

GALLUP NEWS SERVICE

MARCH WAVE 1

-- FINAL TOPLINE --

Timberline: 927907
G: 738
Princeton Job #: 11-03-005

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March 25-27, 2011

Note: Q.2e, 9-11 should be referred to as a *USA Today*/Gallup poll.

Results are based on telephone interviews conducted March 25-27, 2011 with a random sample of –1,027—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 –500—national adults in Form A and –527—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. Thinking about the following characteristics and qualities, please say whether you think each applies or doesn't apply to Barack Obama. How about –[RANDOM ORDER]?

2011 Mar 25-27

(sorted by “applies”)

	<u>Applies</u>	<u>Doesn't apply</u>
Is honest and trustworthy	61	36
Understands the problems Americans face in their daily lives	57	42
Is a strong and decisive leader	52	47
Shares your values	51	47
Has a clear plan for solving the country's problems	36	60

TREND RESULTS:

A. Is a strong and decisive leader

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2011 Mar 25-27	52	47	1
2010 Mar 26-28	60	39	1
2009 Sep 11-13	66	33	2
2009 Jul 17-19	67	31	2
2009 Apr 20-21	73	25	2
2008 Oct 10-12	61	37	2
2008 Apr 18-20	55	39	6
2008 Mar 14-16	56	37	7

B. Shares your values

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2011 Mar 25-27	51	47	2
2010 Mar 26-28	48	50	2
2009 Sep 11-13	52	46	2
2009 Jul 17-19	55	43	2
2009 Apr 20-21	60	37	2
2008 Oct 10-12	58	40	2
2008 Apr 18-20	51	44	5
2008 Mar 14-16	51	44	5

Q.3 (BARACK OBAMA PERSONAL CHARACTERISTICS) CONTINUED

C. Understands the problems Americans face in their daily lives

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2011 Mar 25-27	57	42	1
2010 Mar 26-28	56	43	1
2009 Sep 11-13	64	36	*
2009 Jul 17-19	66	33	1
2009 Apr 20-21	72	27	1
2008 Oct 10-12	73	26	1
2008 Apr 18-20	63	34	3
2008 Mar 14-16	67	30	3

D. Has a clear plan for solving the country's problems

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2011 Mar 25-27	36	60	4
2008 Oct 10-12	51	46	3
2008 Apr 18-20	40	53	7
2008 Mar 14-16	41	53	6

E. Is honest and trustworthy

	<u>Applies</u>	<u>Doesn't apply</u>	<u>No opinion</u>
2011 Mar 25-27	61	36	3
2008 Apr 18-20	60	32	8
2008 Mar 14-16	63	29	7