



**Interviews with 1,014 adult Americans conducted by telephone by Opinion Research Corporation on January 14-16, 2011. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points.**

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**FOR RELEASE: WEDNESDAY, JANUARY 19 AT 6 AM**

7. 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>Favorable</u>	<u>Unfavorable</u>	<u>Never Heard of</u>	<u>No Opinion</u>
<b>Sarah Palin</b>				
January 14-16, 2011	38%	56%	2%	4%
October 27-30, 2010	40%	49%	3%	8%
September 1-2, 2010	38%	52%	4%	5%
April 9-11, 2010	39%	55%	2%	5%
January 22-24, 2010	43%	46%	3%	7%
December 2-3, 2009	46%	46%	3%	5%
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 <sup>(RV)</sup>	51%	41%	2%	6%
October 3-5, 2008 <sup>(RV)</sup>	52%	40%	3%	5%
Sept. 19-21, 2008 <sup>(RV)</sup>	53%	35%	4%	7%
Sept. 5-7, 2008 <sup>(RV)</sup>	57%	27%	6%	10%
Aug. 29-31, 2008 <sup>(RV)</sup>	38%	21%	20%	21%

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.

D. Sarah Palin

Base = Total Sample

	Total	Men	Women	White	Non-White
Favorable Opinion	38%	43%	33%	45%	18%
Unfavorable Opinion	56%	50%	61%	51%	70%
Heard of, no opinion	4%	4%	5%	3%	8%
Never heard of	2%	2%	2%	1%	5%
No opinion	*	*	*	*	*
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-8.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Favorable Opinion	38%	N/A	36%	44%	44%	33%	44%
Unfavorable Opinion	56%	N/A	54%	54%	51%	58%	53%
Heard of, no opinion	4%	N/A	8%	1%	3%	7%	2%
Never heard of	2%	N/A	1%	1%	2%	3%	1%
No opinion	*	N/A	*	*	*	*	*
Sampling Error	+/-3.0		+/-6.5	+/-5.0	+/-5.5	+/-5.5	+/-3.5

	Total	Under \$50K	\$50K or more	No College	Attended College
Favorable Opinion	38%	38%	36%	42%	35%
Unfavorable Opinion	56%	54%	61%	50%	60%
Heard of, no opinion	4%	4%	3%	5%	4%
Never heard of	2%	4%	*	3%	1%
No opinion	*	*	*	*	*
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-3.5

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Favorable Opinion	38%	17%	33%	68%	16%	27%	63%
Unfavorable Opinion	56%	79%	59%	25%	81%	64%	30%
Heard of, no opinion	4%	2%	6%	6%	3%	6%	3%
Never heard of	2%	2%	3%	1%	*	3%	3%
No opinion	*	*	*	*	*	*	*
Sampling Error	+/-3.0	+/-5.5	+/-4.5	+/-6.0	+/-7.0	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Favorable Opinion	38%	30%	36%	46%	34%	24%	42%	49%
Unfavorable Opinion	56%	66%	56%	45%	62%	69%	54%	43%
Heard of, no opinion	4%	2%	7%	6%	2%	5%	4%	5%
Never heard of	2%	2%	1%	2%	2%	2%	1%	3%
No opinion	*	*	*	*	*	*	*	*
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-6.0	+/-4.5	+/-6.0

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
Favorable Opinion	38%	75%	35%	2%
Unfavorable Opinion	56%	17%	57%	97%
Heard of, no opinion	4%	6%	6%	*
Never heard of	2%	2%	2%	1%
No opinion	*	*	*	*
Sampling Error	+/-3.0	+/-5.5	+/-5.0	+/-6.0