

USA TODAY/GALLUP POLL

JANUARY WAVE 2

-- FINAL TOPLINE --

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G: 661
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Jeff Jones, Lydia Saad
January 14-16, 2011

Results are based on telephone interviews conducted January 14-16, 2011 with a random sample of -1,032— 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 ±4 percentage points.

For results based on the sample of -516—national adults in Form A and -516—national adults in Form B, the maximum margins of sampling error are ±5 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 2010 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.

3. 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, ITEMS F-H READ IN RANDOM ORDER]?

A. Barack Obama

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<u>2011</u>				<u>2008</u>			
2011 Jan 14-16	53	45	2	2008 Apr 18-20	60	34	6
				2008 Mar 14-16	62	33	6
<u>2010</u>				2008 Feb 21-24	61	32	7
2010 Nov 4-7	49	48	3	2008 Feb 8-10	58	34	8
2010 Oct 14-17	47	50	3	2008 Jan 30-Feb 2	59	32	8
2010 Jul 8-11	52	44	4	2008 Jan 10-13	59	32	9
2010 May 24-25	54	43	3	<u>2007</u>			
2010 Mar 26-28	52	48	1	2007 Dec 14-16	57	30	13
<u>2009</u>				2007 Nov 30-Dec 2	53	33	13
2009 Dec 11-13	56	42	2	2007 Nov 2-4	53	30	17
2009 Oct 16-19	55	42	3	2007 Oct 12-14	53	32	15
2009 Oct 1-4	56	40	4	2007 Oct 4-7	54	27	19
2009 Jul 10-12	66	33	1	2007 Sep 14-16	56	29	15
2009 May 29-31	67	32	1	2007 Sep 7-8	48	32	21
2009 Mar 27-29	69	28	3	2007 Aug 13-16	52	29	19
2009 Jan 9-11	78	18	5	2007 Aug 3-5	48	34	18
<u>2008</u>				2007 Jul 12-15	49	26	25
2008 Nov 7-9	68	27	4	2007 Jul 6-8	53	27	21
2008 Oct 31-Nov 2 †	62	34	4	2007 Jun 1-3	53	25	23
2008 Oct 10-12	62	35	2	2007 May 10-13	55	20	25
2008 Oct 3-5	62	34	3	2007 May 4-6	50	24	25
2008 Sep 5-7	62	35	3	2007 Apr 13-15	52	27	20
2008 Aug 30-31 †	61	32	8	2007 Apr 2-5	49	24	26
2008 Aug 21-23	63	32	5	2007 Mar 23-25	53	24	23
2008 Jul 25-27	61	35	4	2007 Mar 2-4	58	18	24
2008 Jun 15-19	64	31	5	2007 Feb 9-11	53	19	28
2008 May 30-Jun 1	58	37	5	<u>2006</u>			
2008 May 1-3	58	37	5	2006 Dec 8-10 ^	42	11	47

^ WORDING: Illinois Senator, Barack Obama.

† USA Today/Gallup poll asked on Gallup tracking survey

Favorable ratings results continued on the next page

Q.3 (FAVORABLES) CONTINUED

B. Sarah Palin

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2011 Jan 14-16	38	53	2	6
2010 Nov 4-7	40	52	2	5
2010 Jul 8-11	44	47	2	7
2009 Dec 11-13	44	47	3	6
2009 Oct 1-4	40	50	4	7
2009 Jul 10-12	43	45	4	8
2008 Nov 7-9	48	47	2	4
2008 Oct 31-Nov 2 †	42	49	3	7
2008 Oct 3-5	51	41	2	6
2008 Sep 5-7	53	28	7	12
2008 Aug 29 ^	22	7	51	20

^ Based on one-night Palin vice presidential selection poll of registered voters (*USA Today*/Gallup poll asked on Gallup daily tracking survey)

† *USA Today*/Gallup poll asked on Gallup tracking survey

C. Senate Democratic Leader, Harry Reid

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2011 Jan 14-16	25	41	21	12
2010 Nov 4-7	25	43	19	14
2010 May 24-25	27	41	19	13
2010 Mar 26-28	29	45	17	9
2008 Nov 7-9	27	30	28	14
2006 Nov 9-12	27	19	33	20
2005 May 20-22	22	19	42	17
2005 Apr 29-May 1	21	18	44	17

D. Speaker of the House, John Boehner

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2011 Jan 14-16	42	22	19	16
2010 Nov 4-7 ^	34	26	21	19
2010 Oct 14-17 ^	27	31	27	15
2010 May 24-25 ^	26	30	27	17
2010 Mar 26-28 ^	29	32	26	13
2009 Jul 10-12 ^	25	23	32	20

^ WORDING: House Republican Leader, John Boehner

Q.3 (FAVORABLES) CONTINUED

E. House Democratic Leader, Nancy Pelosi

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2011 Jan 14-16	33	54	7	7
2010 Oct 14-17 ^	29	56	7	8
2010 May 24-25 ^	36	51	5	8
2010 Mar 26-28 ^	36	54	5	5
2009 Jul 10-12 ^	32	48	11	8
2009 May 29-31 ^	34	50	8	7
2008 Nov 7-9 ^	42	41	8	8
2007 Mar 23-25 ^	37	33	19	11
2007 Jan 5-7 ^	44	22	13	21
2006 Nov 9-12	38	24	18	20
2006 Oct 6-8	26	28	29	17
2006 Jun 23-25	31	29	27	13
2003 Jul 25-27	23	19	42	16
2003 Jan 3-5	23	18	39	20

^ WORDING: Speaker of the House, Nancy Pelosi