

The below scores indicate the percent change in celebrities' sincerity scores based on a 1-7 rating scale before and after respondents viewed their apologies. Higher numbers indicated higher levels of perceived sincerity. Positive scores indicate an increase in perceived sincerity and negative scores indicate decreases in perceived sincerity.

	Sincerity
Chris Brown apologizing for assaulting Rihanna	17.2
David Letterman's sex scandal confession	4.3
Governor Mark Sanford apologizing for his affair	3.2
David Letterman apologizing for Palin joke	-2.3
Jaimee Grubbs apologizing to Tiger Woods' wife	-5.9