



GfK Custom Research
North America

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OmniWeb

With Knowledge Panel

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Lincoln Awareness

March 27 – 29, 2015

Prepared For:

ACTA
1726 M Street NW, Suite 802
Washington, DC 20036

KNOWLEDGEPANEL (KP) OMNIWEB

OMNIWEB using the KnowledgePanel™ is a national online omnibus service of GfK Custom Research North America. The KnowledgePanel™ is the only commercially available online probability panel in the marketplace; making the sample truly projectable to the US population, which sets it apart from traditional “opt-in” or “convenience” panels.

- To recruit panel members, we use ABS (address-based sampling) as the primary methodology -- a probability-based approach that includes cell phone-only households
- For non-Internet households, we provide Internet access and a laptop for the completion of online surveys: Therefore, the sample is not limited to only those who already have Internet access
- The representativeness of its sample -- including hard-to-reach groups such as young adults, males and minorities\ -- has been documented in numerous academic papers

The sample for each wave's KP OMNIWEB consists of 1,000 completed interviews, made up of male and female adults (in approximately equal number), all 18 years of age and over. All completed interviews are weighted to ensure accurate and reliable representation of the total population, 18 years and older.

The raw data are weighted by a custom designed computer program, which automatically develops a weighting factor for each respondent. This procedure employs several variables, including: age, sex, education, race, HH income, met/non-met status, internet status and geographic region. Each interview is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, education, race and geographic characteristics and the proportion in our sample that week. Tabular results show both weighted and unweighted bases for these demographic variables.

Because of the use of rigid and replicable sampling, field, and weighting procedures, all KP OMNIWEB studies are parallel to one another. This affords the opportunity to draw trend comparisons, as well as point-in-time analysis.

In addition to the standard breakdowns by sex, age, income and region, the following classification items have been obtained and are available to subscribers:

- Marital Status
- Race/Ethnicity
- Employment Status
- Education
- Home Ownership
- Housing type
- Head of Household
- Family Size/Composition

Optional panel profiled classification items, such as Political Party ID and Voter Registration, are available upon a request at an additional fee.

The results contained in this report are based on interviews conducted from March 27 – 29, 2015. A total of approximately 1,000 interviews were completed, with approximately 500 female adults and 500 male adults. The margin of error on weighted data is ± 3 percentage points for the full sample.

The client's questionnaire is shown on the next page, with tabular results following.

**** Tabulation note:** Please be advised that frequencies on all summary tables are percentaged off of their original bases, not necessarily off of the base shown on the summary table.

Next,**1. Who shot Abraham Lincoln? (Select only one response.)**

PROGRAMMER: RANDOMIZE LIST. ANCHOR CODE 5 LAST.

- 1 Lee Harvey Oswald
- 2 John Wilkes Booth
- 3 Andrew Johnson
- 4 Stephen A. Douglas
- 5 Don't Know

2. Which of the following was written by Abraham Lincoln? (Select only one response.)

PROGRAMMER: RANDOMIZE LIST. ANCHOR CODE 5 LAST.

- 1 "From each according to his ability, to each according to his needs"
- 2 "With a firm reliance on the protection of divine Providence, we mutually pledge to each other our Lives, our Fortunes and our sacred Honor"
- 3 "We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights"
- 4 "That government of the people, by the people, for the people, shall not perish from the earth."
- 5 Don't Know

3. In which time span did the Civil War take place? (Select only one response.)

PROGRAMMER: RANDOMIZE LIST. ANCHOR CODE 5 LAST.

- 1 1800-1820
- 2 1820-1840
- 3 1840-1860
- 4 1860-1880
- 5 Don't know

4. Abraham Lincoln is most closely identified as a leader with which force? (Select only one response.)

PROGRAMMER: RANDOMIZE LIST. ANCHOR CODE 5 LAST.

- 1 The Union Army
- 2 The Confederate Army
- 3 The Allied Forces
- 4 The Continental Army
- 5 Don't know

5. Abraham Lincoln delivered the Gettysburg Address in which state? (Select only one response.)

PROGRAMMER: RANDOMIZE LIST. ANCHOR CODE 5 LAST.

- 1 Maryland
- 2 New Jersey
- 3 Virginia
- 4 Pennsylvania
- 5 Don't know

- 6. Abraham Lincoln was elected president as a member of which political party? (Select only one response.)**

PROGRAMMER: RANDOMIZE LIST. ANCHOR CODE 5 LAST.

- 1 Whig Party
- 2 Federalist Party
- 3 Democratic Party
- 4 Republican Party
- 5 Don't know

- 7. Who of the following was the top general of the Union forces during the Civil War? (Select only one response.)**

PROGRAMMER: RANDOMIZE LIST. ANCHOR CODE 5 LAST.

- 1 Stonewall Jackson
- 2 Robert E. Lee
- 3 Ulysses Grant
- 4 Jefferson Davis
- 5 Don't know

- 8. The Emancipation Proclamation issued by Lincoln stated that: (Select only one response.)**

PROGRAMMER: RANDOMIZE LIST. ANCHOR CODE 5 LAST.

- 1 Slaves were free in areas of the Confederate states still in rebellion
- 2 Slavery was abolished throughout the United States
- 3 The further importation of slaves into the United States was illegal
- 4 The Civil War was over
- 5 Don't know

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Lincoln Awareness

Page	Table	Title
1	1	Q.1 Who shot Abraham Lincoln?
2	2	Q.2 Which of the following was written by Abraham Lincoln?
3	3	Q.3 In which time span did the Civil War take place?
4	4	Q.4 Abraham Lincoln is most closely identified as a leader with which force?
5	5	Q.5 Abraham Lincoln delivered the Gettysburg Address in which state?
6	6	Q.6 Abraham Lincoln was elected president as a member of which political party?
7	7	Q.7 Who of the following was the top general of the Union forces during the Civil War?
8	8	Q.8 The Emancipation Proclamation issued by Lincoln stated that:
9	9	Q.1 Who shot Abraham Lincoln?
10	10	Q.2 Which of the following was written by Abraham Lincoln?
11	11	Q.3 In which time span did the Civil War take place?
12	12	Q.4 Abraham Lincoln is most closely identified as a leader with which force?
13	13	Q.5 Abraham Lincoln delivered the Gettysburg Address in which state?
14	14	Q.6 Abraham Lincoln was elected president as a member of which political party?
15	15	Q.7 Who of the following was the top general of the Union forces during the Civil War?
16	16	Q.8 The Emancipation Proclamation issued by Lincoln stated that:
17	17	Q.1 Who shot Abraham Lincoln?
18	18	Q.2 Which of the following was written by Abraham Lincoln?
19	19	Q.3 In which time span did the Civil War take place?
20	20	Q.4 Abraham Lincoln is most closely identified as a leader with which force?
21	21	Q.5 Abraham Lincoln delivered the Gettysburg Address in which state?
22	22	Q.6 Abraham Lincoln was elected president as a member of which political party?
23	23	Q.7 Who of the following was the top general of the Union forces during the Civil War?

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Lincoln Awareness

Page	Table	Title
24	24	Q.8 The Emancipation Proclamation issued by Lincoln stated that:

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Lincoln Awareness

Total

Q.1 Who shot Abraham Lincoln?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	1009	544	465	148	184	332	251	278	148	136	210	197	466	346	663	187	250	333	239	359	650
Total Weighted	1000 100	484 100	516 100	137 100	165 100	302 100	236 100	284 100	178 100	179 100	225 100	184 100	412 100	404 100	596 100	183 100	214 100	374 100	229 100	292 100	708 100
John Wilkes Booth	815 81.5	422 87.2 C	393 76.1	103 75.4	125 75.7	228 75.6	174 73.6	244 86.1 DEFG	169 94.7 DEFG H	120 67.2	187 83.0 J	142 77.3 j	366 88.8 JKL	307 76.0	508 85.2 N	159 86.8 rs	178 83.0	300 80.3	178 77.8	261 89.5 U	554 78.2
Lee Harvey Oswald	52 5.2	18 3.7	35 6.7 B	8 5.7 I	11 6.4 I	18 6.1 I	22 9.3 HI	11 3.7 i	1 0.8	9 5.1	15 6.9	8 4.4	20 4.7	25 6.1	28 4.6	10 5.4	12 5.6	20 5.3	11 4.6	15 5.2	37 5.2
Andrew Johnson	11 1.1	3 0.7	8 1.5	3 2.4 i	2 1.0	5 1.6	2 1.0	4 1.3	- -	3 1.6	* 0.2	3 1.8	5 1.1	3 0.8	8 1.3	* 0.2	3 1.4	6 1.7	2 0.7	1 0.3	10 1.5
Stephen A. Douglas	3 0.3	- -	3 0.6	1 0.6	1 0.5	2 0.6	- -	- -	2 0.9	- -	2 0.7	1 0.5	1 0.2	2 0.4	2 0.3	1 0.4	2 0.7	1 0.2	- -	- -	3 0.5
Don't Know	104 10.4	35 7.3	69 13.3 B	16 11.9 I	23 14.1 hl	39 13.1 hl	36 15.2 HI	24 8.4 I	5 2.6	43 23.9 KLM	16 7.2	25 13.5 KM	20 4.8	59 14.6 O	45 7.5	10 5.4	16 7.4	41 10.9 p	37 16.3 PQR	13 4.6	90 12.7 T
Refused	15 1.5	6 1.1	9 1.8	6 4.1 GHI	4 2.2	9 3.1 gh	2 0.9	1 0.5	2 1.0	4 2.2 m	5 2.1 M	5 2.5 M	1 0.3	9 2.2	6 1.0	3 1.7	4 2.0	6 1.6	1 0.6	1 0.4	14 1.9 t

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL



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Lincoln Awareness

Total

Q.2 Which of the following was written by Abraham Lincoln?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	1009	544	465	148	184	332	251	278	148	136	210	197	466	346	663	187	250	333	239	359	650
Total Weighted	1000 100	484 100	516 100	137 100	165 100	302 100	236 100	284 100	178 100	179 100	225 100	184 100	412 100	404 100	596 100	183 100	214 100	374 100	229 100	292 100	708 100
"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights"	345 34.5	180 37.1	165 32.0	40 29.1	47 28.3	86 28.6	86 36.4 ef	103 36.1 f	70 39.1 def	48 26.8	86 38.4 J	57 30.7	154 37.3 J	134 33.3	210 35.3	70 38.1	81 37.7	121 32.3	73 32.0	93 32.0	251 35.5
"That government of the people, by the people, for the people, shall not perish from the earth."	340 34.0	159 32.8	181 35.1	38 27.8	58 35.2 g	96 31.9	64 26.9	103 36.3 G	77 43.5 DFG	57 31.9	69 30.9	66 35.7	148 35.9	127 31.3	214 35.8	61 33.3	66 31.0	133 35.6	80 34.9	116 39.9 U	224 31.6
"With a firm reliance on the protection of divine Providence, we mutually pledge to each other our Lives, our Fortunes and our sacred Honor"	55 5.5	27 5.6	28 5.5	11 8.2	9 5.3	20 6.6	17 7.2	12 4.2	6 3.6	10 5.6	9 3.8	6 3.2	31 7.4 kl	19 4.6	37 6.1	12 6.8	11 5.0	21 5.6	11 5.0	21 7.4	34 4.8
"From each according to his ability, to each according to his needs"	23 2.3	8 1.6	15 3.0	5 3.5 G	7 4.1 G	12 3.8 G	1 0.6	7 2.6 g	2 1.4	9 4.8 lm	6 2.4	2 1.1	7 1.6	14 3.5 o	9 1.5	2 1.2	7 3.1	7 1.8	7 3.2	9 2.9	14 2.0
Don't know	222 22.2	106 21.9	116 22.6	38 27.7 I	40 24.5 I	78 25.9 I	64 26.9 I	58 20.5 i	22 12.5	52 28.8 M	48 21.2	52 28.5 M	71 17.2	99 24.6	123 20.6	35 19.0	46 21.5	86 23.0	56 24.4	51 17.6	171 24.2 T
Refused	15 1.5	5 1.0	10 1.9	5 3.7 HI	4 2.7 HI	9 3.1 HI	5 2.0 hi	1 0.2	-	4 2.0	7 3.2 M	1 0.7	3 0.6	11 2.7 O	4 0.6	3 1.7	4 1.7	6 1.7	1 0.6	1 0.2	14 2.0 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP March 27, 2015

Lincoln Awareness

Total

Q.3 In which time span did the Civil War take place?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	1009	544	465	148	184	332	251	278	148	136	210	197	466	346	663	187	250	333	239	359	650
Total Weighted	1000 100	484 100	516 100	137 100	165 100	302 100	236 100	284 100	178 100	179 100	225 100	184 100	412 100	404 100	596 100	183 100	214 100	374 100	229 100	292 100	708 100
1800-1820	66 6.6	22 4.5	44 8.6 B	15 10.9 EF	7 4.3	22 7.3 E	15 6.5	19 6.6	10 5.6	18 10.2 M	19 8.3 m	11 5.8	19 4.5	37 9.2 O	29 4.9	19 10.5 QS	10 4.8	30 7.9 S	7 3.1	10 3.5	56 7.9 T
1820-1840	77 7.7	32 6.6	45 8.8	11 8.1	22 13.2 gH	33 10.9 H	17 7.3	14 5.0	13 7.3	15 8.2	12 5.5	16 8.5	35 8.4	27 6.7	50 8.4	10 5.3	21 10.0 p	24 6.4	22 9.8	17 5.8	60 8.5
1840-1860	143 14.3	73 15.2	70 13.5	23 17.1	18 10.8	41 13.6	37 15.7	47 16.5 i	18 10.1	18 10.3	22 9.9	31 16.8 k	72 17.4 jk	41 10.1	102 17.2 N	25 13.7	30 14.2	50 13.4	38 16.4	47 16.2	96 13.5
1860-1880	501 50.1	277 57.3 C	224 43.4	58 42.4	79 47.8	137 45.4	113 47.9	148 52.1 d	103 58.0 DeFg	63 35.3	115 51.2 J	90 48.9 J	233 56.6 Jl	178 44.2	323 54.2 N	100 54.6	102 47.6	190 50.9	109 47.8	187 64.1 U	314 44.4
Don't know	198 19.8	76 15.7	122 23.6 B	24 17.8	36 21.9	61 20.0	51 21.6	56 19.6	31 17.2	58 32.3 kLM	52 22.9 M	36 19.4 M	53 12.8	109 27.1 O	88 14.8	26 14.2	47 21.8 p	77 20.6 p	48 21.0 p	30 10.2	168 23.7 T
Refused	14 1.4	3 0.7	11 2.1 b	5 3.7 gH	3 2.0 h	8 2.8 H	2 0.9	1 0.2	3 1.8	7 3.8 IM	5 2.1 M	1 0.7	1 0.3	12 2.9 O	3 0.5	3 1.7	4 1.7	3 0.8	5 2.0	1 0.2	14 1.9 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP March 27, 2015

Lincoln Awareness

Total

Q.4 Abraham Lincoln is most closely identified as a leader with which force?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	1009	544	465	148	184	332	251	278	148	136	210	197	466	346	663	187	250	333	239	359	650
Total Weighted	1000 100	484 100	516 100	137 100	165 100	302 100	236 100	284 100	178 100	179 100	225 100	184 100	412 100	404 100	596 100	183 100	214 100	374 100	229 100	292 100	708 100
The Union Army	668 66.8	362 74.8 C	306 59.4	85 61.7	97 58.5	181 60.0	140 59.2	204 71.7 dEFG	144 80.8 DEFG h	86 47.8	145 64.5 J	122 66.2 J	316 76.7 JKL	231 57.1	438 73.4 N	118 64.7	147 68.8	254 67.9	149 65.1	253 86.5 U	416 58.7
The Confederate Army	121 12.1	52 10.6	70 13.5	21 15.7 i	24 14.8	46 15.2 i	27 11.5	33 11.5	15 8.6	30 16.7 M	33 14.9 M	22 12.0	36 8.6	63 15.7 O	58 9.7	22 11.8	22 10.1	43 11.5	35 15.3	13 4.4	108 15.3 T
The Continental Army	41 4.1	15 3.0	26 5.1	5 3.7	7 4.1	12 3.9	11 4.5	13 4.6	5 3.1	12 6.7 K	3 1.1	10 5.3 K	17 4.1 k	14 3.6	27 4.5	10 5.5	8 3.7	15 4.0	8 3.6	5 1.6	36 5.1 T
The Allied Forces	13 1.3	3 0.7	10 2.0 b	3 2.0 i	3 2.0 i	6 2.0 i	6 2.4 i	2 0.6	- -	6 3.3 lm	4 1.6	1 0.3	3 0.8	9 2.3 O	4 0.7	1 0.4	3 1.5	7 1.9	2 1.0	1 0.4	12 1.7
Don't know	142 14.2	48 9.9	95 18.3 B	19 13.9 i	29 17.9 HI	49 16.1 hl	49 21.0 HI	31 10.9	13 7.6	40 22.6 M	36 16.0 M	28 15.1 M	38 9.2	76 18.9 O	66 11.1	29 16.0	32 14.9	50 13.3	32 13.8	18 6.3	124 17.5 T
Refused	14 1.4	5 1.0	9 1.7	4 2.9 hl	4 2.7 l	8 2.8 hl	3 1.4	2 0.7	- -	5 2.9 M	4 1.9	2 1.0	2 0.5	10 2.4 O	4 0.7	3 1.6	2 1.0	6 1.6	3 1.2	2 0.7	12 1.6

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL



Omniweb with KP March 27, 2015

Lincoln Awareness

Total

Q.5 Abraham Lincoln delivered the Gettysburg Address in which state?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	1009	544	465	148	184	332	251	278	148	136	210	197	466	346	663	187	250	333	239	359	650
Total Weighted	1000 100	484 100	516 100	137 100	165 100	302 100	236 100	284 100	178 100	179 100	225 100	184 100	412 100	404 100	596 100	183 100	214 100	374 100	229 100	292 100	708 100
Pennsylvania	580 58.0	298 61.6 C	281 54.5	71 52.0	94 57.2	166 54.8	119 50.3	182 64.1 DFG	113 63.5 dfG	76 42.4	116 51.6	106 57.9 J	281 68.2 JKL	192 47.6	387 65.0 N	127 69.4 QRS	122 56.8	204 54.7	126 55.2	203 69.6 U	376 53.1
Virginia	208 20.8	99 20.4	110 21.2	35 25.5 efi	27 16.6	62 20.6 e	49 20.9	67 23.5 e	30 17.0	44 24.7	52 23.1	35 19.2	77 18.7	96 23.9 o	112 18.8	35 19.2	40 18.7	87 23.1	47 20.4	50 17.1	159 22.4 †
Maryland	52 5.2	21 4.3	31 6.1	10 7.2 H	7 4.0	16 5.4 h	20 8.5 eH	7 2.5	8 4.7	15 8.2 k	8 3.4	10 5.7	19 4.7	22 5.5	30 5.0	3 1.8	8 3.8	24 6.5 P	16 7.1 P	13 4.5	39 5.5
New Jersey	8 0.8	5 1.0	4 0.7	1 1.0	5 3.2 gHI	7 2.2 Hi	2 0.7	- -	- -	4 2.2 m	2 1.0	1 0.5	1 0.3	6 1.5 o	2 0.4	1 0.6	1 0.7	3 0.9	2 1.0	1 0.4	7 1.0
Don't know	139 13.9	55 11.4	83 16.2 B	16 11.3	28 17.1 H	44 14.5 H	46 19.3 dH	25 8.8	25 13.8	38 21.0 M	41 18.2 M	28 15.1 M	32 7.9	79 19.5 O	60 10.1	14 7.8	38 17.8 P	51 13.6 p	36 15.6 P	24 8.2	115 16.2 T
Refused	13 1.3	6 1.3	7 1.3	4 2.9 G	3 2.0	7 2.4 g	1 0.3	3 1.0	2 1.0	3 1.4	6 2.5 M	3 1.7 m	1 0.3	8 2.0	4 0.8	2 1.2	5 2.1	5 1.2	1 0.6	1 0.2	12 1.7 †

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP March 27, 2015

Lincoln Awareness

Total

Q.6 Abraham Lincoln was elected president as a member of which political party?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	1009	544	465	148	184	332	251	278	148	136	210	197	466	346	663	187	250	333	239	359	650
Total Weighted	1000 100	484 100	516 100	137 100	165 100	302 100	236 100	284 100	178 100	179 100	225 100	184 100	412 100	404 100	596 100	183 100	214 100	374 100	229 100	292 100	708 100
Republican Party	448 44.8	251 51.9 C	197 38.2	53 38.5	73 44.5	126 41.8	92 38.9	128 45.2	102 57.2 DEFG H	52 29.0	89 39.4 j	81 44.2 J	226 55.0 JKL	141 34.8	308 51.6 N	83 45.1	92 42.9	163 43.5	111 48.6	183 62.7 U	265 37.5
Democratic Party	151 15.1	71 14.7	79 15.4	33 24.0 EFHI	20 12.0	53 17.4 EI	40 17.0 I	42 14.9 i	16 8.7	39 21.5 kM	29 12.9	32 17.4	51 12.4	67 16.7	83 14.0	27 14.9	25 11.5	66 17.7 q	32 14.1	29 9.8	122 17.2 T
Federalist Party	65 6.5	27 5.6	38 7.3	9 6.6	13 7.8	22 7.2	13 5.4	21 7.3	9 5.3	13 7.0	20 9.1 l	8 4.2	24 5.8	33 8.2	32 5.3	18 10.0 R	15 7.2	18 4.7	14 6.0	13 4.5	52 7.3 t
Whig Party	35 3.5	13 2.7	22 4.2	7 5.1	6 3.6	13 4.2	6 2.6	12 4.3	4 2.2	5 2.9	8 3.5	8 4.3	14 3.5	13 3.2	22 3.7	6 3.3	10 4.7	14 3.8	5 2.1	10 3.4	25 3.5
Don't know	285 28.5	118 24.3	167 32.4 B	31 22.9	49 29.5	80 26.5	81 34.4 Dfi	80 28.0	44 24.8	63 35.3 M	73 32.6 M	54 29.3	95 23.0	137 33.8 O	148 24.9	47 25.5	68 32.0	110 29.3	60 26.4	57 19.4	228 32.3 T
Refused	16 1.6	3 0.7	13 2.5 B	4 2.9 H	4 2.7 H	8 2.8 H	4 1.7 h	1 0.2	3 1.8	8 4.2 IM	6 2.6 M	1 0.7	1 0.3	13 3.3 O	3 0.5	2 1.2	4 1.7	4 1.1	6 2.8	1 0.2	15 2.2 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP March 27, 2015

Lincoln Awareness

Total

Q.7 Who of the following was the top general of the Union forces during the Civil War?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	1009	544	465	148	184	332	251	278	148	136	210	197	466	346	663	187	250	333	239	359	650
Total Weighted	1000 100	484 100	516 100	137 100	165 100	302 100	236 100	284 100	178 100	179 100	225 100	184 100	412 100	404 100	596 100	183 100	214 100	374 100	229 100	292 100	708 100
Ulysses Grant	643 64.3	343 70.9 C	300 58.2	80 58.7	95 57.8	176 58.2	138 58.3	198 69.9 DEFG	132 73.9 DEFG	94 52.4	124 55.0	128 69.7 JK	297 72.2 JK	218 53.9	426 71.4 N	114 62.0	137 64.1	244 65.2	149 64.9	219 74.9 U	425 60.0
Robert E. Lee	147 14.7	59 12.1	88 17.1 B	19 13.5	28 17.1	47 15.5	35 14.9	44 15.5	21 12.0	25 13.7	42 18.6	25 13.5	56 13.5	66 16.5	81 13.5	41 22.5 QRS	23 10.9	55 14.7	28 12.1	36 12.5	111 15.6
Stonewall Jackson	27 2.7	12 2.4	16 3.0	10 7.4 GHI	6 3.5 H	16 5.3 H	6 2.6	2 0.7	3 1.9	6 3.2	6 2.7	3 1.9	12 2.9	12 2.9	15 2.6	3 1.9	5 2.5	12 3.3	6 2.7	6 1.9	22 3.1
Jefferson Davis	20 2.0	10 2.1	10 1.9	5 3.4 G	5 3.3 G	10 3.3 G	1 0.6	6 2.1	2 1.4	- -	8 3.7 J	3 1.8	8 2.0	8 2.1	12 1.9	3 1.8	7 3.3 r	4 1.1	5 2.4	4 1.2	16 2.3
Don't know	142 14.2	54 11.1	89 17.2 B	19 13.6	26 15.5 i	44 14.6	50 21.2 dfHI	32 11.3	16 9.1	44 24.4 LM	38 16.9 M	23 12.7	37 9.0	82 20.2 O	61 10.2	19 10.6	36 17.0 p	53 14.2	34 14.6	27 9.1	116 16.4 T
Refused	20 2.0	7 1.4	13 2.5	5 3.5 H	5 2.9 h	9 3.1 H	6 2.5 h	1 0.5	3 1.8	11 6.3 LM	7 3.0 IM	1 0.3	1 0.3	18 4.4 O	2 0.3	2 1.2	4 2.1	6 1.5	8 3.3	1 0.4	19 2.7 T

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP March 27, 2015

Lincoln Awareness

Total

Q.8 The Emancipation Proclamation issued by Lincoln stated that:

Base : Total Respondents

	Gender			Age						Income						Region				Coll/Non coll	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	1009	544	465	148	184	332	251	278	148	136	210	197	466	346	663	187	250	333	239	359	650
Total Weighted	1000 100	484 100	516 100	137 100	165 100	302 100	236 100	284 100	178 100	179 100	225 100	184 100	412 100	404 100	596 100	183 100	214 100	374 100	229 100	292 100	708 100
Slavery was abolished throughout the United States	664 66.4	339 70.1 C	325 63.0	86 63.0	92 55.9	179 59.1	152 64.3	209 73.7 DEFG	125 70.0 EF	98 54.7	141 62.9	125 67.8 J	300 72.8 JK	239 59.2	425 71.3 N	128 70.0	136 63.5	249 66.6	151 66.0	195 66.9	469 66.2
Slaves were free in areas of the Confederate states still in rebellion	176 17.6	84 17.4	92 17.8	24 17.6	41 25.0 GH	65 21.6 GH	34 14.6	41 14.3	36 20.2	23 12.9	43 19.2	31 16.8	79 19.2	66 16.4	110 18.5	31 17.1	36 16.8	68 18.2	41 18.0	82 28.1 U	94 13.3
The further importation of slaves into the United States was illegal	33 3.3	15 3.1	18 3.6	5 3.8	10 6.0 H	15 5.0 h	8 3.5	6 1.9	5 2.6	10 5.6	5 2.4	5 2.6	13 3.2	15 3.8	18 3.0	7 3.7	6 3.0	12 3.2	8 3.6	5 1.8	28 4.0 †
The Civil War was over	25 2.5	6 1.3	19 3.6 B	4 2.8	3 1.7	7 2.2	5 2.2	5 1.8	8 4.6	11 6.3 M	9 3.9 M	5 2.5 M	* 0.1	20 5.0 O	5 0.8	3 1.4	4 1.9	11 2.9	8 3.3	* 0.1	25 3.5 T
Don't know	91 9.1	35 7.2	56 10.8 b	14 10.4 I	16 9.4 I	30 9.9 I	34 14.6 HI	22 7.8 I	5 2.6	34 19.1 KLM	20 9.1 M	18 9.9 M	18 4.4	55 13.5 O	36 6.1	12 6.7	27 12.8 P	31 8.3	20 8.8	8 2.9	82 11.6 T
Refused	10 1.0	4 0.9	6 1.1	3 2.4 I	3 2.0 I	7 2.2 I	2 0.9	1 0.5	- -	3 1.4	6 2.5 IM	1 0.3	1 0.3	8 2.0 O	2 0.3	2 1.2	4 2.1 s	3 0.8	1 0.3	1 0.2	10 1.3

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used.



Omniweb with KP March 27, 2015

Lincoln Awareness

College Graduate

Table 9

Q.1 Who shot Abraham Lincoln?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K- 49.9K (K)	\$50K- 74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid- West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	359	206	153	23	87	110	121	82	46	17	30	69	243	47	312	70	81	119	89	359	-
Total Weighted	292 100	158 100	134 100	16* 100*	66 100	82 100	98 100	64 100	47* 100*	16* 100*	30* 100*	56 100	191 100	45* 100*	246 100	56 100	57 100	110 100	69 100	292 100	** **
John Wilkes Booth	261 89.5	148 93.8 C	113 84.5	16 95.6 g	58 88.4	74 89.8 g	79 80.0	61 96.1 eG	47 100.0 EFG	13 85.1	23 78.6	49 88.1	175 92.0 K	37 80.8	224 91.1 N	54 96.0 RS	55 97.4 RS	94 85.4	58 84.3	261 89.5	- -
Lee Harvey Oswald	15 5.2	4 2.4	12 8.6 B	1 4.4	3 4.5	4 4.4	10 10.4 HI	1 2.2	-	-	5 16.8 LM	1 1.1	10 5.1	5 11.0 o	10 4.2	2 2.8	1 2.1	9 7.8	4 5.7	15 5.2	- -
Andrew Johnson	1 0.3	-	1 0.6	-	-	-	1 0.8	-	-	-	-	-	1 0.4	-	1 0.3	-	-	1 0.8	-	1 0.3	-
Stephen A. Douglas	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't Know	13 4.6	5 3.2	8 6.3	-	4 6.7 i	4 5.3	8 8.1 hi	1 1.7	-	2 12.7 M	1 4.6	6 10.8 M	4 2.1	3 7.4	10 4.1	-	*	6 5.7 pq	7 10.0 PQ	13 4.6	-
Refused	1 0.4	1 0.7	-	-	* 0.5	* 0.4	1 0.7	-	-	* 2.1	-	-	1 0.4	* 0.7	1 0.3	1 1.3	-	* 0.3	-	1 0.4	-

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing

Omniweb with KP March 27, 2015

Lincoln Awareness

College Graduate

Q.2 Which of the following was written by Abraham Lincoln?

Base : Total Respondents

	Gender			Age						Income						Region				Coll/Non coll	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	359	206	153	23	87	110	121	82	46	17	30	69	243	47	312	70	81	119	89	359	-
Total Weighted	292 100	158 100	134 100	16* 100*	66 100	82 100	98 100	64 100	47* 100*	16* 100*	30* 100*	56 100	191 100	45* 100*	246 100	56 100	57 100	110 100	69 100	292 100	** **
"That government of the people, by the people, for the people, shall not perish from the earth."	116 39.9	60 38.0	56 42.2	5 28.6	27 41.1	32 38.6	30 30.7	28 43.7	27 56.1 DfG	10 60.7 m	12 39.7	23 40.6	73 38.0	21 47.0	95 38.6	16 28.4	26 45.8 P	49 44.4 P	26 37.3	116 39.9	- -
"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights"	93 32.0	52 33.2	41 30.5	5 31.9	16 23.7	21 25.4	40 40.5 EF	18 28.6	14 30.4	1 9.2	10 32.3	16 28.3	67 34.9 J	11 24.3	82 33.4	22 39.4	21 36.5	32 28.9	19 27.2	93 32.0	- -
"With a firm reliance on the protection of divine Providence, we mutually pledge to each other our Lives, our Fortunes and our sacred Honor"	21 7.4	11 6.9	11 7.9	1 8.2	6 9.0	7 8.8	8 8.5	3 4.7	3 6.0	- -	2 8.0	1 1.6	18 9.6 L	2 5.2	19 7.8	8 13.8 q	2 4.3	7 6.5	4 6.0	21 7.4	- -
"From each according to his ability, to each according to his needs"	9 2.9	3 1.9	6 4.2	1 4.2	5 7.0 Gi	5 6.4 gi	1 1.4	2 2.9	- -	1 4.8	3 8.7 M	1 2.7	4 1.9	3 7.4 o	5 2.1	2 3.8	1 1.0	3 3.2	2 3.5	9 2.9	- -
Don't know	51 17.6	31 19.5	20 15.3	4 27.0 i	13 19.3 i	17 20.8 i	18 18.1	13 20.1 i	3 7.4	4 25.3	3 11.3	15 26.9 M	29 15.2	7 16.1	44 17.8	8 13.4	7 12.5	19 17.1	18 26.0 pQ	51 17.6	- -
Refused	1 0.2	1 0.5	- -	- -	- -	- -	1 0.7	- -	- -	- -	- -	- -	1 0.4	- -	1 0.3	1 1.3	- -	- -	- -	1 0.2	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

College Graduate

Q.3 In which time span did the Civil War take place?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	359	206	153	23	87	110	121	82	46	17	30	69	243	47	312	70	81	119	89	359	-
Total Weighted	292 100	158 100	134 100	16* 100*	66 100	82 100	98 100	64 100	47* 100*	16* 100*	30* 100*	56 100	191 100	45* 100*	246 100	56 100	57 100	110 100	69 100	292 100	-** -**
1800-1820	10 3.5	3 2.1	7 5.0	2 11.6 G	3 4.5	5 5.9 i	2 2.3	3 4.7	-	2 9.8 L	1 2.1	* 0.5	8 4.0	2 4.8	8 3.2	5 9.4 Rs	2 4.4 r	1 0.8	2 2.2	10 3.5	- -
1820-1840	17 5.8	8 5.1	9 6.7	1 4.9 h	8 11.4 Hi	8 10.1 H	7 7.6 H	-	1 2.5	-	1 2.7	2 3.1	15 7.6	1 1.8	16 6.6	5 8.5	4 6.5	4 4.1	4 5.9	17 5.8	- -
1840-1860	47 16.2	26 16.6	21 15.8	2 12.6	8 12.0	10 12.1	22 21.8 efh	7 11.8	8 17.5	3 19.4	4 14.2	13 22.7	27 14.4	7 16.0	40 16.2	10 18.4	10 17.8	12 11.2	14 21.0 r	47 16.2	- -
1860-1880	187 64.1	111 70.0 C	76 57.0	10 62.9	38 57.6	48 58.7	55 55.8	49 77.7 EFG	34 72.4 g	9 55.9	20 68.0	34 61.1	124 65.0	29 63.8	158 64.1	32 56.1	37 64.9	79 71.7 PS	40 57.6	187 64.1	- -
Don't know	30 10.2	9 5.7	21 15.5 B	1 8.0	10 14.5 h	11 13.2	12 11.7	4 5.8	4 7.6	2 14.9	4 13.1	7 12.6	17 8.7	6 13.7	24 9.6	4 6.3	4 6.4	13 12.2	9 13.3	30 10.2	- -
Refused	1 0.2	1 0.5	-	-	-	-	1 0.7	-	-	-	-	-	1 0.4	-	1 0.3	1 1.3	-	-	-	1 0.2	-

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

College Graduate

Table 12

Q.4 Abraham Lincoln is most closely identified as a leader with which force?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	359	206	153	23	87	110	121	82	46	17	30	69	243	47	312	70	81	119	89	359	-
Total Weighted	292 100	158 100	134 100	16* 100*	66 100	82 100	98 100	64 100	47* 100*	16* 100*	30* 100*	56 100	191 100	45* 100*	246 100	56 100	57 100	110 100	69 100	292 100	-** -**
The Union Army	253 86.5	144 91.2 C	109 81.1	13 78.1	53 80.8	66 80.2	83 84.6	58 91.6 def	45 94.8 DEfg	13 80.4	26 85.9	50 89.7	164 86.2	38 84.0	214 87.0	47 83.1	54 94.1 PS	96 87.4	56 81.7	253 86.5	- -
The Confederate Army	13 4.4	5 2.9	8 6.1	3 17.4 GHI	4 6.3	7 8.5	3 3.2	2 2.6	1 2.1	3 17.5 LM	2 7.4	1 1.7	7 3.6	5 10.9 O	8 3.2	1 1.4	-	6 5.4 q	6 8.7 pQ	13 4.4	- -
The Continental Army	5 1.6	2 1.5	2 1.7	- -	2 2.7	2 2.2	2 2.1	1 1.1	-	-	-	1 1.2	4 2.0	-	5 1.9	1 1.9	1 1.2	2 1.9	1 1.0	5 1.6	- -
The Allied Forces	1 0.4	1 0.4	1 0.5	- -	1 2.0	1 1.6	-	-	-	-	-	-	1 0.7	-	1 0.5	1 1.2	-	-	1 0.9	1 0.4	- -
Don't know	18 6.3	5 3.2	13 10.1 B	1 4.5	5 8.3	6 7.5	9 9.3 h	2 2.5	1 3.1	* 2.1	2 6.6	4 6.3	13 6.6	2 5.1	16 6.6	5 9.6	3 4.7	6 5.2	5 6.8	18 6.3	- -
Refused	2 0.7	1 0.8	1 0.6	- -	- -	- -	1 0.7	1 2.2	-	-	-	1 1.1	2 0.8	-	2 0.9	2 2.7 r	-	-	1 0.9	2 0.7	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

College Graduate

Table 13

Q.5 Abraham Lincoln delivered the Gettysburg Address in which state?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	359	206	153	23	87	110	121	82	46	17	30	69	243	47	312	70	81	119	89	359	-
Total Weighted	292 100	158 100	134 100	16* 100*	66 100	82 100	98 100	64 100	47* 100*	16* 100*	30* 100*	56 100	191 100	45* 100*	246 100	56 100	57 100	110 100	69 100	292 100	** **
Pennsylvania	203 69.6	120 76.2 C	83 61.9	11 68.1	42 63.0	53 64.0	63 63.6	51 81.0 EFG	36 76.6	13 83.7 K	13 42.5	38 68.6 K	139 73.0 K	26 56.7	177 72.0 N	43 77.0 s	44 76.4 s	73 66.5	43 63.0	203 69.6	- -
Virginia	50 17.1	21 13.5	29 21.3 b	4 24.7	13 19.3	17 20.3	18 18.0	11 16.7	5 9.9	- -	9 29.4 J	8 14.6	33 17.3 j	9 19.2	41 16.7	9 16.0	9 16.4	20 18.4	11 16.3	50 17.1	- -
Maryland	13 4.5	5 2.9	9 6.4	- -	1 2.0	1 1.6	9 8.7 eFH	1 1.1	3 5.3	- -	1 2.8	4 6.7	9 4.5	1 1.8	12 5.0	1 2.5	1 1.2	7 6.8 q	3 5.1	13 4.5	- -
New Jersey	1 0.4	- -	1 0.9	- -	1 1.9	1 1.5	- -	- -	- -	- -	- -	- -	1 0.6	- -	1 0.5	- -	- -	- -	1 1.8	1 0.4	- -
Don't know	24 8.2	11 7.0	13 9.6	1 7.2	9 13.9 H	10 12.6 H	9 8.9 H	1 1.2	4 8.2 h	3 16.3 M	8 25.4 IM	6 10.2 m	8 4.2	10 22.3 O	14 5.6	2 3.3	3 6.0	9 8.3	10 13.8 P	24 8.2	- -
Refused	1 0.2	1 0.5	- -	- -	- -	- -	1 0.7	- -	- -	- -	- -	- -	1 0.4	- -	1 0.3	1 1.3	- -	- -	- -	1 0.2	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

College Graduate

Table 14

Q.6 Abraham Lincoln was elected president as a member of which political party?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	359	206	153	23	87	110	121	82	46	17	30	69	243	47	312	70	81	119	89	359	-
Total Weighted	292 100	158 100	134 100	16* 100*	66 100	82 100	98 100	64 100	47* 100*	16* 100*	30* 100*	56 100	191 100	45* 100*	246 100	56 100	57 100	110 100	69 100	292 100	** **
Republican Party	183 62.7	119 75.3 C	64 47.8	12 73.2 g	37 56.2	49 59.6	51 51.8	41 65.0 g	41 87.4 EFGH	12 74.6	17 58.7	30 53.8	124 64.9	29 64.2	154 62.4	30 53.2	38 66.0	75 68.6 P	40 58.1	183 62.7	- -
Democratic Party	29 9.8	11 7.1	17 13.0 b	2 10.8	4 6.1	6 7.0	17 17.2 EFH	5 7.3	1 2.6	2 12.7	2 7.8	8 15.0	16 8.4	4 9.5	24 9.9	5 8.1	5 8.4	13 11.7	6 9.4	29 9.8	- -
Federalist Party	13 4.5	3 2.1	10 7.2 B	1 3.5	6 9.5 E	7 8.3 E	2 2.1	3 5.1	1 1.8	- -	2 7.3	1 2.2	10 5.0	2 4.8	11 4.4	7 12.3 QRS	2 3.1	3 2.8	1 1.8	13 4.5	- -
Whig Party	10 3.4	3 2.0	7 5.1	- -	2 3.6	2 2.9	4 4.0	3 4.6	1 1.8	- -	- -	3 5.0	7 3.8	- -	10 4.1	2 2.8	2 4.1	3 3.2	3 3.9	10 3.4	- -
Don't know	57 19.4	21 13.1	36 26.8 B	2 12.5	16 24.6 I	18 22.2 I	24 24.2 I	11 18.0 I	3 6.5	2 12.6	8 26.2	13 23.9	34 17.6	10 21.5	47 19.0	13 22.3	10 18.4	15 13.7	18 26.8 R	57 19.4	- -
Refused	1 0.2	1 0.5	- -	- -	- -	- -	1 0.7	- -	- -	- -	- -	- -	1 0.4	- -	1 0.3	1 1.3	- -	- -	- -	1 0.2	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

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Q.7 Who of the following was the top general of the Union forces during the Civil War?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	359	206	153	23	87	110	121	82	46	17	30	69	243	47	312	70	81	119	89	359	-
Total Weighted	292 100	158 100	134 100	16* 100*	66 100	82 100	98 100	64 100	47* 100*	16* 100*	30* 100*	56 100	191 100	45* 100*	246 100	56 100	57 100	110 100	69 100	292 100	-** -**
Ulysses Grant	219 74.9	128 81.2 C	90 67.5	12 70.8	48 73.2	60 72.7	69 70.4	45 71.5	44 92.9 DEFG H	13 80.1	20 67.1	38 68.6	148 77.6	33 71.6	186 75.6	37 65.3	45 79.6 p	85 77.2 p	52 75.4	219 74.9	- -
Robert E. Lee	36 12.5	15 9.2	22 16.3 b	2 13.1 I	9 14.3 I	12 14.1 I	12 12.4 I	12 18.8 I	1 1.3	5.0	13.2	18.8	21 11.1	5 10.4	32 12.9	12 21.9 qRs	6 11.3	11 9.8	7 10.0	36 12.5	- -
Stonewall Jackson	6 1.9	4 2.5	2 1.2	2 11.8 EFgHI	- -	2 2.3	3 3.4	* 0.4	- -	- -	- -	1 1.2	5 2.6	- -	6 2.3	- -	1 1.1	4 3.6	1 1.4	6 1.9	- -
Jefferson Davis	4 1.2	1 0.4	3 2.2	1 4.2 G	2 2.3	2 2.7 g	- -	1 2.1	- -	- -	- -	1 2.4	2 1.2	- -	4 1.4	1 1.2	1 1.2	1 0.8	1 1.9	4 1.2	- -
Don't know	27 9.1	9 6.0	17 12.8 B	- -	6 9.6	6 7.7	13 13.1 d	5 7.2	3 5.8	2 12.7	6 19.7 M	5 9.0	14 7.2	8 17.3 O	19 7.6	6 10.3	4 6.9	9 8.3	8 11.3	27 9.1	- -
Refused	1 0.4	1 0.7	- -	- -	* 0.5	* 0.4	1 0.7	- -	- -	* 2.1	- -	- -	1 0.4	* 0.7	1 0.3	1 1.3	- -	* 0.3	- -	1 0.4	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

College Graduate

Table 16

Q.8 The Emancipation Proclamation issued by Lincoln stated that:

Base : Total Respondents

	Gender			Age						Income						Region				Coll/Non coll	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	359	206	153	23	87	110	121	82	46	17	30	69	243	47	312	70	81	119	89	359	-
Total Weighted	292 100	158 100	134 100	16* 100*	66 100	82 100	98 100	64 100	47* 100*	16* 100*	30* 100*	56 100	191 100	45* 100*	246 100	56 100	57 100	110 100	69 100	292 100	** **
Slavery was abolished throughout the United States	195 66.9	103 65.1	93 69.1	10 62.4	40 60.7	50 61.0	69 69.7	45 70.9	31 66.1	9 57.3	18 59.2	39 70.8	129 67.8	27 58.5	169 68.5	40 70.7	40 70.4	69 63.4	46 66.6	195 66.9	- -
Slaves were free in areas of the Confederate states still in rebellion	82 28.1	50 31.9	32 23.6	6 37.6	21 31.7	27 32.9	23 22.9	16 25.5	16 33.9	6 40.6	10 34.2	12 21.2	54 28.1	17 36.4	65 26.5	14 24.6	16 27.4	35 32.0	17 25.2	82 28.1	- -
The further importation of slaves into the United States was illegal	5 1.8	1 0.8	4 2.9	- -	3 4.0	3 3.2	2 1.9	1 1.0	- -	- -	- -	1 2.4	4 2.0	- -	5 2.1	2 3.4	- -	1 0.6	3 3.7	5 1.8	- -
The Civil War was over	* 0.1	- -	* 0.2	- -	- -	- -	- -	* 0.4	- -	- -	- -	- -	* 0.1	- -	* 0.1	- -	- -	- -	* 0.4	* 0.1	- -
Don't know	8 2.9	3 1.7	6 4.2	- -	2 3.6	2 2.9	5 4.7	1 2.2	- -	* 2.1	2 6.6 m	3 5.6 m	3 1.5	2 5.1	6 2.5	- -	1 2.1	4 4.0	3 4.1	8 2.9	- -
Refused	1 0.2	1 0.5	- -	- -	- -	- -	1 0.7	- -	- -	- -	- -	- -	1 0.4	- -	1 0.3	1 1.3	- -	- -	- -	1 0.2	- -

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. * small base; ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

Non-College Graduate

Q.1 Who shot Abraham Lincoln?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	650	338	312	125	97	222	130	196	102	119	180	128	223	299	351	117	169	214	150	-	650
Total Weighted	708 100	326 100	382 100	121 100	99 100	220 100	138 100	220 100	131 100	163 100	195 100	128 100	221 100	359 100	350 100	127 100	157 100	264 100	160 100	** **	708 100
John Wilkes Booth	554 78.2	274 84.1 C	279 73.2	88 72.7	66 67.3	154 70.2	95 69.0	183 83.2 DEFG	121 92.8 DEFG H	107 65.5	163 83.6 JL	93 72.6	190 86.0 JL	270 75.4	284 81.1	105 82.7	122 77.8	207 78.2	120 75.0	-	554 78.2
Lee Harvey Oswald	37 5.2	14 4.3	23 6.0	7 5.8 i	8 7.8 i	15 6.7 i	12 8.5 i	9 4.2	1 1.1	9 5.6	10 5.3	8 5.9	10 4.5	20 5.5	17 5.0	8 6.6	11 6.8	11 4.3	7 4.1	-	37 5.2
Andrew Johnson	10 1.5	3 1.0	7 1.8	3 2.7 i	2 1.6	5 2.2	2 1.2	4 1.7	-	3 1.8	* 0.2	3 2.5 k	4 1.7	3 0.9	7 2.0	* 0.3	3 1.8	5 2.1	2 1.0	-	10 1.5
Stephen A. Douglas	3 0.5	- -	3 0.8	1 0.6	1 0.9	2 0.8	- -	- -	2 1.2	- -	2 0.8	1 0.7	1 0.4	2 0.4	2 0.5	1 0.6	2 1.0	1 0.3	- -	- -	3 0.5
Don't Know	90 12.7	30 9.3	60 15.7 B	16 13.5 i	19 19.0 hl	35 16.0 i	28 20.3 HI	23 10.3 i	5 3.6	41 24.9 KIM	15 7.6	19 14.7 kM	16 7.1	56 15.5 O	35 9.9	10 7.8	16 9.9	35 13.1	30 19.0 PQ	-	90 12.7
Refused	14 1.9	4 1.4	9 2.4	6 4.7 gH	3 3.4 h	9 4.1 H	1 1.1	1 0.7	2 1.3	4 2.2	5 2.4 m	5 3.6 M	1 0.3	8 2.3	5 1.5	2 2.0	4 2.7	5 2.1	1 0.9	-	14 1.9

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

Non-College Graduate

Table 18

Q.2 Which of the following was written by Abraham Lincoln?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	650	338	312	125	97	222	130	196	102	119	180	128	223	299	351	117	169	214	150	-	650
Total Weighted	708 100	326 100	382 100	121 100	99 100	220 100	138 100	220 100	131 100	163 100	195 100	128 100	221 100	359 100	350 100	127 100	157 100	264 100	160 100	** **	708 100
"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights"	251 35.5	127 39.0	124 32.4	35 28.7	31 31.3	66 29.9	46 33.5	84 38.3	55 42.2 f dF	47 28.5	77 39.4 j	41 31.8	87 39.3 j	123 34.4	128 36.6	47 37.5	60 38.2	89 33.8	55 34.0	- -	251 35.5
"That government of the people, by the people, for the people, shall not perish from the earth."	224 31.6	99 30.3	125 32.7	34 27.7	31 31.3	64 29.3	33 24.2	75 34.2 g	51 38.9 G	48 29.2	58 29.5	43 33.7	75 34.0	105 29.4	119 33.9	45 35.4 q	40 25.6	85 32.0	54 33.8	- -	224 31.6
"With a firm reliance on the protection of divine Providence, we mutually pledge to each other our Lives, our Fortunes and our sacred Honor"	34 4.8	16 4.9	18 4.7	10 8.2 i	3 2.9	13 5.8	9 6.2	9 4.1	3 2.7	10 6.1	6 3.2	5 3.9	12 5.6	16 4.5	18 5.0	5 3.7	8 5.2	14 5.2	7 4.6	- -	34 4.8
"From each according to his ability, to each according to his needs"	14 2.0	5 1.4	10 2.5	4 3.4 G	2 2.2	6 2.8 g	- -	6 2.5 g	2 1.9	8 4.8 lm	3 1.5	1 0.5	3 1.3	11 3.0 o	4 1.0	- -	6 3.9 P	3 1.2	5 3.0 p	- -	14 2.0
Don't know	171 24.2	75 23.1	96 25.1	34 27.8 I	28 27.9 I	61 27.9 I	46 33.2 HI	45 20.6	19 14.4	48 29.2 M	44 22.7	37 29.1 M	42 18.9	92 25.7	79 22.6	27 21.5	39 24.8	67 25.4	38 23.6	- -	171 24.2
Refused	14 2.0	4 1.3	10 2.6	5 4.2 HI	4 4.4 HI	9 4.3 HI	4 2.9 hi	1 0.3	- -	4 2.2	7 3.7 m	1 1.0	2 0.8	11 3.0 o	3 0.9	2 2.0	4 2.3	6 2.4	1 0.9	- -	14 2.0

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

Non-College Graduate

Table 19

Q.3 In which time span did the Civil War take place?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	650	338	312	125	97	222	130	196	102	119	180	128	223	299	351	117	169	214	150	-	650
Total Weighted	708 100	326 100	382 100	121 100	99 100	220 100	138 100	220 100	131 100	163 100	195 100	128 100	221 100	359 100	350 100	127 100	157 100	264 100	160 100	-** -**	708 100
1800-1820	56 7.9	19 5.7	37 9.8 b	13 10.8 ef	4 4.1	17 7.8 e	13 9.5	16 7.2	10 7.6	17 10.2 m	18 9.3	10 8.1	11 4.9	35 9.7	21 6.1	14 11.1 qS	8 4.9	29 10.9 qS	5 3.4	-	56 7.9
1820-1840	60 8.5	24 7.3	37 9.6	10 8.6	14 14.5 gH	25 11.2	10 7.1	14 6.5	12 9.0	15 9.0	12 6.0	14 10.8	20 9.1	26 7.3	34 9.8	5 3.8	18 11.2 P	20 7.4	18 11.5 P	-	60 8.5
1840-1860	96 13.5	47 14.5	49 12.7	21 17.7 I	10 10.0	31 14.2	16 11.3	39 17.8 I	10 7.5	15 9.4	18 9.2	18 14.2	44 20.0 JK	33 9.3	62 17.9 N	15 11.6	20 12.9	38 14.3	23 14.4	-	96 13.5
1860-1880	314 44.4	167 51.1 C	148 38.7	48 39.7	41 41.2	89 40.4	58 42.4	98 44.7	69 52.8 df	54 33.3	95 48.6 J	56 43.6	109 49.4 J	149 41.7	165 47.2	68 53.9 qr	65 41.3	112 42.2	70 43.6	-	314 44.4
Don't know	168 23.7	67 20.5	101 26.4 b	23 19.1	27 26.9	50 22.6	39 28.6 d	52 23.5	27 20.7	55 33.9 IM	48 24.4 m	29 22.3	36 16.3	103 28.8 O	65 18.5	22 17.7	43 27.3 p	64 24.1	39 24.3	-	168 23.7
Refused	14 1.9	3 0.8	11 2.8 b	5 4.2 H	3 3.4 H	8 3.8 H	1 1.1	1 0.3	3 2.4	7 4.1 M	5 2.4 m	1 1.0	1 0.3	12 3.2 O	2 0.6	2 2.0	4 2.3	3 1.1	5 2.9	-	14 1.9

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



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Lincoln Awareness

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Q.4 Abraham Lincoln is most closely identified as a leader with which force?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	650	338	312	125	97	222	130	196	102	119	180	128	223	299	351	117	169	214	150	-	650
Total Weighted	708 100	326 100	382 100	121 100	99 100	220 100	138 100	220 100	131 100	163 100	195 100	128 100	221 100	359 100	350 100	127 100	157 100	264 100	160 100	** **	708 100
The Union Army	416 58.7	218 66.9 C	198 51.7	72 59.5 EFG	43 43.7	115 52.4 Eg	57 41.1	145 66.0 EFG	99 75.7 DEFG	73 44.7	120 61.2 J	72 56.0	151 68.4 JL	193 53.7	223 63.9 N	72 56.5	94 59.6	158 59.8	93 57.9	-	416 58.7
The Confederate Army	108 15.3	47 14.4	61 16.1	19 15.4	20 20.6 i	39 17.8	24 17.4	31 14.1	14 10.9	27 16.7	31 16.0	21 16.5	29 13.0	58 16.3	50 14.3	21 16.4	22 13.8	37 14.0	29 18.1	-	108 15.3
The Continental Army	36 5.1	12 3.7	24 6.3	5 4.2	5 5.0	10 4.6	8 6.2	12 5.6	5 4.2	12 7.3 K	3 1.3	9 7.0 K	13 5.8 K	14 4.0	22 6.3	9 7.1	7 4.6	13 4.8	8 4.7	-	36 5.1
The Allied Forces	12 1.7	3 0.8	9 2.5	3 2.3	2 2.0	5 2.2	6 4.1 hi	2 0.8	-	6 3.6	4 1.8	1 0.5	2 0.9	9 2.6 o	3 0.8	-	3 2.1	7 2.6	2 1.1	-	12 1.7
Don't know	124 17.5	43 13.1	81 21.2 B	18 15.2	24 24.3 HI	42 19.3 dl	40 29.3 DFHI	29 13.3	12 9.2	40 24.5 M	34 17.4	24 18.9 m	25 11.5	74 20.7 O	50 14.2	24 18.9	29 18.5	44 16.6	27 16.8	-	124 17.5
Refused	12 1.6	4 1.1	8 2.1	4 3.3 HI	4 4.4 HI	8 3.8 HI	3 2.0	1 0.3	-	5 3.2 m	4 2.2 m	1 1.0	1 0.3	10 2.7 O	2 0.6	1 1.1	2 1.4	6 2.2	2 1.4	-	12 1.6

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

Non-College Graduate

Table 21

Q.5 Abraham Lincoln delivered the Gettysburg Address in which state?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	650	338	312	125	97	222	130	196	102	119	180	128	223	299	351	117	169	214	150	-	650
Total Weighted	708 100	326 100	382 100	121 100	99 100	220 100	138 100	220 100	131 100	163 100	195 100	128 100	221 100	359 100	350 100	127 100	157 100	264 100	160 100	** **	708 100
Pennsylvania	376 53.1	178 54.6	198 51.9	60 49.8	53 53.3 g	113 51.4 g	56 40.8	131 59.3 G	77 58.7 G	63 38.5	104 53.0 J	68 53.2 J	142 64.0 JKI	166 46.4	210 60.1 N	84 66.0 QRS	78 49.7	132 49.8	83 51.9	- -	376 53.1
Virginia	159 22.4	78 23.8	81 21.2	31 25.6 ef	15 14.8	46 20.7 e	32 22.9	56 25.5 e	26 19.5	44 27.1	43 22.2	27 21.1	44 19.8	88 24.4	71 20.3	26 20.7	31 19.6	66 25.1	36 22.2	- -	159 22.4
Maryland	39 5.5	16 4.9	23 6.0	10 8.2 H	5 5.3	15 6.9 h	12 8.4 H	6 2.9	6 4.5	15 8.9 k	7 3.5	7 5.3	11 4.8	22 6.0	17 5.0	2 1.5	8 4.8	17 6.4 p	13 7.9 P	- -	39 5.5
New Jersey	7 1.0	5 1.5	2 0.6	1 1.2	4 4.1 HI	6 2.5 H	2 1.2	- -	- -	4 2.4 m	2 1.2	1 0.7	- -	6 1.7 o	1 0.3	1 0.9	1 0.9	3 1.3	1 0.7	- -	7 1.0
Don't know	115 16.2	44 13.6	71 18.5	14 11.9	19 19.2 h	33 15.2	37 26.7 DFHI	24 11.0	21 15.9	35 21.5 M	33 17.1 m	22 17.3	24 11.0	69 19.1 o	46 13.3	12 9.7	35 22.1 P	42 15.8	26 16.4	- -	115 16.2
Refused	12 1.7	5 1.6	7 1.7	4 3.3 E	3 3.4 E	7 3.3 E	- -	3 1.3	2 1.3	3 1.6	6 2.9 M	3 2.4 m	1 0.3	8 2.3	4 1.1	1 1.1	5 2.9	5 1.8	1 0.9	- -	12 1.7

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

Non-College Graduate

Q.6 Abraham Lincoln was elected president as a member of which political party?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	650	338	312	125	97	222	130	196	102	119	180	128	223	299	351	117	169	214	150	-	650
Total Weighted	708 100	326 100	382 100	121 100	99 100	220 100	138 100	220 100	131 100	163 100	195 100	128 100	221 100	359 100	350 100	127 100	157 100	264 100	160 100	-** -**	708 100
Republican Party	265 37.5	132 40.6	133 34.8	41 33.8	36 36.7	77 35.1	41 29.7	87 39.5 g	61 46.3 dfG	40 24.7	71 36.4 J	51 40.0 J	103 46.4 Jk	111 31.1	154 44.0 N	53 41.6	54 34.5	87 33.0	71 44.5 qR	-	265 37.5
Democratic Party	122 17.2	60 18.4	62 16.2	31 25.8 efhl	16 15.9	47 21.3 el	23 16.8	38 17.1	14 11.0	37 22.4 k	27 13.6	24 18.4	35 15.9	63 17.6	59 16.9	23 18.0	20 12.7	53 20.2 q	26 16.2	-	122 17.2
Federalist Party	52 7.3	24 7.3	28 7.3	9 7.1	7 6.6	15 6.9	11 7.8	18 7.9	9 6.5	13 7.7	18 9.4	6 5.0	14 6.5	31 8.6	21 6.0	11 8.9	14 8.6	14 5.5	12 7.7	-	52 7.3
Whig Party	25 3.5	10 3.1	15 3.9	7 5.7 g	3 3.5	10 4.7	2 1.6	9 4.3	3 2.3	5 3.2	8 4.0	5 4.0	7 3.2	13 3.6	12 3.5	4 3.5	8 5.0 s	11 4.1	2 1.3	-	25 3.5
Don't know	228 32.3	97 29.7	131 34.4	29 24.3	32 32.9	62 28.2	57 41.7 DFh	68 30.9	41 31.5	61 37.5 m	66 33.6	41 31.6	61 27.6	127 35.4	102 29.1	34 26.9	58 36.9 ps	94 35.7 s	42 26.2	-	228 32.3
Refused	15 2.2	3 0.8	13 3.3 B	4 3.3 H	4 4.4 H	8 3.8 H	3 2.4 h	1 0.3	3 2.4	8 4.6 M	6 3.0 M	1 1.0	1 0.3	13 3.7 O	2 0.6	1 1.1	4 2.3	4 1.5	6 4.0	-	15 2.2

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

Non-College Graduate

Q.7 Who of the following was the top general of the Union forces during the Civil War?

Base : Total Respondents

	Gender		Age						Income						Region				Coll/Non coll		
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	650	338	312	125	97	222	130	196	102	119	180	128	223	299	351	117	169	214	150	-	650
Total Weighted	708 100	326 100	382 100	121 100	99 100	220 100	138 100	220 100	131 100	163 100	195 100	128 100	221 100	359 100	350 100	127 100	157 100	264 100	160 100	-** -**	708 100
Ulysses Grant	425 60.0	215 65.8 C	210 54.9	69 57.0	47 47.4	116 52.7	68 49.7	153 69.4 DEFG	88 67.0 EFG	81 49.8	104 53.2	90 70.2 JK	149 67.5 JK	185 51.6	239 68.5 N	77 60.6	92 58.5	159 60.2	97 60.4	-	425 60.0
Robert E. Lee	111 15.6	44 13.5	67 17.4	16 13.6	19 18.9	35 16.0	23 16.6	32 14.5	21 15.9	24 14.5	38 19.5 I	14 11.3	34 15.6	62 17.2	49 14.0	29 22.8 Qs	17 10.8	44 16.7	21 13.0	-	111 15.6
Stonewall Jackson	22 3.1	8 2.3	14 3.7	8 6.8 gH	6 5.9 H	14 6.4 gH	3 2.0	2 0.8	3 2.5	6 3.5	6 3.1	3 2.2	7 3.2	12 3.3	10 2.8	3 2.7	5 3.1	8 3.1	5 3.3	-	22 3.1
Jefferson Davis	16 2.3	9 2.9	7 1.8	4 3.3	4 4.0	8 3.6	1 1.0	5 2.2	2 1.9	-	8 4.3 J	2 1.5	6 2.8 j	8 2.3	8 2.3	3 2.1	6 4.1 r	3 1.2	4 2.6	-	16 2.3
Don't know	116 16.4	44 13.6	71 18.7	19 15.4	19 19.4 i	38 17.2	27 27.0 DFHI	28 12.5	13 10.3	42 25.5 KLM	32 16.5	18 14.3	24 10.6	74 20.6 O	42 12.0	14 10.8	32 20.6 P	44 16.7	26 16.1	-	116 16.4
Refused	19 2.7	6 1.8	13 3.4	5 3.9 H	4 4.4 H	9 4.2 H	5 3.7 h	1 0.7	3 2.4	11 6.7 LM	7 3.4 M	1 0.5	1 0.3	18 4.9 O	1 0.4	1 1.1	4 2.8	5 2.1	8 4.7	-	19 2.7

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing



Omniweb with KP March 27, 2015

Lincoln Awareness

Non-College Graduate

Table 24

Q.8 The Emancipation Proclamation issued by Lincoln stated that:

Base : Total Respondents

	Gender			Age						Income						Region				Coll/Non coll	
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	Coll grad (T)	Non coll grad (U)
Total Unweighted	650	338	312	125	97	222	130	196	102	119	180	128	223	299	351	117	169	214	150	-	650
Total Weighted	708 100	326 100	382 100	121 100	99 100	220 100	138 100	220 100	131 100	163 100	195 100	128 100	221 100	359 100	350 100	127 100	157 100	264 100	160 100	** **	708 100
Slavery was abolished throughout the United States	469 66.2	236 72.5 C	232 60.9	76 63.1	52 52.7	128 58.4	83 60.4	164 74.5 DEFG	93 71.4 EF	89 54.4	124 63.5	85 66.5 j	171 77.2 JKL	213 59.3	256 73.3 N	88 69.6	96 61.0	180 67.9	105 65.8	-	469 66.2
Slaves were free in areas of the Confederate states still in rebellion	94 13.3	34 10.4	60 15.8 b	18 14.9	20 20.5 GH	38 17.4 Gh	12 8.6	24 11.1	20 15.3	17 10.3	33 16.9	19 14.9	25 11.5	50 13.9	45 12.8	17 13.7	20 12.9	33 12.4	24 14.9	-	94 13.3
The further importation of slaves into the United States was illegal	28 4.0	14 4.2	15 3.8	5 4.3	7 7.3 H	12 5.7 h	6 4.5	5 2.2	5 3.6	10 6.2	5 2.7	4 2.8	9 4.2	15 4.3	13 3.7	5 3.8	6 4.1	11 4.3	6 3.5	-	28 4.0
The Civil War was over	25 3.5	6 1.9	19 4.9 b	4 3.1	3 2.8	7 3.0	5 3.8	5 2.2	8 6.3	11 6.9 M	9 4.5 M	5 3.6 M	-	20 5.6 O	5 1.3	3 2.1	4 2.6	11 4.1	7 4.5	-	25 3.5
Don't know	82 11.6	32 9.9	50 13.1	14 11.8 I	13 13.3 I	27 12.5 I	30 21.6 dFHI	21 9.4 i	5 3.5	34 20.7 KIM	18 9.5	15 11.7	15 6.8	52 14.6 O	30 8.6	12 9.6	26 16.6 r	27 10.2	17 10.8	-	82 11.6
Refused	10 1.3	4 1.1	6 1.5	3 2.7 i	3 3.4 hi	7 3.0 hi	1 1.1	1 0.7	-	3 1.6	6 2.9 M	1 0.5	1 0.3	8 2.3 O	1 0.4	1 1.1	4 2.8	3 1.1	1 0.4	-	10 1.3

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U
 Overlap formulae used. ** very small base (under 5) ineligible for sig testing

