

Polling shows new face in Yankee faves

Published May 01, 2006 : Page 09

The New York Yankees might have a new fan favorite, but Johnny Damon doesn't quite yet match Derek Jeter and Alex Rodriguez for Madison Avenue pull.

According to data from E-Poll Market Research, the percentage of people who say they like Damon is more than that for Jeter and Rodriguez — with A-Rod the most strongly disliked of the trio — but so is the percentage of people who think “kooky/wacky” is good description for the former long-haired Boston star who titled his 2004 biography “Idiot.”



Damon's “likability” score is higher than that of his superstar Yankees teammates.

Damon's current and former clubs meet tonight in the first of 19 Yankees-Red Sox games this season.

APPEAL	Damon	Jeter	Rodriguez
Like a lot	10%	13%	16%
Like	31%	27%	30%
Like some	46%	39%	30%
Total likability	87%	79%	76%
Dislike some	10%	13%	11%
Dislike	2%	5%	3%
Dislike a lot	2%	3%	11%

ATTRIBUTES	Damon	Jeter	Rodriguez
Articulate	5%	8%	8%
Classy	4%	14%	13%
Kooky/wacky	14%	2%	1%
Over-exposed	12%	19%	19%
Trustworthy	3%	7%	6%

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. Percentages have been rounded. Polling for Damon was done in April; reports for Jeter and Rodriguez date to October.

Source: E-Score from E-Poll Market Research