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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

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

This survey of 1,042 adults was conducted on September 13<sup>th</sup> and September 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 825 registered voters. The results for this subset are statistically significant within  $\pm 3.5$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults

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Nature of the Sample - National Adults		
		National Adults
		Col %
<b>National Adults</b>		<b>100%</b>
<b>Registered Voters</b>		<b>79%</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>42%</b>
	<b>45 or older</b>	<b>58%</b>
<b>Generation</b>	<b>Millennials (18-30)</b>	<b>22%</b>
	<b>Gen X (31-46)</b>	<b>23%</b>
	<b>Baby Boomers (47-65)</b>	<b>34%</b>
	<b>Silent-Greatest (Over 65)</b>	<b>21%</b>
<b>Gender</b>	<b>Men</b>	<b>49%</b>
	<b>Women</b>	<b>51%</b>
<b>Interview Type</b>	<b>Landline</b>	<b>72%</b>
	<b>Cell Phone</b>	<b>28%</b>

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

**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 %
<b>Registered Voters</b>		63%	21%	16%
<b>Party Identification</b>	Democrat	85%	6%	9%
	Republican	42%	39%	19%
	Independent	58%	21%	21%
<b>Tea Party Supporters</b>		35%	41%	24%
<b>Political Ideology</b>	Liberal	80%	7%	14%
	Moderate	74%	14%	12%
	Conservative	43%	37%	20%
<b>Region</b>	Northeast	68%	17%	15%
	Midwest	64%	20%	16%
	South	60%	24%	16%
	West	63%	18%	18%
<b>Household Income</b>	Less than \$50,000	64%	20%	17%
	\$50,000 or more	65%	18%	17%
<b>Education</b>	Not college graduate	61%	22%	17%
	College graduate	67%	18%	16%
<b>Age</b>	Under 45	68%	16%	15%
	45 or older	60%	23%	17%
<b>Age</b>	18 to 29	71%	15%	14%
	30 to 44	66%	17%	16%
	45 to 59	60%	23%	17%
	60 or older	60%	23%	17%
<b>Generation</b>	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%
<b>Race</b>	White	60%	24%	16%
	Non-white	69%	12%	19%
<b>Gender</b>	Men	54%	22%	24%
	Women	71%	20%	9%
<b>Interview Type</b>	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