



E-Score Year-End Report 2018

Selected Highlights

These topics are in the full report. For access, contact celebrity@epoll.com

Celebrity Highlights

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For full access to all report data and rankings, please contact celebrity@epoll.com

Most Appealing Celebrities of 2018

Rank	Name	E-Score	% Total Awareness	% Like A Lot
<i>Average for all Celebrities</i>		<u>60</u>	<u>17</u>	<u>20</u>
5	Gal Gadot	92	25	43
9	Ryan Reynolds	99	54	42
10	Chris Hemsworth	99	46	42
17	Chadwick Boseman	90	17	41



Superhero movies still dominate the box office and the top 20 list of most appealing celebrities features four of the bigger franchise leading stars: #5 Gal Gadot (Wonder Woman), #9 Ryan Reynolds (Deadpool), #10 Chris Hemsworth (Thor), and #17 Chadwick Boseman (Black Panther).



Who's Next: Celebrity Up & Comers

Rank	Name	E-Score	% Total Awareness	% Like A Lot	Profession
<i>Average for all Celebrities</i>		<u>60</u>	<u>17</u>	<u>20</u>	
15	Henry Golding	68	7	34	Actor - Crazy Rich Asians

The "Up & Comers" list includes celebrities that have lower than average awareness, but strong appeal among those aware of them, suggesting that as their fan base grows in the future, so will their E-Score.



Henry Golding burst onto the scene in 2018 as the charming lead of the hit film *Crazy Rich Asians*. He's joined on list by his co-star in the film, Constance Wu. He then became the first Asian named as one of GQ magazine's men of the year. He'll join Matthew McConaughey and Colin Farrell in Guy Ritchie's next film, *Toff Guys*.

Rising Fashion & Style Influencers

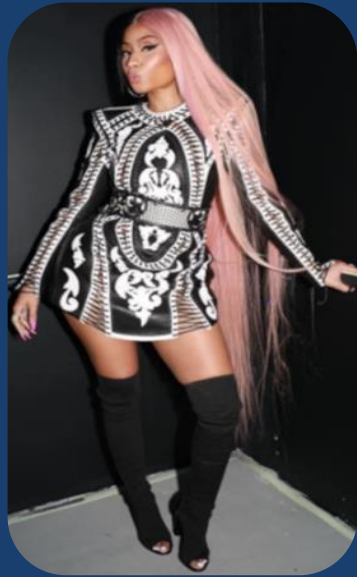
Rank	Name	E-Score	Total Awareness	% Like A Lot	% Glamorous	% Stylish	% Trend-Setter	Index (Base = 100)
<i>Average for all Celebrities</i>		<u>60</u>	<u>17</u>	<u>20</u>	<u>9</u>	<u>15</u>	<u>7</u>	
12	Dua Lipa	78	10	28	33	31	19	218

The Rising Fashion & Style Influencers list includes celebrities that have lower than average awareness, but over-index on a combination of key metrics: top box appeal, glamorous, stylish, and trend-setter.

2018 saw Dua Lipa's stardom continue to rise as she became the first female to receive five nominations at the *Brit Awards*. Her hit single *One Kiss* became the longest-running number one by a lead female artist in the UK this decade.



Nicki Minaj



Each Celebrity's Top Indexing Brands By Product Category Index Base Value = 100



Athletic Shoes
Jordan (170 Index)



Perfume
Victoria's Secret (160 Index)



Women's Apparel
Express (179 Index)



Retailer
PacSun (173 Index)



Make-Up: Foundation
Maybelline Fit Me! (198 Index)



Athletic Shoes
Jordan (224 Index)



Perfume
Juicy Couture (197 Index)



Women's Apparel
H&M (216 Index)



Retailer
Forever 21 (221 Index)



Make-Up: Foundation
M.A.C. (212 Index)

Cardi B



Fans of both women are impacted by celebrity influence; slightly higher among those who like Cardi B

A celebrity endorsement may influence me to consider or buy a product (126 Index)

When a celebrity designs a product, I am more likely to buy it (111 Index)

A celebrity endorsement may influence me to consider or buy a product (161 Index)

When a celebrity designs a product, I am more likely to buy it (124 Index)

Source: MRI/E-Score Celebrity Fusion
Among Adults 18+ who like Nicki Minaj
Among Adults 18+ who like Cardi B
Celebrity data is based on a minimum sample size of n=100

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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 suite of in-depth syndicated research products measures awareness, appeal, loyalty, and equity of celebrities, brands, characters, musicians, and TV programs:

- ✓ **E-Score® Celebrity** - in-depth appeal, equity, and endorsement potential ratings on 10,000+ celebrities, athletes, and newsmakers
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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.

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