



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted January 14-15, 2026

1 Is Martin Luther King, Jr.'s birthday one of our nation's most important holidays, least important, or somewhere in between?*

31% Most important
19% Least important
48% Somewhere in between
2% Not sure

Total			
	Most important	Least important	Somewhere in between
January 14-15, 2026	31%	19%	48%
January 13-14, 2025	28%	18%	50%
January 10-12, 2023	28%	15%	53%

Source: RMG Research, Inc.

2 Will you personally do anything special to celebrate MLK Day this year?*

23% Yes
64% No
13% Not sure

Total			
	Yes	No	Net
January 14-15, 2026	23%	64%	-41
January 13-14, 2025	19%	67%	-48
January 10-12, 2023	19%	65%	-46

Source: RMG Research, Inc.



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3 Do you have a favorable or an unfavorable opinion of Martin Luther King, Jr.*

- 50% Very favorable
- 35% Somewhat favorable
- 5% Somewhat unfavorable
- 3% Very unfavorable
- 7% Not sure

Total			
	Favorable	Unfavorable	Net
January 14-15, 2026	85%	8%	+77
January 13-14, 2025	82%	11%	+71
August 26-27, 2024	87%	9%	+78
September 20-21, 2023*	87%	9%	+78
January 10-12, 2023*	88%	6%	+82

Source: RMG Research, Inc.

*Voters had the option of “Never heard of him”



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4 Was the Civil Rights Movement of the 1960s good for America or bad for America?*

- 54% Very good
- 32% Somewhat good
- 4% Somewhat bad
- 2% Very bad
- 8% Not sure

Total			
	Good	Bad	Net
January 14-15, 2026	86%	6%	+80
January 13-14, 2025	81%	12%	+69
August 26-27, 2024	87%	7%	+80

Source: RMG Research, Inc.



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5 Did Martin Luther King, Jr. support America's founding ideals of freedom, equality, and self-governance?*

85% Yes
6% No
9% Not sure

Total			
	Yes	No	Net
January 14-15, 2026	85%	6%	+79
January 13-14, 2025	80%	9%	+71
August 26-27, 2024	85%	5%	+80

Source: RMG Research, Inc.

Conducted by RMG Research, Inc. January 14-15, 2026
Margin of Sampling Error: +/- 3.1 percentage points



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6 Was Dr. King's "I Have a Dream" speech a great vision of what it would mean for America to truly live out its founding ideals?*

86% Yes
7% No
7% Not sure

Total			
	Yes	No	Net
January 14-15, 2026	86%	7%	+79
January 13-14, 2025	81%	8%	+73
August 26-27, 2024	86%	5%	+81

Source: RMG Research, Inc.

Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on January 14-15, 2026. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.