



Corporate Mascot Comparison

Selected Corporate Mascots / Spokescharacters							
Name	Awareness	Appeal	Annoying	Believable	Funny	Sexy	Sincere
Pep Boys	17	14	10	11	16	0	15
Erin Esurance	13	18	30	9	10	19	5
Gorton Fisherman	13	20	3	19	1	1	22
Microsoft Clippy	24	21	46	4	18	0	6
Corporate Character Category Average	37	34	17	10	32	1	15

Data from E-Score® Celebrity, by E-Poll Market Research

These E-Scores were fielded after 9/17/2009 among all survey takers.

E-Score® Character is conducted monthly among a representative sample of 1,500 respondents ages 13 - 49, by E-Poll Market Research

Data citations should be attributed to "E-Poll Market Research, whose E-Score® Celebrity service ranks more than 5,000 celebrities on awareness, appeal and 46 different personality attributes"

Ranked by Appeal (Like + Like A Lot)

