%
	<b>45 or older</b>	14%	16%	5%	20%	1%	22%	22%
<b>Gender</b>	<b>Men</b>	12%	16%	6%	18%	1%	29%	18%
	<b>Women</b>	8%	22%	4%	21%	1%	14%	30%

**Marist Poll National Republicans Including Republican Leaning Independents "N=310 MOE +/- 5.5%" Totals may not add to 100 due to rounding.**

		Registered Voters			
		Do you think Sarah Palin's decision to resign as governor of Alaska before her term was up will help or hurt her running for president in 2012?			
		Help	Hurt	Makes no difference	Unsure
		Row %	Row %	Row %	Row %
<b>Registered Voters</b>		15%	61%	11%	13%
<b>Party ID</b>	Democrat	9%	69%	9%	13%
	Republican	20%	51%	12%	17%
	Independent	17%	61%	12%	10%
<b>Region</b>	Northeast	17%	59%	6%	17%
	Midwest	13%	64%	12%	11%
	South	16%	60%	13%	11%
	West	14%	58%	12%	16%
<b>Household Income</b>	Less than \$50,000	13%	60%	11%	16%
	\$50,000 or more	16%	63%	11%	10%
<b>Education</b>	Not college graduate	14%	58%	13%	15%
	College graduate	15%	67%	9%	9%
<b>Race</b>	White	14%	64%	11%	11%
	African American	15%	58%	5%	22%
	Latino	15%	52%	19%	14%
<b>Age</b>	18 to 29	5%	81%	6%	8%
	30 to 44	13%	64%	10%	13%
	45 to 59	21%	55%	13%	11%
	60 or older	15%	54%	15%	16%
<b>Gender</b>	Men	18%	59%	11%	12%
	Women	13%	62%	12%	14%

Marist Poll National Registered Voters "N=854 MOE +/- 3.5%" Totals may not add to 100 due to rounding.

		Registered Voters		
		Overall, do you have a favorable or unfavorable impression of Sarah Palin. If you are unsure how to rate her or have never heard of her, please say so.		
		Favorable	Unfavorable	Unsure/Never heard of
		Row %	Row %	Row %
<b>Registered Voters</b>		37%	43%	20%
<b>Party ID</b>	Democrat	11%	71%	18%
	Republican	73%	16%	12%
	Independent	36%	37%	26%
<b>Region</b>	Northeast	27%	51%	22%
	Midwest	34%	47%	20%
	South	46%	35%	20%
	West	33%	47%	20%
<b>Household Income</b>	Less than \$50,000	35%	41%	25%
	\$50,000 or more	38%	48%	14%
<b>Education</b>	Not college graduate	39%	36%	26%
	College graduate	33%	56%	11%
<b>Race</b>	White	42%	43%	15%
	African American	11%	47%	42%
	Latino	29%	51%	21%
<b>Age</b>	18 to 29	31%	52%	18%
	30 to 44	32%	48%	20%
	45 to 59	40%	38%	22%
	60 or older	40%	39%	21%
<b>Gender</b>	Men	43%	40%	17%
	Women	31%	46%	23%

Marist Poll National Registered Voters "N=854 MOE +/- 3.5%" Totals may not add to 100 due to rounding.