

## GALLUP NEWS SERVICE

### 2010 MIDTERM ELECTION POLLING: WAVES 3 AND 4

-- FINAL TOPLINE --

Timberline: 927568, 927569

G: 515, 521

Princeton Job #: 10-10-018

Jeff Jones, Lydia Saad

October 7-10 and 14-17, 2010

---

Results are based on telephone interviews conducted October 7-10 and October 14-17, 2010, with a random sample of ~3,051—adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is  $\pm 2$  percentage points.

For results based on the sample of ~2,731-- registered voters, the maximum margin of sampling error is  $\pm 2$  percentage points.

Results for likely voters are based on a sample of ~1,951 -- survey respondents deemed most likely to vote in the November 2010 General Election, according to a series of questions measuring current voting intentions and past voting behavior. For results based on the sample of likely voters, the maximum margin of sampling error is  $\pm 3$  percentage points. Gallup provides two likely voter estimates using this sample. The lower turnout estimate assumes 40% national adult turnout and applies additional weights within the broad likely voter sample to match this turnout assumption. The higher turnout estimate gives all likely voters the same weight and represents a turnout level of 55% of national adults.

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 per 1,000 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.

---

5. 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-C READ IN RANDOM ORDER]?

**BASED ON -1,029--NATIONAL ADULTS INTERVIEWED OCT. 14-17; ±4 PCT PTS**

**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 Oct 14-17	47	50	3	2008 Feb 21-24	61	32	7
				2008 Feb 8-10	58	34	8
2010 Jul 8-11	52	44	4	2008 Jan 30-Feb 2	59	32	8
2010 May 24-25	54	43	3	2008 Jan 10-13	59	32	9
2010 Mar 26-28	52	48	1	<b><u>2007</u></b>			
<b><u>2009</u></b>				2007 Dec 14-16	57	30	13
2009 Dec 11-13	56	42	2	2007 Nov 30-Dec 2	53	33	13
2009 Oct 16-19	55	42	3	2007 Nov 2-4	53	30	17
2009 Oct 1-4	56	40	4	2007 Oct 12-14	53	32	15
2009 Jul 10-12	66	33	1	2007 Oct 4-7	54	27	19
2009 May 29-31	67	32	1	2007 Sep 14-16	56	29	15
2009 Mar 27-29	69	28	3	2007 Sep 7-8	48	32	21
2009 Jan 9-11	78	18	5	2007 Aug 13-16	52	29	19
<b><u>2008</u></b>				2007 Aug 3-5	48	34	18
2008 Nov 7-9	68	27	4	2007 Jul 12-15	49	26	25
2008 Oct 31-Nov 2 †	62	34	4	2007 Jul 6-8	53	27	21
2008 Oct 10-12	62	35	2	2007 Jun 1-3	53	25	23
2008 Oct 3-5	62	34	3	2007 May 10-13	55	20	25
2008 Sep 5-7	62	35	3	2007 May 4-6	50	24	25
2008 Aug 30-31 †	61	32	8	2007 Apr 13-15	52	27	20
2008 Aug 21-23	63	32	5	2007 Apr 2-5	49	24	26
2008 Jul 25-27	61	35	4	2007 Mar 23-25	53	24	23
2008 Jun 15-19	64	31	5	2007 Mar 2-4	58	18	24
2008 May 30-Jun 1	58	37	5	2007 Feb 9-11	53	19	28
2008 May 1-3	58	37	5	<b><u>2006</u></b>			
2008 Apr 18-20	60	34	6	2006 Dec 8-10 ^	42	11	47
2008 Mar 14-16	62	33	6				

^ WORDING: Illinois Senator, Barack Obama.

† USA Today/Gallup poll asked on Gallup tracking survey