

GfK

Omniweb with KP September 05, 2014
Roosevelt Awareness

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Roosevelt Awareness

Q.1 Who had a major role in the construction of the Panama Canal?

Table 1

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	1012	498	514	148	186	334	273	238	167	164	186	186	476	350	662	166	236	393	217	353	659
Total Weighted	1000 100	487 100	513 100	145 100	166 100	311 100	240 100	243 100	205 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
Teddy Roosevelt	408 40.8	229 47.0 C	178 34.8	61 42.4 e	54 32.6	116 37.1 e	81 33.9	110 45.3 EfG	100 48.9 EFG	53 28.8	83 36.7	78 42.3 J	193 47.7 JK	136 33.2	271 46.0 N	78 43.2	89 41.8	136 36.5	105 44.8 r	148 51.3 U	259 36.5
Franklin D. Roosevelt	188 18.8	94 19.4	94 18.3	22 15.2	28 16.7	50 16.0	51 21.4	49 20.2	38 18.5	30 16.5	37 16.4	40 22.0	80 19.9	68 16.4	121 20.5	37 20.4	33 15.6	74 20.0	44 18.7	61 21.0	128 18.0
Fidel Castro	23 2.3	9 1.7	14 2.7	2 1.6	7 4.2 H	9 3.0 h	7 2.9 h	2 0.7	5 2.2	8 4.3	5 2.0	3 1.4	7 1.8	13 3.1	10 1.7	4 2.1	6 3.0	8 2.3	4 1.7	5 1.9	17 2.4
Thomas Jefferson	14 1.4	6 1.3	8 1.5	3 2.2	3 1.6	6 1.9	6 2.5 h	1 0.5	1 0.6	5 2.5	2 0.9	2 0.9	6 1.5	7 1.6	8 1.3	4 2.2	1 0.6	4 1.0	5 2.2	3 1.1	11 1.6
Don't know	355 35.5	144 29.6	210 41.0 B	51 35.3	71 42.7 HI	122 39.3 I	93 38.7 i	78 32.2	61 29.7	84 45.7 LM	95 41.6 M	61 33.3	115 28.3	179 43.5 O	176 29.9	57 31.7	81 37.8	142 38.2	74 31.8	66 22.9	288 40.6 T
Refused	13 1.3	4 0.9	9 1.7	5 3.2 gl	4 2.2 l	8 2.7 gl	1 0.6	3 1.2	- -	4 2.2 l	5 2.4 l	- -	3 0.8	9 2.3 O	3 0.6	1 0.5	3 1.2	7 1.9	2 0.9	5 1.8	8 1.1

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.

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Roosevelt Awareness

Q.2 Which president spearheaded the New Deal?

Table 2

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	1012	498	514	148	186	334	273	238	167	164	186	186	476	350	662	166	236	393	217	353	659
Total Weighted	1000 100	487 100	513 100	145 100	166 100	311 100	240 100	243 100	205 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
Franklin D. Roosevelt	488 48.8	269 55.3	219 42.6	64 44.2	61 36.5	125 40.1	89 37.1	142 58.4 DEFG	132 64.3 DEFG	67 36.2	103 45.4	93 50.4 J	226 55.7 JK	170 41.3	318 54.0 N	88 48.8	106 49.6	179 48.2	115 49.0	194 67.2 U	294 41.3
Teddy Roosevelt	65 6.5	25 5.1	40 7.8	9 6.5	8 4.5	17 5.4	26 10.6 EFHI	13 5.5	9 4.4	6 3.2	10 4.4	13 6.8	36 9.0 Jk	16 3.8	49 8.3 N	20 11.0 R	13 6.2	16 4.2	16 6.9	17 5.9	48 6.7
Herbert Hoover	55 5.5	24 5.0	31 6.0	11 7.4 h	12 7.5 H	23 7.5 H	13 5.5	7 2.9	12 5.9	13 7.2	11 5.0	9 4.9	22 5.4	25 6.0	31 5.2	7 3.8	10 4.5	23 6.2	16 6.9	15 5.1	41 5.7
Lyndon Johnson	37 3.7	15 3.1	22 4.3	7 4.6	9 5.1	15 4.9	7 3.1	7 2.9	7 3.6	11 6.0 m	10 4.5	5 2.6	11 2.7	21 5.1 o	16 2.7	3 1.8	10 4.8	15 4.1	8 3.5	8 2.8	29 4.1
Don't know	347 34.7	149 30.5	198 38.6 B	51 35.4 l	75 44.9 fHI	126 40.5 HI	103 42.8 HI	73 30.0 i	45 21.8	84 45.9 LM	89 39.4 M	64 34.8 m	109 26.9	174 42.3 O	173 29.4	60 33.2	74 34.6	135 36.3	78 33.2	52 18.1	294 41.4 T
Refused	8 0.8	5 0.9	4 0.7	3 1.9 i	2 1.5	5 1.6 i	2 0.8	1 0.4	- -	3 1.6	3 1.3	1 0.5	1 0.3	6 1.4 o	2 0.4	2 1.4	1 0.3	4 1.0	1 0.5	2 0.9	6 0.8

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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 September 05, 2014

Roosevelt Awareness

Q.3 For how many terms was Franklin D. Roosevelt elected president of the United States?

Table 3

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	1012	498	514	148	186	334	273	238	167	164	186	186	476	350	662	166	236	393	217	353	659
Total Weighted	1000 100	487 100	513 100	145 100	166 100	311 100	240 100	243 100	205 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
Four	300 30.0	176 36.1 C	124 24.3	45 31.1	43 26.1	89 28.4	61 25.2	85 34.9 eG	66 32.3	34 18.2	65 28.8 J	61 33.1 J	140 34.7 J	99 24.1	201 34.2 N	53 29.4	57 26.8	113 30.4	77 32.9	122 42.4 U	178 25.0
Two	264 26.4	103 21.1	162 31.5 B	34 23.5	54 32.3 fg	88 28.2	59 24.5	64 26.4	54 26.1	60 32.4 m	60 26.2	48 26.0	97 24.0	119 29.0	145 24.7	47 25.8	58 27.1	101 27.2	59 25.3	62 21.4	203 28.5 T
Three	197 19.7	101 20.8	95 18.5	32 21.9 ef	22 13.2	54 17.2 E	46 19.0	46 18.7	52 25.2 EF	37 20.1	41 18.1	35 19.3	83 20.5	78 19.0	119 20.1	37 20.2	50 23.6 r	64 17.1	46 19.7	61 21.2	135 19.0
One	50 5.0	23 4.8	27 5.2	8 5.7	8 5.0	17 5.3	15 6.2	10 4.0	9 4.4	11 5.9	12 5.2	8 4.4	19 4.8	23 5.5	28 4.7	7 4.0	5 2.5	26 7.0 Q	12 5.0	12 4.0	39 5.4
Don't know	178 17.8	80 16.4	98 19.1	23 15.9	36 21.7 I	59 19.0 I	58 24.0 dHI	38 15.5	23 11.4	40 21.6	44 19.3	32 17.1	63 15.5	84 20.3	94 16.0	34 18.7	41 19.4	63 17.0	39 16.8	30 10.5	148 20.8 T
Refused	11 1.1	4 0.8	7 1.3	3 1.9	3 1.8	6 1.8	3 1.1	1 0.4	1 0.5	3 1.8 I	5 2.4 IM	- -	2 0.4	9 2.1 O	2 0.3	4 2.0	1 0.5	5 1.4	1 0.4	1 0.5	9 1.3

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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.

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Roosevelt Awareness

Q.4 Franklin D. Roosevelt was president during which 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	1012	498	514	148	186	334	273	238	167	164	186	186	476	350	662	166	236	393	217	353	659
Total Weighted	1000 100	487 100	513 100	145 100	166 100	311 100	240 100	243 100	205 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
World War II	609 60.9	333 68.4 C	276 53.8	76 52.3	73 43.6	148 47.7	133 55.2 Ef	174 71.8 DEFG	154 74.8 DEFG	89 48.6	133 58.7 j	114 62.1 J	272 67.2 Jk	223 54.2	386 65.6 N	105 57.9	141 66.4 r	218 58.7	145 61.8	214 74.1 U	395 55.5
World War I	130 13.0	51 10.5	79 15.3 B	17 11.9	20 12.1	37 12.0	33 13.9	30 12.5	29 14.0	22 11.7	27 11.9	27 14.5	55 13.5	49 11.8	81 13.8	25 13.9	21 10.0	49 13.1	35 14.8	33 11.5	97 13.6
Korean War	30 3.0	10 2.0	21 4.0 b	6 3.9	7 4.5	13 4.2	5 2.2	5 2.2	7 3.2	13 7.1 KLM	2 1.1	4 1.9	11 2.7	16 3.8	15 2.5	9 5.2 rs	8 3.8	9 2.3	4 1.8	5 1.7	25 3.6
Vietnam War	25 2.5	8 1.7	17 3.2	7 4.8 HI	10 6.2 GHI	17 5.6 gHI	5 2.2	1 0.5	1 0.5	5 2.5	8 3.6	3 1.6	9 2.3	13 3.1	12 2.1	3 1.8	7 3.2	11 2.9	4 1.7	2 0.8	23 3.2 T
Don't know	191 19.1	79 16.3	112 21.9 B	34 23.7 HI	52 31.5 HI	87 27.9 HI	61 25.2 HI	31 12.9 I	13 6.2	49 26.4 IM	53 23.4 M	33 17.9	57 14.0	102 24.7 O	90 15.3	33 18.2	34 16.0	78 21.0	46 19.8	34 11.7	158 22.2 T
Refused	14 1.4	5 1.1	9 1.8	5 3.3 H	4 2.2 H	8 2.7 H	3 1.3 h	- -	3 1.3	7 3.7 M	3 1.3	4 2.0 M	1 0.2	10 2.4 o	5 0.8	5 2.9 S	2 0.8	7 1.9 s	* 0.1	* 0.2	14 1.9 T

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 Overlap formulae used.



Omniweb with KP September 05, 2014

Roosevelt Awareness

Q.5 What is the Bull Moose Party in American politics?

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	1012	498	514	148	186	334	273	238	167	164	186	186	476	350	662	166	236	393	217	353	659
Total Weighted	1000 100	487 100	513 100	145 100	166 100	311 100	240 100	243 100	205 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
Political progressives led by Theodore Roosevelt	269 26.9	156 32.1 C	112 21.9	49 33.7 efGi	39 23.4	88 28.2 E	54 22.3	77 31.7 eG	50 24.4	30 16.5	49 21.5	51 27.5 J	139 34.3 JK	79 19.3	189 32.2 N	44 24.4	64 30.2	89 24.0	71 30.3	118 40.8 U	151 21.2
The Republican political leaders opposed to the New Deal	54 5.4	20 4.0	34 6.6 b	6 3.9	10 6.2	16 5.1	19 7.9 I	13 5.3	6 2.8	8 4.6	7 3.3	16 8.6 K	22 5.4	16 3.9	38 6.4	9 4.9	11 5.4	20 5.5	13 5.5	19 6.6	35 4.9
Those who opposed the Federalists during the 19th century	32 3.2	20 4.2	12 2.3	1 0.6	5 2.8	6 1.8	14 6.0 DFh	7 2.7	6 2.9	9 5.1	7 2.9	6 3.1	11 2.6	16 3.9	16 2.8	8 4.4	6 3.0	14 3.8	4 1.7	11 3.7	22 3.0
A political party dedicated to animal rights and environmental activism	11 1.1	4 0.8	7 1.3	3 2.3 I	3 1.7 i	6 2.0 i	1 0.5	3 1.3	- -	7 3.6 LM	2 0.9	- -	2 0.5	9 2.1 O	2 0.4	1 0.8	4 2.1 r	2 0.5	3 1.2	1 0.5	9 1.3
Don't know	618 61.8	280 57.5	338 65.9 B	83 57.6	107 64.1	190 61.0	149 62.1	140 57.4	139 67.9 dH	123 66.6 M	157 69.1 IM	109 59.5	229 56.6	280 68.0 O	339 57.5	116 63.8	125 58.7	237 63.8	140 59.9	138 47.8	480 67.5 T
Refused	17 1.7	7 1.4	10 1.9	3 1.9	3 1.8	6 1.8	3 1.1	4 1.7	4 2.0	7 3.6 M	5 2.3 m	3 1.5	2 0.5	12 2.9 O	5 0.8	3 1.7	1 0.6	9 2.4	3 1.3	2 0.6	15 2.1 t

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 Overlap formulae used.



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Roosevelt Awareness

Q.6 What does the New Deal stand for?

Table 6

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	1012	498	514	148	186	334	273	238	167	164	186	186	476	350	662	166	236	393	217	353	659
Total Weighted	1000 100	487 100	513 100	145 100	166 100	311 100	240 100	243 100	205 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
A series of domestic economic initiatives in the 1930s	520 52.0	275 56.5	245 47.8	80 EFG	64 38.7	144 46.4	98 40.7	149 61.5	129 62.8	67 36.5	102 44.9	94 51.0	257 63.6	169 41.2	351 59.6	96 52.9	102 47.7	195 52.5	128 54.6	213 73.8	307 43.2
The new U.S. foreign policy after WWII	120 12.0	56 11.6	63 12.3	19 13.2	21 12.5	40 12.8	22 9.1	25 10.3	33 16.0	21 11.5	27 11.8	28 15.0	44 10.9	48 11.7	72 12.2	16 8.7	27 12.7	44 11.9	33 13.9	24 8.4	95 13.4
President Barack Obama's healthcare and social reforms	21 2.1	12 2.5	9 1.7	1 0.6	9 5.4	10 3.2	6 2.5	2 0.9	3 1.3	8 4.2	4 2.0	4 2.3	4 1.0	12 3.0	8 1.4	3 1.7	2 1.1	7 1.8	8 3.5	4 1.5	16 2.3
The European Union policy towards the U.S. in the 1960s	14 1.4	2 0.5	12 2.3	3 2.4	2 1.1	5 1.7	8 3.2	1 0.4	* 0.2	4 2.3	1 0.5	- -	9 2.3	5 1.3	9 1.6	3 1.9	4 1.8	5 1.2	3 1.1	2 0.8	12 1.7
Don't know	312 31.2	132 27.2	180 35.0	38 26.4	64 38.2	102 32.7	104 43.4	65 26.8	41 19.8	78 42.2	89 39.2	58 31.3	88 21.7	167 40.5	145 24.7	59 32.4	76 35.8	116 31.3	61 26.0	42 14.7	270 37.9
Refused	13 1.3	9 1.8	4 0.8	3 2.3	7 4.1	10 3.3	3 1.1	- -	- -	6 3.1	4 1.8	1 0.4	2 0.6	10 2.4	3 0.5	4 2.4	2 0.9	5 1.3	2 0.8	2 0.7	11 1.5

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 Overlap formulae used.



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Roosevelt Awareness

Q.7 Which one of the following leaders participated in the Yalta Conference along with Franklin D. Roosevelt?

Table 7

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	1012	498	514	148	186	334	273	238	167	164	186	186	476	350	662	166	236	393	217	353	659
Total Weighted	1000 100	487 100	513 100	145 100	166 100	311 100	240 100	243 100	205 100	184 100	227 100	184 100	405 100	411 100	589 100	181 100	213 100	372 100	234 100	289 100	711 100
Joseph Stalin	305 30.5	181 37.2 C	123 24.0	37 25.5	32 19.3	69 22.2	67 28.0 e	93 38.4 DEFG	75 36.4 dEFg	38 20.5	53 23.2	62 33.6 JK	152 37.6 JK	90 22.0	214 36.4 N	57 31.2	65 30.3	111 29.7	73 31.2	139 48.3 U	165 23.2
Neville Chamberlain	80 8.0	37 7.6	43 8.4	13 8.8 ef	6 3.4	18 5.9 E	22 9.0 E	13 5.3	27 13.1 EFH	16 8.6	16 6.9	12 6.4	37 9.1	31 7.6	49 8.2	17 9.2	10 4.8	25 6.7	28 11.9 QR	26 8.9	54 7.6
Harry Truman	61 6.1	24 5.0	37 7.2	8 5.3	20 12.2 DFGHI	28 9.0 DHI	15 6.3	8 3.5	9 4.6	25 13.7 KLM	8 3.7	10 5.5	17 4.3	34 8.2 O	28 4.7	6 3.5	18 8.5 p	22 5.9	15 6.3	12 4.1	49 6.9 t
Benito Mussolini	28 2.8	15 3.1	13 2.6	4 3.0	6 3.6	10 3.3	8 3.5	6 2.5	3 1.7	2 0.9	6 2.4	4 2.0	18 4.3 J	7 1.7	21 3.6	7 3.7	5 2.2	13 3.5	4 1.7	9 3.1	19 2.7
Don't Know	516 51.6	223 45.8	293 57.1 B	80 55.4 i	98 59.0 hl	179 57.4 hl	125 52.2	121 49.8	91 44.2	100 54.2 M	142 62.5 IM	97 52.6 m	177 43.8	242 58.8 O	274 46.5	91 50.3	115 54.2	197 52.8	113 48.2	101 35.0	415 58.3 T
Refused	10 1.0	6 1.3	4 0.8	3 1.9 i	4 2.4 l	7 2.1 i	2 1.0	1 0.5	- -	4 2.1 l	3 1.3	- -	3 0.8	7 1.7	3 0.6	4 2.0 q	- -	5 1.3	2 0.8	2 0.6	8 1.2

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