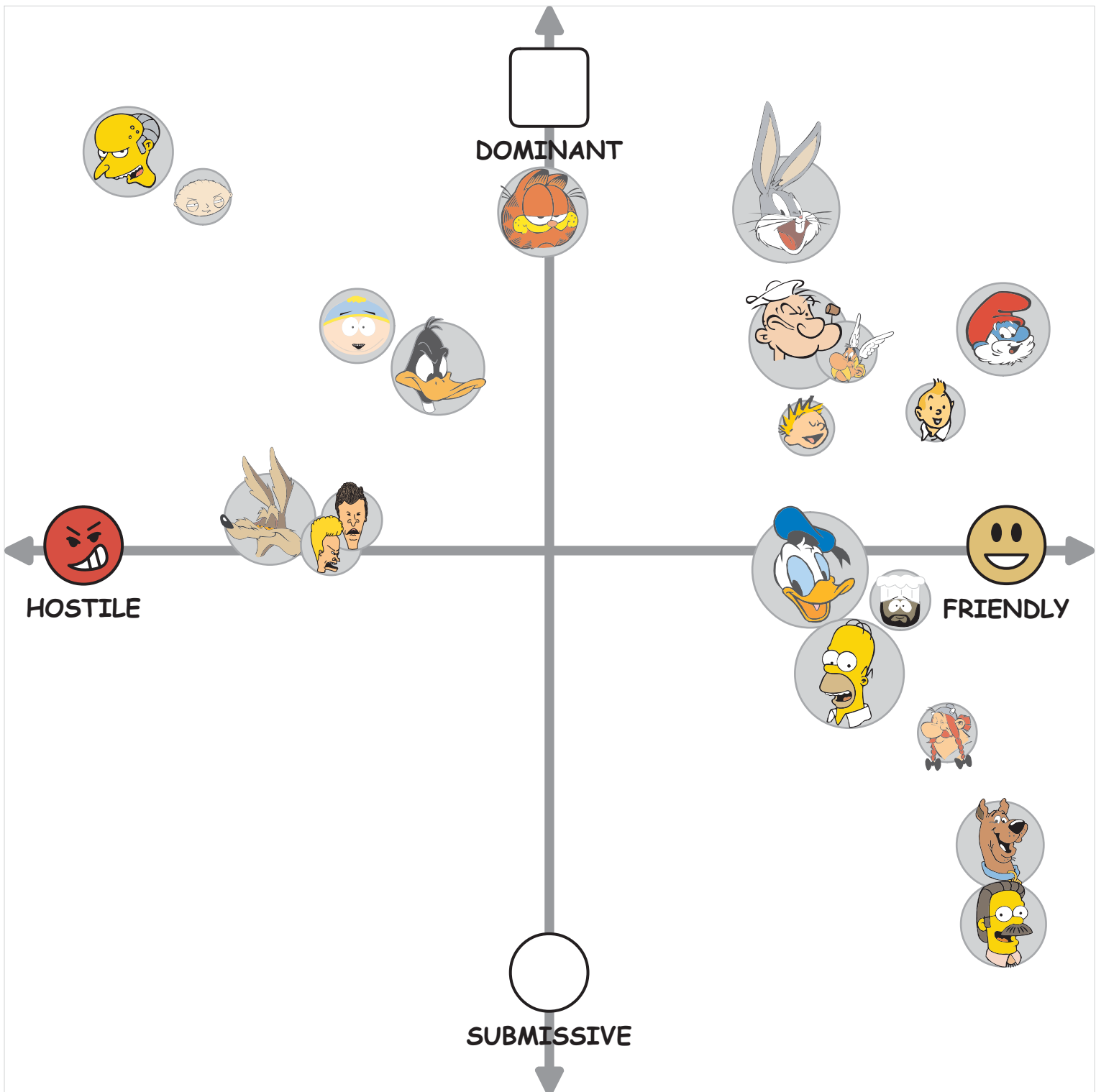


How do people perceive the personality of **CARTOON CHARACTERS?**

Research results



A sample of 211 people was used, between the ages of 18 and 35. They were asked to describe the personality of each of the pictured cartoon characters in terms of “Dominance” and “Friendliness”. Emphasis was made on judging each personality by what they KNEW about the character, and not by how they looked.

**Size of each bubble represents how well the research participants knew each character. The bigger the bubble, the more popular the character was.*