

UMR Celebrity Report Card

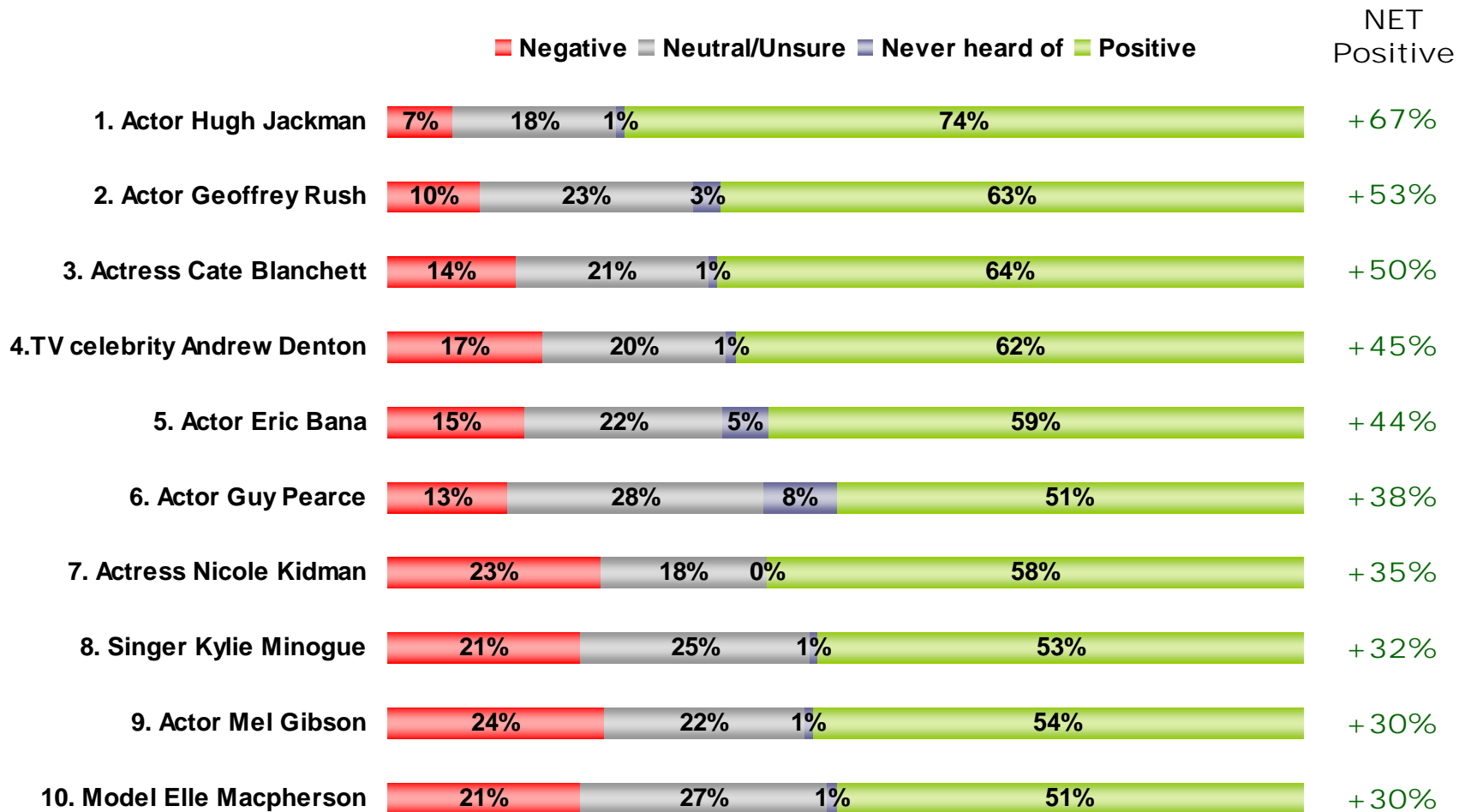
“Australia” star Hugh Jackman most popular
November 2008

Methodology

- 1000 online interviews
- Age: 18+
- Fieldwork: 21-26 November 2008
- Data is weighted and matched with ABS census data to ensure a nationally representative sample
- Online panel members are primarily recruited offline and by invitation only ruling out self-selection issues associated with online methodologies
- Maximum margin of error at 95% confidence level: $\pm 3.1\%$

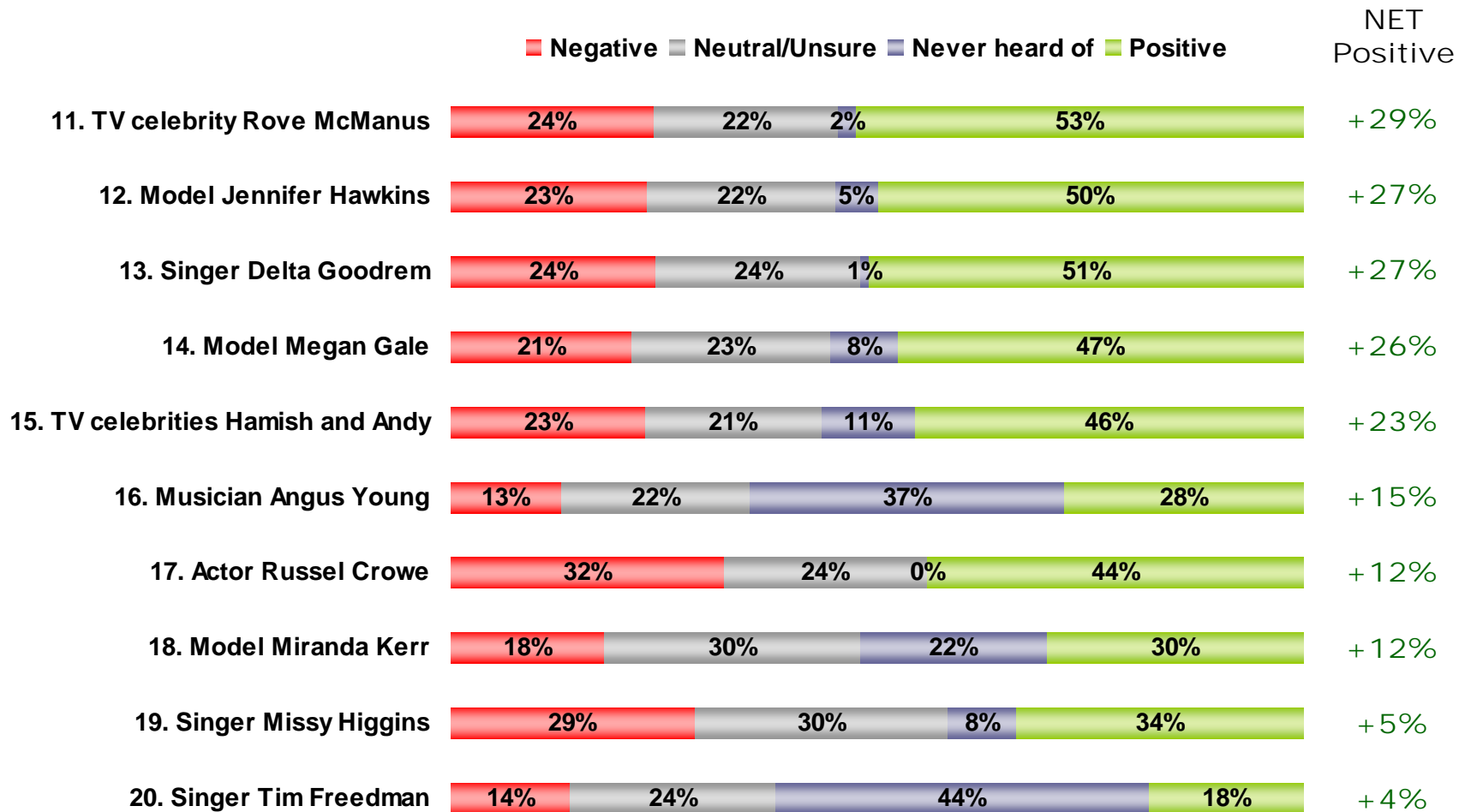
Top 10 Australian celebrities

On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.



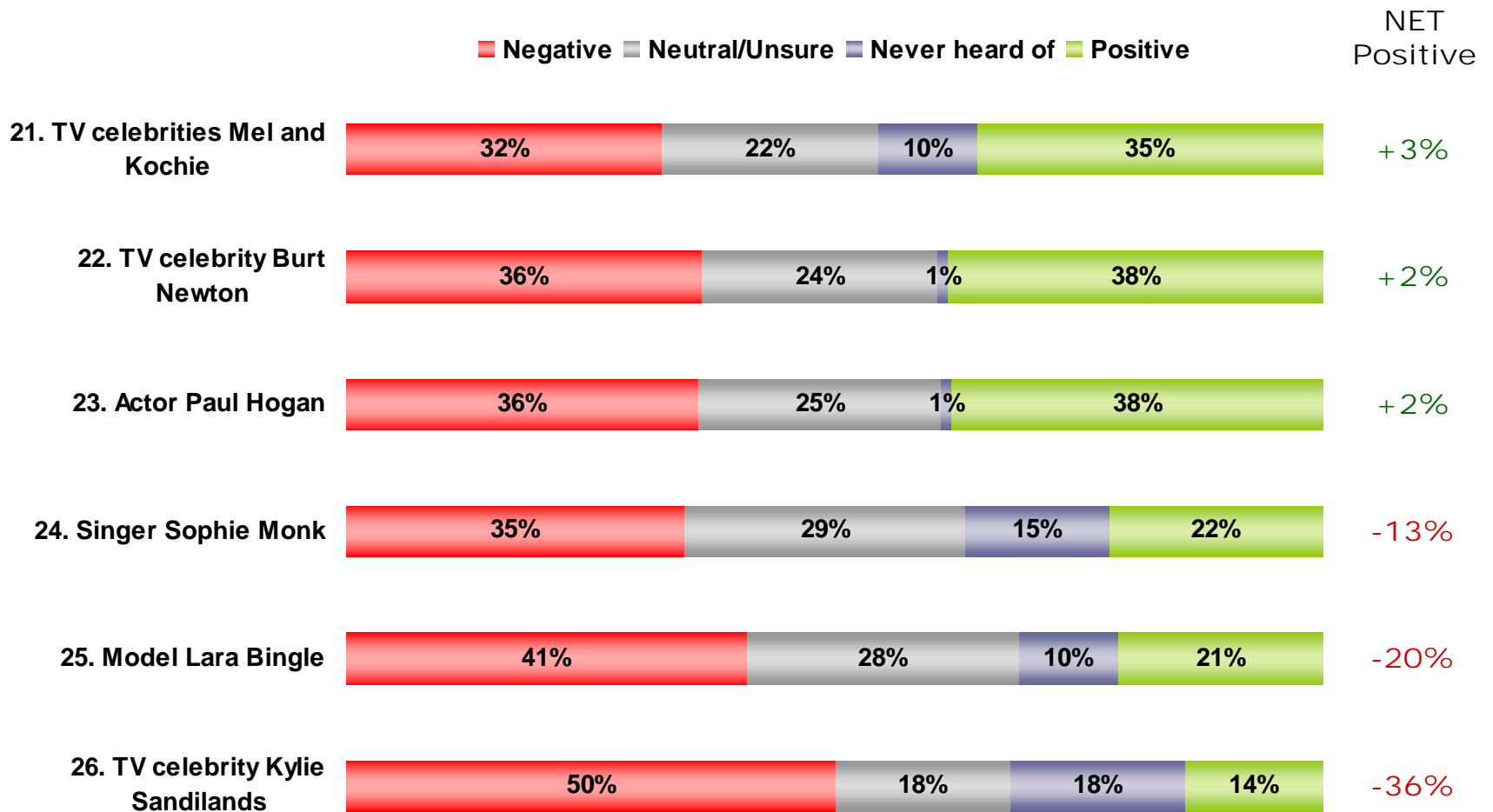
More Australian celebrities

On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.



Bottom 6 Australian celebrities

On a scale of 0 to 10, where 0 is strongly negative and 10 is strongly positive, please indicate how you feel about each of the following people.



About UMR

Australia's Leading Research and Issues Management Company

UMR is the company of choice for leaders and decision-makers, because we turn high quality research into useful hard-headed strategic advice. UMR Research has provided significant insights, advice and campaign management to decision-makers who have brought about major change in Australia and New Zealand for Governments and business.

UMR is a full-service opinion research, issues management and campaign company, based in Australia and Zealand, working across the Asia Pacific region. We specialise in political research and campaigns, corporate reputation, issues management and social marketing.

We have over 20 years experience developing a deep understanding of the views and opinions of Australians and New Zealanders. Our team of expert researchers are seasoned professionals who combine extensive experience with a deep understanding of the public mindset.

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