

# USA TODAY/GALLUP POLL

## MAY WAVE 1

-- FINAL TOPLINE --

Timberline: 927510  
G: 347  
Princeton Job #: 10-05-007

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May 24-25, 2010

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**Results are based on telephone interviews conducted May 24-25, 2010 with a random sample of –1,049—adults, aged 18+, living in the continental U.S., selected using a random-digit dial sampling technique.**

**For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is  $\pm 4$  percentage points.**

**For results based on the sample of 946 registered voters, the maximum margin of sampling error is  $\pm 4$  percentage points.**

**Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.**

**Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.**

**In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.**

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9. Next, we'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them. How about -- [ITEM A READ FIRST, THEN ITEMS B-E READ IN RANDOM ORDER, THEN ITEMS G-F READ IN RANDOM ORDER, THEN ITEM H READ]?

**A. Barack Obama**

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<b><u>2010</u></b>				<b><u>2008</u></b>			
2010 May 24-25	54	43	3	2008 Feb 8-10	58	34	8
				2008 Jan 30-Feb 2	59	32	8
2010 Mar 26-28	52	48	1	2008 Jan 10-13	59	32	9
<b><u>2009</u></b>				<b><u>2007</u></b>			
2009 Dec 11-13	56	42	2	2007 Dec 14-16	57	30	13
2009 Oct 16-19	55	42	3	2007 Nov 30-Dec 2	53	33	13
2009 Oct 1-4	56	40	4	2007 Nov 2-4	53	30	17
2009 Jul 10-12	66	33	1	2007 Oct 12-14	53	32	15
2009 May 29-31	67	32	1	2007 Oct 4-7	54	27	19
2009 Mar 27-29	69	28	3	2007 Sep 14-16	56	29	15
2009 Jan 9-11	78	18	5	2007 Sep 7-8	48	32	21
<b><u>2008</u></b>				2007 Aug 13-16	52	29	19
2008 Nov 7-9	68	27	4	2007 Aug 3-5	48	34	18
2008 Oct 31-Nov 2 †	62	34	4	2007 Jul 12-15	49	26	25
2008 Oct 10-12	62	35	2	2007 Jul 6-8	53	27	21
2008 Oct 3-5	62	34	3	2007 Jun 1-3	53	25	23
2008 Sep 5-7	62	35	3	2007 May 10-13	55	20	25
2008 Aug 30-31 †	61	32	8	2007 May 4-6	50	24	25
2008 Aug 21-23	63	32	5	2007 Apr 13-15	52	27	20
2008 Jul 25-27	61	35	4	2007 Apr 2-5	49	24	26
2008 Jun 15-19	64	31	5	2007 Mar 23-25	53	24	23
2008 May 30-Jun 1	58	37	5	2007 Mar 2-4	58	18	24
2008 May 1-3	58	37	5	2007 Feb 9-11	53	19	28
2008 Apr 18-20	60	34	6	<b><u>2006</u></b>			
2008 Mar 14-16	62	33	6	2006 Dec 8-10 ^	42	11	47
2008 Feb 21-24	61	32	7				