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FOR FURTHER INFORMATION:
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Favorability of Leading Republicans
ROMNEY’S IMAGE IMPROVES; PALIN WELL REGARDED BY
REPUBLICAN BASE

Former Massachusetts governor Mitt Romney has seen his favorability ratings improve and now enjoys a positive balance of opinion among the general public: 40% rate him favorably, 28% unfavorably. This marks a reversal of opinion from February 2008, during the latter stages of the GOP primary campaign, when just 30% viewed him favorably and 44% expressed an unfavorable opinion.

The latest national survey by the Pew Research Center for the People & the Press, conducted June 10-14 among 1,502 adults reached on landlines and cell phones, finds that impressions of Sarah Palin have not changed much since the presidential campaign. Palin continues to be a divisive figure among the general public, with about as many saying they have an unfavorable impression (44%) as a favorable view (45%) of the Alaska governor.

Among Republicans, however, the balance of opinion about Palin is more positive than it is regarding Romney or other leading GOP figures, Newt Gingrich and Michael Steele. More than seven-in-ten Republicans (73%) express a favorable opinion of Palin while just 17% have an unfavorable opinion. Romney, Gingrich and especially Steele are less familiar figures – among the public overall and

	<u>Fav</u>	<u>Unfav</u>	<u>DK/Can't</u>
	<u>%</u>	<u>%</u>	<u>rate</u>
Sarah Palin			
June 2009	45	44	12
Mid-Oct 2008	42	48	10
Early Oct 2008	49	43	8
Late Sept 2008	47	40	13
Mid-Sept 2008	50	34	16
Mitt Romney			
June 2009	40	28	32
Early Feb 2008	30	44	26
Jan 2008	31	43	26
Late Dec 2007	29	35	36
August 2007	28	24	48
Newt Gingrich			
June 2009	35	38	26
Oct 1998	41	49	10
Michael Steele			
June 2009	23	14	63

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	<u>Fav</u>	<u>Unfav</u>	<u>DK/Can't</u>
	<u>%</u>	<u>%</u>	<u>rate</u>
<i>Among</i>			
<i>Republicans...</i>			
Sarah Palin	73	17	10
Mitt Romney	57	18	24
Newt Gingrich	55	22	23
Michael Steele	28	14	58

Figures read across.

Republicans – than is Palin. While comparable percentages of Republicans rate Palin and the other Republicans unfavorably, far more view Palin favorably. And Palin continues to be overwhelmingly popular with key parts of the GOP base – white evangelical Republicans (84% favorable) and conservative Republicans (80% favorable).

Romney’s Image Improves

Since February 2008, shortly before he abandoned his race for the GOP presidential nomination, opinion of Romney has improved across most political and demographic groups, but the shift has been particularly pronounced among independents. In February 2008, just 29% of independents had a positive impression of Romney while 46% had a negative view. Today, that balance is reversed: 44% view Romney favorably and 25% unfavorably.

Positive opinions among both Democrats and Republicans have increased by eight points since early 2008. Among Republicans, Romney has made identical nine-point gains in favorability among conservative Republicans and moderate and liberal Republicans; currently, 61% of conservative Republicans and 52% of moderate and liberal members of the GOP express positive opinions of Romney.

	Positive Opinions of Romney Increase							June N
	-- February 2008 --			-- June 2009 --			Change <i>in fav</i>	
	Fav	Unfav	DK/Can't	Fav	Unfav	DK/Can't		
%	%	%	%	%	%			
Total	30	44	26	40	28	32	+10	1502
College grad+	39	48	12	46	36	18	+7	526
Some college	33	45	22	47	24	30	+14	390
HS or less	23	41	36	33	25	42	+10	580
<i>Household income</i>								
\$75k or more	37	45	19	48	34	18	+11	417
\$30k-74,999	32	45	23	41	31	27	+9	507
Less than \$30k	21	44	35	33	23	44	+12	388
Republican	49	30	21	57	18	24	+8	401
Democrat	19	54	27	27	40	34	+8	508
Independent	29	46	24	44	25	30	+15	502
Among Republicans								
Conservative Rep	52	28	20	61	18	21	+9	280
Mod/Lib Rep	43	33	23	52	19	29	+9	114
White evangelical	52	27	21	54	23	23	+2	148
All others	48	31	21	59	16	25	+11	253

Figures read across.

Romney's favorable ratings have not changed significantly among white non-Hispanic evangelical Republicans; 54% have a favorable opinion now, compared with 52% in February 2008. Among all other Republicans, by contrast, positive opinions of Romney have increased by 11 points, while negative opinions have fallen considerably (from 31% to 16%).

Sarah Palin Favorability

Almost a year after capturing the attention of the political world as John McCain's running mate, Sarah Palin remains a broadly popular figure within the Republican Party, despite receiving mixed reviews from the public as a whole.

Palin received her highest overall favorability rating of 50% in mid-September 2008, shortly after McCain named her as his vice-presidential running mate. At that time just 34% expressed an unfavorable opinion of the Alaska governor, while 16% offered no opinion. But her favorability slipped later in the campaign. In mid-October, more people expressed an unfavorable opinion of Palin (48%) than a favorable opinion (42%). Since the election, public views of Palin have shifted only slightly.

Unlike Romney, Palin's ratings continue to be much better among conservative Republicans (80%) than among moderates and liberals in the party (62%). And while positive views of Palin have slipped among non-evangelical Republicans (from 77% to 67%), they remain overwhelmingly positive among white evangelical Republicans (84% now, 85% last October).

Conservative & White Evangelical Republicans Rate Palin Highly			
	Mid-Oct <u>2008</u>	June <u>2009</u>	<u>08-09</u> <u>Change</u>
	%	%	%
Total	42	45	+3
Men	46	48	+2
Women	39	41	+2
College grad+	41	41	0
Some college	47	43	-4
HS or less	41	48	+7
Republican	80	73	-7
Democrat	18	24	+6
Independent	39	46	+7
Among Republicans			
Conservative Rep	85	80	-5
Mod/Lib Rep	67	62	-5
White evangelical	85	84	-1
All others	77	67	-10

Notably, as was the case during the election, Palin is rated somewhat better by men than she is by women. About half of men (48%) say their overall opinion of Palin is favorable, while 40% say it is unfavorable. Among women, the picture is reversed: 48% offer an unfavorable view, 41% a favorable one. This difference largely arises from gender differences in party affiliation. For instance, among Republicans, men and women express similar views of Palin (73% favorable).

Palin receives a more favorable rating from those with a high school degree or less (48% favorable, 36% unfavorable) than she does from college graduates (41% favorable, 52%

unfavorable). Regionally, she is somewhat better regarded in the South (49% favorable) than she is in the Northeast (39% favorable).

Newt Gingrich

The public also is divided in its views of former Speaker of the House Newt Gingrich. More than a third (35%) express a favorable opinion of Gingrich, while 38% say they have an unfavorable view of him. More than a decade after resigning his House seat, Gingrich remains relatively well-known with most Americans (73%) able to offer an opinion of him.

Opinion of Gingrich breaks along partisan lines, with the views of independents falling almost equidistant from those of Republicans and Democrats. A majority of Republicans (55%) rate Gingrich favorably, 22% rate him unfavorably. Democratic views are the reverse: 21% have a favorable opinion of Gingrich while 54% take a negative view. Independents are evenly divided (37% favorable, 38% unfavorable).

	<u>Fav</u> %	<u>Unfav</u> %	<u>DK/Can't</u> <u>rate</u> %
Total	35	38	26
18-29	27	29	44
30-49	36	39	25
50-64	36	46	18
65+	42	37	21
Republican	55	22	23
Democrat	21	54	25
Independent	37	38	26
Among Republicans			
Conservative Rep	60	19	21
Mod/Lib Rep	44	30	26
Figures read across.			

As with other leading Republicans, Gingrich is rated higher by conservatives in his party than he is by Republican moderates and liberals. In addition, Gingrich is not as well-known among those younger than 30 (44% no opinion) as he is among older Americans (22% no opinion among those 30 and older).

Michael Steele: Not Widely Known

Michael Steele’s public profile is not as prominent as Palin’s, Romney’s or Gingrich’s. However, the balance of opinion among those who offer an opinion of the Republican National Committee Chairman is generally favorable. About a quarter 23% have a favorable opinion of Steele, 14% express an unfavorable opinion and 63% majority cannot rate him.

Positive views of Steele outnumber negative ones among both Republicans (28% to 14%) and independents (26% to 13%). Democrats who offer an opinion of Steele are evenly divided (19% favorable, 17% unfavorable). Among Republicans, Steele’s two-to-one ratio of favorable to unfavorable ratings lags well behind the balance of positive-to-negative opinion for Palin, Romney and Gingrich.

Notably, young people and African Americans are more familiar with Steele – and express more favorable opinions of him – than do older people and whites. Nearly half of those younger than 30 express an opinion of Steele – the highest percentage of any

age group – and the balance of opinion is more than two-to-one favorable (33% favorable, 15% unfavorable). Older age groups express more mixed opinions of Steele.

The balance of opinion about Steele among blacks is also positive (33% favorable, 16% unfavorable). Among whites, 66% offer no opinion of Steele (compared with 51% of blacks), and just 20% have a favorable impression while 14% have an unfavorable one.

	<u>Fav</u> %	<u>Unfav</u> %	<u>DK/Can't</u> <u>rate</u> %
Total	23	14	63
White	20	14	66
Black	33	16	51
18-29	33	15	52
30-49	21	15	64
50-64	22	15	63
65+	15	11	74
Republican	28	14	58
Democrat	19	17	64
Independent	26	13	61
Among Republicans			
Conservative Rep	31	14	54
Mod/Lib Rep	23	13	63

Figures read across.

ABOUT THE SURVEY

Results for this survey are based on telephone interviews conducted under the direction of Princeton Survey Research Associates among a nationwide sample of 1,502 adults, 18 years of age or older, from June 10-14, 2009 (1,126 respondents were interviewed on a landline telephone, and 376 were interviewed on a cell phone, including 153 who had no landline telephone). Both the landline and cell phone samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. For detailed information about our survey methodology, see <http://people-press.org/methodology/>.

The combined landline and cell phone sample are weighted using an iterative technique that matches gender, age, education, race/ethnicity, region, and population density to parameters from the March 2008 Census Bureau's Current Population Survey. The sample is also weighted to match current patterns of telephone status and relative usage of landline and cell phones (for those with both), based on extrapolations from the 2008 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cell phones have a greater probability of being included in the sample.

The following table shows the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Sample Size	Plus or minus...
Total sample	1,502	3.0 percentage points
Republicans	401	5.5 percentage points
Democrats	508	5.0 percentage points
Independents	502	5.0 percentage points

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

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PEW RESEARCH CENTER FOR THE PEOPLE & THE PRESS
JUNE 2009 POLITICAL SURVEY
FINAL TOPLINE
 June 10-14, 2009
 N=1,502

QUESTIONS 1-16, 22a, b AND d PREVIOUSLY RELEASED

NO QUESTIONS 17-20

QUESTION 21 HELD FOR FUTURE RELEASE

ASK ALL:

Q.22 Now I'd like your views on some people. As I read some names, please tell me if you have a favorable or unfavorable opinion of each person. First, [INSERT FIRST NAME; RANDOMIZE] would you say your overall opinion of... [INSERT NAME] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? How about [NEXT NAME]? [IF NECESSARY: would you say your overall opinion of [NAME] is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable?]
 [INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND "CAN'T RATE."]

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref
QUESTIONS 22 a AND b PREVIOUSLY RELEASED								
c. Dick Cheney								
June, 2009	34	9	25	55	29	26	4	7
January, 2009	31	6	25	57	30	27	2	10
December, 2006	35	10	25	55	28	27	2	8
April, 2006	36	11	25	55	29	26	3	6
Late October, 2005	43	12	31	46	22	24	2	9
Late March, 2005	48	15	33	42	20	22	2	8
Mid-October, 2004 (RVs)	48	17	31	46	25	21	*	6
Early October, 2004 (RVs)	48	14	34	41	20	21	*	11
Early September, 2004	43	13	30	42	23	19	2	13
August, 2004	47	13	34	41	20	21	2	10
April, 2003	60	21	39	27	12	15	3	10
December, 2002	59	20	39	26	10	16	5	10
July, 2001	58	19	39	26	6	20	6	10
January, 2001	62	20	42	18	5	13	2	18
December, 1994	42	10	32	19	5	14	21	18
March, 1991 ¹	68	33	35	6	2	4	10	16
May, 1990	20	3	17	11	3	8	44	25

QUESTION 22d PREVIOUSLY RELEASED

e. Sarah Palin								
June, 2009	45	15	30	44	22	22	6	6
Mid-October, 2008	42	18	24	48	27	21	2	8
Early Oct., 2008 (callback)	49	19	30	43	20	23	1	7
Late September, 2008	47	18	29	40	21	19	4	9
Mid-September, 2008	50	25	25	34	15	19	6	10

¹ In March 1991 and May 1990 the category was listed: "Richard Cheney."

Q.22 CONTINUED ...

	-----Favorable-----			-----Unfavorable-----			(VOL.)	(VOL.)	
	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	<u>Total</u>	<u>Very</u>	<u>Mostly</u>	Never heard of	Can't rate/Ref	
f.	Newt Gingrich								
	June, 2009	35	8	27	38	16	22	16	10
	October, 1998	41	8	33	49	23	26	1	9
	Early September, 1998	42	7	35	48	20	28	3	7
	Late August, 1998	43	5	38	52	19	33	2	3
	March, 1998	36	6	30	49	20	29	6	9
	November, 1997	30	6	24	59	24	35	4	7
	August, 1997	30	6	24	62	27	35	2	6
	April, 1997	28	5	23	64	28	36	3	5
	January, 1997	28	4	24	65	26	39	2	5
	August, 1995	30	9	21	54	25	29	4	12
	February, 1995	41	12	29	37	15	22	10	12
	December, 1994	25	7	18	28	13	15	30	17
	July, 1994	14	2	12	12	4	8	65	9
g.	Mitt Romney								
	June, 2009	40	9	31	28	8	20	19	13
	February, 2008	30	6	24	44	15	29	8	18
	January, 2008	31	7	24	43	13	30	8	18
	Late December, 2007	29	4	25	35	11	24	17	19
	August, 2007	28	5	23	24	7	17	29	19
h.	Michael Steele								
	June, 2009	23	3	20	14	4	10	51	12

QUESTIONS 23 TO 27 PREVIOUSLY RELEASED

NO QUESTIONS 28 TO 30

QUESTIONS 31 TO 34, 37 TO 40 PREVIOUSLY RELEASED

NO QUESTIONS 35, 36, 41, 42

QUESTIONS 43 AND 44 PREVIOUSLY RELEASED

NO QUESTIONS 45, 46, 51, 52

QUESTIONS 47 TO 50, 53 TO 59 PREVIOUSLY RELEASED