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**Michelle Obama Remains Fine First Lady:  
National Poll**

\*\*\* Complete Tables for Poll Appended \*\*\*

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**This Marist Poll Reports:**

First Lady Michelle Obama is perceived favorably by about two-thirds of American voters. According to this Marist Poll, 66% of voters think well of Mrs. Obama while 17% do not. 17% are unsure how to rate her.

Michelle Obama continues to be well-received by voters. When Marist last reported this question in September, 65% thought highly of Mrs. Obama while 24% had an unfavorable view of her. 11%, at the time, were unsure how to rate her.

Mrs. Obama has grown in favor among the youngest voters. 83% of those 18 to 29 currently say they have a positive impression of Mrs. Obama compared with 71% who felt that way in September.

## How the Survey was Conducted

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### **Nature of the Sample: National Poll of 1,274 Adults**

This survey of 1,274 adults was conducted on April 10<sup>th</sup> through April 14<sup>th</sup>, 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  $\pm 3.0$  percentage points. There are 1,084 registered voters. The results for this subset are statistically significant within  $\pm 3.0$  percentage points. There are 551 registered voters who completed the survey before President Obama's April 13<sup>th</sup> speech and 470 registered voters who completed the survey after his speech. The results for these subsets are statistically significant within  $\pm 4.5$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults

Nature of the Sample - National Adults		
		National Adults
		Col %
<b>National Adults</b>		<b>100%</b>
<b>Registered Voters</b>		<b>80%</b>
<b>Region</b>	<b>Northeast</b>	<b>19%</b>
	<b>Midwest</b>	<b>22%</b>
	<b>South</b>	<b>37%</b>
	<b>West</b>	<b>22%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>51%</b>
	<b>\$50,000 or more</b>	<b>49%</b>
<b>Race</b>	<b>White</b>	<b>67%</b>
	<b>African American</b>	<b>10%</b>
	<b>Latino</b>	<b>11%</b>
	<b>Other</b>	<b>11%</b>
<b>Race</b>	<b>White</b>	<b>67%</b>
	<b>Non-white</b>	<b>33%</b>
<b>Age</b>	<b>Under 45</b>	<b>40%</b>
	<b>45 or older</b>	<b>60%</b>
<b>Generation</b>	<b>Millennials (18-30)</b>	<b>20%</b>
	<b>Gen X (31-46)</b>	<b>24%</b>
	<b>Baby Boomers (47-65)</b>	<b>37%</b>
	<b>Silent-Greatest (Over 65)</b>	<b>19%</b>
<b>Gender</b>	<b>Men</b>	<b>49%</b>
	<b>Women</b>	<b>51%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>74%</b>
	<b>Cell Phone</b>	<b>26%</b>

Marist Poll National Adults: Interviews conducted April 10th through April 14th, 2011, N=1274 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 %
<b>Registered Voters</b>		<b>100%</b>
<b>President Obama's April 13th Speech</b>	<b>Before</b>	<b>54%</b>
	<b>After</b>	<b>46%</b>
<b>Party ID</b>	<b>Democrat</b>	<b>35%</b>
	<b>Republican</b>	<b>27%</b>
	<b>Independent</b>	<b>36%</b>
	<b>Other</b>	<b>2%</b>
<b>Support Tea Party</b>	<b>Yes</b>	<b>28%</b>
<b>Political Ideology</b>	<b>Liberal</b>	<b>21%</b>
	<b>Moderate</b>	<b>39%</b>
	<b>Conservative</b>	<b>40%</b>
<b>Region</b>	<b>Northeast</b>	<b>20%</b>
	<b>Midwest</b>	<b>21%</b>
	<b>South</b>	<b>37%</b>
	<b>West</b>	<b>22%</b>
<b>Household Income</b>	<b>Less than \$50,000</b>	<b>46%</b>
	<b>\$50,000 or more</b>	<b>54%</b>
<b>Race</b>	<b>White</b>	<b>70%</b>
	<b>African American</b>	<b>11%</b>
	<b>Latino</b>	<b>9%</b>
	<b>Other</b>	<b>10%</b>
<b>Race</b>	<b>White</b>	<b>70%</b>
	<b>Non-white</b>	<b>30%</b>
<b>Age</b>	<b>Under 45</b>	<b>34%</b>
	<b>45 or older</b>	<b>66%</b>
<b>Generation</b>	<b>Millennials (18-30)</b>	<b>14%</b>
	<b>Gen X (31-46)</b>	<b>24%</b>
	<b>Baby Boomers (47-65)</b>	<b>39%</b>
	<b>Silent-Greatest (Over 65)</b>	<b>22%</b>
<b>Gender</b>	<b>Men</b>	<b>50%</b>
	<b>Women</b>	<b>50%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>79%</b>
	<b>Cell Phone</b>	<b>21%</b>

**Marist Poll National Registered Voters: Interviews conducted April 10th through April 14th, 2011, N=1084 MOE +/- 3%. 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 %
<b>Registered Voters</b>		66%	17%	17%
<b>Party ID</b>	Democrat	87%	4%	9%
	Republican	46%	32%	22%
	Independent	61%	18%	21%
<b>Tea Party Supporters</b>		43%	33%	24%
<b>Political Ideology</b>	Liberal	85%	8%	7%
	Moderate	73%	10%	18%
	Conservative	51%	28%	22%
<b>Region</b>	Northeast	64%	13%	22%
	Midwest	67%	18%	15%
	South	65%	19%	16%
	West	67%	16%	17%
<b>Household Income</b>	Less than \$50,000	67%	17%	16%
	\$50,000 or more	66%	17%	16%
<b>Education</b>	Not college graduate	63%	19%	19%
	College graduate	70%	14%	15%
<b>Age</b>	Under 45	74%	14%	12%
	45 or older	61%	18%	21%
<b>Age</b>	18 to 29	83%	8%	9%
	30 to 44	69%	18%	13%
	45 to 59	63%	17%	21%
	60 or older	59%	20%	21%
<b>Generation</b>	Millennials (18-30)	84%	7%	9%
	Gen X (31-46)	67%	19%	14%
	Baby Boomers (47-65)	62%	19%	19%
	Silent-Greatest (Over 65)	59%	18%	24%
<b>Race</b>	White	61%	20%	19%
	Non-white	78%	10%	12%
<b>Gender</b>	Men	62%	16%	22%
	Women	69%	18%	13%
<b>Obama Approval Rating</b>	Approve	93%	1%	6%
	Disapprove	42%	32%	26%
<b>Interview Type</b>	Landline	62%	18%	20%
	Cell Phone	79%	13%	9%

Marist Poll National Registered Voters: Interviews conducted April 10th through April 14th, 2011, N=1084 MOE +/- 3%. 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 %
May 2011	66%	17%	17%
September 2010	65%	24%	11%
December 2009	68%	20%	12%

Marist Poll National Registered Voters