

@ ball!

Would you like to hear more of what tour players say during their rounds, even if an occasional profanity slips into the telecast?

Yes	57%
No	37%
Don't know	6%

Comment: The majority of fans don't feel the need for a 10-second delay to prevent profanities from being heard. They say such outbursts are "a live and natural reaction" and "part of the game."

If Woods is out of contention, do you still want to see him play? Yes, regardless of how he's playing 46%

If he does something spectacular 9%

No 32%

Really don't care 13%

Which would you be most interested in watching?

Jack Nicklaus challenging for a seventh green jacket at the Masters 49%

Tiger Woods challenging at the PGA for the final leg of a Grand Slam in the same year 40%

No preference 11%

Comment: The age demographic of respondents to our survey (average age: 52.7) could have tilted this vote in Nicklaus' favor.

The main reasons I watch The Golf Channel (multiple answers):

Instruction 53%

News/tournament highlights 53%

Tournament coverage 39%

Player interviews 27%

Historic highlights 16%

Comment: TGC has a variety of shows, but when asked how to best improve the product, 68 percent said "better programming."

Favorite Golf Channel personality

Peter Kessler	34%
Kelly Tilghman	11%
Brian Hammons	6%
Mark Lye	6%
Jennifer Mills	6%
Rich Lerner	4%
Other	5%
No preference/don't know	28%

Comment: Kessler's popularity was part of his undoing at TGC. Kessler is now a free agent because TGC management wanted to showcase others.

Least favorite Golf Channel personality

Brian Hammons	39%
Peter Kessler	4%
Other	13%
No preference/don't know	44%

Comment: The sentiment against Hammons is hard to figure. Maybe viewers have grown tired of his corny catchphrase: "Keep it in the short grass."

Asked to rate the following tours on a scale of 1 to 5, with 1 being "extremely interested in" and 5 being "not interested at all," here are the mean results for five tours:

PGA Tour	1.7
Senior PGA Tour	2.7
LPGA Tour	3.1
Buy.com Tour	3.8
PGA European Tour	3.8

Comment: The senior tour is off (from 2.0 in '96). The rest are basically the same.

Which of the following factors would make you more likely to watch the LPGA and seniors:

	LPGA/seniors
More charismatic players	47%/40%
More live coverage	37%/34%
Better times for telecasts	31%/35%
More interesting courses	28%/26%
Better telecasts/announcers	23%/22%
Nothing/just not interested	18%/17%

Comment: Whatever problems there are with these

SURVEY SNAPSHOT

Best host announcer

Jim Nantz (CBS)	41%
Mike Tirico (ABC/ESPN)	15%
Peter Kessler (TGC)	11%
Renton Laidlaw (TGC)	5%
Roger Twibell (ESPN/ABC)	4%
Dan Hicks (NBC)	3%
Other	2%
No preference	19%

Comment: 16 years after his debut at the Masters, Nantz claims the top spot. His margin of victory here is the largest of any individual in the survey. Six years ago, Nantz was narrowly edged by Pat Summerall (even though Summerall had, by then, stopped doing golf).

Worst host announcer

Mike Tirico (ABC/ESPN)	10%
Jim Nantz (CBS)	7%
Roger Twibell (ESPN/ABC)	7%
Dan Hicks (NBC)	7%
Steve Kashul (CNBC)	6%
Other	11%
No preference	52%

Comment: There's no one to get worked up about. Tirico is still a big improvement for ABC (Brent Musburger got more than 40 percent of the negative vote when he was the host). Criticism stems from a perceived lack of expertise and overtalking—a common gripe against all hosts.