



Interviews with 1,038 adult Americans, conducted by telephone by Opinion Research Corporation on October 16-18, 2009. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points.

FOR RELEASE: WEDNESDAY, OCTOBER 28 AT 9 AM

BASED ON ALL RESPONDENTS -- SAMPLING ERROR: +/- 3 PERCENTAGE POINTS.

4. We'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. (RANDOM ORDER)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>Never Heard of</u>	<u>No Opinion</u>
Sarah Palin				
October 16-18, 2009	42%	51%	3%	4%
July 31-Aug. 3, 2009	39%	48%	5%	8%
May 14-17, 2009	46%	43%	4%	7%
November 6-9, 2008	49%	43%	2%	6%
October 17-19, 2008 (RV)	51%	41%	2%	6%
October 3-5, 2008 (RV)	52%	40%	3%	5%
Sept. 19-21, 2008 (RV)	53%	35%	4%	7%
Sept. 5-7, 2008 (RV)	57%	27%	6%	10%
Aug. 29-31, 2008 (RV)	38%	21%	20%	21%
Former Massachusetts Governor Mitt Romney				
October 16-18, 2009	36%	26%	17%	20%
May 14-17, 2009	42%	29%	12%	17%
July 27-29, 2008	41%	32%	13%	13%
February 1-3, 2008	38%	38%	9%	14%
January 9-10, 2008	31%	39%	11%	19%
September 7-9, 2007	28%	28%	24%	19%
June 22-24, 2007	27%	23%	26%	24%
March 9-11, 2007	18%	18%	42%	22%
Former Arkansas Governor Mike Huckabee				
October 16-18, 2009	43%	26%	13%	18%
May 14-17, 2009	45%	25%	13%	17%
February 1-3, 2008	38%	37%	9%	16%
January 9-10, 2008	38%	30%	12%	20%
Minnesota Governor Tim Pawlenty				
October 16-18, 2009	15%	13%	46%	26%
July 27-29, 2008 (RV)	14%	11%	51%	23%

BASED ON 462 REPUBLICANS -- SAMPLING ERROR: +/- 4.5 PERCENTAGE POINTS.

46. Next, I'm going to read a list of people who may be running in the Republican primary for president in 2012. After I read all the names, please tell me which of those candidates you would be most likely to support for the Republican nomination for President in the year 2012, or if you would support someone else. (RANDOM ORDER)

	Oct. 16-18 <u>2009</u>	Feb. 18-19 <u>2009</u>
Former Arkansas Governor Mike Huckabee	32%	26%
Former Alaska Governor Sarah Palin	25%	29%
Former Massachusetts Governor Mitt Romney	21%	21%
Minnesota Governor Tim Pawlenty	5%	N/A
Someone else	10%	10%
None/no one	5%	4%
No opinion	1%	2%

Note: Tim Pawlenty not included in list of candidates on February poll. Bobby Jindal was included in the February poll and received 9% support..

BASED ON ALL RESPONDENTS -- SAMPLING ERROR: +/- 3 PERCENTAGE POINTS.

47. Thinking about the following characteristics and qualities, please say whether you think each one applies or doesn't apply to Sarah Palin. (RANDOM ORDER)

	<u>Applies</u>	<u>Does Not Apply</u>	<u>No Opinion</u>
Not a typical politician			
October 16-18, 2009	65%	34%	1%
A good role model for women			
October 16-18, 2009	64%	35%	1%
Care about the needs of people like you			
October 16-18, 2009	56%	43%	2%
Is honest and trustworthy			
October 16-18, 2009	55%	43%	2%
Shares your values			
October 16-18, 2009	49%	49%	2%
Generally agrees with you on issues you care about			
October 16-18, 2009	48%	50%	2%
Is a strong and decisive leader			
October 16-18, 2009	47%	51%	2%
Qualified to be president			
October 16-18, 2009	29%	71%	*