



Interviews with 1,025 adult Americans conducted by telephone by ORC International on March 1-4, 2017. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points.

This sample includes 509 interviews among landline respondents and 516 interviews among cell phone respondents.

**EMBARGOED FOR RELEASE:
Wednesday, March 8 at 12:30 p.m.**

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. (RANDOM ORDER)

	<u>Favor- able</u>	<u>Unfavor- able</u>	<u>Never heard of</u>	<u>No opinion</u>
Melania Trump				
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%

METHODOLOGY

A total of 1,025 adults were interviewed by telephone nationwide by live interviewers calling both landline and cell phones. Among the entire sample, 28% described themselves as Democrats, 25% 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.

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. 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 sampling error larger than +/-8.5 percentage points are not displayed and instead are denoted with "NA".

Question FVI MF

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

ME. Melania Trump

Base = Total Sample

	Total	Men	Women	White	Non-White
Favorable opinion	52%	58%	46%	60%	36%
Unfavorable opinion	32%	27%	37%	24%	47%
Heard of, no opinion	12%	11%	13%	12%	12%
Never heard of	3%	3%	3%	3%	4%
No opinion	* 1%	*	*	*	*
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-6.0

	Total	18-34	35-49	50-64	65+	Under 45	45 and Over
Favorable opinion	52%	39%	55%	57%	62%	43%	60%
Unfavorable opinion	32%	41%	31%	30%	23%	39%	26%
Heard of, no opinion	12%	16%	11%	10%	11%	14%	10%
Never heard of	3%	5%	3%	3%	3%	4%	3%
No opinion	* *	*	1%	1%	*	1%	*
Sampling Error	+/-3.0	+/-7.5	+/-7.5	+/-5.5	+/-5.5	+/-6.0	+/-3.5

	Total	Under \$50K	\$50K or more	Non-White College Grad	White College Grad	Non-White College Grad
Favorable opinion	52%	48%	58%	51%	52%	63%
Unfavorable opinion	32%	38%	28%	34%	32%	22%
Heard of, no opinion	12%	11%	12%	13%	11%	10%
Never heard of	3%	3%	2%	1%	5%	5%
No opinion	* *	1%	1%	*	1%	*
Sampling Error	+/-3.0	+/-5.0	+/-4.0	+/-4.5	+/-4.5	+/-5.0

	Total	Democrat	Independent	Republican	Liberal	Mod-erate	Conservative
Favorable opinion	52%	22%	51%	86%	22%	49%	82%
Unfavorable opinion	32%	56%	32%	6%	55%	34%	11%
Heard of, no opinion	12%	18%	12%	4%	21%	13%	3%
Never heard of	3%	3%	3%	4%	2%	3%	3%
No opinion	* 1%	1%	*	*	1%	*	*
Sampling Error	+/-3.0	+/-5.5	+/-4.5	+/-6.0	+/-6.0	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Sub-urban	urban	Rural
Favorable opinion	52%	45%	53%	57%	49%	39%	61%	59%
Unfavorable opinion	32%	39%	30%	28%	34%	43%	25%	27%
Heard of, no opinion	12%	10%	13%	12%	13%	13%	12%	10%
Never heard of	3%	6%	3%	3%	3%	4%	2%	3%
No opinion	* *	1%	*	*	1%	1%	*	*
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.0	+/-6.5	+/-5.5	+/-4.5	+/-7.5

	Total	Lean Democrat	Lean Republican	Trump Supporter	Non-Trump Supporter
Favorable opinion	52%	24%	84%	87%	29%
Unfavorable opinion	32%	54%	8%	4%	51%
Heard of, no opinion	12%	19%	5%	6%	16%
Never heard of	3%	3%	3%	3%	4%
No opinion	* 1%	*	*	1%	*
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-5.0	+/-4.0

* percentage less than 1%