

Business Week POWER 100 2012

This list ranks the most powerful sports figures in the business world in 2012. The ranking was developed by CSE, an integrated sports and marketing firm in Atlanta, and Horrow Sports Ventures. In addition to 2011 on-field metrics, total earnings, and social media presence, the ranking incorporates such off-field metrics as athletes' name and face awareness, appeal, influence, and trustworthiness using Nielsen/E-Poll N-Score data from Encino, Calif.-based research company E-Poll Market Research. The ranking comprises only professional athletes playing in the United States. Coaches, executives, owners, agents, and athletes who retired before the 2011 calendar year were not considered. Only regular season statistics were used.

1. Drew Brees
2. Aaron Rodgers
3. Tom Brady
4. LeBron James
5. Rafael Nadal
6. Roger Federer
7. Shaquille O'Neal
8. Shaun White
9. Novak Djokovic
10. Calvin Johnson
11. Luke Donald
12. Tiger Woods
13. Kobe Bryant
14. Dwight Howard
15. Eli Manning
16. Dwayne Wade
17. Kevin Durant
18. Phil Mickelson
19. Lee Westwood
20. Troy Polamalu
21. Rory McIlroy
22. Dale Earnhardt Jr.
23. **ARIAN FOSTER**
24. Dirk Nowitzki
25. Serena Williams
26. Albert Pujols
27. Adrian Peterson
28. Manny Pacquiao
29. Jeff Gordon
30. Derrick Rose
31. Ryan Braun
32. Matt Kemp
33. Maria Sharapova
34. Michael Phelps
35. Blake Griffin
36. Michael Turner
37. Jimmie Johnson
38. Miguel Cabrera
39. Maurice Jones
Drew
40. Caroline
Wozniacki
41. Larry Fitzgerald
42. Roy Halladay
43. Matt Stafford
44. Ray Rice
45. Adrian Gonzalez
46. Chris Paul
47. Charles Woodson
48. Usain bolt
49. Floyd Mayweather
Jr.
50. Mat Ryan
51. Peyton Manning
52. Curtis Granderson
53. Justin Verlander
54. Kevin Garnett
55. Landon Donovan
56. Amar'e
Stoudemire
57. Patrick Willis
58. David Beckham
59. LeSean McCoy
60. Tony Stewart
61. Jared Allen
62. Carl Edwards
63. Deron Williams
64. Monta Ellis
65. Apolo Anton Ohno
66. Robinson Cano
67. Phillip Rivers
68. Tim Duncan
69. Jonathan Toews
70. Russell Westbrook
71. Martin Kaymer
72. Clay Mathews
73. Steve Nash
74. Jose Bautista
75. Carmelo Anthony
76. Daniel Sedin
77. Rob Gronkowski
78. Derek Jeter
79. Abby Wambach
80. Andy Murray
81. Troy Tulowitzki
82. Lindsey Vonn
83. Petra Kvitova
84. Adam Scott
85. Kevin Love
86. Tim Thomas
87. Clayton Kershaw
88. Hope Solo
89. Carlos Gonzalez
90. Pau Gasol
91. Terrell Suggs
92. Kevin Harvick
93. Venus Williams
94. David Ortiz
95. Wes Welker
96. Victoria Azarenka
97. James Anderson
98. Mike Wallace
99. Josh Hamilton
100. Steve Stricker