

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 TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
More likely	178 18%	150 18%	28 15%	22 17%	72 22%	54 16%	24 12%	44 20%	48 17%	65 16%
Less likely	204 20%	174 21%	30 16%	40 31%	67 21%	68 21%	29 14%	56 26%	58 20%	72 17%
Neither more nor less likely	446 44%	362 44%	84 44%	51 39%	118 36%	153 47%	125 59%	79 37%	123 44%	218 53%
Don't Care	159 16%	113 14%	45 24%	15 11%	62 19%	49 15%	31 15%	23 11%	51 18%	59 14%
Don't know/Refused	16 2%	14 2%	2 1%	2 1%	5 2%	3 1%	2 1%	12 6%	1 0	1 0

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

TIGER WOODS

2. AGREE SUMMARY TABLE (Strongly/Somewhat agree)

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
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%	699 86%	164 87%	111 86%	291 90% F	277 85%	174 82%	185 86%	254 90% I	343 83%
2) Tiger Woods has handled himself well throughout this personal experience	637 64%	517 64%	120 63%	98 76% EF	218 67% F	196 60%	119 56%	145 67%	191 68%	247 60%
3) The media have been respectful of he and his family	384 38%	318 39%	67 35%	44 34%	124 38%	137 42%	76 36%	80 37%	103 36%	173 42%
4) Tiger Woods can redeem himself and be a role model for youth again	576 57%	481 59%	95 50%	71 55%	207 64% F	181 55%	109 52%	121 56%	169 60%	232 56%
5) It's time that sponsors return to endorse him	553 55%	449 55%	104 55%	69 54%	197 61% F	179 55% F	99 47%	125 58%	164 58%	212 51%
6) I have lost faith in Tiger Woods as a person and just can't get past what he's done	298 30%	232 28%	66 35%	48 37%	91 28%	100 30%	58 27%	69 32%	92 33%	114 27%

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

TIGER WOODS

2. DISAGREE SUMMARY TABLE (Somewhat/Strongly disagree)

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
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%	92 11%	17 9%	15 11%	26 8%	40 12%	27 13%	21 10%	22 8%	61 15%
2) Tiger Woods has handled himself well throughout this personal experience	294 29%	234 29%	60 32%	21 16%	93 29%	108 33%	71 33%	52 24%	69 25%	146 35%
3) The media have been respectful of he and his family	566 56%	459 56%	107 56%	75 58%	189 58%	172 53%	123 58%	125 58%	164 58%	225 54%
4) Tiger Woods can redeem himself and be a role model for youth again	377 38%	293 36%	83 44%	51 40%	100 31%	135 41%	87 41%	76 35%	100 36%	168 41%
5) It's time that sponsors return to endorse him	374 37%	305 37%	69 36%	48 37%	100 31%	130 40%	92 44%	74 34%	98 35%	172 41%
6) I have lost faith in Tiger Woods as a person and just can't get past what he's done	627 62%	524 64%	103 54%	71 55%	214 66%	202 62%	132 62%	131 61%	169 60%	271 65%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I * 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?

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
Strongly agree	550 55%	442 54%	108 57%	76 59%	210 65%	162 50%	98 46%	132 61%	161 57%	209 50%
Somewhat agree	313 31%	257 32%	56 30%	35 27%	82 25%	115 35%	76 36%	54 25%	92 33%	133 32%
Somewhat disagree	59 6%	48 6%	11 6%	10 8%	9 3%	23 7%	15 7%	14 7%	10 4%	34 8%
Strongly disagree	50 5%	44 5%	6 3%	5 4%	16 5%	17 5%	12 6%	7 3%	12 4%	27 7%
Don't know/Refused	31 3%	22 3%	8 4%	3 2%	7 2%	10 3%	11 5%	9 4%	6 2%	11 3%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	863 86%	699 86%	164 87%	111 86%	291 90%	277 85%	174 82%	185 86%	254 90%	343 83%
Disagree (Low2Box)	109 11%	92 11%	17 9%	15 11%	26 8%	40 12%	27 13%	21 10%	22 8%	61 15%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I * 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?

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
Strongly agree	242 24%	201 25%	41 21%	50 39% EF	104 32% EF	58 18%	27 13%	69 32% HI	62 22%	79 19%
Somewhat agree	395 39%	316 39%	79 42%	48 38%	114 35%	138 42%	92 43%	76 35%	129 46%	167 40%
Somewhat disagree	170 17%	133 16%	37 19%	11 9%	52 16%	68 21% C	39 18%	31 14%	34 12%	88 21% H
Strongly disagree	125 12%	102 12%	23 12%	10 7%	41 13%	40 12%	32 15%	21 10%	35 12%	58 14%
Don't know/Refused	72 7%	62 8%	10 5%	10 8%	14 4%	23 7%	22 10% D	18 9%	22 8%	22 5%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	637 64%	517 64%	120 63%	98 76% EF	218 67% F	196 60%	119 56%	145 67%	191 68%	247 60%
Disagree (Low2Box)	294 29%	234 29%	60 32%	21 16%	93 29%	108 33% C	71 33% C	52 24%	69 25%	146 35% GH

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I * 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?

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
Strongly agree	98 10%	81 10%	17 9%	19 15%	32 10%	25 8%	21 10%	29 13%	25 9%	32 8%
Somewhat agree	287 29%	237 29%	50 26%	24 19%	92 28%	112 34%	55 26%	51 24%	78 28%	140 34%
Somewhat disagree	224 22%	188 23%	36 19%	23 18%	70 21%	73 22%	59 28%	43 20%	72 26%	94 23%
Strongly disagree	342 34%	271 33%	70 37%	52 40%	119 37%	99 30%	65 30%	83 39%	91 32%	131 32%
Don't know/Refused	53 5%	37 4%	16 9%	10 8%	11 3%	18 6%	12 6%	10 5%	15 5%	16 4%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	384 38%	318 39%	67 35%	44 34%	124 38%	137 42%	76 36%	80 37%	103 36%	173 42%
Disagree (Low2Box)	566 56%	459 56%	107 56%	75 58%	189 58%	172 53%	123 58%	125 58%	164 58%	225 54%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I * 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?

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
Strongly agree	254 25%	208 26%	45 24%	45 35% EF	103 32% EF	67 20%	33 16%	71 33% I	80 28% I	72 17%
Somewhat agree	323 32%	273 34%	50 26%	26 20%	104 32%	114 35% C	76 36% C	50 23%	90 32%	160 39% G
Somewhat disagree	185 18%	144 18%	40 21%	24 19%	47 15%	66 20%	46 22% D	37 17%	51 18%	85 20%
Strongly disagree	192 19%	149 18%	43 23%	26 21%	53 16%	69 21%	41 19%	39 18%	49 17%	83 20%
Don't know/Refused	50 5%	39 5%	11 6%	7 5%	17 5%	12 4%	15 7% E	18 8% I	12 4%	14 3%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	576 57%	481 59%	95 50%	71 55%	207 64% F	181 55%	109 52%	121 56%	169 60%	232 56%
Disagree (Low2Box)	377 38%	293 36%	83 44%	51 40%	100 31%	135 41% D	87 41% D	76 35%	100 36%	168 41%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I * 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?

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
Strongly agree	213	167	46	39	80	63	27	51	64	69
	21%	21%	24%	31%	25%	19%	13%	24%	23%	17%
Somewhat agree	339	282	58	30	117	117	72	74	100	144
	34%	35%	30%	23%	36%	36%	34%	34%	35%	35%
Somewhat disagree	201	165	35	23	48	72	57	35	59	89
	20%	20%	19%	18%	15%	22%	27%	16%	21%	21%
Strongly disagree	173	139	34	25	52	58	35	39	39	83
	17%	17%	18%	19%	16%	18%	17%	18%	14%	20%
Don't know/Refused	76	59	17	11	26	18	21	16	20	30
	8%	7%	9%	9%	8%	5%	10%	7%	7%	7%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	553	449	104	69	197	179	99	125	164	212
	55%	55%	55%	54%	61%	55%	47%	58%	58%	51%
Disagree (Low2Box)	374	305	69	48	100	130	92	74	98	172
	37%	37%	36%	37%	31%	40%	44%	34%	35%	41%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I * 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?

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1003	836	167	68	172	357	400	163	262	489
Weighted Base	1003	813	190	129*	324	327	212	215	282	414
Strongly agree	116 12%	93 11%	23 12%	14 11%	42 13%	41 13%	19 9%	27 13%	34 12%	45 11%
Somewhat agree	182 18%	139 17%	43 23%	34 27%	49 15%	59 18%	39 18%	43 20%	58 21%	69 17%
Somewhat disagree	261 26%	220 27%	41 21%	28 21%	80 25%	83 25%	65 31%	51 24%	76 27%	112 27%
Strongly disagree	366 36%	304 37%	62 33%	43 34%	134 42%	119 36%	67 32%	80 37%	93 33%	159 38%
Don't know/Refused	78 8%	57 7%	21 11%	10 8%	19 6%	26 8%	21 10%	14 6%	20 7%	30 7%
TOPBOX & LOWBOX SUMMARY										
Agree (Top2Box)	298 30%	232 28%	66 35%	48 37%	91 28%	100 30%	58 27%	69 32%	92 33%	114 27%
Disagree (Low2Box)	627 62%	524 64%	103 54%	71 55%	214 66%	202 62%	132 62%	131 61%	169 60%	271 65%

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