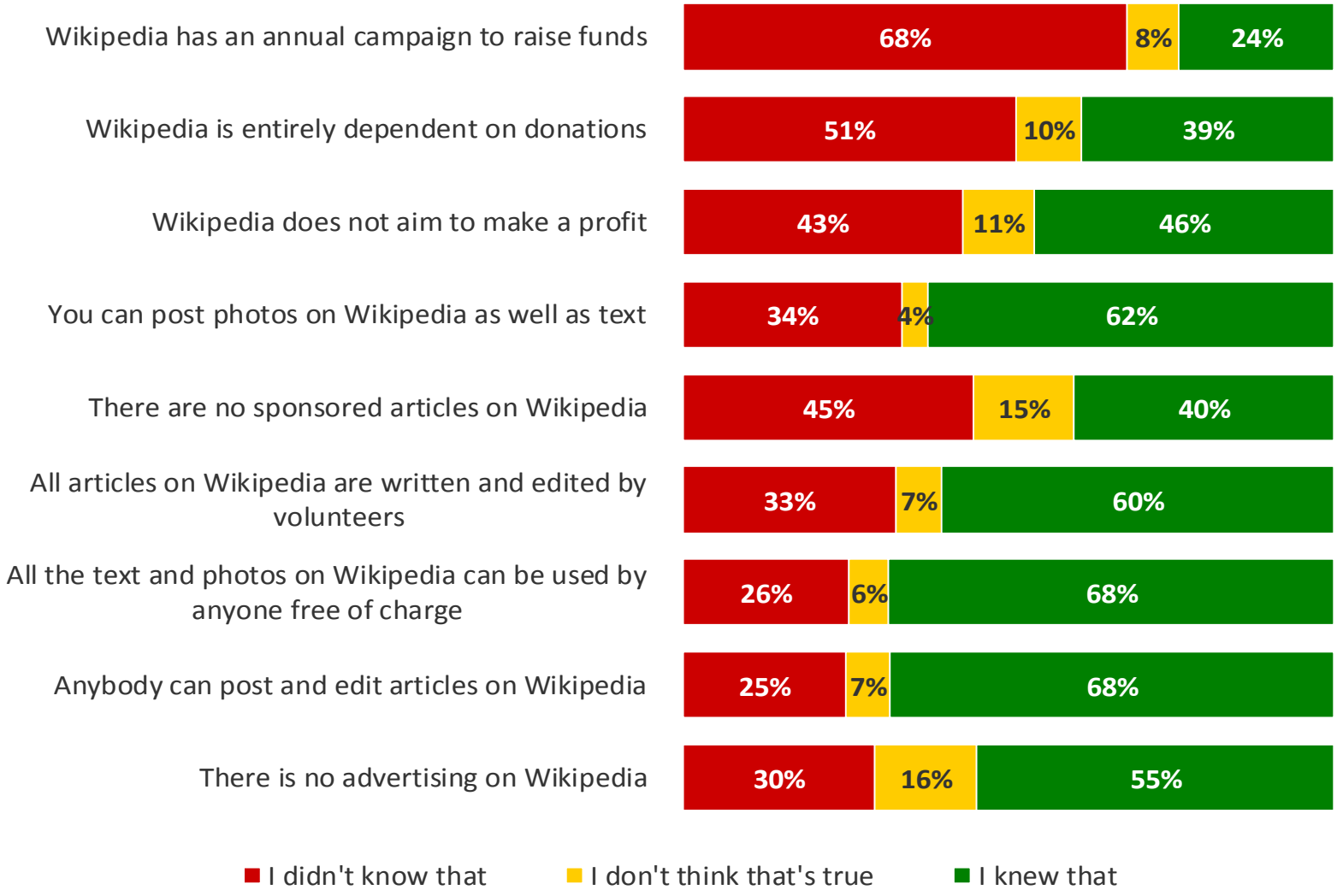To what extent are you aware of the following? (Base - Knows Wikipedia, n=515)