

## TIGER WOODS

1. As you may know, Tiger Woods has recently returned to the professional golf circuit after taking a few months off to deal with his infidelity and the impact on his life and marriage. He has apologized publicly, had counseling for his conduct and he and his wife are working out and through these issues. Are you more likely, less likely or neither more nor less likely to tune in the TV this week and watch Tiger's return to the golf course in the Master's Tournament in Augusta Georgia?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
More likely	178	22	15	13	64	47	17	35	67	76	105	73
	18%	16%	15%	20%	17%	19%	23%	13%	17%	23%	22%	14%
Less likely	204	26	27	16	81	35	18	53	78	72	90	114
	20%	20%	26%	25%	21%	14%	25%	19%	20%	22%	19%	22%
Neither more nor less likely	446	50	46	28	183	109	30	143	190	112	206	240
	44%	38%	45%	43%	48%	44%	40%	51%	48%	34%	43%	46%
Don't Care	159	30	13	7	52	49	8	41	57	58	78	80
	16%	23%	12%	11%	14%	20%	11%	14%	14%	18%	16%	15%
Don't know/Refused	16	5	1	1	4	4	1	8	2	6	6	10
	2%	3%	1%	1%	1%	2%	1%	3%	0	2%	1%	2%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base

## TIGER WOODS

## 2. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

	TOTAL	BC	ALB	REGION				AGE			GENDER	
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
1) Whatever Tiger Woods has done in his private life of late is now in the past and he deserves to get on with his life and career	863 86%	106 80%	87 85%	54 83%	322 84%	229 93% ABCD	65 88%	247 88%	336 86%	274 84%	420 87%	443 86%
2) Tiger Woods has handled himself well throughout this personal experience	637 64%	60 46%	64 63% A	39 59%	240 62% A	178 73% AD	56 75% A	193 69% I	255 65% I	186 57%	319 66%	318 61%
3) The media have been respectful of he and his family	384 38%	59 44%	35 34%	24 37%	138 36%	96 39%	32 43%	61 22%	177 45% G	146 45% G	199 41%	186 36%
4) Tiger Woods can redeem himself and be a role model for youth again	576 57%	61 46%	50 49%	33 50%	219 57%	170 69% ABCD	43 59%	170 61%	231 59%	174 54%	278 57%	298 58%
5) It's time that sponsors return to endorse him	553 55%	64 48%	42 41%	28 44%	180 47%	189 77% ABCD	50 67% ABCD	178 64% I	217 55%	155 48%	275 57%	278 54%
6) I have lost faith in Tiger Woods as a person and just can't get past what he's done	298 30%	31 23%	30 29%	32 48% ABDE	119 31%	65 26%	22 30%	74 26%	127 32%	98 30%	138 28%	160 31%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base

## TIGER WOODS

## 2. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

	TOTAL	BC	ALB	REGION				AGE			GENDER	
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
1) Whatever Tiger Woods has done in his private life of late is now in the past and he deserves to get on with his life and career	109 11%	22 16% E	12 12% E	10 15% E	47 12% E	11 4% E	8 11% E	28 10% E	44 11% E	37 12% E	56 12% E	53 10% E
2) Tiger Woods has handled himself well throughout this personal experience	294 29%	60 46% DEF	31 30% E	27 41% EF	119 31% E	42 17% E	15 20% E	68 24% E	117 30% E	107 33% E	140 29% E	155 30% E
3) The media have been respectful of he and his family	566 56%	69 52%	61 60%	38 59%	220 57%	136 56%	42 56%	208 74% HI	197 50%	156 48%	265 55%	300 58%
4) Tiger Woods can redeem himself and be a role model for youth again	377 38%	65 49% E	46 45% E	30 46% E	145 38% E	66 27% E	24 33% E	93 33% E	146 37% E	133 41% E	187 39% E	190 37% E
5) It's time that sponsors return to endorse him	374 37%	56 42% E	48 47% E	33 51% EF	169 44% E	45 18% E	22 29% E	89 32% E	151 39% E	130 40% E	183 38% E	191 37% E
6) I have lost faith in Tiger Woods as a person and just can't get past what he's done	627 62%	87 66% C	63 61% C	30 46% C	234 61% C	164 67% C	49 66% C	191 68% C	240 61% C	193 59% C	315 65% C	312 60% C

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base

## TIGER WOODS

2. Based on what you have seen, read or heard, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement: 1) Whatever Tiger Woods has done in his private life of late is now in the past and he deserves to get on with his life and career?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
Strongly agree	550	77	45	33	205	142	49	164	203	181	276	274
	55%	58%	44%	51%	53%	58%	67%	58%	52%	56%	57%	53%
Somewhat agree	313	30	43	21	117	B	B	84	133	93	145	169
	31%	23%	42%	32%	31%	87	16	30%	34%	29%	30%	33%
Somewhat disagree	59	11	8	5	22	A	7	14	23	22	27	32
	6%	8%	8%	8%	6%	6	9%	5%	6%	7%	6%	6%
Strongly disagree	50	E	4	5	25	E	1	14	21	16	29	21
	5%	8%	4%	7%	7%	5	2%	5%	5%	5%	6%	4%
Don't know/Refused	31	E	3	2	15	E	1	5	12	13	9	21
	3%	3%	3%	2%	4%	6	1%	2%	3%	4%	2%	4%
<b>TOPBOX &amp; LOWBOX SUMMARY</b>												
Agree (Top2Box)	863	106	87	54	322	229	65	247	336	274	420	443
	86%	80%	85%	83%	84%	93%	88%	88%	86%	84%	87%	86%
Disagree (Low2Box)	109	22	12	10	47	ABCD	8	28	44	37	56	53
	11%	16%	12%	15%	12%	11	11%	10%	11%	12%	12%	10%
		E	E	E	E							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base

## TIGER WOODS

2. Based on what you have seen, read or heard, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement: 2) Tiger Woods has handled himself well throughout this personal experience?

	TOTAL	BC	ALB	REGION				AGE			GENDER	
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
Strongly agree	242	23	27	21	78	70	22	66	100	73	137	105
	24%	18%	27%	32%	20%	29%	30%	24%	26%	22%	28%	20%
Somewhat agree	395	37	37	18	162	108	33	127	155	113	182	213
	39%	28%	36%	28%	42%	44%	45%	45%	39%	35%	38%	41%
Somewhat disagree	170	34	21	13	62	30	9	35	80	55	76	94
	17%	26%	20%	21%	16%	12%	13%	12%	20%	17%	16%	18%
Strongly disagree	125	26	10	13	58	12	6	33	37	52	64	61
	12%	20%	10%	20%	15%	5%	8%	12%	9%	16%	13%	12%
Don't know/Refused	72	12	7	0	25	25	3	19	20	32	27	45
	7%	9%	7%	-	6%	10%	5%	7%	5%	10%	6%	9%
<b>TOPBOX &amp; LOWBOX SUMMARY</b>												
Agree (Top2Box)	637	60	64	39	240	178	56	193	255	186	319	318
	64%	46%	63%	59%	62%	73%	75%	69%	65%	57%	66%	61%
Disagree (Low2Box)	294	60	31	27	119	42	15	68	117	107	140	155
	29%	46%	30%	41%	31%	17%	20%	24%	30%	33%	29%	30%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base

## TIGER WOODS

2. Based on what you have seen, read or heard, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement: 3) The media have been respectful of he and his family?

	TOTAL	BC	ALB	REGION				AGE			GENDER	
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
Strongly agree	98 10%	12 9%	5 5%	6 9%	36 9%	27 11%	11 15%	8 3%	50 13%	39 12%	48 10%	50 10%
Somewhat agree	287 29%	47 35%	30 29%	18 28%	101 26%	69 28%	21 28%	53 19%	127 32%	107 33%	151 31%	136 26%
Somewhat disagree	224 22%	25 19%	19 18%	12 19%	91 24%	64 26%	13 17%	74 27%	87 22%	62 19%	106 22%	119 23%
Strongly disagree	342 34%	43 33%	42 41%	26 40%	129 34%	72 30%	29 39%	133 48%	110 28%	94 29%	160 33%	182 35%
Don't know/Refused	53 5%	5 4%	6 6%	3 4%	26 7%	13 5%	1 1%	11 4%	18 5%	23 7%	21 4%	32 6%
<b>TOPBOX &amp; LOWBOX SUMMARY</b>												
Agree (Top2Box)	384 38%	59 44%	35 34%	24 37%	138 36%	96 39%	32 43%	61 22%	177 45%	146 45%	199 41%	186 36%
Disagree (Low2Box)	566 56%	69 52%	61 60%	38 59%	220 57%	136 56%	42 56%	208 74%	197 50%	156 48%	265 55%	300 58%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base

## TIGER WOODS

2. Based on what you have seen, read or heard, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement: 4) Tiger Woods can redeem himself and be a role model for youth again?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
Strongly agree	254	27	23	17	86	75	26	80	89	82	133	121
	25%	20%	22%	26%	22%	31%	35%	29%	23%	25%	27%	23%
Somewhat agree	323	34	27	16	133	95	18	90	141	92	145	178
	32%	26%	27%	25%	35%	39%	24%	32%	36%	28%	30%	34%
Somewhat disagree	185	32	27	16	61	34	14	43	77	63	88	97
	18%	25%	26%	25%	16%	14%	19%	15%	20%	19%	18%	19%
Strongly disagree	192	32	19	14	85	31	10	50	69	70	99	93
	19%	25%	19%	21%	22%	13%	14%	18%	18%	22%	20%	18%
Don't know/Refused	50	6	6	2	20	9	6	17	16	18	21	29
	5%	5%	6%	3%	5%	4%	9%	6%	4%	5%	4%	6%
<b>TOPBOX &amp; LOWBOX SUMMARY</b>												
Agree (Top2Box)	576	61	50	33	219	170	43	170	231	174	278	298
	57%	46%	49%	50%	57%	69%	59%	61%	59%	54%	57%	58%
Disagree (Low2Box)	377	65	46	30	145	66	24	93	146	133	187	190
	38%	49%	45%	46%	38%	27%	33%	33%	37%	41%	39%	37%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base

## TIGER WOODS

2. Based on what you have seen, read or heard, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement: 5) It's time that sponsors return to endorse him?

	TOTAL	BC	ALB	REGION				AGE			GENDER	
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
Strongly agree	213	21	14	10	73	68	28	75	71	65	114	100
	21%	16%	14%	16%	19%	28%	37%	27%	18%	20%	23%	19%
Somewhat agree	339	43	28	18	107	121	22	103	146	90	161	179
	34%	32%	28%	28%	28%	50%	30%	37%	37%	28%	33%	35%
Somewhat disagree	201	28	22	14	96	28	13	45	85	70	99	102
	20%	21%	22%	21%	25%	11%	17%	16%	22%	22%	20%	20%
Strongly disagree	173	28	26	19	73	18	9	44	66	60	84	89
	17%	21%	26%	30%	19%	7%	12%	16%	17%	19%	17%	17%
Don't know/Refused	76	13	12	4	35	10	2	12	25	39	27	49
	8%	10%	12%	6%	9%	4%	3%	4%	6%	12%	6%	9%
<b>TOPBOX &amp; LOWBOX SUMMARY</b>												
Agree (Top2Box)	553	64	42	28	180	189	50	178	217	155	275	278
	55%	48%	41%	44%	47%	77%	67%	64%	55%	48%	57%	54%
Disagree (Low2Box)	374	56	48	33	169	45	22	89	151	130	183	191
	37%	42%	47%	51%	44%	18%	29%	32%	39%	40%	38%	37%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base



## TIGER WOODS

2. Based on what you have seen, read or heard, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement: 6) I have lost faith in Tiger Woods as a person and just can't get past what he's done?

	TOTAL	BC	ALB	REGION				AGE			GENDER	
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All respondents</b>												
Unweighted Base	1003	127	100	65	401	240	70	178	420	401	488	515
Weighted Base	1003	132*	102*	65*	384	245	74*	280	393	325	485	518
Strongly agree	116	8	11	15	48	29	5	23	48	45	58	58
	12%	6%	11%	23%	12%	12%	7%	8%	12%	14%	12%	11%
Somewhat agree	182	22	19	17	71	35	17	51	79	52	80	101
	18%	17%	18%	26%	19%	14%	23%	18%	20%	16%	17%	20%
Somewhat disagree	261	31	26	9	107	70	18	69	109	81	103	158
	26%	23%	25%	14%	28%	29%	24%	25%	28%	25%	21%	31%
Strongly disagree	366	56	37	21	127	94	31	122	131	111	212	154
	36%	42%	36%	33%	33%	38%	42%	44%	33%	34%	44%	30%
Don't know/Refused	78	15	10	3	31	17	3	15	26	35	33	46
	8%	11%	9%	5%	8%	7%	4%	5%	7%	11%	7%	9%
<b>TOPBOX &amp; LOWBOX SUMMARY</b>												
Agree (Top2Box)	298	31	30	32	119	65	22	74	127	98	138	160
	30%	23%	29%	48%	31%	26%	30%	26%	32%	30%	28%	31%
Disagree (Low2Box)	627	87	63	30	234	164	49	191	240	193	315	312
	62%	66%	61%	46%	61%	67%	66%	68%	61%	59%	65%	60%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K \* small base