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First Lady Still Thought of Favorably by More than Six in Ten

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

When President Barack Obama hits the campaign trail, it probably wouldn't hurt to bring his wife along. 63% of registered voters nationally have a positive impression of First Lady Michelle Obama. 21%, however, have an unfavorable view of Mrs. Obama, and 16% are unsure how to rate her.

Little has changed since Marist last reported this question in May. At that time, 66% thought highly of Michelle Obama, 17% had a less than stellar opinion of her, and 17% were unsure.

Most Democrats -- 85% -- and nearly six in ten independent voters -- 58% -- think well of Michelle Obama. Even 42% of Republicans share this view.

How the Survey was Conducted

Nature of the Sample: National Poll of 1,042 Adults

This survey of 1,042 adults was conducted on September 13th and September 14th, 2011. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. There are 825 registered voters. The results for this subset are statistically significant within ± 3.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - National Adults		
		National Adults
		Col %
National Adults		100%
Registered Voters		79%
Region	Northeast	19%
	Midwest	22%
	South	37%
	West	22%
Household Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	67%
	African American	10%
	Latino	11%
	Other	11%
Race	White	67%
	Non-white	33%
Age	Under 45	42%
	45 or older	58%
Generation	Millennials (18-30)	22%
	Gen X (31-46)	23%
	Baby Boomers (47-65)	34%
	Silent-Greatest (Over 65)	21%
Gender	Men	49%
	Women	51%
Interview Type	Landline	72%
	Cell Phone	28%

**Marist Poll National Adults: Interviews conducted September 13th and September 14th, 2011, N=1042
MOE +/- 3%. Totals may not add to 100 due to rounding.**

Nature of the Sample: Registered Voters

Nature of the Sample - Registered Voters		
		Registered Voters
		Col %
Registered Voters		100%
Party Identification	Democrat	34%
	Republican	26%
	Independent	39%
	Other	1%
Support Tea Party	Yes	27%
Political Ideology	Liberal	20%
	Moderate	42%
	Conservative	38%
Region	Northeast	18%
	Midwest	24%
	South	38%
	West	21%
Household Income	Less than \$50,000	47%
	\$50,000 or more	53%
Race	White	70%
	African American	10%
	Latino	9%
	Other	11%
Race	White	70%
	Non-white	30%
Age	Under 45	32%
	45 or older	68%
Generation	Millennials (18-30)	14%
	Gen X (31-46)	22%
	Baby Boomers (47-65)	39%
	Silent-Greatest (Over 65)	25%
Gender	Men	48%
	Women	52%
Interview Type	Landline	78%
	Cell Phone	22%

Marist Poll National Registered Voters: Interviews conducted September 13th and September 14th, 2011, N=825 MOE +/- 3.5%. Totals may not add to 100 due to rounding.

Michelle Obama Favorability

Asked of Registered Voters:

Question Wording: Overall, do you have a favorable or an unfavorable impression of Michelle Obama?

		Registered Voters		
		Overall, do you have a favorable or an unfavorable impression of Michelle Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Registered Voters		63%	21%	16%
Party Identification	Democrat	85%	6%	9%
	Republican	42%	39%	19%
	Independent	58%	21%	21%
Tea Party Supporters		35%	41%	24%
Political Ideology	Liberal	80%	7%	14%
	Moderate	74%	14%	12%
	Conservative	43%	37%	20%
Region	Northeast	68%	17%	15%
	Midwest	64%	20%	16%
	South	60%	24%	16%
	West	63%	18%	18%
Household Income	Less than \$50,000	64%	20%	17%
	\$50,000 or more	65%	18%	17%
Education	Not college graduate	61%	22%	17%
	College graduate	67%	18%	16%
Age	Under 45	68%	16%	15%
	45 or older	60%	23%	17%
Age	18 to 29	71%	15%	14%
	30 to 44	66%	17%	16%
	45 to 59	60%	23%	17%
	60 or older	60%	23%	17%
Generation	Millennials (18-30)	71%	15%	15%
	Gen X (31-46)	68%	17%	16%
	Baby Boomers (47-65)	59%	25%	16%
	Silent-Greatest (Over 65)	60%	21%	19%
Race	White	60%	24%	16%
	Non-white	69%	12%	19%
Gender	Men	54%	22%	24%
	Women	71%	20%	9%
Interview Type	Landline	63%	23%	14%
	Cell Phone	62%	13%	25%

Marist Poll National Registered Voters: Interviews conducted September 13th and September 14th, 2011, N=825 MOE +/- 3.5%. Totals may not add to 100 due to rounding.

Michelle Obama Favorability Over Time

Asked of Registered Voters:

Question Wording: Overall, do you have a favorable or an unfavorable impression of Michelle Obama?

	Overall, do you have a favorable or an unfavorable impression of Michelle Obama?		
	Favorable	Unfavorable	Unsure-Never Heard
	Row %	Row %	Row %
October 2011	63%	21%	16%
May 2011	66%	17%	17%
September 2010	65%	24%	11%
December 2009	68%	20%	12%

Marist Poll National Registered Voters