

IPSOS PUBLIC AFFAIRS: POKÉMON GO AWARENESS SURVEY RESULTS AMONG AMERICANS

07-21-2016

These are findings from an Ipsos poll conducted July 17-18, 2016. For the survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

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 2015 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, region, race/ethnicity and income.

Statistical margins of error are not applicable to online 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 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). 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=1,005, DEFF=1.5, adjusted Confidence Interval=5).

1. How much, if anything, do you know about Pokemon GO?

Know a great deal	16%
Know a little	36%
Have heard of, but know nothing about	41%
Never heard of	7%

2. To the best of your knowledge, which of the following is a Pokémon GO character?

Bulbasaur	29%
Machu Picchu	18%
Cyprinella	7%
Hutu	6%
Vondelpark	6%
None of the above	7%
Don't know	47%

3. And have you seen or heard stories about Pokémon Go in the news / online?

Yes	83%
No	13%
Don't know	3%