

FIRST LADIES

Americans Pick Hillary Clinton, Nancy Reagan as Best Recent First Ladies

Current First Lady Michelle Obama is highly popular, especially among women.

[NEW YORK – May 24, 2010] – Americans choose the wife of a Republican and a Democrat as the best two First Ladies since 1974, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,016 American adults, Nancy Reagan and Hillary Rodham Clinton top the list with 19 per cent each. They are followed by current First Lady Michelle Obama with 15 per cent and her predecessor Laura Bush with 12 per cent.

Barbara Bush, Rosalynn Carter, and Betty Ford all fall below the 10 per cent mark.

President Barack Obama's wife Michelle holds a remarkable rating. Three-in-five Americans (60%) have a favorable opinion of the current First Lady (28% "very favorable"; 32 per cent "moderately favorable").

The poll has also found that most people across the country (59%) feel it is important for First Ladies to focus on promoting certain causes during their period in the White House.

Conversely, about a third of respondents (34%) say this role attached to the First Lady's office is not important to them.

KEY FINDINGS

- **Best First Lady since 1974: Nancy Reagan 19%, Hillary Clinton 19%, Michelle Obama 15%, Laura Bush 12%**
- **60% have a favorable opinion of Michelle Obama**
- **59% say it is important that First Ladies are active in supporting specific causes**

Full topline results are at the end of this release.

From May 13 to May 14, 2010, Angus Reid Public Opinion conducted an online survey among 1,016 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States.

CONTACT:

Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

Women v. Men

Notably, the most popular First Lady among American women is Michelle Obama with 20 per cent, followed by Hillary Rodham Clinton with 18 per cent, and Nancy Reagan with 14 per cent.

Male respondents are more likely to choose Nancy Reagan (24%), followed by Hillary Rodham Clinton (20%), and Laura Bush (11%). Only eight per cent of American men pick Michelle Obama as the best First Lady since 1974.

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First Ladies

Which one of these women do you think has been the best First Lady of the U.S. since 1974?

	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
Betty Ford	4%	4%	4%	5%	5%	1%
Rosalynn Carter	5%	4%	6%	2%	6%	6%
Nancy Reagan	19%	24%	14%	16%	23%	16%
Barbara Bush	8%	9%	8%	4%	5%	17%
Hillary Rodham Clinton	19%	20%	18%	25%	19%	13%
Laura Bush	12%	11%	12%	6%	11%	17%
Michelle Obama	15%	8%	20%	18%	11%	16%
Not sure	19%	19%	18%	25%	19%	13%

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First Ladies						
Do you have a favorable or unfavorable opinion of Michelle Obama?						
	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
Very favorable	28%	25%	32%	31%	24%	31%
Moderately favorable	32%	30%	33%	35%	35%	25%
Moderately unfavorable	14%	17%	12%	12%	12%	19%
Very unfavorable	11%	12%	10%	6%	12%	16%
Not sure	15%	16%	13%	16%	18%	9%
Favorable – net	60%	55%	64%	66%	58%	56%
Unfavorable – net	25%	28%	22%	17%	24%	35%

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First Ladies						
How important is it to you that first ladies in the U.S. promote a specific cause during the presidency of their spouses?						
	Gender			Age		
	Total	Male	Female	18-34	35-54	55+
Very important	30%	25%	34%	31%	27%	31%
Moderately important	30%	27%	32%	31%	30%	28%
Not too important	21%	20%	22%	16%	22%	24%
Not important at all	13%	19%	6%	11%	13%	13%
Not sure	7%	8%	6%	11%	8%	3%
Important – net	59%	52%	66%	62%	57%	59%
Not important – net	34%	39%	28%	27%	35%	38%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://bit.ly/4zxf1S>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at

<http://bit.ly/3z0u1l>

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**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:

<http://www.visioncritical.com/category/global-opinions-and-trends>

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