



## Snoopy Tops Favorite Spokescharacters List

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*Adult consumers also reported that they would like to see more of the Budweiser Clydesdales and Allstate Mayhem.*

E-Poll Market Research has released its annual [America's Most-Liked Spokescharacters report](#), with Snoopy claiming the top position among adult consumers.

The market research firm utilized its [E-Score Character](#) tool as well as conducted surveys on more than 200 spokescharacters to compile the data.

This year's top 10 most appealing spokescharacters are:

- Snoopy
- The Budweiser Clydesdales
- Allstate Mayhem
- Lily (from AT&T)
- Pillsbury Doughboy
- Grumpy Cat
- Snuggle Bear
- Sasquatch (Jack Link's Beef Jerky)
- Mr. Potato Head
- Professor Burke (Farmers Insurance)



Rounding out the top 20 spokescharacters for adults are Betty Crocker, Sonic Guys, Chick-fil-A Cow, Annie from Popeyes Louisiana Kitchen, Jake from State Farm, Sailor Jack (Cracker Jack), The Geico Gecko, Spuds MacKenzie, Google Android and Chester Cheetah.

In addition to leading the list of most appeal characters, Snoopy is also one of the top three characters that adult consumers would like to see more of (30 percent). Adult consumers also reported that they would like to see more of Allstate Mayhem (36 percent) and the Budweiser Clydesdales (35 percent).

Furthermore, E-Poll Market Research also found the top spokescharacters that appealed to children, ages 6-12, including:

- Grumpy Cat
- Snoopy
- Panda Express Panda
- Lactaid Cow

- Pillsbury Doughboy
- Chester Cheetah
- Snuggle Bear
- Michelin Man
- Papa John (Papa John's Pizza)
- Mr. Potato Head

Rounding out the top 20 spokescharacters for children are Sailor Jack (Cracker Jack), Little Caesar (Little Caesar's Pizza), Bullseye the Dog (Target), Geoffrey the Giraffe (Toys "R" Us), Jack (Jack in the Box), Mrs. Potato Head, Charmin Bears, Energizer Bunny, Ronald McDonald and the Green Giant.

The report also found that children would like to see more of Grumpy Cat (36 percent) as well as Snoopy (32 percent) and the Michelin Man (28 percent). Additionally, more than one third of kids surveyed reported that they would be interested in a TV show featuring Grumpy Cat.

[E-Poll Market Research](#) has been tracking America's favorite spokescharacters for more than ten years.