

Results of SurveyUSA News Poll #17378

Geography: San Francisco-Oakland-San Jose DMA  
Data Collected: 10/14/2010  
Release Date: 10/14/2010  
Percentages

1 Is your opinion of Sarah Palin ... favorable? Unfavorable? Neutral? Or, do you have no opinion of Sarah Palin?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-4.3 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	North B	San Fra	East Ba	Santa
Favorable	20%	28%	11%	18%	19%	22%	18%	28%	19%	20%	42%	7%	26%	47%	20%	6%	26%	19%	20%	13%
Unfavorable	64%	55%	73%	66%	61%	66%	68%	56%	60%	59%	43%	77%	63%	24%	71%	85%	64%	65%	59%	74%
Neutral	8%	9%	8%	0%	13%	10%	8%	14%	12%	5%	13%	9%	3%	17%	5%	7%	8%	6%	10%	5%
No Opinion	9%	9%	8%	16%	7%	3%	6%	3%	9%	16%	3%	6%	8%	12%	4%	2%	1%	10%	11%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	29%	43%	28%	53%	7%	17%	22%	17%	44%	34%	18%	43%	32%	19%	18%	45%	19%

2 Should Sarah Palin run for President in 2012? Or not?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	North B	San Fra	East Ba	Santa
Should Run	14%	20%	8%	10%	17%	12%	14%	27%	14%	8%	28%	9%	11%	29%	10%	11%	16%	8%	18%	8%
Should Not	75%	64%	85%	76%	73%	76%	78%	66%	81%	65%	62%	86%	72%	60%	77%	83%	71%	71%	73%	88%
Not Sure	11%	16%	7%	14%	10%	11%	7%	6%	5%	27%	10%	5%	17%	10%	13%	6%	14%	20%	10%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	29%	43%	28%	53%	7%	17%	22%	17%	44%	34%	18%	43%	32%	19%	18%	45%	19%

3 If Sarah Palin does run, will you definitely vote for her? Definitely vote against her? Or is it too soon to say?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-4.2 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	North B	San Fra	East Ba	Santa
Definitely For	9%	14%	4%	10%	9%	8%	7%	23%	14%	5%	23%	6%	4%	25%	5%	6%	5%	8%	14%	4%
Definitely Against	68%	61%	74%	66%	69%	67%	71%	62%	75%	56%	43%	85%	67%	34%	75%	87%	63%	72%	65%	76%
Too Soon	21%	25%	16%	16%	21%	24%	21%	15%	10%	29%	34%	9%	25%	41%	18%	3%	32%	20%	17%	20%
Not Sure	3%	0%	5%	7%	0%	1%	0%	0%	1%	10%	1%	0%	3%	0%	3%	4%	1%	0%	5%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	29%	43%	28%	53%	7%	17%	22%	17%	44%	34%	18%	43%	32%	19%	18%	45%	19%

4 If Sarah Palin were the Republican nominee for President in 2012, would that be ... Good for Republicans? Good for Democrats? Or is it too soon to say?

500 Adults	All	Gender		Age			Race				Party Affiliation			Ideology			Region			
Credibility Interval: +/-4.5 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	North B	San Fra	East Ba	Santa
Republicans	14%	15%	13%	19%	9%	15%	13%	36%	13%	10%	27%	12%	10%	22%	9%	17%	9%	10%	21%	7%
Democrats	49%	53%	46%	44%	53%	49%	57%	30%	44%	43%	32%	66%	43%	31%	53%	66%	50%	57%	40%	64%
Too Soon	34%	32%	35%	29%	35%	35%	29%	16%	42%	42%	39%	21%	43%	46%	35%	13%	40%	31%	34%	29%
Not Sure	3%	1%	6%	7%	2%	1%	1%	17%	0%	5%	1%	1%	4%	1%	4%	4%	1%	2%	6%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	49%	51%	29%	43%	28%	53%	7%	17%	22%	17%	44%	34%	18%	43%	32%	19%	18%	45%	19%

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Sponsor:  
KPIX-TV (San Francisco)

**Statement of Methodology:** About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.