

E-SCORE CELEBRITY REPORT

Spring 2025

*“People are more likely to choose products that are endorsed by a celebrity rather than a non-celebrity, and they make that choice faster.”**



epollresearch.com

*SOURCE: *Johnson E., Platt M., D'Ambrogio S. (2023). How Celebrity Status and Gaze Direction in Ads Drive Visual Attention to Shape Consumer Decisions. *Knowledge at Wharton* (Wharton School of the University of Pennsylvania)

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Trends

More Value? Influencers vs. Traditional Celebrities

Using **E-Score Celebrity** data, we analyzed how **Influencers** and **Traditional Celebrities (TV, Film, Music)** deliver distinct brand value and drive consumer action – especially among Gen Z. By understanding how a celebrity's path to fame - whether social-native or legacy media - shapes key perception metrics like trust, authenticity, engagement, and trend-setting, brands can better align spokespeople with campaign goals.

There is value in prioritizing perception-based fit over surface-level metrics like follower counts:

- Influencers are ideal for driving cultural relevance and peer-level relatability
- Traditional celebrities offer credibility, emotional depth, and long-term storytelling power

Head-to-Head: Influencers vs. Traditional Celebrities category across key metrics

- **Influencers** are stronger than **Traditional Celebrities** on traits like influential (+7), trend-Setter (+6), and funny (+6) – highlighting their cultural fluency and peer-level connection.
- **Traditional Celebrities** outperform **Influencers** on key perception traits like appeal (+8), talent (+8), and class (+6) – signaling stronger emotional resonance and brand credibility.

Individual Focus: Content Creator vs. Hollywood Icon

- **Emma Chamberlain** skyrocketed from YouTube fame (12+ million subscribers) to Gen Z icon status, exceeding the average female spokesperson for (+14), funny (+13), and influential (+12) persona. She's a prime fit for brands embracing youth culture, lifestyle, and digital-first storytelling.
- Despite her legacy status, **Jennifer Aniston** is still a top performer with Gen Z, surpassing the average female spokesperson by double-digits for awareness (+34) and appeal (+25). Her charm (+15) and class (+14) make her a trusted, premium fit for wellness, beauty, and lifestyle brands.

Trends

Women's Sports as Brand Accelerators

Women's sports are surging in cultural and commercial momentum, driven by rising viewership, investment, and a new wave of impact athletes. Female athletes are proving to be powerful brand partners – authentic, influential, and emotionally resonant – while growing media coverage is opening up valuable new marketing opportunities.

Using data from **E-Score Celebrity** among P 13+, we identified female athletes with strong trust and conversion potential – ideal for emotional storytelling and early brand alignment. To help with this search, our **Athlete Impact Index** identified emerging talent poised for breakthrough growth.

High Upside Partners

- **Masai Russell's** high **Athlete Impact Index score (139)** reflects her trust, inspiration, and relatability. A 2024 Olympic gold medalist and social media standout, she blends athletic credibility with empowering, fan-friendly content – making her a rising star for brands.
- **Paige Bueckers** is off to a standout 2025 – NCAA champion and No. 1 WNBA pick. Her **Athlete Impact Index score (125)** is fueled by authenticity, inspiration, and influence, positioning her as more than an athlete – she's a trusted role model and cultural force.

Using **E-Score Brand** data among P 13+, we looked at three women's leagues (WNBA, NWSL, Unrivaled Basketball) to showcase the distinct value that each offers as a brand partner.

Women's Sports Leagues Deliver Distinct Brand Value

- **WNBA:** Offers the broadest reach and awareness (19-points above the sports league avg) – ideal for larger-scale campaigns seeking instant recognition.
- **NWSL:** Offers potential as a brand-safe platform for cause-driven or community-first campaigns thanks to strong scores for trust, uniqueness, and family-friendly – exceeds the sports league average for all three traits.
- **Unrivaled Basketball:** The 3-on-3 basketball startup is already making waves as a disruptor, scoring high for being cutting-edge, innovative, and trend-setting – exceeds the sports league average for all three traits.

Trends

Festival Artists with Brand Extension Power

Music festivals are now cultural hubs where music, fashion, beauty, and brand storytelling converge. For crossover music artists, they offer a powerful platform to connect across style, identity, and social influence – making them ideal for authentic, multi-touchpoint brand campaigns.

Using **E-Score Celebrity** and **E-Score Music** data among 18–34-year-olds, we identified eight 2025 festival performers with strong brand potential beyond music. Each was ranked by an **Extendibility Score** – including key celebrity traits like awareness, appeal, versatility, trend-setting, coolness, and influence to quantify their crossover impact.

Here are two standout crossover music artists: **LISA & Tyler, The Creator**

Extendibility Score: **+15**

BLACKPINK and *The White Lotus* standout, **LISA**, recently rocked Coachella and leads all crossover artists in extendibility. There is strong interest in seeing her in a concert movie, acting in a film, starring in an immersive experience, and partnering with brands from the fragrance, cosmetics, clothing, food/snacks industries. Her standout scores in appeal, cool, and influence amplify her desirability as a brand ambassador.

Extendibility Score: **+11**

A headliner at this year's Lollapalooza, **Tyler, The Creator**, has crossed over into many lanes from music, fashion, visual artistry, and brand collaborations – showing off his versatility, trend-setting, and influence – all key traits for brands looking to remain culturally fluent and youth-connected. There is strong interest in seeing **Tyler, The Creator** star in a movie or bring his creative talents to products in the pet and non-alcoholic beverage categories.

Trends

Multi-Hyphenate Celebrities as Strategic Brand Assets

As brands seek more efficient, flexible ways to reach audiences across fragmented media landscapes, multi-hyphenate celebrities stand out as high-impact and high value brand partners. Using **E-Score Celebrity** data among P 18-49, we identified A-list stars whose unique blend of high awareness, fan devotion, endorsement effectiveness, and social influence positions them to deliver results across multiple verticals - entertainment, fashion, sports, and culture.

This trend was evident recently at CinemaCon: multi-hyphenate celebrities are no longer the exception - they're the model. They represent efficient media vehicles, delivering influence across multiple touchpoints with a single talent.

Some standout multi-hyphenates:

- **Jenna Ortega** continues to trend up with her ability to bridge youth appeal, cultural relevance, and brand versatility. She provides value through multi-platform impact: streaming hits (*Wednesday*), Gen Z fashion muse (Met Gala), and a strong social media presence (37+ million Instagram followers). Her strongest attributes – Beautiful, Cute, Attractive – highlight her marketability for beauty, fashion, and lifestyle brands.

Awareness (+26), Fan Score (+40), Endorsement Score (+46), Social Impact Score (+37)

- **Michael B. Jordan** delivers the complete package: creative authority, cultural capital, and consumer trust. He headlines blockbusters (Creed franchise), has a production company (Outlier Society), and has a diverse brand portfolio (David Yurman, Propel, AFC Bournemouth). His strongest traits – Physically Fit, Talented, Sexy – make him a natural fit for fashion, fitness, and premium lifestyle brands.

Awareness (+29), Fan Score (+33), Endorsement Score (+41), Social Impact Score (+28)

- **Scarlett Johansson** combines global appeal, critical acclaim, and cross-category influence – making her a rare talent with long-term brand value. Her entrepreneurial edge (founder of skincare brand The Outset) enhances her credibility with brands looking for partners who build, not just endorse. Her strongest traits – Beautiful, Attractive, Glamorous – are a trifecta ideal for beauty, fashion, and luxury branding.

Awareness (+31), Fan Score (+30), Endorsement Score (+35), Social Impact Score (+10)

Partnership Quick Hits

The following are three distinct partnership evaluations, leveraging key metrics from **E-Score Brand** and **E-Score Celebrity**. We analyze complementary strengths between partners, identifying strategic opportunities where each enhances the other's position with their target audience. All partnership assessments are easily accessible within our **E-Score Suite** of products.

The Celebrity Roster Strategy Driving Capital One's Brand Connection



- **Capital One** loves to feature multiple celebrities in their ad campaigns – prioritizing well-known, credible figures to boost ad recall and trust.
- Partnering with endorsers who are authentic, confident, and sincere indicates the value **Capital One** places on emotional resonance, not just fame.

Demo: Consumers 35-64

Roster Strength Commonality	Samuel L. Jackson vs. Avg	Charles Barkley vs. Avg	Jennifer Garner vs. Avg
Awareness	+43	+23	+19
Endorsement Score	+37	+18	+30
Fan Score	+33	+3	+24
Can Identify With	+2	+2	+4
Confident	+14	+6	+2
Real (Authentic)	+8	+4	+14
Sincere	+1	+2	+14

**Samuel L. Jackson data, January 2025/Charles Barkley data, April 2024/Jennifer Garner data, January 2025*

**Capital One data, November 2024*

**Celebrities vs. Spokesperson Avg/Capital One vs. Financial Service Avg*

Apple Uses Star Power to Help AirPods Appeal to a New Generation



- **Pedro** brings high likeability and charm, making him a relatable and trusted figure. His approachable, high-energy persona enhances his endorsement effectiveness.
- **Pedro** naturally complements **Apple's** image – especially around style and cultural coolness – making the partnership feel seamless and on-brand.

Demo: Consumers 30 and under

Endorser Strengths	Pedro vs. Avg	
Awareness	+8	
Endorsement Score	+27	
Fan Score	+14	
Funny	+14	
Good Energy	+13	
Charming	+13	
Approachable	+10	
Pedro & Apple Synergy	Pedro vs. Avg	Apple vs. Avg
Stylish	+8	+12
Cool	+5	+7

**Pedro Pascal data, January 2025/Apple data, February 2025*

**Pedro Pascal vs. Male Spokesperson Avg/Apple vs. Technology Avg*

Redken Pairs Timeless Haircare with a Modern Muse



- **Sabrina** significantly elevates **Redken's** presence among Gen Z women, bringing strong awareness, endorsement appeal, and trend-setting credibility.
- The partnership helps reposition **Redken** through **Sabrina's** strengths, adding cultural relevance and emotional appeal by tapping into her social impact and traits like glamour and excitement.

Demo: Gen Z Women

Endorser Strengths	Sabrina vs. Avg	
Awareness	+55	
Endorsement Score	+51	
Fan Score	+31	
Social Impact Score	+30	
Glamorous	+20	
Confident	+15	
Exciting	+15	
Sabrina elevates Redken	Sabrina vs. Avg	Redken vs. Avg
Trend-Setter	+17	-10
Influential	+10	-17

**Sabrina Carpenter data, March 2025/Redken data, October 2024*

**Sabrina Carpenter vs. Female Spokesperson Avg/Redken vs. Personal Care Avg*

E-SCORE CELEBRITY REPORT

Spring 2025

Report Details

More Value? Influencers vs. Traditional Celebrities

Influencers and Traditional Celebrities (TV, Film, Music) deliver distinct brand value – especially to Gen Z consumers. Our analysis of E-Score Celebrity data shows how each group drives consumer action. We also compared digital pioneer Emma Chamberlain to Hollywood icon Jennifer Aniston - their different paths to cultural relevance offers brands strategic advantages depending on campaign goals.



Influencer Advantages

- Cultivate niche, interest-driven audiences (e.g., fitness, beauty, finance)
- Bring subject matter expertise and credibility
- Drive strong engagement
- Seen as relatable and approachable
- Thrive on digital platforms like Instagram, YouTube, TikTok
- Often more cost-effective for brand partnerships (though this varies)

Traditional Celebrity Advantages

- Broad appeal backed by large, loyal fanbases
- Unique and remarkable talent
- High levels of recognition and fame
- Symbolize aspiration, status, and success
- Anchored in traditional media (TV, film, music)
- Typically higher-cost partners, but with strong brand lift potential (though this varies)

Emma Chamberlain = Culture Driver: For Gen Z, Emma feels like a peer, she represent cultural relevance, drives trend engagement, and is a great fit for social-first, youth brands.

Jennifer Aniston = Trust Anchor: Jennifer is a trusted Gen Z icon, known for emotional consistency, endorsement credibility, and a strong fit for authentic, resonant brand storytelling.

Measure	Influencer Avg	+/- Exceed Traditional Celebrities
Awareness	28	+2
Social Media Engagement	54	+5
Influential	25	+7
Funny	29	+6
Trend-Setter	15	+6
Good Energy	28	+3
Exciting	18	+3

Measure	Traditional Avg	+/- Exceed Influencers
Appeal	59	+8
Fan	40	+4
Talented	26	+8
Classy	17	+6
Experienced	17	+4
Charming	18	+3

+/- vs. Female Spokesperson Avg	Emma Chamberlain
Social Media Engagement	+10
Cool	+14
Funny	+13
Influential	+12
Trend-Setter	+12

+/- vs. Female Spokesperson Avg	Jennifer Aniston
Awareness	+34
Appeal	+25
Fan	+18
Charming	+15
Classy	+14

Among Gen Z (13-28)
 Influencer & Traditional Celebrity averages based on data from April 2022-April 2025
 *Green text indicates an above average score

Among Gen Z (13-28)
 Emma Chamberlain data from January 2025
 Jennifer Aniston data from November 2024
 *Green text indicates an above average score

The New MVP's: Women's Sports as Brand Accelerators

Women's sports is a high-ROI opportunity for brands to partner with rising athletes and leagues before they reach peak valuation. Our **Athlete Impact Index** built on **E-Score Celebrity** metrics, identifies emerging talent poised for breakthrough growth. **E-Score Brand** data further reveals how the **WNBA**, **NWSL**, and **Unrivaled Basketball** each deliver unique brand advantages – from cultural relevance to emotional connection.

Athlete Impact: These emerging female athletes give brands the chance to partner early and scale with rising star power.



Paige Bueckers = elite performance + strong emotional resonance + cultural relevance. Highly relatable, authentic, and inspirational – traits that help her stand out as women's basketball continues to surge in visibility.

Athlete Impact Index (9 metrics)

Reach & Recognition

1. Awareness

Conversion Power

2. Endorsement Impact
3. Fan of athlete
4. Engage with athlete on social media

Trust & Reliability

5. Trustworthy
6. Real (Authentic)
7. Can identify with

Inspiration & Influence

8. Inspirational
9. Influential

Sports Leagues: The **WNBA**, **NWSL**, and **Unrivaled Basketball** each offer distinct brand advantages.

Partner Value

+/- vs. Sports League Avg

WNBA

Awareness **+19**

Entertaining **+5**

Family-Friendly **+3**

NWSL

Awareness **-5**

Exciting **+4**

Unique **+4**

Trustworthy **+4**

Entertaining **+3**

Family-Friendly **+3**

Unrivaled Basketball

Awareness **-14**

Cutting-Edge **+5**

Trend-Setter **+4**

Innovative **+4**

Relevant to me **+4**



WNBA: immediate reach and broad appeal.



NWSL: brand-safe, emotional storytelling potential.



Unrivaled: high-upside, early-adopter opportunity for bold, culture-driven brands.

Rising Athlete Value (Ranked by Index)	Sport	Awareness (%)	Athlete Impact Index
Masai Russell	Track & Field	7	139
Chelsea Gray	Basketball	5	137
Alyssa Thomas	Basketball	5	132
Flau'jae Johnson	Basketball	6	129
Paige Bueckers	Basketball	8	125
Mallory Swanson	Soccer	5	123
Emma Raducanu	Tennis	5	121
Naomi Girma	Soccer	5	121
Shilese Jones	Gymnastics	5	120
Tiffany Stratton	Wrestling	7	119
Alana Blanchard	Surfing	5	113
A'ja Wilson	Basketball	7	111
Sydney McLaughlin-Levrone	Track & Field	6	110
Bianca Belair	Wrestling	8	109
Ilona Maher	Rugby	6	107
% Female Spokesperson Avg		20	100

Among P 13+

E-Score Celebrity data from January 2024-March 2025

**Green text indicates an above average score

**Red text indicates a below average score

Crossover Stars: Festival Artists with Brand Extension Power

Festival stages aren't just for music – they're launchpads for culture, fashion, and brand moments. We take a closer look at 8 music artists performing at major 2025 festivals with exceptional cross-industry potential among 18-34-year-olds. Using our **Extendibility Score** – measuring consumer interest across 9 product categories – alongside key metrics like awareness, appeal, trend-setter status, and influence from **E-Score Celebrity** and **E-Score Music**, we've identified performers who transcend entertainment to become powerful brand catalysts across multiple industries.

Festival Performer	Artist Extendibility Score vs. Avg	Awareness	Appeal	Versatile	Trend-Setter	Cool	Influential	Performing At
LISA	+15	13	75	16	20	37	26	Coachella
Tyler, The Creator	+11	38	70	18	25	34	30	Lollapalooza
Sabrina Carpenter	+8	50	63	11	24	26	23	Lollapalooza
Lana Del Rey	+8	33	66	12	14	25	25	Stagecoach
Charli XCX	+8	20	60	6	17	34	20	Coachella
Olivia Rodrigo	+7	36	62	8	17	31	26	Lollapalooza
GloRilla	+6	27	75	12	19	24	19	Bonnaroo
Tyla	+4	25	76	5	15	23	19	Coachella
*Data from E-Score Music		Avg (%)	19	59	9	11	23	18

*Data from E-Score Celebrity



Charli XCX over-indexes on many attributes including Cool, Beautiful, Confident, Glamorous, Influential, and Trend-Setter, making her a compelling pick for brands looking to breakthrough.

The main stage at Coachella and surprise guests like Billie Eilish, Troye Sivan, and Lorde helped keep Charli's post-brat momentum red hot.

Among P 18-34

E-Score Music & E-Score Celebrity data from April 2024-April 2025

**Green text indicates an above average score

Beyond Celebrity: Multi-Hyphenates as Strategic Brand Assets

Today's most valuable celebrities transcend traditional fame - they're multi-dimensional influencers shaping entertainment, fashion, culture, and commerce. Our E-Score Celebrity analysis reveals 8 **standout** multi-hyphenates who combine exceptional awareness, fan loyalty, endorsement power, social impact, and personal traits. Their versatility and broad appeal creates unmatched value for brands seeking authentic connections across multiple consumer touchpoints.

Celebrity (Ranked by Fan Score)	Awareness (%)	Fan Score	Endorsement Score	Social Impact Score	3 Strongest Attributes
Keanu Reeves	53	88	83	65	Cool, Real (Authentic), Sincere
Jenna Ortega	37	78	75	91	Beautiful, Cute, Attractive
Zendaya	43	76	75	80	Beautiful, Stylish, Glamorous
Michael B. Jordan	40	71	70	82	Physically Fit, Talented, Sexy
The Weeknd	32	69	63	82	Talented, Cool, Unique
Scarlett Johansson	42	68	64	64	Beautiful, Attractive, Glamorous
Ryan Gosling	36	66	61	67	Physically Fit, Charming, Attractive
Chris Pratt	36	64	57	61	Funny, Cool, Good Energy
Halle Berry	39	63	61	58	Beautiful, Sexy, Attractive
Ariana Grande	48	58	61	68	Talented, Beautiful, Glamorous
% Celebrity Avg	11	38	29	54	



Michael B. Jordan
Brand Partners/Collaborators

Michael B. Jordan vs. Celebrity Avg

- Awareness: +29
- Fan Score: +33
- Endorsement Score: +41
- Social Impact Score: +28

Actor, Director, Producer, Brand Ambassador

Michael B. Jordan is a strong example of a modern multi-hyphenate as he operates across multiple roles and industries that drive both cultural and commercial value.



OUTLIER SOCIETY

Calvin Klein

DAVID YURMAN



StockX



Among P 18-49
E-Score Celebrity data from April 2024-April 2025
**Green text indicates an above average score

E-Score Celebrity: Who Uses It and How

E-Score Celebrity can help you to evaluate more than 13,000 personalities quickly and easily. Following are some specific ways you can use the E-Score Celebrity database:

Who

For Agencies, Advertisers, & Brand Managers

- Identify brand ambassadors who align with brand KPIs, risk mitigation, track ambassador performance over time, competitive benchmarking, negotiation leverage

For Disruptors & Challengers

- Utilize low-cost turnkey data, find emerging ambassadors with buzz and endorsement potential to boost visibility among the brand's target market

For Media Companies & Casting Agents

- Discover talent, monitor current talent to inform casting decisions, targeted casting to maximize reach among a desired audience

For Sports Teams and Leagues

- Track athletes, entertainers, and on-air talent to evaluate performance and optimize fan interactions

For Social Media Managers

- Track influencers of all levels, go beyond follower counts and understand influencer reach and engagement strengths



How

Evaluate a specific personality for a campaign

- Locate personalities in database or field new E-Score report to measure strengths and weaknesses for campaign positioning, with results in two weeks

Identify individual to match campaign goals

- The database can match specific campaign requirements (target audience, brand, etc.) and identify the best fit with the campaign (i.e., males with high Awareness, Funny, etc)

Compare personalities to category averages

- Pull reports on category averages, including hosts, spokespersons, and athletes, to compare celebrities and identify complementary personalities.

Profile those who find a celebrity appealing

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

Find new talent

- Search database for 'low **Aware**' and 'high **Appeal**' personalities
- E-Poll adds an average of 500-600 new names into the database each year

Track celebrity over time

- Update individual as needed to reflect changing viewer attitudes/specific events

Casting

- Use a combination of **Awareness** and the 40 physical and personality attributes to identify the right fit for a role

E-Score offers the following options to access its powerful platform:

Analytics fueled by consumer insights:

14,000+
Celebrities

3,500+
Brands

6,000+
Characters/Brand Mascots

7,000+
TV Shows

Purchase an E-Score

Instant access to any individual E-Score(s) in our database.

Includes critical metrics such as awareness, appeal, attributes (and more) across a wide variety of important consumer demographics.

Quickest entry point to the data you need to make key decisions in an easily shareable format.

[Visit E-Score Shop](#)

Full Access to Suite of Products

Subscribe to any E-Score product or the full suite, and get all the scores in our database along with deeper measures that tell the complete story.

Easy, full featured interface for your desktop or mobile device 24/7. All new scores are updated weekly, and the breadth and depth of the database provides everything you need to make critical decisions.

Our suite platform offers a cohesive experience across products to maximize results.

API & Data Intelligence Reports

Unlock our API or Data Export options for any product to easily automate and integrate our data within your system.

Customized data intelligence reports from our vast E-Score platform are available to meet your specific needs.

You tell us what you want from our data and we'll deliver it so you can focus on the key insights.

Bi-Weekly Research Brief

Sign-up for our bi-weekly research brief to receive our latest research on the world of media and entertainment.

- Designed for marketers, brand managers, and research executives.
- Gives the important and timely information you need.

[CLICK HERE TO SIGN UP](#)



ALWAYS ON! your critical media resource

E-Poll Market Research

Post Pandemic Trends: Brands Using Nostalgia & Sustainability to Sell

Nostalgia & the "Retro" Factor

Nostalgia has always been a powerful marketing tool and some brands are going all in on "retro" to appeal to older consumers who long for what they know, and at the same time, attracting younger consumers looking for something new and unique.

Using E-Score Brand we looked at brands that recently released "retro" inspired products and how this trend has made its way into advertising.

Nikon

In the competitive landscape of digital photography, *Nikon* has taken a unique approach with its latest *Nikon Zfc* camera inspired by the classic *Nikon FM* film cameras. Their latest release promises to capture young consumers/vloggers attracted by the "retro" trend while appealing to older consumers who once likely owned the film cameras. They recently announced they sold out the pre-sale allotment of all *Zfc* cameras in 2 weeks.



- While *Nikon* holds its highest Awareness among Gen X consumers, it has successfully marketed to Gen Z who score higher in Unique and Would Try New Products. We will keep a close eye on how their new launch affects their Nostalgic score.

About E-Poll Market Research

E-Poll Market Research offers comprehensive quantitative and qualitative consumer research for media, entertainment, agencies, and Fortune 1000 companies. Our proprietary panel provides quick, cost-effective access to diverse audiences.

The suite measure Awareness, Appeal, Loyalty, and Equity of celebrities, brands, characters, musicians, and TV programs

Basic Suite

- ✓ Unlimited access
- ✓ Full reports/Newsletter
- ✓ No name selections
- ✓ 5 seat licenses

Modular Suite

(Most Popular)

- ✓ Unlimited access
- ✓ Full reports/Newsletter
- ✓ 2 DI reports (\$5,000 value)
- ✓ 10 name selections across any of the products
- ✓ 10 seat licenses

Premium Suite

- ✓ Unlimited access
- ✓ Full reports/newsletter
- ✓ API or Data Export for one or more products
- ✓ 4 DI reports (\$10,000 value)
- ✓ 20 name selections across any of the products
- ✓ 15 seat licenses

E Score® Celebrity
in depth **Appeal, Equity**, and **Endorsement** potential ratings on 14,000+ celebrities, athletes, and newsmakers

E Score® Brand
illustrates the nature of the bond and affinity between consumers and 3,000+ brands

E Score® Character
uncovers character DNA and unique traits that distinguish your characters

E Score® Music
assess the marketability of musicians and bands from all music genres

E Score® Programs
monthly tracking of viewer attitudes on more than 7,000 TV programs (broadcast, cable, weekday)

ADvance™
E Poll's groundbreaking advertising effectiveness measurement system provides critical intelligence for brand and marketing decision makers

DynaTrack™
a flexible and dynamic tool that simplifies tracking studies for brands, consumer groups, and television programs



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E-Score Celebrity: Methodology



The E-Score Celebrity database includes more than 14,000 celebrities, athletes, and newsmakers.

Methodology

The E-Score Celebrity survey is administered via the Internet to a national sample of online respondents stratified by age, gender, and region. About 33% of respondents take the survey via mobile device.

Fielding

50 to 75 celebrities fielded weekly to a unique group of respondents

E Score® Celebrity

N= 1,100 respondents (each celebrity is evaluated among 1,100 people)
Age 13+

Survey

- Length of survey limited to 25 names per person
- **Awareness** (based on name or image)
- **Appeal** (measured on a 6 point scale)
- **Attributes** (40 physical and personality traits)
- **Endorsement Power** (measured on a 5 point scale)
- **Level of Fandom** (measured on an 11 point scale)
- **Social Media Interaction** (Followed and/or Shared/Posted/Commented)
- **Open End** (any additional thoughts about the celebrity)

The Celebrity E- Score is calculated based on combined awareness and appeal, and each celebrity is ranked relative to all celebrities on a scale from 1 to 100. The E-Score represents total respondents 13+.

Please note throughout this report:

- Category averages are calculated from the most recent fielding for celebrities in a specific category within the past year.
- Deceased celebrities are not included in rankings. (Unless noted)

