

SARAH PALIN

Two-in-Five Americans Report Worsening Views of Sarah Palin

Barack Obama leads the former Alaska Governor in a 2012 ballot test, but people who watched Palin's show on TLC hold more favorable views.

[NEW YORK – Jan. 31, 2011] – Many Americans believe that Sarah Palin is not ready to replace Barack Obama as President, a new Vision Critical poll has found.

In the online survey of a representative national sample of 1,006 American adults, half of respondents (51%) hold an unfavorable opinion of Sarah Palin.

About two-in-five Americans (38%) say that their opinion of Palin has worsened over the course of the past year. However, three-in-ten respondents who watched the television show “Sarah Palin’s Alaska” on TLC (29%) say their views of the former Alaska Governor have improved.

Character Traits

A majority of Americans believe Sarah Palin is inexperienced (64%) and more style than substance (58%), while half believe she represents a new brand of politics (49%). Respondents are almost evenly split on whether Palin is too radical (45% agree, 42% disagree). Two-in-five Americans believe Palin inspires hope (40%), and one third believe she will make progress in bringing change to America (35%) and regard her as a person who can work across party lines to get things done (34%). Only 29 per cent of respondents think Palin stands for big government.

One-in-six Americans (17%) believe Palin deserves to be elected as President of the United States in 2012, while a large majority (64%) disagrees with this notion. Republicans are split on this question, with

KEY FINDINGS

- **51% hold an unfavorable opinion of Palin; 38% say their opinion of Palin has worsened over the past year**
- **Palin regarded as inexperienced (64%) more style than substance (58%), representing a new brand of politics (49%)**
- **37% would vote for Barack Obama in 2012, 20% would support Sarah Palin**

Full topline results are at the end of this release.

From January 14 to January 16, 2010, Vision Critical conducted an online survey among 1,006 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States. Discrepancies in or between totals are due to rounding.

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37 per cent thinking Palin deserves to become head of state in 2012, and 41 per cent saying she does not. Democrats reject a Palin presidency by an 8-to-1 margin, and Independents do so by a 4-to-1 margin.

2012 Election Scenarios

At this early stage in the 2012 Presidential race, more than a third of Americans (37%) say they will either vote or are leaning towards voting for the Democratic nominee, while three-in-ten (29%) say they will support or are leaning towards supporting the Republican nominee.

The proportion of Independents who are committed or leaning to vote for the Republican nominee stands at 30 per cent, while 26 per cent of Independents are thinking of supporting the Democratic nominee.

However, the situation changes dramatically when voters are asked to ponder a contest pitting Barack Obama and Sarah Palin. The incumbent president gets the support of 37 per cent of respondents, and a further eight per cent are leaning towards casting a ballot for him. Palin gets the commitment of 20 per cent of voters, and seven per cent of leaners.

While Obama can count on the committed support of seven-in-ten Democrats in 2010 (71%), Palin has the backing of half of Republicans (48%). Independents are more likely to support or lean towards Obama (42%) than to back or lean towards backing Palin (30%).

Analysis

Palin remains a mysterious, polarizing and captivating figure on the American political scene. Since her move from the Governor's mansion to her work in multiple media channels as a conservative commentator, media mom and outdoorswoman, Americans seem less enthused about her political image, her chances for a successful run at the White House, and her ability to lead.

Being described in negative terms is nothing new to Palin, as evidenced by an [Angus Reid Public Opinion survey](#) conducted in September 2010. However, her downward momentum is measurable. Two-in-five Americans say their opinion of her has worsened in the past year, only one-in-six regard her as "Presidential Material", and Barack Obama holds a substantial lead in a sample ballot against her.

However, not all the news is negative for Palin and two years in American politics can be a lifetime. The former vice-presidential nominee still does well on many measures among Republicans overall and seems to have a positive impact on some Independents. Additionally, she receives high ratings from both of these groups on "representing a new brand of politics." There is also some evidence that suggests that her media strategy is working. Among those Americans who report watching TLC's "Sarah Palin's Alaska", opinion is more favorable, negatives are lower, and Palin gains ground on being regarded as a person who "deserves to be president."

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About Vision Critical®

Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one-in-four of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

About the Vision Critical Public Affairs practice

The Vision Critical Public Affairs practice is headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

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**For more information, please contact
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Sarah Palin

Do you have a favorable or unfavorable opinion of each of the following people? - Sarah Palin

	United States	Democrats	Republicans	Independents
Mostly favorable	28%	10%	59%	30%
Mostly unfavorable	51%	76%	23%	51%
I don't know who this person is	3%	2%	1%	1%
Not sure	18%	11%	17%	18%

Sarah Palin

Over the course of the past year, would you say your opinion of Sarah Palin has improved, remained the same, or worsened?

	United States	Democrats	Republicans	Independents
Improved	12%	4%	24%	12%
Remained the same	42%	31%	52%	49%
Worsened	38%	57%	22%	36%
Not sure	8%	7%	3%	3%

Sarah Palin

Over the course of the past year, would you say your opinion of Sarah Palin has improved, remained the same, or worsened?

	United States	Have watched "Sarah Palin's Alaska" on TLC	Have not watched "Sarah Palin's Alaska" on TLC
Improved	12%	29%	6%
Remained the same	42%	41%	43%
Worsened	38%	25%	43%
Not sure	8%	4%	9%

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Sarah Palin

Here are a few things that have been said about Sarah Palin. Do you agree or disagree with each one of them??

	Agree	Disagree	Not sure
She is inexperienced	64%	29%	7%
She is more style than substance	58%	32%	10%
She represents a new brand of politics	49%	39%	12%
She is too radical	45%	42%	13%
She inspires hope	40%	52%	8%
She will make progress in bringing change to America	35%	53%	12%
She can work across party lines to get things done	34%	53%	13%
She stands for big government	29%	52%	19%

Sarah Palin

At this point, do you think Sarah Palin deserves to be elected as President in 2012?

	United States	Democrats	Republicans	Independents
Yes, she deserves to be elected	17%	8%	37%	15%
No, she does not deserve to be elected	64%	85%	41%	67%
Not sure	19%	7%	22%	17%

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Sarah Palin

Thinking about the 2012 presidential election in the United States, which of these statements comes closest to your own point of view?

	United States	Democrats	Republicans	Independents
I will vote for the Democratic nominee	24%	59%	2%	12%
I am leaning towards voting for the Democratic nominee, but could change my mind depending on who the Republican nominee is	13%	25%	3%	14%
I am leaning towards voting for the Republican nominee, but could change my mind depending on who the nominee is	15%	1%	31%	22%
I will vote for the Republican nominee	14%	1%	50%	8%
I will vote for a third party candidate	4%	1%	2%	9%
None of these / Not sure	30%	13%	12%	36%

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Sarah Palin

If the 2012 presidential election is a contest between Barack Obama and Sarah Palin, which of these statements comes closest to your own point of view?

	United States	Democrats	Republicans	Independents
I will vote for Barack Obama	37%	71%	8%	31%
I am leaning towards voting for Barack Obama, but could change my mind	8%	9%	6%	11%
I am leaning towards voting for Sarah Palin, but could change my mind	7%	1%	14%	7%
I will vote for Sarah Palin	20%	3%	48%	23%
I will vote for a third party candidate	8%	5%	9%	15%
None of these / Not sure	20%	10%	15%	13%

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