



## E-Score Celebrity Special Report Year End 2011

Prepared for: E-Score Celebrity Clients



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## E-Score Celebrity: Methodology



### The E-Score Celebrity database includes more than 6,500 celebrities, athletes, and newsmakers

### Methodology

- E-Poll panel members receive survey invitations via email
- Respondents age 13+, total completed surveys per wave = 1,100
- Stratified sample representative of the general population by age, gender, region
- Unique sample, fielded on a weekly basis
- Length of survey limited to 25 names
- Name only / Image only evaluation of awareness
- Six point appeal scale
- More than 40 attributes + open ends

#### Please Note: Throughout this report...

- Only celebrities with at least 15% awareness are referenced, except in the case of the "Up & Comers" list which includes celebrities with awareness between 6% and 15%.
- Lists include the Top 20 celebrities per category.
- Category averages are comprised of the most recent fielding for all celebrities in a specific category fielded within the past 3 years.
- Data fielded in the 2011 calendar year is included; some comparisons to prior year.
- Deceased celebrities are not included in rankings, except where specifically noted.
- Names appear in red for celebrities that are pictured.



Market Research

## **Celebrities with the Highest E-Score: By Category**

The **E-Score** sets a new standard for measuring the relative marketability of each celebrity in the E-Score Celebrity database. The E-Score calculation is based on findings from 10 years of celebrity data collection and ranks all celebrities from 1 to 100 based on a formula combining appeal and awareness measures.

In MediaSYNC, the celebrity's individual view includes their color-coded E-Score. Green is "positive," yellow is "neutral," and red is a "negative" E-Score. The top 20% of celebrities are green, 30% or lower are red, and those in the middle are yellow.

Rank	Name	E-Score
TO THE		
Average 1	or Athletes	39
1	Michael Jordan	99
2	Earvin "Magic" Johnson	97
3	Shaquille O'Neal	97
4	George Foreman	97
5	Kristi Yamaguchi	97
6	Muhammad Ali	95
7	Terry Bradshaw	95
8	Larry Bird	95
9	Arnold Palmer	95
10	Joe Montana	93
11	Tony Hawk	93
12	Wayne Gretzky	92
13	Howie Long	92
14	Kareem Abdul-Jabbar	92
15	Peyton Manning	92
16	Dan Marino	92
17	Yogi Berra	92
18	Dorothy Hamill	92
19	John Madden	91
20	Mike Ditka	91

Rank	Name	E-Score
Average i	70	
1	Bill Cosby	100
2	Robin Williams	100
3	Betty White	100
4	Tim Allen	100
5	Jim Carrey	99
6	Eddie Murphy	99
7	Steve Martin	99
8	Bill Murray	99
9	Ray Romano	99
10	Adam Sandler	98
11	Jim Belushi	98
12	Chevy Chase	98
13	Carol Burnett	98
14	Bette Midler	98
15	Damon Wayans	97
16	Chris Rock	97
17	Will Ferrell	97
18	Drew Carey	97
19	Mike Myers	97
20	Wayne Brady	97

Rank	Name	E-Score
Average	for Daytime TV Hosts	67
1	Queen Latifah	98
2	Wayne Brady	97
3	Al Roker	96
4	Ellen DeGeneres	96
5	Rachael Ray	95
6	Kelly Ripa	94
7	Anderson Cooper	92
8	Sharon Osbourne	92
9	Matt Lauer	91
10	Oprah Winfrey	91
11	Dr. Mehmet Oz	87
12	Katie Couric	87
13	Lisa Ling	87
14	Tyra Banks	86
15	Giada De Laurentiis	85
16	Montel Williams	85
17	Leeza Gibbons	82
18	Nate Berkus	75
19	Ricki Lake	75
20	Maury Povich	72

## Most Appealing Celebrities of 2011



### **Most Appealing Celebrities of 2011**

#### Among total respondents ages 13+

Rank	Name	E-Score	% Total Awareness	% "Like A Lot"
Average for all Celebrities		<u>52</u>	<u>18</u>	<u>19</u>
1	Betty White	100	77	53
2	Sandra Bullock	100	75	48
3	Michael J. Fox	100	73	48
4	Tom Hanks	100	83	46
5	Robin Williams	100	79	46
6	Morgan Freeman	100	80	45
7	Clint Eastwood	100	80	45
8	Carol Burnett	98	52	45
9	Pauley Perrette	87	29	44
10	Cote de Pablo	84	19	44
11	Jeff Dunham	77	19	44
12	Bill Cosby	100	83	42
13	Johnny Depp	99	76	42
14	Denzel Washington	100	76	42
15	Mariska Hargitay	94	38	42
16	Will Smith	100	84	41
17	Sean Connery	97	48	41
18	Steve Martin	99	68	40
19	Rachel McAdams	93	32	40
20	David McCallum	90	28	40

Celebrities with awareness 15% or higher

**Betty White**, the most appealing celebrity for the second straight year, is the star of TV Land's comedy, *Hot in Cleveland*. In 2012, while continuing work on *Cleveland*, White will premiere a new TV show, *Betty White's Off Their Rockers*. The accomplished actress, who has worked in show business for six decades, is most often described as "funny," "talented," "experienced," and as having "good energy."







**Sandra Bullock** and **Tom Hanks**, our number two and four spot winners, teamed up for the first time ever in the critically-acclaimed 2011 drama, *Extremely Loud and Incredibly Close*, which received an Oscar Nomination for Best Picture.

**Michael J. Fox** continues to be highly regarded, moving up two spots from last year to #3. His unwavering popularity has landed him a reoccurring guest-appearance role on *The Good Wife*.



Market Research





Morgan Freeman and Denzel Washington have shown the most consistent likeability among their star-studded peers. They are the only two celebrities on the top 20 list with total appeal scores of 97% or more across all fielding dates. These celebrities have each been tested more than 7 times since 2003. In 2012, Morgan Freeman will return as Lucius Fox in The Dark Knight Rises, and Denzel Washington has hit the box office in the recently released drama Safe House and will be seen in the upcoming film Flight.

New names to this year's top 20 most appealing list include **Carol Burnett, Jeff Dunham, Sean Connery** and **Steve Martin.** 

## Least Appealing Celebrities of 2011



## **Least Appealing Celebrities of 2011**

#### Among total respondents ages 13+

Rank	Name	E-Score	% Aware	% Dislike A Lot /Dislike
Average	e for All Celebrities	<u>55</u>	<u>20</u>	<u>5</u>
1	Casey Anthony	5	53	83
2	Spencer Pratt	1	17	74
3	O.J. Simpson	2	78	69
4	Nadya "Octomom" Suleman	1	40	65
5	Conrad Murray	1	39	58
6	Dina Lohan	1	15	57
7	Jon Gosselin	1	33	51
8	Levi Johnston	1	21	50
9	Rush Limbaugh	35	45	47
10	Heidi Montag	1	25	47
11	Monica Lewinsky	1	45	46
12	Kim Kardashian	15	66	45
13	Rev. Al Sharpton	2	53	45
14	Marilyn Manson	2	46	45
15	Nicole "Snooki" Polizzi	23	47	44
16	Jesse James	2	38	44
17	Lindsay Lohan	4	61	43
18	Michele Bachmann	45	31	43
19	Kate Gosselin	2	42	42
20	Paris Hilton	14	77	41

Celebrities with awareness 15% or higher

Casey Anthony tops this year's list of least appealing personalities. In 2011, Anthony made headlines as she was found not guilty of the murder of her 2-year-old daughter.





Another newcomer to the top of the list, **Conrad Murray**, was also involved in a high profile court case. This year, Murray, Michael Jackson's personal physician, was convicted of involuntary manslaughter in the superstar's death.







Several of the people on the 2011 least appealing list were also featured on the list last year, including **Spencer Pratt** and wife **Heidi Montag**, **Nadya "Octomom" Suleman**, and **Lindsay Lohan**.

Notably, Lindsay Lohan's mother, **Dina Lohan**, not only joins her daughter on this list this year, but surpasses her to come in at #6. Many respondents blame Dina for Lindsay's problems, calling her a "bad influence" and an "awful mother" in open ends.

**Kim Kardashian** garnered negative press in 2011 when she divorced husband Kris Humphries 72 days after their televised wedding. After the break-up, Kardashian's appeal declined. However, Kim's reality show *Kourtney & Kim Take New York* recently garnered record ratings, suggesting this decline in appeal may be temporary.





# Celebrities with Biggest Gains and Declines in Appeal





## **Celebrities with Biggest Gains in Appeal**

#### Among total respondents 13+

Rank	Name	E-Score	% Aware	% "Like A Lot"	Point Increase in Likeability Within Past Year
1	Aziz Ansari	77	16	28	16
2	Scott Caan	85	21	23	15
3	Kaley Cuoco	83	21	39	14
4	Aaron Rodgers	81	20	29	14
5	Nicole Sullivan	79	16	27	13
6	Melissa McCarthy	80	15	39	13
7	David McCallum	90	28	43	12
8	Laura Linney	83	17	27	12
9	Poppy Montgomery	82	16	32	11
10	Andy Samberg	85	23	36	10
11	Robin Tunney	81	16	23	10
12	Steve Jobs*	99	73	30	9
13	Daniel Radcliffe	96	54	26	9
14	Jim Parsons	84	25	38	9
15	Donnie Wahlberg	85	23	24	9
16	Zoe Saldana	84	20	26	9
17	Blake Griffin	74	17	20	9
18	Leonardo DiCaprio	100	85	32	8
19	Emma Watson	96	42	38	8
20	Julianna Margulies	93	35	30	8

\*Deceased

Celebrities with awareness 15% or higher

Aziz Ansari, actor, writer, and stand-up comedian, saw a 16 point jump in appeal in 2011. Ansari began his career in stand-up comedy which eventually led to his current and most notable role as Tom Haverford on *Parks & Recreation*. Not surprisingly, his top attributes are "funny," "kooky/wacky," and "talented."



Actor, comedian, writer, and rapper **Andy Samberg** saw a 10 point increase in appeal in 2011. Samberg stars in the Emmy Award winning *SNL Digital Shorts*, a series of comedic short films and music videos.

NBA star power forward **Blake Griffin** of the Los Angeles Clippers comes in at #17. Griffin was the number one overall pick in the 2009 NBA draft but didn't begin playing until the 2010-2011 season due to a season-ending knee injury sustained in the pre-season. He was well worth the wait, though, as he won Rookie of the Year, made the All-Star Team, and even won the 2011 NBA Slam Dunk Contest.

Two of the actors from the *Harry Potter* films, the final installment of which was released in 2011, made the list this year: **Daniel Radcliffe** and **Emma Watson**. Radcliffe also starred in the Broadway musical *How to Succeed in Business Without Really Trying*.















## **Celebrities with Biggest Declines in Appeal**

#### **Among total respondents 13+**

Rank	Name	E-Score	% Aware	% "Like A Lot"	Point Decrease in Likeability Within Past Year
1	Tyler Perry	77	30	20	-14
2	Shaun White	90	38	13	-14
3	Nicolas Cage	98	78	21	-11
4	Paula Deen	94	52	27	-11
5	Michele Bachmann	46	31	12	-11
6	Mark Sanchez	48	16	9	-11
7	Robin Thicke	69	15	14	-11
8	Selena Gomez	88	45	13	-9
9	Steve Nash	83	17	19	-9
10	Jim Belushi	98	65	20	-9
11	Nate Berkus	75	19	23	-8
12	Will Arnett	85	24	20	-8
13	Stacy "Fergie" Ferguson	89	46	13	-8
14	Ricky Gervais	75	28	20	-8
15	Tracy Morgan	78	41	13	-8
16	Will Smith	100	84	41	-8
17	Seth Rogen	93	43	20	-8
18	Vince Vaughn	95	54	18	-8
19	Kourtney Kardashian	11	38	6	-7
20	Joel McHale	76	23	25	-7



In 2011, Tyler Perry experienced the largest decline in likability. While acting, writing, and directing the latest in the Madea franchise, Madea's Big Happy Family, Perry received some criticism about perpetuating stereotypes and was spoofed on South Park.

Congresswoman Michele Bachmann caused waves in 2011 during her campaign for the Republican presidential nomination. Throughout her campaign, which she has since suspended, Bachmann made several inflammatory and incorrect statements which may have led to the decline in her E-Score.



Selena Gomez saw her appeal decrease by 9 points in 2011, the year she began dating Justin Bieber, which may play a role in the decline. Bieber has low appeal, with only 5% of respondents saying they like him "a lot." Almost half of all respondents see him as "over-exposed."



Tracy Morgan upset many in 2011 when a video of him surfaced performing an anti-gay comedy routine. Many open-end remarks by respondents refer to Morgan as "homophobic" and "anti-gay."



After his hit show According to Jim ended in 2009, Jim Belushi tried to make a television comeback with the show The Defenders in 2010. The show was cancelled in 2011 after just one season.



Celebrities with awareness 15% or higher



# Celebrities with the Largest Differences in Name and Image Awareness



### **Celebrities with the Largest Differences in Name and Image Awareness**

**Among total respondents 13+** 

	Among total respondents 10:							
Rank	Name	E-Score	% Total Aware		% Aware of Image	% Point Difference in Name/Image Awareness	More Recognized by Image or Name	
1	Calvin Klein	83	34	65	3	62	Name	
2	Billy Ray Cyrus	63	47	72	22	50	Name	
3	Monica Lewinsky	1	45	69	21	48	Name	
4	Dale Earnhardt Jr.	90	40	64	17	47	Name	
5	Sean Connery	97	48	71	25	47	Name	
6	Wayne Knight	77	31	9	55	46	Image	
7	Mel Brooks	90	35	58	13	45	Name	
8	Gloria Estefan	92	34	56	12	44	Name	
9	Dorothy Hamill	92	27	53	11	43	Name	
10	Roseanne Barr	54	44	65	22	42	Name	
11	Serena Williams	82	41	63	22	41	Name	
12	Willie Mays	89	26	50	9	41	Name	
13	Lance Armstrong	81	51	78	37	41	Name	
14	Giorgio Armani	73	22	43	2	41	Name	
15	Ed O'Neill	97	47	28	68	40	Image	
16	Buzz Aldrin	90	30	49	10	40	Name	
17	Stevie Nicks	90	30	49	10	39	Name	
18	Jared Fogle Yvette Nicole	65	22	11	50	39	Image	
19	Brown	88	25	6	45	39	Image	
20	Lady GaGa	83	64	82	44	38	Name	

There are some celebrities whose names are much more widely recognized than their image, as well as a smaller number of celebrities who are known by image but not name.



Fashion designer Calvin Klein is the celebrity with the largest difference in name and image recognition with 65% of respondents aware of his name, but only 3% aware of his image. This is likely because Klein's clothing line, apparel stores, and fragrances—which generated \$6.7B in global revenue in 2010—all carry Klein's name.



Three out of the four celebrities recognized more by their image than name are all well-known for their roles in situational comedies. Wayne Knight acted in Seinfeld, Ed O'Neill stars on the award-winning Modern Family, and Yvette Nicole Brown graces the screen in Community.





Market Research

Some of the celebrities whose names are more recognized than their images are musicians who were very successful in the 1960s, 70s, and 80s, including **Stevie Nicks, Billy Ray Cyrus**, and **Gloria Estefan**. While their songs are still popular, their images are not featured as frequently in media outlets as they once were, likely accounting for the large difference in name and face recognition.

Celebrities with total awareness 15% or higher



## Celebrity Up & Comers



### **2011 Up & Comers – Largest Increase in Awareness**

#### Among total respondents 13+

				total resp		
Rank	Name	E-Score	% Aware	% Point Increase in Awareness This Year	% "Like A Lot"	Profession
Aver	age for All Celebrities	<u>53</u>	<u>10</u>	<u>2*</u>	<u>18</u>	
1	Miranda Kerr	68	12	+ 9	19	Model; Married to Orlando Bloom
2	John Michael Higgins	72	12	+ 8	18	Actor- Happily Divorced, We Bought a Zoo
3	Jennette McCurdy	66	11	+ 7	35	Actress-iCarly
4	J.J. Abrams	76	13	+ 7	29	Producer- Person of Interest, Super 8, Mission Impossible, Alcatraz
5	Cory Monteith	70	13	+ 7	28	Actor- Glee
6	Bridgit Mendler	59	10	+ 7	25	Actress- Lemonade Mouth, Wizards of Waverly Place
7	Corey "Big Hoss" Harrison	62	14	+ 7	17	Reality TV Star- Pawn Stars
8	Derrick Rose	76	12	+ 6	34	Basketball Player- Chicago Bulls
9	Chris Colfer	66	14	+ 6	30	Actor- Glee
10	Hope Solo	68	9	+ 6	29	Athlete/Reality TV Star- 2011 FIFA Women's World Cup; Dancing with the Stars
11	Kat Dennings	76	14	+ 6	22	Actress- 2 Broke Girls
12	Scott Pelley	60	13	+ 6	18	TV News Anchor- CBS Evening News With Scott Pelley
13	Dianna Agron	71	10	+ 5	32	Actress- Glee, I Am Number Four
14	Shailene Woodley	42	7	+ 5	25	Actress- The Descendents
15	Jon Hamm	77	13	+ 5	23	Actor- Mad Men, Bridesmaids
16	Rashida Jones	79	14	+ 5	21	Actress- Parks and Recreation
17	Minka Kelly	79	14	+ 5	20	Actress- Charlie's Angels, Parenthood
18	Kirk Herbstreit	59	11	+ 5	20	Sports Journalist- ESPN
19	Amber Heard	50	9	+ 5	17	Actress- Playboy Club, Rum Diary
20	Kendall Jenner	50	14	+ 5	14	Reality TV Star- Keeping Up with the Kardashians

<sup>\*</sup>Average absolute change in awareness for celebrities with awareness between 6% and 15%

Celebrities with awareness between 6% and 15%

Topping this year's Up & Comer list is Miranda Kerr. Kerr is an Australian supermodel best known for being one of Victoria's Secret's Angels.



Three of Glee's cast members made the Up & Comer list, including Cory Monteith, Chris Colfer, and Dianna Agron. In 2011, Monteith won a Teen Choice Award for Choice TV Actor: Comedy. His top attributes are "talented" and "handsome."

After helping the US team win second place in the 2011 FIFA Women's World Cup, soccer player Hope Solo competed as contestant on Dancing with the Stars.





Kat Dennings is the sassy star of CBS's new comedy 2 Broke Girls. Three of her top five attributes are "attractive," "funny," and "talented."

Shailene Woodley gained critical acclaim 2011 for her performance in The Descendents alongside George Clooney. This role earned her a Golden Globe nomination.







## **Up & Comers 2010 – Where Are They Now?**

## 2010 List Among total respondents 13+

Rank	Name
1	Alexander Skarsgard
2	Jackie Evancho
3	Kirsten Vangsness
4	Michael W. Smith
5	Eric Stonestreet
6	Ryan Kwanten
7	Sally Pressman
8	Idris Elba
9	Michael Weatherly
10	Nick Swardson
11	Kristen Wiig
12	Sean Murray
13	Hunter Parrish
14	Dr. G (Jan Garavaglia)
15	Ben Bailey
16	Matthew Gubler
17	Lucy Hale
18	Chris Tomlin
19	Amanda Righetti
20	Anika Noni Rose
21	Brooke Elliott
22	Melissa McCarthy

Celebrities with low awareness (between 6% and 15%) and high appeal

Several of the celebrities from our 2010 Up & Comers list, which identified celebrities with low awareness and high appeal, have seen their careers take off in 2011.

In 2011, **Alexander Skarsgard**, who topped E-Polls' up-and-coming list in 2010, not only continued to play a sexy vampire on HBO's hit show *True Blood*, but also made the leap to the big screen. This past year, Skarsgard starred in the major motion pictures *Melancholia* and *Straw Dogs*. Skarsgard is set to garner more box office success in 2012 as the star of the soon-to-be-released action flick *Battlefield*.





**Eric Stonestreet** continued to make audiences laugh in 2011 on ABC's hit show, *Modern Family*. He has been nominated for several awards this year for this role, including the Golden Globe for the Best Performance by an Actor in a Supporting Role and the Screen Actors Guild Award for Outstanding Performance by a Male Actor in a Comedy Series.

2011 was a good year for **Kristen Wiig**, #11 on our Up & Comers list from last year. She co-wrote and starred in the box office smash hit *Bridesmaids*. The movie won the Critics Choice Award for Best Comedy Movie, and Kristen received a Golden Globe nomination for her role.



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Bridesmaids is also on the 2011 highlight reel for another 2010 upand-comer, Melissa McCarthy. McCarthy's hilarious role in the surprise hit earned several nominations, including a nomination for the Screen Actors Guild Award for Outstanding Performance by a Female Actor in a Supporting Role. McCarthy also continued to grace the small screen in 2011 in her Emmy-winning role on CBS's Mike & Molly.

# Most Appealing TV Personalities Among 18 to 49 Year Olds



## **Most Appealing Male TV Personalities Among 18 to 49 Year Olds**

#### Among respondents 18 to 49

		~	%	
Rank	Name	% Aware	"Like	TV Show
				I V SHOW
Average for all TV Actors		<u>31</u>	<u>19</u>	
1	David McCallum	16	42	NCIS
2	Jim Parsons	25	40	The Big Bang Theory
3	Bruce Campbell	19	40	Burn Notice
4	Jason Segel	32	37	How I Met Your Mother
5	Michael C. Hall	20	37	Dexter
6	Ty Burrell	15	36	Modern Family
7	Andy Samberg	29	35	Saturday Night Live
8	Stephen Colbert	41	34	The Colbert Report
9	Jon Stewart	53	33	The Daily Show
10	Daniel Tosh	20	32	Tosh.0
11	Timothy Olyphant	15	32	Justified
12	Neil Patrick Harris	64	31	How I Met Your Mother
13	Wayne Brady	53	31	Let's Make a Deal
14	John Krasinski	26	31	The Office
15	Lewis Black	23	31	The Daily Show
16	Simon Baker	22	31	The Mentalist
17	Cory Monteith	15	31	Glee
18	Hugh Laurie	52	30	Dr. House
19	Mark Harmon	54	29	NCIS
20	Steve Buscemi	45	29	Boardwalk Empire

Includes celebrities with awareness 15% or higher that are currently on TV shows



**David McCallum**, who plays Dr. "Ducky" Mallard on CBS's hit show *NCIS*, ranks as the #1 most appealing male TV personality among 18 to 49 year olds. His modest awareness and high appeal indicates a loyal following. McCallum is joined on the list by fellow *NCIS* cast mate, **Mark Harmon**, who ranks in at #19.

Three of the top 20 most appealing male TV personalities appear on Emmy-winning satirical late night television shows. Stephen Colbert hosts The Colbert Report and Jon Stewart hosts The Daily Show. Also on the list is Lewis Black, a commentator on The Daily Show.















Several of the sitcom stars who appeared on last year's list are again among the top 20 most appealing, including Emmy Winner Jim Parsons, Jason Segel, and Neil Patrick Harris. This year, a pair of new sitcom stars have also made it on the list: Ty Burrell and John Krasinski. In 2011, Burrell won an Emmy for his role on *Modern Family*.

#17 on the list, Cory Monteith, is also featured on E-Poll's Up & Comers list.



## **Most Appealing Female TV Personalities Among 18 to 49 Year Olds**

#### Among respondents 18 to 49

Rank	Name	% Aware	% "Like a Lot"	Current/Most Recent Show	
Average for All Actresses		<u>29</u>	<u>19</u>		
1	Betty White	72	47	Hot in Cleveland	
2	Melissa McCarthy	17	42	Mike & Molly	
3	Mariska Hargitay	36	40	Law & Order: SVU	
4	Pauley Perrette	26	37	NCIS	
5	Tina Fey	60	36	30 Rock	
6	Alyson Hannigan	24	36	How I Met Your Mother	
7	Kaley Cuoco	20	36	The Big Bang Theory	
8	Jenna Fischer	20	35	The Office	
9	Cote de Pablo	15	33	NCIS	
10	Sally Field	63	32	Brothers and Sisters	
11	Julie Bowen	20	32	Modern Family	
12	Regina King	19	31	Southland	
13	Amy Poehler	37	29	Parks and Recreation	
14	Ellen DeGeneres	73	28	Ellen: The Ellen DeGeneres Show	
15	Kathy Bates	36	28	Harry's Law	
16	Kristin Chenoweth	23	27	G.C.B.	
17	Christina Applegate	59	26	Up All Night	
18	Niecy Nash	23	26	Clean House	
19	Kristen Bell	23	26	House of Lies, Gossip Girl	
20	Conchata Ferrell	21	26	Two and a Half Men	

Includes celebrities with awareness 15% or higher that are currently on TV shows

Betty White lands the #1 spot for the second year in a row. In 2011, she took home the Screen Actors Guild award for her role on Hot in Cleveland. Mike & Molly star Melissa McCarthy debuted on the list in the #2 spot, pushing down Mariska Hargitay and Pauley Perrette. who have both been in the Top 5 for the past several years.











As with the list of most appealing male TV personalities, sitcom stars dominate the female ranking. There are several familiar comedic faces on the list: Tina Fey, Alyson Hannigan, Kaley Cuoco, Jenna Fischer, Christina Applegate, and 2011 Emmy winner Julie Bowen were all featured on the ranking last year. Sitcom stars new to the list this year include Amy Poehler and Conchata Ferrell.



In 2011, Ellen DeGeneres won several awards, including an Emmy and a Teen Choice award for her talk show. She also recently debuted new advertisements for J.C. Penney.



Kristen Bell, who was on the list last year as well, is the narrator for Gossip Girl and stars in the newly premiered Showtime series, House of Lies.



Most Appealing TV
Personalities Among
Baby Boomers
(Born 1946 to 1964)



## **Most Appealing TV Personalities Among Baby Boomers**

#### Among Baby Boomers, Age 46 to 64

		%	% "Like	
Rank	Name	Aware	A Lof"	Current/Most Recent TV Show
Average for all Celebrities		<u>40</u>	<u>20</u>	-
1	Betty White	91	57	Hot in Cleveland
2	Cote de Pablo	30	57	NCIS
3	Pauley Perrette	42	48	NCIS
4	Mariska Hargitay	43	46	Law & Order: SVU
5	Sally Field	90	45	Brothers & Sisters
6	Kathy Bates	51	42	Harry's Law
7	Christopher Meloni	34	41	Law & Order: SVU
8	Jim Parsons	28	41	The Big Bang Theory
9	Poppy Montgomery	23	41	Unforgettable
10	Matthew Gubler	20	41	Criminal Minds
11	Mark Harmon	74	40	NCIS
12	Gary Sinise	67	40	CSI: NY
13	Michael Weatherly	18	39	NCIS
14	Sean Murray	15	39	NCIS
15	David McCallum	46	38	NCIS
16	Tom Selleck	92	37	Blue Bloods
17	Alex O'Loughlin	18	37	Hawaii Five-0
18	Valerie Bertinelli	79	35	Hot in Cleveland
19	Conchata Ferrell	37	35	Two and a Half Men
20	Billy Gardell	21	35	Mike & Molly

Includes celebrities with awareness 15% or higher





**Betty White**, the most appealing TV star among 18-49 year olds, is ranked #1 among Baby Boomers as well. Also on the list is her *Hot in Cleveland* co-star, **Valerie Bertinelli** 

While Betty White was the only sitcom star on the 2010 most appealing list, several other sitcom stars made the 2011 list including **Jim Parsons**, **Conchata Ferrell**, and **Billy Gardell**.





Baby Boomers continued to enjoy procedural dramas in 2011. As in 2010, actors from this genre of show dominate the list. As usual, *NCIS* has a strong showing with 6 names on the list. **David McCallum**, who was the top ranked male TV actor among 18-49 year olds, made the Baby Boomer list for the first time this year. **Kathy Bates** came in at #6 after debuting her new show, *Harry's Law*, in 2011. Another newcomer to the list, **Alex O'Loughlin**, stars on *Hawaii Five-0*, a remake of a show that was very popular when Baby Boomers were young.











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Other crime drama stars include **Gary Sinese**, **Poppy Montgomery** and carry-overs from last year's list **Mariska Hargitay**, **Tom Selleck**, and **Matthew Gubler**.



## Top Potential for Spokespersons



## **Top Potential For Spokespersons**

#### Among total respondents 13+

Rank	Name	% Aware	% "Like A Lot"	Spokesperson Index*			
Average for All Celebrities		<u>17</u>	<u>17</u>	<u>100</u>			
1	Betty White	77	53	495			
2	Tom Hanks	83	46	465			
3	Robin Williams	79	46	440			
4	Sandra Bullock	75	48	437			
5	Michael J. Fox	73	48	432			
6	Will Smith	84	41	419			
7	Johnny Depp	76	42	387			
8	Jennifer Aniston	82	37	370			
9	Harrison Ford	77	39	364			
10	Leonardo DiCaprio	85	32	331			
11	Steve Martin	68	40	329			
12	Robert De Niro	71	38	328			
13	Jim Carrey	82	33	326			
14	Sally Field	67	39	321			
15	Adam Sandler	80	33	318			
16	Dustin Hoffman	71	36	311			
1 <i>7</i>	Julia Roberts	75	34	311			
18	George Clooney	82	30	300			
19	Jackie Chan	70	35	297			
20	Carol Burnett	52	45	289			

\*The Spokesperson Index is a composite of awareness, appeal ("like a lot") and attributes: trustworthy, sincere, trendsetter, & influential

Celebrities with awareness 15% or higher

The spokesperson index is a composite of awareness, appeal, and attributes that reflect a celebrity's perceived credibility and authority including, "trustworthy," "sincere," "trendsetter," and "influential."

Betty White, #1 on the most appealing celebrities of 2011 list, also tops the potential spokesperson list. Currently, White serves as the spokesperson for the AARP.

Among those featured on this year's list, Michael J. Fox stands out for his particularly high ratings on the attributes "sincere" (45%) and "influential" (44%) compared to the other celebrities on the list. Fox, who suffers from Parkinson's disease, has made his experience with the illness very public in the hopes of inspiring research that will lead to a cure. In open ends, respondents describe him as "inspirational" and "courageous."











The majority of celebrities on the list are Hollywood heavyweights, such as Tom Hanks, Leonardo DiCaprio, and Julia Roberts. Not surprisingly, 12 of the 20 have E-Scores of 100. The lowest E-Score represented is 98, which is the score held by both Adam Sandler and Carol Burnett.

Another A-lister, **Johnny Depp**, rates high on the "trend-setter" (17%) attribute compared to his peers. Jennifer Aniston finds herself in a similar position; she ranks moderately on all dimensions except "trend-setter." In fact, she has the highest "trend-setter" score on the list (22%). This suggests that Depp and Aniston may be better suited to sponsor trendy or new products rather than more serious products, like pharmaceuticals.



## Top-Rated Athlete Spokespersons



### **Top-Rated Athlete Spokespersons**

#### Among total respondents 13+

Rank	Name	% Aware	% Like A Lot	Athlete Spokesperson Index*		
Average for all Celebrities		<u>10</u>	<u>16</u>	<u>100</u>		
1	Michael Jordan	71	28	372		
2	Muhammad Ali	61	21	242		
3	Shaquille O'Neal	70	17	227		
4	Earvin "Magic" Johnson	60	18	211		
5	Peyton Manning	46	22	197		
6	Terry Bradshaw	56	17	181		
7	Larry Bird	43	21	176		
8	George Foreman	62	14	166		
9	Kristi Yamaguchi	41	20	162		
10	Tim Tebow	35	22	158		
11	Jerry Rice	30	26	157		
12	Arnold Palmer	36	21	154		
13	Apolo Anton Ohno	34	23	154		
14	Yogi Berra	31	25	152		
15	Kurt Warner	25	29	151		
16	Wayne Gretzky	37	19	143		
17	Joe Montana	39	18	141		
18	Drew Brees	26	26	138		
19	Cal Ripken Jr.	29	23	137		
20	Dirk Nowitzki	25	27	137		

\*The **Athlete Spokesperson Index** is a composite of awareness, appeal ("like a lot") and attributes: trustworthy, influential, sincere, and talented. All celebrities listed have below average dislikes.

Celebrities with awareness 15% or higher

The Athlete Spokesperson Index is a composite of awareness, appeal, and attributes that reflect a celebrity's perceived credibility and expertise including, "influential," "sincere," "trustworthy," and "talented."

The legendary Michael Jordan is unparalleled in popularity and stature among fans. Though not necessarily considered as "sincere" or "trustworthy" as other athletes, a 71% awareness rate, 28% "Like a Lot" rate, and 38% "influential" rate make Jordan the toprated Athlete Spokesperson for 2011.





Of this list, only **Jerry Rice** is considered to be more "talented" than Michael Jordan. **Kurt Warner** is seen as the most "sincere" and "trustworthy" athlete.



The majority of the athletes on the list are either football or basketball stars. One person in particular who has been making quite a few headlines this year is Denver Broncos quarterback, Tim Tebow. Currently, he ranks second only to Kurt Warner in sincerity and trustworthiness.



## Fashion-Forward Celebrities



### **Fashion-Forward Celebrities**

#### Among total respondents 13+

Rank	Name	E-Score	% Aware	% "Like A Lot"	Fashion- Forward Index*
	ge for All Celebrities	<u>52</u>	<u>18</u>	<u>19</u>	<u>41</u>
1	Kate Middleton	93	37	59	128
2	Stacy London	74	20	55	126
3	Gwen Stefani	97	54	63	123
4	Jennifer Aniston	100	82	72	121
5	Heidi Klum	92	41	52	117
6	Jennifer Lopez	94	63	52	115
7	Beyonce	93	61	48	114
8	Blake Lively	81	20	60	113
9	Pippa Middleton	80	27	43	111
10	Victoria Beckham	73	38	23	110
11	Halle Berry	99	70	62	108
12	Charlize Theron	98	50	70	106
13	Catherine Zeta-Jones	99	61	65	105
14	Elle MacPherson	85	24	44	105
15	Eva Longoria	94	48	51	105
16	Reese Witherspoon	99	67	76	105
17	Tyra Banks	86	66	40	105
18	Gisele Bundchen	71	20	45	104
19	Jessica Alba	97	52	62	104
20	Scarlett Johansson	96	49	62	104

<sup>\*</sup> The Fashion-Forward Score is calculated by summing the "stylish," "trend-setting," and "attractive" attribute scores.

Celebrities with awareness 15% or higher

The Fashion-Forward score identifies celebrities who are considered "attractive," "stylish," and "trend-setting." They are often featured and talked about in entertainment news magazines, TV shows, and websites.



Two of the most talked about women in entertainment media in 2011 were **Kate** and **Pippa Middleton**. Kate Middleton, this year's #1 Fashion-Forward Celebrity, married England's Prince William to become the Duchess of Cambridge. Kate and William married in April 2011 in a televised ceremony that garnered 300 million viewers worldwide.



While it was Kate who became a princess, it was her sister, Pippa, who was the scene stealer of the royal wedding. The form flattering dress Pippa wore to the wedding made her the talk of the town. Her top attributes are "attractive" and "beautiful."

The #2 Fashion-Forward celebrity on our list is fashion expert **Stacy London**. In 2011, she continued to host her popular show *What Not to Wear*.



Jennifer Lopez, who comes in at #6 on the list, joined the cast of *American Idol* as a judge and released a new album, *Love?*. Lopez was also chosen to be the spokesperson for Fiat's reintroduction into the U.S. market.

The 2011 Fashion-Forward list included a number of models that have found mainstream success, including Heidi Klum, Elle MacPherson, Tyra Banks, and Gisele Bundchen.









## Most Appealing Celebrities Among Hispanics



## **Most Appealing Celebrities Among Hispanics**

#### Among Hispanics age 13+

Rank	Name	% Aware	% "Like A Lot"
1	Sandra Bullock	69	57
2	Charlize Theron	53	54
3	Johnny Depp	70	51
4	Robert De Niro	66	49
5	Cameron Diaz	68	48
6	Tom Hanks	68	48
7	George Lopez	74	47
8	Ryan Reynolds	56	47
9	Jennifer Garner	56	47
10	Will Smith	74	46
11	Jim Carrey	85	45
12	Robin Williams	70	44
13	Betty White	66	44
14	Harrison Ford	61	44
15	Jennifer Aniston	81	42
16	Robert Downey Jr.	53	42
17	Adam Sandler	72	41
18	Jessica Alba	69	41
19	Jackie Chan	73	39
20	Leonardo DiCaprio	82	37

Base size of at least 50 for appeal question

**Sandra Bullock**, who ranks #2 on the most appealing celebrity list for total respondents, takes the top spot among Hispanics.



Bullock is followed closely by **Charlize Theron**, who is particularly appealing to Hispanics. 54% of Hispanic respondents say they like her "a lot" versus 31% of total respondents. In addition, Hispanics find Theron significantly more "beautiful" and "sexy" than total respondents.



Ryan Reynolds debuts on the Hispanic most appealing list in the #8 spot. Similar to Charlize Theron, Reynolds is more appealing to Hispanics than the general population with 47% of Hispanics liking him "a lot" versus 35% of total respondents. 54% of Hispanics describe Reynolds as "talented," which is 12 percentage points higher than his score on this dimension among all respondents.









Several comedic actors from last year's list made this year's ranking as well, including **George Lopez**, **Adam Sandler**, and **Betty White**. Comedic additions to the list include **Jim Carrey** and **Robin Williams**.

Six of the celebrities on the top appeal list for total respondents are also at the top for Hispanics, including **Sandra Bullock**, **Johnny Depp**, **Tom Hanks**, **Will Smith**, **Robin Williams**, and **Betty White**.



# Most Appealing Celebrities Among African-Americans



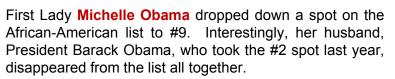
## **Most Appealing Celebrities Among African-Americans**

#### Among African-Americans age 13+

Rank	Name	% Aware	% "Like A Lot"
Average f	Average for all Celebrities		<u>20</u>
1	Will Smith	92	65
2	Martin Lawrence	86	64
3	Stevie Wonder	86	61
4	Regina King	57	60
5	Mariska Hargitay	49	59
6	Steve Martin	69	57
7	Alicia Keys	71	56
8	Samuel L. Jackson	87	55
9	Michelle Obama	91	54
10	Betty White	73	54
11	Halle Berry	71	54
12	Muhammad Ali	80	52
13	Jennifer Hudson	75	52
14	Jim Carrey	83	50
15	Sandra Bullock	70	50
16	Bruce Lee	69	50
17	Taraji P. Henson	64	50
18	Usher	87	49
19	Cedric "The Entertainer" Kyles	77	49
20	Dave Chappelle	74	49

Will Smith, who comes in at #16 on the overall most appealing celebrities list, is the #1 most appealing celebrity among African-Americans. Among African-Americans his top attributes are "talented," "funny," and "intelligent."

Comedian Martin Lawrence comes in at #2 on this year's list. In 2011, Lawrence reprised his hit role in the third installment to the *Big Momma* franchise, *Big Mommas: Like Father, Like Son.* Lawrence is described as "funny" by 70% of total respondents and 80% of African-American respondents.













The 2011 list of appealing celebrities among African-Americans included several stars of hit TV procedural dramas. Regina King, star of Southland, moved up to the #4 spot this year. She is followed by Law and Order: SVU star Mariska Hargitay. Taraji P. Henson, a newcomer to the list, stars in 2011's new crime drama, Person of Interest. Henson, who only has 12% awareness among total respondents, boasts an impressive 64% awareness among African-American respondents.

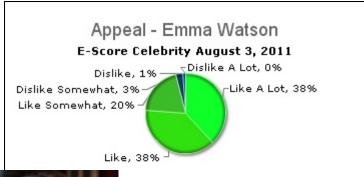
Base size of at least 50 for appeal question

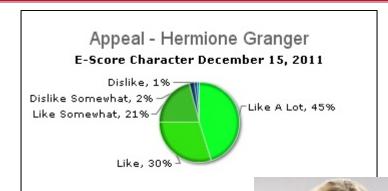


## High Appeal Across E-Score Products



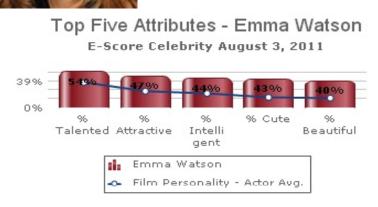
## High Appeal Across E-Score Products: Emma Watson E-Score Celebrity and E-Score Character

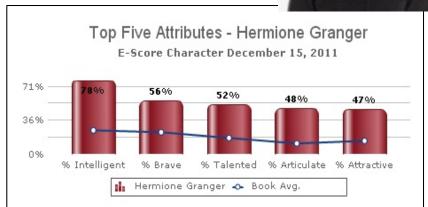






In comparing **Emma Watson** to her *Harry Potter* character, **Hermione Granger**, Granger generates a higher top box "like a lot" rating, likely due in part to the fact that people are more familiar with her as heroine of the Harry Potter movies than with the actress, Emma Watson. Two of the top five attributes, "talented" and "attractive," are used to describe both actress and character, and are very closely rated at 54%/52% and 47%/47%, respectively. The other three attributes more closely reflect the person represented, although "intelligent" is also a top attribute for both Emma and Hermione. Emma Watson was recently tapped as the new **Lancôme** spokeswoman. Look for updated Lancôme results in E-Score Brand.



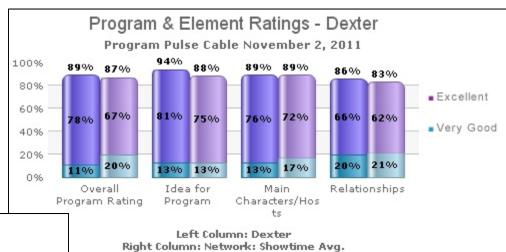


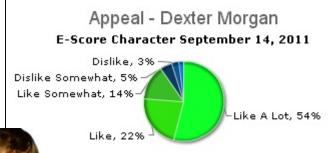
Base size of at least 50 for appeal question



## High Appeal Across E-Score Products: Michael C. Hall E-Score Celebrity, E-Score Character, and Program Pulse - Cable

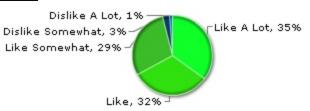
Michael C. Hall has played the character, Dexter Morgan, from October 2006 to present. Appeal scores for Michael C. Hall as a celebrity and his character, Dexter, are both very high. More people strongly like Dexter than Hall, with 54% saying they like Dexter "a lot" versus 35% expressing the same sentiment for Hall. The high appeal for both Dexter and Hall is reflected in the television series' popularity with nearly 9 in 10 viewers rating **Dexter** "excellent" or "very good" in E-Poll's Program Pulse Cable study.





Appeal - Michael C. Hall E-Score Celebrity March 3, 2011

Market Research



Base size of at least 50 for appeal question



## About E-Score Celebrity and E-Poll Market Research



## Some E-Score Celebrity Applications

## E-Score Celebrity can help you to evaluate over 6,500 personalities quickly and easily. Following are some specific ways you can use the E-Score Celebrity database:

#### Evaluate a specific personality for a campaign

- Locate personality in database or field new E-Score report in one week
- Measure celebrities' strengths/weaknesses to determine positioning in a campaign

#### Identify individual to match campaign goals

- Database can match specific campaign requirements (target audience, brand, etc.)
- Review short list to identify best fit with campaign (i.e.: males with high awareness, funny, attractive, & trustworthy)

#### Find new talent

- Search database for 'low aware' and 'high appeal' personalities
- E-Poll submits over 300 new names into database annually

#### Compare personalities to category averages (i.e. host, spokesperson, athlete, etc.)

- Pull reports for each personality
- Compare celebrities to find complementary personalities

#### Track individual over time

- Update individual as needed to reflect changing viewer attitudes/specific events
- Identify positive and/or negative trends

#### Profile those who find a celebrity appealing

Identify which celebrities appeal to a specific demographic group – by age/gender/ethnicity, etc.



### About E-Poll Market Research

E-Poll Market Research provides full service quantitative and qualitative consumer research to media and entertainment companies, agencies and Fortune 1,000 enterprises. E-Poll's proprietary consumer panel enables clients to reach their target audience quickly and cost-effectively. From the broadest national panel to hard-to-reach niches, we provide easy, affordable access to sample groups of all sorts and sizes.

E-Poll's suite of in-depth syndicated products measures awareness, appeal, loyalty, and equity of celebrities, brands, characters, musicians/bands, and television programs:

E-Score® – Celebrity, Character, Character Kids, Character Tots, Brand, Music

Program Pulse – Broadcast TV, Cable TV, Weekday, Late Night, Program Premiere Tracking

FocusPoint™ – Online/Offline Qualitative Services

E-Profiler™ – Product, Category, & Media Consumption Matrix

Nielsen/E-Poll® N-Score – National, Local

Our hands-on, consultative approach combined with our deep industry expertise empowers clients to succeed in today's complex media environment. From our world renowned research products, to our sophisticated custom studies, E-Poll has a solution to meet every research need and budget.



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