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E-Poll Market Research Tallies Up Oscar Nominees

By [Marcy Medina](#)

Reese Witherspoon and Meryl Streep are 100 percent marketable movie stars while Michael Keaton, Steve Carrell and Robert Duvall narrowly beat out Bradley Cooper while falling just short of a perfect score. At least, that's how consumer research firm [E-Poll Market Research](#) tallied up its data on this year's Oscar nominees, which is culled from a weekly survey of 1,100 people ages 13 and up with general representation across income, age, education and geographic demographics in the U.S. The company's "[E-Score](#)" is a single number that applies to all 8,000 celebrities that the company rates. The E-Score ranges from 0 to 100 and is based on a formula rating awareness of the celebs and their appeal, as well as positive and negative measures.

"It's never surprising that most Academy Award nominees are well-liked, but it was a surprise that this year's batch are all very well-known, except for a few like Felicity Jones," said Gerry Philpott, chief executive officer of E-Poll Market Research. Jones and her Brit "Theory of Everything" co-star Eddie Redmayne ranked among the lowest E-Scores along with French actress and past Oscar winner Marion Cotillard, which isn't surprising given it also measures a star's awareness among average Americans. "Someone like Reese or Meryl scores high because they're both well known, which makes them highly attractive to movie studios and brands alike," said Philpott, adding, "By the same token, just because the fashion community likes a certain actress, it doesn't mean a cross-section of America likes her, or even knows her, that well."

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In addition to measuring awareness and appeal, the E-Score includes metrics for "classy" and "stylish." "The stylish characteristic also encompasses attractiveness, but we added classy this year because it's a great attribute for an event at the level of the Oscars," he said. In that regard, Streep, Cotillard, Benedict Cumberbatch and Robert Duvall scored highest in their acting categories.

This year E-Poll also tallied “Notable Attributes,” which are the words most often checked off when respondents were asked which among 46 personality attributes best describes each actor. “It’s always interesting to see how the general public rates someone versus a small community of critics,” said Philpott. “For example, Anne Hathaway. She scored high for likability, yet there seemed to be a lot of hatred for her in the press, which would lead you to believe it’s manufactured.”

Oscar-Nominated Actors - 2015

Host	E-Score	Awareness	Appeal	Classy	Stylish	Notable Attribute
Neil Patrick Harris	98	65	64	18	23	Funny, Confident
Average - Male Actor	73	26	56	10	11	NA

Outstanding Actor	E-Score	Awareness	Appeal	Classy	Stylish	Notable Attribute
Benedict Cumberbatch	84	19	70	32	19	Unique, Charming,
Bradley Cooper	97	43	71	16	23	Handsome, Physically Fit
Eddie Redmayne	65	8	54	10	10	Sincere, Emotional
Michael Keaton	98	50	73	14	8	Experienced, Funny
Steve Carell	98	53	74	9	4	Funny, Good Energy
Average - Male Actor	73	26	56	10	11	NA

Outstanding Actress	E-Score	Awareness	Appeal	Classy	Stylish	Notable Attribute
Felicity Jones	57	6	51	19	26	Stylish, Emotional
Julianne Moore	95	38	70	32	24	Attractive, Warm
Marion Cotillard	64	8	65	38	28	Attractive, Glamorous
Reese Witherspoon	100	68	69	29	31	Cute, Warm
Rosamund Pike	79	11	55	31	24	Attractive
Average - Female Actor	73	25	57	21	22	NA

Supporting Actor	E-Score	Awareness	Appeal	Classy	Stylish	Notable Attribute
Edward Norton	96	37	69	10	5	Interesting, Experienced
Ethan Hawke	95	37	52	7	11	Experienced, Handsome
J.K. Simmons	92	25	67	8	2	Interesting, Distinctive Voice
Mark Ruffalo	94	30	67	10	7	Interesting, Down to Earth
Robert Duvall	99	46	72	24	3	Experienced, Versatile
Average - Male Actor	73	26	56	10	11	NA

Supporting Actress	E-Score	Awareness	Appeal	Classy	Stylish	Notable Attribute
Emma Stone	97	44	70	28	31	Cute, Approachable
Keira Knightley	94	37	65	26	34	Stylish, Beautiful
Laura Dern	87	26	52	23	12	Warm
Meryl Streep	100	69	74	47	25	Classy, Confident
Patricia Arquette	89	24	49	11	11	Attractive, Interesting
Average - Female Actor	73	25	57	21	22	NA