

The logo consists of two parts. The top part is a grey rectangular box containing the text 'CNN | ORC' in a bold, black, sans-serif font. The 'CNN' is in a stylized, outlined font, while 'ORC' is in a solid black font. A vertical line separates 'CNN' and 'ORC'. The bottom part is a solid black rectangular box containing the word 'POLL' in a large, white, bold, sans-serif font.

Interviews with 1,017 adult Americans conducted by telephone by ORC International on August 24-25, 2011. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points. The sample also includes 927 interviews among registered voters (plus or minus 3 percentage points).

The sample includes 805 interviews among landline respondents and 212 interviews among cell phone respondents.

FOR RELEASE: SATURDAY, AUGUST 27 AT 6 AM

17. Did the life of Martin Luther King influence you a great deal, somewhat, not very much, or not at all?

	<u>Great deal</u>	<u>Somewhat</u>	<u>Not very much</u>	<u>Not at all</u>	<u>No opinion</u>
August 24-25, 2011	28%	38%	16%	18%	*
January 12-15, 2009	26%	40%	19%	15%	*
March 26-April 2, 2008	25%	40%	19%	16%	1%

MARIST COLLEGE INSTITUTE FOR PUBLIC OPINION TRENDS

	<u>Great deal</u>	<u>Somewhat</u>	<u>Not very much</u>	<u>Not at all</u>
January 26-27, 1998	20	38	22	20

Question 17

Did the life of Martin Luther King influence you a great deal, somewhat, not very much, or not at all?

Base = Total Sample

	Total	Men	Women	White	Non-White
Great deal	28%	28%	28%	20%	47%
Somewhat	38%	36%	39%	40%	31%
Not very much	16%	14%	17%	18%	9%
Not at all	18%	22%	15%	21%	13%
No opinion	*	*	*	*	*
Sampling Error	+/-3.0	+/-4.5	+/-4.5	+/-3.5	+/-7.0

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Great deal	28%	33%	30%	24%	23%	32%	24%
Somewhat	38%	38%	42%	38%	28%	40%	34%
Not very much	16%	15%	12%	17%	19%	14%	18%
Not at all	18%	13%	15%	21%	29%	14%	24%
No opinion	*	*	*	*	1%	*	*
Sampling Error	+/-3.0	+/-8.0	+/-6.5	+/-5.5	+/-5.5	+/-5.0	+/-4.0

	Total	Under \$50K	\$50K or more	No College	Attended College
Great deal	28%	31%	27%	28%	29%
Somewhat	38%	37%	39%	30%	43%
Not very much	16%	15%	16%	18%	14%
Not at all	18%	16%	18%	24%	14%
No opinion	*	*	*	*	*
Sampling Error	+/-3.0	+/-5.0	+/-4.5	+/-5.5	+/-4.0

	Total	Democrat	Independent	Republican	Liberal	Moderate	Conservative
Great deal	28%	42%	25%	16%	43%	25%	23%
Somewhat	38%	39%	36%	40%	39%	39%	35%
Not very much	16%	9%	18%	19%	9%	17%	19%
Not at all	18%	10%	21%	24%	9%	19%	23%
No opinion	*	*	*	*	*	*	*
Sampling Error	+/-3.0	+/-5.5	+/-5.0	+/-6.0	+/-7.0	+/-5.0	+/-5.0

	Total	North east	Mid-west	South	West	Urban	Sub-urban	Rural
Great deal	28%	28%	18%	37%	26%	31%	30%	23%
Somewhat	38%	34%	43%	34%	43%	40%	36%	32%
Not very much	16%	13%	21%	14%	14%	15%	16%	18%
Not at all	18%	24%	18%	15%	17%	14%	18%	26%
No opinion	*	*	*	*	*	*	*	*
Sampling Error	+/-3.0	+/-6.5	+/-6.5	+/-5.5	+/-6.5	+/-6.0	+/-4.5	+/-6.5

	Total	Tea Pty Support	Tea Pty Neutral	Tea Pty Oppose
Great deal	28%	22%	22%	43%
Somewhat	38%	34%	38%	38%
Not very much	16%	21%	17%	9%
Not at all	18%	22%	22%	10%
No opinion	*	*	*	*
Sampling Error	+/-3.0	+/-6.0	+/-5.0	+/-5.5

* percentage less than 1%