



Ipsos Research & Development - Teen Omnibus

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9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Barack Obama

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Know them very well	409	204	205	60	59	62	76	78	73	148	261	82	86	157	84
	40%	40%	41%	39%	35%	38%	43%	44%	43%	38%	42%	46%	39%	42%	35%
												N			
Know them somewhat well	324	173	151	57	56	61	56	42	53	118	206	64	75	111	75
	32%	34%	30%	37%	33%	38%	31%	24%	31%	31%	33%	36%	34%	30%	31%
				G		G									
Know them just a little	225	118	107	30	42	30	37	48	36	95	130	27	50	85	62
	22%	23%	22%	20%	25%	19%	21%	27%	21%	25%	21%	15%	23%	23%	26%
													K	K	K
Have heard of them, but know nothing about them	48	19	29	6	11	7	9	8	7	24	25	6	8	17	18
	5%	4%	6%	4%	7%	5%	5%	5%	4%	6%	4%	3%	4%	5%	7%
Have never heard of them	3	0	3	0	0	1	0	0	2	1	2	0	1	2	0
	0	-	1%	-	-	1%	-	-	1%	0	0	-	0	1%	-
Sumamry															
Top 2 Box (1-2)	733	377	356	117	115	122	131	121	126	266	466	146	161	268	158
	73%	73%	72%	77%	68%	76%	74%	68%	74%	69%	75%	81%	73%	72%	67%
												LMN			
Top 3 Box (1-3)	958	495	463	147	158	152	169	169	162	362	596	173	211	353	220
	95%	96%	93%	96%	93%	95%	95%	95%	95%	94%	96%	97%	96%	95%	93%
Top 4 Box (1-4)	1006	514	492	153	169	160	178	177	169	386	620	179	219	370	238
	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Barack Obama

	Facebook Usage					Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Know them very well	409	134	150	29	96	276	119	13	347	25	36	1	111	200	121	77	87
	40%	49%	38%	33%	38%	45%	34%	29%	40%	48%	45%	15%	46%	43%	46%	49%	48%
		BCD				F											
Know them somewhat well	324	74	151	27	72	188	125	12	288	11	21	4	67	160	74	43	55
	32%	27%	38%	30%	29%	31%	35%	26%	33%	22%	27%	85%	28%	34%	28%	27%	31%
			AD														
Know them just a little	225	51	81	29	64	126	87	13	195	12	18	0	52	100	56	35	31
	22%	19%	20%	32%	26%	21%	25%	29%	22%	22%	23%	-	21%	21%	21%	22%	17%
				AB													
Have heard of them, but know nothing about them	48	13	17	4	15	20	22	6	42	3	4	0	11	10	11	2	7
	5%	5%	4%	4%	6%	3%	6%	14%	5%	6%	5%	-	5%	2%	4%	1%	4%
								E									
Have never heard of them	3	0	0	1	2	1	1	1	2	1	0	0	1	1	0	0	0
	0	-	-	1%	1%	0	0	2%	0	2%	-	-	0	0	-	-	-
								E									
Sumamry																	
Top 2 Box (1-2)	733	208	301	56	168	464	244	24	635	37	57	4	178	360	195	120	142
	73%	76%	76%	63%	67%	76%	69%	55%	73%	70%	72%	100%	74%	76%	75%	77%	79%
		CD	CD			FG											
Top 3 Box (1-3)	958	259	382	85	232	590	331	37	830	48	75	4	230	461	251	154	172
	95%	95%	96%	95%	93%	96%	94%	84%	95%	93%	95%	100%	95%	98%	96%	99%	96%
						G	G										
Top 4 Box (1-4)	1006	272	399	88	247	611	352	43	872	51	79	4	241	470	262	156	180
	100%	100%	100%	99%	99%	100%	100%	98%	100%	98%	100%	100%	100%	100%	100%	100%	100%
						G											

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Joe Biden

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Know them very well	113	63	50	11	16	22	25	23	16	34	79	21	25	49	19
	11%	12%	10%	7%	10%	13%	14%	13%	9%	9%	13%	12%	11%	13%	8%
Know them somewhat well	154	83	72	14	24	16	36	27	37	53	101	38	28	59	30
	15%	16%	14%	9%	14%	10%	20%	15%	21%	14%	16%	21%	13%	16%	13%
							CE		CE			LN			
Know them just a little	324	174	149	49	49	55	52	57	62	115	209	52	86	110	76
	32%	34%	30%	32%	29%	34%	29%	32%	36%	30%	34%	29%	39%	29%	32%
Have heard of them, but know nothing about them													KM		
	262	125	137	42	44	43	46	51	36	108	155	46	56	100	60
	26%	24%	28%	27%	26%	27%	26%	29%	21%	28%	25%	26%	26%	27%	25%
Have never heard of them															
	156	69	86	36	36	24	20	19	21	78	78	22	25	55	54
	15%	13%	17%	24%	21%	15%	11%	11%	12%	20%	12%	12%	11%	15%	23%
Sumamry				FGH	FGH					J					KLM
Top 2 Box (1-2)	267	146	122	26	40	38	61	50	52	87	181	59	53	107	49
	26%	28%	25%	17%	24%	24%	34%	28%	31%	22%	29%	33%	24%	29%	20%
Top 3 Box (1-3)							CD	C	C		I	LN			
	591	320	271	75	89	94	112	107	114	201	390	111	139	217	124
	59%	62%	55%	49%	53%	58%	63%	60%	67%	52%	63%	62%	63%	58%	52%
Top 4 Box (1-4)		B					C		CD		I		N		
	853	445	408	117	133	136	158	159	150	309	545	157	195	317	184
	85%	87%	83%	76%	79%	85%	89%	89%	88%	80%	88%	88%	89%	85%	77%
							CD	CD	CD		I	N	N	N	

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Joe Biden

	Facebook Usage					Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Know them very well	113	37	45	7	24	81	31	2	97	5	10	0	39	55	40	29	35
	11%	14%	11%	8%	10%	13%	9%	4%	11%	10%	13%	-	16%	12%	15%	18%	19%
						F										M	M
Know them somewhat well	154	47	64	13	29	108	43	3	126	13	13	1	50	91	53	32	43
	15%	17%	16%	15%	12%	18%	12%	8%	14%	25%	17%	33%	21%	19%	20%	21%	24%
						F											
Know them just a little	324	82	131	31	80	200	111	12	288	14	22	0	75	158	81	50	52
	32%	30%	33%	34%	32%	33%	31%	28%	33%	26%	28%	-	31%	34%	31%	32%	29%
Have heard of them, but know nothing about them	262	71	113	18	60	149	104	9	223	11	26	3	47	111	63	33	27
	26%	26%	28%	20%	24%	24%	30%	21%	26%	21%	33%	67%	20%	24%	24%	21%	15%
														P	P		
Have never heard of them	156	35	46	20	55	74	64	17	139	9	7	0	31	55	25	12	22
	15%	13%	11%	23%	22%	12%	18%	39%	16%	18%	9%	-	13%	12%	9%	8%	12%
				AB	AB		E	EF									
Sumamry																	
Top 2 Box (1-2)	267	84	109	21	54	189	73	5	224	18	23	1	89	146	93	61	78
	26%	31%	27%	23%	21%	31%	21%	11%	26%	36%	30%	33%	37%	31%	36%	39%	44%
		D				FG											M
Top 3 Box (1-3)	591	166	240	51	134	389	184	17	511	32	46	1	164	305	174	111	131
	59%	61%	60%	57%	54%	64%	52%	39%	59%	62%	58%	33%	68%	65%	67%	71%	73%
						FG											
Top 4 Box (1-4)	853	238	353	69	194	538	289	27	734	43	72	4	211	416	237	144	158
	85%	87%	89%	77%	78%	88%	82%	61%	84%	82%	91%	100%	87%	88%	91%	92%	88%
		CD	CD			FG	G										

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9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Kobe Bryant

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Know them very well	204	141	63	35	25	35	41	25	44	71	133	33	49	78	45
	20%	27%	13%	23%	15%	22%	23%	14%	26%	18%	21%	18%	22%	21%	19%
		B					G		DG						
Know them somewhat well	196	111	85	18	27	37	44	32	37	70	126	38	39	69	49
	19%	22%	17%	12%	16%	23%	25%	18%	22%	18%	20%	22%	18%	18%	21%
						C	C		C						
Know them just a little	249	134	114	38	46	33	33	52	46	101	148	45	54	95	55
	25%	26%	23%	25%	27%	21%	19%	29%	27%	26%	24%	25%	25%	25%	23%
								F							
Have heard of them, but know nothing about them	235	87	148	38	41	27	48	52	28	89	147	41	55	82	58
	23%	17%	30%	25%	25%	17%	27%	29%	16%	23%	24%	23%	25%	22%	24%
			A				EH	EH							
Have never heard of them	125	41	84	25	29	28	12	16	16	56	69	22	23	49	31
	12%	8%	17%	16%	17%	17%	6%	9%	9%	15%	11%	12%	11%	13%	13%
			A	F	FGH	FGH									
Sumamry															
Top 2 Box (1-2)	400	252	148	52	52	72	85	57	81	141	259	71	88	147	94
	40%	49%	30%	34%	31%	45%	48%	32%	48%	37%	42%	40%	40%	39%	40%
		B				DG	CDG		CDG						
Top 3 Box (1-3)	649	386	262	90	98	106	118	109	127	242	407	116	142	242	149
	64%	75%	53%	59%	58%	66%	66%	62%	74%	63%	65%	65%	65%	65%	63%
		B							CDG						
Top 4 Box (1-4)	884	473	411	128	139	133	167	161	155	330	554	157	197	323	207
	88%	92%	83%	84%	83%	83%	94%	91%	91%	85%	89%	88%	89%	87%	87%
		B					CDE	DE	DE						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Kobe Bryant

	Facebook Usage					Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Know them very well	204	63	82	14	45	142	54	9	175	10	19	0	61	100	65	37	44
	20%	23%	21%	15%	18%	23%	15%	20%	20%	20%	24%	-	25%	21%	25%	23%	24%
						F											
Know them somewhat well	196	52	76	22	46	123	65	8	165	8	22	2	60	106	67	53	55
	19%	19%	19%	25%	19%	20%	18%	18%	19%	15%	28%	39%	25%	23%	25%	34%	30%
																M	
Know them just a little	249	68	102	23	56	146	96	7	205	18	23	3	53	125	58	32	34
	25%	25%	26%	26%	23%	24%	27%	15%	23%	35%	29%	61%	22%	27%	22%	21%	19%
Have heard of them, but know nothing about them	235	64	93	20	59	133	89	13	210	11	14	0	49	94	53	27	36
	23%	24%	23%	22%	24%	22%	25%	30%	24%	22%	18%	-	20%	20%	20%	17%	20%
Have never heard of them	125	25	46	11	43	68	50	7	119	4	2	0	19	46	20	7	11
	12%	9%	12%	12%	17%	11%	14%	17%	14%	7%	2%	-	8%	10%	8%	5%	6%
					A				J								
Sumamry																	
Top 2 Box (1-2)	400	116	158	36	91	265	119	17	339	18	41	2	121	206	132	90	99
	40%	42%	40%	40%	37%	43%	34%	38%	39%	35%	52%	39%	50%	44%	50%	58%	55%
Top 3 Box (1-3)						F					H					M	M
	649	183	260	59	147	411	215	24	544	37	63	4	174	331	190	122	133
	64%	67%	65%	66%	59%	67%	61%	54%	62%	71%	80%	100%	72%	70%	72%	78%	74%
Top 4 Box (1-4)											H						
	884	247	353	78	206	544	304	37	754	48	77	4	223	426	242	149	169
	88%	91%	88%	88%	83%	89%	86%	83%	86%	93%	98%	100%	92%	90%	92%	95%	94%
		D									H						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Mark Zuckerberg

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Know them very well	49	32	17	7	5	10	10	8	10	13	36	12	14	18	5
	5%	6%	3%	5%	3%	6%	6%	4%	6%	3%	6%	7%	6%	5%	2%
		B										N	N		
Know them somewhat well	95	49	45	12	19	20	15	15	13	23	72	25	18	26	26
	9%	10%	9%	8%	11%	13%	8%	9%	8%	6%	12%	14%	8%	7%	11%
											I	LM			
Know them just a little	165	77	87	17	25	23	33	31	37	56	109	32	37	57	39
	16%	15%	18%	11%	15%	14%	18%	17%	22%	14%	17%	18%	17%	15%	16%
									C						
Have heard of them, but know nothing about them	209	109	100	29	21	25	53	43	39	88	121	48	39	85	37
	21%	21%	20%	19%	12%	16%	30%	24%	23%	23%	19%	27%	18%	23%	15%
							CDE	D	D			LN			
Have never heard of them	492	246	246	88	99	83	68	81	72	207	284	61	113	186	132
	49%	48%	50%	58%	59%	52%	38%	46%	42%	54%	46%	34%	51%	50%	55%
				FGH	FGH	F				J			K	K	K
Sumamry															
Top 2 Box (1-2)	144	81	62	19	24	30	25	23	23	35	108	38	31	44	31
	14%	16%	13%	12%	14%	19%	14%	13%	13%	9%	17%	21%	14%	12%	13%
											I	LMN			
Top 3 Box (1-3)	308	159	150	36	49	53	58	53	60	91	217	70	68	101	70
	31%	31%	30%	23%	29%	33%	32%	30%	35%	24%	35%	39%	31%	27%	29%
									C		I	M			
Top 4 Box (1-4)	517	268	249	65	70	78	110	96	99	179	338	117	108	186	106
	51%	52%	50%	42%	41%	48%	62%	54%	58%	46%	54%	66%	49%	50%	45%
							CDE	CD	CD		I	LMN			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Mark Zuckerberg

	Facebook Usage					Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Know them very well	49	21	15	3	9	40	9	0	41	1	7	0	22	30	23	18	18
	5%	8%	4%	4%	4%	7%	3%	-	5%	2%	9%	-	9%	6%	9%	11%	10%
		B				F											
Know them somewhat well	95	26	47	7	14	60	30	5	81	4	10	0	33	50	33	19	27
	9%	10%	12%	8%	6%	10%	8%	11%	9%	8%	12%	-	14%	11%	13%	12%	15%
			D														
Know them just a little	165	54	69	10	31	113	51	1	141	6	18	1	39	77	44	29	23
	16%	20%	17%	11%	13%	19%	14%	2%	16%	11%	22%	19%	16%	16%	17%	18%	13%
		D				G	G										
Have heard of them, but know nothing about them	209	54	94	19	43	121	82	6	178	13	17	1	39	98	53	31	44
	21%	20%	23%	21%	17%	20%	23%	14%	20%	25%	21%	20%	16%	21%	20%	20%	24%
																	L
Have never heard of them	492	117	174	50	151	278	182	32	432	29	28	3	109	217	109	59	68
	49%	43%	44%	56%	61%	45%	51%	73%	49%	55%	35%	61%	45%	46%	42%	38%	38%
					AB			EF	J	J							
Sumamry																	
Top 2 Box (1-2)	144	47	62	10	24	100	39	5	122	5	17	0	55	80	56	37	45
	14%	17%	16%	12%	10%	16%	11%	11%	14%	9%	21%	-	23%	17%	21%	24%	25%
		D	D			F											M
Top 3 Box (1-3)	308	102	131	20	55	213	89	6	263	11	34	1	94	157	100	66	68
	31%	37%	33%	23%	22%	35%	25%	13%	30%	20%	43%	19%	39%	33%	38%	42%	38%
		CD	D			FG					HI						
Top 4 Box (1-4)	517	155	224	39	98	334	171	12	441	23	51	2	133	254	153	97	112
	51%	57%	56%	44%	39%	55%	49%	27%	51%	45%	65%	39%	55%	54%	58%	62%	62%
		D	D			G	G				HI						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Taylor Swift

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Know them very well	400	133	267	66	69	75	56	66	68	134	265	74	88	153	84
	40%	26%	54%	43%	41%	47%	31%	37%	40%	35%	43%	42%	40%	41%	35%
Know them somewhat well			A	F		F					I				
	286	147	138	47	45	48	52	47	46	111	175	60	63	98	65
	28%	29%	28%	31%	27%	30%	29%	27%	27%	29%	28%	33%	29%	26%	27%
Know them just a little	201	141	59	25	31	21	52	39	34	82	119	30	47	75	49
	20%	27%	12%	16%	18%	13%	29%	22%	20%	21%	19%	17%	21%	20%	20%
		B					CDE	E							
	92	74	19	6	18	14	15	21	18	41	51	11	18	30	33
Have heard of them, but know nothing about them	9%	14%	4%	4%	11%	8%	9%	12%	11%	11%	8%	6%	8%	8%	14%
		B			C			C	C						KLM
Have never heard of them	31	19	12	9	6	3	4	4	5	18	13	3	4	17	7
	3%	4%	2%	6%	3%	2%	2%	2%	3%	5%	2%	2%	2%	4%	3%
										J					
Sumamry															
Top 2 Box (1-2)	685	280	405	112	115	123	107	114	114	245	440	134	151	251	149
	68%	54%	82%	74%	68%	77%	60%	64%	67%	63%	71%	75%	69%	67%	63%
			A	F		FG					I	N			
	886	421	465	137	145	144	159	153	148	327	559	164	198	325	198
Top 3 Box (1-3)	88%	82%	94%	90%	86%	90%	89%	86%	86%	85%	90%	92%	90%	87%	83%
			A								I	N	N		
Top 4 Box (1-4)	978	495	483	144	163	158	174	174	166	369	610	176	216	356	231
	97%	96%	98%	94%	97%	98%	98%	98%	97%	95%	98%	98%	98%	96%	97%
											I				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Taylor Swift

		Facebook Usage				Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Know them very well	400	131	145	31	92	268	120	12	343	18	37	1	100	192	111	64	79
	40%	48%	36%	35%	37%	44%	34%	27%	39%	35%	47%	28%	41%	41%	42%	41%	44%
		BD				F											
Know them somewhat well	286	72	113	27	73	165	105	16	247	12	23	3	70	132	68	40	34
	28%	26%	28%	31%	30%	27%	30%	36%	28%	24%	29%	72%	29%	28%	26%	26%	19%
													P	P			
Know them just a little	201	47	95	18	41	111	83	6	173	11	17	0	48	101	52	37	42
	20%	17%	24%	21%	16%	18%	24%	15%	20%	20%	22%	-	20%	21%	20%	24%	23%
			D														
Have heard of them, but know nothing about them	92	20	40	10	23	54	31	7	83	8	1	0	19	36	24	13	23
	9%	7%	10%	11%	9%	9%	9%	15%	10%	15%	1%	-	8%	8%	9%	8%	13%
									J	J							
Have never heard of them	31	3	6	2	20	13	14	3	27	3	1	0	5	10	7	2	2
	3%	1%	1%	2%	8%	2%	4%	7%	3%	5%	1%	-	2%	2%	2%	1%	1%
					AB												
Sumamry																	
Top 2 Box (1-2)	685	202	258	59	166	433	224	28	590	31	60	4	169	324	179	105	113
	68%	74%	65%	66%	67%	71%	64%	63%	68%	59%	76%	100%	70%	69%	68%	67%	63%
		B				F											
Top 3 Box (1-3)	886	249	353	77	206	544	308	34	763	41	77	4	218	425	231	142	155
	88%	92%	89%	86%	83%	89%	87%	78%	87%	80%	98%	100%	90%	90%	88%	91%	86%
		D									HI						
Top 4 Box (1-4)	978	269	393	87	229	598	339	41	846	49	78	4	237	461	255	154	177
	97%	99%	99%	98%	92%	98%	96%	93%	97%	95%	99%	100%	98%	98%	98%	99%	99%
		D	D														

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Zac Efron

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Know them very well	273	84	190	52	51	47	43	46	35	91	182	46	52	116	60
	27%	16%	38%	34%	30%	29%	24%	26%	21%	24%	29%	26%	23%	31%	25%
			A	H										L	
Know them somewhat well	248	100	148	41	44	40	42	36	44	78	169	48	60	86	54
	25%	19%	30%	27%	26%	25%	24%	20%	26%	20%	27%	27%	27%	23%	23%
			A							I					
Know them just a little	221	147	73	26	24	36	47	47	41	83	138	43	53	68	57
	22%	29%	15%	17%	14%	22%	26%	26%	24%	21%	22%	24%	24%	18%	24%
		B					D	D	D						
Have heard of them, but know nothing about them	135	99	36	11	21	19	28	27	29	58	76	22	29	42	41
	13%	19%	7%	7%	12%	12%	16%	15%	17%	15%	12%	13%	13%	11%	17%
		B					C	C	C						
Have never heard of them	133	84	49	23	29	19	19	22	21	76	57	19	27	61	26
	13%	16%	10%	15%	17%	12%	10%	13%	12%	20%	9%	11%	12%	16%	11%
		B								J					
Sumamry															
Top 2 Box (1-2)	521	183	337	93	95	87	85	82	79	169	352	94	111	202	114
	52%	36%	68%	61%	56%	54%	48%	46%	46%	44%	56%	53%	51%	54%	48%
			A	FGH							I				
Top 3 Box (1-3)	742	331	411	119	119	123	132	128	121	252	489	137	165	269	171
	73%	64%	83%	78%	71%	76%	74%	72%	70%	65%	79%	77%	75%	72%	72%
			A								I				
Top 4 Box (1-4)	876	430	446	130	140	142	160	155	150	311	566	159	194	312	212
	87%	84%	90%	85%	83%	88%	90%	87%	88%	80%	91%	89%	88%	84%	89%
			A								I				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Zac Efron

	Facebook Usage					Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Know them very well	273	90	97	17	69	191	76	7	234	11	27	1	63	132	64	47	50
	27%	33%	24%	19%	28%	31%	22%	15%	27%	22%	34%	15%	26%	28%	25%	30%	28%
		BC				FG											
Know them somewhat well	248	81	88	22	56	157	77	14	216	10	20	1	65	122	70	36	43
	25%	30%	22%	25%	22%	26%	22%	32%	25%	19%	25%	32%	27%	26%	27%	23%	24%
		B															
Know them just a little	221	61	94	24	41	128	90	3	187	11	22	0	53	111	61	43	37
	22%	23%	24%	27%	17%	21%	25%	6%	21%	21%	28%	-	22%	24%	23%	28%	21%
			D			G	G										
Have heard of them, but know nothing about them	135	23	65	10	37	80	44	10	119	10	6	0	28	60	26	18	29
	13%	8%	16%	11%	15%	13%	13%	23%	14%	19%	8%	-	12%	13%	10%	12%	16%
			A		A												
Have never heard of them	133	17	54	16	46	56	66	11	117	10	4	2	33	46	39	12	21
	13%	6%	14%	17%	18%	9%	19%	24%	13%	19%	5%	53%	13%	10%	15%	8%	12%
			A	A	A		E	E	J	J					MO		
Sumamry																	
Top 2 Box (1-2)	521	171	186	40	125	348	153	20	450	21	47	2	128	254	135	83	93
	52%	63%	47%	44%	50%	57%	43%	46%	52%	41%	60%	47%	53%	54%	51%	53%	52%
		BCD				F											
Top 3 Box (1-3)	742	232	280	64	166	476	243	23	638	32	70	2	182	365	196	126	130
	73%	85%	70%	71%	67%	78%	69%	53%	73%	62%	88%	47%	75%	77%	75%	81%	73%
		BCD				FG					HI						
Top 4 Box (1-4)	876	255	345	74	203	556	287	33	757	42	75	2	210	426	222	144	159
	87%	94%	86%	83%	82%	91%	81%	76%	87%	81%	95%	47%	87%	90%	85%	92%	88%
		BCD				FG					HI			N		N	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Oprah Winfrey

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Know them very well	254	107	147	39	32	44	44	41	54	85	169	46	45	108	54
	25%	21%	30%	26%	19%	28%	24%	23%	31%	22%	27%	26%	21%	29%	23%
			A						D					L	
Know them somewhat well	267	127	140	43	42	43	53	48	39	99	168	57	57	96	57
	26%	25%	28%	28%	25%	27%	29%	27%	23%	26%	27%	32%	26%	26%	24%
Know them just a little	290	168	122	36	50	38	56	59	52	116	174	46	72	108	64
	29%	33%	25%	24%	30%	23%	31%	33%	31%	30%	28%	26%	33%	29%	27%
		B													
Have heard of them, but know nothing about them	182	102	80	32	37	34	26	28	25	80	102	27	41	56	58
	18%	20%	16%	21%	22%	21%	15%	16%	15%	21%	16%	15%	18%	15%	24%
															KM
Have never heard of them	16	10	6	3	8	2	1	1	1	6	10	3	5	4	5
	2%	2%	1%	2%	5%	2%	0	1%	1%	2%	2%	2%	2%	1%	2%
					FGH										
Sumamry															
Top 2 Box (1-2)	521	234	287	82	74	87	96	89	92	185	337	103	103	205	111
	52%	46%	58%	54%	44%	54%	54%	50%	54%	48%	54%	58%	47%	55%	47%
			A									LN		L	
Top 3 Box (1-3)	811	402	409	118	124	125	152	148	145	301	511	149	175	313	175
	80%	78%	83%	77%	73%	78%	85%	84%	85%	78%	82%	83%	79%	84%	74%
							D	D	D			N		N	
Top 4 Box (1-4)	993	504	489	150	161	158	178	176	170	381	613	176	216	369	233
	98%	98%	99%	98%	95%	98%	100%	99%	99%	98%	98%	98%	98%	99%	98%
							D	D	D						

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Oprah Winfrey

	Facebook Usage					Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Know them very well	254	89	91	18	56	176	71	8	213	16	23	2	76	123	79	48	59
	25%	33%	23%	20%	23%	29%	20%	17%	24%	31%	29%	35%	31%	26%	30%	31%	33%
		BCD				F											
Know them somewhat well	267	64	119	19	66	157	102	8	241	9	16	1	79	137	82	51	51
	26%	23%	30%	22%	26%	26%	29%	19%	28%	16%	20%	33%	33%	29%	31%	32%	28%
Know them just a little	290	76	118	31	66	178	104	9	243	13	33	1	53	137	63	35	40
	29%	28%	30%	35%	26%	29%	29%	20%	28%	26%	42%	32%	22%	29%	24%	22%	22%
											H			L			
Have heard of them, but know nothing about them	182	41	68	20	53	96	68	18	162	13	7	0	33	72	37	22	29
	18%	15%	17%	23%	21%	16%	19%	41%	19%	25%	9%	-	13%	15%	14%	14%	16%
								EF		J							
Have never heard of them	16	3	3	1	9	6	9	1	15	1	0	0	2	3	1	1	0
	2%	1%	1%	1%	4%	1%	3%	3%	2%	2%	-	-	1%	1%	0	1%	-
					B												
Sumamry																	
Top 2 Box (1-2)	521	153	210	37	122	332	173	16	455	25	39	3	155	259	161	99	111
	52%	56%	53%	41%	49%	54%	49%	36%	52%	47%	49%	68%	64%	55%	61%	63%	62%
		C				G							M				
Top 3 Box (1-3)	811	228	328	68	187	510	276	25	697	38	72	4	208	396	224	133	150
	80%	84%	82%	76%	75%	83%	78%	56%	80%	73%	91%	100%	86%	84%	85%	85%	84%
		D	D			G	G				HI						
Top 4 Box (1-4)	993	269	396	88	240	606	345	43	859	51	79	4	240	469	261	155	180
	98%	99%	99%	99%	96%	99%	97%	97%	98%	98%	100%	100%	99%	99%	100%	99%	100%
			D														

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Martin Luther King Jr.

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Know them very well	317	157	161	49	47	54	53	59	56	117	201	65	54	137	61
	31%	30%	32%	32%	28%	33%	30%	33%	33%	30%	32%	36%	25%	37%	26%
												LN		LN	
Know them somewhat well	310	155	155	46	50	56	58	47	52	107	202	52	74	105	78
	31%	30%	31%	30%	30%	35%	33%	27%	31%	28%	33%	29%	34%	28%	33%
Know them just a little	289	155	133	47	52	36	53	51	49	118	170	45	71	98	75
	29%	30%	27%	31%	31%	22%	30%	29%	29%	31%	27%	25%	32%	26%	32%
Have heard of them, but know nothing about them	82	41	41	11	14	13	14	19	11	38	44	17	17	28	21
	8%	8%	8%	7%	8%	8%	8%	11%	6%	10%	7%	9%	8%	8%	9%
Have never heard of them	11	7	4	0	6	2	0	1	2	6	5	0	4	4	3
	1%	1%	1%	-	4%	1%	-	1%	1%	1%	1%	-	2%	1%	1%
					CF										
Sumamry															
Top 2 Box (1-2)	627	311	316	95	97	110	111	106	109	224	403	117	129	242	139
	62%	61%	64%	62%	57%	68%	62%	60%	64%	58%	65%	66%	58%	65%	58%
										I					
Top 3 Box (1-3)	916	467	449	142	149	145	164	157	158	343	573	162	200	340	214
	91%	91%	91%	93%	88%	90%	92%	89%	92%	89%	92%	91%	91%	91%	90%
Top 4 Box (1-4)	998	508	490	153	163	159	178	176	169	381	617	179	217	368	235
	99%	99%	99%	100%	96%	99%	100%	99%	99%	99%	99%	100%	98%	99%	99%
				D			D								

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Martin Luther King Jr.

	Facebook Usage					Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Know them very well	317	104	111	24	79	217	87	13	274	17	26	0	85	154	98	56	70
	31%	38%	28%	27%	32%	35%	25%	30%	31%	34%	33%	-	35%	33%	37%	36%	39%
		B				F											
Know them somewhat well	310	76	137	22	74	183	117	10	272	11	24	3	75	156	81	58	58
	31%	28%	34%	25%	30%	30%	33%	23%	31%	22%	30%	68%	31%	33%	31%	37%	32%
Know them just a little	289	62	116	34	76	159	116	14	247	18	22	1	63	130	62	33	38
	29%	23%	29%	38%	31%	26%	33%	31%	28%	35%	27%	32%	26%	28%	24%	21%	21%
				A			E										
Have heard of them, but know nothing about them	82	28	32	8	14	47	29	6	71	4	7	0	17	28	19	8	13
	8%	10%	8%	9%	6%	8%	8%	13%	8%	7%	9%	-	7%	6%	7%	5%	7%
Have never heard of them	11	2	2	2	5	6	4	1	10	1	0	0	2	2	2	1	0
	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	-	-	1%	0	1%	1%	-
Sumamry																	
Top 2 Box (1-2)	627	180	248	46	154	399	204	24	545	29	50	3	161	311	179	114	129
	62%	66%	62%	51%	62%	65%	58%	54%	62%	56%	63%	68%	66%	66%	68%	73%	72%
		C				F											
Top 3 Box (1-3)	916	242	364	80	230	558	320	37	793	47	72	4	223	441	241	147	166
	91%	89%	91%	89%	92%	91%	91%	84%	91%	91%	91%	100%	92%	94%	92%	94%	93%
Top 4 Box (1-4)	998	270	397	87	244	606	349	43	864	51	79	4	240	470	260	155	180
	99%	99%	99%	98%	98%	99%	99%	98%	99%	98%	100%	100%	99%	100%	99%	99%	100%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Top 2 Box Summary Table

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Barack Obama	733	377	356	117	115	122	131	121	126	266	466	146	161	268	158
	73%	73%	72%	77%	68%	76%	74%	68%	74%	69%	75%	81%	73%	72%	67%
												LMN			
Taylor Swift	685	280	405	112	115	123	107	114	114	245	440	134	151	251	149
	68%	54%	82%	74%	68%	77%	60%	64%	67%	63%	71%	75%	69%	67%	63%
			A	F		FG					I	N			
Martin Luther King Jr.	627	311	316	95	97	110	111	106	109	224	403	117	129	242	139
	62%	61%	64%	62%	57%	68%	62%	60%	64%	58%	65%	66%	58%	65%	58%
											I				
Oprah Winfrey	521	234	287	82	74	87	96	89	92	185	337	103	103	205	111
	52%	46%	58%	54%	44%	54%	54%	50%	54%	48%	54%	58%	47%	55%	47%
			A									LN		L	
Zac Efron	521	183	337	93	95	87	85	82	79	169	352	94	111	202	114
	52%	36%	68%	61%	56%	54%	48%	46%	46%	44%	56%	53%	51%	54%	48%
			A	FGH							I				
Kobe Bryant	400	252	148	52	52	72	85	57	81	141	259	71	88	147	94
	40%	49%	30%	34%	31%	45%	48%	32%	48%	37%	42%	40%	40%	39%	40%
		B				DG	CDG		CDG						
Joe Biden	267	146	122	26	40	38	61	50	52	87	181	59	53	107	49
	26%	28%	25%	17%	24%	24%	34%	28%	31%	22%	29%	33%	24%	29%	20%
							CD	C	C		I	LN			
Mark Zuckerberg	144	81	62	19	24	30	25	23	23	35	108	38	31	44	31
	14%	16%	13%	12%	14%	19%	14%	13%	13%	9%	17%	21%	14%	12%	13%
											I	LMN			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Top 2 Box Summary Table

		Facebook Usage				Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Barack Obama	733	208	301	56	168	464	244	24	635	37	57	4	178	360	195	120	142
	73%	76%	76%	63%	67%	76%	69%	55%	73%	70%	72%	100%	74%	76%	75%	77%	79%
		CD	CD			FG											
Taylor Swift	685	202	258	59	166	433	224	28	590	31	60	4	169	324	179	105	113
	68%	74%	65%	66%	67%	71%	64%	63%	68%	59%	76%	100%	70%	69%	68%	67%	63%
		B				F											
Martin Luther King Jr.	627	180	248	46	154	399	204	24	545	29	50	3	161	311	179	114	129
	62%	66%	62%	51%	62%	65%	58%	54%	62%	56%	63%	68%	66%	66%	68%	73%	72%
		C				F											
Oprah Winfrey	521	153	210	37	122	332	173	16	455	25	39	3	155	259	161	99	111
	52%	56%	53%	41%	49%	54%	49%	36%	52%	47%	49%	68%	64%	55%	61%	63%	62%
		C				G							M				
Zac Efron	521	171	186	40	125	348	153	20	450	21	47	2	128	254	135	83	93
	52%	63%	47%	44%	50%	57%	43%	46%	52%	41%	60%	47%	53%	54%	51%	53%	52%
		BCD				F											
Kobe Bryant	400	116	158	36	91	265	119	17	339	18	41	2	121	206	132	90	99
	40%	42%	40%	40%	37%	43%	34%	38%	39%	35%	52%	39%	50%	44%	50%	58%	55%
						F					H					M	M
Joe Biden	267	84	109	21	54	189	73	5	224	18	23	1	89	146	93	61	78
	26%	31%	27%	23%	21%	31%	21%	11%	26%	36%	30%	33%	37%	31%	36%	39%	44%
		D				FG											M
Mark Zuckerberg	144	47	62	10	24	100	39	5	122	5	17	0	55	80	56	37	45
	14%	17%	16%	12%	10%	16%	11%	11%	14%	9%	21%	-	23%	17%	21%	24%	25%
		D	D			F											M

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Top 3 Box Summary Table

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Barack Obama	958	495	463	147	158	152	169	169	162	362	596	173	211	353	220
	95%	96%	93%	96%	93%	95%	95%	95%	95%	94%	96%	97%	96%	95%	93%
Martin Luther King Jr.	916	467	449	142	149	145	164	157	158	343	573	162	200	340	214
	91%	91%	91%	93%	88%	90%	92%	89%	92%	89%	92%	91%	91%	91%	90%
Taylor Swift	886	421	465	137	145	144	159	153	148	327	559	164	198	325	198
	88%	82%	94%	90%	86%	90%	89%	86%	86%	85%	90%	92%	90%	87%	83%
			A								I	N	N		
Oprah Winfrey	811	402	409	118	124	125	152	148	145	301	511	149	175	313	175
	80%	78%	83%	77%	73%	78%	85%	84%	85%	78%	82%	83%	79%	84%	74%
							D	D	D			N		N	
Zac Efron	742	331	411	119	119	123	132	128	121	252	489	137	165	269	171
	73%	64%	83%	78%	71%	76%	74%	72%	70%	65%	79%	77%	75%	72%	72%
			A								I				
Kobe Bryant	649	386	262	90	98	106	118	109	127	242	407	116	142	242	149
	64%	75%	53%	59%	58%	66%	66%	62%	74%	63%	65%	65%	65%	65%	63%
			B						CDG						
Joe Biden	591	320	271	75	89	94	112	107	114	201	390	111	139	217	124
	59%	62%	55%	49%	53%	58%	63%	60%	67%	52%	63%	62%	63%	58%	52%
			B				C		CD		I		N		
Mark Zuckerberg	308	159	150	36	49	53	58	53	60	91	217	70	68	101	70
	31%	31%	30%	23%	29%	33%	32%	30%	35%	24%	35%	39%	31%	27%	29%
								C			I	M			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Top 3 Box Summary Table

		Facebook Usage				Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Barack Obama	958	259	382	85	232	590	331	37	830	48	75	4	230	461	251	154	172
	95%	95%	96%	95%	93%	96%	94%	84%	95%	93%	95%	100%	95%	98%	96%	99%	96%
						G	G										
Martin Luther King Jr.	916	242	364	80	230	558	320	37	793	47	72	4	223	441	241	147	166
	91%	89%	91%	89%	92%	91%	91%	84%	91%	91%	91%	100%	92%	94%	92%	94%	93%
Taylor Swift	886	249	353	77	206	544	308	34	763	41	77	4	218	425	231	142	155
	88%	92%	89%	86%	83%	89%	87%	78%	87%	80%	98%	100%	90%	90%	88%	91%	86%
		D									HI						
Oprah Winfrey	811	228	328	68	187	510	276	25	697	38	72	4	208	396	224	133	150
	80%	84%	82%	76%	75%	83%	78%	56%	80%	73%	91%	100%	86%	84%	85%	85%	84%
		D	D			G	G				HI						
Zac Efron	742	232	280	64	166	476	243	23	638	32	70	2	182	365	196	126	130
	73%	85%	70%	71%	67%	78%	69%	53%	73%	62%	88%	47%	75%	77%	75%	81%	73%
		BCD				FG					HI						
Kobe Bryant	649	183	260	59	147	411	215	24	544	37	63	4	174	331	190	122	133
	64%	67%	65%	66%	59%	67%	61%	54%	62%	71%	80%	100%	72%	70%	72%	78%	74%
											H						
Joe Biden	591	166	240	51	134	389	184	17	511	32	46	1	164	305	174	111	131
	59%	61%	60%	57%	54%	64%	52%	39%	59%	62%	58%	33%	68%	65%	67%	71%	73%
						FG											
Mark Zuckerberg	308	102	131	20	55	213	89	6	263	11	34	1	94	157	100	66	68
	31%	37%	33%	23%	22%	35%	25%	13%	30%	20%	43%	19%	39%	33%	38%	42%	38%
		CD	D			FG					HI						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Top 4 Box Summary table

		Gender		Age						Household Income		Region			
	Total	Boy	Girl	12	13	14	15	16	17	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All Respondents (unwtd)	1009	508	501	149	164	158	183	178	177	403	606	213	309	315	172
Base: All Respondents (wtd)	1009	514	495	153	169	161	178	177	171	387	622	179	220	372	238
Barack Obama	1006	514	492	153	169	160	178	177	169	386	620	179	219	370	238
	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Martin Luther King Jr.	998	508	490	153	163	159	178	176	169	381	617	179	217	368	235
	99%	99%	99%	100%	96%	99%	100%	99%	99%	99%	99%	100%	98%	99%	99%
				D			D								
Oprah Winfrey	993	504	489	150	161	158	178	176	170	381	613	176	216	369	233
	98%	98%	99%	98%	95%	98%	100%	99%	99%	98%	98%	98%	98%	99%	98%
							D	D	D						
Taylor Swift	978	495	483	144	163	158	174	174	166	369	610	176	216	356	231
	97%	96%	98%	94%	97%	98%	98%	98%	97%	95%	98%	98%	98%	96%	97%
											I				
Kobe Bryant	884	473	411	128	139	133	167	161	155	330	554	157	197	323	207
	88%	92%	83%	84%	83%	83%	94%	91%	91%	85%	89%	88%	89%	87%	87%
		B					CDE	DE	DE						
Zac Efron	876	430	446	130	140	142	160	155	150	311	566	159	194	312	212
	87%	84%	90%	85%	83%	88%	90%	87%	88%	80%	91%	89%	88%	84%	89%
			A								I				
Joe Biden	853	445	408	117	133	136	158	159	150	309	545	157	195	317	184
	85%	87%	83%	76%	79%	85%	89%	89%	88%	80%	88%	88%	89%	85%	77%
							CD	CD	CD		I	N	N	N	
Mark Zuckerberg	517	268	249	65	70	78	110	96	99	179	338	117	108	186	106
	51%	52%	50%	42%	41%	48%	62%	54%	58%	46%	54%	66%	49%	50%	45%
							CDE	CD	CD		I	LMN			

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J - K/L/M/N

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all. - Top 4 Box Summary able

		Facebook Usage				Internet Usage			Internet Location				Account Access (thru own OR parents')				
	Total	Super	Regular	Occasional/ Rare	Non	Super	Regular	Occasional/ Rare	Home	School	Mobile Device	Other	Checking	Saving	Debit	Credit	Paypal
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents (unwtd)	1009	276	413	84	236	610	360	39	876	51	77	5	237	479	259	152	173
Base: All Respondents (wtd)	1009	272	399	89*	249	612	353	44*	874	52*	79*	4**	242	471	262	156	180
Barack Obama	1006	272	399	88	247	611	352	43	872	51	79	4	241	470	262	156	180
	100%	100%	100%	99%	99%	100%	100%	98%	100%	98%	100%	100%	100%	100%	100%	100%	100%
						G											
Martin Luther King Jr.	998	270	397	87	244	606	349	43	864	51	79	4	240	470	260	155	180
	99%	99%	99%	98%	98%	99%	99%	98%	99%	98%	100%	100%	99%	100%	99%	99%	100%
Oprah Winfrey	993	269	396	88	240	606	345	43	859	51	79	4	240	469	261	155	180
	98%	99%	99%	99%	96%	99%	97%	97%	98%	98%	100%	100%	99%	99%	100%	99%	100%
			D														
Taylor Swift	978	269	393	87	229	598	339	41	846	49	78	4	237	461	255	154	177
	97%	99%	99%	98%	92%	98%	96%	93%	97%	95%	99%	100%	98%	98%	98%	99%	99%
		D	D														
Kobe Bryant	884	247	353	78	206	544	304	37	754	48	77	4	223	426	242	149	169
	88%	91%	88%	88%	83%	89%	86%	83%	86%	93%	98%	100%	92%	90%	92%	95%	94%
		D									H						
Zac Efron	876	255	345	74	203	556	287	33	757	42	75	2	210	426	222	144	159
	87%	94%	86%	83%	82%	91%	81%	76%	87%	81%	95%	47%	87%	90%	85%	92%	88%
		BCD				FG					HI			N		N	
Joe Biden	853	238	353	69	194	538	289	27	734	43	72	4	211	416	237	144	158
	85%	87%	89%	77%	78%	88%	82%	61%	84%	82%	91%	100%	87%	88%	91%	92%	88%
		CD	CD			FG	G										
Mark Zuckerberg	517	155	224	39	98	334	171	12	441	23	51	2	133	254	153	97	112
	51%	57%	56%	44%	39%	55%	49%	27%	51%	45%	65%	39%	55%	54%	58%	62%	62%
		D	D			G	G				HI						

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K - L/M/N/O/P * small base; ** very small base (under 30) ineligible for sig testing

9. Thinking about the following individuals, please indicate how familiar you are with them, if at all.

	Barack Obama	Joe Biden	Kobe Bryant	Mark Zuckerberg	Taylor Swift	Zac Efron	Oprah Winfrey	Martin Luther King Jr.
	A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1009	1009	1009	1009	1009	1009	1009	1009
Base: All Respondents (wtd)	1009	1009	1009	1009	1009	1009	1009	1009
Know them very well	409	113	204	49	400	273	254	317
	40%	11%	20%	5%	40%	27%	25%	31%
	BCDFGH	D	BD		BCDFGH	BCD	BCD	BCDFG
Know them somewhat well	324	154	196	95	286	248	267	310
	32%	15%	19%	9%	28%	25%	26%	31%
	BCDFG	D	BD		BCD	BCD	BCD	BCDF
Know them just a little	225	324	249	165	201	221	290	289
	22%	32%	25%	16%	20%	22%	29%	29%
	D	ACDEF	DE			D	ADEF	ADEF
Have heard of them, but know nothing about them	48	262	235	209	92	135	182	82
	5%	26%	23%	21%	9%	13%	18%	8%
		ADEFGH	AEFGH	AEFH	A	AEH	AEFH	A
Have never heard of them	3	156	125	492	31	133	16	11
	0	15%	12%	49%	3%	13%	2%	1%
		AEGH	AEGH	ABCEFGH	AGH	AEGH	A	A
Sumamry								
Top 2 Box (1-2)	733	267	400	144	685	521	521	627
	73%	26%	40%	14%	68%	52%	52%	62%
	BCDEFGH	D	BD		BCDFGH	BCD	BCD	BCDFG
Top 3 Box (1-3)	958	591	649	308	886	742	811	916
	95%	59%	64%	31%	88%	73%	80%	91%
	BCDEFGH	D	BD		BCDFG	BCD	BCDF	BCDEFG
Top 4 Box (1-4)	1006	853	884	517	978	876	993	998
	100%	85%	88%	51%	97%	87%	98%	99%
	BCDEFGH	D	D		BCDF	D	BCDEF	BCDEF

Proportions/Mean: All Columns Tested (5% risk level)