

**TIGER WOODS AN OLYMPIAN?
69% SAY 'YES' IF GOLF IS ADDED TO GAMES**

***Seton Hall Sports Poll Also Finds General Satisfaction with
Vancouver Games and NBC Coverage***

Only 2% Getting Their Olympic News From Newspapers

S. Orange, NJ, February 25, 2010 – Sixty-nine percent of Americans would have no problem with Tiger Woods representing the United States if golf became an Olympic sport, according to a poll conducted this week by the Seton Hall Sports Poll.

Men supported his being a part of the team with a 75% approval, while 63% of women said they would not have a problem. But nearly one in four – 23% of all respondents - said they would have a problem with him representing the United States.

“Tiger still has work to do to win back the public,” noted Rick Gentile, director of the Seton Hall Sports Poll, conducted by The Sharkey Institute. “But the Tiger camp should be pleased by the strong number supporting his being a potential member of the team.”

Thirty-nine percent felt Woods was sincere in his public statement last week, but one out of four felt he was not. Sixty-eight percent felt satisfied with his statement and required no additional information from him.

The poll was conducted this week of 760 randomly dialed adults 18 and over across the continental United States

On questions related to the current Winter Olympics in Vancouver, there was general satisfaction with the Games and their coverage by NBC. Seventy-two percent had a positive reaction to the television coverage, and 72% said their emphasis on American athletes was the “right amount.”

In terms of how people receive their Olympic news, 79% said they receive it watching television at night, and 10% responded daytime television. The Internet received 8% and newspapers 2%. “Newspapers are sending teams of journalists and photographers to the Games and trailing badly in importance. Four times as many people get their news online as from hard copy newspapers. It’s a trend we knew was out there, but this was a chance to take a genuine measurement,” said Gentile.

While figure skating, at 26%, was identified, as the sport viewers are most interested in, the breakdown by gender was dramatic. Forty-one percent of women named it as the sport they were most interested in, while 31% of men named it the sport they were least interested in. “Figure skating is the Howard Cosell of the Olympics,” said Gentile, recalling the late ABC sportscaster’s tendency to finish atop both “most admired” and “most hated” announcer polls.

Vancouver and Canada have apparently showcased well to the American public, with 74% agreeing that it is an attractive tourist destination, and 30% saying that watching the Olympics has made them more interested in visiting Vancouver.

The margin of error due to sampling is +/- 3.6 percentage points for most estimates. Other factors also may affect the total error.

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The results:

1. To what extent would you say you are following the Olympics from Vancouver: a lot, some, very little, or not at all.

| | |
|-----------------|-----|
| 1 - A lot | 21% |
| 2 - Some | 31 |
| 3 - Very little | 21 |

2. In relation to previous Winter Olympics, would you say you've been following these Games more, less or about the same?

| | |
|----------|----|
| 1 - More | 27 |
| 2 - Less | 18 |
| 3 - Same | 55 |

3. Which Winter Olympic sport are you most interested in?

| | |
|--------------------|----|
| 1 - Figure skating | 26 |
| 2 - Skiing | 22 |
| 3 - Luge | 2 |
| 4 - Bobsled | 3 |
| 5 - Snowboard | 9 |
| 6 - Speed skating | 7 |
| 7 - Curling | 3 |
| 8 - Hockey | 15 |
| 9 - Ski Jump | 1 |
| 10 - Other | 4 |

4. Which Winter Olympics sport are you least interested in?

| | |
|--------------------|----|
| 1 - Figure skating | 19 |
| 2 - Skiing | 6 |
| 3 - Luge | 6 |
| 4 - Bobsled | 5 |
| 5 - Snowboard | 3 |
| 6 - Speed skating | 3 |
| 7 - Curling | 28 |
| 8 - Hockey | 5 |
| 9 - Ski Jump | 0 |
| 10 - Other | 8 |

5. What source are you using to follow the Olympics the most: television at night, the Internet, newspapers, or daytime television?

| | |
|-----------------|----|
| 1 - TV at night | 79 |
| 2 - Internet | 8 |
| 3 - Newspapers | 2 |
| 4 - Daytime TV | 10 |

6. Would you say your impression of the job the broadcasting network (NBC) has been doing so far has been positive, negative or neither?

| | |
|--------------|----|
| 1 - Positive | 72 |
| 2 - Negative | 7 |
| 3 - Neither | 17 |

7. Do you think that NBC has placed too much emphasis on American athletes, not enough emphasis or the right amount of emphasis?

| | |
|------------------|----|
| 1 - Too much | 14 |
| 2 - Not enough | 5 |
| 3 - Right amount | 72 |

8. How much coverage would you say you are watching in the evening: less than 1 hour, 1 to 2 hours, more than 2 hours, or none?

| | |
|-----------------------|----|
| 1- Less than 1 hour | 34 |
| 2- 1-2 hours | 40 |
| 3 - More than 2 hours | 21 |
| 4 - None | 5 |

9. Do you think the death of the athlete on the day of the Opening Ceremony received too much coverage, not enough coverage or the proper amount of coverage?

| | |
|-------------------------------|----|
| 1 - Too much coverage | 12 |
| 2 - Not enough coverage | 11 |
| 3 - Proper amount of coverage | 62 |
| 4 - Don't know | 15 |

10. Has watching the Olympics made you more interested in visiting Vancouver, less interested, or made no difference?

| | |
|---------------------|----|
| 1 - More interested | 30 |
| 2 - Less interested | 3 |
| 3 - No difference | 66 |

11. Would you say that since the Olympics began your interest in the games has increased, decreased or remained the same?

| | |
|-------------------|----|
| 1 - Increased | 26 |
| 2 - Decreased | 4 |
| 3 - Remained same | 70 |

12. How closely do you follow sports: very closely, somewhat closely, not at all closely, or not at all?

| | |
|------------------------|----|
| 1 - Very closely | 20 |
| 2 - Closely | 16 |
| 3 - Somewhat closely | 37 |
| 3 - Not at all closely | 24 |

13. If golf was an Olympic sport, would you have a problem with Tiger Woods representing the United States?

| | |
|----------------|----|
| 1 - Yes | 23 |
| 2 - No | 69 |
| 3 - Don't know | 9 |

14. Do you think Tiger Woods was sincere in his public statement last week?

| | |
|----------------|----|
| 1 - Yes | 39 |
| 2 - No | 25 |
| 3 - Don't know | 35 |

15. Would you like more information from Tiger Woods about his behavior or are you satisfied with the public statement that he made last week?

| | |
|----------------------|----|
| 1 - More information | 5 |
| 2 - Satisfied | 68 |
| 3 - Don't know | 27 |

16. Canada is an ideal host country for the 2010 Winter Olympic Games. Do you strongly disagree, disagree, are neutral, agree, or strongly agree?

| | |
|-----------------------|----|
| 1 - Strongly disagree | 1 |
| 2 - Disagree | 3 |
| 3 - Neutral | 33 |
| 4 - Agree | 45 |
| 5 - Strongly agree | 17 |

16. Canada is an attractive tourist destination. Do you strongly disagree, disagree, are neutral, agree, or strongly agree?

| | |
|-----------------------|----|
| 1 - Strongly disagree | 2 |
| 2 - Disagree | 5 |
| 3 - Neutral | 17 |
| 4 - Agree | 52 |
| 5 - Strongly agree | 22 |

17. The Olympic Games are important. Do you strongly disagree, disagree, are neutral, agree, or strongly agree?

| | |
|-----------------------|----|
| 1 - Strongly disagree | 1 |
| 2 - Disagree | 15 |
| 3 - Neutral | 16 |
| 4 - Agree | 46 |
| 5 - Strongly agree | 30 |