Some Americans (7%) Claim to be Very Familiar with a Fictional Public Figure

Millennials Are Most Likely to Claim Familiarity with Mitch Kellogg, Fictitious Public Figure

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Washington, DC – Since Clinton and Trump have chosen their vice presidential running mates, many have claimed to be familiar with the new vice presidential candidates. In order to be better see if Americans overstate their familiarity, Ipsos Public Affairs conducted a short survey on familiarity with the vice presidential candidates and a fictional public figure, Mitch Kellogg. Overall, some do claim to be very familiar with the fictional person (7%).

Millennials are the most likely to claim to be very familiar with the fictional person (16%), as well as with Tim Kaine (19%) and Mike Pence (19%). Men are almost four times as likely to claim to be very familiar with Mitch Kellogg, the fictitious public figure (men 11%, women 3%). Americans with a college degree are twice as likely to say they are very familiar with Mitch Kellogg than those without a college degree. (10% vs 4%).

Seniors are most likely to be somewhat familiar with the real politicians, (Tim Kaine 32%, Mike Pence 30%). Southerners are most likely to say they are very familiar with Tim Kaine, a former Virginia senator (16%). Midwesterners are least likely to say they were very familiar with the current Democratic vice-presidential candidate (5%). Nearly a third of Northeasterners claim to be somewhat familiar with former Indiana governor and current Republican vice-presidential candidate, Mike Pence (31%).

These are findings from an Ipsos poll conducted July 28-29, 2016. For the survey, a sample of roughly 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).

For more information about Ipsos online polling methodology, please go here http://goo.gl/yJBkuf

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For more information on this news release, please contact:

Matt Carmichael
Director, Editorial Strategy
Ipsos North America
(312)526-4786
Matt.Carmichael@ipsos.com