



53 West Baltimore Pike. Media, PA 19063
 484-840-4300 www.ssrs.com



The study was conducted for CNN via telephone by SSRS, an independent research company. Interviews were conducted from May 02, 2018 to May 05, 2018 among a sample of **1,015** respondents. The landline total respondents were **402** and there were **613** cell phone respondents. The margin of sampling error for total respondents is +/-3.6 at the 95% confidence level. The design effect is 1.38. The margin of sampling error for the questions asked of 705 respondents from May 03, 2018 to May 05, 2018 is +/- 4.4. More information about SSRS can be obtained by visiting 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:
 TBD**

Q11. (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.

(KW) Kanye West	Favorable Opinion	Unfavorable Opinion	Never heard of (vol.)	No opinion
May 02-05, 2018	23%	53%	9%	15%



53 West Baltimore Pike. Media, PA 19063
 484-840-4300 www.ssrs.com

Q23. How much have you heard about recent comments Kanye West has made about politics and slavery – a great deal, a good amount, just a little bit or nothing at all?

	A great deal	A good amount	A little bit	Nothing at all	No opinion
May 02-05, 2018	17%	19%	36%	25%	3%

(Respondents who have heard at least a little bit about West’s comments, N=748)

Q24. Overall, do you think West made these comments more because he (really believes what he is saying) or more because he (is seeking publicity)?

	Believes what he is saying	Is seeking publicity	No Opinion
May 02-05, 2018	39%	52%	9%



53 West Baltimore Pike. Media, PA 19063
484-840-4300 www.ssrs.com

MORE ON METHODOLOGY

A total of 1,015 adults were interviewed by telephone nationwide by live interviewers calling both landline and cell phones. Interviews were conducted in English and Spanish. Among the entire sample, 29% described themselves as Democrats, 24% described themselves as Republicans, and 47% 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 +/-3.6 percentage points. The margin of sampling error for the questions asked of 705 respondents from May 03, 2018 to May 05, 2018 is +/- 4.4. For the sample of 901 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 -- May 02, 2018 to May 05, 2018

TABLE 057

FV1_KW 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 Kanye West?

Base: Total Respondents

	Total	Men	Women	White	Non-white	Trump ap-prove	Trump disap-prove
	=====	=====	=====	=====	=====	=====	=====
Favorable Opinion	23%	22%	23%	24%	20%	40%	9%
Unfavorable Opinion	53%	50%	56%	50%	60%	34%	70%
Heard of, no opinion	12%	14%	10%	14%	8%	16%	9%
Never heard of	9%	9%	9%	8%	11%	7%	10%
Undecided/Refused	3%	4%	1%	3%	2%	3%	1%
Sampling Error (+/-)	3.6	4.8	5.4	4.4	6.6	5.4	5.1

	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
Favorable Opinion	23%	25%	16%	26%	22%	22%	23%
Unfavorable Opinion	53%	59%	62%	46%	45%	61%	47%
Heard of, no opinion	12%	9%	12%	14%	15%	9%	15%
Never heard of	9%	4%	9%	10%	15%	6%	12%
Undecided/Refused	3%	3%	1%	4%	3%	2%	3%
Sampling Error (+/-)	3.6	7.4	7.8	6.6	6.7	5.9	4.4

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
Favorable Opinion	23%	22%	22%	25%	18%	27%	19%
Unfavorable Opinion	53%	50%	59%	49%	64%	44%	61%
Heard of, no opinion	12%	11%	11%	12%	11%	15%	12%
Never heard of	9%	14%	5%	11%	5%	11%	5%
Undecided/Refused	3%	3%	2%	3%	2%	4%	3%
Sampling Error (+/-)	3.6	6.0	4.7	4.8	5.0	5.9	5.9

	Total	Demo-cratic	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
Favorable Opinion	23%	12%	23%	35%	13%	20%	32%
Unfavorable Opinion	53%	67%	57%	35%	71%	59%	39%
Heard of, no opinion	12%	12%	9%	17%	9%	10%	14%
Never heard of	9%	7%	9%	11%	6%	7%	12%
Undecided/Refused	3%	2%	3%	2%	1%	3%	2%
Sampling Error (+/-)	3.6	6.7	5.6	7.0	7.5	6.0	6.0

	Total	Lean Demo-cratic	Lean Repub lican	Reg. voter	RV: Very Enthu Cong.	RV: Less Enthu Cong.
	=====	=====	=====	=====	=====	=====
Favorable Opinion	23%	12%	37%	22%	22%	23%
Unfavorable Opinion	53%	68%	38%	56%	57%	55%
Heard of, no opinion	12%	10%	15%	12%	12%	12%
Never heard of	9%	9%	8%	7%	6%	8%
Undecided/Refused	3%	2%	2%	3%	2%	3%
Sampling Error (+/-)	3.6	5.3	5.5	3.8	5.4	5.5



CNN/SSRS Poll -- May 02, 2018 to May 05, 2018

TABLE 079

23. How much have you heard about recent comments Kanye West has made about politics and slavery - a great deal, a good amount, just a little bit or nothing at all?
 Base: Total Respondents

	Total	Men	Women	White	Non-white	Trump approve	Trump disapprove
	=====	=====	=====	=====	=====	=====	=====
A great deal	17%	18%	16%	13%	24%	14%	20%
A good amount	19%	18%	20%	19%	19%	20%	20%
A little bit	36%	37%	35%	37%	34%	34%	38%
Nothing at all	25%	23%	27%	28%	20%	28%	21%
Don't know/Undecided/Refused	3%	4%	2%	3%	2%	4%	2%
Sampling Error (+/-)	3.6	4.8	5.4	4.4	6.6	5.4	5.1

	Total	18-34	35-49	50-64	65+	<45	45+
	=====	=====	=====	=====	=====	=====	=====
A great deal	17%	21%	15%	15%	15%	20%	14%
A good amount	19%	23%	17%	18%	19%	19%	19%
A little bit	36%	39%	33%	35%	36%	37%	35%
Nothing at all	25%	17%	30%	27%	28%	22%	28%
Don't know/Undecided/Refused	3%	1%	4%	5%	1%	2%	4%
Sampling Error (+/-)	3.6	7.4	7.8	6.6	6.7	5.9	4.4

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
	=====	=====	=====	=====	=====	=====	=====
A great deal	17%	14%	19%	15%	21%	13%	13%
A good amount	19%	19%	21%	19%	20%	18%	22%
A little bit	36%	35%	36%	37%	33%	38%	35%
Nothing at all	25%	31%	21%	25%	24%	28%	27%
Don't know/Undecided/Refused	3%	2%	3%	3%	2%	3%	3%
Sampling Error (+/-)	3.6	6.0	4.7	4.8	5.0	5.9	5.9

	Total	Demo-crat	Indep endnt Other	Repub lican	Lib-eral	Mode-rate	Con serva tive
	=====	=====	=====	=====	=====	=====	=====
A great deal	17%	23%	16%	13%	22%	15%	15%
A good amount	19%	20%	20%	19%	21%	21%	18%
A little bit	36%	35%	36%	38%	39%	36%	34%
Nothing at all	25%	19%	26%	27%	16%	25%	30%
Don't know/Undecided/Refused	3%	3%	2%	4%	2%	3%	2%
Sampling Error (+/-)	3.6	6.7	5.6	7.0	7.5	6.0	6.0

	Total	Lean Demo-crat	Lean Repub lican	Reg. voter	RV: Very Enthu Cong.	RV: Less Enthu Cong.
	=====	=====	=====	=====	=====	=====
A great deal	17%	22%	12%	18%	23%	14%
A good amount	19%	17%	20%	21%	24%	18%
A little bit	36%	38%	36%	34%	33%	35%
Nothing at all	25%	21%	28%	24%	18%	30%
Don't know/Undecided/Refused	3%	2%	4%	3%	2%	3%
Sampling Error (+/-)	3.6	5.3	5.5	3.8	5.4	5.5



CNN/SSRS Poll -- May 02, 2018 to May 05, 2018

TABLE 080

24. Overall, do you think West made these comments more because he really believes what he is saying or more because he is seeking publicity?

Base: Respondents who have heard about Kanye's recent comments about politics and slavery

	Total	Men	Women	White	Non-white	Trump approve	Trump disapprove
Believes what he is saying	39%	43%	36%	42%	35%	56%	28%
Is seeking publicity	52%	47%	57%	48%	60%	36%	63%
Don't know/Undecided/Refused	9%	10%	7%	10%	5%	8%	9%
Sampling Error (+/-)	4.2	5.5	6.4	5.2	7.4	6.5	5.7

	Total	18-34	35-49	50-64	65+	<45	45+
Believes what he is saying	39%	38%	N/A	45%	39%	36%	42%
Is seeking publicity	52%	56%	N/A	44%	51%	57%	47%
Don't know/Undecided/Refused	9%	6%	N/A	11%	11%	7%	11%
Sampling Error (+/-)	4.2	8.1		7.8	7.6	6.7	5.2

	Total	<\$50K	\$50K+	Non-coll. grad	Coll. grad.	White non-coll.	White coll. grad.
Believes what he is saying	39%	37%	41%	40%	37%	43%	40%
Is seeking publicity	52%	57%	49%	52%	52%	48%	49%
Don't know/Undecided/Refused	9%	6%	10%	8%	10%	9%	11%
Sampling Error (+/-)	4.2	7.3	5.3	5.6	5.8	7.1	6.9

	Total	Democrat	Indep endnt Other	Republican	Liberal	Mod-erate	Con-serva-tive
Believes what he is saying	39%	30%	38%	56%	26%	37%	53%
Is seeking publicity	52%	61%	56%	33%	63%	59%	39%
Don't know/Undecided/Refused	9%	10%	6%	11%	11%	5%	8%
Sampling Error (+/-)	4.2	7.6	6.5	8.3	8.2	7.0	7.2

	Total	Lean Democrat	Lean Republican	Reg. voter	RV: Very Enthu Cong.	RV: Less Enthu Cong.
Believes what he is saying	39%	28%	53%	39%	37%	42%
Is seeking publicity	52%	64%	39%	52%	55%	49%
Don't know/Undecided/Refused	9%	8%	8%	9%	8%	9%
Sampling Error (+/-)	4.2	6.0	6.6	4.5	6.0	6.7