

Consumer awareness of top golfers: Who are the names and faces recognized by consumers?

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LPGA players may not get the TV exposure that their PGA Tour counterparts receive, but Annika Sorenstam's name is more recognized than Phil Mickelson and Michelle Wie's face is more recognized than either Sorenstam or Mickelson, according to custom research done for SportsBusiness Journal by E-Poll Market Research.

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.



Tiger Woods Jack Nicklaus Arnold Palmer Annika Sorenstam Phil Mickelson Michelle Wie

Awareness						
Name	92%	61%	49%	31%	27%	21%
Face	73%	29%	31%	10%	13%	16%
Appeal						
Like a lot	21%	22%	22%	12%	29%	20%
Like	36%	35%	36%	45%	30%	34%
Like some	32%	39%	37%	37%	34%	42%
Dislike some	7%	2%	4%	5%	5%	2%
Dislike	2%	1%	1%	1%	1%	2%
Dislike a lot	2%	0%	0%	0%	0%	0%
Attributes						
Approachable	23%	22%	33%	26%	26%	13%
Attractive	18%	5%	6%	25%	7%	46%
Influential	33%	30%	29%	20%	11%	10%
Overexposed	16%	1%	2%	6%	3%	5%
Trendsetter	22%	11%	14%	15%	4%	11%

Notes: Percentages have been rounded. Polling for Tiger Woods was done in April; the results for the remaining players are from May surveys. Natalie Gulbis, the only other golfer to be mentioned by respondents, received a total awareness score of 3 percent, but that small sample size makes further analysis of her data too volatile.

Source: E-Score from E-Poll Market Research