

MICHELLE OBAMA: THE NEW FIRST LADY

February 18-22, 2009

Americans hold positive views of First Lady Michelle Obama. 49% have a favorable opinion of her, while only 5% hold a negative view. These numbers are similar to what they were in January just prior to her husband taking office.

Still, at this early stage, 44% are undecided or don't know enough about Michelle Obama yet to have an opinion of her.

Michelle Obama's ratings are more positive than recent First Ladies at the outset of past Administrations.

MICHELLE OBAMA COMPARED TO FIRST LADIES AT THE START OF PAST ADMINISTRATIONS

	Michelle Obama	Laura* Bush	Hillary Clinton	Barbara* Bush	Nancy Reagan
Favorable	49%	30%	44%	34%	28%
Not favorable	5	3	16	3	10
Undecided/Don't know	44	66	38	63	62

*Asked just prior to Inauguration Day.

Women are more likely to hold a favorable opinion of Michelle Obama (56%) than men (41%), but she is more familiar to women than to men.

The First Lady is also more familiar to Americans age 45 and over than to younger people.

Seven in 10 Democrats view Michelle Obama favorably, compared to just 28% of Republicans, but Republicans do give the First Lady a net positive rating. Still, she remains unknown to 63% of them.

OPINION OF MICHELLE OBAMA

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Undecided/ Don't know enough</u>
Total	49%	5	44
Men	41%	5	50
Women	56%	5	39
Under age 45	42%	4	50
Age 45 and over	56%	5	38
Republicans	28%	8	63
Democrats	70%	0	26
Independents	43%	6	49

This poll was conducted among a random sample of 1,112 adults nationwide, interviewed by telephone February 18-22 2009. Phone numbers were dialed from RDD samples of both standard land-lines and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

CBS NEWS/NEW YORK TIMES POLL
 Michelle Obama: The New First Lady
 February 18-22, 2009

q17 Is your opinion of Michelle Obama favorable, not favorable, undecided, or haven't you heard enough about Michelle Obama yet to have an opinion?

** TOTAL RESPONDENTS **
 *** Party ID ***

	Total	Rep	Dem	Ind	Jan09a
	%	%	%	%	%
Favorable	49	28	70	43	46
Not favorable	5	8	0	6	7
Undecided	13	21	6	14	18
Haven't heard enough	31	42	20	35	27
Refused	2	1	4	2	2

Unweighted Weighted

Total Respondents	1112	
Total Republicans	315	293
Total Democrats	397	403
Total Independents	400	416