

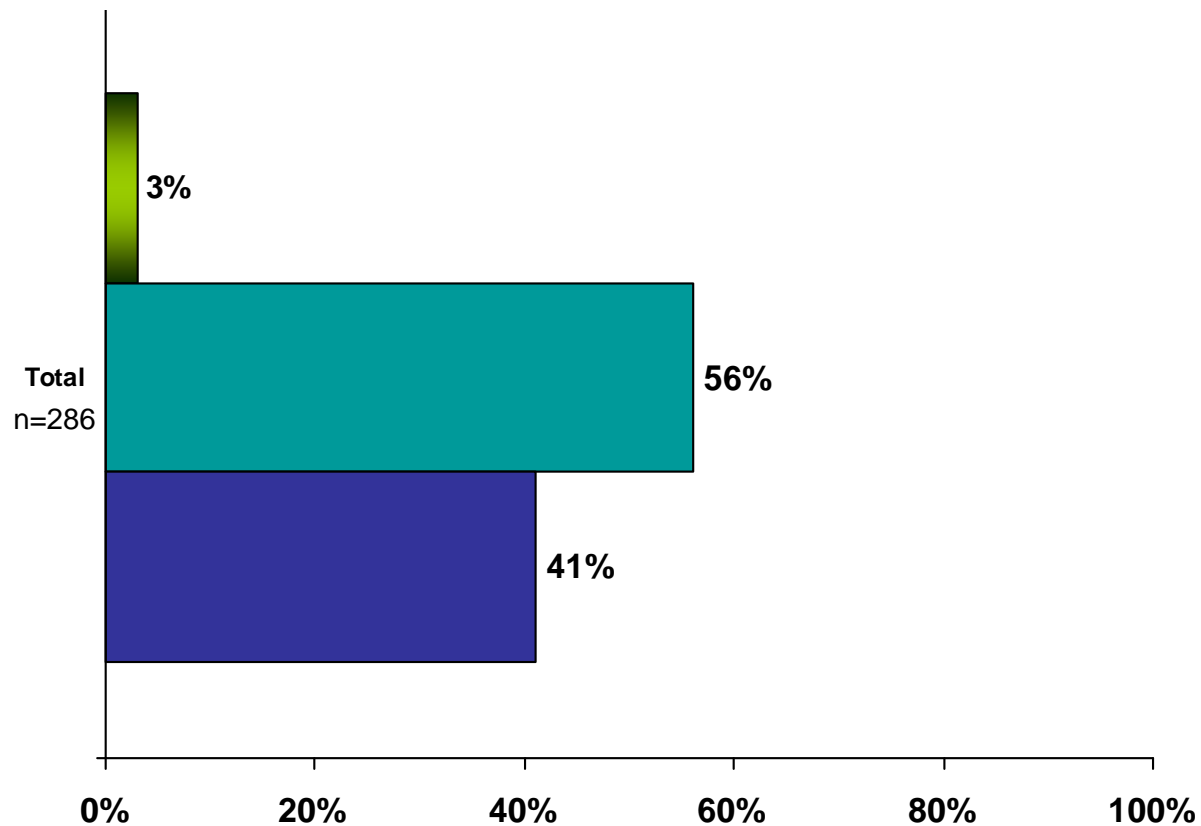
Please rate how appropriate it is for the following people to use profanity or curse in public, where 1 represents “Not at all appropriate” and 7 represents “Extremely appropriate.”

	Mean (n=286)
Musicians	3.1
Celebrities	2.8
Politicians	2.1
Actors	2.9
Religious Figures	1.6
Company CEOs	2.1

*Percentages may not equal 100 due to rounding*

# Does hearing someone use profanity influence your perceptions of them?

- Yes, I have a more positive perception of that person
- Yes, I have a more negative perception of that person
- No, my opinion of that person is not changed.



Percentages may not equal 100 due to rounding

Please rate Vice President Joe Biden on the following attributes where 1 represents “Not at all strong in this attribute” and 7 represents “Extremely strong in this attribute.”

### Likeability

	Before Video (n=286)	After Video (n=286)
<b>MEAN</b>	<b>4.0</b>	<b>3.6</b>

### Believability

	Before Video (n=286)	After Video (n=286)
<b>MEAN</b>	<b>3.7</b>	<b>3.5</b>

### Sincerity

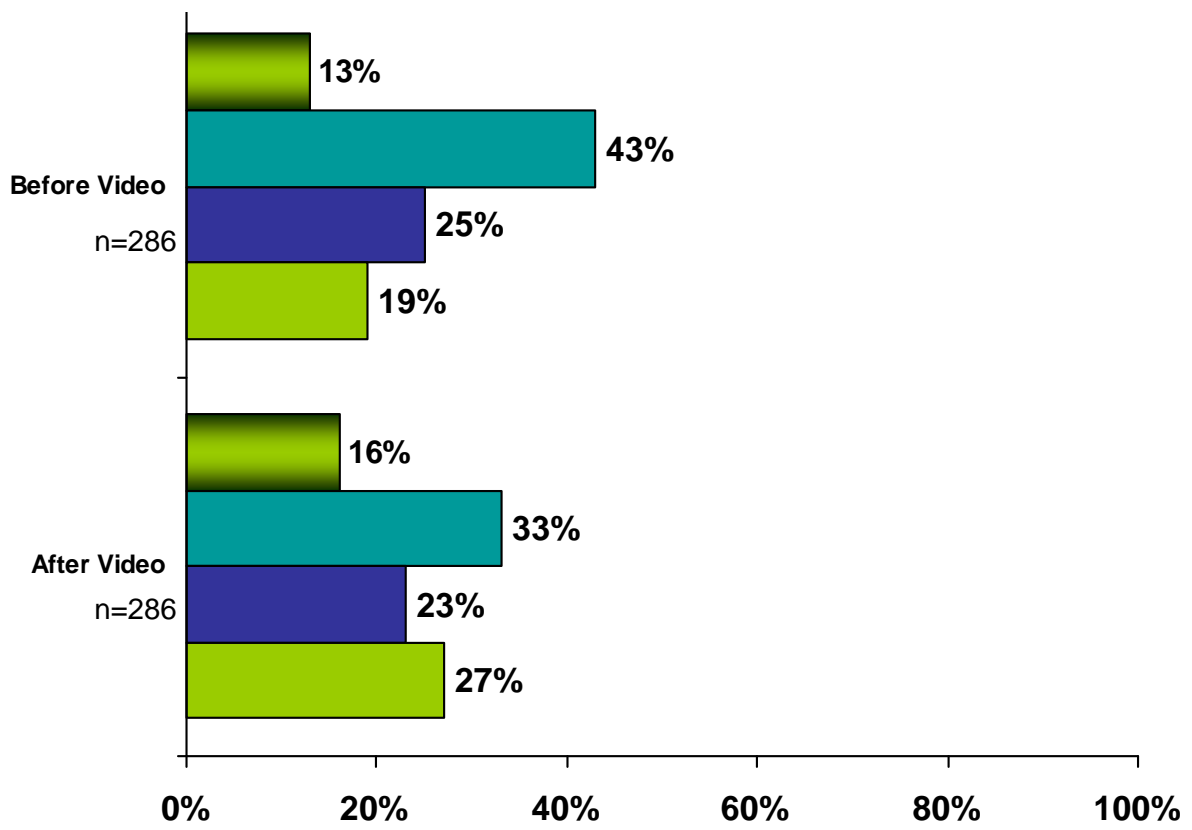
	Before Video (n=286)	After Video (n=286)
<b>MEAN</b>	<b>3.8</b>	<b>3.6</b>

Percentages may not equal 100 due to rounding



# Which of the following best describes your overall opinion regarding Vice President Joe Biden?

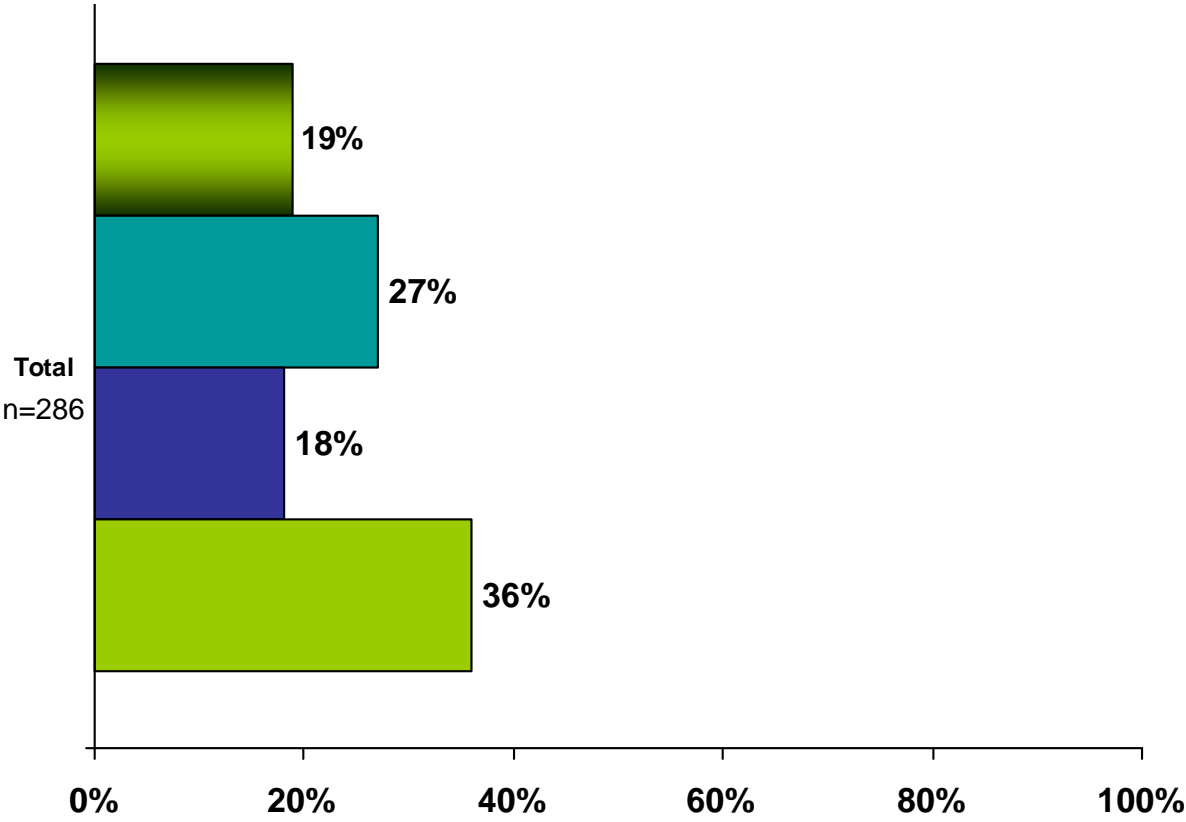
Very favorable   Somewhat favorable   Somewhat unfavorable   Very unfavorable



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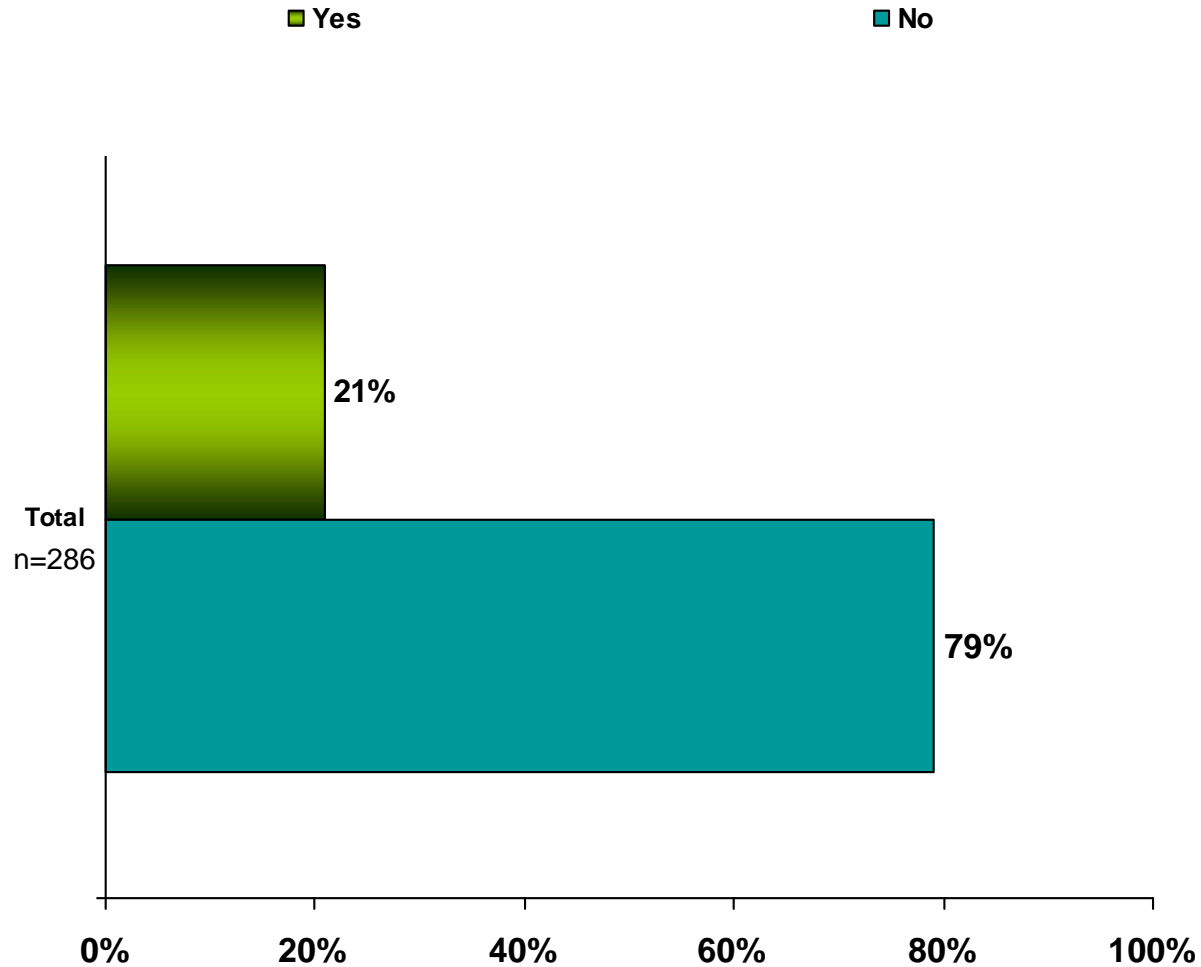
# Which of the following best describes your overall opinion regarding the Obama administration's current plan for healthcare reform?

Very favorable   Somewhat favorable   Somewhat unfavorable   Very unfavorable



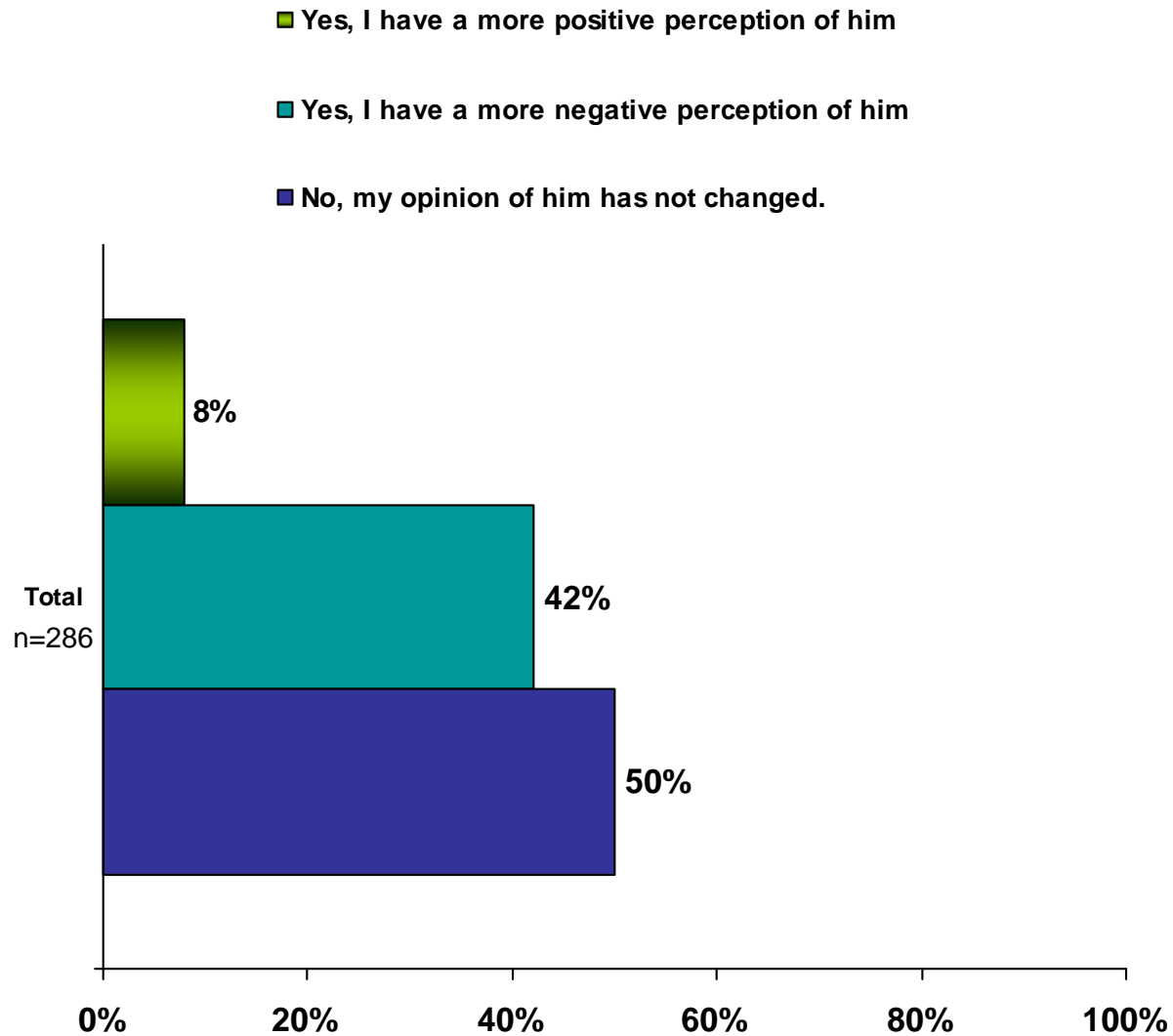
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Do you think it was appropriate for Joe Biden to use profanity when speaking to President Obama?



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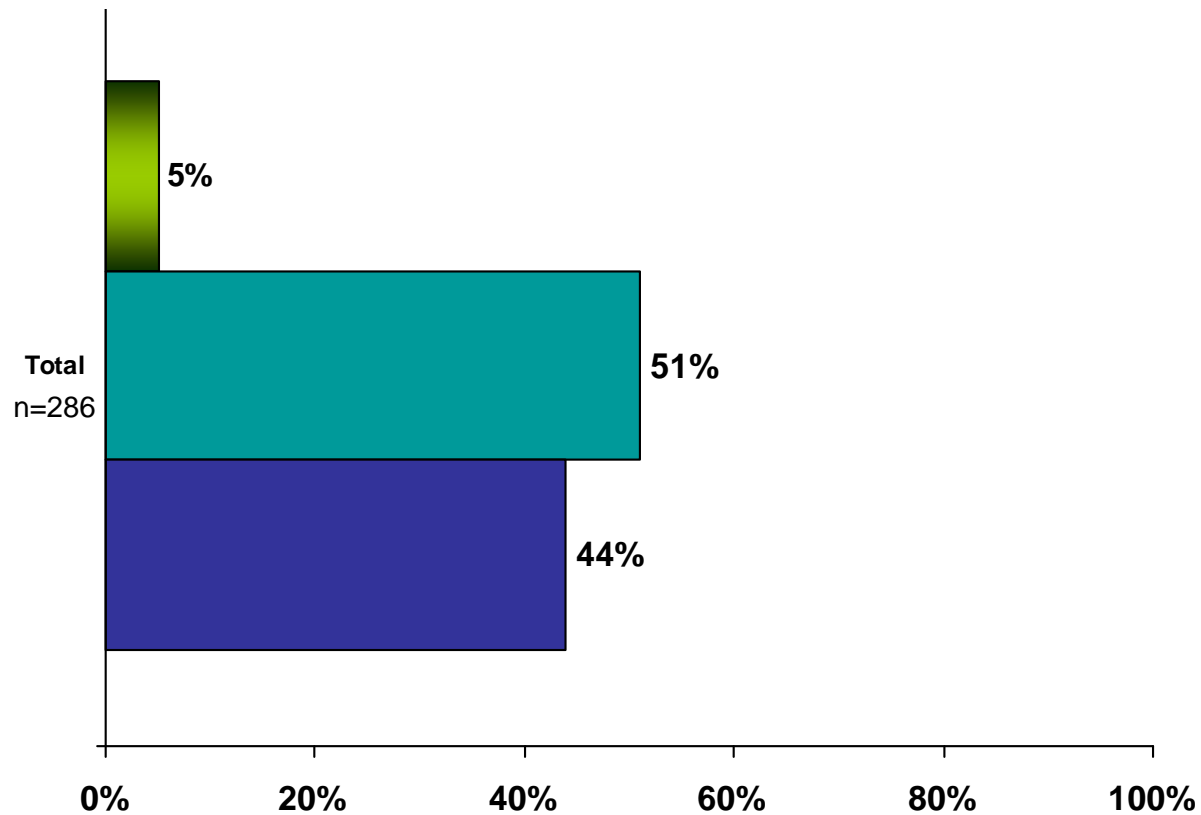
# Have your perceptions of Vice President Joe Biden changed after watching this video?



Percentages may not equal 100 due to rounding

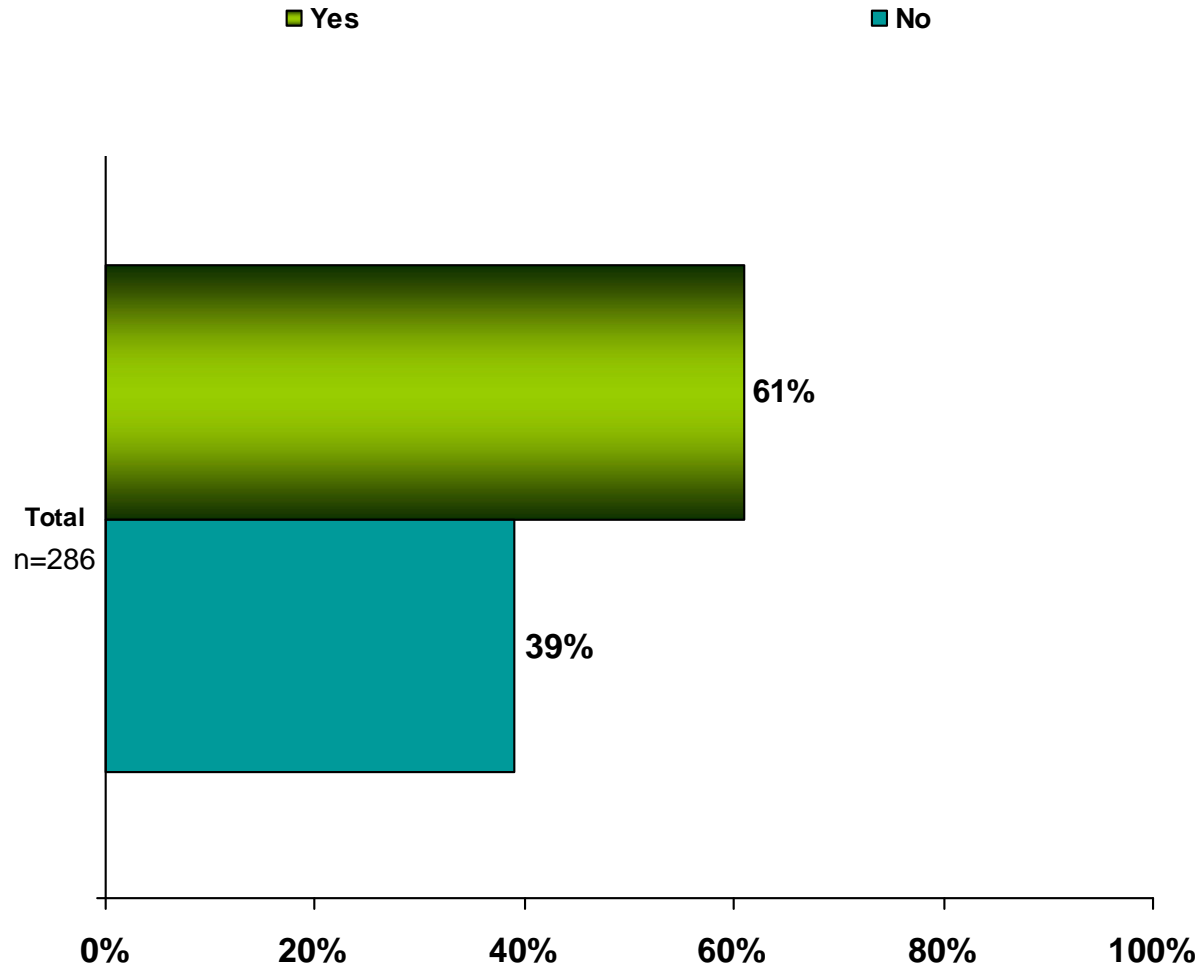
# Do you think Vice President Joe Biden's use of profanity will influence people's views of the United States government?

- Yes, it will positively affect views of the United States government
- Yes, it will negatively affect views of the United States government
- No, it will not affect views of the United States government



Percentages may not equal 100 due to rounding

Do you think that Vice President Joe Biden should publically apologize for using profanity during this event?



Percentages may not equal 100 due to rounding