



# A 90% Favorability Rating for Martin Luther King Jr. on His 90<sup>th</sup> Birthday

## Seven in Ten Americans Consider that the Civil Rights Movement Made Things Better for the Country

**Washington, DC, January 18, 2018** — To mark Martin Luther King Jr. Day, Ipsos explored attitudes of Americans toward Dr. King as well as a multitude of other public figures, many of them prominent African American leaders, and social movements. Of 18 figures and organizations associated with the struggle for equal rights and treatment (and some of its foes), Martin Luther King Jr. is the one with the highest level of favorability: 90% among all U.S. adults, including 98% among African Americans and 87% among non-Hispanic whites.

Three in four Americans (76%) say the tone of Martin Luther King Jr.'s message about equal rights for blacks was just about right for that time of history while 6% say it was too forceful and 11% not forceful enough. However, among African Americans, a larger proportion (24%) say it was not forceful enough.

Closely following King in popularity is Rosa Parks with 88% of Americans viewing her favorably. Among sports figures, Muhammad Ali (77%) has the highest favorability rating, surpassing Jesse Owens (57%) and Colin Kaepernick (41%). Other widely popular figures include Harriet Tubman (78%), Nelson Mandela (77%), Maya Angelou (66%), Frederick Douglass (58%), and Thurgood Marshall (58%).

Among all the public figures asked about in the survey, King shows the lowest difference between his favorability rating among blacks and among whites (11 points). In contrast, eight figures and organizations have favorability ratings that are at least 40 percentage-points higher among black respondents than among whites: the Black Panther Party (56 points), W.E.B. Du Bois (52), Al Sharpton (51), Malcolm X (49), Colin Kaepernick (49), Jesse Jackson (44), Ida B. Wells (42), and Frederick Douglass (41). In some cases, the difference is largely due to low levels of familiarity among whites: 73% of whites do not know Wells, 69% Du Bois, and 44% Douglass. However, for several other black figures and organizations, the gap is due to the fact that white respondents view them unfavorably. This is particularly the case for the Black Panthers (55% unfavorable among whites), Sharpton (53%), and Kaepernick (44%).

Among the social movements tested, The Civil Rights Movement of the 1960s shows the highest proportion of Americans saying it has made the country better (70%). Only 8% say it has made things worse, 14% say it has made no difference and 8% are not sure. Positive perceptions of the Civil Rights Movement are shared equally by whites and blacks (72% each).

In contrast, the Black Lives Matter movement is highly polarizing, with 39% of all U.S. adults surveyed saying it has made things better vs. 31% saying it has made things worse. Views on Black Lives Matter differ highly by race: 58% of black respondents say it has made things better, compared to 30% of whites. Opinions about Black Lives Matter also vary greatly by age, with adults age 18-34 overwhelmingly positive (54% better vs. 22% worse), compared to those over 55 who feel more negative (30% better vs. 36% worse).

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## Press Release – continued –

Other movements most widely seen as having made the country better are the LGBTQ equal rights movement (46% vs. 23% worse), the #MeToo movement (45% vs. 22%), and the Labor Movement (42% vs. 11%). Similar to Black Lives Matter, several movements studied are highly polarizing. Two of them have a slightly net-positive balance: the Anti-Vietnam War movement (31% better vs. 21% worse) and the Never Again/Anti-Gun Violence movement (30% vs. 24%). Public opinion is equally divided on Occupy Wall Street (19% better vs. 19% worse) and net-negative on the Tea Party movement (23% better vs. 30% worse)

1. Overall, do you think [INSERT] made things in this country better, worse, or made no difference

a. Better (total much better/somewhat better)

	Total (n = 1,235)	White (n = 787)	Black (n = 281)
The Civil Rights Movement of the 1960s	70%	72%	72%
The LGBTQ equal rights movement	46%	43%	52%
The MeToo movement	45%	42%	53%
The Labor movement	42%	37%	50%
The Black Lives Matter movement	39%	30%	58%
The Anti-Vietnam War movement	31%	27%	37%
The Never Again/Anti-Gun Violence movement	30%	26%	37%
The Tea Party movement	23%	25%	23%
The Occupy Wall Street movement	19%	16%	29%

b. The Civil Rights Movement of the 1960s

	Total	White	Black
Much better	39%	38%	45%
Somewhat better	31	34	27
No difference	14	12	15
Somewhat worse	4	4	5
Much worse	4	4	5
Don't know	8	9	3
<i>Better (Net)</i>	<i>70%</i>	<i>72%</i>	<i>72%</i>
<i>Worse (Net)</i>	<i>8</i>	<i>8</i>	<i>10</i>

c. The LGBTQ Equal Rights Movement

	Total	White	Black
Much better	20%	16%	26%
Somewhat better	26	27	27
No difference	22	22	21
Somewhat worse	12	14	9
Much worse	11	12	8
Don't know	8	9	11
<i>Better (Net)</i>	<i>46%</i>	<i>43%</i>	<i>52%</i>
<i>Worse (Net)</i>	<i>23</i>	<i>26</i>	<i>17</i>

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## Press Release – continued –

	<b>Total</b>	<b>Democrat (n = 520)</b>	<b>Republican (n = 359)</b>	<b>Independent (n = 229)</b>
Much better	20%	32%	7%	16%
Somewhat better	26	32	21	27
No difference	22	20	25	23
Somewhat worse	12	6	20	15
Much worse	11	4	22	12
Don't know	8	6	6	8
<i>Better (Net)</i>	<i>46%</i>	<i>64%</i>	<i>28%</i>	<i>43%</i>
<i>Worse (Net)</i>	<i>23</i>	<i>10</i>	<i>42</i>	<i>26</i>

### d. The #MeToo Movement

	<b>Total</b>	<b>White</b>	<b>Black</b>
Much better	16%	12%	23%
Somewhat better	29	29	30
No difference	22	19	24
Somewhat worse	12	14	7
Much worse	10	13	6
Don't know	11	11	9
<i>Better (Net)</i>	<i>45%</i>	<i>42%</i>	<i>53%</i>
<i>Worse (Net)</i>	<i>22</i>	<i>27</i>	<i>14</i>

	<b>Total</b>	<b>Male (n = 557)</b>	<b>Female (n = 678)</b>
Much better	16%	14%	17%
Somewhat better	29	25	32
No difference	22	26	18
Somewhat worse	12	14	11
Much worse	10	12	9
Don't know	11	9	14
<i>Better (Net)</i>	<i>45%</i>	<i>40%</i>	<i>49%</i>
<i>Worse (Net)</i>	<i>22</i>	<i>25</i>	<i>19</i>

### e. The Occupy Wall Street Movement

	<b>Total</b>	<b>White</b>	<b>Black</b>
Much better	6%	5%	7%
Somewhat better	14	11	22
No difference	40	38	42
Somewhat worse	10	12	7
Much worse	10	11	5
Don't know	21	23	18
<i>Better (Net)</i>	<i>19%</i>	<i>16%</i>	<i>29%</i>
<i>Worse (Net)</i>	<i>19</i>	<i>23</i>	<i>11</i>

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### f. The Anti-Vietnam War Movement

	<b>Total</b>	<b>White</b>	<b>Black</b>
Much better	12%	10%	18%
Somewhat better	19	17	20
No difference	30	28	30
Somewhat worse	12	15	7
Much worse	9	11	6
Don't know	18	19	20
<i>Better (Net)</i>	<i>31%</i>	<i>27%</i>	<i>37%</i>
<i>Worse (Net)</i>	<i>21</i>	<i>26</i>	<i>13</i>

### g. The Labor Movement

	<b>Total</b>	<b>White</b>	<b>Black</b>
Much better	16%	12%	22%
Somewhat better	26	25	28
No difference	28	31	24
Somewhat worse	7	8	4
Much worse	4	3	6
Don't know	19	21	16
<i>Better (Net)</i>	<i>42%</i>	<i>37%</i>	<i>50%</i>
<i>Worse (Net)</i>	<i>11</i>	<i>11</i>	<i>10</i>

	<b>Total</b>	<b>Democrat</b>	<b>Republican</b>	<b>Independent</b>
Much better	16%	21%	11%	14%
Somewhat better	26	31	24	24
No difference	28	23	30	34
Somewhat worse	7	6	11	5
Much worse	4	3	5	3
Don't know	19	15	19	20
<i>Better (Net)</i>	<i>42%</i>	<i>52%</i>	<i>35%</i>	<i>38%</i>
<i>Worse (Net)</i>	<i>11</i>	<i>10</i>	<i>16</i>	<i>8</i>

### h. The Tea Party Movement

	<b>Total</b>	<b>White</b>	<b>Black</b>
Much better	10%	9%	11%
Somewhat better	14	17	12
No difference	30	28	29
Somewhat worse	14	15	12
Much worse	16	15	21
Don't know	17	18	16
<i>Better (Net)</i>	<i>23%</i>	<i>25%</i>	<i>23%</i>
<i>Worse (Net)</i>	<i>30</i>	<i>29</i>	<i>32</i>

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## Press Release – continued –

	Total	Democrat	Republican	Independent
Much better	10%	8%	14%	7%
Somewhat better	14	8	22	13
No difference	30	26	32	31
Somewhat worse	14	16	12	17
Much worse	16	28	4	14
Don't know	17	14	16	19
<b>Better (Net)</b>	<b>23%</b>	<b>16%</b>	<b>36%</b>	<b>20%</b>
<b>Worse (Net)</b>	<b>30</b>	<b>44</b>	<b>16</b>	<b>31</b>

### i. The Never Again/Anti-Gun Violence Movement

	Total	White	Black
Much better	13%	10%	16%
Somewhat better	18	16	21
No difference	33	32	40
Somewhat worse	13	15	11
Much worse	11	14	4
Don't know	12	13	8
<b>Better (Net)</b>	<b>30%</b>	<b>26%</b>	<b>37%</b>
<b>Worse (Net)</b>	<b>24</b>	<b>29</b>	<b>15</b>

	Total	18-34 (n = 353)	35-54 (n = 467)	55+ (n = 415)
Much better	13%	20%	11%	8%
Somewhat better	18	18	19	16
No difference	33	26	36	38
Somewhat worse	13	12	12	14
Much worse	11	10	10	14
Don't know	12	14	12	10
<b>Better (Net)</b>	<b>30%</b>	<b>38%</b>	<b>30%</b>	<b>25%</b>
<b>Worse (Net)</b>	<b>24</b>	<b>22</b>	<b>22</b>	<b>27</b>

### j. The Black Lives Matter Movement

	Total	White	Black
Much better	13%	9%	29%
Somewhat better	25	21	30
No difference	23	24	24
Somewhat worse	15	19	7
Much worse	16	19	6
Don't know	7	8	5
<b>Better (Net)</b>	<b>39%</b>	<b>30%</b>	<b>58%</b>
<b>Worse (Net)</b>	<b>31</b>	<b>38</b>	<b>13</b>

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## Press Release – continued –

2. Do you have a favorable or unfavorable opinion of the following?  
 a. Favorable summary

	<b>Total</b>	<b>White</b>	<b>Black</b>
Martin Luther King, Jr.	90%	87%	98%
Rosa Parks	88%	87%	96%
Harriet Tubman	78%	74%	95%
Muhammad Ali	77%	72%	93%
Nelson Mandela	77%	73%	93%
Maya Angelou	66%	62%	88%
Frederick Douglass	58%	49%	90%
Thurgood Marshall	58%	50%	85%
Jesse Owens	57%	51%	76%
Malcolm X	52%	41%	90%
Jesse Jackson	45%	35%	79%
Colin Kaepernick	41%	30%	79%
W.E.B. Du Bois	36%	25%	77%
The Black Panther Party	32%	19%	75%
Ida B. Wells	31%	22%	64%
Al Sharpton	31%	20%	71%
George Wallace	24%	20%	44%
David Duke	11%	8%	23%
The Ku Klux Klan	8%	7%	7%

- b. Mean rating, where 1 = very unfavorable and 6 = very favorable

	<b>Total</b>	<b>White</b>	<b>Black</b>
Martin Luther King, Jr.	5	4.9	5.6
Rosa Parks	4.9	4.8	5.6
Harriet Tubman	4.3	4.1	5.5
Nelson Mandela	4.3	4.1	5.4
Muhammad Ali	4.2	4	5.3
Maya Angelou	3.7	3.4	5.1
Frederick Douglass	3.2	2.7	5.2
Thurgood Marshall	3.2	2.7	4.8
Jesse Owens	3.2	2.8	4.3
Malcolm X	3.2	2.7	5.1
Jesse Jackson	3	2.6	4.4
Colin Kaepernick	2.7	2.2	4.5
The Black Panther Party	2.4	1.9	4.2
Al Sharpton	2.3	1.8	4
W.E.B. Du Bois	2	1.4	4.3
George Wallace	1.8	1.6	2.6
Ida B. Wells	1.7	1.2	3.6
The Ku Klux Klan	1.4	1.3	1.3
David Duke	1.2	1.1	1.8

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## Press Release – continued –

c. Rosa Parks

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	56%	50%	80%
Somewhat favorable	18	21	9
Lean towards favorable	13	15	8
Lean towards unfavorable	2	1	1
Somewhat unfavorable	1	1	*
Very unfavorable	1	2	1
Don't know	8	9	1
<i>Favorable (Net)</i>	<i>88%</i>	<i>87%</i>	<i>96%</i>
<i>Unfavorable (Net)</i>	<i>4</i>	<i>4</i>	<i>2</i>

d. Jesse Jackson

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	13%	8%	34%
Somewhat favorable	16	12	25
Lean towards favorable	16	16	20
Lean towards unfavorable	14	16	6
Somewhat unfavorable	10	13	4
Very unfavorable	13	16	3
Don't know	18	20	8
<i>Favorable (Net)</i>	<i>45%</i>	<i>35%</i>	<i>79%</i>
<i>Unfavorable (Net)</i>	<i>37</i>	<i>45</i>	<i>13</i>

e. Al Sharpton

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	9%	3%	30%
Somewhat favorable	10	7	18
Lean towards favorable	12	10	23
Lean towards unfavorable	14	15	8
Somewhat unfavorable	8	9	3
Very unfavorable	24	29	4
Don't know	24	27	13
<i>Favorable (Net)</i>	<i>31%</i>	<i>20%</i>	<i>71%</i>
<i>Unfavorable (Net)</i>	<i>46</i>	<i>53</i>	<i>16</i>

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## Press Release – continued –

f. Malcolm X

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	18%	9%	55%
Somewhat favorable	18	15	24
Lean towards favorable	16	17	11
Lean towards unfavorable	12	14	3
Somewhat unfavorable	8	9	1
Very unfavorable	9	12	2
Don't know	19	24	4
<i>Favorable (Net)</i>	<i>52%</i>	<i>41%</i>	<i>90%</i>
<i>Unfavorable (Net)</i>	<i>29</i>	<i>35</i>	<i>6</i>

g. Martin Luther King, Jr.

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	57%	51%	80%
Somewhat favorable	19	22	10
Lean towards favorable	13	14	8
Lean towards unfavorable	2	3	1
Somewhat unfavorable	1	2	-
Very unfavorable	2	2	*
Don't know	5	6	1
<i>Favorable (Net)</i>	<i>90%</i>	<i>87%</i>	<i>98%</i>
<i>Unfavorable (Net)</i>	<i>5</i>	<i>6</i>	<i>1</i>

h. Maya Angelou

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	37%	31%	67%
Somewhat favorable	18	18	13
Lean towards favorable	11	12	8
Lean towards unfavorable	3	3	2
Somewhat unfavorable	1	2	1
Very unfavorable	1	1	1
Don't know	28	32	8
<i>Favorable (Net)</i>	<i>66%</i>	<i>62%</i>	<i>88%</i>
<i>Unfavorable (Net)</i>	<i>6</i>	<i>6</i>	<i>4</i>

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## Press Release – continued –

i. The Black Panther Party

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	10%	4%	38%
Somewhat favorable	9	6	20
Lean towards favorable	13	9	18
Lean towards unfavorable	13	16	4
Somewhat unfavorable	10	12	6
Very unfavorable	22	27	4
Don't know	23	25	11
<i>Favorable (Net)</i>	<i>32%</i>	<i>19%</i>	<i>75%</i>
<i>Unfavorable (Net)</i>	<i>45</i>	<i>55</i>	<i>14</i>

j. The Ku Klux Klan

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	3%	2%	3%
Somewhat favorable	3	2	2
Lean towards favorable	2	2	2
Lean towards unfavorable	3	4	2
Somewhat unfavorable	5	6	4
Very unfavorable	78	77	85
Don't know	6	6	2
<i>Favorable (Net)</i>	<i>8%</i>	<i>7%</i>	<i>7%</i>
<i>Unfavorable (Net)</i>	<i>86</i>	<i>87</i>	<i>91</i>

k. Harriet Tubman

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	49%	41%	76%
Somewhat favorable	17	20	13
Lean towards favorable	12	13	6
Lean towards unfavorable	2	2	2
Somewhat unfavorable	1	1	1
Very unfavorable	1	1	1
Don't know	19	22	2
<i>Favorable (Net)</i>	<i>78%</i>	<i>74%</i>	<i>95%</i>
<i>Unfavorable (Net)</i>	<i>4</i>	<i>4</i>	<i>3</i>

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## Press Release – continued –

### I. George Wallace

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	8%	5%	17%
Somewhat favorable	7	5	15
Lean towards favorable	9	10	12
Lean towards unfavorable	10	11	3
Somewhat unfavorable	6	9	2
Very unfavorable	18	15	21
Don't know	41	45	30
<i>Favorable (Net)</i>	<i>24%</i>	<i>20%</i>	<i>44%</i>
<i>Unfavorable (Net)</i>	<i>34</i>	<i>35</i>	<i>26</i>

### m. David Duke

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	4%	3%	8%
Somewhat favorable	3	2	8
Lean towards favorable	4	3	8
Lean towards unfavorable	5	5	6
Somewhat unfavorable	6	9	3
Very unfavorable	39	36	43
Don't know	39	42	25
<i>Favorable (Net)</i>	<i>11%</i>	<i>8%</i>	<i>23%</i>
<i>Unfavorable (Net)</i>	<i>49</i>	<i>50</i>	<i>51</i>

### n. Muhammad Ali

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	33%	25%	60%
Somewhat favorable	23	24	24
Lean towards favorable	21	23	10
Lean towards unfavorable	5	7	2
Somewhat unfavorable	3	4	1
Very unfavorable	3	3	1
Don't know	12	14	3
<i>Favorable (Net)</i>	<i>77%</i>	<i>72%</i>	<i>93%</i>
<i>Unfavorable (Net)</i>	<i>11</i>	<i>14</i>	<i>4</i>

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## Press Release – continued –

o. Frederick Douglass

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	29%	21%	63%
Somewhat favorable	18	17	19
Lean towards favorable	11	11	8
Lean towards unfavorable	3	3	4
Somewhat unfavorable	2	2	1
Very unfavorable	1	1	-
Don't know	36	44	5
<i>Favorable (Net)</i>	<i>58%</i>	<i>49%</i>	<i>90%</i>
<i>Unfavorable (Net)</i>	<i>6</i>	<i>7</i>	<i>5</i>

p. Thurgood Marshall

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	26%	18%	57%
Somewhat favorable	18	17	19
Lean towards favorable	14	16	8
Lean towards unfavorable	3	4	1
Somewhat unfavorable	2	3	2
Very unfavorable	2	1	1
Don't know	35	41	12
<i>Favorable (Net)</i>	<i>58%</i>	<i>50%</i>	<i>85%</i>
<i>Unfavorable (Net)</i>	<i>7</i>	<i>8</i>	<i>4</i>

q. Colin Kaepernick

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	19%	11%	50%
Somewhat favorable	11	10	17
Lean towards favorable	10	8	12
Lean towards unfavorable	8	9	3
Somewhat unfavorable	8	9	2
Very unfavorable	20	26	4
Don't know	24	26	12
<i>Favorable (Net)</i>	<i>41%</i>	<i>30%</i>	<i>79%</i>
<i>Unfavorable (Net)</i>	<i>35</i>	<i>44</i>	<i>9</i>

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## Press Release – continued –

r. Jesse Owens

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	27%	21%	50%
Somewhat favorable	19	19	17
Lean towards favorable	12	12	10
Lean towards unfavorable	3	3	2
Somewhat unfavorable	1	2	*
Very unfavorable	2	1	1
Don't know	36	42	20
<i>Favorable (Net)</i>	<i>57%</i>	<i>51%</i>	<i>76%</i>
<i>Unfavorable (Net)</i>	<i>6</i>	<i>7</i>	<i>3</i>

s. W.E.B. Du Bois

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	17%	9%	48%
Somewhat favorable	11	9	20
Lean towards favorable	7	7	9
Lean towards unfavorable	3	4	3
Somewhat unfavorable	1	2	*
Very unfavorable	1	1	1
Don't know	58	69	19
<i>Favorable (Net)</i>	<i>36%</i>	<i>25%</i>	<i>77%</i>
<i>Unfavorable (Net)</i>	<i>6</i>	<i>6</i>	<i>4</i>

t. Nelson Mandela

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	43%	37%	70%
Somewhat favorable	20	21	16
Lean towards favorable	14	15	8
Lean towards unfavorable	4	5	2
Somewhat unfavorable	2	2	*
Very unfavorable	2	2	1
Don't know	15	17	3
<i>Favorable (Net)</i>	<i>77%</i>	<i>73%</i>	<i>93%</i>
<i>Unfavorable (Net)</i>	<i>8</i>	<i>10</i>	<i>3</i>

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## Press Release – continued –

u. Ida B. Wells

	<b>Total</b>	<b>White</b>	<b>Black</b>
Very favorable	14%	8%	42%
Somewhat favorable	9	7	12
Lean towards favorable	8	8	10
Lean towards unfavorable	2	2	3
Somewhat unfavorable	2	2	-
Very unfavorable	1	1	1
Don't know	64	73	32
<i>Favorable (Net)</i>	<i>31%</i>	<i>22%</i>	<i>64%</i>
<i>Unfavorable (Net)</i>	<i>5</i>	<i>5</i>	<i>4</i>

3. Looking back, do you think the tone of Martin Luther King Jr.'s message about equal rights for Blacks was too forceful, not forceful enough, or just about right for that time of history?

	<b>Total</b>	<b>White</b>	<b>Black</b>
Too forceful	6%	6%	2%
Just about right	76	79	70
Not forceful enough	11	7	24
Don't know	7	8	3

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## Press Release – continued –

### About the Study

These are findings from an Ipsos poll conducted January 11 - 15, 2019. For the survey, a sample of roughly 1,235 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample includes 787 non-Hispanic white and 281 African American respondents.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.2 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,235, DEFF=1.5, adjusted Confidence Interval=4.7.

The poll also has a credibility interval plus or minus 4.0 percentage points for white respondents and plus or minus 6.7 for African American respondents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

#### For more information on this news release, please contact:

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## Press Release – continued –

### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

#### **GAME CHANGERS**

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.

We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

*ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP*

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