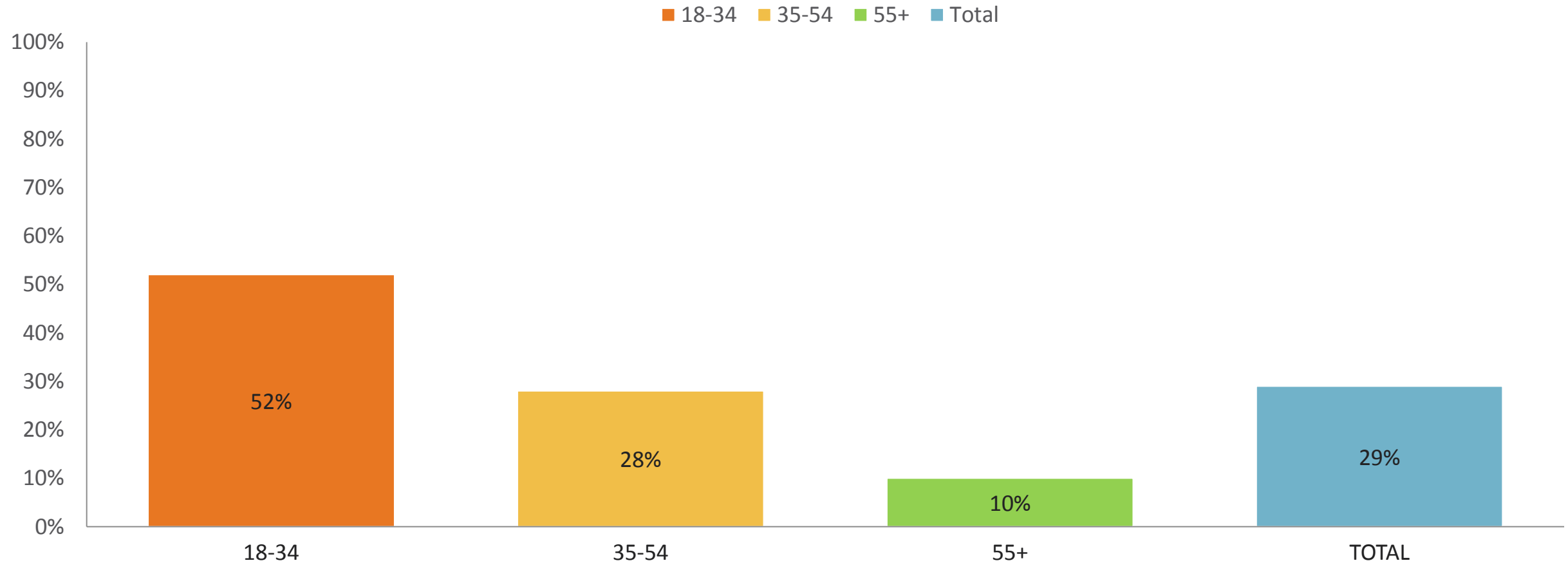


One in Two Millennials Can Correctly Identify a Pokémon Go Character

Correct Response to Q: To the best of your knowledge, which of the following is a Pokémon GO character?



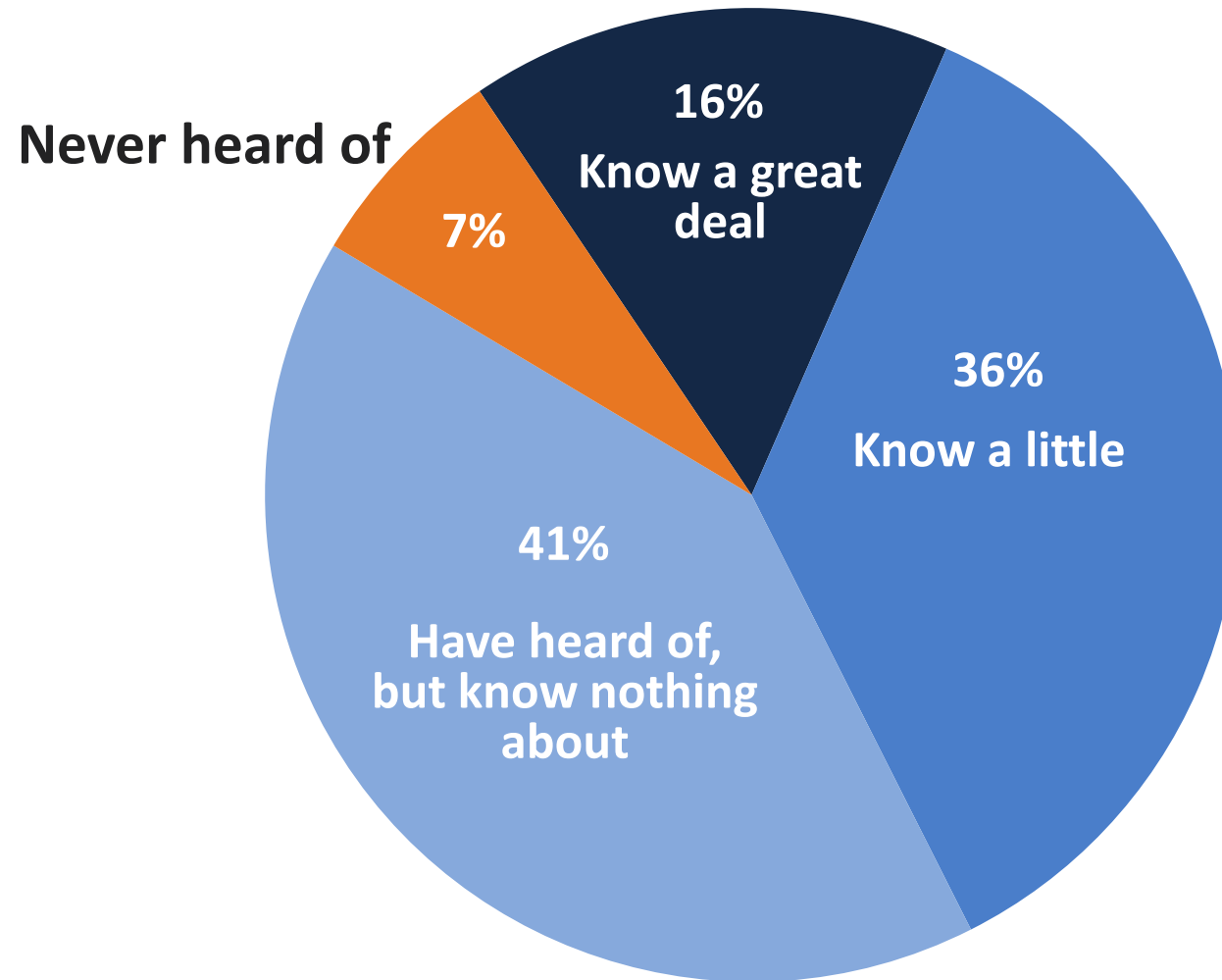
Ipsos Poll July 16-17, n= 1,005

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Majority of Americans have at least heard of Pokémon Go

Q. How much, if anything, do you know about Pokémon Go?



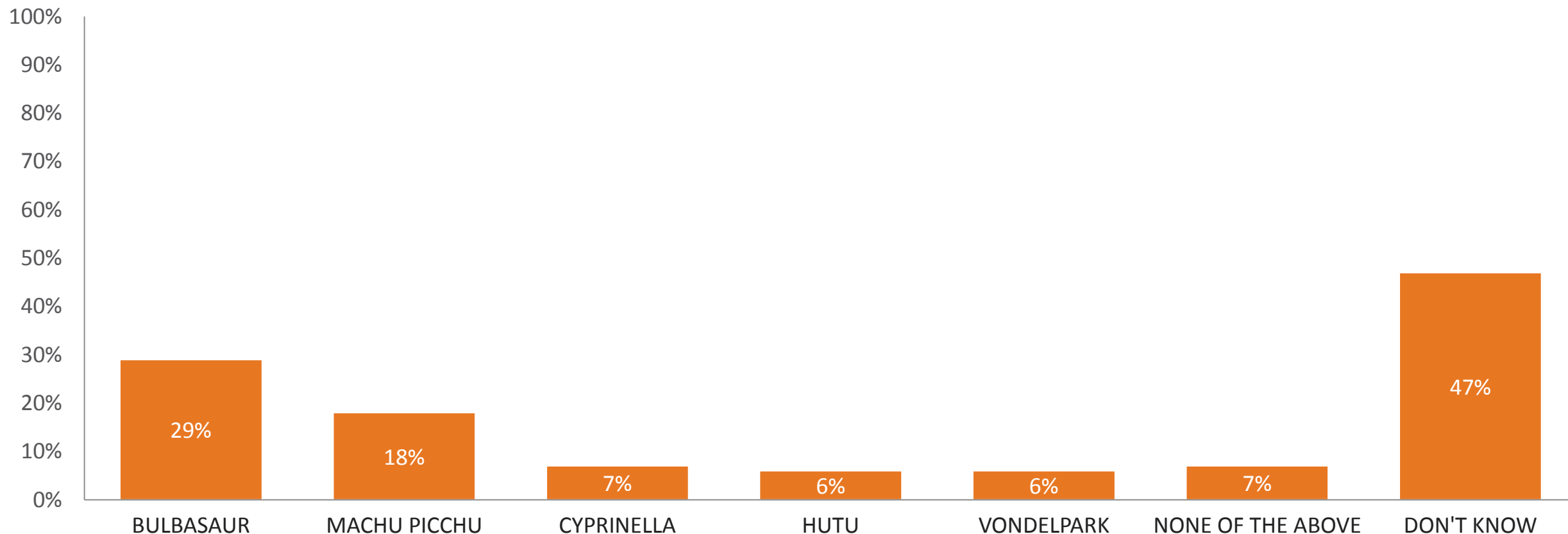
Ipsos Poll July 16-17, n= 1,005

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One in Five Believe Machu Picchu is a Pokémon Go Character

Q: To the best of your knowledge, which of the following is a Pokémon GO character



Ipsos Poll July 16-17, n= 1,005

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