

USA TODAY/GALLUP POLL

AUGUST WAVE 1

-- FINAL TOPLINE --

Timberline: 927934
G: 865, 866
Princeton Job #: 11-08-014

Jeff Jones, Lydia Saad
August 4-7, 2011

Results are based on telephone interviews conducted August 4-7, 2011 with a random sample of **–1,319—**adults, aged 18+, living in all 50 U.S. states and the District of Columbia, including an oversample of **–376—**non-Hispanic blacks, consisting of **–88—**interviews done as part of the random national sample and **–288—**interviews with blacks who had previously participated in national Gallup Polls and agreed to be re-interviewed at a later date. The data from the national sample and re-interviews are combined and weighted to be demographically representative of the national adult population in the United States and to reflect the proper proportion of blacks in the overall population.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

For results based on the sample of **– 376—**non-Hispanic blacks, the maximum margin of error is ± 6 percentage points.

For results based on the sample of **– 796—**non-Hispanic whites, the maximum margin of error is ± 5 percentage points.

For results based on the sample of **–1,204—** registered voters, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of **– 347—**non-Hispanic black registered voters, the maximum margin of error is ± 7 percentage points.

For results based on the sample of **– 746—**non-Hispanic white registered voters, the maximum margin of error is ± 5 percentage points.

Interviews for the random national sample are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

21. I'd like you to rate Dr. Martin Luther King on a scale. If you have a favorable opinion of him, name a number between plus one and plus five -- where a plus five is the highest position indicating you have a very favorable opinion of him. If you have an unfavorable opinion, name a number between minus one and minus five where minus five is the lowest position -- indicating you have a very unfavorable opinion of him. How far up or down the scale would you rate Martin Luther King, Jr.?

<i>2011 Aug 4-7</i>	<u>+5</u>	<u>+4</u>	<u>+3</u>	<u>+2</u>	<u>+1</u>	<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>	No <u>opinion</u>
National adults	43	26	14	7	4	1	1	1	*	1	2
<i>Blacks</i>	81	14	2	1	2	--	--	--	--	--	*
<i>Whites</i>	37	28	15	9	4	1	1	1	*	1	2

National adult trend:

	<u>+5</u>	<u>+4</u>	<u>+3</u>	<u>+2</u>	<u>+1</u>	<u>-1</u>	<u>-2</u>	<u>-3</u>	<u>-4</u>	<u>-5</u>	No <u>opinion</u>
2011 Aug 4-7	43	26	14	7	4	1	1	1	*	1	2
1966 Aug 18-23	8	4	6	6	9	9	5	5	5	39	5
1965 May 13-18	12	8	8	5	12	6	4	5	4	27	10
1964 Aug 4	11	5	8	8	12	6	3	4	3	22	18
1963 May 23-28	11	5	8	7	10	5	4	3	5	20	23

SUMMARY:

	Highly favorable <u>(+4, +5)</u>	Highly unfavorable <u>(-4, -5)</u>	Total favorable <u>(+1 thru +5)</u>	Total unfavorable <u>(-1 thru -5)</u>
2011 Aug 4-7	69	1	94	4
1966 Aug 18-23	12	44	33	63
1965 May 13-18	20	31	45	46
1964 Aug 6-11	16	25	44	38
1963 May 23-28	16	25	41	37

22. Thinking back to Dr. Martin Luther King and his dream of racial equality, do you think that dream has now been realized in the United States, or not?
23. *(Asked of those who say Dr. King's dream has not been realized)* Do you think the United States has made major progress toward realizing that dream, minor progress, or no progress at all?

COMBINED RESULTS (Q.23/24): BASED ON NATIONAL ADULTS

<i>2011 Aug 4-7</i>	National adults	Blacks	Whites
Yes, realized	51	54	49
No, not realized	49	45	51
<i>(Made major progress)</i>	<i>(23)</i>	<i>(13)</i>	<i>(26)</i>
<i>(Made minor progress)</i>	<i>(23)</i>	<i>(28)</i>	<i>(23)</i>
<i>(Made no progress)</i>	<i>(3)</i>	<i>(4)</i>	<i>(2)</i>
No opinion	*	*	*

24. As you may know, a memorial to Dr. Martin Luther King, Jr. is being opened in Washington, D.C. this month. Do you approve or disapprove of having a memorial to Martin Luther King there?

<i>2011 Aug 4-7</i>	<u>Approve</u>	<u>Disapprove</u>	<u>No opinion</u>
National adults	91	5	4
<i>Blacks</i>	99	1	*
<i>Whites</i>	89	6	4

25. How interested would you be in visiting the Martin Luther King, Jr. Memorial in Washington, D.C.—would you be very interested, somewhat interested, not too interested, or not interested at all?

<i>2011 Aug 4-7</i>	<u>Very interested</u>	<u>Somewhat interested</u>	<u>Not too interested</u>	<u>Not interested at all</u>	<u>No opinion</u>
National adults	28	42	14	16	1
<i>Blacks</i>	68	26	3	2	*
<i>Whites</i>	22	43	15	19	1