

---

## Tiger's Great: Tiger Woods is America's Favorite Sports Star

*Serena Williams is America's favorite female sports star*

**ROCHESTER, N.Y. – July 16, 2009** – Baseball players, basketball stars, football players and race car drivers are all represented on the list, but when it comes to America's favorite sports star, yet again this year a golfer tops the list. For the fourth year in a row, Tiger Woods is America's favorite sports star. Michael Jordan, the only sports star to be on the list since it started in 1993, is number two. Returning to the list after dropping off last year, Cleveland Cavalier star LeBron James is number three.

The question of favorite female sports star is also asked and just like at Wimbledon, the Williams sisters dominate – Serena is number one and Venus is number two. Race car driver, Danica Patrick, last year's favorite female sports star is number three this year.

These are some of the findings of The Harris Poll, a new nationwide survey of 2,177 U.S. adults surveyed online between June 8 and 15, 2009 by Harris Interactive.

Looking at the rest of the top ten favorite sports stars:

- Number 4, L.A. Lakers star Kobe Bryant, same as last year;
- Number 5, N.Y. Yankees shortstop Derek Jeter, up from No. 7;
- Number 6, NASCAR's Jeff Gordon, down from No. 5;
- Number 7, the Colts' Peyton Manning, down from a tie at No. 6;
- Number 8, racecar driver Dale Earnhardt Jr., down from a tie at No. 6;
- Number 9, possible Vikings quarterback Brett Favre, down from No. 3; and at
- Number 10, joining the list for the first time, St .Louis Cardinals' first baseman and slugger, Albert Pujols.

Dropping off the list this year is one football player and one basketball player. Tom Brady spent the last football season on the sidelines with an injury, probably why he dropped from a tie for the number 8 spot to off the list. Boston Celtics forward Kevin Garnett was in the number 10 spot last year and has dropped off the list this year.

### **It's (Almost) All About Tiger**

Whether you are male or female, Tiger Woods is the favorite sports star. When race and ethnicity is looked at, Tiger is tops with Whites and Hispanics, but Michael Jordan is number one for African Americans. There is also a generational divide. Even though they may have been very young when he was in his prime, Echo Boomers (aged 18-32) say Michael Jordan is their favorite as do Gen Xers (aged 33-44). For both Baby Boomers (aged 45-63) and Matures (aged 64 and older), Tiger Woods is number one.

**Favorite Female Sports Stars**

After the Williams sisters and Danica Patrick:

- Number 4, WNBA star Candace Parker, up from No. 7;
- Number 5, soccer star Mia Hamm, same as last year;
- Number 6 (tie), tennis star Maria Sharapova, tied for No. 6, down from No. 4;
- Number 6 (tie), golfer Annika Sorenstam, tied for No. 6, was No 6 last year;
- Number 8, Chris Everett Lloyd, returning to the list for the first time since 2005;
- Number 9, tennis star Anna Kournikova, returning to the list; and,
- Number 10, figure skater Michelle Kwan, down from No 9 last year.

Off the list this year are skater Kristi Yamaguchi who was No 8 last year and tennis legend Billie Jean King who was No. 10.

**TABLE 1**  
**FAVORITE SPORTS STAR – TOP 10 RANKING**  
 “Who is your favorite sports star?”

Base: All adults

|                    | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 |
|--------------------|------|------|------|------|------|------|------|
| Tiger Woods        | *    | *    | *    | *    | *    | *    | 7    |
| Michael Jordan     | 1    | 1    | 1    | 1    | 1    | 1    | 1    |
| LeBron James       | *    | *    | *    | *    | *    | *    | *    |
| Kobe Bryant        | *    | *    | *    | *    | **   | *    | *    |
| Derek Jeter        | *    | *    | *    | *    | *    | *    | *    |
| Jeff Gordon        | *    | *    | *    | *    | *    | *    | *    |
| Peyton Manning     | *    | *    | *    | *    | *    | *    | *    |
| Dale Earnhardt Jr. | *    | *    | *    | *    | *    | *    | 8    |
| Brett Favre        | *    | *    | *    | 8    | 3    | 4    | 4    |
| Albert Pujols      | *    | *    | *    | *    | *    | *    | *    |

\* Not listed in that year

**TABLE 1 (continued)**  
**FAVORITE SPORTS STAR – TOP 10 RANKING**  
 “Who is your favorite sports star?”

Base: All adults

|                    | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|--------------------|------|------|------|------|------|------|------|
| Tiger Woods        | 2    | 2    | 3    | 1    | 1    | 1    | 1    |
| Michael Jordan     | 1    | 1    | 1    | 2    | 3    | 2    | 2    |
| LeBron James       | *    | *    | *    | 8    | 5    | *    | 3    |
| Kobe Bryant        | 7    | 6    | *    | 7    | 9    | 4    | 4    |
| Derek Jeter        | *    | 10   | 5    | 4    | 2    | 7    | 5    |
| Jeff Gordon        | *    | *    | *    | =9   | *    | 5    | 6    |
| Peyton Manning     | *    | 7    | 2    | *    | 8    | =8   | 7    |
| Dale Earnhardt Jr. | *    | 5    | 8    | 5    | 6    | 6    | 8    |
| Brett Favre        | 3    | 3    | 4    | 3    | 4    | 3    | 9    |
| Albert Pujols      | *    | *    | *    | *    | *    | *    | 10   |

\* Not listed in that year

**Those who are new and returning to the Top 10 This Year**  
 LeBron James (was No. 5 in 2007) and Albert Pujols (No. 10)

**Those on the 2008 List Who Have Dropped Out of the Top 10 This Year**  
 Tom Brady (was tied for No. 8) and Kevin Garnett (was No. 10)

**TABLE 2**  
**FAVORITE SPORTS STAR AMONG DIFFERENT DEMOGRAPHIC GROUPS**

Base: All adults

|                                     |                |
|-------------------------------------|----------------|
| Men:                                | Tiger Woods    |
| Women:                              | Tiger Woods    |
| White                               | Tiger Woods    |
| African American                    | Michael Jordan |
| Hispanic                            | Tiger Woods    |
| Echo Boomers (those ages 18 to 29): | Michael Jordan |
| Gen X (those ages 30 to 41):        | Michael Jordan |
| Baby Boomers (those ages 42 to 60): | Tiger Woods    |
| Matures (those ages 61 and over):   | Tiger Woods    |

**TABLE 3**

**FAVORITE FEMALE SPORTS STAR – TOP-10 RANKING**

“Thinking about the female sports stars you like, which ones are your favorites?”

Base: All adults

|                     | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---------------------|------|------|------|------|------|------|
| Serena Williams     | 2    | 2    | 2    | 1    | 2    | 1    |
| Venus Williams      | 1    | 3    | 1    | 3    | 3    | 2    |
| Danica Patrick      | *    | *    | 5    | 2    | 1    | 3    |
| Candace Parker      | *    | *    | *    | *    | 7    | 4    |
| Mia Hamm            | 3    | 1    | 3    | 4    | 5    | 5    |
| Maria Sharapova     | *    | *    | 8    | 5    | 4    | =6   |
| Annika Sorenstam    | 5    | 6    | 7    | 6    | 6    | =6   |
| Chris Everett Lloyd | 9    | =9   | *    | *    | *    | 8    |
| Anna Kournikova     | 6    | 5    | 9    | 9    | *    | 9    |
| Michelle Kwan       | 4    | 4    | 6    | 10   | 9    | 10   |

\* Not listed in that year

**Those who are returning to the Top 10 This Year**

Chris Everett Lloyd (No. 8) and Anna Kournikova (No. 9)

**Those on the 2008 List Who Have Dropped Out of the Top Ten This Year**

Kristi Yamaguchi (No. 8) and Billie Jean King (was No. 10)

**TABLE 4**

**FAVORITE FEMALE SPORTS STAR AMONG DIFFERENT DEMOGRAPHIC GROUPS**

Base: All adults

|                                    |                 |
|------------------------------------|-----------------|
| Men:                               | Serena Williams |
| Women:                             | Serena Williams |
| Echo Boomers (those ages 18 to 32) | Serena Williams |
| Gen X (those ages 33 to 44)        | Serena Williams |
| Baby Boomers (those ages 45 to 63) | Serena Williams |
| Matures (those ages 64 and older)  | Danica Patrick  |
| White                              | Danica Patrick  |
| Black                              | Serena Williams |
| Hispanic                           | Danica Patrick  |

**Methodology**

This Harris Poll® was conducted online within the United States between June 8 and 15, 2009 among 2,177 adults. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents’ propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

***These statements conform to the principles of disclosure of the National Council on Public Polls.***

J36306  
Q855, 860

***The Harris Poll*<sup>®</sup> #79, July 16, 2009**

By Regina A. Corso, Director, The Harris Poll, Harris Interactive

**About Harris Interactive**

Harris Interactive is a global leader in custom market research. With a long and rich history in multimodal research, powered by our science and technology, we assist clients in achieving business results. Harris Interactive serves clients globally through our North American, European and Asian offices and a network of independent market research firms. For more information, please visit [www.harrisinteractive.com](http://www.harrisinteractive.com).

**Press Contact:**

Carol Fricke  
Harris Interactive  
585-272-8400  
[press@harrisinteractive.net](mailto:press@harrisinteractive.net)