



Michelle Obama's Favorability Rock Solid

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

Almost two-thirds of registered voters nationwide have a positive impression of First Lady Michelle Obama. 65% have a favorable view of Mrs. Obama while less than one in four members of the electorate -- 23% -- has an unfavorable impression of her. 12% are unsure.

Mrs. Obama's favorability rating is consistent. When Marist last reported this question in October, 63% of registered voters in the United States thought well of the First Lady. 21%, however, had a less than stellar impression of Mrs. Obama, and 16% were unsure.

"The First Lady may be the president's best asset," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "With numbers like these, expect her to have a high profile on the campaign trail."

In the same poll, President Obama is viewed favorably by 50% of registered voters and unfavorably by 46%. Three percent are unsure.

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,080 Adults

This survey of 1,080 adults was conducted on March 20th through March 22nd, 2012. 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 846 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 & Registered Voters

Nature of the Sample - National Adults & Registered Voters

		National Adults	Registered Voters
		Col %	Col %
National Adults		100%	
Registered Voters		78%	100%
Party Identification	Democrat	n/a	33%
	Republican	n/a	31%
	Independent	n/a	35%
	Other	n/a	1%
Support Tea Party	Yes	n/a	29%
	No	n/a	64%
	Unsure	n/a	7%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	10%
	Support Tea Party	n/a	19%
	Does not support Tea Party	n/a	64%
	Unsure	n/a	7%
Political Ideology	Very liberal	n/a	5%
	Liberal	n/a	16%
	Moderate	n/a	38%
	Conservative	n/a	28%
	Very conservative	n/a	13%
First Time Voters		n/a	9%
Gender	Men	49%	48%
	Women	51%	52%
Age	Under 45	38%	30%
	45 or older	62%	70%
Age	18 to 29	18%	11%
	30 to 44	20%	19%
	45 to 59	38%	41%
	60 or older	25%	29%
Race	White	68%	73%
	African American	13%	13%
	Latino	14%	11%
	Other	4%	4%
Region	Northeast	18%	19%
	Midwest	22%	23%
	South	37%	37%
	West	23%	22%
Household Income	Less than \$50,000	49%	44%
	\$50,000 or more	51%	56%
Education	Not college graduate	62%	58%
	College graduate	38%	42%
Evangelical Christians		19%	20%
Interview Type	Landline	74%	78%
	Cell Phone	26%	22%

Marist Poll National Adults: Interviews conducted March 20th through 22nd, 2012, N=1080 MOE +/- 3.0 percentage points. National Registered Voters: N=846 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		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		65%	23%	12%
Party Identification	Democrat	91%	3%	6%
	Republican	43%	41%	16%
	Independent	63%	23%	14%
Tea Party Supporters		38%	44%	18%
Intensity of Tea Party Support	Strongly support Tea Party	31%	52%	17%
	Support Tea Party	42%	40%	19%
	Does not support Tea Party	79%	14%	7%
Political Ideology	Very liberal-Liberal	85%	7%	8%
	Moderate	78%	13%	9%
	Conservative	46%	36%	18%
	Very conservative	38%	46%	16%
Political Ideology	Liberal	85%	7%	8%
	Moderate	78%	13%	9%
	Conservative	44%	39%	17%
Region	Northeast	71%	19%	10%
	Midwest	59%	28%	13%
	South	69%	22%	9%
	West	59%	22%	19%
Income	Less \$50,000	69%	20%	11%
	\$50,000 to just under \$100,000	63%	26%	11%
	\$100,000 or more	66%	26%	8%
Education	Not college graduate	63%	25%	13%
	College graduate	69%	20%	10%
Age	Under 45	59%	28%	13%
	45 or older	68%	20%	12%
Age	18 to 29	55%	31%	14%
	30 to 44	61%	27%	12%
	45 to 59	70%	18%	12%
	60 or older	65%	22%	12%
Race	White	63%	24%	13%
	African American	88%	10%	2%
	Latino	55%	32%	13%
Gender	Men	57%	26%	17%
	Women	73%	19%	8%
Evangelical Christians		58%	28%	14%
Interview Type	Landline	66%	22%	12%
	Cell Phone	62%	24%	14%

Marist Poll National Registered Voters: Interviews conducted March 21st and 22nd, 2012, N=649 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

	Overall, do you have a favorable or an unfavorable impression of Michelle Obama?		
	Favorable	Unfavorable	Unsure-Never Heard
	Row %	Row %	Row %
April 2012	65%	23%	12%
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			