

Top 10

▶ Top 10 Celebs People Would **Most** Likely Buy a Product From

1. Jon Stewart
2. Oprah Winfrey
3. Bill Clinton
4. P. Diddy
5. Martha Stewart
6. Ashton Kutcher
7. Arnold Schwarzenegger
8. Christina Aguilera
9. Rudy Giuliani
10. Madonna

▶ Top 10 Celebs People Would **Least** Likely Buy a Product From

1. Donald Trump
2. Dick Cheney
3. Tyrell Owens
4. Teresa Heinz Kerry
5. Ashlee Simpson
6. David Ortiz
7. Ryan Seacrest
8. Rosie O'Donnell
9. Tom Cruise
10. Sarah Jessica Parker

▶ Top 10 Songs **Most** Likely to Get Stuck in Your Head

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| 1. Chili's (Baby Back Ribs) | 6. YMCA |
| 2. Who Let the Dogs Out? | 7. Whomp! There It Is |
| 3. We Will Rock You | 8. The Lion Sleeps Tonight |
| 4. Gimme A Break—Kit Kat bar jingle | 9. It's A Small World Afterall |
| 5. Theme from <i>Mission Impossible</i> | 10. Macarena (Bayside Boys Mix)/Don't Worry, Be Happy* |

*Tie. Source: James Kellars, Professor of Marketing, University of Cincinnati