Whom *Moviegoers* Want to See

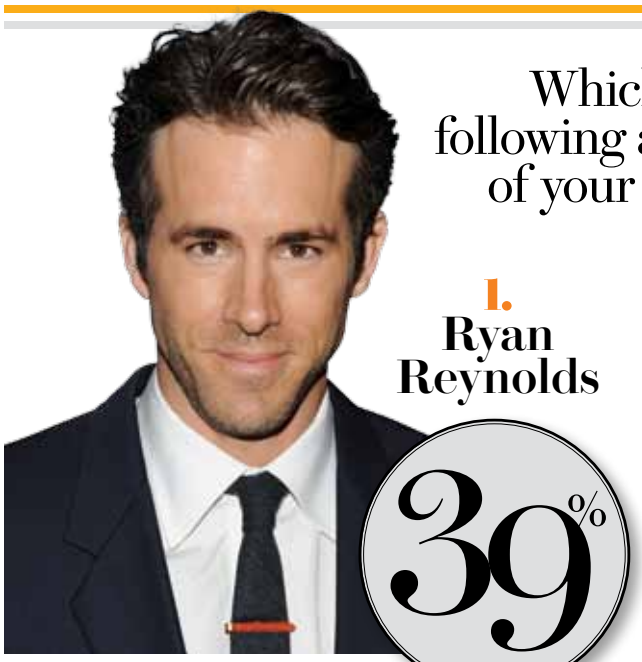
These emerging actors are scoring jobs, but how well do audiences know them?

Hollywood has anointed its next generation of stars, but is the public ready to embrace them?

To find out, *The Hollywood Reporter* asked Penn Schoen Berland, a global research company that specializes in political and entertainment consulting, to ask young moviegoers which emerging stars they like. The firm conducted an online poll of 525 people ages 13-34 (the core moviegoing demo) on Oct. 20-21, asking if they knew the actor and whether he or she is "one of my favorites."

The results reveal surprising familiarity with young Hollywood and clear preferences among moviegoers. Perhaps Ryan Reynolds and Emma Stone should work more than they already do. — *Matthew Belloni*

Which of the following actors is one of your favorites?



1. Ryan Reynolds — 39%

2. Taylor Lautner **23%**
3. Channing Tatum **21%**
4. Jesse Eisenberg **19%**
4. Joseph Gordon-Levitt **19%**
6. Chris Pine **16%**
7. Sam Worthington **14%**
8. Jeremy Renner **9%**
9. Taylor Kitsch **8%**
9. Liam Hemsworth **8%**

1. Emma Stone — 23%

2. Amanda Seyfried **20%**
2. Amy Adams **20%**
2. Zoe Saldana **20%**
5. Blake Lively **17%**
6. Chloe Moretz **12%**
7. Bryce Dallas Howard **8%**
7. Rooney Mara **8%**
9. Rebecca Hall **6%**
10. Carey Mulligan **5%**

••• Answers were given upon being shown a photo of the actor. •••

GUYS' GUYS

Actors who men cite more than women as "one of my favorites"

Jesse Eisenberg — 24% MALE | 14% FEMALE

Jeremy Renner — 11% MALE | 6% FEMALE

Taylor Kitsch — 9% MALE | 6% FEMALE

GIRLS' GIRLS

Actresses who women cite more than men as "one of my favorites"

Amanda Seyfried — 14% MALE | 25% FEMALE

Zoe Saldana — 16% MALE | 23% FEMALE

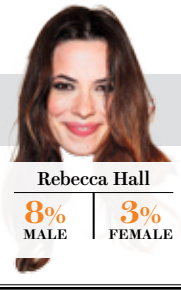
Amy Adams — 18% MALE | 22% FEMALE

GUYS' GIRLS

Actresses who men cite more than women as "one of my favorites"

Blake Lively — 18% MALE | 16% FEMALE

Rooney Mara — 10% MALE | 5% FEMALE



Rebecca Hall — 8% MALE | 3% FEMALE

GIRLS' GUYS

Actors who women cite more than men as "one of my favorites"

Ryan Reynolds — 36% MALE | 42% FEMALE

Taylor Lautner — 16% MALE | 30% FEMALE

Channing Tatum — 12% MALE | 29% FEMALE

Awareness: Do you know who this is?

Respondents were given photos and names of actors and asked if they knew them.

Taylor Lautner **94%**

Ryan Reynolds **91%**

Amanda Seyfried **89%**

Emma Stone **89%**

Jesse Eisenberg **86%**

Joseph Gordon-Levitt **85%**

Channing Tatum **85%**

Zoe Saldana **83%**

Amy Adams **82%**

Chris Pine **81%**

Blake Lively **80%**

Sam Worthington **72%**

Bryce Dallas Howard **69%**

Jeremy Renner **67%**

Liam Hemsworth **66%**

Rooney Mara **64%**

Chloe Moretz **64%**

Rebecca Hall **63%**

Taylor Kitsch **63%**

Carey Mulligan **63%**

CLOCKWISE FROM TOP LEFT: STEPHEN LOVEKIN; ROBYN BECK/AFP; KEVIN WINTER; JASON MERRITT (2); KEVIN WINTER; ALBERTO E. RODRIGUEZ/GETTY IMAGES FOR HOLLYWOOD AWARDS; ALBERTO E. RODRIGUEZ; JAN GAVAN; GARETH CATTERMOLE; FRAZER HARRISON; MARK RALSTON/AFP; FRAZER HARRISON; JASON MERRITT; DAVID LIVINGSTON; BRYCE VICKMARK; SCOTT BARBOUR; KEVIN WINTER; KOKI NAGAHAMA; VITO AMALI; KEVIN WINTER; AMY SUSSMAN; IAN GAVAN; KEVIN WINTER; JASON MERRITT; VITO AMATI; KEVIN WINTER; FRAZER HARRISON; ALL PHOTOS BY GETTY IMAGES