

# BRANDWEEK

## **Out of the Box: Characters: Kid-Tested, Kidult Approved**

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How deep is your Depp devotion? Many fathoms, according to the E-Score Character research by E-Poll Market Research. Jack Sparrow was the top-scoring kids character among adult respondents, with more than three in four (78%) saying they like the Captain some or a lot. Other top dogs included X-Men's Wolverine (75%), Shrek (74%), Snoopy (74%) and the Looney Tunes gang (72%). Sadsack Charlie Brown ranked eighth (67%), four slots below his more-popular canine mascot.

Note that not all kids characters were included in the adult poll. Feedback on popular characters that are considered only palatable to wee ones, such as Barney, was not sought from the age 18-49 crowd.