

Poll: Danica roars ahead in likeability

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Indy car driver Danica Patrick doesn't have the recognition of some of NASCAR's top stars, but she is liked more than those other, more recognizable drivers.

According to data from E-Poll Market Research, only 18 percent of a survey group recognized Patrick's name or face, lower than marks for Dale Earnhardt Jr., Jeff Gordon or Tony Stewart. Of those who recognized Patrick, however, 96 percent said they liked her, above the marks for the NASCAR trio.

Notable is that Earnhardt Jr. and Patrick ranked Nos. 1 and 2, respectively, in last year's SportsBusiness Journal/SportsBusiness Daily Reader Survey for most marketable motorsports drivers, and the E-Poll results suggest a relative lack of exposure for the duo, compared with Gordon and Stewart, who garnered higher "overexposed" marks.

Patrick is scheduled to compete this weekend in the annual Memorial Day weekend Indianapolis 500, while Earnhardt Jr., Gordon and Stewart will be in North Carolina for the Coca-Cola 600 Sunday night.



Earnhardt Jr.

Gordon

Stewart

Patrick

AWARENESS				
Name	70%	62%	28%	25%
Face	21%	37%	13%	11%
Total	45%	49%	21%	18%
APPEAL				
Like a lot	20%	11%	13%	28%
Like	28%	22%	23%	32%
Like some	39%	42%	36%	36%
Total likeability	87%	75%	72%	96%
Dislike some	8%	14%	15%	4%
Dislike	3%	6%	8%	1%
Dislike a lot	2%	5%	5%	0%
ATTRIBUTES				
Attractive	13%	13%	6%	55%
Insincere	2%	5%	6%	0%
Overexposed	14%	22%	20%	11%
Trendsetter	16%	9%	7%	29%
Trustworthy	9%	6%	7%	8%

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 (by name and by face) 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. Percentages have been rounded. Polling for Earnhardt Jr., Gordon and Stewart was done in March; polling for Patrick was done in April.

Source: E-Score from E-Poll Market Research