

Consumer awareness of top tennis players

Who are the names and faces recognized by consumers?

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E-Poll Market Research performed custom research for SportsBusiness Journal that measures the public's awareness of a given athlete (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. The company polls 1,100 individuals weekly.

Men



Andre Agassi

James Blake

Roger Federer

Lleyton Hewitt

Rafael Nadal

Andy Roddick

	Andre Agassi	James Blake	Roger Federer	Lleyton Hewitt	Rafael Nadal	Andy Roddick
Awareness						
Name	59%	7%	16%	11%	6%	28%
Face	59%	4%	8%	3%	4%	14%
Appeal						
Like a lot	13%	11%	15%	9%	10%	21%
Like	33%	30%	28%	23%	32%	25%
Like some	42%	51%	45%	36%	53%	37%
Dislike some	9%	4%	9%	19%	5%	12%
Dislike	3%	0%	2%	7%	0%	4%
Dislike a lot	1%	4%	1%	6%	0%	1%
Attributes						
Attractive	16%	14%	16%	16%	16%	28%
Can identify with	4%	9%	4%	9%	8%	10%
Dynamic	21%	13%	20%	14%	22%	16%
Influential	13%	7%	9%	10%	6%	10%
Overexposed	5%	5%	5%	7%	0%	7%

■ Women



Lindsay Davenport Martina Hingis Martina Navratilova Maria Sharapova Serena Williams Venus Williams

	Lindsay Davenport	Martina Hingis	Martina Navratilova	Maria Sharapova	Serena Williams	Venus Williams
Awareness						
Name	15%	24%	42%	26%	60%	52%
Face	17%	14%	33%	17%	44%	16%
Appeal						
Like a lot	10%	13%	9%	21%	10%	12%
Like	29%	29%	26%	34%	29%	30%
Like some	55%	45%	47%	38%	44%	41%
Dislike some	5%	6%	12%	5%	10%	10%
Dislike	0%	4%	4%	1%	4%	4%
Dislike a lot	1%	1%	2%	1%	2%	4%
Attributes						
Attractive	16%	33%	11%	54%	27%	26%
Can identify with	3%	6%	4%	5%	3%	4%
Dynamic	6%	5%	17%	10%	16%	14%
Influential	15%	12%	19%	15%	24%	23%
Overexposed	2%	5%	5%	8%	11%	10%

Note: Not all columns equal 100 due to rounding.
 Source: E-Score from E-Poll Market Research