



**CNN January 2018**

The study was conducted for CNN via telephone by SSRS, an independent research company. Interviews were conducted from **January 14, 2017 – January 18, 2018** among a sample of **1,005** respondents, no interviewing took place on January 16<sup>th</sup> due to weather conditions at the call center locations. The landline total respondents were **404** and there were **601** of cell phone respondents. The margin of sampling error for total respondents is +/-3.7 at the 95% confidence level. The design effect is 1.4. More information about SSRS can be obtained by visiting [www.ssrs.com](http://www.ssrs.com). Unless otherwise noted, results beginning with the March 31-April 2, 2006 survey and ending with the April 22-25, 2017 survey are from surveys conducted by ORC International. Results before March 31, 2006 are from surveys conducted by Gallup.

**EMBARGOED FOR RELEASE:  
Saturday, January 20 at 2:00 p.m.**

Q13. (FV1) 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.

Melania Trump	Favorable opinion	Unfavorable opinion	Never heard of (vol.)	No opinion
January 14-18, 2018	47%	37%	4%	12%
November 2-5, 2017	48%	37%	2%	16%
September 17-20, 2017	44%	35%	4%	16%
April 22-25, 2017	45%	38%	3%	13%
March 1-4, 2017	52%	32%	3%	12%
January 12-15, 2017	36%	35%	5%	23%
October 20-23, 2016	39%	38%	5%	18%
July 22-24, 2016	39%	34%	6%	21%
July 13-16, 2016	25%	32%	18%	25%
June 16-19, 2016	28%	34%	17%	21%
February 24-27, 2016	24%	31%	23%	21%

## MORE ON METHODOLOGY

A total of **1,005** adults were interviewed by telephone nationwide by live interviewers calling both landline and cell phones. Interviews were conducted in English and Spanish. Interviews were conducted January 14-18, 2018, however no interviews were conducted on January 16<sup>th</sup> due to weather conditions at call center locations. Among the entire sample, **33%** described themselves as Democrats, **24%** described themselves as Republicans, and **43%** described themselves as independents or members of another party.

All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect national Census figures for gender, race, age, education, region of country, and telephone usage.

Results for the full sample have a margin of sampling error of **+/-3.7** percentage points. For the sample of **913** registered voters, it is **+/-3.8** percentage points.

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/-8.5 percentage points or less once adjusted for design effect. Some subgroups represent too small a share of the national population to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups, but results for groups with a design-effect adjusted sampling error larger than +/-8.5 percentage points are not displayed and instead are denoted with "N/A".



CNN/SSRS Poll -- January 14, 2018 to January 18, 2018

TABLE 033

13C. (FV1\_MT) 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 Melania Trump?

Base: Total Respondents

	Total	Men	Women	White	Non-white	Trump approve	Trump disapprove
Favorable Opinion	47%	53%	41%	54%	33%	83%	22%
Unfavorable Opinion	37%	26%	47%	31%	48%	7%	59%
No Opinion (Net)	17%	21%	12%	15%	19%	10%	19%
Heard of, no opinion	11%	13%	9%	11%	11%	7%	12%
Never heard of	4%	5%	2%	2%	7%	2%	4%
Undecided/Refused	2%	3%	1%	2%	2%	1%	3%
Sampling Error (+/-)	3.7	4.9	5.4	4.4	6.7	5.7	5.0
	Total	18-34	35-49	50-64	65+	<45	45+
Favorable Opinion	47%	37%	46%	52%	55%	40%	52%
Unfavorable Opinion	37%	44%	35%	35%	31%	40%	34%
No Opinion (Net)	17%	19%	19%	13%	14%	20%	14%
Heard of, no opinion	11%	12%	14%	8%	10%	13%	9%
Never heard of	4%	5%	4%	4%	1%	5%	2%
Undecided/Refused	2%	2%	1%	2%	3%	2%	2%
Sampling Error (+/-)	3.7	7.8	8.0	6.5	6.8	6.1	4.4
	Total	<\$50K	\$50K+	Non-coll. grad.	Coll. grad.	White non-coll.	White coll. grad.
Favorable Opinion	47%	40%	52%	48%	45%	57%	48%
Unfavorable Opinion	37%	42%	34%	37%	36%	29%	34%
No Opinion (Net)	17%	18%	14%	16%	19%	14%	18%
Heard of, no opinion	11%	10%	10%	10%	13%	10%	14%
Never heard of	4%	6%	2%	4%	2%	2%	1%
Undecided/Refused	2%	2%	2%	1%	3%	1%	3%
Sampling Error (+/-)	3.7	6.0	4.8	4.9	5.2	5.9	6.2
	Total	Demo-crat	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
Favorable Opinion	47%	23%	48%	79%	25%	45%	68%
Unfavorable Opinion	37%	63%	31%	9%	59%	36%	19%
No Opinion (Net)	17%	14%	21%	13%	15%	19%	14%
Heard of, no opinion	11%	9%	15%	8%	11%	13%	8%
Never heard of	4%	3%	4%	4%	2%	4%	4%
Undecided/Refused	2%	2%	2%	1%	2%	2%	2%
Sampling Error (+/-)	3.7	6.5	5.7	7.5	7.2	5.9	6.4
	Total	Lean Demo-crat	Lean Repub lican	Reg. voter	RV Very Enthu Cong.	RV Less Enthu Cong.	
Favorable Opinion	47%	25%	76%	49%	47%	51%	
Unfavorable Opinion	37%	57%	11%	36%	40%	33%	
No Opinion (Net)	17%	19%	13%	15%	13%	16%	
Heard of, no opinion	11%	13%	9%	10%	10%	11%	
Never heard of	4%	3%	4%	3%	2%	4%	
Undecided/Refused	2%	3%	1%	2%	1%	2%	
Sampling Error (+/-)	3.7	5.2	5.5	3.8	5.3	5.5	