

IN SATELLITE RADIO, ALL CELEBRITIES ARE NOT CREATED EQUAL



It seems not all celebrities are created equal nor are all satellite radio services equal in their celebrity appeal either. While both XM and Sirius have signed celebrities in a bid to win listeners, recent research from celebrity appeal research company E-Poll shows dramatic differences in public opinion for each company's celebrity talent. According to recent E-Score celebrity ratings, XM's talent has far more universal appeal, while the talent at Sirius is much more polarizing.

On a six point appeal scale from, "Like a lot" to, "Dislike a lot," Sirius celebrities received strong public response on both ends of the spectrum. Only Lance Armstrong shows universal appeal. Contrast this with XM celebrities who are seen as having positive appeal by least two thirds of respondents.

Among 46 attributes to describe each personality, "mean" and "rude" were words selected far more often to describe the Sirius celebrities. Stern led the way in both attributes. With the exception of Snoop Dogg, almost no respondents selected these attributes to describe the XM celebrities who received minimal responses in these attributes.

XM Satellite Radio

Celebrity	Appeal Scores		Personality Attributes	
	Positive	Negative	"Mean"	"Rude"
<i>Dale Earnhardt Jr.</i>	87%	13%	2%	3%
<i>Bob Dylan</i>	82%	18%	2%	3%
<i>Oprah Winfrey</i>	81%	19%	2%	4%
<i>Ellen DeGeneres</i>	77%	23%	1%	4%
<i>Snoop Dogg</i>	62%	38%	6%	15%

SIRIUS Satellite Radio

Celebrity	Appeal Scores		Personality Attributes	
	Positive	Negative	"Mean"	"Rude"
<i>Howard Stern</i>	37%	63%	31%	65%
<i>Martha Stewart</i>	49%	51%	16%	20%
<i>50 Cent</i>	56%	44%	13%	25%
<i>Eminem</i>	57%	43%	24%	40%
<i>Lance Armstrong</i>	94%	6%	1%	2%