

FAME

Most Americans Believe Celebrities Are Entitled to Privacy

Many respondents across the country hold unfavorable views of John Edwards and Tiger Woods.

[NEW YORK – Jul. 22, 2010] – Most people in the United States disagree with the notion that celebrities are not entitled to have privacy because they are public figures who earn a comfortable living just by being famous, a new Angus Reid Public Opinion poll has found.

The online survey of a representative national sample of 1,003 adults also finds that a large proportion of respondents hold negative feelings towards former Democratic Party presidential hopeful John Edwards, and professional golfer Tiger Woods.

The Price of Celebrity

Three-in-five Americans (62%) believe celebrities are entitled to have privacy just like any other person in the world.

Conversely, three-in-ten respondents (29%) think celebrities are not entitled to have privacy because they are public figures who earn a comfortable living just by being famous.

There is little variation on this question along party lines, with Democrats (61%), Republicans (61%) and Independents (64%) agreeing that celebrities do not give up their rights to privacy when they become rich and famous

KEY FINDINGS

- **62% think celebrities do not give up their rights to privacy when they become rich and famous**
- **56% have an unfavorable opinion of John Edwards**
- **49% have an unfavorable opinion of Tiger Woods**

Full topline results are at the end of this release.

From July 14 to July 15, 2010, Angus Reid Public Opinion conducted an online survey among 1,003 American adults who are Springboard America panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of the United States.

CONTACT:

Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

Views on Politicians

The survey asked Americans to state whether they have a favorable or unfavorable opinion of nine politicians who either ran for president, or have served as president or vice-president in the past decade.

The best score overall—which is calculated by subtracting the number of unfavorable mentions from the number of favorable mentions—is for Barack Obama (+7) and Mike Huckabee (+4). John McCain, Joe Biden, Al Gore and George W. Bush all garner favorable mentions from at least a third of respondents, but their score varies greatly. McCain is at -1, Biden at -8, Gore at -10 and Bush at -17.

The score for John Kerry is -15. The two lowest scores are for Dick Cheney (-31, and 54% of unfavorable mentions) and John Edwards (-40, and 56% of unfavorable mentions).

Views on Sports Figures

The survey also asked Americans to state whether they have a favorable or unfavorable opinion of ten current and former sports figures.

Only two of the ten men on the list posted a negative score: Mark McGwire (-1) and Tiger Woods (-17). Five sports figures had a positive score in double-digits: Phil Mickelson (+30), Pete Sampras (+26), Tom Brady (+22), John McEnroe (+17) and Albert Pujols (+10). Ray Lewis checks in at +5, while both Kobe Bryant and LeBron James have a score of +3.

Analysis

John Edwards and Tiger Woods, who were the focus of the tabloid press in recent months over admitted extramarital affairs, posted the lowest scores in this exercise.

Edwards is one of three men who reach the 50 per cent plateau in unfavorable mentions. The other two are Bush and Cheney, who served at the White House for eight years. The former North Carolina Senator also has the lowest proportion of favorable mentions among all politicians (16%).

Woods is the most recognized athlete on this list (20% of respondents are undecided, compared to 33% or higher for the remaining nine men), and garners the highest number of unfavorable mentions (49%, 17 points higher than Bryant).

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Some people think that celebrities are not entitled to have privacy because they are public figures who earn a comfortable living just by being famous. Other people believe celebrities are entitled to have privacy just like any other person in the world. Thinking about this, which statement comes closest to your own point of view?

	Total	Democrat	Republican	Independent
Celebrities give up their rights to privacy when they become rich and famous	29%	32%	31%	27%
Celebrities do not give up their rights to privacy when they become rich and famous	62%	61%	61%	64%
Not sure	9%	7%	8%	8%

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Some people think that celebrities are not entitled to have privacy because they are public figures who earn a comfortable living just by being famous. Other people believe celebrities are entitled to have privacy just like any other person in the world. Thinking about this, which statement comes closest to your own point of view?

	Total	Northeast	Midwest	South	West
Celebrities give up their rights to privacy when they become rich and famous	29%	31%	25%	31%	28%
Celebrities do not give up their rights to privacy when they become rich and famous	62%	56%	68%	60%	62%
Not sure	9%	13%	7%	9%	9%

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Next, we'd like to ask you some questions about current and former politicians. Overall, would you say you have a favorable or unfavorable opinion of each of the following people?

	Mostly favorable	Mostly unfavorable	Not sure	Score
Barack Obama	48%	41%	11%	+7
Mike Huckabee	32%	28%	40%	+4
John McCain	39%	40%	21%	-1
Joe Biden	33%	41%	27%	-8
Al Gore	35%	45%	20%	-10
John Kerry	28%	43%	29%	-15
George W. Bush	35%	52%	13%	-17
Dick Cheney	23%	54%	23%	-31
John Edwards	16%	56%	28%	-40

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Now, we'd like to ask you some questions about current and former sports figures. Overall, would you say you have a favorable or unfavorable opinion of each of the following people?

	Mostly favorable	Mostly unfavorable	Not sure	Score
Phil Mickelson	39%	9%	52%	+30
Pete Sampras	36%	10%	54%	+26
Tom Brady	38%	16%	47%	+22
John McEnroe	39%	22%	39%	+17
Albert Pujols	21%	11%	68%	+10
Ray Lewis	20%	15%	65%	+5
Kobe Bryant	35%	32%	33%	+3
LeBron James	31%	28%	41%	+3
Mark McGwire	27%	28%	44%	-1
Tiger Woods	32%	49%	20%	-17

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://bit.ly/4zxf1S>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at

<http://bit.ly/3z0u1l>

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:

<http://www.visioncritical.com/category/global-opinions-and-trends>

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