

GALLUP NEWS SERVICE

OBAMA INAUGURATION REACTION

Results are based on telephone interviews with –513– national adults, aged 18+, conducted January 21, 2013. For results based on the total sample of National Adults, one can say with 95% confidence that the margin of error is ± 6 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

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.

Polls conducted entirely in one day, such as this one, are subject to additional error or bias not found in polls conducted over several days.

Turning now to the inauguration of Barack Obama as president today,

1. Based on what you have heard or read about today's inauguration, does it make you feel more hopeful about the next four years, less hopeful, or does it not make any difference?

	<u>More hopeful</u>	<u>Less hopeful</u>	<u>Does not make any difference</u>	<u>No opinion</u>
2013 Jan 21	37	27	30	6
2009 Jan 20	62	11	23	4

For comparison (George W. Bush 2005 inauguration): Based on what you have heard or read about today's inauguration, does it make you feel more hopeful about the next four years, less hopeful, or does it not make any difference?

	<u>More hopeful</u>	<u>Less hopeful</u>	<u>Does not make any difference</u>	<u>No opinion</u>
2005 Jan 20	43	25	28	4

2. Which of the following applies to you – you watched or listened to the inauguration ceremonies as they happened, you watched, listened to, or read news reports about the inauguration ceremonies, or you did not do either?

	<u>Watched as they happened</u>	<u>Watched news reports</u>	<u>Did not do either</u>	<u>No opinion</u>
2013 Jan 21	38	27	33	1
2009 Jan 20	60	20	20	*

For comparison (George W. Bush 2005 inauguration): Which of the following applies to you – you watched or listened to the inauguration ceremonies as they happened, you watched, listened to, or read news reports about the inauguration ceremonies, or you did not do either?

	<u>Watched as they happened</u>	<u>Watched news reports</u>	<u>Did not do either</u>	<u>No opinion</u>
2005 Jan 20	40	33	26	1

3. *(Asked of those who saw ceremonies or news reports of them)* Based on what you have heard or read, how would you rate Barack Obama's inauguration speech? Would you rate it as -- excellent, good, just okay, poor, or terrible?

BASED ON –353—ADULTS WHO WATCHED THE INAUGURAL CEREMONIES OR WATCHED NEWS REPORTS OF THE CEREMONIES; ± 7 PCT PTS

	<u>Excellent</u>	<u>Good</u>	<u>Just okay</u>	<u>Poor</u>	<u>Terrible</u>	<u>No opinion</u>
2013 Jan 21	33	32	19	5	7	3
2009 Jan 20	46	35	12	2	1	5

For comparison (George W. Bush 2005 inauguration): Based on what you have heard or read, how would you rate George W. Bush's inauguration speech? Would you rate it as -- excellent, good, just okay, poor, or terrible?

BASED ON THOSE WHO WATCHED OR LISTENED TO THE INAUGURATION CEREMONIES OR SAW NEWS COVERAGE OF IT

	<u>Excellent</u>	<u>Good</u>	<u>Just okay</u>	<u>Poor</u>	<u>Terrible</u>	<u>No opinion</u>
2005 Jan 20	25	37	20	7	4	7