

Tiger Woods Cebra** Scores out of 100

	Pre-Scandal*	Dec 3rd/4th
Cebra Score Overall	70	76
Familiarity	68	74
Affinity	69	59
Buzz	74	95
<i>Positive Buzz</i>	<i>81</i>	<i>19</i>
<i>Negative Buzz</i>	<i>2</i>	<i>80</i>

Source: Millward Brown, Celebrity+Brand Study, December 3-4, 2009

* September 9-23, 2009

**Cebra scores are consumer ratings of Familiarity (how much one knows about a celebrity), Affinity (how strongly one likes or dislikes a celebrity), and Buzz (how much "buzz" one thinks a celebrity has).