

## GALLUP NEWS SERVICE

### GALLUP POLL SOCIAL SERIES: VALUES AND BELIEFS

-- FINAL TOPLINE --

Timberline: 937008  
IS: 370  
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Results are based on telephone interviews conducted May 6-10, 2015 with a random sample of –1,024—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  $\pm 4$  percentage points at the 95% confidence level.

For results based on the sample of –497—national adults in Form A, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –527—national adults in Form B, the margins of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –892—registered voters, the margins of sampling error is  $\pm 4$  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 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 2014 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2014 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.

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28. 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]?

**A. Barack Obama**

	Favor- able	Unfavor- able	No opinion		Favor- able	Unfavor- able	No opinion
<b><u>2015</u></b>				2009 Jul 10-12	66	33	1
2015 May 6-10	53	45	2	2009 May 29-31	67	32	1
2015 Mar 5-8	49	48	2	2009 Mar 27-29	69	28	3
2015 Feb 8-11	51	48	1	2009 Jan 9-11	78	18	5
<b><u>2014</u></b>				<b><u>2008</u></b>			
2014 Nov 6-9	42	55	3	2008 Nov 7-9	68	27	4
2014 Sep 25-30	45	52	3	2008 Oct 31-Nov 2 †	62	34	4
2014 Jul 7-10	44	53	2	2008 Oct 10-12	62	35	2
2014 Jun 5-8	47	52	1	2008 Oct 3-5	62	34	3
2014 Apr 24-30	51	48	2	2008 Sep 5-7	62	35	3
2014 Mar 22-23 †	50	46	4	2008 Aug 30-31 †	61	32	8
2014 Feb 6-9	52	46	1	2008 Aug 21-23	63	32	5
<b><u>2013</u></b>				2008 Jul 25-27	61	35	4
2013 Dec 5-8	48	50	3	2008 Jun 15-19	64	31	5
2013 Oct 3-6	49	49	2	2008 May 30-Jun 1	58	37	5
2013 Sep 15-16 †	53	43	4	2008 May 1-3	58	37	5
2013 Jul 10-14	52	45	3	2008 Apr 18-20	60	34	6
2013 Jun 1-4	54	45	1	2008 Mar 14-16	62	33	6
2013 Apr 11-14	55	43	2	2008 Feb 21-24	61	32	7
<b><u>2012</u></b>				2008 Feb 8-10	58	34	8
2012 Nov 15-18	58	40	2	2008 Jan 30-Feb 2	59	32	8
2012 Nov 9-12	58	41	1	2008 Jan 10-13	59	32	9
2012 Nov 1-2	55	42	3	<b><u>2007</u></b>			
2012 Sep 24-27	55	44	1	2007 Dec 14-16	57	30	13
2012 Aug 20-22	53	46	1	2007 Nov 30-Dec 2	53	33	13
2012 Jul 19-22	53	45	2	2007 Nov 2-4	53	30	17
2012 Jul 9-12	54	43	3	2007 Oct 12-14	53	32	15
2012 May 10-13	52	46	2	2007 Oct 4-7	54	27	19
2012 Feb 16-19	50	48	2	2007 Sep 14-16	56	29	15
<b><u>2011</u></b>				2007 Sep 7-8	48	32	21
2011 Dec 15-18	55	44	1	2007 Aug 13-16	52	29	19
2011 Apr 20-23	52	46	2	2007 Aug 3-5	48	34	18
2011 Mar 25-27	54	43	3	2007 Jul 12-15	49	26	25
2011 Jan 14-16	53	45	2	2007 Jul 6-8	53	27	21
<b><u>2010</u></b>				2007 Jun 1-3	53	25	23
2010 Nov 4-7	49	48	3	2007 May 10-13	55	20	25
2010 Oct 14-17	47	50	3	2007 May 4-6	50	24	25
2010 Jul 8-11	52	44	4	2007 Apr 13-15	52	27	20
2010 May 24-25	54	43	3	2007 Apr 2-5	49	24	26
2010 Mar 26-28	52	48	1	2007 Mar 23-25	53	24	23
<b><u>2009</u></b>				2007 Mar 2-4	58	18	24
2009 Dec 11-13	56	42	2	2007 Feb 9-11	53	19	28
2009 Oct 16-19	55	42	3	<b><u>2006</u></b>			
2009 Oct 1-4	56	40	4	2006 Dec 8-10 ^	42	11	47

^ WORDING: Illinois Senator, Barack Obama.

† Asked on Gallup tracking survey