

**1. Celebrity or Insider**

Let's say you have a choice between voting for two candidates with different backgrounds but similar positions on the issues. Would you prefer to vote for:

	Total	Gender		Age				Party ID - 3 Point		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
A politician who's served in Washington for decades	39%	32%	45%	52%	41%	34%	29%	59%	30%	29%
A celebrity who's never held office	26%	31%	21%	14%	23%	27%	42%	13%	29%	38%
Not sure	36%	38%	34%	34%	36%	40%	29%	28%	42%	33%
Totals (Unweighted N)	100% (998)	100% (472)	100% (526)	100% (169)	100% (260)	100% (396)	100% (173)	100% (350)	100% (414)	100% (234)

	Total	Race			Household Income				Region			
		White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
A politician who's served in Washington for decades	39%	36%	47%	48%	39%	37%	40%	39%	41%	33%	37%	44%
A celebrity who's never held office	26%	28%	17%	19%	24%	30%	29%	20%	27%	28%	26%	23%
Not sure	36%	36%	36%	32%	36%	34%	32%	41%	32%	39%	37%	33%
Totals (Unweighted N)	100% (998)	100% (756)	100% (111)	100% (131)	100% (448)	100% (266)	100% (161)	100% (123)	100% (155)	100% (238)	100% (374)	100% (231)

**2. Favorability - Kanye West**

Do you have a favorable or unfavorable opinion of Kanye West?

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very favorable	4%	4%	4%	7%	7%	1%	1%	6%	2%	5%
Somewhat favorable	9%	9%	9%	13%	14%	7%	1%	11%	9%	6%
Somewhat unfavorable	19%	22%	17%	25%	16%	17%	21%	27%	17%	12%
Strongly unfavorable	50%	50%	49%	44%	47%	56%	46%	37%	52%	62%
Not sure	18%	15%	22%	10%	16%	19%	31%	18%	20%	15%
Totals (Unweighted N)	100% (998)	100% (471)	100% (527)	100% (169)	100% (260)	100% (396)	100% (173)	100% (350)	100% (414)	100% (234)

	Race			Household Income				Region				
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Very favorable	4%	3%	9%	5%	2%	6%	7%	3%	8%	4%	3%	3%
Somewhat favorable	9%	6%	30%	7%	12%	6%	9%	4%	10%	10%	11%	5%
Somewhat unfavorable	19%	17%	27%	21%	20%	17%	21%	19%	18%	17%	20%	20%
Strongly unfavorable	50%	56%	22%	40%	43%	60%	51%	52%	49%	52%	52%	45%
Not sure	18%	18%	12%	27%	23%	11%	13%	23%	15%	18%	15%	26%
Totals (Unweighted N)	100% (998)	100% (757)	100% (110)	100% (131)	100% (448)	100% (266)	100% (161)	100% (123)	100% (156)	100% (238)	100% (374)	100% (230)

**3. Kanye Run for President**

Rapper Kanye West said last week that he wants to run for president in 2020. Which comes closest to your opinion?

	Total	Gender		Age				Party ID - 3 Point		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
I'd consider voting for him	6%	5%	6%	9%	9%	4%	1%	8%	5%	5%
I wouldn't consider voting for him, but I'd like to see him run	20%	23%	18%	28%	21%	17%	16%	23%	21%	13%
I wouldn't like to see him run	65%	65%	65%	58%	61%	69%	71%	61%	62%	77%
Not sure	10%	8%	11%	6%	10%	11%	12%	8%	12%	6%
Totals (Unweighted N)	100% (996)	100% (470)	100% (526)	100% (169)	100% (260)	100% (394)	100% (173)	100% (348)	100% (415)	100% (233)

	Total	Race			Household Income				Region			
		White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
I'd consider voting for him	6%	3%	25%	6%	8%	3%	5%	3%	6%	9%	5%	3%
I wouldn't consider voting for him, but I'd like to see him run	20%	18%	26%	27%	21%	16%	19%	24%	21%	17%	19%	23%
I wouldn't like to see him run	65%	71%	41%	50%	60%	73%	68%	63%	64%	67%	66%	62%
Not sure	10%	8%	9%	17%	11%	9%	8%	9%	8%	8%	9%	12%
Totals (Unweighted N)	100% (996)	100% (756)	100% (109)	100% (131)	100% (445)	100% (268)	100% (161)	100% (122)	100% (156)	100% (237)	100% (374)	100% (229)

**4. Campaign Theme Song**

If Kanye West ran for president in 2020, which of these do you think would make the best campaign theme song?

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Stronger	9%	8%	9%	19%	11%	4%	1%	12%	9%	3%
Gold Digger	15%	16%	14%	17%	14%	12%	20%	14%	17%	13%
Can't Tell Me Nothing	20%	20%	19%	15%	19%	22%	23%	20%	18%	23%
Jesus Walks	4%	3%	5%	6%	6%	2%	3%	6%	3%	4%
All Day	2%	3%	1%	5%	3%	0%	—	2%	2%	3%
Not sure	50%	50%	51%	37%	48%	59%	52%	46%	51%	55%
Totals (Unweighted N)	100% (994)	100% (471)	100% (523)	100% (169)	100% (261)	100% (391)	100% (173)	100% (349)	100% (412)	100% (233)

	Race			Household Income				Region				
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Stronger	9%	8%	15%	7%	8%	10%	6%	12%	12%	8%	9%	6%
Gold Digger	15%	15%	8%	22%	16%	16%	13%	14%	18%	16%	14%	15%
Can't Tell Me Nothing	20%	18%	38%	13%	22%	18%	18%	18%	15%	21%	22%	19%
Jesus Walks	4%	3%	10%	7%	4%	4%	5%	3%	4%	4%	5%	3%
All Day	2%	2%	2%	0%	3%	1%	2%	0%	2%	0%	3%	2%
Not sure	50%	54%	28%	51%	47%	51%	56%	53%	48%	50%	48%	55%
Totals (Unweighted N)	100% (994)	100% (753)	100% (111)	100% (130)	100% (446)	100% (267)	100% (159)	100% (122)	100% (155)	100% (236)	100% (373)	100% (230)

**5. Make a Better President**

Who do you think would make a better president?

	Gender			Age				Party ID - 3 Point		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Donald Trump	41%	47%	36%	32%	37%	46%	49%	17%	45%	69%
Kanye West	8%	9%	8%	13%	13%	5%	1%	15%	6%	4%
Neither	48%	42%	53%	52%	47%	46%	46%	67%	45%	24%
Not sure	3%	2%	4%	2%	3%	3%	4%	2%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(472)	(526)	(167)	(261)	(397)	(173)	(350)	(415)	(233)

	Race			Household Income				Region				
	Total	White	Black	Hispanic	Under \$50K	\$50K - \$100K	\$100K+	Prefer not to say	Northeast	Midwest	South	West
Donald Trump	41%	49%	15%	20%	39%	46%	46%	35%	38%	38%	46%	38%
Kanye West	8%	4%	27%	16%	8%	6%	12%	8%	11%	7%	8%	7%
Neither	48%	44%	51%	62%	49%	46%	41%	52%	48%	50%	43%	52%
Not sure	3%	3%	7%	2%	4%	2%	1%	5%	3%	4%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(758)	(110)	(130)	(446)	(268)	(161)	(123)	(156)	(237)	(374)	(231)