

# Vizu Answers

## Vizu Review – Celebrities 2006



# Background

**Worst celebrity mug shot of the year?**  
Please select 1 answer:

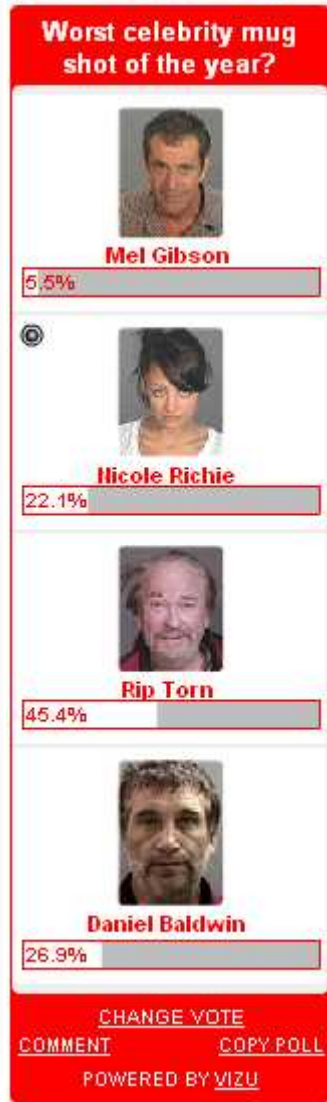
  
**Mel Gibson**

  
**Nicole Richie**

  
**Rip Torn**

  
**Daniel Baldwin**

**Cast Your Vote**



## Objective

- Gauge public opinion on various celebrity-related subjects occurring over the last twelve months

## Methodology

- Conducted using the Vizu Answers research network
- Research conducted between December 18<sup>th</sup> and December 22<sup>nd</sup>, 2006
- Each question run across 20+ celebrity gossip blogs



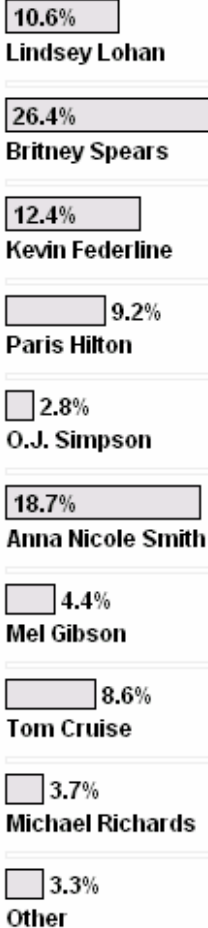
# Britney Spears most tragic celeb in '06

## Your Poll Results

Total Responses: 1125



Who was the most tragic celebrity of the year?



- Brit combined babies, divorce and public nudity to earn herself over one quarter of the votes
- Trailing her in second is the *always* tragic Anna Nicole Smith
- Winners of this award must work at it all year
  - OJ and Michael Richards' incredibly tasteless, yet temporary acts were only blips on the tragedy radar.



# Nastiest break-up

## Your Poll Results

Total Responses: 779



Who had the nastiest celebrity break-up of the year?

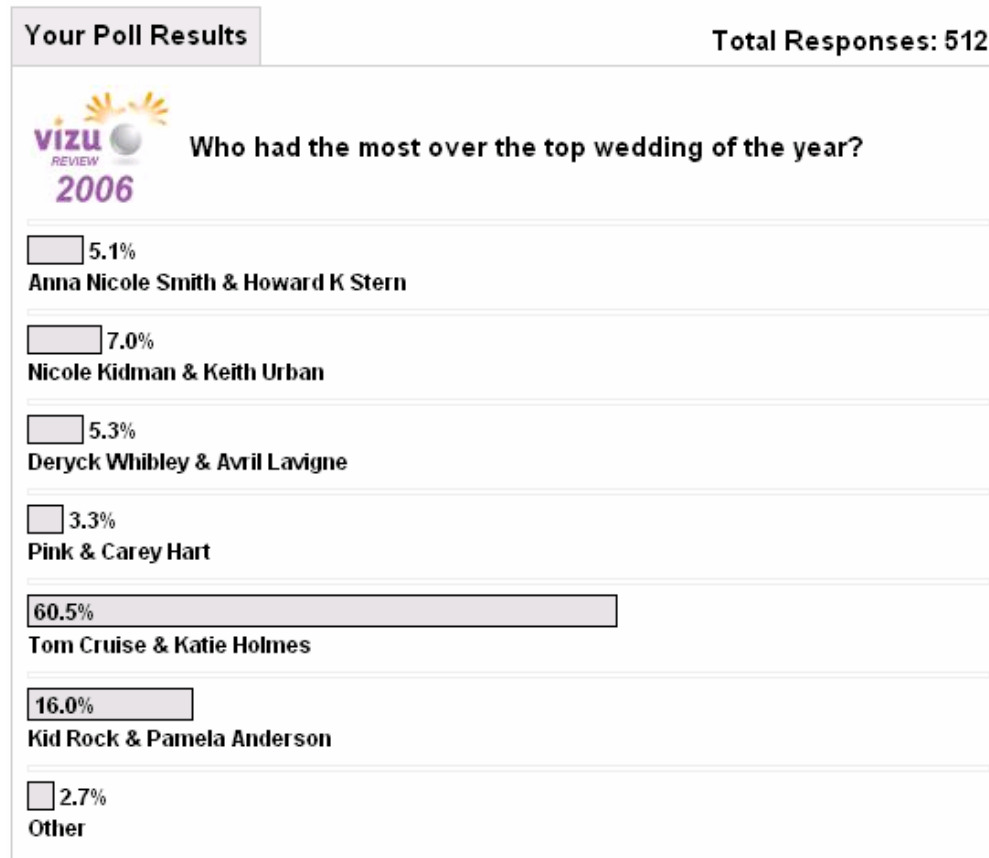


- **Brit tops the rankings yet again**
  - This time, it's thanks to her universally worthless ex-husband K-Fed
- **Denise Richards and Charlie Sheen narrowly came in second, losing by only 1.2%**
- **Jennifer Aniston was the only star to be selected twice, with Brad Pitt and Vaughn each splitting up this year**



# Which comes first, the baby or the wedding?

- Tomkat's Italian nuptials were virtually uncontested as the most over the top wedding of '06
  - They easily took the win by more than 44% over their closest competitors



# Angelina favorite pregnant celeb of '06

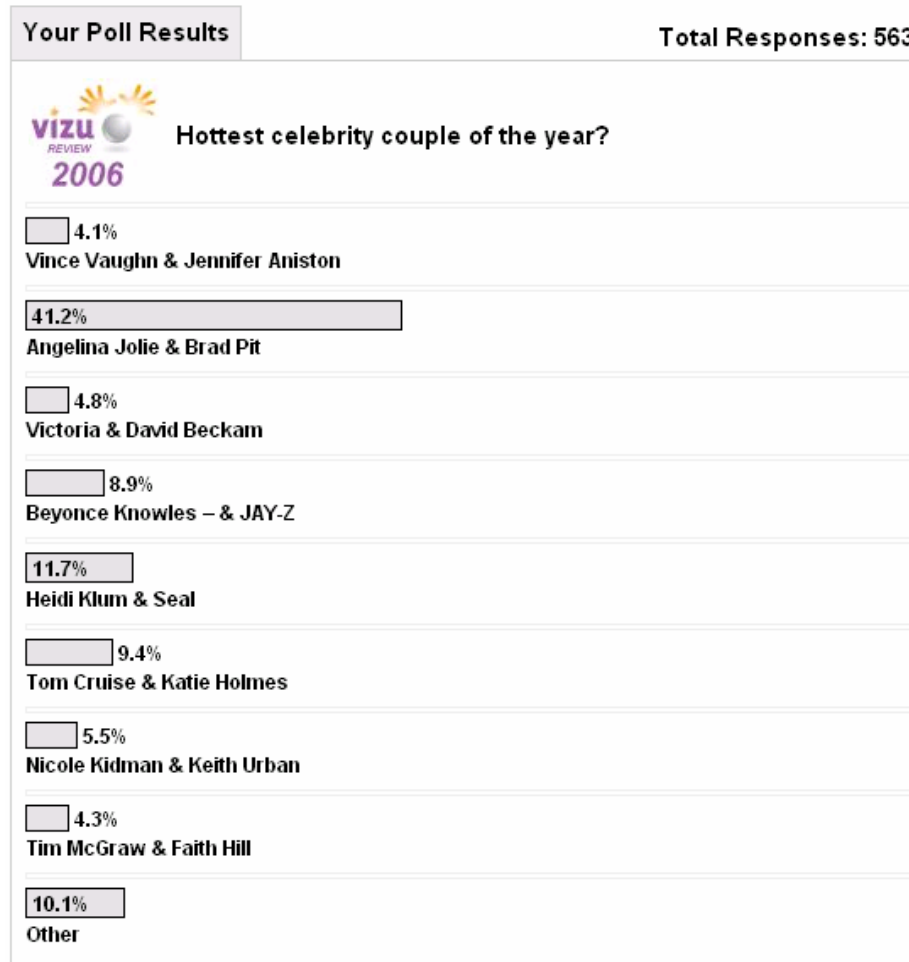
- Taking a break from international adoption, Angelina paired with Brad Pitt to make the world's perfect baby.





# Brangelina hottest couple of '06

- It's no surprise that uber-couple Brad Pitt and Angelina Jolie won the award for hottest couple... what do you expect when you pair two of the hottest people in the world?

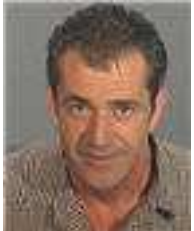


# Fashion Rules the Reality TV world

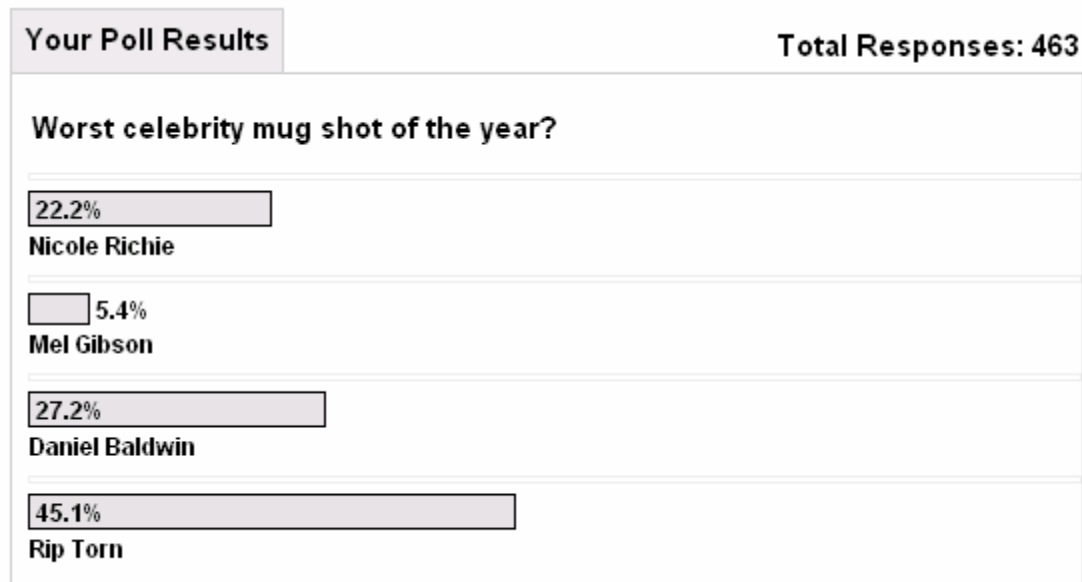
- Fashion-related shows took the two top spots in the Reality TV category, with America's Next Top Model narrowly edging out Project Runway for the win



# Rip Torn takes worst mug shot of '06



- Fresh off a night of heavy drinking, Rip crashed his way into the worst mug shot of the year while driving home through rural New York





From [Gabella/WFS.MAGE, ABC](#)

"I'm sorry there is friction between Donald and Rosie. That said, I do not regret for one moment my choice to hire Rosie O'Donnell as the moderator of *The View*. I certainly hope and expect that this tempest will pass quickly."

- [Barbara Walters](#) speaking about [Donald Trump](#) and [Rosie O'Donnell's](#) feud

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THURSDAY, DECEMBER 21 - 2006

**Reese Witherspoon Shopping**



**Glam.com**

**PLEASE VOTE:**  
Put your web poll here

**Worst celebrity mug shot of the year?**



**Daniel Baldwin**

27.3%



**Nicole Richie**

22.4%



**Pip Torn**

44.3%



**Mel Gibson**

5.4%

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## Conclusion

**VIZU provides do-it-yourself online services for fast, low-cost research**



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