

“Please rate Tiger Woods on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute’”

Before Video

After Video

Likeability

	Total (n=1,200)
MEAN	4.1

	Total (n=1,200)
MEAN	4.1

Believability

	Total (n=1,200)
MEAN	3.6

	Total (n=1,200)
MEAN	4.0

Sincerity

	Total (n=1,200)
MEAN	3.7

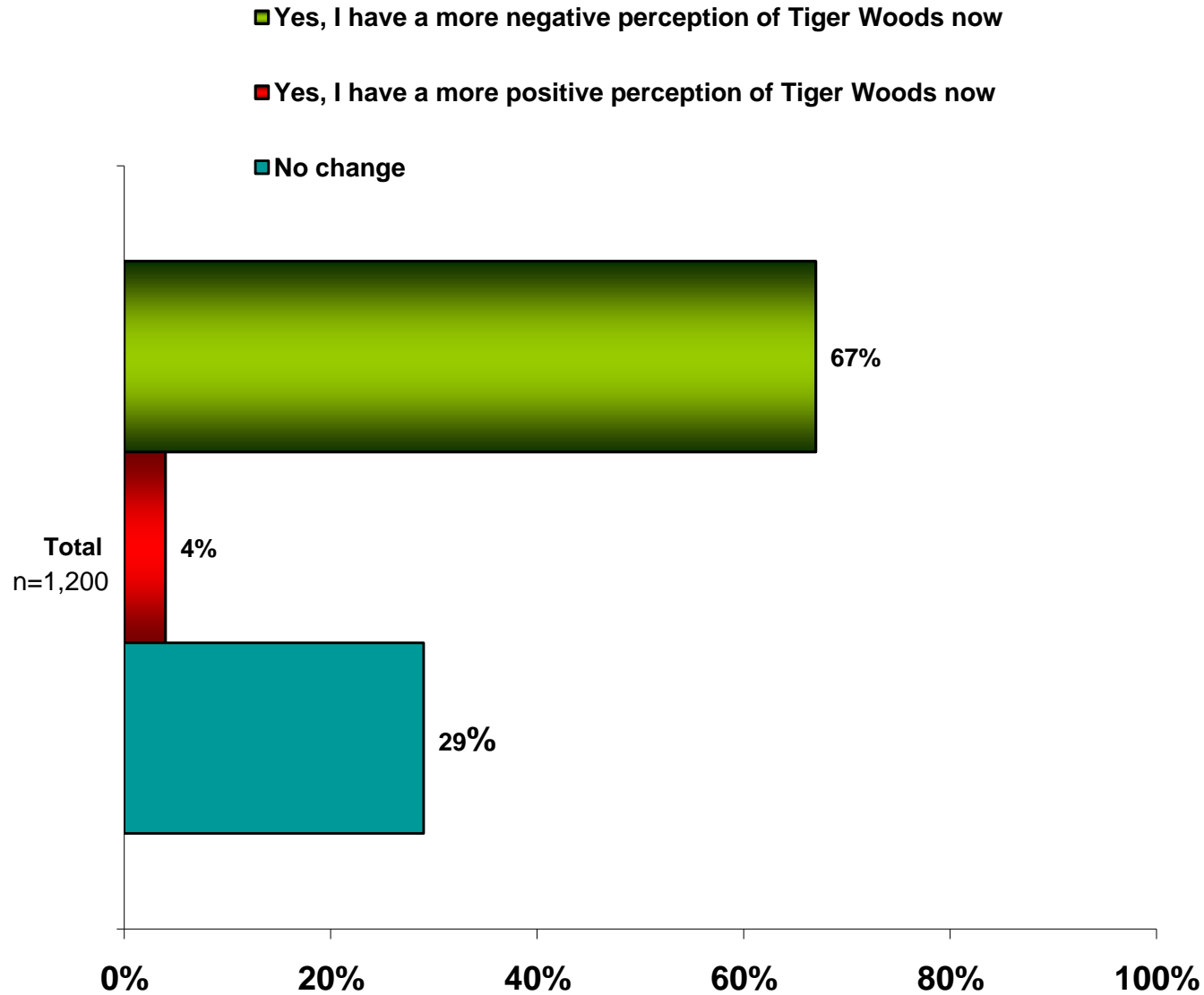
	Total (n=1,200)
MEAN	4.1

Percentages may not equal 100 due to rounding

Please indicate how favorable you are of the Tiger Woods using a scale of 1-7 where 1 represents, "Not at all favorable" and 7 represents, "Extremely favorable."

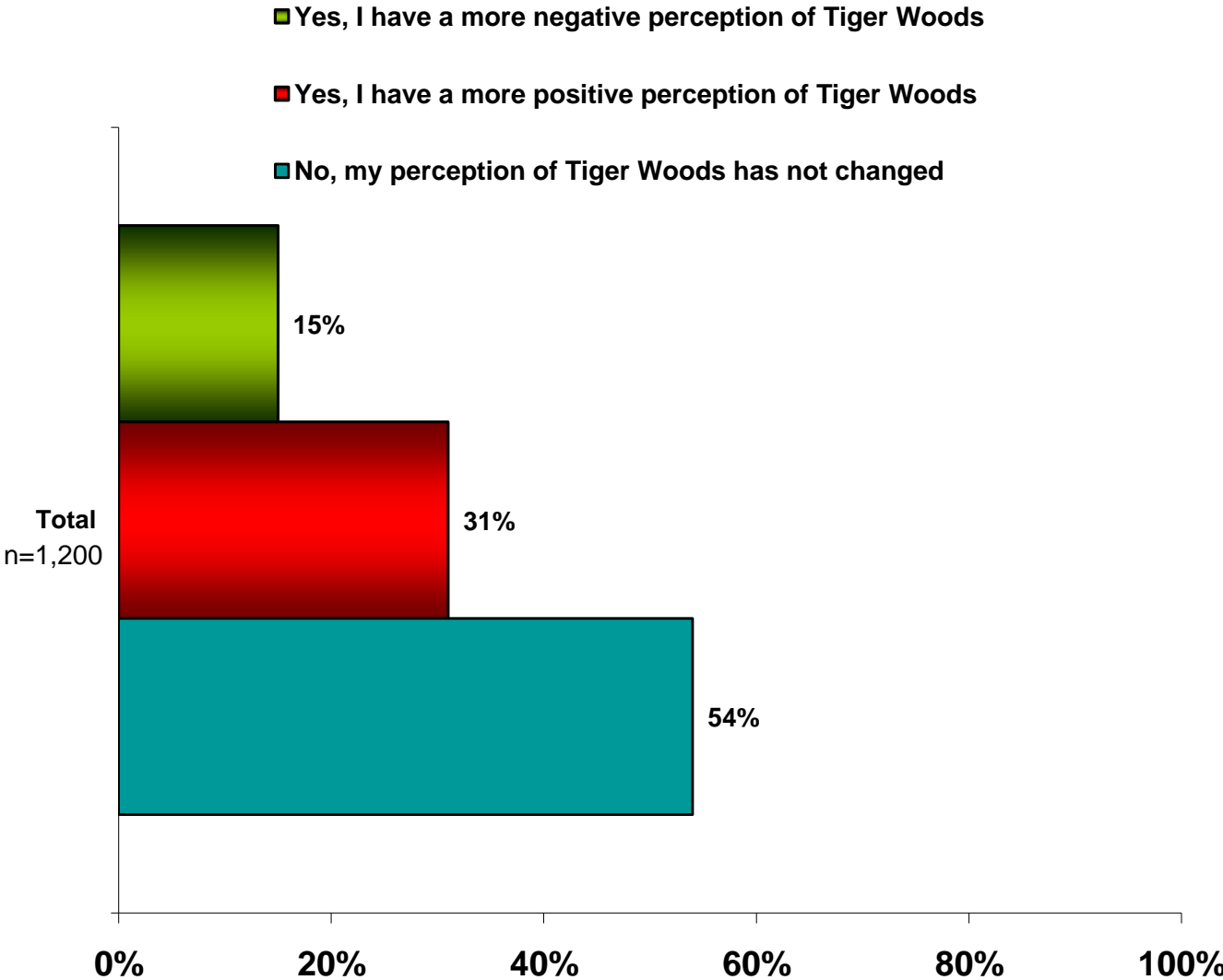
	Before Video (n=1,200)	After Video (n=1,200)
Mean	3.7	3.9

Has Tiger Woods' alleged affair changed your perception of him?



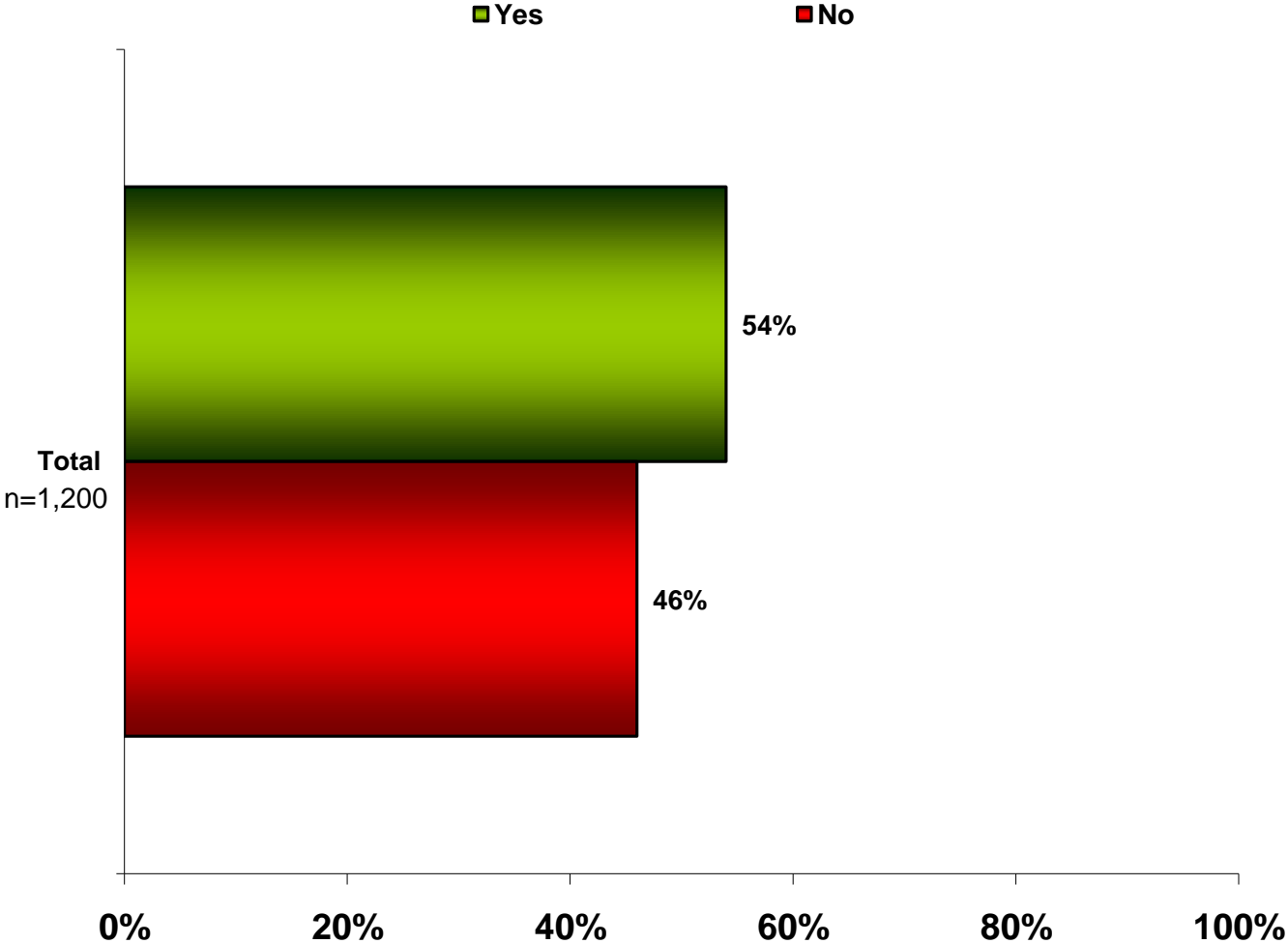
Percentages may not equal 100 due to rounding

Has this press conference changed your perception of Tiger Woods?



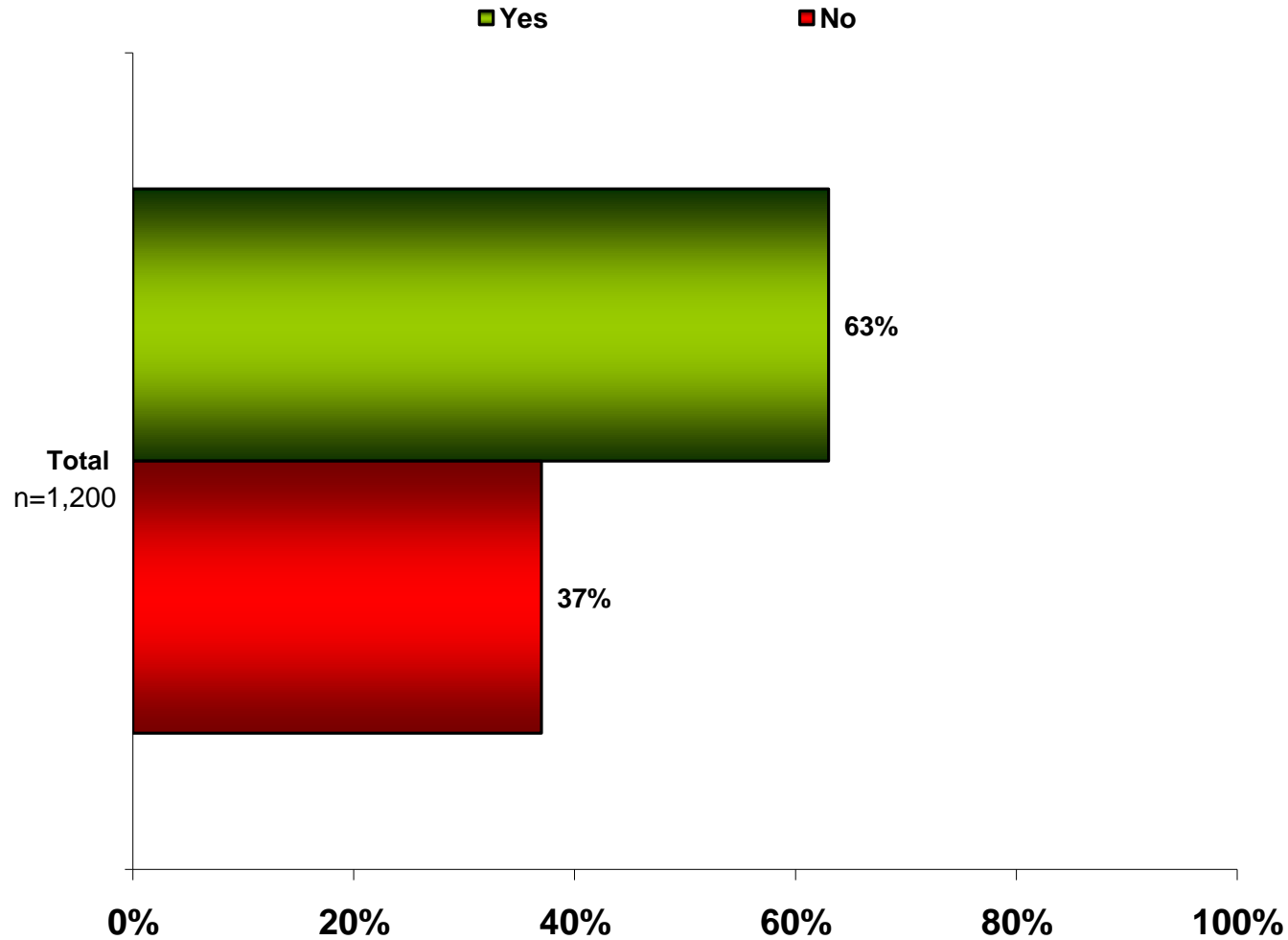
Percentages may not equal 100 due to rounding

Do you think that it was necessary for Tiger Woods to hold this press conference?



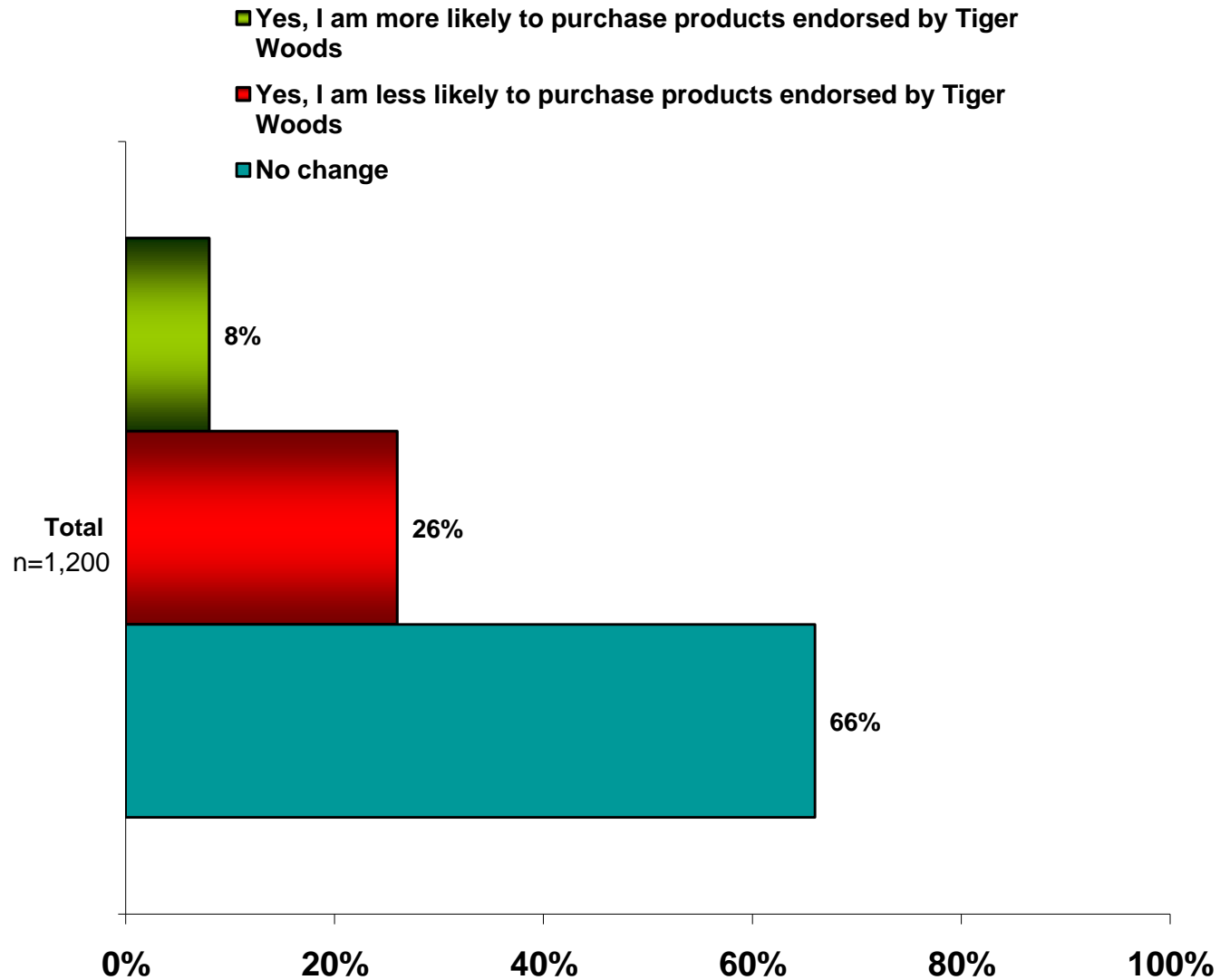
Percentages may not equal 100 due to rounding

Do you think the apologies that Tiger Woods has given have been sufficient?



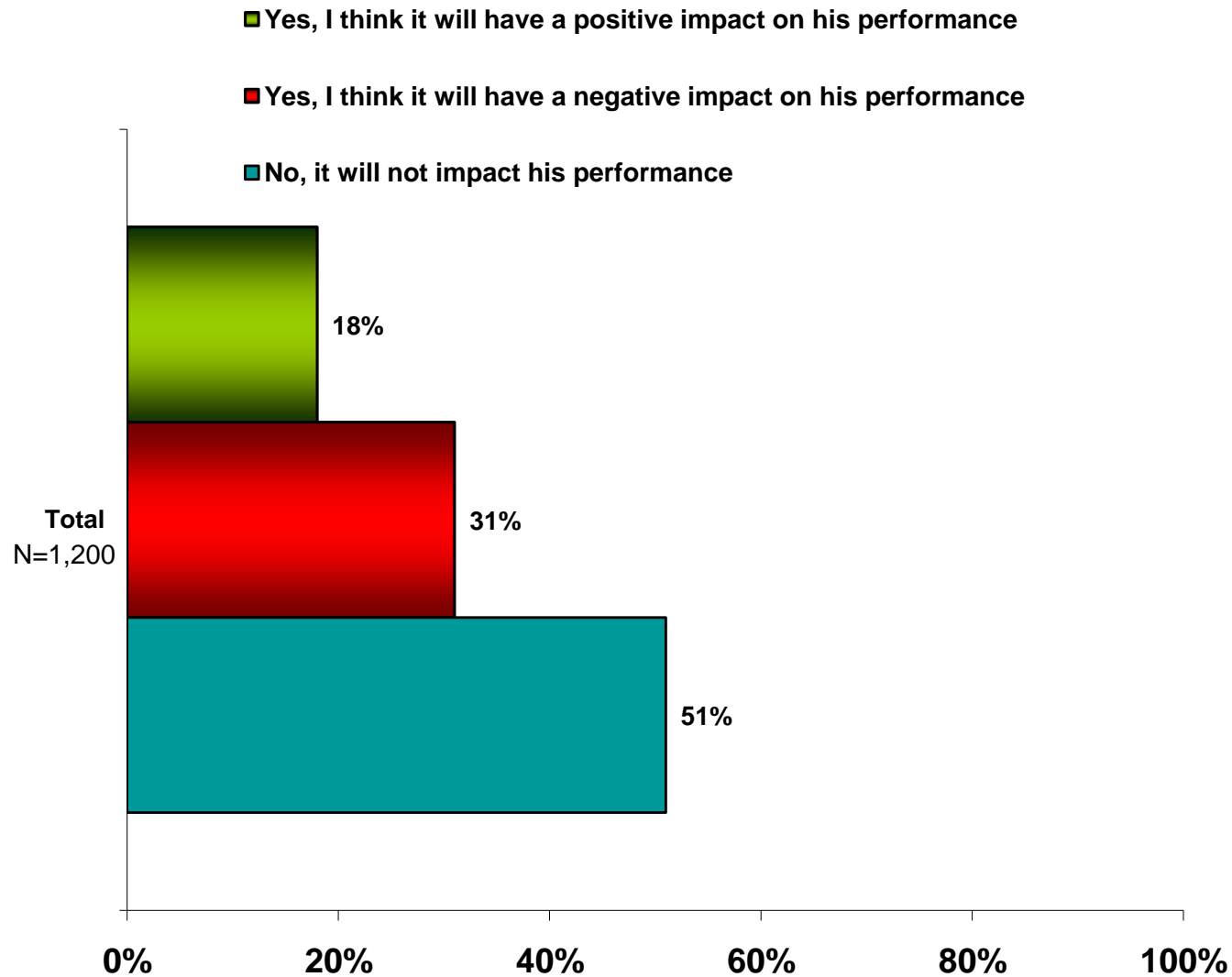
Percentages may not equal 100 due to rounding

Has this incident changed your likelihood of purchasing products endorsed by Tiger Woods?



Percentages may not equal 100 due to rounding

Do you think the issues discussed in this conference will affect Tiger Woods' golf playing performance this week?



Percentages may not equal 100 due to rounding