



Ipsos Public Affairs

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***Awareness of Various Celebrities and Public Figures is Higher Among Internet Super Users***

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## **Seven in Ten (72%) American Teens Know of US President Barack Obama**

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**New York, NY** – In the lead-up to the second anniversary of President Barack Obama's inauguration, seven in ten (72%) American teens say they know (40% very well/32% somewhat well) of President Barack Obama, according to a new Ipsos Public Affairs poll conducted via its newly-launched teen omnibus. Perhaps dispelling the notion that American youth are not engaged or knowledgeable about politics, the data reveal that the President is the most well known public figure among those studied.

Despite the immense coverage of many celebrities and other public figures through teen-dominated social media outlets, many celebrities believed to be well known actually scored lower in awareness among teens. Coming in second place in terms of awareness among American teens is country singer Taylor Swift (68%) and in third place is [deceased] civil rights leader Martin Luther King Jr. (62%). Following closely is talk show host Oprah Winfrey (52%), actor Zac Efron (52%), NBA star Kobe Bryant (40%), Vice President Joe Biden (26%) and Facebook creator Mark Zuckerberg (14%).

"These days teens have access to information across various communication mediums, however, the internet provides a unique environment for youth to communicate, socialize and engage with their peers," adds Wade Valainis, Senior Research Manager at Ipsos Public Affairs. "Our online teen omnibus allows us to reach the teen population specifically and gain a better perspective of their attitudes and opinions on any topic ranging from popular culture to politics."

The internet has become one of the main sources of information for teens, especially with the proliferation of MySpace, Facebook, Twitter and Google. Then perhaps it is not surprising that awareness of certain public individuals is higher among those teens who claim to be super users of the internet, meaning they are on the internet frequently throughout the day.

Among internet super users, awareness of Barack Obama was higher at 76%, and still surpasses awareness of other celebrities and public figures. Across the board, all public individuals were known better: Taylor Swift (71%), Martin Luther King Jr. (65%), Oprah Winfrey (54%), Zac Efron (57%), Kobe Bryant (43%), Joe Biden (31%) and Mark Zuckerberg (16%).

*These are some of the findings of an Ipsos poll conducted November 17-19, 2010. For the survey, a nationally representative sample of 1,009 randomly-selected teenagers residing in the U.S. interviewed online in Ipsos' U.S. Online Teen Omnibus. With a*



*sample of this size, the results are considered accurate within  $\pm 3.0$  percentage points, 19 times out of 20, of what they would have been had the entire population of employed adults in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.*

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