

Low-grade Bonds

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Barry Bonds has become a less-likable celebrity publicly in the past 16 months, while being regarded as more insincere and overexposed, according to data from E-Poll Market Research. In March, 14 percent of respondents to E-Poll's questioning said they dislike Bonds a lot, compared with 4 percent in November 2004, while the percentage of respondents who selected the word "talented" as one they would apply to Bonds fell to 44 percent from 51 percent.

	March 27, 2006	Nov. 22, 2004	Change (% points)
APPEAL			
Like a lot	5%	11%	-6%
Like	19%	25%	-6%
Like some	31%	40%	-9%
Dislike some	19%	14%	+5%
Dislike	12%	7%	+5%
Dislike a lot	14%	4%	+10%
ATTRIBUTES			
Exciting	12%	20%	-8%
Insincere	22%	8%	+14%
Overexposed	29%	18%	+11%
Physically fit	47%	58%	-11%
Talented	44%	51%	-7%

Notes: E-Poll, through its E-Score service, provides access to consumer research on more than 2,300 athletes and celebrities. The company polls 1,100 individuals weekly, measuring the public's awareness of a given athlete or celebrity as well as the overall appeal of that person, asking members of the survey group to select which of 46 personality attributes they would use to describe the subject. The dates listed above are field dates for surveys on Bonds. Statistical anomalies are due to rounding.

Source: E-Score from E-Poll Market Research