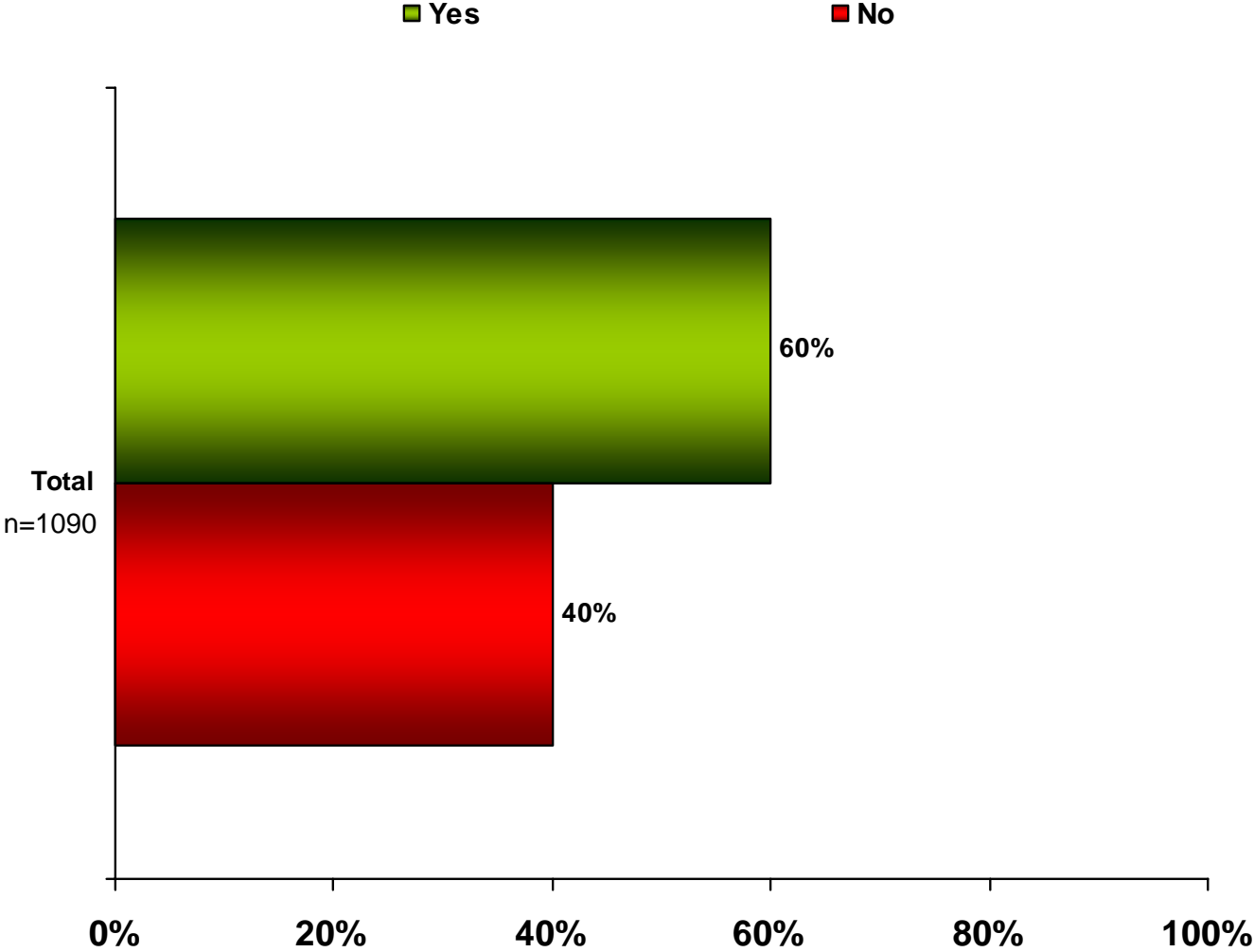


The below scores indicate the change in how sincere celebrities were viewed before and after their apologies. Positive scores indicate an increase in perceived sincerity and negative scores indicate decreases in perceived sincerity.

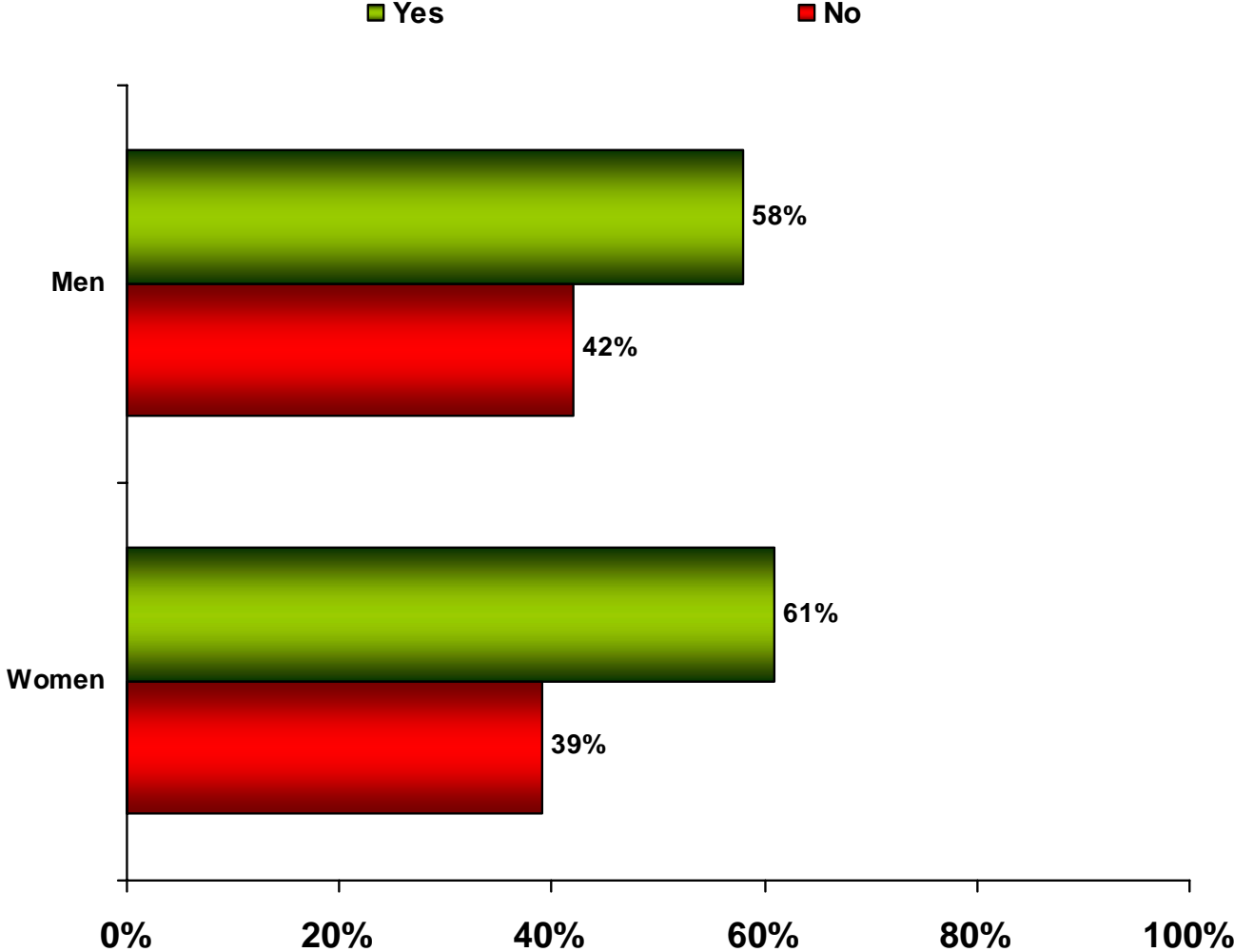
	Sincerity
Chris Brown apologizing for assaulting Rihanna	17.2
Tiger Woods apologizing for his affairs	7.9
David Letterman's sex scandal confession	4.3
Governor Mark Sanford apologizing for his affair	3.2
David Letterman apologizing for Palin joke	-2.3
Jaimee Grubbs apologizing to Tiger Woods' wife	-5.9
John Mayer Apologizing for Playboy Interview	-13.6

Do you think that Tiger Woods' apology was sincere?



Percentages may not equal 100 due to rounding

Do you think that Tiger Woods' apology was sincere?



Percentages may not equal 100 due to rounding

“Please rate Tiger Woods on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute’”

Likeability

	Total (n=1090)
MEAN	4.0

Believability

	Total (n=1090)
MEAN	4.0

Sincerity

	Total (n=1090)
MEAN	4.1

“Please rate Tiger Woods on the following attributes where 1 represents ‘Not at all strong in this attribute’ and 7 represents ‘Extremely strong in this attribute’”

Men

Women

Likeability

	Total
MEAN	4.1

	Total
MEAN	4.0

Believability

	Total
MEAN	4.0

	Total
MEAN	4.0

Sincerity

	Total
MEAN	4.1

	Total
MEAN	4.1