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Press Alert

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About E-Poll

E-Poll Market Research is a leading provider of syndicated and custom consumer research for entertainment and media companies, agencies and Fortune 200 companies.

Subscription services include E-Score[®] Celebrity, Character and Brand equity, awareness and appeal measurements and FastTrack[™] TV tracking.

Custom services include methodology and survey design, data analysis and reporting. E-Poll offers its highly profiled proprietary research panel in addition to traditional and online focus groups.

E-Poll's services are utilized by nine of the top ten global media companies.

America's Presidential Choice: Elect Batman or Captain America?

In recent light-hearted interviews with Entertainment Weekly, presidential candidate Barack Obama indicated that his favorite superheroes were Spiderman and Batman, while rival nominee John McCain favored well known Gotham City crime fighter Batman. Although the candidates may see themselves as identifying with the traits of these characters, what does America think?

Recent poll data from E-Score[®] Character and E-Score[®] Celebrity suggests that Obama's personality profile most closely matches that of Batman, while McCain's personality matches most closely with Captain America.

According to over 2,600 respondents who rated numerous celebrities and characters, Obama's attribute scores break down as follows: articulate 41%, influential 46%, intelligent 54%, intriguing 22%, sincere 23% and warm 16%. Batman is perceived to be: articulate 31%, influential 38%, intelligent 68%, intriguing 50%, sincere 28% and warm 9%. Taken as a set, Obama's average score is 33.7 compared to Batman's 37.3.

John McCain's attribute scores are as follows: articulate 20%, influential 39%, intelligent 41%, intriguing 10%, sincere 18% and warm 7%, as compared to Captain America: articulate 15%, influential 27%, intelligent 42%, intriguing 21%, sincere 27% and warm 11%. McCain's average score within the set of attributes is 22.5 compared to Captain America at 23.8.

Batman wants to change the way things are being run and to seek to inspire hope in ordinary citizens. Captain America was initially a war hero who sought to put his country first. Do the costumes fit?

For more information about the comparisons, contact Mark Crary at 877-MY-EPOLL.

E-Score Celebrity is conducted weekly among a representative sample of 1,100 respondents ages 13+ and encompasses measures of awareness, appeal and a diverse list of 46 key attributes. E-Score Celebrity is the preeminent source of celebrity information used by major brands, agencies and advertisers to guide critical marketing decisions. E-Score Character is conducted quarterly among a representative sample of 1,500 respondents ages 13+, and encompasses measures of awareness, appeal and a diverse list of key attributes.

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