

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: WORLD AFFAIRS

-- FINAL TOPLINE --

Timberline: 937008
HR: 912
Princeton Job #: 14-02-002

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Results are based on telephone interviews conducted February 6-9, 2014 with a random sample of **-1,023-** adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

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 and cell phone telephone 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 and cell phone mostly). Demographic weighting targets are based on the March 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 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.

22. 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-J READ IN RANDOM ORDER]?

G. Michelle Obama

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>No opinion</u>
2014 Feb 6-9	66	29	1	3
2012 Aug 20-22 ^	65	27	--	7
2012 May 10-13	66	27	*	6
2010 Jul 8-11	66	25	1	9
2009 Oct 16-19	61	25	1	13
2009 Mar 27-29	72	17	1	10
2009 Jan 9-11	68	18	*	13
2008 Sep 5-7 ^	54	30	2	14
2008 Aug 21-23	53	25	4	18
2008 May 30-Jun 1	43	30	6	21

^WORDING: Michelle Obama, wife of Barack