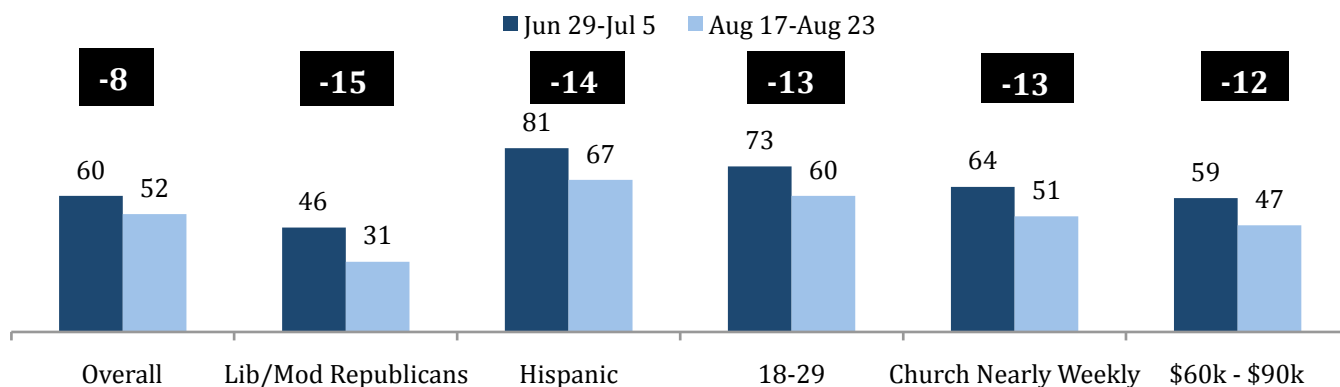


Polling News & Notes

Overlooked Recent Polling and Insights • August 27, 2009

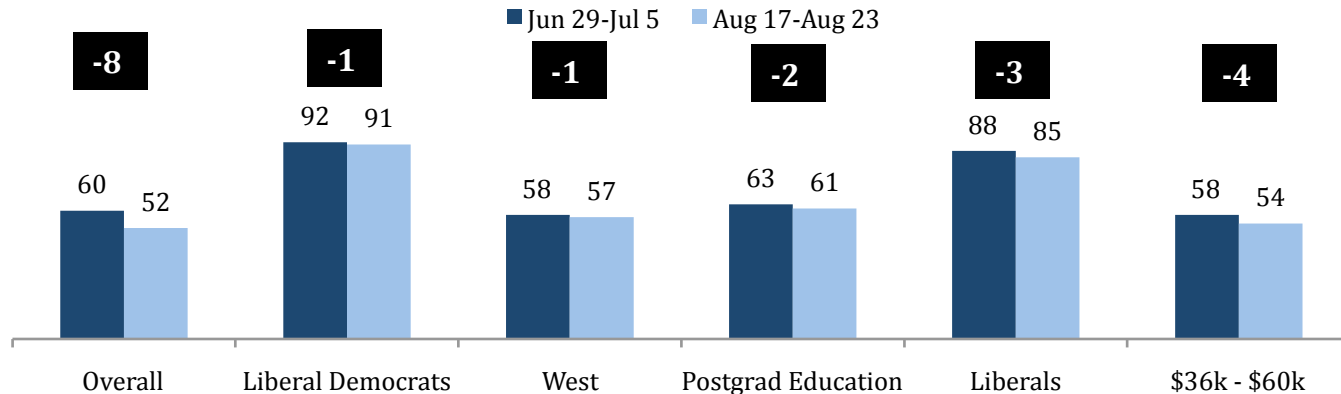
Obama Losing Support with Hispanics, Young Voters, But Steady with Liberals: President Obama's job approval rating has fallen to 52% in the most recent weekly Gallup poll (8/17-8/23), down 15 points from its high in January. Obama's popularity was still as high as 60% at the end of the first week of July. Since then, his approval rating has dropped sharply with key swing demographic groups, falling 15 points with liberal and moderate Republicans, 14 points with Hispanics, 13 points with voters aged 18-29, 13 points with voters who attend church nearly every week or monthly, and 12 points with voters earning between \$60,000 and \$90,000 per year (-12).

Gallup: Groups with Largest Decline in Obama Approval



By comparison, his approval rating has remained fairly steady with liberal Democrats (-1), voters in the west (-1), those with post-graduate educations (-2), self-identified liberals (-3), and those earning between \$36,000 and \$60,000 per year (-4).

Gallup: Groups with Smallest Decline in Obama Approval



Obama's victory last fall was largely built upon swing voters, not the Democratic base, so the last two months' trend should be very troubling for the White House.

###